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**CONCRETE INDUSTRY MANAGEMENT (CIM) PROGRAM RELEASES
ANNUAL REPORT FOR 2010 - 2011**

Silver Spring, Md. (Jan. 17, 2012) – 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 release of their 2010 - 2011 Annual Report. Compiled by the National Steering Committee (NSC), the report will be distributed next week at World of Concrete in Las Vegas, Nev.

The past fiscal year has resulted in a wealth of success and growth for the CIM program. According to Eugene Martineau, Executive Director of the NSC, the NSC accomplished several major initiatives including the addition of a unique Master of Business Administration (MBA) degree in CIM. The MBA program is designed to expand the industry-academic partnership by bringing CIM to the business world through an Executive-type MBA. Over the years, the NSC has added the strong industry coalition members and recently, the International Concrete Repair Institute (ICRI) became a member of NSC. Finally, the CIM program enjoyed a record-setting fundraising Auction at the 2011 World of Concrete.

Highlights of the 2010 - 2011 CIM Annual Report include:

- Reports from all committees (Education, Marketing/Public Relations, Auction, Recruitment, Finance and Long Range Planning)
- Institutional reports from all five CIM programs
- Industry Patron profiles
- Profiles of CIM Graduates
- Executive Board member profiles

Brian Gallagher, Chairman, CIM Marketing Committee, recognized the importance of creating an annual compilation of reports for review. "The quality and amount of activity completed by the CIM faculty and students is very impressive. The CIM Annual Report is a great tool for anyone connected to the concrete industry to learn about the exciting things happening at our CIM institutions," said Gallagher. The Annual Report features updates from all five CIM universities and NSC committees.

For more information about the CIM program and to download a copy of the annual report, go to www.concretedegree.com.

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, customer satisfaction, and many opportunities for hands-on experience. 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.

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