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**CONCRETE INDUSTRY MANAGEMENT (CIM) PROGRAM BREAKS RECORDS, RAISES \$2.151 MILLION AT 2025 AUCTION**

(Las Vegas, Nev. – Jan. 28, 2025) 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 that it raised more than \$2.151 million in gross revenue at its annual auction, held in conjunction with the World of Concrete, on Wednesday, Jan. 22.

"Once again, we extend our heartfelt gratitude to the concrete industry for their outstanding support in making this auction a record-breaking event," said Ben Robuck, Chairman of the CIM Auction Committee. "The auction results reflect this industry's high regard for the CIM program and the pressing need for skilled leaders in the industry. This year's auction was a phenomenal success in terms of the value of donated items and the enthusiastic participation. Featured donated items included a concrete mixer truck from Mack® Trucks, Inc. and Revolution Concrete Mixers, a truck-mounted 38M concrete pump from Alliance Concrete Pumps, Papé Kenworth, and Kenworth Truck Company, a concrete mixer truck from Peterbilt Motors Company and Con-Tech Manufacturing, and an S-485 Laser Screed® from Somero Enterprises, among many other industry-specific items."

"Once again, we received tremendous support from the World of Concrete show management, Informa and Ritchie Bros. Auctioneers," stated Brian Gallagher, Chairman of the CIM Marketing Committee. "We extend our gratitude to the numerous companies and organizations whose donations helped us achieve a record-breaking auction. This year's event showcased exciting contributions from first-time donors like Toyota and AICrete, alongside the continued generosity of our returning supporters. These donations highlight the industry's unwavering commitment to empowering students, enhancing education and advancing the future of the concrete industry."

A silent auction was also held prior to the live auction. Live and silent auction items included cement, fly ash, aggregate, concrete saws, drills, safety equipment, training sessions, reference books and software subscriptions, laptop computers, sports travel packages and golf and vacation travel packages and much more.

In addition to the extensive list of items donated, the following organizations made financial contributions to this year's auction to help advance CIM's mission and drive meaningful change. They include AOE, Baldwin Filters, Caterpillar, Cintas Corporation, Cummins, Inc., Foley Products Company, Irving Materials, Inc., Keystone Private Wealth, Lithko, PACCAR Parts Fleet Services, Sioux Corporation, SRM Concrete, Structural Group, United Rentals, Volvo Construction Equipment, Vulcan Materials Company Foundation, and World of Concrete.

### **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 South Dakota State University. Today, there are more than 1,640+ 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 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).