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**CONCRETE INDUSTRY MANAGEMENT (CIM) PROGRAM  
ANNOUNCES FIRST GRADUATES FROM CALIFORNIA STATE  
UNIVERSITY, CHICO**

Silver Spring, Md. (June 2, 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 graduated their first seven students on May 23.

The students -- Kevin Albert, Cyrus Dworak, Chad Christie, Brant Guido, Gessel Balderranbano, Frank Corzine and Jeff Kelly – all graduated with a Bachelor of Science degree in Concrete Industry Management. Several of the students also received a degree in Construction Management in addition to their CIM degree.

According to Douglas K. Guerrero, Chairman of the Chico State CIM Patrons, “Most of the graduates have already found employment within the concrete industry, which is an excellent tribute to their worthiness, especially in these difficult times for the construction materials industry.”

Guerrero also stated that the first graduation is an exciting culmination of hard work. “The CIM program is doing extremely well and is performing at the growth rate planned when it was established in 2006. After being in place for three years, we have more than 60 declared CIM students. The success to date is due to the dedication of the active

Patrons in providing the donations to fund the startup of the program, providing significant time as guest lecturers and providing continuous help to the faculty on course material and other matters to do with development of the program,” he said.

### **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 21<sup>st</sup> 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](http://www.concretedegree.com).

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