



## Upcoming Events

**January 18, 2024- 6-8pm  
CFMA Cincinnati Holiday Party!  
Maketewah Country Club  
[REGISTER HERE!](#)**

**January 31, 2024-  
Recruiting in Today's World  
with Presenter: Bill Bagley  
[REGISTER HERE!](#)**

**May 18-22, 2024-  
National CFMA Conference  
Grapevine, Texas  
(Save the Date)  
[For more information click here!](#)**



JOIN US FOR OUR

**CFMA  
CINCINNATI  
HOLIDAY  
PARTY**

**18** | AT 6:00 PM- 8:00 PM  
JANUARY | \$25 PER PERSON

**MAKETEWAH COUNTRY CLUB  
5401 READING ROAD  
CINCINNATI, OH 45237**

**APPETIZERS, DRINKS,  
AND MINIGOLF**

# REGISTER HERE!



CFMA CINCINNATI

## RECRUITING IN TODAY'S WORLD

**Wednesday, January 31, 2024**

- 11:00 am- 12:00 pm Lunch & Network
- 12:00 pm- 1:00pm Program
- \$20 Members/\$30 Non members

AssuredPartners

5905 E Galbraith Rd, Ste 5000

Cincinnati, OH 45236



# Construction Financial Management Association

## CINCINNATI CHAPTER

Since 1987

### Recruiting in Today's World



**Presenter:**  
Bill Bagley

**Description:**

How to Design a Strategy that Will Attract Top Talent to your Organization

**Learning Objectives:**

- Provide Specifics on how to Attract Talent
- Create a Recruiting Culture to Serve you into the Future
- How to Design a strategy that will attract top talent

**When/Where:**

Wednesday, January 31, 2024  
11:00am—12:00pm Lunch & Networking  
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AssuredPartners  
5905 E Galbraith Rd, Ste 5000  
Cincinnati, OH 45236

**Who Should Attend:** CFMA Members, Owners, CFOs, CEOs, Controllers

**Registration:**

**Cost = \$20 members \$30 nonmembers 1.CPE Credit.** Please register for this event online by visiting: <https://www.eventbrite.com/e/cfma-cincinnati-recruiting-in-todays-world-tickets-771606825787?aff=oddtcreator>

Contact Jill Claire [cincinnati@cfma.org](mailto:cincinnati@cfma.org) with questions.





# Construction Financial Management Association

## CINCINNATI CHAPTER

Since 1987

### Bill Bagley

Bill has more than 40 years of experience leading HR & Recruiting, HR Compliance, Career Development, and Partner Coaching efforts for business professionals throughout the United States. For 20 years he served as Regional HR & Recruiting Leader for Deloitte...retiring as a Firm Director. During his tenure, Deloitte was named, six times, to Fortune magazine's list of the 100 Best Companies to Work for in America. He recruited, trained, and mentored thousands of individuals during this time, and played a key role in designing and delivering a nationally-recognized leadership program aimed at preparing Senior Managers for admission to Deloitte's Partner ranks.

He currently consults with the leaders of various businesses on 'Human Capital Issues,' 'Leadership Topics,' 'Succession Planning,' 'Vision & Strategy,' and 'Business Development Initiatives.'

Bill began his professional business career with Coopers & Lybrand and following his 20-year tenure at Deloitte was HR and Recruiting Director for Barnes Dennig & Company for 8 years and a Business Advisor for VonLehman & Company for 4 years. He currently is back in private practice with his son, Scott Bagley, as CEO and Personal Advisor for Bagley Consulting.

Prior to his business career he spent 3 years as a Career Planning & Placement Director and Assistant Football Coach at Manchester College. Bill has designed and delivered numerous professional development programs. He has taught leadership concepts for Indiana University's Kelley School of Business, the MBA program at Xavier University's Williams College of Business, the University of Kentucky, Miami University, Ohio University, and the University of Cincinnati's Lindner Honors-PLUS Program.

Clients Bill has served: Deloitte; Viking Partners; KMK Law; VonLehman & Company; Cincinnati Financial; Taft Law; Barnes Dennig & Co.; USI; Northlich; LEC; The Matrix Companies; North American Properties; Mubea; Mueller Roofing; Intelligrated; Grote Enterprises; Foster & Motley; Bartlett Wealth Management; Crescent Park; Clarke Power Services; UGS; Fascor ...as well, he has presented at numerous leadership seminars.

He has authored three books: *Impact Interviewing*; *Why Accounting?*; *Navigating Toward Academic and Career Success* (endorsed by retired Pediatric Neurosurgeon, Dr. Ben Carson, Dr. Tony Alessandra, Platinum Rule Author, and Brian Tracy, Goals!).

Bill holds a Bachelor's Degree in History from Indiana University, and a Master's Degree in Higher Education from Ball State University. He is a veteran of the U.S. Air Force. He and his wife, Marla, have two sons and eleven grandchildren...and Springer Spaniel, Molly.

#### 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!**



**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.





## **Tax Planning Strategies That May Benefit Construction Companies**

**by: Mary Jo Pitzen**

Before you close your books for the year, review tax planning strategies that could benefit your construction company, and explore traditional tax planning strategies, tax credits and incentives, and alternative accounting methods.

When doing so, consider their implications on the entire company, shareholders, banking, bonding, and other stakeholders, both today and into the future.

### **Traditional Tax Planning Strategies Accelerating Prepaid Expenses**

Prepaid expenses generally sit on the balance sheet until incurred. A construction company could elect to make an accounting method change to deduct prepaid expenses in this year.

Equipment purchases are generally eligible for an accelerated tax write-off. In today's economy, equipment purchases usually need to be planned several months ahead of time.

In order to depreciate a new piece of equipment, it must be physically available for its intended use.

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](mailto:cincinnati@cfma.org)



INSTITUTE OF CERTIFIED  
CONSTRUCTION INDUSTRY  
FINANCIAL PROFESSIONALS

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## 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](#).

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## **Planting Seeds for the Future by Kevin Foley**

Fall is for planting. That's something I've often heard from landscapers and gardeners over the years. I've also heard it a lot from my wife who loves to garden. I've found it to be good for planting new trees in our yard and establishing bushes for the upcoming spring. But why talk about it here? I believe that fall is a great time for planting the seeds of what you and your companies want to do for the upcoming year.

In the pages of this *CFMA Building Profits* issue, you will find thoughts and suggestions that you can implement in your business and career to help your company grow or alert you to things for which you should prepare. This issue also has some economic data and forecasting that you and your companies should be considering as 2024 comes your way.

It's a very good time to prepare yourself for the new year.

Many of you are budgeting for the upcoming year and are faced with some uncertainty as to whether or not there is a recession on the horizon. Taking stock of your company's resources, pipeline, and currently available opportunities is a prudent exercise. We may not be able to predict the future, but we can certainly plan for it.

Having chosen "A Mountain of Opportunities" as the theme for the 2023 Annual Conference, I've become more cognizant of how planning for our future starts with identifying and looking at how to take advantage of the opportunities available to us.

Whether planning for good times or difficult ones, we can always make ourselves and our companies better. We must start with an understanding of where we've been, what we do

well, and what we struggle with; then, look at where we want to be (both aspirationally and realistically).

To read more [CLICK HERE!](#)

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





## Creating a Culture of Care Starts with You!

by Terri Olson

In July 2011, our family lost our oldest son, Tyler, when he took his own life. For many years I could barely say the word *suicide* — maybe *he took his own life* were the words that were the least painful.

Tyler was 25 years old when he passed from this earth. He was going to school and working part-time in the construction business. His death was a shock for all of us, including friends and family. Why would a brilliant, kind, caring, loyal, and loved person take their own life?

As a mother, I was devastated. As someone who works in construction, I was angry that the industry I love did not acknowledge the rising rates of suicide in construction. *For every 100,000 construction workers, 45.3 will end up committing suicide.* This is compared to the national average of 14.2, which means that a person working in construction is 3.5 times more likely to take their own life.

This is the question we all have: “Why is suicide so prevalent in our society and in the construction industry?” How could this happen? “He/she was doing great,” “I thought he/she would be okay,” or “No way, suicide?” Well, it can happen, and it can happen to just about anyone — in any stage in life, any profession, male or female, young or old, and at any time. Is this a mental illness crisis? What exactly is going on you might ask?



The love I have for the construction industry is why I share my story now. I find the universe gives us signs along our way. Every day, one of the signs I see of my son's incredibly meaningful life is the Christmas lights that he helped us put up before he died; almost 12 years later, they are still shining bright.

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](mailto:vwhitehead@cfma.org)



Did you know?

## Cincinnati is the "Capital of Cornhole"!

This city is famed for the popular backyard game of cornhole, which is played both professionally and recreationally all over the world. Locals in the area gave rise to the American Cornhole Organization in 2005. As the temperature drops, think of warmer days and Cornhole games!

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Our contact information is:

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