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For more information, contact:

Brian Gallagher, CIM Marketing Committee Chair

[bgallagher@leadingwithmarketing.com](mailto:bgallagher@leadingwithmarketing.com) or 864-551-0362

**CONCRETE INDUSTRY MANAGEMENT PROGRAM BREAKS ALL PREVIOUS RECORDS AT 2022 AUCTION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Feb. 7, 2022) – 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 – is pleased to announce they raised more than \$1.740 million in gross revenue at its annual auction, held in conjunction with the World of Concrete on Wednesday, Jan. 19.

“This year’s auction was a tremendous success, both in terms of the value of donated items and the Auction participants,” commented Ben Robuck, CIM Auction Committee Chairman. “The results are indicative of the high value the concrete industry places on the CIM program. We thank the concrete industry for their tremendous support. In addition to a concrete mixer truck donated by Mack® Trucks, Inc. and McNeilus®, a truck-mounted concrete pump donated by Alliance Concrete Pumps, a truck chassis donated by NORCAL Kenworth and Kenworth Truck Co., a high-performance mixer donated by Con-Tech Manufacturing, Inc., an S-485 Laser Screed® donated by Somero Enterprises and a Shumaker Industries’ Load and Go Ready Mix Truck Wash® system, we had a variety of items targeted specifically for the concrete industry.”

“In addition to the above-mentioned items, we were pleased to have cement donations from cement industry leaders like CEMEX, Holcim, Lehigh Hanson, Inc., Argos Cement, St. Marys Cement, Inc., Roanoke Cement Company, GCC, Martin Marietta as well as admixture donations from CHRYSO, Inc., Master Builders Solutions, Sika USA and GCP Applied Technologies,” said CIM Marketing Committee Chairman Brian Gallagher.

“Once again, we had incredible support from the World of Concrete show management, Informa and Ritchie Bros. Auctioneers,” said Gallagher. “We also thank the many companies such as Command Alkon, Volvo Construction Equipment, Beck Industrial, Multiquip, Inc., Allen Engineering and the numerous companies that donated items to the Auction to make it a complete success.”

In addition to the live auction, a silent auction was also held. This year CIM had record proceeds from the silent auction. Live and silent auction items included cement, concrete saws, drills, mixers, vibrators, safety equipment, screeds, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, iPads and laptop computers, sports travel packages and golf and vacation travel packages.

### **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. Since its humble beginning, the CIM program has expanded and offered at Middle Tennessee State University, California State University, Chico, Texas State University, New Jersey Institute of Technology and our newest program at South Dakota State University. Today there are more than 1,500 graduates of the Concrete Industry Management program working in the 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 can 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.

In 2012, an Executive MBA program was added by the CIM National Steering Committee. The CIM Executive MBA is specifically designed for individuals with three or more years of experience in the industry.

The CIM program has, and continues to provide, future leaders for the concrete industry. To learn more about the program, visit [www.concretedegree.com](http://www.concretedegree.com).