



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 800 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 \$5 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 eleven years, the auction has raised nearly \$6 million. The 2017 CIM Auction will be held on Wednesday, January 18 during the 2017 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 over \$900,000 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 a concrete truck and mixer, 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 2017 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 2017 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