



CFMA Central Ohio eNewsletter

Current Events:

September 12th -[Suicide Prevention & Mental Health Awareness Event, Pittsburg, PA](#)



“BUILDING A STRONG FOUNDATION UNDER THE HARDHAT”

SUICIDE PREVENTION AND MENTAL HEALTH AWARENESS IN THE CONSTRUCTION INDUSTRY

PRESENTERS:

- **Cal Beyer** – Senior Director, SAFE Workplaces
- **Rich Jones**, MA, MBA, LCAS, CCS, CCDP, CAI – Chief Clinical Officer, Youturn Health
- **Jason Malatak**, CSP, MBA – Director of Risk Management, Mosites Construction Company
- **Sonya Bohmann** – Exec. Director, Construction Industry Alliance for Suicide Prevention

Informational Exhibitors On-Site:

- American Foundation for Suicide Prevention
- Veterans Affairs
- Youturn Health
- NAMI Keystone Pennsylvania
- Master Builders Association – Yinz Good?
- SAFE Project

**Earn 4 CPE
Credits**



WHO SHOULD ATTEND:

CEO'S, CFO'S,
CONTROLLERS,
FINANCIAL MANAGERS

HUMAN RESOURCES
PROFESSIONALS

SAFETY/RISK
MANAGERS

ANYONE INTERESTED IN
COMBATting THE
CHALLENGE OF SUICIDE
AND MENTAL HEALTH
IN THE CONSTRUCTION
INDUSTRY

**THURSDAY
SEPTEMBER 12, 2024**

7:30 am - Noon

Sheraton Station Square
300 W Station Square Drive
Pittsburgh, PA 15219

Registration \$30
Includes breakfast

Register by Friday 8/30
<https://pittsburgh.cfma.org/>
Questions? Contact
kara.bourquin@alliant.com

Welcome to our new members:



The banner features a portrait of Bradley Carter on the left, set against a blue background with a city skyline. The text on the right reads: "new member spotlight", "Bradley Carter" in large green font, "Senior Account Executive", "Commerce Bank", and "513.600.9339 cell; Bradley.carter@commercebank.com".

Education: Cincinnati State

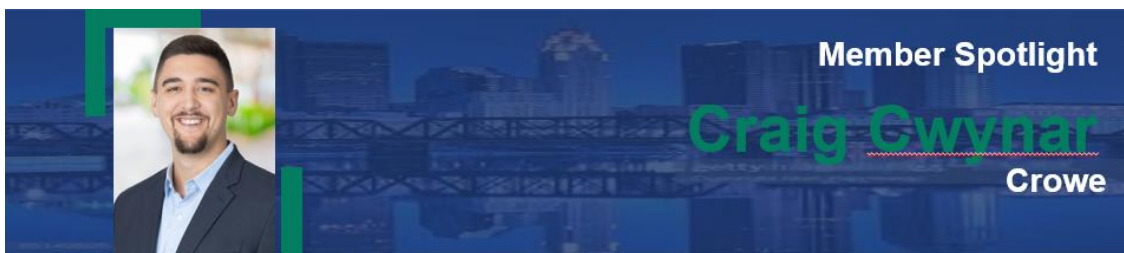
Hometown: Cincinnati

What I like to do outside of work: Avid golfer, and we love to travel

What I look forward to by joining CFMA: I am looking forward to connecting and making new contacts. I want the opportunity to introduce more folks to the Commerce Bank story, and what we can do to assist them with what matters most. And to generate new partnerships.

My favorite charity: Purple Monkey Project (I happen to be the President)

Words that have inspired me: You've never walked in that man's shoes. Or saw things through his eyes. But in their shame, they're all the same. So help your brother along the road no matter where he starts. For the same God that made you, made them too. (a few lines from a spoken song written by Hank Williams as Luke the Drifter)



The banner features a portrait of Craig Gwynar Crowe on the left, set against a blue background with a city skyline. The text on the right reads: "Member Spotlight", "Craig Gwynar" in large green font, and "Crowe".

Education: High School: St. Ignatius '14
Undergrad: Butler University '18
Master of Professional Accounting: Butler University '19

Hometown: Seven Hills Ohio

What I like to do outside of work: I like to golf, work on my house and watch hockey. I am also expanding my family shortly so I'm sure these things will be interrupted. My wife and I are expecting our first (due date 8/30)!

What I look forward to by joining CFMA: I've slowly transitioned to Crowe's Real Estate and Construction vertical and really enjoy learning more about all things construction. Through the few events I've attended previously, I look forward to improving my network and continue learning more about the industry.

My favorite charity: It's a tie between – "Wigs for Kids" – an Ohio based company who provides wigs for children experiencing hair loss from cancer, fires, and other issues. I donated 13 inches back in 2016! And "Leukemia & Lymphoma Society" – my dad has Lymphoma and my family's been active participants in the light the night walk even before he had it!

Words that have inspired me: No matter where life take me – find me with a smile ☺





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]

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!](#)

General Member Communication:



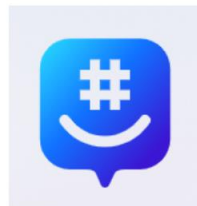
Attention!

CFMA Central Ohio
Chapter has a new
email address.

Please add us to your
contacts.

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:



Key Metrics for Success: Tools & Insights for Company Health & Efficiency

by: Neil Shah

From understanding compensation challenges to implementing robust business intelligence, construction companies must navigate a complex landscape to ensure success.

This issue of CFMA Building Profits explores key aspects of managing a construction business, including financial health, compensation challenges, and the critical interplay between work and money. And at the center of all of those is the construction financial professional!

Attracting & Retaining Talent

The construction industry faces unique compensation challenges in today's labor market. Issues such as rising labor costs, skilled labor shortages, and increased competition make it increasingly difficult to attract and retain talent.

Flexible compensation structures, comprehensive benefits packages, and an investment in employee development can help companies address these challenges. By staying informed about industry trends and adjusting compensation strategies accordingly, companies can maintain a competitive edge.

Measuring Key Metrics

Monitoring key financial metrics is essential for assessing a construction company's health. Keeping a close eye on these vital signs can help a company maintain financial health and operational efficiency.

Key metrics such as cash flow, profit margins, debt-to-equity ratio, and backlog provide insights into profitability, liquidity, and long-term viability.

Additionally, implementing project management software and financial reporting tools allow for real-time monitoring, enabling proactive interventions.

Investing in heavy equipment is a significant decision for construction executives, requiring data to make informed decisions. The Heavy Equipment Comparator (HEC), which was developed by CFMA and the Association of Equipment Management Professionals (AEMP) offers a comprehensive analysis comparing data across various equipment types.

CFMA's data-driven solutions, including the Construction Financial Benchmarker and HEC, can help you better understand your company's vital signs.

[Click here to learn more!](#)



**INSTITUTE OF CERTIFIED
CONSTRUCTION INDUSTRY
FINANCIAL PROFESSIONALS**



Step-by-Step Cash Flow Management

by: Thomas C. Schleifer PhD

Managing cash flow in the construction business is a complex task that takes professional financial skills, flexibility, and constant focus. The elements of cash flow are all variables that could go for you or against you at any given moment. Let's look at the fluid nature of each component of cash flow.

Step 1. Retained Earnings

This initial component relies on the forward planning prowess of the company's owner and the profitability of each job as the company rolls along from infancy to viability. But you can't retain earnings if you don't have any.

- The competitive nature of the low-bid acquisition system has caused net margins in construction to shrink dramatically over the past half century from a robust 10 to 15 percent down to the 3 or 4 percent that is typical today.
- Construction profit and loss accounting has become quite muddled by the indistinguishable financial complexity of multiple ongoing jobs. Without a five-year profit and loss history it is almost impossible to isolate the profitability of individual construction jobs and clearly identify accurate corporate earnings at any given moment in time.

- Most privately owned construction companies rarely retain the meager earnings they do generate. The tendency is to invest earnings into fixed assets like a corporate headquarters building or a yard full of expensive equipment.

[Click to learn more!](#)



Living Into Your Purpose & Passion

By: Chris Robinson

In September 2010, I was the Vice President of Operations for a large construction company in Dallas, TX. As I sat at my desk one morning, this thought crossed my mind: *What will I be doing in retirement, and how do I prepare for it?* This was a somewhat random but extremely significant question; random because it came from absolutely nowhere, as many thoughts do, but significant because it changed the course of my career and life.

I was raised with the understanding and expectation that I should follow a prescribed educational path, establish a career early in adulthood, and eventually retire to enjoy the fruits of my labor. Another belief I had was in the importance of service to others and giving back.

In my personal life and professional career, it has always been my goal to be a *servant leader*, as everyone needs support and encouragement. I found this to be true among all of the project teams I was honored to work with and also among the men of my community — a community that has been *my* source of support and encouragement for many years.

As I sat in my office on that September morning wrestling with this random thought about the future, I reflected on my past and the fortune bestowed upon me through all of those who had poured themselves into my life. I began a visioning process of how to pay this forward in my retirement years; no answers came in that moment, but I committed myself to be intentionally focused on what my future would look like and how I would position myself to serve others.

[Click here to read 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.

Buckeye Tree Identification Chart



Flowers



Tree



Leaf



Bark



Fruit

8 BillionTrees.com

Did you know??

Columbus is the capital of Ohio, which is also known as the “Buckeye State” after its official tree, the buckeye. These beautiful trees are found throughout the city, with their distinctive nuts serving as a symbol of Ohio pride.

Platinum Sponsors



Gold Sponsors



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