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## **FOR IMMEDIATE RELEASE**

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## **CIM STUDENTS FROM MTSU FINALISTS IN 2014 CREWS THAT ROCK COMPETITION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Dec. 5, 2013) – 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 that a crew from the CIM program at Middle Tennessee State University (MTSU) is a finalist in the 2014 Crews That Rock competition sponsored by BASF. The contest, held annually at World of Concrete in Las Vegas, Nev., is designed to show accomplishments of hardworking concrete/masonry crews and their projects.

The CIM program at MTSU has 3 students involved with the Decorative Concrete Council's (DCC) project at the Ballard Western Kentucky Veterans Center. Volunteer members of the DCC from all over the U.S. traveled to the tiny town of Hanson, Kentucky to update and install the hardscape for what will become a therapeutic garden at the center, a home for retired servicemen and women. Online [voting](#) is open through Dec. 13.

### **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 through the RMC 2000 movement in 1994 and was put into action by the Tennessee 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, and producing its first graduates in 2000. Since its humble beginning, the CIM program has expanded and now in addition to MTSU, it is offered at California State University, Chico, Texas State University and the New Jersey Institute of Technology. Today there are over 600 students pursuing degrees in Concrete Industry Management, and hundreds of CIM graduates working in the concrete industry.

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.

In 2012, an Executive MBA program was added by the CIM National Steering Committee. The CIM Executive MBA is specifically designed for individuals with three or more years of experience in the industry.

The CIM program has and continues to provide future leaders for the concrete industry. To learn more about the program, visit [www.concretedegree.com](http://www.concretedegree.com).

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