



University of Oregon

Oregon State University

Portland State University

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In 1985 the business schools at Oregon's three largest public universities joined together to create a partnership capable of offering one of the highest quality Executive MBA programs in the country.

The Oregon Executive MBA program was the result — combining the best business instruction and talents of The University of Oregon, Oregon State University and Portland State University for classes in the Portland area.

Today, OEMBA is the only consortium EMBA program in the country. This structure brings forward the strength, resources, and service of three top institutions to deliver an outstanding program.

RELEASE DATE: Thursday, September 1, 2005

EVENT DATE: Friday, September 16, 2005

EVENT: Oregon Executive MBA Conducts “Live Case Study” of Local Firm

DESCRIPTION: Consolidated Supply Company—a family-owned Tigard, Oregon, firm headed by Chairperson Karolyn Neupert—has agreed to be the focus of a Case Study led by Professor Steve Lawton of Oregon State University and Oregon Executive MBA.

On Friday, September 16, Lawton and second-year Executive MBA students will meet for an overview and tour of the Tigard distribution facility, followed by an in-depth discussion of the firm’s strategic and operational challenges and opportunities led by Consolidated President Karla Neupert-Hockley and her executive team.

In response, Oregon Executive MBA students will be tasked to formulate and present specific models for enhancing critical business functions within the firm, which include customer assurance, web-marketing and strategic planning.

Case Studies lie at the center of a practical teaching model that takes business education beyond the abstraction of the classroom into “real world” practice. By sharing their operational philosophy and challenges with students, Consolidated Supply Company provides an opportunity for students to actively participate in the formulation of a working business model. Students will devise detailed plans to address the business challenges set forth in their meeting with Consolidated leaders.

Karolyn Neupert, who became head of Consolidated Supply Company in 2002, was the subject of an extended article in *The Oregonian* March 30, 2005. The Tigard, Oregon, firm specializes in plumbing fixtures.

Oregon Executive MBA is a University of Oregon degree program offered jointly with Oregon State University and Portland State University. The consortium comprises select instructors from the three institutions and provides advanced business instruction to Northwest professionals. After 20 years at its Beaverton, Oregon, facility, OEMBA is relocating in Fall, 2005, to a new location at the 200 Market Building in downtown Portland.

MORE INFO: Contact Julianna Sowash (503) 725-2250 or toll-free (866) 996-3622

WEBSITE: www.oemba.org