

# INSIDER-The Resource for Rider Safety

**Special points of interest:**

- Annual Meeting attendees brainstorm for EESF's future
- Future Industry Events
- Safe-T Rider set to reach 2007-2008 goal
- National School Board Association Conference brings in big numbers



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## EESF Hosts 2008 Annual Meeting in Atlanta, GA



The Board of Regents prepare to begin the 2008 Annual Meeting. (l-r) Tom Olenick, Dick Vinciguerra, Kevin Moylan and Ricia Hendrick.

The Elevator Escalator Safety Foundation (EESF) held its 2008 Annual Meeting February 19 - 22 in Atlanta. The Board of Regents, EESF members and EESF staff met to review the previous year's results and discuss the plans for 2008. The Board and staff also reported to the EESF membership and industry representatives present at the meeting. A brainstorming session was held for all in attendance as well as a Safe-T Rider presentation at a local elementary school.

This meeting marked EESF's inaugural visit to Atlanta. The decision was made to return to Atlanta for the 2009 meeting, with the prospect of returning the meeting to Mobile, Alabama, the site of EESF headquarters, periodically.

EESF Chairman Kevin Moylan reported that EESF had a great year and is on track for an even better 2008.

Approval was made to purchase materials for a goal of reaching 600,000 children in 2009 – an increase of 100,000 children from the 2007- 2008 school year and a 34% increase from 2006 - 2007.

The Foundation is happy to welcome new board members: Randy Bennett of Van Deusen & Associates, Joseph Neto, Jr. of Joseph Neto & Associates, Matt Rupp of C. E. Electronics, Jose Upegui of KONE and Cornelius Walls of Formula Systems.

Tom Olenick and Davis Turner retired from the Board of Regents, each agreeing to stay active with the Foundation's mission. Each received a plaque from the Foundation in honor of their many years of dedicated service. As Olenick was presented his plaque by the Chairman, he thanked the industry for "a safe ride."

Approximately 40 EESF members attended an all-day brainstorming session led by Betty Kjellberg, CAE, of Association Solutions, LLC. As a part of the session, the group was broken up into teams to discuss their vision of the Foundation in 2020.

Attendees visited Liberty Point Elementary School in Union City, Georgia, where the Safe-T Rider program was presented to the entire second grade class of 100 children.

The Foundation is excited about the future and would like to extend a special thank you to the membership for your support. Without the industry's support, EESF would not be able to accomplish its mission.

## EESF Thanks the 2008 Annual Meeting Sponsors

**Diamond**

GAL / Hollister Whitney Manufacturing Corporation

**Gold**

Alberta Elevating Devices and Amusement Ride Safety Association

**Silver**

CED Elevator Supply West

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National Association of Elevator Contractors

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**Bronze**

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ElevatorRadioShow.com

The Foundation would also like to thank GAL / Hollister Whitney, NAEC and The Peelle Company for helping defray the cost of Thursday night's dinner.



# Upcoming Events, Fundraisers & Exhibits

362 Pinehill Drive  
Mobile, AL 36606

[www.EESF.org](http://www.EESF.org)

(251) 479-2199

(800) 949-6442

(251) 479-7099 FAX

Be sure to check out  
our web site for  
frequent updates!

### National Association of Vertical Transportation Professionals

May 1, 2008  
Silent Auction  
San Francisco, CA  
[www.navtp.org](http://www.navtp.org)

### Canadian Elevator Contractors Association

June 6, 2008  
Dinner Cruise  
Windsor, Canada  
[www.ceca-acea.org](http://www.ceca-acea.org)

### Pop Frohlinger/Joe Marchese Golf Outing

June 12, 2008  
Oceanside, New York  
[www.popjoe.com](http://www.popjoe.com)

### Elevator Industry Group of Southern California Annual Golf Outing

June 20, 2008  
Whittier, California  
[www.elevatorindustry.com](http://www.elevatorindustry.com)

### EESF Chicago Cruise

June 25, 2008  
Chicago, Illinois  
Register online! Visit [www.EESF.org/events](http://www.EESF.org/events) and click the registration link.

### Chicago Elevator Association Golf Outing

August 1, 2008

### NAESA International Workshop

August 5, 2008  
Silent Auction during AEDARSA reception  
Calgary, Canada

### National Association of Vertical Transportation Professionals

#### New York Region Dinner Cruise

August 21, 2008  
New York, New York  
[www.navtp.org](http://www.navtp.org)

### NAEC Party

September 10, 2008  
Wild, Wild West Poker Run  
Grapevine, Texas

### National Elevator Escalator Safety Awareness Week

November 9 - 15, 2008

### EESF Exhibiting

#### NEA Annual Meeting

July 1 - 6, 2008  
Washington DC





# Safe-T Rider Update



Total Number of Children Educated  
in 2007-2008 School Year:

**469,592 and growing!**

**Goal: 500,000**

Total Number of Children Educated  
Since 1991:

**5,167,289**

## EESF's First Visit to National School Board Association Conference in Orlando is a Huge Success!

The Elevator Escalator Safety Foundation's *Safe-T Rider* program was featured at the National School Board Association (NSBA)'s 68<sup>th</sup> Annual Conference held in Orlando from March 29 – April 1, 2008. This was the first time for EESF to exhibit at NSBA's Annual Conference.

Through this exhibit, the Foundation met school board officials from around the United States. After discussing the *Safe-T Rider* program with attendees at the conference, EESF was able to sign up approximately 60,000 children! Over 25 other school board officials requested information about the program. Those who requested information will receive a *Safe-T Rider* packet, which includes all the components of the program.

According to the National School Board Association, over 2,000 school districts were represented at the 2007 Annual Conference with 75% of those attendees being actual school board members. The other 25% of attendees were mostly made up of superintendents, administrative staff and board staff members. The total number of expected attendees for the 2008 Annual Conference was 7,500. Actual numbers are still pending

The Foundation, which occupied Booth #1157, was also featured on the NSBA's special conference web site, where the NSBA posted a press release issued by EESF regarding the conference. This press release may be accessed by visiting the following link: [http://nsba.org/conference/press/press\\_releases.cfm](http://nsba.org/conference/press/press_releases.cfm).



Laurie Dueitt, Program Director, informs School Board Officials about the *Safe-T Rider* program at the NSBA Annual Conference in Orlando.

The mission of the Elevator Escalator Safety Foundation is to educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs. *Safe-T Rider*, a **free** program distributed by the Foundation, is a safety program which educates children towards the mission of EESF.



# 2008 Members & Contributors



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

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National Association of Elevator Contractors  
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Vertical Transportation Specialists  
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Uliano, Judy

Goal: \$300,000

Total to date: \$241,225

As of 25 Apr 08

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SUSTAINER	\$1,000 to \$2,499
DONOR	\$500 to \$999
PATRON	\$100 to \$499
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