



# 2024 CIM Auction

AT WORLD OF CONCRETE®

JANUARY 24, 2024  
LAS VEGAS CONVENTION  
CENTER—NORTH HALL  
Room N262



# 2024 CIM Auction

## AT WORLD OF CONCRETE®

The Concrete Industry Management (CIM) program will host the annual CIM Auction at World of Concrete® on **Wednesday, January 24, 2024** in Room N262 in the North Hall of the Las Vegas Convention Center. The silent auction will be held from 11:00 am to 12:45 pm and the live auction begins at 1:00 pm. The 2023 CIM Auction featured two ready mix concrete trucks and mixers, a truck-mounted concrete pump, an S-485 laser screed, tons of cement, admixtures, electronics, software, tools, pumps, generators and more.

[www.concretedegree.com](http://www.concretedegree.com)



# CIM Auction

## CONCRETE FACTS

### What is the CIM Program?

In early 1995, the concrete industry began efforts to create the first (and only) four-year degree program in Concrete Industry Management (CIM). The CIM Program is designed to combat the anticipated shortage of skilled managers needed to support the expected growth in the concrete industry. The program teaches students the skills and techniques needed to excel in all segments of the concrete and concrete construction industries. CIM also offers a unique Executive Master of Business Administration (MBA) degree in CIM. The program is designed to expand the industry-academic partnership by bringing CIM to the business world through an Executive-type MBA.



### What is the CIM Auction?

The CIM Auction consists of a live and silent auction, hosted by the CIM National Steering Committee (NSC). Concrete industry-related items, as well as other items, will be auctioned off to the highest bidder.

### Who does the auction benefit?

All proceeds from the auction will benefit the efforts of the CIM NSC in support of the CIM Programs at Middle Tennessee State University, New Jersey Institute of Technology, California State University – Chico, Texas State University, and South Dakota State University. Long-term, the CIM Auction will provide on-going support for the operation of world-class academic programs in CIM, as well as leverage government funds for research and educational initiatives that will benefit the entire concrete industry.



### When and where will the auction be held?

The auctions are scheduled for **Wednesday, January 24, 2024**. The silent auction is from 11:00 am to 12:45 pm, and the live auction starts at 1:00 pm. The auctions will be held at World of Concrete® at the Las Vegas Convention Center, North Hall, Room N262.

### Why should I get involved?

The success of the auction, as well as the CIM Program as a whole, depends on the time and commitment of the entire industry. Investing in the CIM Program is an opportunity for the entire concrete industry to unite in an effort that will provide long-lasting benefits while increasing the professionalism and image of the industry. Each and every segment of the concrete industry, from sales management and marketing to manufacturing and production, will benefit from skilled professionals entering the workforce. For more information, contact CIM Auction Committee Chairman Ben Robuck at [ben.robuck@cemex.com](mailto:ben.robuck@cemex.com) or 404-456-6867.





Dear Concrete Industry Colleague,

As the construction industry continues its growth trajectory, the concrete industry needs to build its leadership to take on increased projects and workloads, as well as replace those that are leaving the industry. Fortunately, the industry already has a resource to tap into new talent with industry-specific knowledge. Concrete Industry Management (CIM) is a first-of-its-kind four-year college degree program that ensures a continuous stream of graduates well-versed in all aspects of the concrete industry and an understanding of how business succeeds.

With more than 1,500+ graduates and approximately 350+ students currently enrolled, this unique program is available at five universities strategically placed across the United States. New Jersey Institute of Technology, Texas State University, California State University, Chico and South Dakota State University all offer BS degrees in CIM. Middle Tennessee State University offers a CIM Executive MBA program as well as a four-year CIM degree. The CIM program equips graduates with practical business and hands-on experience so they can, upon graduation, make an immediate impact throughout the concrete industry. To learn more about CIM, visit our website at [www.concretedegree.com](http://www.concretedegree.com).

The major source of funding for the CIM program is the annual auction at World of Concrete. Over the past 15 years, the auction has raised more than \$12 million. At the latest CIM auction in Jan. 2023, the concrete industry generously donated more than 200 items through both the silent and live auctions, raising a record-breaking \$2.1 million in gross revenue for the CIM program. Auction items donated included two ready mix concrete trucks and mixers, a truck-mounted concrete pump, an S-485 laser screed, tons of cement, admixtures, electronics, software, tools, pumps, generators and more. There were numerous all-inclusive vacation and major sporting event packages. It is not an overstatement to say there was literally something for everyone.

**The 2024 CIM Auction will be held on Wednesday, Jan. 24 during World of Concrete at the Las Vegas Convention Center.** The NSC auction committee has begun to solicit donations for the 2024 Auction. If you donated to the auction in the past, we hope you can do so again this year. The auction committee has designed our most ambitious marketing and advertising campaign ever to highlight the many great items available and to recognize the many donors whose generosity makes it all possible. The sooner we receive your donation form, the sooner we can recognize your organization in all promotional materials. If you have not donated previously to the auction, we ask that you consider doing so this year. By donating, not only will your organization receive significant exposure, but you will be advancing the concrete industry by helping support this vital industry initiative. Please let us know if you are interested in donating so we can provide you with the needed information as it becomes available.

Thank you for your consideration. We will be contacting you soon to ask you to join your fellow members of the industry by donating to the auction and helping advance the concrete industry by degrees.

Sincerely,

*Ben Robuck*

**Ben Robuck**  
CIM Auction Chairman

# DONATION FORM

## 2024 CIM AUCTION

### Donor Information (please print or type)

Organization	
Name, Title	
Address	
City, State, Zip	
Phone	
E-Mail	
Website	

### Donation Information

Item (max 40 characters)	
Short Description (max 130 characters)	
Detailed description of your product, service, trip or other item. <b>Include model number if applicable.</b> Include high-resolution company logo and item image - .jpg format)	
Estimated Value	
Shipping/delivery to winning bidder included in donation?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> OTHER/COMMENTS (provide detail below) _____
Date item must be claimed/used (if any)	

Are you exhibiting at the 2024 World of Concrete? Yes\_\_\_\_ No\_\_\_\_ If yes, booth #: \_\_\_\_\_

Who should winning bidders contact to claim/use your donated item (if different from donor contact above)?

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

I would like to make a cash donation in the amount of: \$\_\_\_\_\_

**Please e-mail complete donation form, high-resolution company logo and product .jpg image to:**

Jennifer LeFevre, Concrete Advancement Foundation at [jlefevre@concreteadvancement.org](mailto:jlefevre@concreteadvancement.org). Call Jennifer at 703-706-4851 (office) or 571-235-6247 (cell) with any questions. For more information on the 2024 CIM Auction, visit [www.concretedegree.com](http://www.concretedegree.com).