

Celena Moses
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A Veteran's Guide to Thriving in the Rigging Industry

Celena Moses' entry into the rigging industry didn't follow a traditional path. While many in her family pursued nursing careers, she chose something different. In 1998, a neighbor encouraged her to try out a job making rigging parts. "I started out drilling hooks, and my career progressed from there."

She got involved in shipping and customer service and earned a degree in Business Management. She participated in government and outside sales and learned about casting before working at her current position. Moses, of Jasper, Tn., is one of four regional sales managers in the U.S. for the Royal Van Beest Group, a European manufacturer of premium-quality lifting equipment.

"There's a very small percentage of women in rigging," Moses says. "There are more women in sales."

In all her years in the industry, Moses hasn't seen a woman working as a rigger. "It's a physical job that requires a lot of strength," she notes.

The construction industry has many aspects, with changes occurring constantly and an ongoing need for more employees.

Entering the industry, Moses says, "is one of the best things that ever happened to me in my life." She adds, "I had wonderful mentors I'm still in touch with today. And even though this is a competition-driven market, it's still a big, huge family. And once you get into it and do what is right for the industry, you'll always have a job."

Matching Equipment to the Application

In her role, Moses visits rigging shops and job sites to support customers throughout the United States. She helps educate clients about rigging products and their suitability for specific applications.

In some cases, Moses encourages a male colleague to accompany her to visit a potential client who may question her abilities as a woman sales representative. "I sometimes take a male co-worker with me to put prospects at ease. In our conversation, I show them that I know what I'm talking about," she says.

During the sales process, Moses works with customers to select the best part for each application. This is challenging because there are many manufacturers for each piece of equipment.

"You have to know what parts are the safest for the application it will be used for."

After making a recommendation, Moses checks with the firm's engineers to confirm that the parts are what the client needs.

She describes the 100-year-old Van Beest Group as the best manufacturing company she's worked for. The sales managers work together as a team to serve their mutual customers.

Continual Progress

The rigging industry is constantly evolving with new products and materials. In the future, more parts may be made of link chain that is lighter than steel chain. Moses reveals that the industry is reluctant to change if it knows an existing part is safe.

Join the Industry

She encourages women to join the construction industry. "There are so many markets you can enter, such as construction, towing, and oil and gas."

She asserts that many people in the industry don't need a college degree. Instead, there's lots of on-the-job training. Moses recently took part in a training course to learn what's new in rigging.

The construction industry faces an ongoing challenge to encourage the younger generations to join the industry. "It's not an easy job — it's dirty, hard work and a lot of young people want to be behind the computer."

But there definitely are advantages to working in the construction industry that should be promoted to encourage recruits.

"People will work for you if you treat them like family," she says. Mentorship can play a crucial role. Moses had mentors to encourage her, and now she encourages others, especially women, to pursue their dreams in the industry.

Why Rigging?

Moses loves working with people to achieve goals for all involved. During her nearly three decades in the field, she's made lifelong friends and has traveled to most states in the U.S. "I'm always learning something new. There's new lingo and new ways of doing something," she says. "Competition can be tough, but it's still a very interesting market to be in."