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**CONCRETE INDUSTRY MANAGEMENT PROGRAM RAISES
\$1.75 MILLION AT 2024 AUCTION AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Feb. 6, 2024) – 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 thrilled to announce it raised more than \$1.75 million in gross revenue at its annual auction, held in conjunction with the World of Concrete, on Wednesday, Jan. 24.

“Once again, we thank the concrete industry for their tremendous support for this year’s event,” commented CIM Auction Committee Chairman Ben Robuck. “The outcomes of the auction highlight the significance of the CIM program to the concrete industry and the critical need for talent in leadership roles. Given the value of the items donated and the participation level, this year’s auction marked a tremendous success.” In addition to a concrete mixer truck donated by Mack® Trucks, Inc. and Revolution Concrete Mixers, a concrete pump donated by Alliance Concrete Pumps, Papé Kenworth, and Kenworth, a concrete mixer truck donated by Peterbilt Motors Company and Con-Tech Manufacturing and an S-485 Laser Screed® donated by Somero Enterprises, we had a multitude of items targeted specifically for the concrete industry.”

“Once again, the World of Concrete show management, Informa and Ritchie Bros. Auctioneers have provided us with outstanding support,” stated CIM Marketing Committee Chairman Brian Gallagher. “We are grateful to the numerous companies and organizations that contributed items, aiding in the success of the CIM auction.”

Live and silent auction items included cement, fly ash, aggregate, concrete saws, drills, safety equipment, training sessions, reference books and software subscriptions, sports travel packages, golf and vacation travel packages and much more.

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. Since its humble beginning, the CIM program has expanded and is offered at Middle Tennessee State University, California State University, Chico, Texas State University, New Jersey Institute of Technology and South Dakota State University. Today, there are more than 1,600+ graduates of the CIM 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 various 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 program.

The concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more. All 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.