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# COMPANY NEWS

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## For Immediate Release

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## **Associated partners with Robert Morris University's Morris Graduate School of Management to increase awareness about the Material Handling Industry**

**ADDISON, IL, October 11, 2011** - In an effort to increase awareness about the value that the material handling industry provides to the supply chain, Associated has partnered with Robert Morris University's (RMU) Morris Graduate School of Management in an experiential learning project.

Robert Morris University is known as the "Experience University" and therefore this project was a perfect fit for their graduate students working on their Master's in Business Administration. Their approach is to engage students in evaluating and analyzing real world issues to reinforce and embed some of the skills they have acquired in their course curriculum.

Over the span of this ten week project, eight students were asked to define the role of certain employees in executing the company's new branding initiative and recommend how these employees should be engaged and trained to meet the expectations of the new initiative. To accomplish this, students studied the industry, the company and the applicable employee's current role and function. At the culmination of this project they presented their findings to their professor, members of RMU Administration and a group of Associated Senior Managers including, Michael B. Romano, President/CEO. In appreciation of the student's efforts, Associated has made a contribution to the RMU Endowment Fund.

“We are grateful to Associated for allowing our students the opportunity to work with them” said Dr. Kayed Akkawi, RMU Dean of the Morris Graduate School of Management. “RMU’s relationship with Associated was an essential factor that made this Graduate course a success.”

“In addition to the great ideas and valuable insight these students provided, this project served as a platform to create awareness and appreciation of our industry. Increasing exposure to the academic community will ensure the availability of a continuing pool of talent that will sustain the industry's growth and success as well serve to educate future decision makers as to the value we bring to the buyers and users of our products and services,” said Michael B. Romano, President/CEO, of Associated. “We are grateful for the opportunity to work with RMU in this mutually beneficial endeavor.”

### **About Associated:**

Celebrating over 50 years of providing customers with innovative solutions that optimize storage and order fulfillment operations within their supply chain, Associated understands that handling materials in the supply chain should be more than material handling. By utilizing their unparalleled experience and industry best practices they are able to evaluate current methods and processes for storage, order fulfillment and equipment utilization and recommend practical strategies to enhance its effectiveness and reduce overall cost.

Featuring leading edge engineering and fleet management services to complement industry leading sales, service, rentals and parts, Associated has been the recipient of multiple awards in recognition of being a premier organization in the material handling industry.

### **About Robert Morris University:**

Robert Morris University offers professional, career-focused education in a collegiate setting to diverse communities.

RMU is an independent, not-for-profit, multi-location institution offering associate, baccalaureate, and graduate degree programs that focus on integrating theory and applications. Robert Morris University prepares students to be practitioners in their chosen fields, socially responsible to their communities, and a foundation for their families.

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For additional information about Associated, visit the company Web site at [www.associated-solutions.com](http://www.associated-solutions.com) or call (800) 755-7201.

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