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For more information, contact:

Amy Numbers, 614-389-2742 or [anumbers@constructivecommunication.com](mailto:anumbers@constructivecommunication.com)

## **Concrete Industry Management (CIM) Program's National Steering Committee Announces New Officers**

Silver Spring, Md. (May 5, 2009) – The National Steering Committee 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 – elected new officers during their annual meeting held at Middle Tennessee State University (MTSU) on April 30.

The newly elected officers who begin their term July 1 are:

- Chairman - Michael Schneider of Baker Concrete Construction, Inc.
- Vice Chairman - R. Frank Craddock of Cemex, Inc.
- Secretary/Treasurer - Michael Harlan of US Concrete
- Executive Director - Eugene Martineau, former CIM Chairman

“We are thrilled with the selection of new officers and the experience and commitment they bring to this program,” said current CIM Chairman Eugene Martineau. “They will be at the forefront as we continue to improve and expand the program and prepare the next generation of leaders in the concrete industry.”

### ***What the CIM Program Provides***

Although the program will leave students with a solid, well-rounded education within a specific industry, it provides them with the professional tools to go into any field. The concrete industry alone provides diverse career opportunities. There has yet to be a graduate of the CIM program that did not have an exciting career opportunity in the industry waiting for him or her upon completion -- not many other degree programs can boast that distinction. Graduates of the CIM

program are being hired for management positions throughout the concrete industry including production, material supply, research, contracting and manufacturing.

### ***The Need for CIM***

In the United States, concrete is a \$200 billion dollar industry with 500,000 people employed in a variety of concrete careers. The people in these careers build the roads, bridges, dams and public works that keep America's infrastructure strong. Concrete is the foundation that keeps America's office buildings, retail stores and parking structures standing strong. Further, concrete is also used to create some of the safest and most energy-efficient homes.

### ***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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