



## CFMA Central Ohio eNewsletter

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### Upcoming Events:

This Tues., Sept 17 -[The Power of Advocacy](#) (Suicide Prevention)

Oct 15 - Commodity Hedging: Strategies for Market Stability (panel discussion)

Nov 19 - Financial Benefit Plans w/ speaker Brian Hannah

Dec 17 - Tax Update

Further details on/communication on these events below.

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## The Power of Advocacy in Construction

Earn 1 CPE credit



### Central Ohio Chapter

**PRESENTER:** Paul Lawson

**DESCRIPTION:**

With high suicide and overdose rates plaguing our industry, we are confronting a national mental health and wellbeing epidemic in construction. One of the primary challenges is providing benefits and resources that can address risk factors, and on top of that, empowering our workers to use those resources. Advocacy through peer support is one of the most powerful and underutilized tools we have to accomplish this. Dive into Paul Lawson's story and down-to-earth approach to on-site advocacy and how it has massively impacted lives in central Ohio construction.

**LEARNING OBJECTIVES:**

- Identify the risk factors associated with suicide and overdose in construction
- Understand the benefit of implementing peer support to address risk factors
- Understand the byproductive impact on retention and business of investing in wellbeing programming

**WHEN:**

Tuesday, September 17, 2024  
11:30 – 12:00 Registration and Networking  
12:00 – 1:00 Lunch and Presentation

**WHERE:**

Fawcett Center  
2400 Olentangy River Road  
Columbus, OH 43210

**REGISTRATION:**

Scan above QR code or [click here](#)

**COST:**

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

**QUESTIONS:**

Contact [admin@centralohiocfma.org](mailto:admin@centralohiocfma.org)

**WHO SHOULD ATTEND:**

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



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/>

Contact us

[admin@centralohiocfma.org](mailto:admin@centralohiocfma.org)



## The Power of Advocacy in Construction

Earn 1 CPE credit



Central Ohio Chapter

### SPEAKER: PAUL LAWSON



With a bachelor's degree from Cincinnati Christian University and over a decade of experience in ministry, Paul has channeled his passion for wellness into the construction industry in Columbus. Since joining the industry in 2019, he has been dedicated to developing mental health programs from the ground up. Now an independent consultant, Paul partners with contractors to provide on-site peer support, suicide prevention training, and public speaking. He has addressed mental health at numerous construction events, including OSHA

Safety Day, the Safety Council of Greater Columbus, and the BWC Safety Congress. Additionally, Paul regularly conducts suicide prevention training in both field and office settings.



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Contact us

[admin@centralohiocfma.org](mailto:admin@centralohiocfma.org)

[Register here for September's Event](#)

# COMMODITIES

## HEDGING

OCT  
15



Tuesday -- 11:30 am- 1 pm



Fawcett 2400 Olentangy River Rd,  
Columbus, OH 43210



B E N E F I T S

Plans

Speaker: Brian  
Hannah

NOV 19

 Tuesday -- 11:30 am- 1 pm

 Fawcett 2400 Olentangy River Rd,  
Columbus, OH 43210



# TAX updates

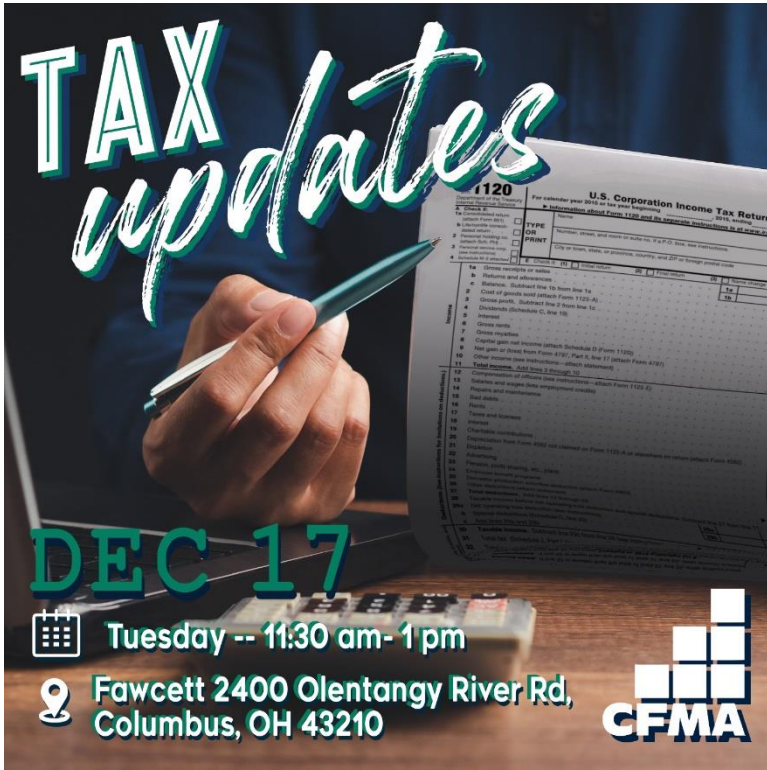
DEC 17



Tuesday -- 11:30 am - 1 pm



Fawcett 2400 Olentangy River Rd,  
Columbus, OH 43210





# FOUNDER'S RECOGNITION

PROUDLY PRESENTED TO THE

## CENTRAL OHIO CHAPTER

  
KEVIN FOLEY  
CHAIR



  
NEIL SHAH  
PRESIDENT & CEO

# Congratulations

to the

## Central Ohio Chapter

of the Construction Financial Management Association in

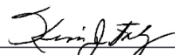
### Celebrating 35 Years

of Supporting CFMA's Mission:

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



2023





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CFMA Nano Learning Series



### **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!](#)

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General Member Communication:



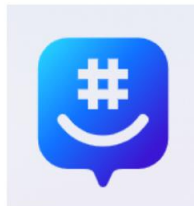


# Attention!

CFMA Central Ohio Chapter has a new email address.

Please add us to your contacts.

[admin@centralohiocfma.org](mailto:admin@centralohiocfma.org)



**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:



### **You are an Expert!**

by: Thomas C. Schleifer PhD

Do not be misled. Construction contractors are not manufacturing structures, or highways, and selling them to ultimate owners one piece at a time. We are selling construction services, much like business consultants are selling information services or law firms are selling legal services. *What difference does it make?* It makes all the difference in how we *finance, structure, and market* our construction companies.

### **Finance**

- Business consultants bill in advance and always stay well out in front of all costs. In other words, their clients finance their services.

- Service providers never start work without a substantial deposit up front. Try to hire a law firm without putting up a retainer.
- Law firms bill clients cost-plus and get paid on time. If not, they stop work.
- Neither business consultants nor law firms (service providers) sign a contract guaranteeing performance for a fixed price and then wait to get paid based on the client's evaluation of their performance. That would be financial suicide for a service provider, but that's the way we get paid for our services.

[Click here to learn more!](#)

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INSTITUTE OF CERTIFIED  
CONSTRUCTION INDUSTRY  
FINANCIAL PROFESSIONALS



**No/Go Without CFO**

**by: Thomas C. Schleifer PhD**

I have often said that the first sign that a young contractor is developing business acumen is when they hire their first CFO. If you're operating any size construction business larger than \$5 million annual turnover, you must have a professional CFO. Period. No procrastination. You can make your loyal bookkeeper, cousin Martha, the "*head bookkeeper*" and have her report to your new CFO who will take on a much wider role in the financial health, project management, and stakeholder relationships of your company.

### **Your CFO's Role**

In construction, the CFO's responsibilities extend far beyond traditional financial management; they encompass strategic planning, risk management, compliance, and operational efficiency.

#### **1. Strategic Planning**

Our industry must constantly cope with fluctuating and often unpredictable sources and uses of cash over long periods of time. CFOs utilize various financial modeling techniques to predict cash flows, assess the financial viability of projects, and ensure that adequate funding is in place. This function is essential to the construction business management process. Moreover, the CFO plays a pivotal role in evaluating potential projects. They analyze financial metrics such as return on investment, net present value, and internal rate of return to determine the feasibility of new ventures.

[Click to learn more!](#)

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## **Addressing Substance Abuse & Mental Health in Construction**

By: Lawrence Smith

The construction industry is one of the largest in the U.S., [employing more than 7.6 million people](#). It's also one of the most labor-intensive and dangerous industries in the world. [Construction workers make up 4.7% of the country's labor force](#) but suffer [more than 20% of workplace fatalities](#). And around [1.1% of all construction workers](#) will suffer an injury severe enough that it causes them to miss work. Long hours, hard work, and increased odds for injury can all contribute to two other challenges the construction industry is working hard to address — substance abuse and mental health.

[The construction industry has one of the highest rates of substance abuse and alcoholism](#) in the U.S. and the [highest rate of suicide](#) in any industry.

September is National Suicide Prevention Month, and September 5-9 was the construction industry's Suicide Prevention Week this year. How are companies and industry organizations working to tackle the problems of substance abuse and suicide?

### **By the Numbers**

Statistics on drug abuse in the construction industry can be alarming. [The sector ranks:](#)

- [Fifth in illicit drug use at 11.6%](#)
- [Second in both heavy drinking \(16.5%\) and substance use disorder \(14.3%\)](#)
- [First in marijuana use \(60.33%,\) heroin use \(4.42%\) and pain reliever abuse \(22.63%\)](#)

Opioid use and abuse has been an especially challenging problem in construction. High injury rates mean workers are often prescribed opioids for pain relief. [Research](#) shows that around 15% of individuals taking these drugs become long-term users, increasing their chances of developing an addiction by more than 10 times.

[Click here to read more](#)

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Central Ohio Chapter  
Sponsorship Opportunities



	Platinum \$3,000 (Only 8 Available)	Gold \$1,500 (Unlimited)
Chapter Website (cenohio.cfma.org)	<ul style="list-style-type: none"> <li>➤ Logo on chapter Home Page with hot link to Sponsor's website</li> </ul>	<ul style="list-style-type: none"> <li>➤ Logo on chapter Home Page</li> </ul>
Chapter Email Distribution	<ul style="list-style-type: none"> <li>➤ Sponsor logo on all emails</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sponsor logo on all emails</li> </ul>
Monthly Luncheons (8 Annual)	<ul style="list-style-type: none"> <li>➤ Prominent signage at each luncheon</li> <li>➤ Verbal mention at beginning of each luncheon</li> <li>➤ 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</li> <li>➤ Two (2) complimentary admissions<sup>1</sup> to each program (\$700 value<sup>2</sup>)</li> <li>➤ Table space made available for sponsor's marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>➤ Prominent signage at each luncheon</li> <li>➤ Verbal mention at beginning of each luncheon</li> <li>➤ Two (2) complimentary admissions<sup>1</sup> to each program (\$700 value<sup>2</sup>)</li> <li>➤ Table space made available for sponsor's marketing materials</li> </ul>
Events (social, educational, other)	<ul style="list-style-type: none"> <li>➤ Prominent signage at each event</li> <li>➤ Verbal mention at beginning of each event</li> </ul>	<ul style="list-style-type: none"> <li>➤ Prominent signage at each event</li> <li>➤ Verbal mention at beginning of each event</li> </ul>
Golf Outing to support the Ohio Construction Academy	<ul style="list-style-type: none"> <li>➤ Name and logo on flyer</li> <li>➤ Name on email promotions</li> <li>➤ Name on sponsor board</li> <li>➤ Verbal and visual recognition at dinner</li> <li>➤ Four (4) complimentary admissions to golf and dinner (\$800 value<sup>3</sup>)</li> <li>➤ One hole sponsorship (\$100 value) with sign, table and chairs, if desired</li> </ul>	
Included Value	\$1,600 (53% of contribution)	\$700 (47% of contribution)

1 The total Program Admissions allotted can be used at your discretion throughout the fiscal year 9/1/24-8/31/25.

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

3 Admission price is based on regular (non-early bird) pricing of \$200/person.



**Did you know??**

Columbus is an arts powerhouse with more than \$3 billion in annual receipts and 25,000 jobs.

### Platinum Sponsors



### Gold Sponsors







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