



# INSIDER – The Resource for Rider Safety Education

### Special points of interest:

- Mike Ryan to serve as new Chairman
- Industry Events
- Volunteer!
- EESF Fiscal Year Change
- Safe - T Rider Goal Increase
- EESF Exhibits at National Conferences
- Annual Meeting, Fiscal Year Change

## EESF Hosts 2009 Annual Meeting in Atlanta, GA



Outgoing EESF President Kevin Moylan (l) and incoming President Mike Ryan  
*Photo Courtesy of Elevator World*

The Elevator Escalator Safety Foundation (EESF) held its 2009 Annual Meeting March 3, 2009 in Atlanta. The Board of Regents, EESF members and EESF staff met to review the previous year's results and discuss upcoming plans for 2009. The Board and staff also reported to the EESF membership and industry representatives present at the meeting.

The group participated in a strategic planning exercise; building upon the previous year's brainstorming session, at which the group was broken up into teams to discuss their vision for the Foundation. The four groups discussed and prioritized the needs and goals for EESF. Information and data from the strategic planning exercise will be compiled for the Foundation's leaders to use as a map for the future.

The EESF staff reported positive results in regards to number of children in North America who have received Safe-T Rider materials, fundraising efforts and campaign earnings. Attendees learned about

the ongoing development of a new EESF program, Elevator U, which targets university students.

Outgoing EESF Chairman Kevin Moylan thanked the Board and EESF staff for supporting his two years of leadership as well as the EESF Executive Committee for being a great source of counsel. Dick Vinciguerra, who served as Vice Chairman under Moylan, commended the Chairman's actions in regards to the positive direction the Foundation is following.

The 2009/2010 Officers, as presented by the Nominating Committee, were approved. They are Chairman, Mike Ryan of The Peelle Company; Vice Chairman, Robert Merlo of ElevatorNet; Secretary, Ricia Hendrick of Elevator World, Inc. and Treasurer, Bob Kazar of Canton Elevator. Ryan assured the board and members that the Foundation would continue in its success of realizing EESF's mission.

Three board members whose terms were expiring and agreed to serve the Foundation again are: John Koshak of Elevator Safety Solutions as Regent at Large (Industry) with Tom Sybert of C. J. Anderson and Company as alternate; Mike Ryan as Regent at Large with Matt Rupp of C. E. Electronics as alternate and Vincent Moscato of Liberty Elevator as Regent at Large with Doug Gilman of Elite Elevator Cab Remodeling as alternate.

In addition to the expiring terms, the following Board member and Alternate selections were approved: Elevator World: Ricia Hendrick with Richard Baxter of Richard Baxter and Associates as alternate; National Elevator Industry, Inc.: Jose Upegui of KONE, Inc. and Terry Stepp of Otis Elevator as alternate; Regent at Large, Industry: Bob Kazar and David Lacosse of Washington Metropolitan Area Transit Authority as alternate; Regent at Large, Labor Roger D. Merritt of Elevator Industry Work Preservation Fund and Gary Presley of IUEC Local 124 as alternate, Regent at Large: Jim Riegler of ThyssenKrupp Elevator and Kathy Rucki of Schindler Elevator.

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.



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## EESF Thanks the 2009 Annual Meeting Sponsors

### Diamond

GAL / Hollister Whitney

### Gold

Alberta Elevating Devices and Amusement Ride Safety Association

### Bronze

Elevator World, Inc.

Minnesota Elevator, Inc.

The Foundation would also like to thank AFD Industries, Inc., Canton Elevator, Inc., Formula Systems North America and The Peelle Company for defraying the cost of the Farewell Reception.





**Events  
&  
Fundraisers**

[Draka Supplier/Customer Celebration Dunking Fundraiser](#)

May 7, 2009

In Rocky Mount, NC, Draka suppliers, customers and staff eagerly marched up to the throw line of Draka's Dunk Tank to have their shot at soaking Draka officers while making a contribution to the Elevator Escalator Safety Foundation.

[Inaugural Toronto Harbour Cruise](#)

June 4, 2009

EESFC's inaugural event set sail aboard the *Jubilee Queen*. Nearly 100 guests enjoyed the sights, sounds and the sunset on the Toronto Harbour skyline as well as the view of the Toronto Islands.

["Pop" Frohlinger / Joe Marchese Memorial Invitational Golf Outing](#)

June 11, 2009

This year's outing, honoring Jackie Mortman, hosted course contests, raffles, give aways and a 50/50 raffle. This outing has raised funds to benefit EESF and its mission since 1992.

[Elevator U Silent Auction](#)

June 16 - 18, 2009

Quincy, Illinois was the location of this year's Elevator U (EU) Conference. The event was hosted by Jeff Miller of the University of Illinois. A silent auction was held in the booths of exhibitors to benefit EESF. A 50/50 raffle was also conducted.

[3rd Annual Chicago Cruise](#)

July 1, 2009

The event, held on Lake Michigan upon the *Summer of George*, set sail with 116 elevator industry associates on board. Attendees enjoyed a finale of fireworks as they celebrated the third year of the event.

[Chicago Elevator Association Golf Outing](#)

August 7, 2009

[www.CEA-online.org](http://www.CEA-online.org)

[NAVTP New York Region 16th Annual Dinner Cruise](#) aboard the *World Yacht*

August 20, 2009

New York, New York

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

[EESF Recognition Reception](#) (UNITED)

Come enjoy savory desserts and mingle with others in the industry and find out what your dollars have accomplished over the years. Join us for a celebration of the UNITED partners as well as the EESF Founding Organizations.

September 20, 2009

Gaylord Palms Resort & Convention Center—Orlando, FL

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

[EESF Annual Meeting](#) (due to fiscal year change)

September 24, 2009

Orlando, FL

Gaylord Palms Resort & Convention Center—Captiva Room 2

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



**The  
2009 Interim Report  
is now  
available online!**

362 Pinehill Drive  
Mobile, AL 36606

Elevator Escalator Safety Foundation  
[www.EESF.org](http://www.EESF.org)

Elevator Escalator Safety Foundation  
of Canada  
[www.EESFC.org](http://www.EESFC.org)

(251) 479-2199

(800) 949-6442

(251) 479-7099 FAX



**Be sure to check  
the web site for  
frequent updates!**





**Safe - T  
Rider  
2008/2009  
Final  
Numbers**



Total Number of Children Who Received Safe-T Rider Materials during the 2008/2009 School Year:  
**515,629!**

Total Number of Children Who Have Received Safe-T Rider Materials Since 1991:  
**6,044,149**

**EESF and  
EESFC Call for  
Volunteers**

The Elevator Escalator Safety Foundation (EESF) and the Elevator Escalator Safety Foundation of Canada (EESFC) offer many volunteer opportunities for people who want to help decrease the number of preventable incidents on our industry's products. People like you help the Foundation realize our mission by educating the public on the safe and proper use of elevators, escalators and moving walks.

There are various ways for volunteers to get involved with all the Foundation's programs - Safe-T Rider, A Safe Ride and National Elevator Escalator Safety Awareness Week.

Volunteers can:

- Present the Safe-T Rider program in a classroom or at a school assembly
- Give an A Safe Ride Presentation
- Help secure a Proclamation from your Governor and/or Mayor for Safety Week
- Host an informational display booth in a Mall or Public Building
- Include safety information on company payroll or bill-stuffers
- Publish a Safety Week story in an in-house publication
- Help with an upcoming EESF special event
- And many more!



It is simple to get program materials and information for any variety of volunteer activities. The Foundation's web site offers an "I Want to Volunteer" form to fill out if you would like to be contacted about volunteering. Visit the site at <http://www.eesf.org/help/volunteer.html> or click "Help EESF" on our home page. Potential volunteers may call EESF headquarters at (800) 949-6442 or e-mail [info@EESF.org](mailto:info@EESF.org) for any questions you may have or to order materials for your presentation or event.





## *EESF Announces Change in Upcoming Annual Meeting Date, Fiscal Year*

All Elevator Escalator Safety Foundation (EESF) contributors are invited to attend EESF's Annual General Membership Meeting, set for September 24, 2009 at the Gaylord Palms in Orlando, in conjunction with the UNITED Convention. This meeting date will allow EESF contributors as well as EESF founding organizations to enjoy the Convention and stay to participate in EESF's Annual Meeting.

The EESF Bylaws require the Foundation hold its Annual Meeting within 90 days of the close of the year, which will now be June 30. The EESF Board of Regents voted to change the fiscal year of the Foundation from the current calendar year (January 1 - December 31) to a fiscal year of July 1 - June 30, beginning in 2009. The decision was based on aligning the fiscal year with the school year as the majority of EESF's budget is spent on the purchase and distribution of the Safe-T Rider children's program.

EESF encourages all of its contributors to make plans to stay an additional day to attend the meeting. This is an opportunity for contributors to see first-hand the direction EESF is headed. It also provides an avenue for open discussion on your views.

The Foundation is excited about the future and would like to extend a special thank you to all donors for your support. Without the industry's support, EESF would not be able to accomplish its mission of educating the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

If you would like information about attending the Annual Meeting in September or for additional information regarding 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).

### *EESF HAS A NEW PLAN!*

EESF Leadership has developed a Strategic Plan

for the Foundation's coming years,

which will be discussed at the upcoming Annual Meeting.

Make plans to come and listen to plans for the future of the industry's only charity.



## EESF Fiscal Year Change

The Elevator Escalator Safety Foundation Board of Regents voted to change the fiscal year of the Foundation from the current calendar year (January 1 - December 31) to a fiscal year of July 1 - June 30, beginning in 2009. The decision was based on aligning the fiscal year with the school year as the majority of EESF's budget is spent on the purchase and distribution of the Safe-T Rider children's program.

The Foundation is excited about the future and would like to extend a special thank you to all donors for your support. Without the industry's support, EESF would not be able to accomplish its mission of educating the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

## Safe - T Rider Goal Increase

In the 2007/2008 school year, EESF surpassed the 500,000 goal by sending materials to 503,037 children in North America. At the 2008 Annual Board Meeting, the 2008/2009 goal was raised to send materials to 600,000 children in the United States and Canada. At the 2009 Annual Board Meeting, the Board gave approval to purchase materials for the purpose of educating 700,000 children in the 2009/2010 school year.

## Safe - T Rider Exhibited at NSBA Conference

The Elevator Escalator Safety Foundation's *Safe-T Rider* program was featured at the National School Board Association (NSBA)'s 69<sup>th</sup> Annual Conference held in San Diego from April 4 - 6, 2009. This was the second time EESF exhibited at NSBA's Annual Conference.

Through this exhibit, the Foundation met school board officials from around the United States and Canada. After discussing the *Safe-T Rider* program with attendees at the conference, EESF will send material to over 24,000 children. Many school board members requested information to take back to their Board for review. Those who requested information received a *Safe-T Rider* packet, which includes all the components of the program.

## Safe - T Rider Exhibited at NEA Conference

For the eighth consecutive year, the Elevator Escalator Safety Foundation (EESF) found success while promoting the *Safe-T Rider* program at the National Education Association (NEA) Annual Meeting. Program Director Laurie Dueitt and Public Relations Director Ashley Rains attended the 147<sup>th</sup> NEA Annual Meeting and Exposition that was held July 1 - 6, 2009 in San Diego, CA. During the exhibition, educators from around the United States requested materials for 60,772 students. This represented 10.13% of the 600,000 goal for the 2008/09 school year.

The NEA Annual Meeting is beneficial to EESF each year. EESF staffers have the opportunity for one-on-one contact with the 15,000 NEA delegates who represent over 3.2 million NEA members in the United States. Each year hundreds of educators register thousands of students for the *Safe-T Rider* program. Since 2002, EESF has registered over 234,000 children for the program through the NEA Exposition.



# 2009 Donors

Goal: \$307,500

Total to date: \$239,500



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As of 6 August 09

\* Memorial Donation

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