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**FOR IMMEDIATE RELEASE**

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**CONCRETE INDUSTRY MANAGEMENT (CIM) PROGRAM  
ANNOUNCES FIFTH ANNUAL AUCTION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Jan. 14, 2010) – 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 – will host their fifth annual auction at the World of Concrete on Thursday, Feb. 4 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 from 1 p.m. to 2 p.m.

Organizers hope the 2010 Auction will be even bigger than the 2009 Auction, which raised approximately \$300,000. The money raised from both the live and silent auctions will benefit the CIM National Steering Committee and support the CIM programs at Middle Tennessee State University, Arizona State University, New Jersey Institute of Technology, California State University – Chico, and Texas State University.

“We have been blessed with the tremendous support from the concrete industry. Even in challenging economic times, the World of Concrete (WOC) Show Management, Hanley Wood Publications, Concrete Producer magazine, Concrete Construction magazine, McNeilus, Freightliner and Ritchie Brothers Auctioneers, have stepped-up to help raise valuable dollars that benefit the CIM programs,” said Brian Gallagher, Chairman of the CIM Marketing Committee.

The signature item for this year's Auction will be a concrete mixer truck donated by McNeilus and Freightliner. The mixer truck is a McNeilus 10.5 cubic yard transit mixer with 46" drum opening, and the drum has a 1/4" AR steel shell and fins, a 150 gallon steel side mount water tank, a ZF 7300 drum drive and Eaton 54 series hydraulics with slump meter. In addition, the

mixer truck features a remote drum - start/stop, night pour lights, and rear tow loop. The truck is a 2009 Freightliner M2 112 6x4 with 222" Wheelbase, 156" CA, Mercedes MBE4000 350 HP engine, Fuller RTO-14909ALL transmission, 20,000 lb Front & 46,000 lb Rear Tandem, Aluminum Cab, Double Frame, AC and Sears Atlas 70 Hi Back driver seat.

To date, the following companies have donated these big ticket items for the Auction:

- BASF Admixtures
- Blastrac Rental
- Capitol Aggregates Cement
- Cemex Cement
- Command Alkon Software
- Essroc Cement
- Freightliner Truck Chassis
- GCC Cement
- Holcim Cement
- Jonel Engineering Batch Panel
- Lafarge Cement
- Lehigh Cement
- MAPEI Product Gift Certificate
- McNeilus and Freightliner Truck Ready Mix Mixer
- Mountain Cement
- Peterbilt Motors Pac Car Indy 500 Package
- Propex TPC Sawgrass Golf Package
- SIKA Master's Golf Package
- Tekla BIM Software
- Titan Cement
- TXI Cement
- Votorantim Cement
- Vulcan/Florida Rock Cement

Other items available through the silent and live auctions include concrete saws, drills, vibrators, scaffolding, safety equipment, screeds, fiber transport systems, dust collectors, NDT equipment, decorative concrete tools, water meters, pumps, generators, training sessions, reference books,

advertisements, computers, sports memorabilia, sports travel packages, golf school packages and vacation travel packages.

Once again this year, Internet bidding will be available on the Ritchie Brothers website, [www.rbauction.com](http://www.rbauction.com). To participate in the Auction, bidders must register a week in advance.

Those interested in making a donation should contact Wally Johnson at 713.499.6229 or [wjohnson@us-concrete.com](mailto:wjohnson@us-concrete.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. 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, Texas State University and the New Jersey Institute of Technology, the program has been successful for both the industry and the graduates.

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.

To learn more about the program, visit [www.concretedegree.com](http://www.concretedegree.com).

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