

2024 NAEC  
SPRING EDUCATIONAL CONFERENCE

# MIRAMAR BEACH



APRIL 14-17 / SANDESTIN GOLF & BEACH RESORT

*Welcome to Miramar Beach!*

April 14-17, 2024

Sandestin Golf & Beach  
Resort

Miramar Beach, Florida

Register and save before the  
February 14 early bird deadline!

[www.naec.org/conference](http://www.naec.org/conference)



Digital Brochure Sponsored by:

**RATH**  **JANUS**  
by AVIRE

**NAEC**

# MIRAMAR BEACH



APRIL 14-17 / SANDESTIN GOLF & BEACH RESORT

## Sunday, April 14

- 11:00am - 6:00pm **Registration & Hospitality**
- 3:00pm - 4:00pm **Contractor Member Session**
- 3:00pm - 4:00pm **Supplier Member Session**
- 3:00pm - 4:00pm **Associate Member Session**
- 4:00pm - 6:00pm **Accessibility and Residential Committee Meeting (Open)**
- 6:30pm - 8:30pm **Welcome Reception**

## Tuesday, April 16

- 7:30am - 12:00pm **Registration & Hospitality**
- 8:30am - 12:00pm **Education Sessions**
- 1:15pm - 4:00pm **Education Sessions**
- 5:30pm - 6:30pm **Reception**

## Monday, April 15

- 7:00am - 12:00pm **Registration**
- 8:00am - 9:15am **Opening Breakfast**
- 9:30am - 11:45am **Education Sessions**
- 12:00pm - 6:00pm **Official Golf Tournament\***

## Wednesday, April 17

- 7:30am - 9:00am **Women in Motion Meeting (Open)**
- 8:00am - 12:00pm **Registration & Hospitality**
- 9:00am - 11:30am **Education Sessions**
- 12:00pm - 6:00pm **No Frills Golf Tournament\***
- 7:00pm - 9:00pm **Dregs Party**

\*Optional - Advance Ticket Purchase Required

# Conference Highlights

## Welcome Reception

**Sunday, April 14 • 6:30pm–8:30pm**

Welcome to the Sunshine State and welcome to the 2024 NAEC Educational Conference. Tonight, we'll gather with colleagues new and old in the heart of the Sandestin Resort and the Grand Lawn. Under the night sky, we'll be serving the best in local seasonal fare while you reconnect and plan for three days of education, networking, and fun.

## Cocktail Reception

**Tuesday, April 16 • 5:30pm–6:30pm**

Meet us in the Baytowne Conference Center foyer to kick back, relax, and toast with a cocktail and a bite or two. Then, head out with colleagues to enjoy the food and fun the Village of Baytowne Wharf.

## Opening Breakfast

**Monday, April 15 • 8:00am–9:15am**

Kick off your day by joining us for a plated breakfast program featuring NAEC President, Sean Madden providing the State of the Association address and Elevator World's, T. Bruce MacKinnon, providing a State of the Industry address.

## Dregs Party

**Wednesday, April 17 • 7:00pm–9:00pm**

Get ready to put your toes in the sand as we take over the Baytowne Marina for the closing Dregs Party. You will enjoy all that a casual bayside party should be with fresh seafood, delicious cocktails, and fun games alongside the active marina of Sandestin. *Please note part of the event will be in the sand so appropriate footwear is recommended.*

# Golf Tournaments

## Official Golf Tournament

**Links Course, Sandestin Resort**

**Monday, April 15 • 12:00pm–6:00pm (1:00 pm Shotgun Start)**

A winding layout against the backdrop of the Baytowne Marina and the Choctawhatchee Bay designed by renowned architect Tom Jackson, The Links is the ultimate in risk-reward golf. A shot-makers course, accuracy, and proper club selection are key if you want to outfox the prevailing Gulf Coast winds. With five holes that run along the bay, this is a one-of-a-kind links-style golf outing on the Emerald Coast with spectacular views. And a heart-pounding challenge. The fee of \$200 for members and \$225 for non-members covers cart, green fees, boxed lunch, 2 bottles of water per player, 3 drinks from the beverage cart during tournament, prizes, and deluxe round-trip transportation.

## No Frills Golf Tournament

**Baytowne Course, Sandestin Resort**

**Wednesday, April 17 • 12:00pm–6:00pm (1:00 pm Shotgun Start)**

Considered "the best in Florida golf," this is the only course on Florida's Emerald Coast that extends from the beach to the bay, from the emerald waters of the Gulf of Mexico to the Choctawhatchee Bay, Baytowne Golf Club is revered as one of the finest course creations by renowned designer Tom Jackson. Baytowne Golf Club features some of the only elevation changes of any golf course in the area and is as forgiving from the forward tees as it is challenging from the championship tees. The fee of \$150 for members and \$175 for non-members covers cart, green fees, and deluxe round-trip transportation.



# Education Highlights

Monday, April 15

---

**9:30am-10:30am**

**Market Trends**

**Speakers:** Dan Walsh & Daniel Baltzegar, Vantage Elevator Solutions

**9:30am - 10:30am**

**Pit Ladders and Access Safety**

**Speaker:** Margaret Lourenco, Smart Elevator Tech, LLC

The A17.1 / CSA B44 2022 elevator code has new requirements for elevator pit ladders. The speaker will explain the new requirements, review existing requirements, and provide suggestions on how to inspect for compliance. She will also address ongoing areas of safety concern in accessing pits and mechanisms to address them and will recommend updates to safety handbooks and maintenance control programs.

**10:45am-11:45am**

**Why Risk and Safety Matters**

**Speakers:** Luke Shipp & Trey Walker, Risk Strategies

Want to know the importance of risk management and the direct, or indirect costs to your business? If so, we will discuss the benefits of a defined safety plan for Workers Compensation, Auto Liability and General Liability to help position you, your business and your employees for success in today's environment. We will define the qualities of a safety plan and how it relates to the overall marketability of one's insurance program. Also, we will dive into the world of Alternative Risk and the opportunities in that space, making risk management that much more of a priority.

**10:45am-11:45am**

**Door Lock Monitoring**

**Speaker:** Daniel Baltzegar, Vantage Elevator Solutions

Door Lock Monitoring was first published as a requirement in the 1996 revision of the ASME A17.1 code for elevators being installed or modernized. Within the past few years, some local jurisdictions have begun to require that Door Lock Monitoring be provided retroactively on elevators that were installed prior to the adoption of the Door Lock Monitoring requirement. Perhaps most notably, New York City required that elevators be provided with Door Lock Monitoring by January 1, 2020. Learn challenges associated with the retrofitting of Door Lock Monitoring to existing elevators; different technologies that have been applied; safety code and prudent design characteristics associated with these monitoring systems; the associated requirements of ASME A17.1 and A17.3; and the possibility of local jurisdiction variants to the ASME code requirements

# Education Highlights

Tuesday, April 16

---

**8:30am - 9:30am**

***Why Your Brand Matters***

***Speaker: John Curzon***

This session takes a light-hearted, insightful dive into the world of brand-building, drawing on examples of the very best (and worst) brand identities from a variety of sources. John will offer his top tips to help you strengthen your business identity, while highlighting the pitfalls you might encounter along the way. In the words of Amazon founder Jeff Bezos: "Your brand is what other people say about you when you're not in the room". So be sure not to miss out on this one – it matters!

**8:30am - 9:30am**

***Residential Elevator Emergency Two-Way Communications***

***Speaker: Terry Rodebaugh, Wurtec***

In this presentation, the importance of residential elevator emergency communications will be addressed along with the risks associated with not providing proper communications equipment and service. Residential requirements will be compared and contrasted with commercial requirements and options for achieving compliance will be presented.

**9:45am - 10:45am**

***A18.1 Code Update - 2023***

***Speaker: Doug Boydston, Handi-Lift, Inc.***

In this presentation, you will gain an understanding of the changes in the 2023 version of the ASME A18.1 standard.

**9:45am - 10:45am**

***The Rise of Connected***

***Elevators: Propelling Reliability and Efficiency***

***Speaker: Santiago Arambula, relayr***

With the global pattern of increased urbanization and rapid population aging, reliable elevators will become indispensable in navigating the urban landscape. The pursuit of efficiency and reliability is a necessity in the rise of the Smart Elevator market as a catalyst for innovation. For that reason, technology is increasingly gaining attention to enable better elevator performance and higher availability.

Enhancing elevator uptime has been a focus area since the introduction of IoT for elevators. Given the increasing importance of connected elevators for the industry, this educational session will provide a deep-dive into the following topics: what is driving the growing interest in IoT-powered systems?; what is the potential impact of Artificial Intelligence (AI) on the future of elevator service?; what role do remote elevator monitoring and diagnostics play in optimizing maintenance?

**11:00am - 12:00pm**

***Testing FAID from Outside the Hoistway***

***Speaker: Chris Strawn, ESTS***

Attendees will gain an understanding of "FAID Testing Requirements" from outside the Hoistway. ASME A17.1 allows it, NFPA 72 requires it. The speaker will explore the "2" options of testing Fire Alarm Initiating Devices using the 2019 and later editions of A17.1 and NFPA 72.

# Education Highlights

Tuesday, April 16 (Cont'd)

---

**11:00am-12:00pm**

***Mergers & Acquisition Trends in the Elevator Industry***

***Speakers:*** Jeff Eaton, Lift Business Advisors and Dominik Sachsenheimer, Maven Group

The presenters will provide an overview of acquisitions in the U.S. in recent years including valuation, deal structure and some of the differences between selling to an OEM vs. a financial (Private Equity) buyer. A case study of a successful entry and exit by a Private Equity sponsor will offer insight as to how your business is evaluated. Attendees will learn about actions they can take in their business now to prepare for an eventual exit.

**1:15pm-2:15pm**

***Targeted Maintenance & Technology***

***Speakers:*** Christopher Short & Joe Jenson, Southern Elevator Company

The speakers will explain how to leverage technology to maximize efficiency in maintenance agreements while providing transparent task based customized maintenance programs.

**1:15pm-2:15pm**

***Technical Troubleshooting and Sequence of Operation***

***Speaker:*** Ryan Coley, Rightway Elevator/AEG

This presentation will focus on how the sequence of operation works and review step-by-step processes that an elevator controller goes through to answer a call. The speakers will also cover basics on how to troubleshoot each step and identify what is missing out of that sequence of operation. The format will be a PowerPoint with audience involved participation that will benefit CAT's, CET's and QEI's.

**2:30pm - 3:30pm**

***Door/Interlock Solutions for 3/4 x 4 Code***

***Speaker:*** Andrew Darnley, Nationwide Lifts

The speaker will review a compilation of solutions available to address the residential elevator 3/4 x 4 code including various doors, interlocks, and latching mechanisms. The presentation will also include shared knowledge and methods from a variety of companies in the residential elevator industry.

**2:30pm - 4:00pm**

***Navigating Horizons: Women in Motion Roundtables***

Join Women in Motion for engaging roundtable discussions where YOU - our industry leaders will delve into the crucial topics shaping the elevator industry. From mastering work-life balance to adapting to marketing trends, fostering inclusive workplace culture, and strategizing for customer loyalty, this session is certain to offer invaluable insights for women navigating diverse challenges and opportunities in today's dynamic business environment.

# Education Highlights

Wednesday, April 17

**9:00am-10:00am**

***What Your Customers are Saying: Transforming Unbiased Feedback to Sales Growth***  
***Speaker: Brittany Brothers, SnapCab***

Have you ever wondered what your customers have to say behind closed doors? Do you wish you had access to unbiased and comprehensive feedback? Look no further. Join me as years of feedback are brought forward, presenting you with insights into elevator customer satisfaction and pain points. I have unmasked the unfiltered truth behind their experiences and will reveal how you can leverage this knowledge to not only increase sales but also cultivate unbreakable relationships..

**9:00am-10:00am**

***Intelligent Elevators: Integrating AI and IoT for Smart Urban Mobility***  
***Speakers: Bali Harmath, Cloud Monitoring***

The speaker will delve into how artificial intelligence and the Internet of Things are revolutionizing elevator systems to create smarter, more efficient, and responsive urban transportation solutions

**10:30am-11:30am**

***How a Business Operating System Takes the Guess Work Out of What's Next***  
***Speaker: Chad Young, Elevator Strategic Hub***

In this presentation, you will learn why small and medium-sized businesses need a dynamic playbook, injecting energy into organizational vision, turbocharging communication, and deploying powerful tools to revitalize structure, processes, and overall performance.

**10:30am-11:30am**

***A17 2019/2022 Code Change for 3-D Door Protection***  
***Speaker: Cornelius Walls, Formula Systems North America***

The speaker will provide an overview of the 2019/2022 3D code changes and impact on the riding public and the industry as whole.



# A special THANK YOU to our sponsors

## Whale Watcher Sponsors



## Dolphin Explorer Sponsors

Beacon  
Security, Inc.



FIELDBOSS



Gorman Co., Inc.





# A special THANK YOU to our sponsors

## Mahi Mahi Marvel Sponsors



**GUSTAV WOLF**



## Official Media and Continuing Education Partner

