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**FOR IMMEDIATE RELEASE**

For more information contact:

Brian Gallagher, CIM Marketing Committee Chair  
[bgallagher@onealinc.com](mailto:bgallagher@onealinc.com) or 864-298-2037

**EXECUTIVE AND LEADERSHIP TRAINING PACKAGES 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 executive and training packages available at 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 executive and training packages available this year.”

This year’s Auction also offers bucket list sports and vacation packages including: The Masters; The Rose Bowl; Indianapolis 500; NFL tickets; NASCAR races and driving course; 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 executive and training-focused items for the Auction:

**Auction Items Available:**

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

American Society of Concrete Contractors- One full registration for Concrete Executive Leadership Forum, July 17-20, 2014

ConcreteCareers.com - Discounted placement fee - 15% of first year's salary (regularly 25%)

Diamatic - UltraFlor training package for four with airfare, hotel and training included (2 days of classes for 2 people with spouses or four company employees)

FMI Corporation - One seat for FMI's Achieving Operational Excellence; two-day program on the topic of improving productivity and operational excellence. Program to take place in Scottsdale, AZ. Winner responsible for all travel expenses.

Heavy Equipment Colleges of America - One 3-day train the trainer course for CDL/Ready Mix driver certification.

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

Sandler Training - One day sales or sales management training for up to 25 people

Sandler Training - One year access to Sandler Training President's Club

American Concrete Institute Foundation- ACI Manual of Concrete Practice (CD-ROM and seven volume set)

Erie Strayer Company - Laptop computer - Gateway 15.6" LED notebook

Health & Safety Institute - Ten seats to online OSHA 10-hour course

PNA Construction Technologies - "Strategic Reinforcement" Design base elements for use in your concrete flatwork

Safway Services - Training CD Roms and two day erector course or two one-day scaffold regulation courses

Once again this year, Internet bidding will be available on the Ritchie Bros. website, [www.rbauktion.com](http://www.rbauktion.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](http://www.concretedegree.com).

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