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For more information, contact:

Amy Numbers, 614-389-2742 or anumbers@constructivecommunication.com

**CONCRETE INDUSTRY MANAGEMENT (CIM) PROGRAM
AT CALIFORNIA STATE UNIVERSITY, CHICO ANNOUNCE “ONE
MILLIONTH DOLLAR” DONATION**

Silver Spring, Md. (August 27, 2009) – The Concrete Industry Management (CIM) program – a business intensive curriculum that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – is proud to announce the CIM program at California State University, Chico has received its “One Millionth Dollar” donation.

According to Douglas K. Guerrero, Chairman of the Chico State CIM Patrons, this milestone was achieved through the generous donations for the program made by 110 corporate and 36 individual gifts from patrons and contributors over the last three and a half years.

“These donations, along with the generous gifting from the CIM National Steering Committee, have made our program the success we hoped for when our local Patrons Foundation was created in December 2005. The success-to-date is due to the dedication of the active Patrons. Not only did we graduate our first seven students in May, but now expect to have more than 70 declared majors in the program when the fall term begins on Aug. 24,” said Guerrero.

“The support of the Chico State CIM program demonstrated by the Patrons, individuals and the concrete industry has been tremendous,” said Brian Gallagher, Chair of the CIM

Marketing Committee. “The future of CIM is very bright with this level of commitment and support.”

For more information about the CIM program at California State University – Chico, visit their website at www.csuchico.edu/cim.

The CIM Program

Recognizing the need for people with enhanced technical, communication and management skills, the CIM program was developed in 1996. The individuals graduating from this program will have the skill set necessary to meet the growing demands of the progressively changing concrete industry of the 21st century. It is a business intensive program, providing solid management skills that can be used in any industry, but has been developed specifically for the concrete industry. The program gives students many advantages including entering the concrete work force with exposure to the industry early in their careers, unlike others coming in with generic business degrees.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic business 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.

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, the New Jersey Institute of Technology, and Texas State University, the program has been successful for both the industry and the graduates. To learn more about the program, visit www.concretedegree.com.

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