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# COMPANY NEWS

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## For Immediate Release

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April 28, 2010

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## **Associated partners with Northern Illinois University's Executive MBA Program to increase awareness about the Material Handling Industry**

**ADDISON, IL, April 28, 2010** - In an effort to increase awareness about the material handling industry, Associated Material Handling (Associated) has partnered with Northern Illinois University's (NIU) Executive MBA program (EMBA) as the real world company for the student's Project Consulting class. This course is designed to provide students with the ability to apply their first year EMBA education to a real-world project.

Over the course of this three week project, thirty-three students were asked to develop a comprehensive business strategy for two of Associated's operating divisions. To accomplish this task, students studied the material handling industry and worked with Associated's management team to learn about the industry and the company. At the culmination of this project they presented their findings and corresponding strategies to their fellow classmates, professors and a panel of Associated employees including, Michael B. Romano, President/CEO.

"We are grateful to Associated for allowing the students the opportunity to work with them" said Ann E. Carrel, NIU MBA Program Director. "NIU's relationship with Associated was an essential factor that made this EMBA course and these presentations a success."

For many years Associated has partnered with educational institutions to further educate emerging decision makers and future talent about the material handling industry. However, NIU's EMBA program offered a unique opportunity because of the team approach that is used to allow for the sharing of diverse ideas from various perspectives. This interaction resulted in a challenging and stimulating learning experience for both the students and Associated in that it provided an unique perspective on the material handling industry and the business.

“In addition to the great ideas and valuable insight these students provided us with, NIU’s Project Consulting class served as a platform to create awareness and appreciation of our industry. Increasing exposure to the academic community will ultimately help ensure the availability of a continuing pool of people that will sustain the industry's growth and bring new, fresh ideas. The industry must also continue to focus on the academic community to educate future decision makers as to the value it brings to the buyers and users of our products and services,” said Michael B. Romano, President/CEO, of Associated Material Handling. “We are grateful for the opportunity to work with NIU in this mutually beneficial endeavor”.

**About Associated Material Handling:**

Founded in the Chicagoland area in 1960, Associated now serves its customers from six locations covering six states in the upper Midwest. Its 300+ employees proudly represent Raymond Narrow Aisle Lift Trucks and related material handling storage and picking solutions. Associated’s mission is to provide its customers with innovative logistics solutions that create sustainable value within their supply chain. They have become a leader in providing superior, cost effective material handling equipment, systems and support that optimize space, increase customer productivity, enhance safety and reduce costs. Featuring leading edge engineering and fleet management services to complement industry leading parts, sales, service, and rentals, Associated has been the recipient of multiple awards in recognition of being a premier organization in the material handling industry.

**About Northern Illinois University College of Business:**

The College of Business provides higher education and professional outreach in northern Illinois, participates in relevant activities at the national level, and is committed to raising students' awareness about the implications of international and global business operations. The college offers outstanding educational programs and academic services to students, faculty, business, and other stakeholders. The college endorses a balance between teaching and research while engaging in partnerships with the business community. The college focuses its efforts to continually improve the quality of instruction and scholarship to advance its disciplines and the success of all learners.

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

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