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CONCRETE INDUSTRY MANAGEMENT PROGRAM INVITES INDUSTRY SUPPORT FOR 2027 AUCTION AT WORLD OF CONCRETE

(Las Vegas, Nev. – Sept. 29, 2026) – The Concrete Industry Management (CIM) program, a unique STEM-focused professional business degree dedicated to developing technically skilled, business-minded leaders for the modern concrete industry, is calling on industry partners to support the 2027 CIM Auction at World of Concrete.

The auction will take place Wednesday, Jan. 20, 2027, at the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 1 p.m., followed by the live auction at 1 p.m.

The annual CIM Auction is a primary fundraising event supporting the CIM National Steering Committee (NSC) and the program's mission to develop future industry leaders through higher education, scholarships, and industry engagement.

Co-chaired by Ben Robuck and Aleck Yancey, this year's CIM Auction highlights the concrete industry's commitment to developing future leaders. "The CIM Auction represents our industry's investment in the next generation," said Robuck. Yancey noted that more than 90% of funds raised through the auction support CIM programs directly, helping provide valuable opportunities for students and preparing future industry leaders.

Proceeds from the 2027 auction will support CIM programs at California State University, Chico; Middle Tennessee State University; New Jersey Institute of Technology; South Dakota State

University; Texas State University; and the CIM Executive MBA program. Auction proceeds also help fund scholarships and industry initiatives that advance the program's educational mission.

The industry's commitment to CIM was on full display at the 2026 auction, which generated more than $2.328 million in gross revenue, making it one of the most successful fundraising efforts in the program's history.

"The annual CIM Auction continues to demonstrate the concrete industry's remarkable commitment to education and leadership development," said Brian Gallagher, CIM Marketing Committee Chairman. "The support we receive from manufacturers, producers, suppliers, contractors and World of Concrete makes a lasting impact on our students and the future success of our industry."

Each year, the auction features a wide range of donated equipment, trucks, construction products, building materials, tools, travel packages and other high-value items from leading organizations across the concrete and construction sectors.

Companies and individuals interested in donating equipment, products, services or experiences for the 2027 auction are encouraged to contact CIM Executive Director Nicole Maher at nmaher@concretedegree.com or visit the auction webpage for additional information about donation opportunities and participation details.

About CIM

The CIM program was the first of its kind in the United States, offering a unique STEM-focused professional degree through its four-year Bachelor of Science in Concrete Industry Management. The concrete industry identified the need for such a program in 1994 and put it into action. The result was a partnership between the concrete industry and Middle Tennessee State University (MTSU) to develop the CIM program, which began with its first two students in 1996. Available at MTSU, California State University - Chico, New Jersey Institute of Technology, South Dakota State University and Texas 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.