

Fw: CFMA Central Ohio April Newsletter

From: Joey Jay (joeyjay09@yahoo.com)

To: centralohio@cfma.org

Date: Thursday, April 18, 2024 at 03:27 PM EDT

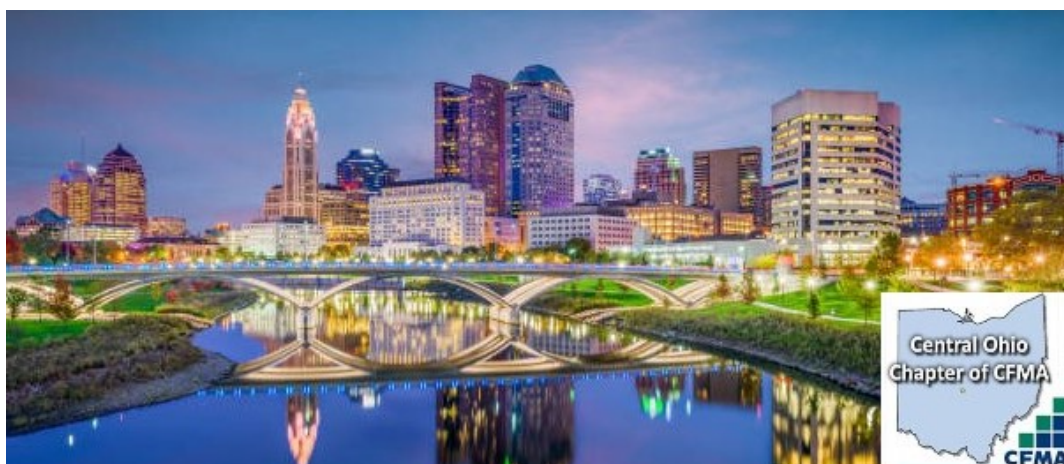
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From: CFMA <centralohio@cfma.org>

To: "joeyjay09@yahoo.com" <joeyjay09@yahoo.com>

Sent: Thursday, April 18, 2024 at 03:26:57 PM EDT

Subject: CFMA Central Ohio April Newsletter



CFMA Central Ohio eNewsletter

Upcoming Events:

May 7- Site Tour & Happy Hour

May 18-22- CFMA National Conference- Grapevine, TX

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

CFMA CENTRAL OHIO SITE TOUR & HAPPY HOUR



Date: Tuesday, May 7th, 2024

Host: Continental Building Company

Location: UA Community Center + Kingsdale Mixed - Use Project

Start Time: 3:30 PM

Post Tour Happy Hour at Old Bag of Nails

For more information about Continental Building visit:
<https://www.builtbycontinental.com/>

For more information about Community Center visit:
<https://communitycenter.upperarlingtonoh.gov/>



Register for the 5/7 event here!

CFMA National Conference



Save the Date!
May 18-22, 2024
Gaylord Texan Resort & Convention Center
Grapevine, Texas

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

A promotional graphic for a golf outing. The background is a close-up of a white golf ball on a green lawn. A large green semi-circle is on the left side, containing white text. In the top right corner, there is a CFMA logo consisting of a grid of blue and green squares. In the bottom right corner, there is a location pin icon and text for Jefferson Country Club.

**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

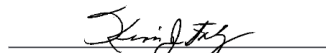
of the Construction Financial Management Association in

Celebrating 35 Years

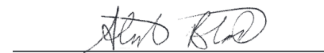
of Supporting CFMA's Mission:

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:



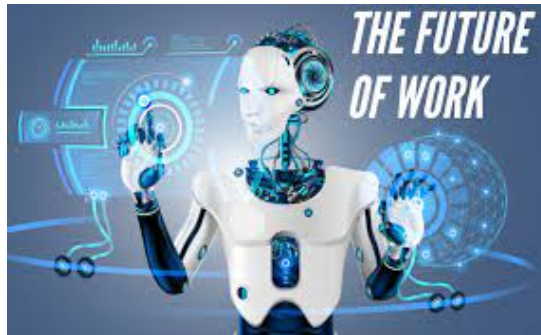
To help lift our General Members, we are excited to announce the creation of a private chat group exclusively for General Members. We believe this will provide a dedicated space for meaningful conversations, idea sharing, and collaboration.

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:



Connecting the Dots: AI & the future of Construction

by: [Dr. Heather Moore](#), [Dr. Perry Daneshgari](#)

Artificial intelligence (AI) is a friend — not an enemy. For now, it can't exist without data and information created by humans, as the taxonomy of human learning, creation, and wisdom is based on the human intelligence learning sequence. In a follow up to the November/December 2023 article that laid out how AI will impact construction,¹ this article expands on how AI is created.

“Transforming Construction: AI’s Role in Building the Future” discussed the future of AI as it pertains to the construction industry and dismissed fears of AI taking the place of human workers.² As explained in previous articles such as “Founder’s Transition: The Time Is Now,” both AI and Agile Intelligence™ need to be developed upon good, accurate data and information, collected about and by people.³

But the question, then, is *how* to develop the wisdom necessary to feed into AI — that is, how do you teach and transfer tacit knowledge to people in preparation for transference to processes, procedures, and, eventually, AI? To offer answers to this question, this article dives into the taxonomy of learning and the taxonomy of creation, as developed by Dr. Perry.

The Foundation for Learning & Creation Exposure

The taxonomy of learning and the taxonomy of creation start from exposure, which ultimately differs from Bloom’s taxonomy of learning, which begins with remembering (recall, define, duplicate, memorize).⁴

While Bloom's taxonomy applies well in a classroom environment, it does not account for the ability to learn through exploration and observation. It lacks the assumption of preexisting biases toward different types of information and focuses on the idea of learning as is most often found in children — learning about a completely new topic of which there has been no exposure.

For example, in learning to make an apple pie, Bloom's taxonomy begins at teaching what an apple is and what the different types of apples are. It does not account for the knowledge of a worker from an apple orchard. Someone with more experience is going to have different goals for their learning than someone with no experience.

[Click here to learn more!](#)



INSTITUTE OF CERTIFIED
CONSTRUCTION INDUSTRY
FINANCIAL PROFESSIONALS



Dominoes

by Thomas C. Schliefer PhD

A successful contractor recently told me: "I find that running a contracting company is like playing with Dominoes. In this business, one thing just leads to another. Oh, we try to plan for the future but then reality rears its ugly head, and we start reacting rather than 'pro'-acting. You've got to be

quick on your feet. If you can't move like a cat, this business will steamroll you into the poor house. You just have to let the dominoes fall and follow them to the finish. That's the contracting business."

Dominoes

Contracting is like Dominoes. Not a bad analogy.

- When weather delays the site work, the footings can't proceed.
- The iron workers are waiting on the footing anchor bolts.
- The block has been delivered but the masons can't start until the weather lets up.
- The carpenters are waiting for the concrete finishers to pour the floor slab
- One thing leads to another.
- The dominoes fall one after the other in a prescribed pattern.

There isn't enough room to extend the analogy in this limited space. You all know where this is going. The point is that if you look no further, you might conclude that contracting is just a random series of unrelated events. Weather, material cost inflation, labor shortages, accidents on the job, equipment breakdowns, delivery delays, and a host of other unforeseen factors slow the work and increase costs. Many contractors believe: *They can only nudge the odds in their favor. The construction team must learn to bob and weave their way through each project and a successful outcome is ultimately determined by fate and luck.*

[Click to learn more!](#)





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.

For those of us who have experienced a loss from suicide, we often use words like “mental health challenge,” “personal wellbeing,” or in the case of work-related terminology “worker wellbeing.” Just because you are dealing with work and personal stress — maybe occasional drinking or having a really down or depressed time in your life — does not make you mentally ill (in my opinion).

If you know someone who has a substance abuse issue or is being professionally treated, that takes on a whole other level of support and help. The key here is *paying attention* to yourself, a loved one, a personal friend, associate, or anyone that is experiencing a challenge in their life.

[Click here to learn 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.



Legendary skater Tony Hawk visits the skate park designed by his father in Columbus. | Photo by Kevin Staab via Facebook

Did you know???

Legendary skater **Tony Hawk** has roots back to Columbus as his father, **Frank Hawk**, designed the skate park in **Dodge Park** in the 1990s.

Platinum Sponsors



Gold Sponsors





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