



Our Mission:

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

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VINCIQUERRA TO SERVE AS FOUNDATION'S 2005 CAMPAIGN CHAIRMAN

The Elevator Escalator Safety Foundation's Chairman, Mike Lubben, has announced the appointment of Richard E. Vinciquerra of AFD Industries as the 13th Campaign Chairman to serve during 2005.

While serving as Campaign Chair, Vinciquerra will lead EESF in the solicitation of contributions from the industry to help promote Foundation programs.



Richard E. Vinciquerra

"Mr. Vinciquerra has a long and enviable career in the elevator industry. He has been a key volunteer with many industry organizations. He has earned a great deal of respect through his business dealings and his dedication in fulfilling his volunteer duties. We are delighted to add him to the distinguished list of past Foundation Campaign Chairmen and look forward to his insight and involvement," said EESF chairman, Mike Lubben.

Upon accepting the position as Campaign Chairman, Vinciquerra said, "I think I will be able to contribute my time and energy to help continue the growth and success of the Foundation. Also, as I was on the NAEC Board when the Foundation was started, I have always felt like I helped in a small way and now maybe I could help even more. "

Mr. Vinciquerra has more than 30 years experience in the elevator industry. From 1986 to 1990, he served on the Board of Directors for the National Association of Elevator Contractors. During his term on the Board for NAEC, he was a fighting force behind the original contribution to help get the Foundation founded. He has also served on other various committees within NAEC.

Vinciquerra began his career in sales and estimating with the W.S. Tyler Company in 1965, after serving as an officer in the U.S. Army. He became Vice President of sales after Tyler was acquired by Kleco Corporation in 1976 and was named President in 1981. In the spring of 2000, he joined AFD Industries as president. AFD Industries is an international distributor for Allweiler submersible pumps, Pfeiffer DRAKO wire rope and Savera guide rails.

Vinciquerra is a graduate of Kent State University. He and his wife Carol live in Canton, Ohio.

ATTENTION MEMBERS

Post this newsletter to your intranet. Visit our website at www.eesf.org for a PDF format

SAFE-T RIDER PROGRAM PROVEN EFFECTIVE

The industry sponsored, children's elevator and escalator safety program, Safe-T Rider, when administered properly, has been proven to positively change riding habits of children for the better by reducing inappropriate behavior by as much as 25 to 42%.

The Center for Education and Research in Safety analyzed the program during the 2003/2004 school year in Tallahassee, FL and St. John's, New Brunswick. Observers scored children's riding behavior prior to receiving the program and then again after receiving the program.

Test results demonstrate that the program, when administered, improves the behavior of children riding escalators by as much as 42 percent! Dr. Ron Van Houten and Dr. Louis Malenfant of the CERS were able to show that the Safe-T Rider program not only educates but also actually changes behavior. Malenfant stated, "The Center for Education and Research in Safety has participated in numerous studies of educational programs and find the results for Safe-T Rider to be among the best ever observed. We were pleasantly surprised by the substantial and significant improvements in behavior of the children when using escalators after they received the program in school. We congratulate the Foundation on a very effective program."

The Safe-T Rider program was first introduced in 1991 to a group of 695 students and now reaches more than 450,000 children each school year. To date, the program has been sent to over 3.5 million students.

The 45-minute program consists of an 8½ video, a teacher's guide, a 16X20 color poster, and student materials consisting of an activity book, sticker, test and certificate of completion. The program is offered free of charge by the Elevator Escalator Safety Foundation to elementary aged students across North America.

A detailed report can be found at the Elevator Escalator Safety Foundation's website at www.eesf.org.



National Elevator Escalator Safety Awareness Week November 14-20, 2004

Purpose:

This 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 industry. At the same time, Safety Week is an opportunity to celebrate the contributions made by the industry to quality of life. Previously, volunteers reached millions of riders with important safety messages in many locations.

Free Planning Guide: Provides information on organizing events and printable materials to use in the effort. Visit www.eesf.org/national-week to download the PDF version of the Planning Guide.

EESF 2005 ANNUAL MEETING

The Elevator Escalator Safety Foundation will hold its 2005 Annual Industry Meeting on Friday, January 21st at the Riverview Plaza Hotel in Mobile, Alabama. The Industry Meeting will follow the Board Meeting scheduled for January 18 - 20. Representatives from all the major industry organizations, leading companies, and contributors are invited.

Activities are planned to take advantage of what the area has to offer during the Mardi Gras season. Industry invitees are asked to arrive on Thursday the 20th for the opening reception; followed by a day of meetings. Board members and alternates will arrive a day early to attend Committee and Board meetings. For information contact executive director Ray Lapierre at (251) 479-2199 or email ray@eesf.org



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SUCCESSFUL SPECIAL FUND RAISING EVENTS ADD TO PROGRAMMING EFFORT

Recent fund raising event in New York, Atlanta and Baltimore have benefited the Foundation greatly for the 2004 Campaign year. Some of the more recent events include:

Pop Frohlinger/Joe Marchese Golf Outing: The New York industry held another record smashing event at the Stonebridge Country Club in Smithtown, Long Island. Over 115 golfers and about 140 diners bought raffle tickets galore. The new venue was a bargain as expenses were only \$34,446, while revenues exceeded \$56,340 for a net of \$21,895, the second straight year of over \$21,000 plus. What's even more remarkable was this year's event did not have the benefits of an advertising brochure, as did last year's. The committee of Joel Frohlinger, Vinnie Moscato and Doug Gilman has this event down to a science!

NAESA Party: The Team Trivia Competition was a big hit at the NAESA Workshop in Atlanta, so much so, the Foundation plans to adjust a little and repeat at NAESA 2006. ThyssenKrupp sponsored the party, underwriting the entertainment costs. Barbara Allen, Ray Lapierre and Board Alternate John Koshak worked up a Team Trivia Power Point Game. Trivia questions came from various categories including Foundation and elevator industry trivia. A DJ played during the meal and in between the questions. There were 60 in attendance and the Foundation netted \$1,165 after costs.

NAEC opens Club VertiZontal: The Baltimore Hyatt Regency Constellation Ballroom was converted into "Club VertiZontal" as 330 paid NAEC conferees heard the live sounds of "Elton John" and "Billy Joel" in concert and comedian Bob Somerby. Participants enjoyed a relaxing evening as they chatted and listened to the entertainment. The 21 company sponsors included: Diamond Level (\$2,500)- GAL Manufacturing/Hollister Whitney Elevator Corporation, Motion Control Engineering and The Peelle Company; Platinum Level (\$2,000)- Innovation Industries; Gold Level (\$1,500)- Canton Elevator and VERTX; Silver Level (1,000)- Abell Elevator International, Draka Elevator Products and ThyssenKrupp Access Corporation; Bronze Level (\$500)- Adams Elevator Equipment Company, C. E. Electronics, Consolidated Electrical Distributors, Courion, Elevator World, Escalator Handrail Company, Formula Systems North America, GS Elevator Industries, J. M. Associates, Leistriz Corporation, Magnetek, and Maxton Manufacturing.

Elevator Controls "Play-To-Win" Game Benefits Foundation: Foundation friends at Elevator Controls set up a "Play-to-Win" themed exhibit at NAEC to benefit EESF. Their booth was set up on a basketball court and Elevator Controls made a \$2.00 donation to EESF for each and every time a show attendee attempted a basketball shot; for up to \$4,000. With some help from the Foundation, Elevator Controls had 1,000 shooters take a shot, but decided to donate a check for \$3,000 instead!

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