



www.concretedegree.com

FOR IMMEDIATE RELEASE

For more information, contact:

Amy Numbers, 614-389-2742 or anumbers@constructivecommunication.com

Kimberly Kayler, 614-873-6706 or kkayler@constructivecommunication.com

**CONCRETE INDUSTRY MANAGEMENT (CIM) PROGRAM
ANNOUNCES GENEROUS PATRON GIFT**

Silver Spring, Md. (April 1, 2009) – The Patrons of the Concrete Industry Management (CIM) program at California State University (CSU), Chico presented \$159,500 to the University on March 18.

CIM is a business intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management. University President Paul Zingg, along with officers from the Chico State Patrons organization and the CIM faculty, were in attendance.

During the past three years, the CSU Chico Patrons, along with the CIM National Steering Committee, have presented checks in excess of \$1,137,000 to the University. These funds directly support the CIM program at CSU in addition to providing scholarships for students participating in the program.

Doug Guerrero, retired CEMEX Vice President and Chairman of the Chico State CIM Program, says that the program is doing extremely well and is performing at the growth rate planned when it was established in 2006. “After being in place for three years, we have more than 60 declared CIM students and will graduate our first 9 Concrete Industry Management majors this May. The success to date is due to the dedication of the active Patrons in providing the donations to fund the startup of the program,” he said.

According to Guerrero, the Chico State CIM Patrons have also provided additional funds for industry scholarships to all qualified students, funds for students and faculty to travel to Concrete Industry meetings, trade shows and conventions. “We have also gifted significant dollars for the Concrete Lab Improvement Project. These gifts, along with additional donations of equipment and materials, and generous donation of time to guest lecture, has resulted in the growth and success of the CIM Program at Chico State. This truly is a partnership between the concrete industry and the University,” he said.

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 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 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.

#