



FOR IMMEDIATE RELEASE

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Caterpillar and IDM Join Forces In Scholarship Case Competition

From: Industrial Distribution Management (IDM), University of Illinois, Urbana-Champaign
Contact: William Qualls (wqualls@uiuc.edu)

The Industrial Distribution Management Program (IDM), headed by Dr. William Qualls, and Caterpillar Logistic Services (Cat Logistics) jointly sponsored a challenging business case competition on March 7th. Ten teams of undergraduate IDM students rigorously analyzed a seasonal inventory and logistics initiative Cat Logistics had encountered recently in their operations. The competing teams presented their recommendations to a panel of judges from College of Business faculty and Cat Logistics. In addition to a highly applied learning and industry contact development opportunity for all participating students, the case competition carried a prestigious scholarship award. A total of \$15,000 in scholarship prizes were awarded to the top four teams. (Two teams tied for third place.)

The *IDM-Caterpillar Scholarship Case Competition* winners were announced on Friday, March 7, 2003, at an award reception held at the University of Illinois campus:

Caterpillar gave special recognition to seven students for their individual performance. Both the participating students and judges in the *IDM-Caterpillar Scholarship Case Competition* were extremely enthusiastic about this opportunity to exchange ideas about an actual business problem. The students were thrilled to analyze an actual and timely business problem, develop a strategy, and get feedback on their managerial prowess instantly and directly from the managers actually working on the business problem.

As a member of one of the winning teams said, "This was a great opportunity to see the types of real-world problems we will be working with once we enter the corporate environment. Although it took involved a lot of work we felt we learned how we might apply what we have learned in our classes to the business world. Now we know that we're ready to go out and actually do it!" The judges concurred and praised the advanced business skills the students exhibited.

Noted Dr. Qualls, "With a case competition of this type, everyone comes out a winner. The students win because of the lessons learned from analyzing a real-world business problem and presenting their ideas to corporate managers. Caterpillar wins from the opportunity to see and evaluate potential employees up close and personal." Craig Barley, the manager who led the Caterpillar team said "The University of Illinois should be really proud of the job that all the students did in representing the IDM program. We (Caterpillar) appreciate the

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Contact:

Industrial Distribution Management Program
University of Illinois at Urbana-Champaign
350 Wholers Hall
1206 South Sixth St.
Champaign, IL 61820

Dr. W. J. Qualls, Director
Phone: (217) 265-0782
Fax: (217) 244-7969
Email: wqualls@uiuc.edu
<http://www.cba.uiuc.edu/idm>

opportunity to work with the IDM program in helping to shape the supply chain manager of the future. We (Caterpillar) look forward to working with both the students and faculty in the future.

About IDM

The Illinois IDM program integrates principles from engineering, manufacturing operations, purchasing, product development, transportation, distribution, and marketing. It is an area strategically critical to business productivity and profitability and to creating customer value.

The College of Business at the University of Illinois at Urbana-Champaign has been playing a pivotal role in preparing students to manage the business process. The IDM program is highly selective and the typical IDM student graduates with a 3.4 grade point average and experiences 100% career placement by graduation.

Since the mid-80s, IDM has been widely acknowledged by industry and academia as a leading developer of well-rounded business managers of the future. What makes the IDM program unique is its educational philosophy of:

- Interdisciplinary-based training
- Team building and leadership development
- Learning by doing
- Technology-based skills

IDM's mission is to develop students who will become leaders capable of handling the complexities and challenges of an industrial-oriented business environment. The Illinois IDM program instills in future managers a thorough understanding of the supplier-manufacturer-distributor infrastructure that supports all sales and service activity at the end-user level.

In the future, IDM will continue to invest in its educational programs, conducting cutting edge research, and expanding its global presence. IDM Director Qualls emphasizes that the most important investment will always be in the development of IDM students' leadership and intellectual capabilities as they embark on their managerial careers in industry.

About Caterpillar Logistic Services

Caterpillar Logistics Services, Inc. (Cat Logistics), a wholly owned subsidiary of Caterpillar Inc., builds on the global distribution experience of its parent company to help other companies lower distribution costs while improving customer service and brand loyalty. Cat Logistics is a technology-based company providing customized solutions that transform distribution to a source of competitive advantage.

Caterpillar Inc. is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines and industrial gas turbines. The company is a technology leader in construction, transportation, mining, forestry, energy, logistics, electronics, financing and electric power generation. Caterpillar products and components are manufactured in 50 U.S. facilities and in 65 other locations around the globe.

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