



FOR IMMEDIATE RELEASE

For more information contact:

Brian Gallagher, CIM Marketing Committee Chair
bgallagher@onealinc.com or 864-298-2037

**READY MIX-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 ready mix-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 the ready mix industry.”

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 ready mix-focused items for the Auction:

Silent Auction Items:

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

Innovative Concrete Solutions & Systems LLC - One chute wash recovery system

Washout Watchdog - One Washout Watchdog gravity fed chute rinse down system
Woodland Construction Company, Inc. - Four tickets and a parking pass for any Miami Dolphins home game during the 2014 season

Live Auction Items:

Command Alkon - \$25,000 CommandBatch system

CON-E-CO - CON-E-CO PJC300S dust collector

Mack Trucks/McNeilus - Mack Granite® Axle Forward model mounted with a McNeilus 11-cubic-yard Bridgemaster® concrete transit mixer

Stephens Mfg. - SOS-1020 cartridge type silo dust collector, 450 square feet of cloth area

Vince Hagan Company - VHCO VH-245JP Silo Top Dust Collector

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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