



FOR IMMEDIATE RELEASE

For more information, contact:

Amy Numbers, AOE, 248.516.1103, amy.numbers@aoeteam.com

Concrete Industry Management Program’s National Steering Committee Announces New Board

Alexandria, VA. (June 23, 2022) – The National Steering Committee (NSC) 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 – recently announced its new board members beginning July 1.

The new NSC officers* include:

- Executive Director – Rex Cottle
- Chairman – Karl H. Watson, President and Chief Executive Officer, 7W Capital
- Vice Chairman – Steven Cox, Vice President – Customer Success, Command Alkon
- Secretary/Treasurer – Nicole R. Maher, Chief Operating Officer, National Ready Mixed Concrete Association (NRMCA)
- Immediate Past Chairman – Mike Schneider, Vice President, Chief People Officer (CPO), Baker Concrete Construction, Inc.

**All officers also serve on the board of directors.*

The NSC subcommittee chairs include:

- Heather Brown, Vice President of QC/QA, Irving Materials, Inc. – Education Committee
- Brian Gallagher, Vice President, Corporate Development, Graycor – Marketing Committee

- Randal M. Beard, Principal and Managing Director, Diagnostics Group, Walter P Moore – Long-Range Planning Committee
- Ben Robuck, Vice President - Infrastructure and Direct Work, CEMEX – Auction Committee
- Steve Cox, Vice President – Customer Success, Command Alkon – Membership Committee
- Paula Dunn, Learning and Development Manager, Master Builders Solutions – Recruiting Committee

The NSC board of directors includes:

- Bruce Christensen, Vice President, Admixture Systems, Master Builders Solutions
- Kelly Curtis,** Senior Vice President, Cement Sales & Logistics, Votorantim Cement North America
- Frank Flatch, Vice President of Human Resources and Corporate Counsel, Silvi Group Companies
- Karl H. Watson, President and Chief Executive Officer, 7W Capital
- Julie Garbini, Executive Director, RMC Research & Education Foundation
- Beverly Garnant, Executive Director, American Society of Concrete Contractors
- Douglas Guerrero, Chairman, CIM Patrons, California State University, Chico
- Marti Harrell, Vice President of Technical Services & Professional Development, National Precast Concrete Association Foundation (NPCA)
- Scott Harrison, Senior Associate, Construction Insight, Inc.
- Michael Ireland, President and CEO, Portland Cement Association
- Guillermo F. Martinez Sans,** Executive Vice President Human Resources USA, CEMEX
- Paul Ozinga, Executive Vice President, Ozinga RMC, Inc.
- Aaron Snowdon, Director of Information Technology, Digital Products, Lehigh Hanson
- Tom Strittmatter, Senior Vice President – Construction Chemicals, Sika Corporation
- Pierre G. Villere,** Chairman & Senior Managing Partner, Allen-Villere Partners
- Tim Wrinkle,** Product Manager, Mack Trucks

*** Indicates new board members.*

Honorary Directors Include:

- David L. Vickers, Permian Basin Materials, LLC
- Earl Keese, CIM National Steering Committee
- L. Michael Shydrowski, BASF Corporation

“For the last 25 years, the leadership of the concrete industry has embraced and supported the mission of the NSC for CIM of ‘advancing the concrete industry by degrees’,” said NSC Executive Director Rex Cottle. “Many major companies in the concrete industry, along with most national concrete associations and foundations, have pledged their time, talent and treasures to CIM through their involvement in the NSC. Those industry leaders who serve on our board of directors are a testament to their commitment to the continued success of CIM.”

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 workforce 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 these courses 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 is the first of its kind in the 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 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, California State University, Chico, the New Jersey Institute of Technology, South Dakota State University 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.

#