



## Western Michigan Chapter Celebrates 20th Anniversary

Approximately 60 people attended the **Western Michigan Chapter's** "Casino Night" 20th Anniversary Celebration on Friday, March 26, 2010 at Noto's Old World Italian Dining in Grand Rapids, MI.

The seven months of planning that began with a "Save the Date" postcard mailing in September 2009 resulted in a great time being had by all.

After guests finished eating from the appetizers, carving, pasta and desert stations, and enjoyed the coffee station and cash bar, it was off to the gaming tables!

There were Blackjack Tables, Texas Hold 'Em, Craps, and Roulette. The dealers assisted guests not familiar with a particular game and ensured everyone enjoyed themselves.

When the gaming was completed, guests turned in their chips for tickets and selected what prizes they wanted to have a chance to win.

For the \$100 sponsorship, each of the 12 table sponsors received a sign at their table of choice. The chapter used that sponsorship money to purchase prizes. Instead of one grand prize, the chapter chose to put together six prize packages, each worth about \$200: Weekend getaway at the JW Marriott; Van Andel Arena Package; 8 GB IPOD Touch; 24" Flat Screen TV; Entertainment Package; and De Vos Hall Package.

Former National CFMA Chairman Pat Monea of the Lansing Chapter represented Headquarters and presented the Chapter with a 20-Year Certificate. (See photo at right).

Please contact immediate chapter president Steve Huisjen at [steveh@danvoscc.com](mailto:steveh@danvoscc.com) or directly at 616-676-9169 for more information.



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## 300 Attend Ohio Construction Conference

In conjunction with The Builder's Exchange of Central Ohio and 32 other associations, the **Central Ohio Chapter** sponsored The Ohio Construction Conference held on Tuesday, February 23, 2010 in downtown Columbus, OH.

More than 300 industry professionals attended the event,

which was held from 7 a.m. to 6 p.m.

The educational program was designed to help the construction professional understand what clients want need from the design and construction process.

Topics included new trends in integrated project delivery; risk

management; sustainable design and construction; and technology for building design, construction, and management.

Please contact Central Ohio Chapter Board member Bob Biehl at [bbiehl@gbg.com](mailto:bbiehl@gbg.com) or directly at 614-947-5211 for more information.

# Making CFMA Connections in Hawaii



Time is winding down to make plans to attend CFMA's 2010 Conference & Exhibition at the Hilton Waikoloa Village in Kona, HI.

If you're joining us on The Big Island from June 26-30, you'll have your choice of more than 40 sessions, seven tracks, and can earn up to 38 CPE credits.

In addition, chapter leaders should attend Chapter Summit VIII set from 7:30 a.m.—11:30 a.m. on Saturday, June 26.

In addition to live demonstrations of CFMA's Connection Café, Chapter Benchmarking Tool, Enhanced Chapter Web sites, and Membership Retention Software, we'll also focus on how to Structure a Board Agenda and Plan an Event.

Chapter Summit VIII also includes four concurrent sessions, "What's New at HQ," and discussions around the Chapter Affiliation Agreement and the Chapter Memorandum of

Understanding.

CFMA's 2010 Chapter Recognition Program Awards Breakfast on Tuesday, June 29 highlights our chapter's achievements during the 2009/2010 fiscal year.

Please visit [www.cfma.org](http://www.cfma.org) for more information about the Conference and to register online.

## New Location, Same Name, Same Quality



**CFMA at Spring Creek** is calling someplace other than Jackson, WY home for the first time since its inception in 1994.

For 2010, we'll be at The Radisson Fort McDowell in Scottsdale, AZ after a nearly one-year search process for potential new sites.

This change in venue, along

with a new facilitating team, affords us the opportunity to raise the bar for **2010 CFMA at Spring Creek**.

We believe these changes will enhance the Retreat's level of excellence while providing cost-savings to our chapters and CFMA Headquarters.

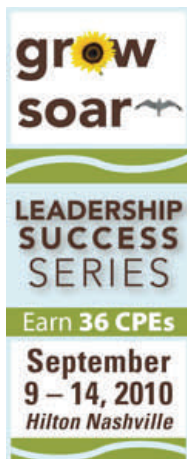
Session One is October 2-5 and

Session Two is October 7-10.

Letters of invitation will be mailed to chapter presidents and vice presidents in early May 2010, but please visit [www.cfma.org/spring\\_creek](http://www.cfma.org/spring_creek) for more information and to register online.

New Location, New Logo, Same Name, Same Quality.

## Grow and Soar with CFMA



Can't make it to CFMA's Annual Conference & Exhibition in Hawaii? We have three opportunities for you to earn valuable CPE credits with CFMA's Leadership Success Series.

If you want to be a more effective leader, GROW with CFMA's 2010 Leadership Growth Retreat, September 9-11, in Nashville, TN.

If you want to take your skill set to the next level, then SOAR with CFMA's 2010 Advanced Leadership Development Workshop, September 12-14 in Nashville, TN.

Each Workshop offers 18 CPE credits and the pricing is \$1,395 for members and \$1,695 for non-members.

Attend both Workshops for a weekend of intense leadership skills training and receive 36 CPE credits. The discounted registration fee is \$2,295 for members and \$2,795 for non-members.

Please [click here](#) for more information and to register online for CFMA's Leadership Success Series.

## At-A-Glance Look at Chapter Retention

We hope that chapter presidents are finding the new Chapter Retention Report to be a useful resource tool.

Designed by CFMA's Membership Team, this report allows chapters to see their current membership and renewal rate in "real time."

In addition to breaking down chapter membership and renewal by General and Associate Members, the Report includes the total amount of money billed by chapter

and the amount of money received through current renewals.

The Report can be run in alphabetical order by chapter name or in descending order by retention rate.

It is important to note that the Chapter Retention Report includes only members who received a dues renewal invoice for fiscal year 2010/2011.

For example, as all past national CFMA chairmen receive compli-

mentary dues, they are not included in the report .

The Report also provides chapters with the opportunity to benchmark themselves against chapters of similar size regarding General/ Associate Ratio and renewal rate.

Please contact CFMA's Director of Member Services Dean D'Ambrosi at [ddambrosi@cfma.org](mailto:ddambrosi@cfma.org) or directly at 609-945-2410 for more information about the Chapter Retention Report.

## New Features of CFMA BP Online

**CFMA Building Profits** is one of our top member benefits. And now you can send sample articles to potential members the easy way—through CFMA BP Online!

You no longer have to mail magazines or photocopy articles. Simply click on the Share button, enter the requested e-mail information, and off it goes—anytime, anywhere. This

new Share feature gives non-members a 20-page preview of our award-winning magazine. And it's FREE!

In addition to the shared article, non-members are able to view the Table of Contents and the first several pages of each issue published since 2007. This provides a glimpse into the kind of information they *could* receive if they joined CFMA.

We've also improved the member-only features of CFMA BP Online so that it's more user friendly. And, it still contains embedded links that directly connect you to the resources you need.

To access CFMA BP Online, log into [www.cfma.org](http://www.cfma.org) with your user name and password. Then, click on CFMA BP Online under Member tools.



## CFMA, ABC, and AGC Partner in Response to IIR Update

On March 1, 2010, ABC, AGC, and CFMA submitted two letters to the IRS requesting an update on Section 460 of the Industry Issue Resolution (IIR) Program.

The commercial construction industry's goal is to get the IRS to enact the clarifications that were set forth in the proposed regulations.

The letters submitted to the IRS by ABC AGC, and CFMA expressed that it is "poor policy to enable and encourage field auditors to pursue issues which are contrary to proposed regulations that have been published and generally well accepted by taxpayers and interested stakeholders."

George Parrott, CFMA's Tax & Legislative Committee Co-Chair said, "The Committee will do its best to keep our members up-to-date on any changes or advancements that occur."

Visit [www.cfma.org/news-brief](http://www.cfma.org/news-brief) to read the two letters.

# Turning Project Managers Into Business People

More than 100 people attended the March 4, 2010 breakfast meeting hosted by the **Massachusetts Chapter** at the Sheraton Hotel in Needham, MA to hear Gregg Shoppman of FMI present, "Turning Your Project Managers into Business People."

Shoppman told the audience that when project managers become business managers, they act like an owner of the business and profitability increases. In addition to a solid foundation of technical knowledge, the most successful project managers also have strong management, leadership, and business skills to execute projects profitably. They understand the financial impact of what they do everyday and proactively manage cash flow, accurately forecast cost to complete along with tracking, pricing, and collecting of change orders. The best project managers accomplish this while maintaining positive client relationships to leverage future repeat business.

CFMA National Vice Chairman Joe Burkett, CFO of Cafco Construction Management, Inc., in Boston, MA, said of the meeting. "I spoke with our CEO about his attending, and he suggested that our PMs attend as well. We also had our Controller, Chief Estimator, and our Office Administrator attend, too.

"As CFMs, we are always trying to raise the awareness level of our people with respect to the business results of their daily interactions with clients, subcontractors, and suppliers. Gregg did an excellent job of not only reinforcing what we've been trying to perfect, but also gave us new ideas to discuss at the next staff meeting."

Massachusetts Chapter President John Tessicini, Controller of Consigli Construction in Milford, MA, added, "The information was a great validation to our business practices. We especially liked the comparison as to whether your staff are Project Managers or Project Witnesses. There were a number of non-member attendees and we can now follow up with them and encourage them to become members of CFMA. They see first-hand one of the important values of membership, and it is a great conversation starter to get them to join. This meeting proves the drawing power of a quality speaker."

Please contact John Tessicini at [jtessicini@consigli.com](mailto:jtessicini@consigli.com) or directly at 508-458-0306 for more information.

## "It Takes One to Know One"

Before Enron and Bernie Madoff, there was Sam E. Antar, his cousin Eddie Antar, and his uncle Sam M. Antar.

Together, they helped mastermind during the 1980s one of the largest securities frauds of its time—Crazy Eddie.

Crazy Eddie was the largest discount electronics chain in the Northeast and was a prime example of the adage, "If Something Sounds Too Good to Be True, It Probably Is."

A self-proclaimed convicted felon and a former CPA, Antar, the former CFO of Crazy Eddie, Inc. was the guest speaker at the **New York City Chapter's** February 9, 2010 breakfast meeting aptly focused on "Fraud."

With approximately 50 people listening and watching in both stunned silence and amazement, Antar calmly recounted the

entire Crazy Eddie scheme, from opening their first store to going public on the New York Stock Exchange.

According to Antar, "This securities fraud cost investors hundreds of millions of dollars, cost many people their life savings, cost many people their jobs and careers, cost creditors hundreds of millions of dollars, and many people's suffering that cannot be measured."

In the 1980s, Sam Antar and Crazy Eddie were synonymous with fraud.

After becoming a witness for the prosecution for both civil and criminal cases, Sam Antar now teaches law enforcement, government entities, businesses, professionals, and students about white collar crime and how to catch corporate thieves.

"Who better to teach about fraud than someone who lived that immoral and unethical behavior?" Antar asked the audience. "It takes one to know one."

Please contact New York City Chapter Executive Director Debbie Romano at 201-828-5776 or at [dromanocfma@aol.com](mailto:dromanocfma@aol.com).



# In This Economy, Invest In Yourself and Your Career... Become a CCIFP®

The CCIFP certification program provides a means for employers to identify individuals who have appropriate education, experience, and the breadth and depth of knowledge essential to success as a financial professional in this challenging industry.

## CCIFP Overview Seminars

Visit [www.cfma.org/education](http://www.cfma.org/education) for details

### Tampa Bay Chapter

Saturday, May 15, 2010

### Niagara Frontier Chapter

Friday, September 17, 2010

## CCIFP Exam Dates

**Confirmed** — Visit [www.iccifp.org/cert/exam](http://www.iccifp.org/cert/exam) to register

Kona (HI)—Saturday, June 26, 2010

Chicago, IL, Saturday, July 17, 2010 (CICPAC Conference)

Baltimore (MD)—Sunday, September 19, 2010 (Mid-Atlantic Conference)

Buffalo (NY)—Saturday, November 6, 2010

Phoenix (AZ)—Saturday, December 4, 2010 (AICPA Conference)

### Tentative Locations

Denver (CO)—November 2010

Lansing (MI)—Winter 2010

Miami Valley (OH)—Fall 2010

Nashville (TN)—Fall 2010

Orange County (CA)—Fall 2010

Please contact ICCIFP Administrative Assistant Laurel Seymour at [lseymour@iccifp.org](mailto:lseymour@iccifp.org) for more information.

## Executive Committee Meeting Review

CFMA's National Executive Committee met at the Hilton Nashville Downtown on Friday, March 26, 2010 in Nashville, TN.

Members of the Executive Committee and CFMA Headquarters staff attending the meeting joined approximately 10 members of the Middle Tennessee Chapter on Thursday Evening, March 25 to watch the host National Hockey League Nashville Predators defeat the Phoenix Coyotes 4-3 via shootout at the Bridgestone Center directly across the street from the hotel.

During the meeting, the Executive Committee approved proposed changes to CFMA's Bylaws and also approved the Association's new Charitable Support Policy, the 2010/2011 Operating Budget, and the Five-Year Forecast.

The Committee members participated in a breakout session designed around CFMA's Connection Program to identify enhancements and improvements moving forward.

CFMA Directors presented 2009/2010 accomplishments and 2010/2011 initiatives in each of the four strategic goals: GOAL A: Recognition of the Value of CFMA Membership; GOAL B: Body of Knowledge; Goal C: National/Chapter Partnership; and Goal D: Association Growth and Development.

Please contact CFMA Chief Operations Officer Brian Summers at [bsummers@cfma.org](mailto:bsummers@cfma.org) or directly at 609-945-2408 for more information.

# Prepare Your Members with CFMA's Educational Courses and Gain Benefits for Years to Come

In today's lackluster economy, it's easy to minimize the value of continuing professional education. But, busy times will come back and the best time to prepare your members for those coming times is now. CFMA has the specialized, in-depth education to give your members and their firms a competitive advantage when the economy rebounds.

Offering CFMA educational programs can empower your chapter by:

1. Providing **value** to your members,
2. Generating **revenue**, and
3. Attracting new **members**.

To enjoy these benefits, here's all you need to do:

First, **visit the Education Center at [www.cfma.org](http://www.cfma.org)** to see what's new.

▪ Then, **decide which programs you want to offer this spring or summer.**

Finally, **contact [Roe Stradling](mailto:Roe.Stradling) at HQ to get the ball rolling.**

Choose one 8-hour course or two 4-hour modules for a full day – *or do like Dallas/Fort Worth and other successful chapters* – and offer *all three in one day* to maximize attendance! CFMA's courses follow the guidelines for qualifying CPE credits in all 50 states; they also satisfy the "construction-related" requirement for CCIFP renewal.

**Value, Revenue, or Membership Growth:  
Whatever your chapter's goals, CFMA Educational Programs  
can help you succeed.**

Contact CFMA's Education Assistant, Roe Stradling, at [rstradling@cfma.org](mailto:rstradling@cfma.org) or at 609-452-8000 for information and help getting started or getting your programs scheduled.

## **PARTNER & PRESENT CFMA'S TAX COURSES**

*A great way to reach out to other professionals*

CFMA's two federal tax courses, **Construction Taxation I & Construction Taxation II**, each provide the perfect vehicle for chapters to partner with their state society of CPAs to present a day of valuable construction taxation training. In addition, they provide an opportunity to partner with other construction organizations in your community, or with other CFMA chapters in your region.

**Each of these tax courses can be presented as a stand-alone session,  
or they can be presented back-to back (or in a 2-part series) –  
perhaps as a regional Construction Tax Symposium.**

Participants receive a 200+ page workbook and reference manuals for each course. In addition, and unlike our other courses, **these manuals can be sold separately to people who want the information but can't attend the class.**

**Part 1** presents an overview of the accounting methods available to contractors and the tax issues unique to the construction industry. Financial professionals who work directly for contractors will find this intermediate-level course of great value. Participants should have an understanding of construction accounting and financial management, with at least 3 years' experience in those areas.

**Part 2** builds on the knowledge gained in Part 1 or through work experience. It digs down into both complex and current taxation issues unique to the construction industry. This is an advanced-level course, perfect for CPAs with construction clients, or for CFOs, etc. that deal directly with tax issues. It is recommended that participants have more than 3 years' experience in construction accounting and financial management, as well as a familiarity with construction taxation issues.

Both courses were developed specifically for CFMA by the *Center for Professional Education, Inc.*, who also ensures that the course materials are up-to-date with any new IRS rulings.

If requested, HQ will help you locate a presenter, although a CPA in your chapter who is well-versed in federal construction taxation would be able to conduct the session with no difficulty.

For more information about both courses, visit the **Education Center** of [www.cfma.org](http://www.cfma.org). For information about offering either one of the CFMA's Construction Taxation courses (which provides 8 CPE credits for attendees and 16 for presenters), please contact CFMA's Associate Director of Education, Ariel Sanchirico, at [asanchirico@cfma.org](mailto:asanchirico@cfma.org) or directly at 609-945-2433.