



MEMORANDUM

To: CIM NSC Members and Board of Directors

From: Michael Schneider, Chairman
Eugene Martineau, Executive Director

Subject: North Central Region CIM Program Announcement

Date: October 28, 2020

During his term in office, our past chairman of the National Steering Committee (NSC) Wally Johnson had a key objective to establish a Concrete Industry Management (CIM) program in the upper Midwestern region of our country. Because of Wally's leadership and his recruitment of an outstanding industry leader from the region, Thor Becken of Cemstone Companies, Wally's vision is nearing reality. The first step was the development of the North Central Region patrons (NCR), followed by identifying potential candidate universities at which to establish a CIM program. A subcommittee of the patrons undertook a thorough vetting selection process of five universities in the region. After the initial process, two outstanding universities were identified. A selection committee comprised of NCR patrons and members of the NSC made on-site visits with an extensive evaluation of both schools' willingness in developing a Public-Private Partnership (PPP) with the concrete industry.

During the recent NSC Board of Directors virtual meeting, the NCR selection committee announced they had selected South Dakota State University (SDSU). SDSU, located in Brookings, SD, was chosen for a variety of key factors including: strong commitment to establishing a CIM program by all levels of their administration; prior experience with PPP's; outstanding laboratory and classroom facilities; favorable tuition rates; and strong support from SD government agencies, private firms and SDSU alumni. For more information about SDSU visit: <https://www.sdstate.edu/>. A motion was made and seconded that the NSC board approve the selection of SDSU, pending approval of the NCR patrons. The board unanimously approved the selection of SDSU and the following day the NCR patrons likewise voted their unanimous approval.

Today, we are pleased to announce SDSU has verbally agreed to join the concrete industry in establishing a CIM program at SDSU. This PPP will result in SDSU becoming the fifth

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university to host a CIM program and the first in the NCR. Over the next few weeks, the NCR patrons and the NSC will work with SDSU to complete a Memorandum of Understanding (MOU). The MOU will detail the commitments of all parties and bind them to collaborating as partners for the success of the program. Once all necessary steps formally establishing the program are completed, SDSU will enroll its first CIM students in Fall 2022.

Having a fine university like SDSU with a CIM program will be a great addition to our CIM family. As we have often discussed though, the commitment of the local patrons is a **critical key** to the success of a CIM program. While a great deal has been accomplished already to establish that local industry coalition in the NCR, there is still much to do in engaging the entire concrete industry. The original configuration of the NCR region includes the states of Michigan, Illinois, Missouri, Wisconsin, Nebraska, Iowa, Minnesota, North Dakota, and South Dakota. However, since SDSU allows students in contiguous states to pay in-state tuition, this expands student recruiting to Colorado, Wyoming and Montana. If your company has operations or if you have members of your associations in any of these twelve states, please let them know about the exciting SDSU's CIM program and please provide us with their contact information. We will pass that information on to the NCR patrons for their personal contact and follow up.

With your assistance, SDSU CIM can be a great success and may be the first step in future expansion in the region. Because of the partnership between our outstanding CIM program universities, great patron groups and the NSC, we will continue "advancing the concrete industry by degrees."

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