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**FOR IMMEDIATE RELEASE**

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**CONCRETE INDUSTRY MANAGEMENT PROGRAM SEEKS  
DONATIONS FOR 2024 AUCTION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Aug. 29, 2023) – 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 2024 CIM Auction to be held at World of Concrete. The auction is scheduled for Wednesday, Jan. 24, 2024, 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 2024 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, California State University – Chico, South Dakota State University, and the Executive MBA program, as well as help fund scholarships,” said Ben Robuck, Chairman of the CIM Auction Committee.

Once again, the CIM Auction organizers are hoping for another record event in 2024. According to CIM Marketing Committee Chairman Brian Gallagher, the 2023 auction broke the record for all previous years’ auctions, raising more than \$2.1 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 Jan. 23-25 and seminars run Jan. 22-25.

Last year's auction items included two concrete mixer trucks, a truck-mounted concrete pump, a laser screed and much more. Other donated items included cement, fly ash, aggregate, concrete saws, drills, safety equipment, training sessions, reference books and software subscriptions, laptop computers, sports travel packages, golf and vacation travel packages and much more.

Those interested in donating to the auction should contact CIM Auction Committee Chairman Ben Robuck at [ben.robuck@cemex.com](mailto: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 the 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, 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](http://www.concretedegree.com).