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CONCRETE INDUSTRY MANAGEMENT (CIM) STUDENTS TO CREATE 9/11 MEMORIAL AT WORLD OF CONCRETE ARTISTRY EVENT

Silver Spring, Md. (Jan. 25, 2010) – Students from 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 – will be working during the annual World of Concrete Artistry event to create a memorial to the fallen firefighters of the firehouse located at 48th & 8th Streets in New York City. On September 11, 2001, this firehouse lost two Companies including the men and women on duty for Ladder 4, Engine 54 and Battalion 9.

Ed Gruetzner, a firefighter who had retired from the New York City Fire Department four months before 9/11, lost many friends on that day. Several months ago, Gruetzner, now an accomplished decorative concrete installer living in White Plains, NY, approached Mike Eastergard, owner of PreiTech Corporation, a manufacturer of forms for the building and concrete industry and a supporter of the CIM program, to discuss the idea of creating a concrete memorial for the firehouse. Eastergard immediately volunteered his custom concrete form expertise and suggested that they work with CIM students to create the memorial during the 2010 World of Concrete Artistry event.

The idea was quickly embraced by the CIM programs at California State University - Chico and Middle Tennessee State University. A simple, evocative design was agreed upon: two simple vertical forms representing the silhouette of the Twin Towers that will reflect light on a faceted surface ghosted with the names of the fallen firefighters. Students at each university will work with the concrete mix and create sample panels prior to arriving in Las Vegas for World of

Concrete. At the show, the students will perform all of the concrete work including forming, mixing and placing the concrete, erecting the completed panels, dismantling the memorial at the end of the event, and carefully crating it in specially designed foam forms for shipment to New York. Gruetzner, Eastergard, faculty from both schools, as well as many others from the decorative concrete industry and Hanley Wood, sponsors of World of Concrete, will be on hand to advise the students and provide their expertise during the course of the project.

"Decorative concrete is a new offering in the CIM programs at California State University, Chico, and Middle Tennessee State University," commented Tanya Wattenburg Komars, Director/Program Coordinator at California State University. "The course has been very popular with the students because it offers a rich blend of technical knowledge and creative development and in a semester-long, hands-on environment. With so much interest in this area, both schools have been considering ways to get involved in the Artistry event at World of Concrete. This project offers a wonderful opportunity for both schools to work together on a uniquely special project."

The team invites all World of Concrete attendees to participate in honoring the Captain of the firehouse in North Hall, room N263C on Thursday, Feb. 4, at 11:25 a.m. Following the CIM auction benefiting the CIM students from 1 p.m. to 2 p.m. in the same location, the group will walk to the Artistry location and convene for a presentation of the completed memorial at 3 p.m.

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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