



CFMA Central Ohio eNewsletter

Upcoming Events:

February 20th- Incentive Compensation w/ Alex Freytag

March 7th- Women in Construction Panel

April 16th, 2024- OCA update & Contract Law Save the Date!

May 18-22- CFMA National Conference- Grapevine, TX

Construction Financial Management Association CENTRAL OHIO CHAPTER

Since 1988

Incentive Compensation



Presenter:

Alex Freytag
ProfitWorks & EOS Implementer

Description:

From Entitlement to Earning: Unraveling the Complexity of Incentive Plans
Expert EOS Implementer Alex Freytag will discuss how to design a simple, self-funded incentive plan and get your vision shared by all

Learning Objectives:

- Incentive Compensation
- Culture Development
- Employee Engagement

When:

Tuesday, February 20, 2024
11:30 – 12:00 Registration and Networking
12:00 – 1:00 Lunch and Presentation

Where:

Fawcett Center
2400 Olentangy River Rd, Columbus, OH 43210

CPE Credit:

The presentation will count for 1 CPE Credit

Registration:

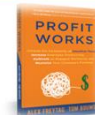
\$40 for CFMA members and \$50 for non-members.

Please register for this event online at:

<https://www.eventbrite.com/e/cfma-central-ohio-incentive-compensation-and-succession-planning-tickets-796911422517?aff=oddtcreator>

Free book “Profit Works” for the first 40 ticket purchases

Contact Jill Claire centralohio@cfma.org with questions.



Who Should Attend:

Financial and accounting professionals with construction companies and their financial advisors.



<http://cafe.cfma.org/centralohio/home>

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Bio:

Alex is the creator of ProfitWorks, a business coaching and training company focused on helping entrepreneurial leadership teams simplify, clarify, and achieve their vision. With decades of experience helping hundreds of entrepreneurs get everything they want from their businesses, he is recognized as an expert in the field of leadership team alignment, culture development, and employee engagement. As an Expert EOS Implementer, EOS Community Leader, co-founder of the EOS Conference®, and author of Vision Works and Profit Works, Alex is devoted to helping entrepreneurs both master the Entrepreneurial Operating System® (EOS®) as well as develop cultures of employees who think and act like owners.



<http://cafe.cfma.org/centralohio/home>

CPE:

The Construction Financial Management Association (CFMA) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: <https://www.nasbaregistry.org/>

REGISTER HERE for 2/20 Event!

NAWIC
The National Association of
Women in Construction

Leading
Builders.
Building
Leaders.

&

**CONSTRUCTION
FINANCIAL
MANAGEMENT
ASSOCIATION**
CFMA

Invite you to a joint
Networking & Discussion Panel on

WOMEN IN CONSTRUCTION

Speaker Panel:
Kristi Laurent - BCI & CFMA
Bryant Petway - The Superior Group
Jamie Lee - Fire Seal
Chrissy Marsey - Journeyman Electrician with IBEW
James Huddleston - Prosearch Intl.

March 7, 2024
3 PM - 6PM
River Club @ Lower.com
96 Columbus Crew Way
Columbus, OH 43215
Appetizers & Drinks will be provided

FIRST 10 CFMA MEMBERS TO EMAIL CENTRALOHIO@CFMA.ORG WILL RECEIVE A FREE TICKET

[REGISTER HERE for 3/7 Event!](#)

CFMA National Conference

CONSTRUCTION
FINANCIAL
MANAGEMENT
ASSOCIATION

CFMA'S ANNUAL
CONFERENCE
& EXHIBITION
May 18-22, 2024
Grapevine, Texas

Your Path to
BIGGER & BETTER

Education | Leadership | Networking | Connections

Save the Date!
May 18-22, 2024

Gaylord Texan Resort & Convention Center
Grapevine, Texas

[For more info, click here!](#)



FOUNDER'S RECOGNITION

PROUDLY PRESENTED TO THE

CENTRAL OHIO CHAPTER

KEVIN J. FOLEY
CHAIR



NEIL SHAH
PRESIDENT & CEO

Congratulations

to the

Central Ohio Chapter

of the Construction Financial Management Association in

Celebrating 35 Years

of Supporting CFMA's Mission:

To Be Essential to the Growth and Success of Construction Financial Professionals




[Signature]

2023

[Signature]

Welcome to our new members!

Member Spotlight



Angie Parker
Human Resource Manager
Turn-Key Tunneling Inc

Education: University of Akron, Mt. Vernon Nazarene College

Hometown: Utica, OH

What I like to do outside of work: Spend time with family, 5k's, being outdoors


What I look forward to by joining CFMA: Meeting new peers for support and guidance in the construction industry

My favorite charity: Licking County Humane Society

Words that have inspired me: MOM

Company's website - www.tunneit.net


Member Spotlight



Steven McDonald
Chief Financial Officer
Exxcel

Education: BSBA with a specialization in finance from Ohio State - Fisher College of Business, Certificate of Accounting Concentration from Columbus State

Hometown: Solon, OH



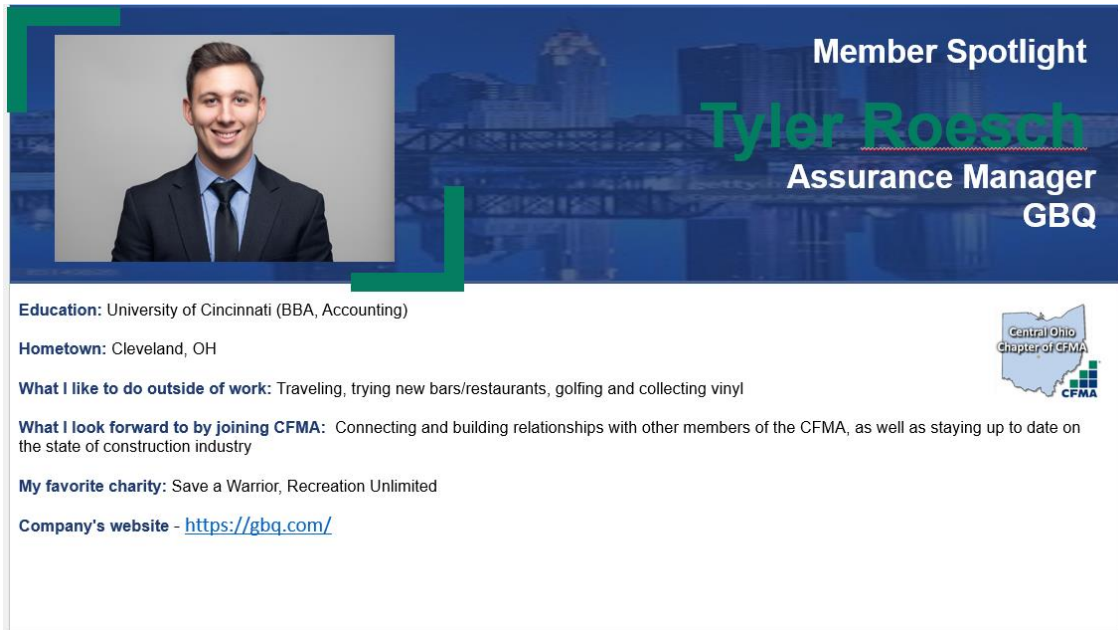
What I like to do outside of work: My wife and I have 8 rescue dogs that keep us busy. I also enjoy traveling, hiking, sports, and spending time with my little brother through Big Brother Big Sisters of America.

What I look forward to by joining CFMA: Learning, networking, CCIFP

My favorite charity: Stop The Suffering Animal Rescue

Words that have inspired me: "The truth is that our finest moments are most likely to occur when we are feeling deeply uncomfortable, unhappy, or unfulfilled. For it is only in such moments, propelled by our discomfort, that we are likely to step out of our ruts and start searching for different ways or truer answers." —M. Scott Peck

Company's website - <https://www.exxcel.com/>



Member Spotlight
Tyler Roesch
Assurance Manager
GBQ

Education: University of Cincinnati (BBA, Accounting)


Hometown: Cleveland, OH

What I like to do outside of work: Traveling, trying new bars/restaurants, golfing and collecting vinyl

What I look forward to by joining CFMA: Connecting and building relationships with other members of the CFMA, as well as staying up to date on the state of construction industry

My favorite charity: Save a Warrior, Recreation Unlimited

Company's website - <https://gbq.com/>



CFMA Nano Learning Series



NANO LEARNING SERIES

Construction Cash Management

10 LESSONS • 10-15 MINUTES EACH



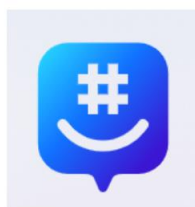
CFMA Nano Learning Series

Imagine that you're in a crucial financial meeting about a recent project where you realize your cash flow is suddenly under pressure, and you can't afford any delays that might jeopardize your project's progress. Your team is hustling to find the right solutions, and you're actively seeking strategies to keep your projects on track while optimizing cash flow.

CFMA's brand-new [Construction Cash Management Nano Learning Series](#) is your game-changer in this cash flow challenge! Whether you're a seasoned professional in the construction industry or just starting out, this innovative series is finely crafted to equip you with the skills and insights you need to navigate cash management challenges effectively.

[Click here to learn more!](#)

General Member Communication:



GroupME

To help lift our General Members, we are excited to announce the creation of a private chat group exclusively for General Members. We believe this will provide a dedicated space for meaningful conversations, idea sharing, and collaboration. The private chat group will be a GroupMe platform where construction finance leaders can connect on a more personal level to share and support each other. If you are a General Member and interested in joining this exclusive chat group, click on the link

below:

<https://groupme.com/contact/118574029/COMYhVII>

CFMA Articles:



Heavy, Highway & Municipal Pay Practices

by: Jeff Robinson

An HR Director was lamenting the amount of time it took to address recruiting and retention issues in a 2017 email. The email went on to say... *“because I’m spending so much of my time on recruiting/hiring activities and working to keep our key people”. It is a ‘crazy market’ when there is more work overall than people to perform it, leading to on-going poaching and compensation levels that are unsustainable.” “It will take more than one pay element to solve the problem.”*

For many, the fall of 2020 seemed like the turning point as we came out of the pandemic and work rebounded and expanded in almost all sectors, but the signs that recruiting and retention issues had escalated were already there in 2017.

One percent in construction and the compensation world is a big deal. Whether it’s a change in margins, annual increases, or a change in the turnover rate, it is something to pay attention to.

When the turnover rate for professionals and middle managers jumped from 13.7% to 14.8% between July 2017 and July 2018, it was affirmation of the 2017 email.

[Click here to learn more!](#)



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CONSTRUCTION INDUSTRY
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Maximizing Efficiency: Unleashing the Full Potential of Your Construction Software

by Ryan Liss

In the fast-paced world of construction, where timelines are tight and margins are slim, leveraging technology is essential for staying competitive. Construction software has become a cornerstone for project management, cost estimation, and collaboration; however, simply having the software in place is not enough — it's crucial to extract maximum value from these tools to optimize project outcomes.

This article explores some strategies to help you get more results out of your construction software.

Invest in Training

The power of construction software lies in its features and functionalities. Investing in comprehensive training for your team ensures that they can navigate the software seamlessly, maximizing its potential. Many software providers offer training programs, and some even provide certification courses to enhance user proficiency. Some may also offer user conferences with the goal of providing hands-on training and fostering a relationship between user and provider.

Establish a Relationship With Your Software Provider

Establishing a strong relationship with your software provider is crucial for seamless operations. Regular communication ensures understanding evolving needs, timely updates, and effective issue resolution. This collaboration fosters trust, enabling a more responsive and tailored approach, ultimately maximizing the software's utility, and enhancing overall business efficiency.

[Click to learn more!](#)





My Suicide Attempt Is Transforming an Organization by: Vince Hafeli

1989 was a challenging year. My brother was pronounced terminal, my father passed at 59, and my wife and I lost twin sons.

In 1993, my brother passed on his daughter's fifth birthday, and we learned that my mother had cancer and would soon lose her battle.

During this period, I was a rising executive in the construction industry. I did not share my story or struggles. Instead, I acted the way men in this industry "are supposed to"; I was macho and robust, not looking to share, be perceived as weak, or lose the next promotion.

Time marched forward, and these events weighed on me. In 2007, while experiencing a failing marriage and after another uncomfortable conversation at the dinner table, I decided I would take my life. I drove away from my house to where my life would end when I received a phone call that saved me.

For 14 years, I never shared that story with anyone. I did not want to be considered weak; however, that would change in July 2021 after being challenged by a professor at the University of South Florida as to the topic of my dissertation. I was pushed to research something more

meaningful than leadership and eventually landed on the topic of suicide in the construction industry.

During my weekly meeting with 16 managers in the organization, I told them that on January 3, 2022, we would begin addressing mental health and suicide awareness at our annual Safety Day. During that weekly meeting, I did something else that day that I had not planned to do. I told those 16 individuals about that night in 2007. I also relayed to two individuals in the room that there were letters in my drawer for them.

The reaction in the room was silence; you could have heard a feather hit the floor. There was no conversation. There was only me talking.

When I was finished, I said, "That is all I have for you," and everyone exited the room. There were no conversations of "Hey, if you ever get there again, let me know." I understand and hold no ill feelings against anyone in that room. It is a complicated topic and can generate uncomfortable conversations.

[Click here to learn more.](#)



Central Ohio Chapter
Sponsorship Opportunities



	Platinum \$2,500 (Only 8 Available)	Gold \$1,250 (Unlimited)
Chapter Website (centralohio.cfma.org)	➤ Logo on chapter Home Page with hot link to Sponsor's website	➤ Logo on chapter Home Page
Chapter Email Distribution	➤ Sponsor logo on all emails	➤ Sponsor logo on all emails
Monthly Luncheons (8 Annual)	<ul style="list-style-type: none"> ➤ Prominent signage at each luncheon ➤ Verbal mention at beginning of each luncheon ➤ Lead sponsorship for one luncheon; includes speaker introduction, time to introduce your Company and members in attendance, and offer to assist in planning the luncheon programming ➤ Two (2) complimentary admissions¹ to each program (\$560 value²) ➤ Table space made available for sponsor's marketing materials 	<ul style="list-style-type: none"> ➤ Prominent signage at each luncheon ➤ Verbal mention at beginning of each luncheon ➤ Two (2) complimentary admissions¹ to each program (\$560 value²) ➤ Table space made available for sponsor's marketing materials
Events (social, educational, other)	<ul style="list-style-type: none"> ➤ Prominent signage at each event ➤ Verbal mention at beginning of each event 	<ul style="list-style-type: none"> ➤ Prominent signage at each event ➤ Verbal mention at beginning of each event
Golf Outing	<ul style="list-style-type: none"> ➤ Name and logo on flyer ➤ Name on email promotions ➤ Name on sponsor board ➤ Verbal and visual recognition at dinner ➤ Four (4) complimentary admissions to golf and dinner (\$580 value) ➤ One hole sponsorship (\$100 value) with sign, table and chairs, if desired 	
Included Value	\$1,240 (50% of contribution)	\$560 (45% of contribution)

1 The total Program Admissions allotted can be used at your discretion throughout the fiscal year 7/1/23-6/30/24.

2 Admission price is based on non-member rate of \$50/person.



Young at Heart!

Did you know???

The average age of Columbus, Ohio residents has hovered between 30-33 years old for nearly 10 years, making our city one of the top ten youngest cities in the U.S.!

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Gold Sponsors



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