



Contact: Joe Miller  
Phone: 817-649-3100  
Email: [jmiller@csystemssoftware.com](mailto:jmiller@csystemssoftware.com)

FOR IMMEDIATE RELEASE

### C-SYSTEMS CUSTOMER FEATURED AT GIE+EXPO

c-Systems customer Lynn Pesson Jr. will be featured in a Gravely-sponsored seminar.

ARLINGTON, Texas (July 27, 2010) – A few months ago, Southland Engine Company president Lynn Pesson Jr. discovered how much time he and his employees wasted on easily-correctible things.

“We spent 5 minutes of every hour just looking for tools,” he said.

Labeling tools was just one of the many “lean” changes c-Systems customer Pesson implemented to streamline his business over the last few years. Now he’ll pass his knowledge on during the GIE+EXPO’s Dealer Experience series.

“We’ve implemented the lean polices,” he said. “We’ve been doing it and a lot of dealers don’t know how.”

Pesson is scheduled to give his perspective on how employee leadership can streamline business in the “Increased Profitability When Employees Drive Lean” seminar from 11 a.m. to noon Oct. 29 at the Kentucky Exposition Center.

“The owner can’t see the whole process,” he said. “Your employees do.”

The main result of Pesson’s effort has been a better work environment. He said his costs have been lowered, his employee’s work fewer hours and his customers are happier.

“Change is very difficult for a lot of people,” he said. “You have to make the changes because the world’s changing around you. If you don’t, your bottom line’s going to shrink.”

Southland Engine is the largest volume Gravely dealership in the world and was named one of Yard & Garden magazine’s Dealers in Excellence in 2004.

For more information, [click here](#) and visit the GIE+EXPO Web site.

c-Systems Software, Inc., is a leading provider of business management systems, supplying cutting-edge technology for the outdoor power equipment, agricultural and powersports industries since 1983. We offer software, hardware and full-service, turnkey solutions for dealers and distributors in these industries. Our mission is to provide solutions that increase efficiency, deliver more value and enable our customers to become more profitable.

For more information about c-Systems Software, please visit our Web site at [www.csystemssoftware.com](http://www.csystemssoftware.com).

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For more information or to schedule an interview, contact Marketing Director Joe Miller at 817-649-3100 or [jmiller@csystemssoftware.com](mailto:jmiller@csystemssoftware.com).