

## WEB SITE A TOUCH OF "US"



Cedar Concepts homepage at [www.cedarconcepts.net](http://www.cedarconcepts.net)

CCC unveiled our redesigned Web site this spring. The more contemporary appearance incorporates our new logo and helps target generally sought specifications about our processes, capabilities and products.

The site also aims for a broader appeal that reflects President Linda Boasmond's interest in demystifying and promoting chemistry to potential students or consumers curious about the role of chemicals in everyday life. The company is introduced in down-to-earth language. Audio-visual media on the "News" page give a feel for what we do.

In addition, the site links to organizations CCC has relationships with in the general community. One, [Girls4Science](#), exposes young people to the field who might not otherwise have the opportunity. Another is Chicago's renowned [Museum of Science and Industry](#), which offers fun and education to visitors from all over the world.

"We have passion for our work," says Linda. "We wanted the Web site to convey that. It's not just about formulas, but about respect for all the different people we can or do touch." So visit [www.cedarconcepts.net](http://www.cedarconcepts.net) and let us know what you think.

## UNDER THE MICROSCOPE: LABORATORY

### Lots To Do And Loving It

Ask CCC's chemists to describe their environment and they will tell you it is "challenging" – fast paced, multi-dimensional and loaded with responsibility. Just the way they like it. Degrees in hand, some pictured themselves in major corporations. All now appreciate CCC's smaller size, from the well-rounded experience they gain with production, quality assurance, research, development, and customer demands, to the team relationship they have with other departments.



Technical Director Eric Radzik and Quality Control Chemists Carla Bowers and Jason Briski make up CCC's dynamic lab team.

"I found it to be a very friendly place," says Technical Director Eric Radzik. "I saw the opportunity to learn more, grow faster and get the chance to make my own decisions with so few layers of management." He responded to a college job posting, interviewed with recently retired Technical Director Ed Miranda, graduated on a Friday and began his first day at CCC the following Monday as a quality control chemist. He moved up to quality control manager before promotion to his current position..

Eric particularly enjoys working on custom blends. "It's very rewarding putting together a sample and fulfilling a customer's needs for something they don't have." He admits it can be difficult keeping up with the quick turnaround required by many orders. "But we do it. We work to provide that service. We pride ourselves on speed and flexibility."

Quality Control Chemist Carla Bowers says she "felt like a 'nobody'" at the large company she left to join CCC. "Here, I can really put my education to use. We don't work on just one thing or rely on automation. We get experience with everything firsthand. People actually listen to you and value your input."

Carla also likes custom projects. "They can be complicated. Even if you put in the same quantities and ingredients, they may not work out as they should theoretically or as they did the last time. You have to stay with it until you make the right adjustments." She credits teamwork for successful end results. "The lab, production, shipping, purchasing – people throughout the company contribute their perspectives to make sure we meet customers' needs."

Jason Briski was employed testing enzymes at another company when he saw an ad for a quality control chemist at CCC. "I wanted to use theories in real-life applications, in a fast-paced environment, but with a commitment to quality. Now, when I look at the ingredients in a bottle of shampoo, I know what they do and how they interact with each other. In school, they don't teach the specifics of the surfactant industry."

Jason relishes multi-tasking – prioritizing so he can run different tests simultaneously and still check on a batch brewing in the plant. He looks forward to communicating with operations staff to find out whether raw material has been loaded or what to do if problems occur. "It's kind of exciting to climb up and look down into a giant reactor, knowing my test determines what happens next."



### We'll Be There. Will You?

CCC representatives plan to be on hand at the following and would welcome the chance to chat with you.

October 24-27: NMSDC, Miami Beach, FL (Booth 561)

Despite relishing the accountability for outcomes, the lab staff offered tips for how customers can support the fastest turnaround in having products tailored to their needs: provide technical data sheets and return a CCC tech's calls about questions.

### FYI:

Personnel goings and comings of note:

- **Ed Miranda**, who left retirement to join Linda Boasmond when she became president of CCC, has retired from his duties as technical director and will continue serving as a consultant.
- Former Sales & Marketing Rep **Amber Merisko** has moved on to pursue full time studies in the medical field.
- **Roxanne Hubbard** recently joined our team as marketing manager, having previously serviced some of the most recognizable fortune 500 companies in the marketing/advertising industry. She looks forward to strengthening CCC's relationships with current and prospective customers.

### Questions? Ideas? Tell Us!

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