



**FOR IMMEDIATE RELEASE**

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**Western Specialty Contractors Promotes Crystal Moyer to  
Senior National Account Program Manager**

(St. Louis, MO, April 16, 2018) – Western Specialty Contractors has promoted Crystal Moyer of Eureka, MO to Senior National Account Program Manager. She was a National Account Manager for the past two years.

Western recently restructured its Marketing/Business Development/National Accounts Department into two main focuses - National Accounts Program and National Accounts Asset, each headed by a Senior Manager. Moyer will head the National Accounts Program and oversee a pair of National Account Managers.

Moyer and her team will focus on strategically identifying organizations they believe will be a good fit for national partnership and work with regional development teams to expand work with this client evenly across all branches, establish new accounts and manage the list of prospective accounts. Additionally, the team will create and modify the department's Go/No Go process for continual evaluation of accounts, identify and implement Master Service Agreement options for accounts, and maintain and nurture the national contacts for each account.

Western launched its National Account Program in 2010 to provide property managers with a single-source for exterior repairs and restoration services on their nationwide facilities. Western has 30+ branch locations to serve their clients' needs anywhere in the United States.

"What we are trying to do by restructuring our National Account Program is provide facility managers and owners with a single contact at Western to manage the building envelope maintenance on all of their facilities, no matter where they are in the country," said Moyer. "This way the process becomes more streamlined and efficient for the facility manager."

Moyer has 10 years of business development experience. Prior to Western, Moyer worked as Director of Employer Relations at Kaplan University in St. Louis, MO and as a Recruiter for Career Education Corporation in Fenton, MO.

She has a Bachelor of Science degree in Business Administration from Missouri Baptist University and a Masters in Business Administration from Webster University.

#### **About Western Specialty Contractors**

Family-owned and operated for more than 100 years, Western Specialty Contractors is the nation's largest specialty contractor in masonry and concrete restoration, waterproofing and specialty roofing. Western offers a nationwide network of expertise that building owners, engineers, architects and property managers can count on to develop cost-effective, corrective measures that can add years of useful life to a variety of structures including: industrial, commercial, healthcare, historic, educational and government buildings, parking structures and sports stadiums. Western is headquartered in St. Louis, MO with over 30 branch offices nationwide and employs more than 1,200 salaried and hourly professionals who offer the best, time-tested techniques and innovative technology. For more information about Western Specialty Contractors, visit [www.westernspecialtycontractors.com](http://www.westernspecialtycontractors.com).

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