Oct. 17, 2006

MEDIA ADVISORY

Cal Poly Teams Up with Toyota to Bring 'Lean' Thinking to Graduate Students

To: Assignment editors, business reporters, higher education reporters, photographers

Who: Cal Poly's Orfalea College of Business and College of Engineering, and University of Toyota

What: The "Lean Thinking Experience" – The event is no longer open to the public, as it is at capacity.

When: Friday, Oct. 20, 8 a.m. to noon

Where: Advanced Technologies Laboratory, Building 7

Why: To help prepare the next generation of successful engineering and business managers in an increasingly competitive global economy, Cal Poly's colleges of business and engineering are teaming up with the University of Toyota (Toyota's internal training operation in North America) to introduce graduate students to automaker's concept of "Lean Thinking" business principles.

Background: Toyota will offer Cal Poly graduate business and engineering students an opportunity to learn about "Lean Thinking" using the company's Toyota Production System 3 Round Car Simulation and discussing the "Toyota Way" culture.

Contact: Media interested in covering the story should contact Stacia Momburg at 805-756-6260. For additional information about the event and interview opportunities, contact Eric Olsen, assistant professor of Industrial Technology, at eolsen@calpoly.edu or 805-756-1754.

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