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CIM ANNOUNCES DONATION BY MACK AND MCNEILUS FOR SEVENTH ANNUAL AUCTION AT WORLD OF CONCRETE

(Las Vegas, Nev. – December 12, 2011) – 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 – is pleased to announce the signature item for their seventh annual auction at World of Concrete is a Mack Truck model GU813 equipped with a McNeilus 11-cubic-yard concrete mixer donated by Mack Trucks, Inc. and McNeilus Co., a Division of Oshkosh Truck.

"To have a signature item such as this truck chassis donated by Mack Truck and an 11-cubic-yard concrete mixer donated by McNeilus Company is the strong foundation needed to help ensure a successful CIM Auction at the 2012 World of Concrete," said Eugene Martineau, CIM Auction Committee Chairman. "The fact that these two industry leading manufacturers have donated the ready mix truck and mixer speaks volumes of their commitment to the concrete industry and the importance they place on the CIM program. The 2012 CIM Auction now has the potential to be the best ever as the overall response of donated items from both producers and suppliers to the concrete industry has been outstanding," he added.

The truck is a 2012 Mack GU813 set back front axle and includes:

- MP7-395C engine
- Allison Automatic RDS 4500 transmission
- Air Ride Cab

- Front Axle = FXL23 23,000 LB-Mack
- Rear Axle = Meritor RT46160 46,000 LB
- Frame = 9.5MM x 300 x 900 with full liner
- Rear Engine PTO for Mixer Hydraulics

The mixer is a McNeilus standard 11-cubic-yard transit and includes:

- 11-cubic-yard, 42" opening
- Eaton Hydraulics 54 Series
- ZF 7300 Drum Drive
- Slump Meter
- Front & Rear Roller Guards
- 150 Gallon Aluminum Water tank, side mounted
- Air Lift Charge Hopper
- Rear Tow Loop
- Air Chute lock

The seventh annual auction will be held on Wednesday, Jan. 25 in the North Hall Room N262 of the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 1 p.m. and the live auction begins at 1 p.m. Once again this year, internet bidding will be available on the Ritchie Brothers website, www.rbauction.com. To participate in electronic auction bidding, bidders must register a week in advance. Those participating in the auction at WOC can register on-site. For a full list of items, please visit www.concretedegree.com/auction .

Those interested in making a donation should contact CIM Auction Committee Chairman Eugene Martineau at eugenemartineau@comcast.net or 904-735-5537.

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 through the RMC 2000 movement in 1994 and was put into action by the Tennessee 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, and producing its first graduates in 2000. Since its humble beginning, the CIM program has expanded and now in

addition to MTSU, it is offered at Arizona State University, California State University, Chico, Texas State University and the New Jersey Institute of Technology. Today there are over 600 students pursuing degrees in Concrete Industry Management, and hundreds of CIM graduates working in the concrete industry.

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 include on-campus socials and other events providing industry networking and professional development.

In 2011, an Executive MBA program was added by the CIM National Steering Committee. The CIM Executive MBA is specifically designed for individuals with 5 or more years of experience in the industry.

The CIM program has and continues to provide future leaders for the concrete industry. To learn more about the program, visit www.concretedegree.com.

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