

Cranes & Equipment Specialists of Chicago/CES Crane Rental Family Owned Company Succeeds by Continuing Founders' Dedication & Knowledge of Industry

By Mimi Darwish, TriAd Inc.



"Our business is not just a job ... it's our life, it's a family legacy," said Christine Ashley, owner of Cranes & Equipment Specialists of Chicago/CES Crane Rental.

Founded in 1979 by two men who are commonly described as "hardworking," "talented," "wise" and "dedicated," Cranes & Equipment Specialists began as a heavy equipment and crane repair business.

Founders Dennis L. Jirout and Joe Ashley, expanded their business by adding a fleet of rental cranes to stay abreast of the growing, competitive crane and heavy equipment market, which became known as CES Crane Rental.

Unfortunately Joe passed away in 1998, his legacy, dedication and knowledge serves as a guiding light for his son Ron Ashley and the company. "Ron, who is our top-service technician, obtained his first working permit from Local 150 when he was just 14 years old," Christine said. "I never had the opportunity

to meet Joe; however, his legacy in this industry will carry on forever."

Since its inception, the company quickly prospered and set the standards for quality service throughout the Midwest. In order to provide quality service, Cranes & Equipment Specialists makes certain its employees receive training on an ongoing basis to ensure their skills are current and remain sharp. "We understand that commitment to excellence begins with our employees, and take pride in the fact that our operators, shop technicians and field service representatives are professional, highly trained and among the most experienced in the industry," Christine said.

With its 24-hour service, trained and experienced staff, it's no wonder why Cranes & Equipment Specialists is qualified to service ALL equipment, regardless of make, model or age. We are also a premier dealer for Lube-A-Boom and Hirschmann, a leading manufacturer of operator aids and control systems, marketed under brand names Hirschmann, PAT and Krueger; for the mobile crane market

But in recent years, times have been challenging for the company. In March 2008, a fire destroyed its entire shop and office leaving it with almost nothing. Three months later, Christine's stepfather Dennis, who was often referred to as the "wise man" of the industry, passed away unexpectedly. Fortunately Cranes & Equipment Specialists was able to overcome these tragedies with support from colleagues, family, friends and its dedicated 150 operating engineer employees.

"Throughout that time we managed to rebuild the structure of the business while continuing to service our local customers with crane rental and heavy equipment repair," Christine said.

In 2009, the same year that the company moved back to its original location at 10900 South 85th Avenue in Palos Hills,

Christine met the criteria for certification as a Women Business Enterprise (WBE) Company, and in 2010, she was also certified as a (DBE) Disadvantage Business Enterprise by the Illinois Unification Program.

Today, Cranes & Equipment Specialists/CES Crane Rental is considered "a one-stop shop for all your Crane and Heavy Equipment Repair Service, Safety Aids and Crane Rental Needs." The company provides a full range of factory parts, maintenance and repair for cranes and other heavy equipment. Cranes & Equipment Specialists provides the option to service equipment in its shop, or dispatch one of its fully equipped trucks for service on location or in the field. "We also provide crane erection, dismantling and transport," Christine said. "And we service all phases of hoisting needs for construction and other industrial sectors."

Its highly trained staff recognizes the value of offering flexibility to its customers. The homepage of the company's website reads: "Why rent a crane for an entire day to do a three hour job?" Cranes & Equipment Specialists' competitive rates, convenience and flexibility are what have set them apart from their competitors for more than 30 years.

As a second-generation, family owned company, Cranes & Equipment Specialists/CES Crane Rental is committed to performing quality jobs through quality service, and strongly believes its reputation reflects that dedication. "I plan to continue as I have for over the past 10 years to operate and provide outstanding customer service with the same values and integrity as bestowed upon us by our fathers," Christine said.

For more information on Cranes & Equipment Specialists/CES Crane Rental, visit www.cescrane.com.

