

2027 CIM AUCTION

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## AT WORLD OF CONCRETE

**JANUARY 20, 2027**

LAS VEGAS CONVENTION CENTER

BUILDING LEADERS ADVANCING OUR INDUSTRY

WORLD OF CONCRETE by informa

RITCHIE BROS. Auctioneers

California State University Chico

MIDDLE TENNESSEE STATE UNIVERSITY

NJIT New Jersey Institute of Technology

South Dakota State University

TEXAS STATE UNIVERSITY

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## AT WORLD OF CONCRETE

**What is the CIM Auction?**

The Concrete Industry Management (CIM) Auction is the primary fundraiser for the CIM program and consists of a **live and silent** auction, hosted by the CIM National Steering Committee (NSC).

**When and where will the auctions be held?**

The auctions are held in conjunction with World of Concrete and scheduled for **Wed., Jan. 20, 2027.**

**What items are available at the auction?**

The 2026 CIM Auction featured three concrete mixer trucks, a concrete pump, a Hammerhead laser screed machine, tons of cement, admixtures, electronics, software, tools, sports and travel packages, golf and vacation travel packages **and much more!**

**SILENT AUCTION** 11:00 AM TO 12:45 PM

**LIVE AUCTION** STARTS AT 1:00 PM

Las Vegas Convention Center




*Truck-mounted 38M concrete pump with Mack Trucks chassis, donated by Alliance Concrete Pumps*




*Model 567 chassis and BridgeKing concrete mixer, donated by Peterbilt Motors Company and Con-Tech Manufacturing, Inc.*




*Granite 84FR chassis and BridgeKing concrete mixer, donated by Mack Trucks and Con-Tech Manufacturing, Inc.*




*T880S chassis with 10.5 YD3 Bridgemaster concrete mixer, donated by Revolution Concrete Mixers, Papé Kenworth and Kenworth Truck Company*




*Hammerhead Laser Screed Machine, donated by Somero Enterprises, Inc.*

concretedegree.com

# DEAR CONCRETE INDUSTRY COLLEAGUE,

2027 CIM AUCTION

As the construction industry continues its growth trajectory, the concrete industry needs to build its leadership to take on increased projects and workloads and replace those leaving the industry. Fortunately, the industry already has a resource to tap into new talent with industry-specific knowledge.

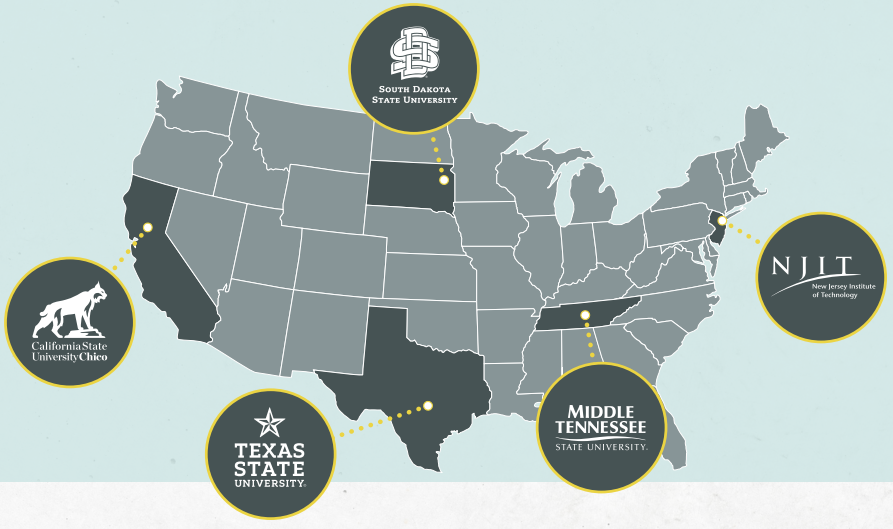
## What is the Concrete Industry Management (CIM) Program?

The Concrete Industry Management (CIM) program is a unique STEM-focused four-year professional business degree that prepares technically skilled leaders for the modern concrete industry. It combines technical concrete expertise with essential business and leadership skills, offering a specialized pathway unlike general construction management or certificate programs. Our mission is to inspire and educate innovative leaders who will advance and shape the future of the global concrete industry and ensure a continuous stream of graduates who are well-versed in all aspects of the industry and understand how to drive growth.

The CIM Auction at World of Concrete is the primary fundraiser for the program, making a significant impact every year.

**21 YEARS** OF SUCCESS
Total raised: **$22.53 million**

| AVAILABLE AT **5** UNIVERSITIES | **1,800+** GRADUATES | **550+** STUDENTS ENROLLED |
|---|---|---|




## 2026 AUCTION ACHIEVEMENTS:

- **Gross revenue of $2.34 million generated.**
- **Featured popular items like concrete mixer trucks, concrete pumps, laser screeds, cement packages, tools, and luxury travel experiences.**

## Why Get Involved?

Donating to the CIM Auction is an investment in the future of the concrete industry. By contributing:

- **Your organization gains significant visibility.**
- **You help nurture the next generation of industry leaders.**
- **You actively shape the future of the construction landscape.**

## JOIN THE CAUSE TODAY!

To donate or learn more, email auction committee co-chairs Ben Robuck (**ben.robuck@cemex.com**) or Aleck Yancey (**aleck@fullforcesolutions.us**).

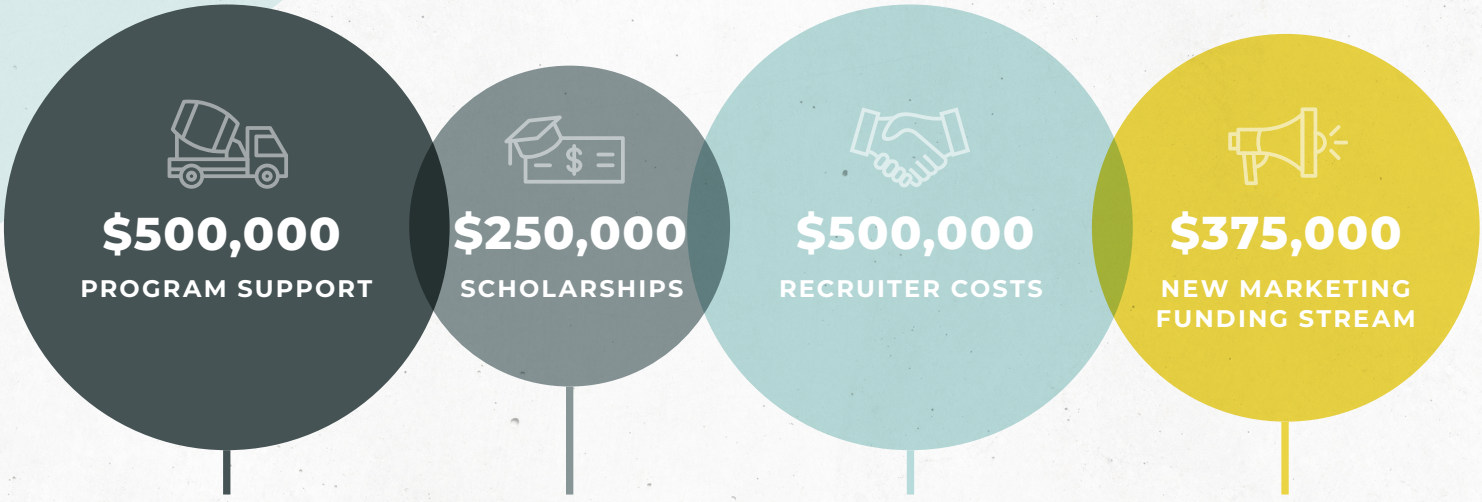
# FROM AUCTION TO ACTION

2027 CIM AUCTION

## WHERE YOUR SUPPORT GOES

**Understanding Your Impact to the Annual CIM Auction**

Your support of the annual CIM Auction fuels the success of the Concrete Industry Management (CIM) program. Here's how the money raised is put to work:




Each of the five CIM universities receives $100,000 to fund unique program needs, help students participate in industry events and support faculty.

Assisting students in joining and excelling in the CIM program.

Dedicated campus recruiters drive student growth and assist universities in achieving enrollment goals.

This funding empowers universities to enhance outreach and promote CIM programs to prospective students, a key step in keeping the pipeline of skilled graduates flowing.

# $1.625 MILLION*

**DISTRIBUTED TO UNIVERSITIES**

**Fiscal Year 2025-2026*




## BEYOND THE NUMBERS

### STUDENTS

*Supporting scholarships and marketing creates opportunities for future leaders of the concrete industry.*

### FACULTY & PROGRAMS

*The funding ensures CIM campuses have the resources to provide top-notch education and mentorship.*

### INDUSTRY IMPACT

*By investing in CIM, you're helping build a skilled workforce essential to a thriving concrete industry.*

**Every Dollar Counts!**

Your donations make all of this possible. Together, we're shaping the future of the concrete industry through education, innovation, and community support.

**Thank you for your commitment!**

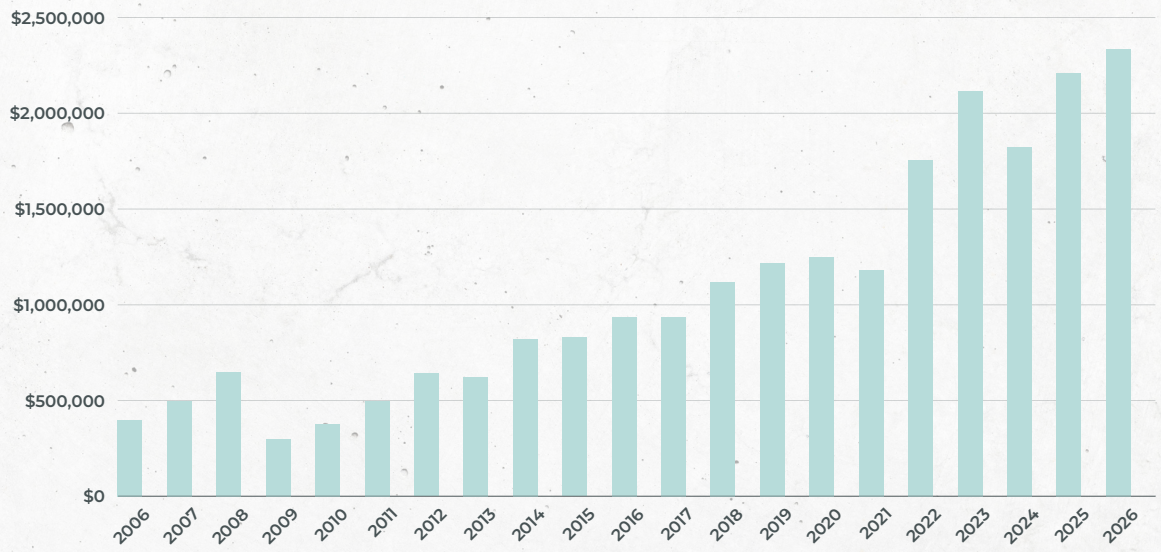
# A LEGACY OF GIVING THAT KEEPS GROWING

Year after year, the annual CIM Auction has shown what is possible when the concrete industry invests in its future. The revenue history in this graph reflects more than fundraising growth. It represents decades of commitment from producers, suppliers, contractors, manufacturers, alumni and industry partners who believe in the power of the Concrete Industry Management program.

Every bid helps CIM prepare the next generation of leaders through hands-on education, scholarships, career-building experiences and strong university-industry partnerships. With more than 1,800+ graduates and a nearly 100% job placement success rate, CIM continues to deliver skilled professionals who are ready to strengthen the concrete industry from day one.

**Concrete Industry Management (CIM) Program**

Annual Auction Revenue History 2006-2026




## BE PART OF THE NEXT CHAPTER

Your participation in the upcoming CIM Auction helps build more than revenue. It builds careers, strengthens the workforce and supports a stronger future for concrete.

**Donate, bid or get involved in this year's CIM Auction.**
**Together, we can keep the impact growing.**

# CIM AUCTION

## DONATION FORM

***Donor Information (please print or type)***

Organization

Name, Title

Address (including city, state & zip)

Phone

Email

Website

***Donation Information***

Item (max 40 characters)

Short description (max 130 characters)

Detailed description of your product, service, trip or other item. **Include model number (if applicable) and high-resolution company logo and item image (.jpg or .png format).**

Estimated value

Shipping/delivery to winning bidder included in donation?

Yes: ☐ No: ☐ Other:

Date item must be claimed/used (if any)

Are you exhibiting at the 2027 World of Concrete?

Yes: ☐ No: ☐ If yes, booth #:

***Who should the winning bidder 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 email the complete donation form, high-resolution company logo and product image (.jpg or .png) to Nicole Maher, Executive Director for the National Steering Committee, at **nmaher@concretedegree.com**. Call Nicole at **301-325-4156** with any questions.

For more information about the 2027 CIM Auction, visit **concretedegree.com**.

Fill out the donation form online on the **CIM Auction website** or by scanning the QR code.

# CIM AUCTION

## DONATION PROMOTION CAMPAIGN

| PROMOTION | ALL DONORS | DONORS GIVING OVER $40,000 | DONORS GIVING OVER $100,000 |
|---|---|---|---|
| Company name, link to company website and description of donated item listed on the CIM Auction website during auction promotion. | ✓ | ✓ | ✓ |
| Auction item recognized on CIM social media at least once before the auction. | ✓ | ✓ | ✓ |
| Company name and donated item listed on at least one press release before the auction. | ✓ | ✓ | ✓ |
| Company name and donated item listed on at least one electronic newsletter blast before the auction. | ✓ | ✓ | ✓ |
| Company name and donated item listed on printed and electronic flyer distributed on-site at World of Concrete at registration counters, in the CIM booth and on the bus routes on auction day (***donation details must be received by December 1st to be included***). | ✓ | ✓ | ✓ |
| Exhibiting donors will receive a "proud donor" placard to place in their booth during the show, and electronic "proud donor" files to use on their website and social media. | ✓ | ✓ | ✓ |
| One custom social media graphic, sized for Instagram, LinkedIn, Facebook and X, which includes the company logo, image of the donated item, and CIM Auction logo. | | ✓ | ✓ |
| Company name, logo and donated item image and description listed on one electronic newsletter dedicated to your donation only. | | ✓ | ✓ |
| Company logo included on CIM Auction signage displayed at World of Concrete (***donation details must be received by November 15th to be included***). | | ✓ | ✓ |
| Company logo, image and description of donated item listed as Featured Item in CIM Auction electronic newsletters. | | | ✓ |
| Company logo, image and description of donated item listed as Featured Item in CIM Auction social media posts. | | | ✓ |
| Company name, logo and donated item image and description listed on at least one press release dedicated to your donation only. | | | ✓ |
| 8" x 10" sell sheet and/or postcard with company name, logo, image and detailed description of donated item posted on the auction website and distributed via CIM students during World of Concrete (***donation details must be received by November 15th to be included***). | | | ✓ |
| Featured item social media graphics for donor use on their social media. | | | ✓ |
| Company logo, image of donated item and description included on CIM Auction signage displayed at World of Concrete (***donation details must be received by November 15th to be included***). | | | ✓ |

**Note:** *The National Steering Committee for Concrete Industry Management is a 501(c) 3 charitable organization. Therefore, when you receive no goods or services in return for a donation, that donation is fully tax-deductible up to the donation's fair market value.*

# CELEBRATING 30 YEARS OF CIM



**Building leaders for the concrete industry since 1996**

In 2026, the Concrete Industry Management program celebrates 30 years of preparing students for rewarding careers in the concrete industry. What began with two students has grown into a national program with more than 1,800 graduates serving in management roles across the industry.

CIM CONCRETE INDUSTRY MANAGEMENT 30 YEARS

**Three decades of impact:**

- Develop future leaders through business and concrete technology training
- Connect students with industry through mentoring, internships and career opportunities
- Support talent needs with graduates ready to lead
- Expand access nationwide through partnerships with leading universities
- Deliver results with a nearly 100% job placement rate

**A program built by the industry**

The need for CIM was first recognized in 1994, when industry leaders saw a growing demand for skilled professionals who could step into leadership roles. In response, the concrete industry partnered with Middle Tennessee State University to create a four-year degree designed specifically for concrete construction.

The CIM program launched in 1996 with its first two students. Today, it is available at California State University, Chico, Middle Tennessee State University, New Jersey Institute of Technology, South Dakota State University and Texas State University.

The curriculum combines business administration with hands-on concrete technology, giving students the technical, operational, communication and management skills needed to succeed.

**The auction reflects CIM's success**

The success of the CIM Auction is a direct reflection of the program's value to the industry. Year after year, companies, Patrons, donors and bidders come together to support the next generation of concrete industry leaders.

That strong support has helped CIM grow, expand and maintain a near 100% job placement rate. Each donation and winning bid helps sustain a program that continues to deliver skilled graduates for the future of concrete construction.

**Invest in the future of concrete**

Support the CIM Auction and help continue 30 years of leadership, growth and industry impact.

**Learn more about the CIM Auction by scanning the QR code.**

1996|2026