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**CONCRETE INDUSTRY MANAGEMENT PROGRAM SEEKS
DONATIONS FOR 2021 AUCTION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Feb. 9, 2021) – 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 seeking donations for their 2021 CIM Auction to be held at World of Concrete. The auction is scheduled for Wednesday, June 9, 2021 at the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 1 p.m. and the live auction begins at 1 p.m.

“The proceeds from the 2021 CIM Auction will benefit the CIM National Steering Committee (NSC) and support the current CIM programs at Middle Tennessee State University, New Jersey Institute of Technology, Texas State University and California State University – Chico, the Executive MBA program, as well as help fund scholarships,” said Ben Robuck, Chairman of the CIM Auction Committee. “Industry support is needed more than ever with the addition of South Dakota State University, who will be joining the CIM family of schools beginning fall 2021.”

Once again, the CIM Auction organizers are hoping for another record event in 2021. According to CIM Marketing Committee Chairman Brian Gallagher, the 2020 auction was the best ever, raising a record-breaking \$1.2 million in gross revenue.

“The annual CIM Auction is a critical funding mechanism for the CIM NSC,” said Gallagher. “We’ve been blessed with tremendous support from the concrete industry and the World of Concrete Show Management has been an amazing partner.”

World of Concrete exhibits are open from June 8-10 and seminars run June 7-10.

Previous auction items have included concrete mixer trucks, cement, skid steers, concrete saws, drills, mixers, vibrators, scaffolding, safety equipment, screeds, fiber transport systems, dust collectors, NDT equipment, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, advertisements, laptop computers, mobile computers, sports memorabilia, sports travel packages, golf packages and vacation travel packages.

Those interested in making a donation should contact CIM Auction Committee Chairman Ben Robuck at ben.robuck@cemex.com or (404) 456-6867.

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 identified 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, Texas State University, the New Jersey Institute of Technology and South Dakota State University (beginning fall 2021), the program has been successful for both the industry and graduates. An [Executive MBA Program](#) in CIM is also offered through MTSU.

To learn more about the program, visit www.concretedegree.com.