

CFMA Central Ohio May Newsletter

From: CFMA (centralohio@cfma.org)

To: joeyjay09@yahoo.com

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CFMA Central Ohio eNewsletter

Upcoming Events:

May 18-22- [CFMA National Conference- Grapevine, TX](#)

July 8- Golf Outing- Jefferson Country Club- Save the Date!

CFMA National Conference



May 18-22, 2024
Gaylord Texan Resort & Convention Center

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



**CFMA CENTRAL
GOLF OUTING**

18 HOLE SCRAMBLE

MONDAY JULY 8, 2024

SAVE THE DATE!



 **JEFFERSON COUNTRY CLUB**
7271 JEFFERSON MEADOWS DR
BLACKLICK, OH 43004



FOUNDER'S RECOGNITION

PROUDLY PRESENTED TO THE

CENTRAL OHIO CHAPTER


KEVIN FOLEY
CHAIR




NEIL SHAH
PRESIDENT & CEO

Congratulations

to the

Central Ohio Chapter

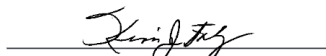
of the Construction Financial Management Association in

Celebrating 35 Years

of Supporting CFMA's Mission:

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





2023



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:



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:



Strategic Magic

by: [Thomas C. Schleifer PhD](#)

UConn is neither the biggest nor the most prestigious college in the Big East Conference, yet they have just won the national basketball championship for the second time in two years. What is perhaps even more remarkable is that this comparatively mid-size school has been to the Final Four 7 times and won the Championship 6 times - 1999, 2004, 2011, 2014, 2022, and 2023. Their players are certainly as good as the other top competitive schools like Kentucky, North Carolina, or Duke, but not measurably better. Their support system is robust but can't hold a candle to Kentucky or North Carolina or Duke, yet their basketball record is more than remarkable, it's unprecedented. What's the magic?

Strategy

UConn's head basketball coach, Dan Hurley, after winning back-to-back national championships was asked how his team planned to handle high scoring Zach Edey, Purdue's 7'4" giant center (the tallest player in Big Ten history). The coach revealed a *strategic* approach that resulted in UConn's 75 to 60 victory over the Purdue Boilermakers. UConn is March Madness champion for

the second year in a row not because they have the biggest or the best players, but because a sound team of players coupled with coach Hurley's unique *strategy* won the final game.

Hurley explained his strategy: *"You can't stop a giant like Edey. We figured we'd just have to let him play his game but stop all the other players around him from scoring. We didn't think we could win if we turned the game into a 'battle against the giant'. All Purdue's other opponents spent their energy trying to stop Edey. We set out to stop the rest of the team. It worked."*

"Strategy" is Not a Dirty Word

I have been preaching strategic planning for thirty years, but I have not been getting through. For the most part contractors who attend my seminars begin to roll their eyes and get up to go to the restroom whenever I use the word "strategic". These type A, hands-on leaders see strategic planning as abstract business theory because, in their experience, contracting cannot be planned long term but comes at them job by job with no two projects exactly alike. *Something like the competitive environment of a college basketball coach.*

[Click here to learn more!](#)



When Data becomes Information
by Thomas C. Schliefer PhD

UConn basketball coach Dan Hurley used *strategic* analysis to defeat Purdue in the national championship game. His example should clear up any confusion about the word "strategic". All analytical thought toward a well-defined objective is strategic thought. Everyone reading this message engages in strategic thinking at one time or another.

The Present

It may be helpful to remember that all thinking occurs in the present. We can think *about* the future, but we can't think *in* the future. Planning for the future is done in the present. Strategic planning (even though the word *planning* implies *future*) is a present moment, real-time activity about what to do in the present to affect desired outcomes in the future.

Data to Information

Coach Hurley needed *information* about the Purdue Boilermakers to develop UConn's strategic game plan. The score of one previous Purdue game is only a data point that would give him little insight into how to beat Purdue. Rather, coach Hurley would have spent endless hours analyzing game film of every game Purdue was in on their way to the championship game. The collective *data points* the coach would be able to glean from the game films would become the *information* he needed to formulate a strategy. His goal was to win the national championship. He guided his team to that outcome by collecting enough historic data about Purdue's competitive style to turn the data into information that then morphed into his victorious game plan. (*Plus, he was careful to wear his lucky hat.*)

Unconscious Planning

So, strategic planning is something you do every day. You constantly take in data regarding jobs underway, jobs proposed, and bids available. You monitor your cash flow, visit your trades people at the job site, and browse through the Dodge Reports. You take in seemingly unrelated data points and gradually they congeal into decisions.

- You instruct your estimators to bid a particular job.
- You tell your project manager to have a meeting with the teams on his job. They need guidance and encouragement.
- You have your CFO extend payment terms to manage cash flow
- You promote your best superintendent to project manager.

Decision making combines multiple data points into a body of information that enables you to make decisions for executing your (unconscious) strategic plan.

[Click to learn more!](#)



Reset and Grow

by: Elyssa Dixon

I just thought I was a stressed person — that always feeling a little stressed was normal; that taking multiple sick weeks a year due to burnout was to be expected when you were driven; and that letting go of my standards would mean I was letting go of myself and ultimately failing. It wasn't until 2018 that I started therapy because my heightened stress was impacting me both physically and mentally, and *this was something I could change*.

I studied environmental engineering for the reasons many go into engineering — I liked math and science and prioritized sustainability and conservation. I graduated with my BS in 2012 and started my first job at a large international firm. After five years, I decided to try a smaller local firm of about 40 people, which then led me to an even smaller local firm of two people.

As I experienced different jobs, including different types of companies and environmental engineering focuses from remediation to industrial stormwater to green stormwater infrastructure, I noticed that something still didn't feel quite right.

Mindfulness came into my life more formally at this time although I wasn't fully receptive to the concept yet. A therapist told me to try walking and eating slower and doing these things without multi-tasking; I thought that sounded inefficient. A year later, following life changes and regular therapy, I connected with a mindful eating coach and that's when my mindfulness practice began to change my life.

I left my last full-time engineering position in January 2020 to take a sabbatical to reset and reflect. I spent some time at home and traveling before my plans were interrupted as the world closed due to COVID-19. I journaled sitting outside in beautiful places in Hawaii, Costa Rica, and the Galapagos and had wonderful and inspiring conversations with new friends from around the world. At this point, I realized that I was ultimately *rediscovering myself*.

[Click here to read more of Elyssa's story](#)



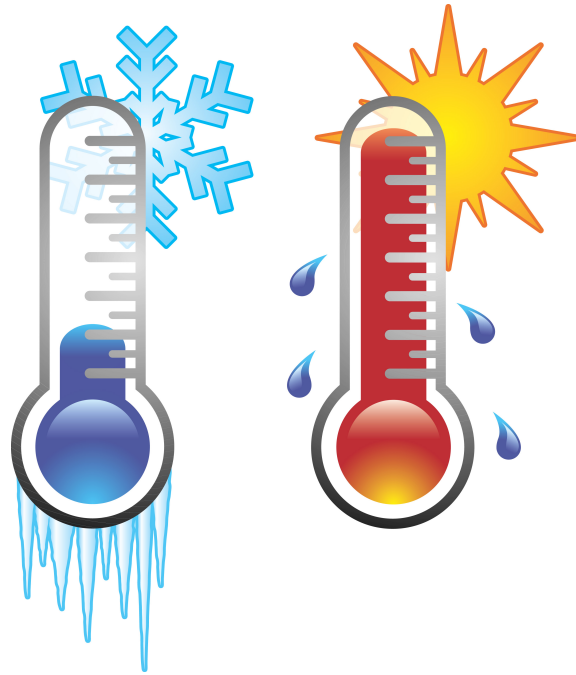
Central Ohio Chapter
Sponsorship Opportunities



	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.



Did you know??

The hottest day on record in Columbus was on July 14, 1936 when thermometers reached 107°. Conversely, the coldest day on record was on January 13, 1912 at -23°. Now that is a vast difference!

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Gold Sponsors





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