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**CONCRETE INDUSTRY MANAGEMENT PROGRAM HOLDS RECORD  
BREAKING AUCTION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Jan. 31, 2012) – 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 – raised more than \$617,750 in gross revenue at its seventh annual auction, held in conjunction with the World of Concrete on Wednesday, Jan. 25.

"The National Steering Committee (NSC) of the Concrete Industry Management (CIM) program is pleased to report that the 2012 World of Concrete Auction surpassed last year's total proceeds by more than \$100,000 and exceeded the previous record by \$50,000," commented Eugene Martineau, Executive Director of the NSC. "This is yet another example of the high value the concrete industry places on the CIM program. The NSC appreciates the record number of 155 donated items and all the bidders that helped make this year's auction a huge success."

The signature item this year was 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. The winning bidder of the mixer truck was Danny Rodgers, President of MMC Materials, Inc., an operating company of Dunn Investment Company.

"We are thrilled how everyone stepped up to donate and bid on the great auction items and support the CIM program," continued Martineau. "The money raised will benefit the National

Steering Committee and support the current CIM program as well as help fund future program expansion.”

“Thanks to the incredible support of the event from the World of Concrete (WOC) Show Management, Hanley Wood Publications, McNeilus Companies, Inc., Mack Trucks, Inc., and Ritchie Bros. Auctioneers, the auction was a complete success,” said Martineau.

In addition to the live auction, a silent auction was also held. Auction items included cement, a skid steer, concrete saws, drills, mixers, vibrators, scaffolding, safety equipment, screeds, fiber transport systems, dust collectors, NDT equipment, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, advertisements, laptop computers, sports memorabilia, sports travel packages, golf school packages, and vacation travel packages.

### **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 for growth include on-campus socials and other organized 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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**Photo Caption:**

The winning bidder of the auction signature item was Danny Rodgers, President of MMC Materials, Inc. With Mr. Rodgers, from left to right are: Eugene Martineau, Executive Director, Concrete Industry Management (CIM) Program National Steering Committee; Curtis Dorwart, Vocational Marketing Manager, Mack Truck, Inc.; Danny Rodgers, President of MMC Materials, Inc., an operating company of Dunn Investment Company; Tom Harris, Vice President, McNeilus Co.; Mike Schneider, CIM Chairman and Senior Vice President, Baker Concrete.

Photo Credit: Otto Nero