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CONCRETE INDUSTRY MANAGEMENT PROGRAM RAISES MORE THAN \$500,000 AT SIXTH ANNUAL AUCTION

(Las Vegas, Nev. – Jan. 25, 2011) – The National Steering Committee (NSC) for the Concrete Industry Management (CIM) program – a business intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – raised more than \$500,000 in gross revenue at its sixth annual auction, held in conjunction with the World of Concrete on Thursday, Jan. 20.

According to Brian Gallagher, Chairman of the Marketing Committee for the NSC, this year's auction totals are nearly \$120,000 more than the 2010 event. "The attendance at the auction was greater than ever before – both on-site and online. The expanded participation this year from internet bidders was a key as we sold \$97,000 worth of items through online bidding."

The signature item this year was a Mack Truck model GU713 equipped with a McNeilus 11-cubic-yard Bridgemaster® concrete mixer donated by Mack Trucks, Inc. and McNeilus Companies, Inc. The winning bidder of the mixer truck was San Benito Supply from Northern California.

"We are thrilled how everyone stepped up to donate and bid on the great auction items and support the CIM program," commented Eugene Martineau, Executive Director of the NSC. "The money raised will benefit the National Steering Committee and support the current CIM program as well as help fund future program expansion."

"Thanks to the incredible support of the event from the World of Concrete (WOC) Show Management, Hanley Wood Publications, McNeilus Companies, Inc., Mack Trucks, Inc., and Ritchie Bros. Auctioneers, the auction was a complete success," said Martineau.

In addition to the live auction, a silent auction was also held. Auction items included cement, a skid steer, concrete saws, drills, mixers, vibrators, scaffolding, safety equipment, screeds, fiber transport systems, dust collectors, NDT equipment, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, advertisements, laptop computers, sports memorabilia, sports travel packages, golf school packages, and vacation travel packages.

About CIM

Receiving tremendous support from the concrete industry, the CIM program was the first of its kind in United States – a four-year Bachelor of Science degree in Concrete Industry Management. The need for such a program was recognized in 1994 and was put into action by the concrete industry. The end-result was a partnership between the concrete industry and Middle Tennessee State University (MTSU) to develop the CIM program, implementing it with its first two students in 1996. Available at MTSU, Arizona State University, California State University, Chico, Texas State University and the New Jersey Institute of Technology, the program has been successful for both the industry and the graduates.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic construction management, who are knowledgeable of concrete technology and techniques and are able to manage people and systems as well as promote products or services related to the concrete industry. It entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, marketing, management and business law are also taken throughout the length of the program.

The concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more. All of these courses provide much more than what is simply in the text – they emphasize problem solving, quality assurance and customer satisfaction. They utilize practical case studies and an internship to make sure the student obtains real-world experience essential to starting a successful career. Additional opportunities for growth include on-campus socials and other organized events providing industry networking and professional development. To learn more about the program, visit www.concretedegree.com.

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