



Upcoming Events

May 16th Golf Outing @ Glenview-

May 18th- Cincinnati Walks for Kids

May 18-22nd CFMA National Conference

34th Annual CFMA Golf Outing Thursday, May 16, 2024



The Greater Cincinnati Chapter of CFMA invites you to participate in the 34th Annual Golf Outing and dinner. Reservations will be taken online on a first come, first serve basis. To guarantee your participation, register and pay online early.

Deltek.

Sponsored by: ComputerEase >

Reservation deadline is May 9, 2024.

FEE

\$150 – Includes lunch and BBQ Buffet

\$600 – Foursome

\$30 – BBQ Buffet only

EVENT INFORMATION

Glenview Golf Course
10965 Springfield Pike
Cincinnati OH 45246
P: 513.771.1747

**Glenview Golf Course is Cincinnati's premier public championship golf course*

- Four Person Scramble
- Registration 9:00 am
- Shotgun start 10:00 am
- BBQ Buffet after golf

QUESTIONS?

Foursomes—Contact Mike Ballenger at

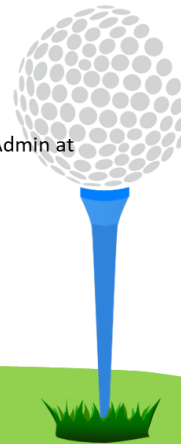
mballenger@deandorton.com

Sponsorships—Contact Melissa Yaugo at

Melissa.a.yaugo@efleets.com

Registration—Contact CFMA Cincinnati Admin at

Cincinnati@cfma.org



[Register](#)

34th Annual CFMA Golf Outing Thursday, May 16, 2024



Golf Outing Sponsorship

Glenview Golf Course

May 16, 2024

10:00 AM Shotgun Start

Proceeds benefit the Chapter Scholarship and Educational Programming

The CFMA Golf Outing is one of the premier industry events of the summer. To get in on the action, consider becoming a sponsor today—various levels of support are available. We hope to see you on the 16th!

Cart Sponsor (1 sponsor)—\$1250 **SOLD OUT**

Includes foursome and signage at sign up

Beverage Sponsor (1 sponsor)—\$950 **SOLD OUT**

Includes foursome and signage on cart

Contest Sponsor (multiple sponsors)—\$250

Includes signage at hole and prize for contest winner.

- *Longest Drive, Longest Putt, Closest to the Pin*

Hole Sponsor (multiple sponsors)—\$125

Includes signage at hole.

**If you are donating a door prize, please arrange to deliver to Melissa Yaugo as early as possible.*

Contact Melissa Yaugo at Melissa.a.yaugo@efleets.com or 513-956-3455 with any questions regarding these exclusive opportunities.



[Register HERE for the May 16
Event!](#)



Cincinnati Walks for Kids!

Saturday, May 18, 2024

Great American Ball Park

Cincinnati Walks for Kids is a tradition for our
community!

[Sign up to be a sponsor HERE!](#)

CFMA National Conference



"Hey CFMA" recording room at the National Conference!

Conference attendees can record 3-5 minute messages on areas where you are an expert. They can be tips, top 10 lists, best practices, etc.

Sign up links and more info are below!

Hey CFMA - <https://cfma.org/heycfma>

Hey CFMA - Schedule Your Time Slot: <https://calendly.com/aschroeder-zoom/hey-cfma-live-zoom-recordings>

National CFMA Conference

May 18-22, 2024

Grapevine, Texas

Save the Date!

[For more information Click Here!](#)



Shout out to our Education Committee:

Bill Steimer
Kyle Skotnicki
Mark Nelson
Joe Riech
Kirsten Beckett

They are working hard to bring us some great events in the
2023-2024 year!
More details to come!

Join a committee!

Committees are a great place to build friendships with your
industry peers – not to mention the give back to your
professional organization! To get involved, please reach
out to [CFMA Admin Team](#).

**Don't forget to visit our [website](#) and follow us on
[Facebook](#) and [LinkedIn](#) for the latest news!**

We hope you'll take the time to follow us on LinkedIn and interact with our posts. Ask
your company's marketing department to follow us on social media too.

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.

What's Nano Learning?

Nano learning is a dynamic approach to education that breaks down complex subjects into bite-sized trainings. It offers an engaging and comprehensive learning experience tailored to specific objectives, all while satisfying NASBA CPE credit requirements and CCIFP maintenance credits. The best part? These lessons are only 10-15 minutes long so learning can fit seamlessly into your schedule. The Construction Cash Management Nano Learning Series is offered as a package or as individual trainings to customize your learning.

To learn more [CLICK HERE!](#)



CFMA Articles:



From Hesitation to Innovation: A Road Map for Embracing Technology in Construction

by: Samantha Lake

The construction industry is picking up the pace regarding technology adoption. To analyze project and company performance, construction financial professionals are seeing

the efficiencies of next-generation tools, using everything from inspection drones and safety-enhancing wearables to 3D scanning software, cloud-based document management platforms, and integrated approaches.

Despite this progress, not everyone is eager to let go of outdated, manual processes and embrace modernization and efficiency.

A generational and cultural rift is on the horizon for many companies, threatening to undermine their competitiveness in critical domains such as bidding, cash flow management, recruitment, and resource allocation. On one side are the *adapters* — forward-thinking digital natives who embrace tech — while on the other are the *hesitators* — those who continue to resist significant changes out of force of habit or fears that learning new software and workflows will be too cumbersome.

This article dives into the coming generational divide over construction technology and why it matters to the industry.

Understanding Tech Resistance

Over the past decade, venture capitalists have poured billions of dollars into a dizzying array of construction technology solutions, flooding the internet with display ads and advertorials, sponsoring industry events, and hammering home the importance of technology. (For more, see “Tech in Construction: From Frenzy to Maturity” in the January/February 2024 issue of *CFMA Building Profits* magazine.)

Amid this push, contractors have grown accustomed to receiving hyperbolic promises — from vendors of all types and sizes. In a worse-case scenario, a contractor invests in some of these applications, rolls them out, and discovers that they make a marginal difference in performance.

Even as these solutions fall short of their expected results, they can sometimes create additional headaches for time-pressed field personnel and other employees.

To learn more [CLICK HERE!](#)



CHAIR'S EXCELLENCE

PROUDLY PRESENTED TO THE
GREATER CINCINNATI CHAPTER


KEVIN FOLEY
CHAIR




NEIL SHAH
PRESIDENT & CEO

Thinking about taking the CCIFP exam in the coming year? We can help connect you with a study group and additional resources. If there is a strong enough demand, we will offer a CCIFP review course with neighboring chapters. For more information email cincinnati@cfma.org



INSTITUTE OF CERTIFIED
CONSTRUCTION INDUSTRY
FINANCIAL PROFESSIONALS

About ICCIFP

For more than 17 years, the ICCIFP has committed to developing and maintaining the CCIFP certification as the recognized standard of excellence for competent and ethical construction financial management.

The CCIFP Certification is based on the current construction landscape, focusing on the competencies and knowledge construction financial professionals needed to lead in today's competitive construction industry.

The CCIFP designation is endorsed by industry-leading organizations like ASA, CFMA, CICPAC, IRMI, NASBP and others.

In today's transparent climate, the ICCIFP is committed to fair and impartial management of all certification and re-certification activities, potential conflicts of interest and overall operations.

ICCIFP is proud to be ANSI Accredited. Being ANSI accredited means that the CCIFP certification meets the highest standards. This provides an added level of confidence in the certification and the people who hold the CCIFP designation.

ICCIFP is an independent, separately incorporated entity affiliated with the Construction Financial Management Association, the only organization dedicated to the needs of construction financial professionals.

For more about the CCIFP [click here](#).



Winning the War

by Thomas C. Schleifer PhD

Construction professionals have a vision of where they would like their company to go, but they're usually so busy with their day-to-day business they don't often think about it. They have a vague long view of their company that usually looks something like this:

- "We're at the point after 20 years that we now have the equipment and infrastructure in place to take any contract that comes along. We expect to be the biggest builders in our region in just a couple of years."
- "Specializing in renovations all these years has paid off. If it's not true already, it won't be long before we're considered the absolute best at what we do in the entire area. I see us becoming the renovation contractor of choice' before long."
- "I want to hand this business over to my children. With a good education they'll be able to take it to the next level."

Too many construction professionals have only a general idea about their long-term goals without much detail about how to achieve them. The key to realizing your vision is to make your goals clear and to devise a specific, detailed, attainable, and realistic plan for achieving those goals.

Step One: Promotion to General

An achievable long-term company goal starts and ends in the mind of the construction professional. As I pointed out last week, most are so busy managing their day-to-day business that they never promote themselves from Captain to General. A General seeks to win the war while Captains work to win battles. If you are to guide the company to the final successful stage, you need a promotion in your own mind from Captain to General.

Step Two: Delegate

Most construction professionals resist delegating responsibility for the day-to-day business details to the middle management team. As a result, they rarely have time to think long-term. Making the decision to delegate is the second step in becoming a General. Although it may seem obvious, it is one of the hardest choices that we struggle to make. It's almost like letting your child go out on their first date. If they're to grow, it's time to let go.

To read more [CLICK HERE!](#)



**Text HOME to [741741](tel:741741) to connect with a Crisis Counselor
Free 24/7 support at your fingertips.**





The Invisible Crisis in Construction

by: Cal Beyer, Ross Squires

The *Invisible Crisis in Construction* refers to the challenges posed by mental health, substance misuse and overdose, and suicide risk that leaves many workers and their families suffering in silence. While this is a real threat to the construction workforce and our families, the construction industry faced these challenges before COVID-19. However, the pandemic has exacerbated these risks.

Terry Moore is the CFO for CFMA heavy/highway member Miller Brothers Const., Inc. in Archbold, OH, and worries about the effects of the pandemic on the workforce. "Finding qualified equipment operators is quickly becoming the most scarce resource we have." Moore is also concerned that the "current economic and social environment created by the COVID-19 pandemic has created additional stress on those individuals, resulting in them experiencing increased mental health issues."

Moore believes that "this situation has a direct impact on their performance, but more importantly their safety. For the success of our company and the industry in general, it is imperative we recognize this situation and do all that we can in assisting our employees in dealing with these issues."

Specific Examples of the Invisible Crisis in Construction

Workplace Fatalities

The rising stress, family pressures, and financial strains are affecting the overall quality of life and wellbeing of workers and families. These rising risks affect the construction workplace and threaten worker productivity, safety, and quality. According to the Bureau of Labor Statistics (BLS), workplace fatalities in construction rose 6.3% in 2019 (the last year data is available) to 1,066 fatalities, the highest total since 2007.

Opioid & Overdoses

There are ample studies highlighting the increasing mental health stress during the pandemic. Likewise, weekly news reports lament the rising risk of substance abuse relapse and synthetic opioid (fentanyl) overdoses throughout the country. The American Medical Association (AMA) reported more than 40 states have reported an increase in opioid overdoses since the onset of the pandemic.

To read more [CLICK HERE](#)



CCIFP is in need of volunteers to moderate study groups. CCIFP candidates band together to set study times and present topics. The moderators also add color to the topics, and make sure things stay on track.

Please contact Veronica Whitehead at CFMA to volunteer today!
vwhitehead@cfma.org



Did you know?

The "Magic 8 Ball" was invented in Cincinnati by Abe Bookman of the Alabe Crafts Company of Cincinnati. The Magic 8 Ball was introduced in 1946.





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