



FOR IMMEDIATE RELEASE

For more information, contact:

Amy Numbers, 614-389-2742 or anumbers@constructivecommunication.com

Concrete Industry Management Program's National Steering Committee Announces New Board

Silver Spring, Md. (May 11, 2016) – The National Steering Committee (NSC) for 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 – recently announced their new board members beginning July 1.

The slate of new NSC officers includes:

- Chairman – Wally Johnson, Vice President of Marketing and Sales, U.S. Concrete, Inc.
- Vice Chairman – Alan Nedza, Director of Sales, Admixture Systems North America, BASF Corporation
- Secretary/Treasurer – Nicole R. Maher, Chief Operating Officer, National Ready Mixed Concrete Association (NRMCA)
- Immediate Past Chairman – Mike Schneider, Vice President of Operations, Baker Concrete Construction, Inc.

The NSC board of directors includes:

- Randal M. Beard, Principal and Managing Director, Walter P. Moore
- Matthew Childs, President, American Concrete Pipe Association
- Dr. Rex Cottle, Senior Vice President of Development, Trinity Industries, Inc.
- Steve Cox, Vice President - Customer Success, Command Alkon
- Julie Garbini, Executive Director, RMC Research & Education Foundation
- Brian Gallagher, Director of Marketing, O'Neal, Inc.

- Beverly Garnant, Executive Director, American Society of Concrete Contractors
- Jamie Gentoso, Vice President Target Market Concrete, Sika USA
- Douglas Guerrero, Chairman, CIM Patrons of California State University, Chico
- Eugene Martineau, Executive Director, CIM National Steering Committee
- Michael Philipps, Vice President – Market Development, CEMEX, Inc.
- James Toscas, President and CEO, Portland Cement Association
- Rick Yelton, Editor-At-Large, World of Concrete, Informa

“As we celebrate the 20th anniversary of the CIM program, we continue to have the great fortune of a board of directors with industry leaders that bring vast amounts of experience, capability and commitment to the National Steering Committee,” said CIM NSC Executive Director Eugene Martineau. “Their leadership will be essential as the NSC continues to provide oversight and direction while advancing the CIM program and preparing the next generation of leaders for the concrete industry.”

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 workforce 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 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, 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. The program is celebrating its 20th anniversary in 2016 with over 1,000 graduates of the program to date. To learn more about the program, visit www.concretedegree.com.

#