

# Elevator Escalator Safety Foundation

- 2008 Interim Report -

*January to June*



Our Mission: To educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

# PROGRAMS

## Safe-T Rider

*An Elevator, Escalator and Moving Walk Safety Program for Children*

- ▶ Aimed at young children - one of the most at risk groups
- ▶ Introduced in the U.S. in 1991 and in Canada in 1993
- ▶ Program has reached over 5 million children, parents and teachers since inception
- ▶ Suggested implementation in the fall to reach children prior to the holiday season
- ▶ Message is reaching parents. The most frequent parent comment is "I wasn't aware of that."
- ▶ Effectiveness study conducted in 2004 confirmed that administration of the Safe-T Rider program does positively change behavior while riding

2007/08 School Year Goal = 500,000

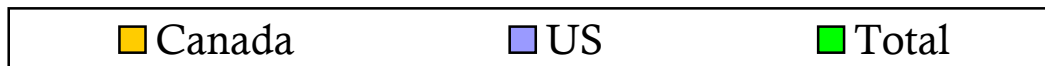
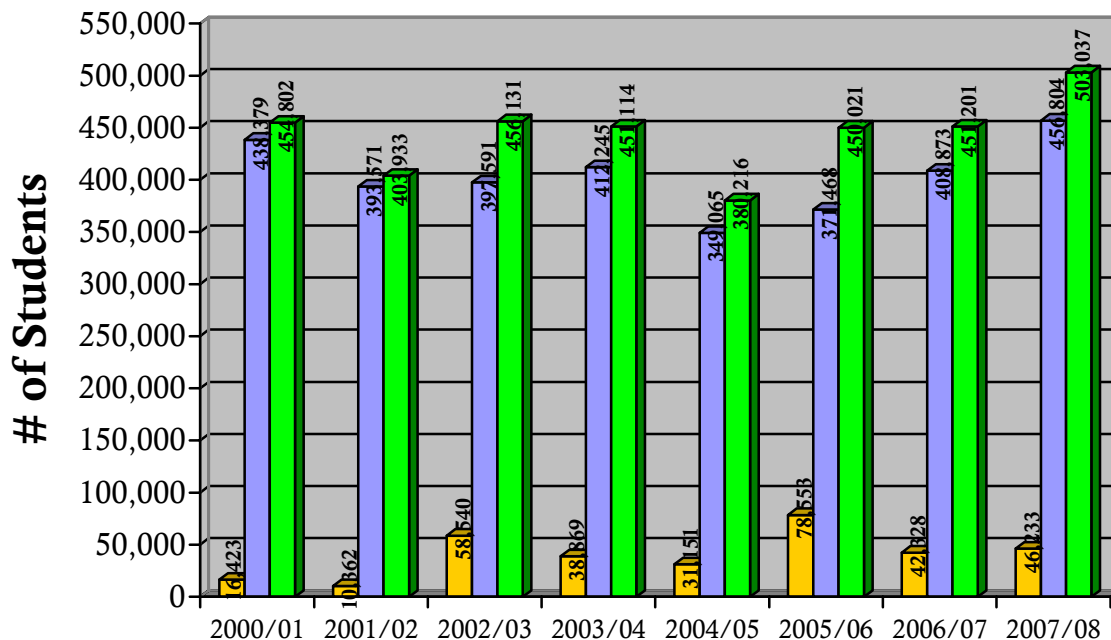
*School Year is July 1, 2007 through June 30, 2008*

**503,037** Children Received the Program

**456,804** in the United States

**46,233** in Canada

### Safe-T Rider History 2000 - 2008



## PROGRAMS

### **A Safe Ride**

*An Elevator, Escalator and Moving Walk Safety Program for Adults*

- ▶ Program targets one of the most at risk groups, older adults
- ▶ Program developed in cooperation with the renowned National Safety Council
- ▶ Program consists of facilitator guide, handbooks and video. The handbook and video are available as stand alone pieces

### **2008**

In 2007, the A Safe Ride Workbook inventory was depleted.

Due to the difficulty of distributing the program, the U.S. board elected to not have more materials printed, but instead to make the workbook and facilitator's guide available online. The Workbook and Facilitator's Guide are now available at [EESF.org/safety education/](http://EESF.org/safety%20education/). Click on the side bar for A Safe Ride, at the bottom of the page, both documents are available.

The A Safe Ride Workbook is outdated and should be revamped.

**PLAN:** Continue to direct interested people to the web site for participation in the program.

## PROGRAMS

### **www.SafeTRider.org and www.A Safe Ride.org**

#### **www.SafeTRider.org**

*The children's interactive website; an animated version of the Safe-T Rider classroom materials.*

Children may opt to take a quiz while watching the show or at the end. If a question is answered incorrectly, the program goes back to the portion of the course that reinforces the rule. Once the test is completed, children may print out a certificate demonstrating they are "safe riders."

Total Web Site Hits	991
Avg. Hits per Day	416
Avg. User Sessions per Day	33
Avg. User Session Length	2 min. 48 sec.
<b>Total 2007-08 Web Site Hits</b>	<b>9,368</b>

#### **Top 5 Accessed Pages**

1. Home
2. Interactive
3. Activity Book
4. Paint
5. STR Video

#### **www.ASafeRide.org**

*An interactive education program for adults and seniors*

This program is intended to increase the public's awareness of the safe and proper way to ride elevators, escalators and moving walks. The program lasts about 10 minutes and includes a self-test that can be taken either at the beginning or the end of the program.

Total Web Site Hits	514
Avg. Hits per Day	108
Avg. User Sessions per Day	17
Avg. User Session Length	1 min. 31 sec.
<b>Total 2008 Web Site Hits</b>	<b>2,655</b>

#### **Top 2 Accessed Pages**

1. Home
2. ASR Interactive Program

## PROGRAMS

### **National Elevator Escalator Safety Awareness Week**

*Celebrate in 2008 ~ Safety Week is November 9 – 15, 2008*

National Elevator Escalator Safety Awareness Week is celebrated the second full week of November each year to increase the public's awareness of the safe riding behavior while using this equipment. Safety Week is a promotion of public safety awareness for the industry's equipment. Everyone is invited to make this special week a huge success in cities throughout the U.S. and Canada. Safety Week provides a focal point for the industry, on a local and national level, to join together as individuals, companies and organizations and spread the word about public safety in the elevator and escalator industry.

The Foundation has developed a **Free Safety Week Planning Guide** that provides information on organizing events and printable materials to use in the effort. Included - a variety of pre-selected items: proclamations; media tools and reproducible materials (US and Canadian sets) such as - news releases for local media, safety coloring sheets for children and safety handouts for adult riders.

Many of the pieces described above may be customized with company or organization logos. Past organizers recommend a two month or more planning period. The Guide is available in CD format or on EESF's web site.

The new **Safety Week Kit** has all the materials you need to have a celebration with an attractive display. The Kit includes the Planning Guide, 6' table cloth customized with EESF logos, a 3' x 5' Safety Week banner, 2 Safe-T Rider DVDs, 5 Safe-T Rider posters, 500 Safe-T Rider activity books and 500 Safe-T Rider stickers. The Kit is available through the Foundation – (800) 949-6442 or [info@EESF.org](mailto:info@EESF.org).

Letters were sent to all 50 Governors and the Mayors of the top 100 populated cities in the United States on July 22, 2008 requesting their endorsement of National Elevator Escalator Safety Awareness Week by signing a proclamation.

Now is the time to begin planning your celebration.

# FUNDRAISING

## 2008 Campaign

as of June 10, 2008

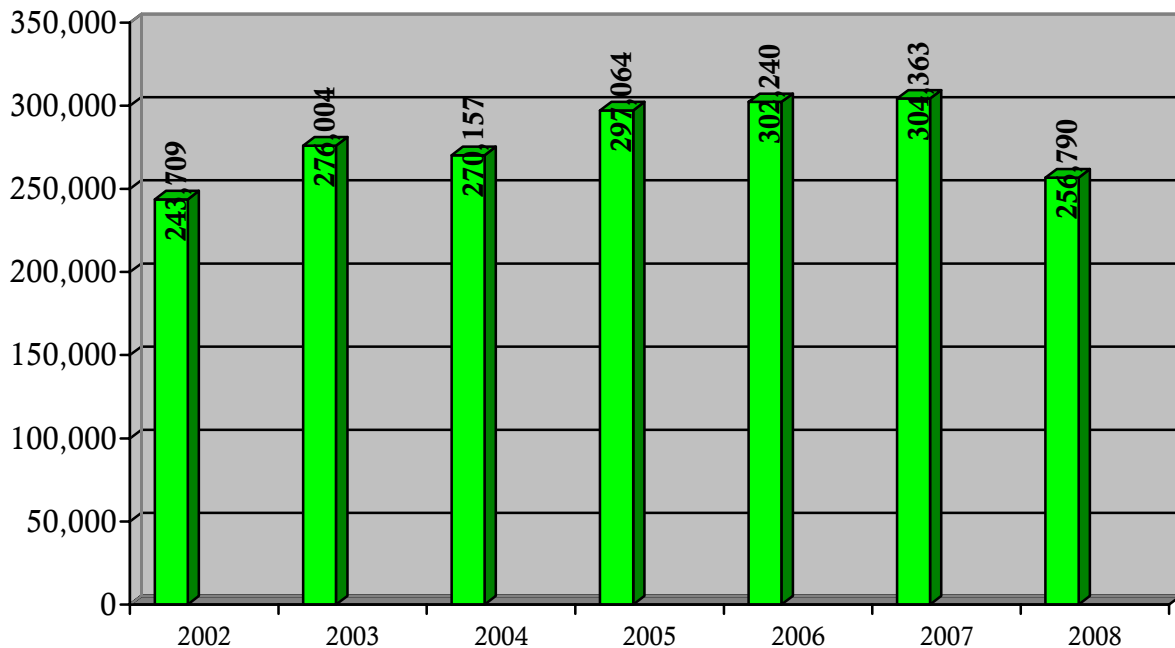
Campaign Chairman – Bobby DeFrancesco, Benfield Electric

<b>2008 Campaign Goal:</b>	<b>\$300,000</b>
<b>Total Donations &amp; Pledges:</b>	<b>\$256,790.00</b>
<b>Number of Contributors:</b>	<b>212</b>

Of the 212 Total 2008 Campaign Contributors:

- 136** maintain Status Quo (donation total the same from 2007)
- 31** increased donation from 2007
- 11** decreased donation from 2007
- 12** contributed in the past, but not in 2007
- 22** contributors are new members of EESF

## Yearly Totals Contributed 2002 - 2008



# 2008 Members & Contributors

As of 30 June 08

## INVESTOR

National Elevator Industry, Inc.  
Schindler Elevator Corporation  
ThyssenKrupp Elevator Corporation

## PARTNER

KONE, Inc.  
NAEC  
NAESA International

## ASSOCIATE

Computerized Elevator Controls  
Elevator World, Inc.  
Fujitec America, Inc.  
GAL/Hollister Whitney  
MAINCO  
New York Elevator Company  
Otis Elevator Company

## SPONSOR

Atlantic Elevator Service  
Elevator U  
Janus Elevator Products, Inc.  
Mitsubishi Electric & Electronics, USA  
Sturgeon, William

## SUSTAINER

Adams Elevator Equipment  
AFD Industries, Inc.  
Bay State Elevator Company, Inc.  
C. E. Electronics, Inc.  
Canton Elevator, Inc.  
CEDES Corporation of America  
Draka Elevator Products  
Elevator Engineering Services, LLC  
G S Elevator Ind, Inc.  
Gallagher Bassett Services  
Handi-Lift, Inc.  
Hendrick, Ricia  
Innovation Industries  
IUEC Local 31 Houston  
Lerch Bates  
Marshall Elevator Company  
Massachusetts Elevator Safety Association  
Maxton Manufacturing Company  
Motion Control Engineering  
NAESA Eastern Region  
National Elevator Cab & Door  
Quality Elevator Company, Inc.  
Schumacher Elevator  
Stanley Elevator Company  
Van Deusen & Associates  
vertical express

## DONOR

Bay Area Rapid Transit  
BP Elevator Company  
Burnham & Company  
CED Elevator Supply Division  
Cemcolift, Inc.  
Columbia Elevator Products Co., Inc.  
Courion Industries  
D. A. Matot, Inc.  
Delaware Elevator, Inc.  
Donnelly & Associates, Inc.  
Dunwell Elevator Electrical  
Elevator Advisors International  
Escalator Handrail Company, Inc.  
Florida Department of Business &  
Professional Relations  
Gregory, Richard  
Gunderlin, Ltd.  
Handi-Lift, Inc.  
International Elevator Co. of Westchester  
IUEC Local 12 Kansas City  
IUEC Local 74 Tampa

Jersey Elevator Company  
J. M. Associates  
Landmark Elevator Consultants  
Leistritz Corporation  
Liftech Elevator Services, Inc.  
McDonald, Marie  
Minnesota Elevator, Inc.  
Orion Elevator, Inc.  
Penn City Elevator Company  
Performance Elevator Consulting, LLC  
PTL Equipment  
Slade Elevator Company  
Southeastern Pennsylvania  
Transportation  
Star Elevator, Inc.  
The Peelle Company  
United Elevator Company  
Ver-Tech Elevator Company  
Vertical Assessment Associates  
Westcoast Companies, Inc.  
Wurtec Elevator Products

## PATRON

A-1 Elevator Inspection, Inc.  
A & F Elevator Company  
Access Lifts of Hawaii  
Allen, Barbara  
Ashley Elevator  
Avery Elevator Corporation  
Blue Blade Steel  
Boppert, Willaim  
Braun ThyssenKrupp Elevator  
Brugg Wire Rope  
Cardelli, Lanfear & Büllema, PC  
Chmielewski, Edward  
C. J. Anderson and Company  
Claddagh Electronics, LLC  
CodeDatePlate.com  
Country Home Elevators & Stair Lifts  
Davis L. Turner & Associates  
Desimone, Morris & Jean  
Detroit Transportation Company  
Dieter Consulting Services, Inc.  
Downey-Goodlein Elevator Corporation  
Draper Elevator Cab Company  
Dueitt, Laurie  
Elevator & Escalator Consulting  
Elevator Doors, Inc.  
Elevator Equipment Corporation  
Elevator Industries of Illinois, Inc.  
Elevator Motors Corporation  
Elevator Specialists  
EMR, Inc.  
Gorman Company  
Gustav Wolf USA, Inc.  
Herrity, James  
Herwig, John  
Hesselburg, Keesee & Associates  
Hopkins Illinois Elevator Co.  
Humble Elevator Services, Inc.  
Imperial Elevator Corporation  
Industrial/Commercial Elevator  
IUEC Local 1 New York  
IUEC Local 3 St. Louis  
IUEC Local 5 Philadelphia  
IUEC Local 11 Cincinnati  
IUEC Local 16 New Orleans  
IUEC Local 17 Cleveland  
IUEC Local 25 Denver  
IUEC Local 32 Atlanta  
IUEC Local 36 Detroit  
IUEC Local 41 Springfield, MA  
IUEC Local 49 Jacksonville, FL  
IUEC Local 62 Syracuse  
IUEC Local 71 Miami  
IUEC Local 124 Mobile  
IUEC Local 131 Austin

IUEC Local 132 Madison  
IUEC Local 138 Poughkeepsie  
James Lawrence & Associates  
K-Tech International, Inc.  
Krieger, Jr., Robert L.  
Lapierre, Ray  
LEC Consulting & Inspection Group, Inc.  
Lift Solutions  
Lonsdale Elevator, Inc.  
Malcolm L. Daigle & Associates  
Martin, Norman  
McCain Engineering Associates  
McDonald, Marie \*  
McKinley Elevator Corporation  
Metro Elevator Company, Inc.  
Mobility Elevator & Lift Company  
Mowrey Elevator Company  
Murphy, Charles H.  
NAESA Western Region  
Newman, Fred G.  
O'Gara, John  
Olenick, Thomas  
Oracle Elevator Company  
Parts Specialists  
PFlow Industries, Inc.  
Pine State Elevator Company  
Quackenbush, John  
RCB Elevator Consulting, Inc.  
Reynolds & Reynolds Electronics, Inc.  
Richard E. Baxter & Associates  
Richmond Elevator Company, Inc.  
Seifried, Elinor \*  
SF Video  
Snyder, William  
Southern Elevator  
Stanlaske, Dorothy  
Starmer, Ellen \*  
Stencil Cutting & Supply Company  
Sterling Elevator Consultants  
Stich, Mark  
Sunrise Elevator Company, Inc.  
Technical Inspection, Inc.  
Texacone Company, Inc.  
The Elevator Man  
Thompson Elevator Inspection Service  
Triangle Elevator Service  
TRICO Manufacturing Corporation  
United Elevator Inspection & Consulting  
United States Elevator, Inc.  
Upegui, Jose  
Vertex Corporation  
Vertical Maintenance & Repair, Inc.  
Vertical Transportation Analysis, Inc.  
Vertical Transportation Specialists  
Walsh Associates, Ltd.  
Wright, Harwood

## FRIEND

IUEC Local 59 Harrisburg  
Uliano, Judy

## Levels of Membership

<b>INVESTOR</b>	\$25,000 or more
<b>PARTNER</b>	\$10,000 to \$24,999
<b>ASSOCIATE</b>	\$5,000 to 9,999
<b>SPONSOR</b>	\$2,500 to \$4,999
<b>SUSTAINER</b>	\$1,000 to \$2,499
<b>DONOR</b>	\$500 to \$999
<b>PATRON</b>	\$100 to \$499
<b>FRIEND</b>	Up to \$99

\* Memorial Donation

\*\* Matching Gift Donation

# 2008 Canadian Members & Contributors

## Donateurs et Membres Canadiaens 2008

As of 30 June 2008

### ASSOCIATE/ASSOCIE

Canadian Elevator Contractors Association

### SPONSOR/BIENFAITEUR

GAL Canada Elevator Products Corporation

### SUSTAINER/MEBRE DE SOUTIEN

Alberta Elevating Devices and Amusement Ride Safety Authority

Elevator Components Industries, Inc.

### DONOR/DONATEUR

Ascenseurs Lumar

EHC Global

### PATRON/CLIENT

Allen, Barbara S.

Ascenseurs Nova

Monica Stoer

### FRIEND/AMI

Dueitt, Laurie

#### Levels of Membership/Les Niveaux D'adhésion

Investor/ Investisseur	\$25,000 or more
Partner/ Partenaire	\$10,000 to \$24,999
Associate/ Associe	\$5,000 to 9,999
Sponsor/ Bienfaiteur	\$2,500 to \$4,999
Sustainer/ Membre de Soutien	\$1,000 to \$2,499
Donor/ Donateur	\$500 to \$999
Patron/ Client	\$100 to \$499
Friend/ Ami	Up to \$99