

CRESCENT WINS FAMILY BUSINESS AWARD GOERING CENTER 2011 FAMILY & PRIVATE BUSINESS AWARD WINNER - 0-24 YEARS IN BUSINESS

**Crescent Press Release
September 09, 2011**

At supply chain service provider Crescent, a "Lean Sigma" culture shapes everything from client engagement to employee growth.

"At the end of the day we want to grow and be profitable," CEO Chris Taylor said. "To do it you need to get and retain clients. You have to show cost savings, innovations and ways to improve their supply chain."

The Lean Sigma approach, based on General Electric's Six Sigma program, works to eliminate waste and defects and to produce more efficient work and cost savings for clients.

At Crescent, Taylor and his executive team train employees in Lean Sigma principles, so that there are now black and green belts throughout the company. They also conduct Lean Sigma simulations with front line associates.

The results lead to deflationary pricing for key customers, more engaged employees and improved client relations

"We guarantee clients a certain percentage in costs savings and we give it back to them," said Dena Czeiszperger, vice president of human resources and organizational development.

Taylor likens it to the Good Housekeeping Seal. "We put our checkbook where our mouth is," he said. "It gets harder year after year to have to climb up into the tree and cut the branches the longer you have a client."

Crescent works to enhance the value of client products in the marketplace. Its services include transportation, promotions, co-packing and logistics (warehousing and distribution) for consumer packaged goods and industrial manufacturing companies. Current clients include L'Oreal, Kraft Foods, General Electric Aviation and Beiersdorf AG.

Crescent operates four facilities totaling more than 1 million square feet throughout the Midwest: two in Cincinnati, one in Chicago and one in Mason City, Iowa.

Author/From the desk of Crescent