



FOR IMMEDIATE RELEASE

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### **Ford Motor Company and IDM Join Forces In Scholarship Case Competition**

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The Industrial Distribution Management Program (IDM), headed by Dr. William Qualls at the University of Illinois, Urbana-Champaign, and Caterpillar jointly sponsored a challenging business case competition on March 12th. Ten teams of undergraduate IDM students rigorously analyzed the lean enterprise initiative of Plan for Every Part; Ford Motor Company is currently implementing throughout its supply chain. The competing teams presented their recommendations to a panel of judges from CBA faculty and Ford. In addition to a highly applied learning and industry contact development opportunity for all participating students, the case competition carries a prestigious scholarship award. A total of \$18,000 in scholarship prizes and gifts were awarded to the first, second, third, and fourth placed teams. This year there was a tie for first place

The *Ford Scholarship Case Competition* winners were announced on Friday, March 12, 2004 at the Award Reception held at the University of Illinois Campus:

1<sup>st</sup> Place: Tarun Puri, Prodeep Datta, Milind Patel  
1<sup>st</sup> Place: Lisa Mehta, Jeremy Silverman, Dennis Timpanaro  
3<sup>rd</sup> Place: Geetha Kanagaraju, Robert Mietus, Audrey Tan  
4<sup>th</sup> Place: Sara Karlin, Linzy Kurien, Alka Vallabh

Both the participating students and judges in the *Ford Scholarship Case Competition* were very enthusiastic about this exciting new partnership with IDM program. 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 this business problem. As one of the winning teams put it, "This was a great opportunity to work on a real-world problem, push ourselves to find the best possible strategy and then and get feedback on our ideas. Agreeing with that conclusion, the Ford judges (Jim Dixon, Mike Shaver and Reinder Vanderschoot) praised the advanced business skills the students exhibited, as well as their ability to communicate their ideas. Talks of the next scholarship case competition are under way. Notes Dr. Qualls, "This is an excellent opportunity for students to experience the practice of presenting their ideas to managers; after spending an intense amount of time trying to come up with a unique solution." By sponsoring this event, Ford has recognized the superior quality of our students and hopefully is will be a link for recruiting talent into Ford."

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## About IDM

The industrial distribution management (IDM) program is the predecessor of today's supply chain management programs. Integrating 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, Urbana-Champaign, has been playing a pivotal role in preparing students to manage the business process since its inception. The IDM program is highly selective, so that the average IDM student graduates with a 3.4 grade point average and experiences 100% career placement by graduation.

Since the mid-80's, the Industrial Distribution Management Program (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 in the next millennium. First, IDM seeks to develop graduates who recognize the importance of the business- technology interface in a world increasingly dominated by technology. Second, IDM endeavors to instill in these 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. But, as Dr. Qualls (IDM director) emphasizes, "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 Ford Motor Company

Ford Motor Company celebrated 100 years of operations in 2003. For the first time in over twenty years, a member of the Ford Family, William C. Ford, Jr. is responsible for managing the automobile company started by his great grandfather Henry Ford. The company is based in Dearborn, Michigan and is the world's second largest manufacturer of cars and trucks. Ford realized \$164.2 billion in revenues in 2003 with \$138.4 billion alone in automobile sales. Over 6.7 million vehicles were sold worldwide during 2003.

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