



**CIM** CONCRETE  
INDUSTRY  
MANAGEMENT  
— 2019 Auction —



2019 CIM Auction at the World of Concrete®

Dear Concrete Industry Colleague,

Over the years, the Concrete Industry Management Program (CIM) has developed into a key resource for populating the concrete industry with talented individuals with college degrees. Four universities strategically placed across the country offer four-year degrees in CIM. Today, there are more than 1,000 graduates of the program and another 500 students currently enrolled. This program is made possible, in large part, by the combined efforts of the national and local concrete industry. The National Steering Committee (NSC) for CIM, in collaboration with local patron groups at all four universities, provides both funding and oversight for the program. To date, more than \$6 million has been distributed to the universities to assist in the establishment and development of the program. If you are not fully aware of CIM, you can learn more about the program by visiting the CIM website at [www.concretedegree.com](http://www.concretedegree.com).

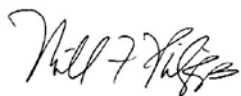
On the national level, a major source of funding for the program is the annual CIM Auction held at the World of Concrete. Over the past twelve years, the auction has raised over \$8 million. The 2019 CIM Auction will be held on Wednesday, January 23 during the 2019 World of Concrete at the Las Vegas Convention Center. Last year, the concrete industry generously donated over 150 items through both the silent and live auctions, raising nearly \$1.1 million for the program universities. Auction items varied from equipment and supplies, used by both producers and contractors in the concrete industry, to exciting vacation and sports packages, personal computers and TVs. Among the items donated were two concrete trucks and mixers, cement, admixtures, electronics, software, forms, tools, pumps, power screeds, generators, and all-inclusive packages to the Rose Bowl, Kentucky Derby, Indianapolis 500, and The Masters to name a few. It is not an overstatement to say there was literally something for everyone.

The NSC auction committee has just begun to solicit donations for the 2019 Auction. If you have donated to the auction in the past, we hope you are able to do so again this year. The auction committee has designed our most ambitious marketing and advertising campaign ever to highlight the many great items available and to recognize the many donors whose generosity makes it all possible. The sooner we receive your donation form, the sooner we will be able to recognize your organization in all the advertising and promotion materials. If you have not donated previously to the auction, we ask that you consider doing so this year. By donating, not only will your organization receive significant exposure, but you will be advancing the concrete industry by helping support this vital industry initiative.

All proceeds from the auction will support the CIM programs at Middle Tennessee State University, New Jersey Institute of Technology, California State University - Chico and Texas State University, and the CIM MBA Program.

Please give this request your most serious consideration. We will be contacting you soon to ask you to join with your fellow members of the concrete industry by donating to the 2019 CIM Auction, and in so doing help to advance the concrete industry by degrees.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Philipps".

Michael Philipps  
CIM Auction Chairman





Dear Concrete Industry Colleague,

As the construction market moves into an era of growth, the concrete industry needs to build its workforce to take on increased workloads. Fortunately, the concrete industry already has a resource to tap into new talent with industry-specific knowledge: the Concrete Industry Management (CIM) program. A first-of-its-kind college degree program for concrete production, sales and construction management in the United States, the CIM program ensures the industry has a continuous stream of professionals trained in concrete technology and management. To learn more about CIM, visit our website at [www.concretedegree.com](http://www.concretedegree.com).

With more than 1,000 graduates of the program and approximately 500 students currently enrolled, this unique program, available at four universities strategically placed across the United States, equips graduates with practical business and hands-on experience so they can make an immediate impact in management positions throughout the concrete industry.

A major source of funding for the CIM program is the annual auction at World of Concrete. Over the past twelve years, the auction has raised more than \$8 million. Last year, the concrete industry generously donated more than 150 items through both the silent and live auctions, raising nearly \$1.1 million for the program universities. Among the auction items donated were two concrete trucks and mixers, cement, admixtures, electronics, software, tools, pumps, power screeds, generators, all-inclusive packages to the Rose Bowl, Kentucky Derby, Indianapolis 500, and The Masters to name a few. It is not an overstatement to say there was literally something for everyone.

**The 2019 CIM Auction will be held on Wednesday, Jan. 23 during the 2019 World of Concrete at the Las Vegas Convention Center** and we need your help. The auction committee has designed our most ambitious marketing and advertising campaign ever to highlight the many great items available and to recognize the donors whose generosity makes it all possible. By donating, your organization will receive significant exposure, and, more importantly, you will be helping support this vital industry initiative. The earlier you donate, the more exposure you will receive.

Please give this request serious consideration. We will be contacting you soon to ask you to join with your fellow members of the concrete industry by donating to the 2019 CIM Auction, and in so doing help to advance the concrete industry by degrees.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike Philipps'.

Mike Philipps  
CIM Auction Chairman

**Lot 138**  
12-Yard Poly Drum  
Liner Kit & Poly Wrap  
Blade Liner Kit  
\*Disclaimer: Mixer, drum and other  
equipment are not included. Liner and  
wrap are the sole items being sold.  
**REXCON.**  
Donated by  
RexCon Concrete  
North  
N1137

**rb RITCHIE BROS.**

**Lot 139**  
12-Yard Poly Drum  
Liner Kit  
\*Disclaimer: Mixer, drum and other  
equipment are not included. Liner and  
wrap are the sole items being sold.  
**ASK \$17,000**  
No bids  
Donated by  
RexCon Concrete  
North  
N1137

## Donate to the 2019 CIM Auction at the World of Concrete®

The Concrete Industry Management (CIM) program will host the annual CIM Auction at the World of Concrete® on Wednesday, January 23, 2019 in the North Hall Room N262 of 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. Last year, the signature item was a ready mix concrete truck and mixer donated by Mack Truck and McNeilus Company. Other items included in the live and silent auctions included cement, ad mixtures, concrete saws, drills, vibrators, scaffolding, safety equipment, screeds, fiber transport systems, dust collectors, NDT equipment, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, advertisements, computers, computer modeling software, sports memorabilia, world class sports travel packages, and vacation travel packages.

[www.concretedegree.com](http://www.concretedegree.com)





# CIM Auction:

## Concrete Facts

### What is the CIM Program?

In early 1995, the concrete industry began efforts to create the first (and only) four-year degree program in Concrete Industry Management (CIM). The CIM Program is designed to combat the anticipated shortage of skilled managers needed to support the expected growth in the concrete industry. The program teaches students the skills and techniques needed to excel in all segments of the concrete and concrete construction industries. In March 2011, the National Steering Committee (NSC) of CIM announced the addition of a unique Master of Business Administration (MBA) degree in CIM. The program is designed to expand the industry-academic partnership by bringing CIM to the business world through an Executive-type MBA.

### What is the CIM Auction?

The CIM Auction consists of a live and silent auction, hosted by the CIM National Steering Committee (NSC), concrete industry-related items, as well as other items, will be auctioned off to the highest bidder.

### Who does the auction benefit?

All proceeds from the auction will benefit the efforts of the CIM NSC in support of the CIM Programs at Middle Tennessee State University, New Jersey Institute of Technology, California State University – Chico, and Texas State University. Long-term, the CIM Auction will provide on-going support for the operation of world-class academic programs in CIM, as well as leverage government funds for research and educational initiatives that will benefit the entire concrete industry.

### When and where will the auction be held?

The auctions are scheduled for Wednesday, January 23, 2019. The silent auction is at 11 a.m. to 1 p.m., and the live auction starts at 1 p.m. The auctions will be held at World of Concrete® at the Las Vegas Convention Center, North Hall Room N262.

### Why should I get involved?

The success of the auction, as well as the CIM Program as a whole, depends on the time and commitment of the entire industry. Investing in the CIM Program is an opportunity for the entire concrete industry to unite in an effort that will provide long-lasting benefits while increasing the professionalism and image of the industry. Each and every segment of the concrete industry, from sales and marketing to manufacturing and production, will benefit from skilled professionals entering the workforce. For more information, contact CIM Auction Committee Chairman Michael Philipps at [michaelf.philipps@cemex.com](mailto:michaelf.philipps@cemex.com) or 713-722-2969.

## 2019 CIM Auction Gift Levels

	Platinum \$25,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$1,000+	Supporter \$100+
Prominent placement of Company Logo within the Auction Catalog and Brochure	X	X			
Company Logo, Donated product photos prominently displayed throughout all auction promotional material	X	X			
Inclusion of Company Logo/Name in Auction Advertisements	X	X			
Listing in the Promotional Material (Donation Sheets, Auction Cards, Auction Flyer)	X	X	X	X	
Inclusion of Company Logo on the Home Page of the CIM Web Site, Concretedegree.com for 1 year as a Sponsor	X				
Inclusion of Company Logo/Name on all promotional material	X	X	X		
Inclusion of Company Logo on the Home Page of the CIM Auction Web Site during Auction promotion	X	X	X		
Inclusion in CIM Auction Press Releases (Pre and post-show)	X	X	X		
Listing (Including logo, product photo, and description) in the Auction Catalog	X	X	X	X	X
Listing on the CIM Auction website	X	X	X	X	X
Featured Sponsor in CIM Auction E-Mails and Web Ads	X				
Inclusion on Auction Signage at the World of Concrete	X				
Inclusion in CIM Auction E-Mails	X	X	X		

# DONATION FORM

## 2019 CIM AUCTION

### Donor Information (please print or type)

Organization	
Name, Title	
Address	
City, State, Zip	
Phone	
E-Mail	
Website	

### Donation Information

Item (max 40 characters)	
Short Description (max 130 characters)	
Full Description <i>(Please include detailed description of your product, service, trip or other item, <b>including model number if applicable</b>. We will also need a hi-resolution company logo and item .jpg image)</i>	
Estimated Value	
Shipping/Delivery to Winning Bidder Included in Donation?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> OTHER/COMMENTS (provide detail below)
Date by Which Item Must be Claimed/Used (if any)	

Are you exhibiting at the 2019 World of Concrete? Yes\_\_\_\_\_ No\_\_\_\_\_ If yes, booth #: \_\_\_\_\_

Who should winning bidders contact to arrange 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 e-mail complete donation form, hi-resolution company logo and product .jpg image to:**  
CIM NSC Secretary Nicole Maher at [nmaher@nrmca.org](mailto:nmaher@nrmca.org)

*For more information on the 2019 CIM Auction, visit [www.ConcreteDegree.com](http://www.ConcreteDegree.com). You can also e-mail Nicole at the address above or call her at 240-485-1158 with any questions.*