FOR RELEASE WEDNESDAY, FEBRUARY 12, 2003

CONTACT: Jim Crowell, executive director, Supply Chain Management Research Center, Sam M. Walton College of Business, 479-575-6107, jcrowell@walton.uark.edu

Dixie Kline, director of communications, Sam M. Walton College of Business, (479) 575-2539, dkline@walton.uark.edu

UA WALTON COLLEGE STUDENTS PLACE FIRST IN NATIONAL LOGISTICS COMPETITION

PHOTO: A photograph is available for download at http://advancement.uark.edu/ (Cutline: l.to r. Scott Keller, Joe Davis, Jessica West, Angie Stewart, Jay Cho, and Andy Cable)

FAYETTEVILLE, Ark. – Four senior students from the Sam M. Walton College of Business, University of Arkansas, placed first in an undergraduate college case competition at the 22nd annual Operation Stimulus Conference, held in Denver, Colo. on February 7, 2003.

The four students are Joe Davis, Mansfield, Ark.; Andy Cable, Oscado, Mich.; Jessica West, Ft. Smith, Ark.; and Angie Stewart, Clarksville, Ark. — all transportation and logistics majors in the Walton College.

The subject of this year’s case study involved the use of electronic data interchange (EDI) and Internet technologies to solve a global transportation and logistics network implementation.

Steve Rutner, visiting professor of transportation and logistics and Jim Crowell, executive director of the Supply Chain Management Research Center, in the Walton College, accompanied the students to the competition.
The Operation Stimulus competition attracted teams from twelve participating universities this year. While winning the overall competition, the Walton College was well represented as both the second and third place teams from Michigan State and Western Illinois Universities were accompanied by Professors Scott Keller and Jay Cho, respectively, both doctoral graduates of the Walton College.

Operation Stimulus is an annual transportation and logistics event started by the Denver Transportation Club that has evolved into a collaborative event involving the Denver chapters of the Council of Logistics Management, the National Defense Transportation Association, American Society of Transportation and Logistics, and Delta Nu Alpha. Together, these organizations have provided over $242,000 in scholarships and financial support for transportation and logistics students and teachers. These efforts range from high school teacher training activities to direct scholarship support for college students pursuing transportation and logistics career paths.

The three-day annual conference is a major educational forum for professionals and students. The program features a college debate team competition, trade fair, one-day conference of prominent speakers, and a Saturday ski-train outing.

The University of Arkansas has participated in the Operation Stimulus event for the past three years through funding from the Oren Harris Chair of Transportation, the Supply Chain Management Research Center and the Garrison Chair in Supply Chain Management. The Supply Chain Management Research Center serves as a direct link between the private sector and University resources.

Supply chain management is the integration of business processes from original supplier through the end-user, which provide products, services, and information that add value for customers.

XXX