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**CONCRETE INDUSTRY MANAGEMENT (CIM) STUDENTS PARTNER
ON RESEARCH TRIP TO NORMANDY, FRANCE**

Silver Spring, Md. (Jan. 7, 2010) – A team of students of 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 – from California State University, Chico and Middle Tennessee State University traveled to France in September to continue concrete bunker evaluation and research at the World War II D-Day landing site at Pointe du Hoc, Normandy, France. Pointe du Hoc was one of the key locations for the historic World War II D-Day landing in June 1944. During their time abroad, the students learned first-hand about historic concrete deterioration, state-of-the-art non-destructive evaluation, and about this important site and its history. Following the first trip to work at the site in 2008 by the Chico State team, the recent trip included four students from Chico as well as two students from Tennessee.

Chad Golden, a CIM student from Chico State and the student team leader for the project commented, "I would say that it is probably one of the most unique experiences that I have ever been a part of. One would be hard pressed to find this sort of opportunity anywhere, to go out and really experience this sort of thing first hand. It's really quite unique. Many of the students were from various backgrounds and came from different universities, but by the end of the week, we were all pretty close. Working on a project like this can create some lasting bonds. Throughout all my years of schooling I would say that this is probably the most valuable and most memorable experience I have had."

According to Rhett Bass, a student of the CIM program at MTSU, "The trip proved to be a great educational experience for me. While I believe the classroom is preparing me for a place in the industry, there is no substitute for seeing firsthand the effects on concrete in a caustic environment. Exploring the structures of the sixty-year-old concrete made the classroom concepts and industry jargon more real."

Bass continued "The CIM programs are unique in that they provide not only classroom instruction, but amazing opportunities to interface with the industry. It is truly unique in that aspect. While the economy has not been kind to our industry, the programs and patrons are still providing excellent opportunities to educate and further career possibilities."

Tanya Wattenburg Komars, Ph.D., Director of the Chico State CIM program set up the research opportunity with colleagues at Texas A&M University. The team from A&M had been working for several years with the American Battle Monuments Commission on a project to survey the site and evaluate the cliffs of the historic landing site on which the concrete structures rest. The Chico team was invited to participate in the project in 2008 to do an initial assessment of the condition of the concrete structures and provide needed information about the depths of the foundations. The recent work focused on in-depth evaluation of six of the key structures, including non-destructive testing and laboratory analysis of concrete core samples, which will result in Historic Structure Reports (HSR's) for each of the structures. The project is planned to continue for several years, culminating in HSR's for all 20 structures at the site.

According to Komars, Chico State's involvement in the project was a result of her previous connections with Texas A&M University and the unique academic/industry CIM partnership that helped sponsor the cost of student travel. "Combining their strengths in concrete technology and their special research focus on concrete repair, the Chico State CIM program's leadership in this project offers the students a life-changing opportunity to make a difference at the hallowed site in France as well as advance their knowledge and skills as contributing members of future research and industry teams," she said.

Pointe du Hoc is one of the most culturally important sites of the 1944 World War II Normandy invasion. The coastal battery consists of a variety of structures such as gun emplacements, casements, and personnel and ammunition bunkers. Constructed as part of Hitler's Atlantic Wall campaign, it was strategically placed between the Utah and Omaha invasion beaches. An American military cemetery is located several miles from the Pointe.

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, customer satisfaction, and many opportunities for hands-on experience. 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.