



Elevator Escalator Safety Foundation

362 Pinehill Drive
Mobile, Alabama 36606-1715
(251) 479-2199 • (888) RIDE-SAFE
FAX (25) 479-7099
www.EESF.org

Barbara Allen
Executive Director

Laurie Dueitt
Program Director

Ashley Rains
Public Relations Director



FOR IMMEDIATE RELEASE

Contact: Ashley Rains
Public Relations Director
Ashley@EESF.org
(251) 479-2199

Sterrett Lloyd of Draka Chosen as EESF 2010 Campaign Chairman



October 9, 2010 - The Elevator Escalator Safety Foundation (EESF) announces the selection of Sterrett Lloyd of Draka Elevator Products, as Campaign Chairman for the 2010 fundraising year. Lloyd will lead the 2010 fundraising team in seeking tax-deductible donations to further the EESF’s mission to educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

Lloyd has always been an avid supporter of EESF and stated he “was honored and glad to [serve as Campaign Chairman].”

Lloyd began his career with elevators at an early age. He is the third generation of his family in the industry with professional experience maintaining and installing elevators while working in the family business. He has worked as a contractor much of his career maintaining positions today, but his focus has also evolved to the supplier side of the business, providing him a well rounded understanding of each facet of the trade.

Evidence of his capabilities have been marked through the recent transformation of Draka Elevator Products from an elevator cable manufacturing company to a total solution provider, offering a full line of components and services.

Lloyd is also a sharp businessman when it comes to seizing opportunities. Some of his most noteworthy accomplishments include establishing Draka Elevator Products first in the U. S. and Canada with regional distribution locations. Lloyd then set up manufacturing, logistics and distribution to cover the entire global opportunities focusing on Europe and Asia in recent years while growing the domestic business for Draka Elevator Products, Inc. Operations in such places as the Netherlands, Spain, Italy, France, Germany, Turkey, Czech Republic and in the Middle East have been put in place to serve

the worldwide elevator market. In 2004, he executed a joint venture, Haixun-Draka, and then in 2007, a second joint venture, Zhongyao Draka - both in China - has proven to be very successful.

In 2008, the acquisition of DB Lift Draka Elevator Products, Inc. in Milan, Italy was completed. Lloyd has established operations in Japan, Singapore, Malaysia, Hong Kong and Australia as well. He grows and expands Draka Elevator Products business by acquisitions, partnership, joint ventures, strategic alliance and beginning from scratch.

He demonstrates his passion for the industry by actively serving as a board member for various public, private and non-profit elevator organizations internationally. Lloyd has served as field team representative for EESF. Lloyd's dedication to his company, elevators and his people is seen and felt everyday. He is a true leader and mentor for his team.

For more information regarding how you can support the mission of the Elevator Escalator Safety Foundation, visit www.EESF.org or call (800) 949-6442. The Foundation's mission is to educate the public on the safe and proper use of elevators, escalators and moving walks through informational programs.

###