



FOR IMMEDIATE RELEASE

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**CONCRETE PRODUCER-FOCUSED ITEMS AVAILABLE AT 2014 CIM
AUCTION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Jan. 8, 2014) – 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 following list of concrete producer-focused donated items for their ninth annual Auction at the World of Concrete. The Auction is scheduled for Wednesday, Jan. 22 in the North Hall Room N262 of the Las Vegas Convention Center. The silent Auction will be held from 11 a.m. to 12:45 p.m. PST and the live Auction begins at 1 p.m. PST.

“Thanks to the tremendous response from the industry, we anticipate having the best CIM Auction ever,” said Mike Philipps, CIM Auction Chairman. “In addition to our signature concrete mixer truck donated by Mack Trucks, Inc. and McNeilus Company, we have a variety of items targeted specifically for concrete producers.”

This year’s Auction also offers bucket list sports and vacation packages including: The Masters; The Rose Bowl; Indianapolis 500; NFL tickets; NASCAR races; NBA and NHL; San Francisco Bay sailing package; Los Angeles, San Antonio, Chicago, Cleveland, Dallas, Orlando, Nashville, Charlotte, New Orleans, New York and Las Vegas travel packages, college football tickets (Alabama, Notre Dame, Florida); Texas golf and relaxation package; quail hunts and much, much more!

To date, the following companies have donated these big ticket concrete producer-focused items for the Auction:

Silent Auction Items:

American Concrete Pipe Association - ACPA Annual Convention, March 10-12 at PGA National in Palm Beach Gardens, FL - includes lodging Sunday-Tuesday nights

Continental Cement

Illinois Cement - Two loads Type I bulk Portland cement

Precast/Prestressed Concrete Institute- Two complementary registrations to PCI Convention/National Bridge Conference September 6-9, 2014 and two nights lodging (two rooms) at Gaylord National Harbor Resort outside of Washington, DC

Live Auction Items:

American Cement Company- Five Loads Type I/II Portland Cement, FOB Sumterville, FL (freight not included)

Argos Cement- Five loads cement

BASF - BASF Admixture package

CalPortland - Five loads of cement

Cemex - Ten loads of cement

Eagle Materials - Central Plains Cement Company - Five loads Portland Cement Type I-II

Essroc Italcementi Group - Five loads of cement

Euclid Chemical Company - Four pallets of PSI Fiberstrand MicroFibers, each pallet contains 864 lbs. of fiber

Forta Corporation - Two pallets (960 lbs) of FORTA-FERRO macro fiber

GCC- Five loads Type I/II, pick up at plant

Grace Construction Products - Admixture package

Headwater Resources - Six loads of fly ash

Holcim (US) Inc. - Ten loads cement

Lafarge North America - Ten loads of cement

Lehigh/Hanson - Ten loads of cement

Mitsubishi Cement Corporation - Five loads of cement

National Cement - Five loads of Type I/II cement

Propex Operating Company - Fiber package

Roanoke Cement - Five loads of cement

Salt River Materials Group - Four bulk truck loads (~26 tons per load) Class F fly ash, picked up at nearest SRMG location

St. Marys Cement Inc. (US), a Division of Votorantim Cement NA - Five loads of cement

Stalite - 75 tons of lightweight aggregates, FOB Cincinnati, OH terminal (Hilltop Resources)

Texas Industries (TXI) - Five loads of cement

Titan Florida – Five loads of cement

Once again this year, Internet bidding will be available on the Ritchie Bros. website, www.rbauction.com. To participate in the Auction, bidders must register one week in advance.

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.

The CIM program has, and continues to provide future leaders for the concrete industry. To learn more about the program, visit www.concretedegree.com.

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