

KEITH CRISCO:

Support for Leadership

Since 1986, Keith Crisco has been president and chairman of Asheboro Elastics Corporation, one of the fastest growing privately held businesses in the U.S., with offices in seven countries and sales around the world.

What brought success to the boy born on an Aquadale, N.C., dairy farm? Many point to his love of learning, a willingness to take calculated risks and his well-honed leadership skills.

Now Crisco, a former White House Fellow and current member of the Asheboro [N.C.] City Council, is helping develop a new generation of leaders through a series of unrestricted gifts being used to expand leadership programs at the School.

"My interest is in developing leaders who will leverage the state's world-class assets — whether the UNC Gillings School of Global Public Health or the North Carolina Zoo," says Crisco, who is an active supporter of both.

"I'm not an expert in public health," he says, "but as a local official, the School's leadership — in the area of water, for instance — is of direct interest to me because the health of our citizens, our animals, and our economy depends upon it."

What could be more important?



PHOTO BY TOM GILLESPIE

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