



Dear Members and Industry Colleagues:

With the official start of summer just a month away, we hope that you have survived the spring-time battle with pollen and seasonal allergies, and are enjoying the milder weather with family and friends.

#### SEFA Social Media:

As some of you are already aware, SEFA has significantly increased its social media presence over the last year, and we now regularly review our social media and website analytics with our Board of Directors. SEFA is very active on LinkedIn, as we post all major SEFA-related news as well as committee meeting activities. Since creating our SEFA Labs LinkedIn page a little over a year ago we have amassed nearly 1,400 followers. We will continue using this page to communicate with all of you. My personal LinkedIn page has over 4,300 connections and is also used to communicate with members and other stakeholders throughout the world. Eventually, we hope to have most of those connections follow our “SEFA Labs” LinkedIn page. Please do not hesitate to send us any news that you would like us to share on LinkedIn such as speaking engagements, important business anniversaries and other milestones.

We also have a YouTube channel (SEFALabs), where we post content from our events. So if you couldn’t attend a panel discussion or presentation from a SEFA event or want to see what else you missed, you can! Also, we are happy to post informative videos from your company on our YouTube channel, so please feel free to share them with us.

SEFA’s website is another great way to find any SEFA-related information you may need, and as part of our effort to grow SEFA’s online presence, we have started analyzing the website data that Google provides to us. With this data, we can see which countries have the most people visiting our website (recently that has been the United States, India, China, Canada, and South Korea) or which pages on the website are visited most frequently (Member List, Member Product Testing, SEFA Approved Test Labs, SEFA 8- Metal Casework, and Join SEFA). Helpful hint – if you are looking for the SEFA website, search “sefalabs” and it should be the first listing on most major search engines.

To follow us on LinkedIn and/or subscribe to our YouTube Channel, use these links:

[SEFA's LinkedIn Page](#)

[SEFA's YouTube Channel](#)

### SEFA's Annual Conference (November 5-7):

In less than six months, our Annual Conference at Trump National Doral in Miami will take place. As always, we will be hosting a golf tournament as part of our Annual Conference, so sharpen your golf skills to improve your chances of winning one of the various prizes we award. This year's tournament will be held on the "Blue Monster" - one the most iconic golf courses in the world.

In other [Annual Conference](#) news, we will be featuring an in-depth analysis of our biennial global market survey during the Thursday morning General Session, where the survey will be made available to our members for the very first time. You also will not want to miss the presentations from the two finalists of the 2025 SEFA Lab of the Year competition and the announcement of the overall winner by the judges immediately after those presentations. Lastly, once our 12 committee meetings end on Friday we have made tentative plans to tour the state-of-the-art [Kenneth C. Griffin Cancer Research Building](#) at the University of Miami.

[Registration](#) is now open as is our [reservation portal](#) at Trump Doral.

### UserWay for Website ADA and WCAG Compliance:

Many companies have been sued in recent years for not adequately complying with various accessibility requirements as it pertains to a company's website. These laws generally require websites to be accessible to people with certain physical impairments. If your website does not currently have a widget or plugin that makes the website content accessible your company may be vulnerable to legal action.

To ensure that SEFA isn't at risk, we contracted with [UserWay](#) to install a widget on SEFA's website for \$41.00/month. This company has been used on over one million websites throughout the world to help some of the most recognizable companies reach those with disabilities. Userway's customer list includes Thermo Fisher Scientific, Roche, Nielsen, Centrum, Mount Sinai Medical Center, and many others. They also offer litigation support related to compliance. If you have any questions about this program, our contact at UserWay is Hayley Norval [hayley.norval@userway.org](mailto:hayley.norval@userway.org) (+1- 415-649-8119). SEFA does not have any fee sharing arrangement with UserWay as we simply wanted to provide our members with a potentially useful solution to a common issue.

We are looking forward to seeing you all in sunny Miami in November so you can leave those pesky allergy medications at home!