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FOR IMMEDIATE RELEASE

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**EESF Holds First Annual Meeting Since Fiscal Year Change**

**October 28, 2009** - The Elevator Escalator Safety Foundation (EESF) held its first Annual General Membership (AGM) meeting since the EESF Board of Regents voted to change the fiscal year of the Foundation from a calendar year (January 1 - December 31) to a fiscal year of July 1 - June 30, earlier this year.

The AGM was held on Thursday, September 24, 2009 in Orlando, at the conclusion of the UNITED Convention. The Board of Regents, EESF members and EESF staff met to review the year’s results and discuss upcoming plans for the Foundation.

The EESF staff reported that 69,099 children in the U. S. had received materials and 8,731 children in Canada had received materials, for a total of 77,830. The goal for the 2009/2010 school year is to send Safe-T Rider materials to 700,000 children in North America. For the 2009 campaign, \$270,000 had been pledged or collected toward the goal of \$307,500. The campaign year will remain on a calendar year. The Foundation recognized Robert “Bobby Dee” DeFrancesco for his services as the 2009 Campaign Chairman.

The 2010 campaign chairman is Sterrett Lloyd of Draka Elevator Products who will lead the campaign with the help of members of Draka’s regional offices. The EESF treasurer, Bob Kazar, reported that the fiscal year change was complete, the Foundation has budgeted for 700,000 children and that the Foundation has the money and resources for this goal.

Attendees learned about the ongoing development of a new EESF program, Elevator U, which targets university students. A great deal of focus was given to an update and overview of EESF’s strategic plan. The strategic plan, a map of goals for the future of the Foundation, has been in development since the 2008 Annual Meeting and was finalized earlier in the year. (Blueprint Attached)

EESF founding organizations presented reports at the meeting. Ricia Hendrick, EESF Secretary and Elevator World representative reported that Elevator World continues to maintain their original level of support and continue to sponsor various Foundation activities. Rob Merlo, EESF Vice Chairman and National Association of Elevator Contractors (NAEC) representative stated that NAEC is pleased with the direction the Foundation is taking and continues to support EESF.

Morris “Des” DeSimone, EESF Director and National Association of Elevator Safety Authorities International (NAESAI) representative, stated that NAESAI is proud to be a founding member of EESF and that funding will continue from the International as well as the Regionals. Jose Upegui, EESF Director and National Elevator Industry, Inc. (NEII) representative, reported that the NEII committee continues to monitor report of escalator incidents.

EESF will enter into an international agreement with the Elevator Escalator Safety Trust (EEST). Tak Mathews, of TAK Consulting, explained that the Trust has been developed in India using the blueprint of the make-up of EESF. Mathews explained the great need for such education in India, as they have seen a building boom in their area with most of the public unaware of how to safely ride vertical transportation. Because of this and other cultural factors, India has seen a sharp increase in elevator and escalator injuries and fatalities.

EESF would like to thank the Alberta Elevating Devices and Amusement Rides Safety Association (AEDARSA) and Elevator World for sponsoring a portion of the Annual Meeting.

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

The next EESF meeting will be the Annual Planning & Election Meeting, which will take place March 1 – 3, 2010 at the Hilton Atlanta Airport in Atlanta, Georgia. This meeting is an opportunity for all the members to meet and discuss issues affecting the foundation. If you have contributed to EESF, you are invited to attend the meeting.

For more information about EESF or to help support the Foundation, please visit [www.EESF.org](http://www.EESF.org) or contact EESF at (800) 949-6442 or [info@EESF.org](mailto:info@EESF.org).

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