

# A CONCRETE FUTURE

*The concrete industry is a \$200 billion industry and employs more than 500,000 people.*



Concrete is the foundation that keeps America's office buildings, roads and bridges, manufacturing facilities, retail stores, and schools operating. Concrete is used more innovatively than ever before, creating an urgent need for individuals that possess both focused concrete technology skills and a broad business education to move the industry forward.

### **Where do you find the next generation of leaders in the concrete industry?**

*Look no further than the Concrete Industry Management program*

The concrete industry looks to the Concrete Industry Management (CIM) program to develop the work force to assume the roles of the concrete professionals who will retire in the next 10 to 15 years. To avoid losing that knowledge base, companies are hiring and will continue to hire industry-knowledgeable graduates of CIM - the first of its kind in the United States, four-year Bachelor of Science degree in Concrete Industry Management. This business intensive program, providing solid management skills that can be used in any industry, has been developed specifically for the concrete industry. The program gives students entering the concrete work force an advantage since they gain valuable industry experience early in their careers, unlike others who have generic business degrees.

### **How CIM Began**

Recognizing the need for people with enhanced technical, communication and management skills, the CIM program was developed in 1996 at Middle Tennessee State University (MTSU). The popularity of the program has taken off ever since, with more than 430 students currently pursuing degrees in CIM and more than 1,000 graduating from the program. The current program is available at MTSU, California State University - Chico, Texas State University and New Jersey Institute of Technology. Include graphic map of schools

### **SUCCESS TO DATE**

Graduates of CIM are hired for management positions throughout the concrete industry including production, material supply, contracting and manufacturing. More than 1,000 students have graduated from CIM programs with starting salaries competitive with other high-tech industries. Some examples of careers upon graduation include:

#### **Production Management**

- Ready Mixed Concrete Plants
- Concrete Pipe Plants
- Concrete Block Plants
- Precast / Prestressed Plants
- Quarry Operations
- Quality Control

#### **Sales and Marketing**

- Concrete & Concrete Products
- Cement & Admixtures
- Equipment
- Contracting Services

#### **Construction Management**

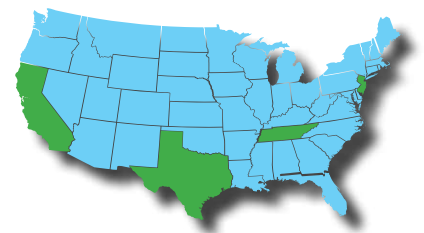
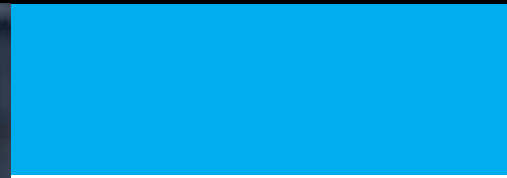
- Project Engineer
- Project Manager
- Construction Manager
- Safety Manager
- Estimator
- Operations Manager

#### **Product Distribution**

- Inventory Control Manager
- Cement Terminal Manager

#### **Construction Technology**

- Research and Development
- Technology Development



 **FOUR**  
PROGRAM UNIVERSITIES



**What the CIM Program Offers**

- A solid, well-rounded education within a specific industry, but with the professional tools necessary for any field
- Opportunities in an industry that provides diverse career opportunities
- Career prospects in an industry that is hungry for well-educated and enthusiastic people to be its future leaders

**Executive MBA in CIM**

The CIM Executive MBA degree program is designed to expand the industry/academic partnership by bringing CIM to the business world through a customized Executive-type MBA.

This rigorous, highly interactive degree program thrives on diversity of cultures with mutual benefit to participants and sponsoring companies. Its major themes are globalization, leadership, strategy, and execution. The program takes participants beyond basics to a true understanding of forces that shape the concrete and construction industry and imparts the skills necessary for leadership and team building.

**CIM Leadership**

The CIM National Steering Committee (NSC) is a national-level, broad-based industry coalition, dedicated to a collaborative process in partnership with CIM institutions and local industry Patrons groups. The mission of the NSC is to develop, support, promote and sustain a network of higher learning educational institutions with programs that produce graduates with degrees in Concrete Industry Management. The NSC Board of Directors leadership is comprised of a wide range of companies and organizations, including ready-mix suppliers, admixture suppliers, concrete contractors, engineering firms, research organizations, and trade associations.

**The Important Role of the CIM Patrons**

The concrete industry looks to the Concrete Industry Management (CIM) program to develop the workforce, as it could easily support more than 500 CIM graduates per year. To increase enrollment, the concrete industry has committed to the program and its graduates by offering scholarships each year. The CIM Patrons continue to play a major role in helping support and advance the CIM program by helping provide concrete professionals, association leaders and industry consultants who work with administrators to make sure CIM graduates are fully prepared for a career in the concrete industry.

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 Concrete Industry Management (CIM)