

# NEWS RELEASE

## **lean learning center**

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***For immediate release***

### **THE LEAN LEARNING CENTER SIGNS CONTRACT WITH SNACK FOOD MANUFACTURER, WISE FOODS**

**Novi, Mich.**, May 28, 2002 – The Lean Learning Center, a leading provider of lean curriculum to a variety of industries, has signed a contract with Wise Foods Inc., Kennesaw, Ga. Under the terms of the agreement, The Lean Learning Center will provide company-wide lean transformation services to the snack food manufacturer.

“We look forward to the opportunity to implement lean manufacturing,” says Wise Foods president and CEO Terry E. McDaniel. “The Lean Learning Center’s unique method of applying ‘lean’ to manufacturing incorporates not just tools, but principles and rules. Rather than project management, our employees will learn through experimentation, experience and dialogue.”

Scope of services provided to Wise under the contract, which runs through the end of the year, includes lean learning laboratory and training, leadership coaching and development and Kaizen workshops.

Wise Foods is the premier eastern regional salty snack company in the United States with its core market region encompassing 21 states from Florida to Maine. The Company manufactures and sells potato chips, cheese-flavored baked and fried corn snacks, tortilla chips, pretzels, popcorn, corn chips, onion rings, pork rinds and other assorted snacks.

The Lean Learning Center was founded in early 2001 by manufacturing and consulting industry veterans Dennis Pawley, Andy Carlino and Jamie Flinchbaugh to address the gaps and barriers that are holding back companies from successful lean transformation. In addition to the advanced curriculum, the Center has developed a learning environment designed specifically for adult learning, utilizing techniques that include discovery simulations, case studies, personal planning and journaling. Just over a year old, the Center boasts over 400 alumni with 60 percent of its business coming from repeat customers. For more information, visit [www.leanlearningcenter.com](http://www.leanlearningcenter.com).

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