



FOR IMMEDIATE RELEASE

For more information contact:

Brian Gallagher, CIM Marketing Committee Chair

bgallagher@leadingwithmarketing.com or 864-551-0362

**Somero Enterprises, Inc. Donates Somero® S-485 Laser Screed® Machine For
CIM Auction At World of Concrete**

(Las Vegas, Nev. – Dec. 20, 2021) – 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 donation of a Somero Enterprises, Inc. S-485 Laser Screed® for the annual auction at World of Concrete.

The annual auction will be held Wednesday, Jan. 19 in the West Hall Room W106 of the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 12:45 p.m. and the live auction begins at 1 p.m. Once again this year, Internet bidding will be available on the Ritchie Bros. website, www.rbauktion.com. To participate in electronic auction bidding, bidders must register a week in advance. Those participating in the auction at World of Concrete 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 Ben Robuck at ben.robuck@cemex.com or (404) 456-6867.

The Somero S-485 Laser Screed® is incredibly easy to operate and a very powerful 4-wheel drive machine. It is very multi-functional as well capable of fine grading most subbase materials, raking concrete level, or for screeding of concrete to very high floor levelness standards including world record setting and Golden Trowel® Award winning performance. Its lightweight design allows for utilization either on grade or on most decks (level or cambered), ice rinks, or chaired mesh or rebar. Add the optional 3D Profiler System and greatly expand your opportunities.

Standard features for the S-485 Laser Screed® include:

- Leveling control system which is able to operate in laser, 3D, or sonic mode.
- Available with 8-or 10-foot vibrator beams to work around any number of slab penetrations.
- Self-leveling head system (SLS)
- Adjustable vibration settings
- Column block protection
- Somero Quick GradeSet System™
- Soft landing
- USB charging ports
- Cup holder

According to industry renowned and flat floor finishing expert Steve Lloyd who purchased his S-485 at a previous CIM Auction; “If you want high F-numbers and can’t get a large Somero machine in there, you have to use their small Laser Screeds®. The S-485 is state of the art. It is so essential every concrete contractor should own one or more!”

For more information about Somero Enterprises, Inc., visit their website at www.somero.com.

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. Since its humble beginning, the CIM program has expanded and offered at Middle Tennessee State University, California State University, Chico, Texas State University, New Jersey Institute of Technology and our newest program at South Dakota State University. Today, there are almost 1,500 graduates of the Concrete Industry Management program working in the 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 2012, an Executive MBA program was added by the CIM National Steering Committee. The CIM Executive MBA is specifically designed for individuals with three or more years of experience in the industry.

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