

FMA Central Ohio June Newsletter

Central Ohio Chapter <centralohio@cfma.org>

Sat 6/15/2024 6:29 PM



CFMA Central Ohio eNewsletter

Upcoming Events:

July 8- Golf Outing- Jefferson Country Club-



2024 Central Ohio Golf Outing

18 Hole Scramble



JEFFERSON COUNTRY CLUB

7271 Jefferson Meadows Dr, Blacklick, OH 43004

MONDAY July 8, 2024

Registration 10:00 am • Shotgun Start 11:30 am

Early Bird Pricing

Deadline June 14th

- Foursome \$175 / person
- Golf and dinner \$200 / person
- Golf only \$150 / person
- Dinner only \$70 / person

Regular Pricing

June 15th - July 3rd

- \$200 / person
- \$200 / person
- \$150 / person
- \$80 / person

Registration Deadline Wednesday, July 3rd

Registration includes boxed lunch, banquet dinner, two drink tickets, sleeve of golf balls, and raffle prizes.

[Register](#)

All proceeds from our event go to the CFMA Central Ohio Scholarship Fund established for students at local high schools and colleges. Proceeds also fund member costs for CFMA national events.

Sponsor Levels



PRIZE TABLE SPONSOR (10)

\$300

Company logo displayed on prize table

MARKETING AT THE TEE

\$300

Exclusive hole with your choice of contest at tee such as closest to the pin or longest drive. Can set up table and chairs to have a marketing representative meet and greet at the hole.

SIGN IN TABLE SPONSOR

\$300

Company logo displayed on sign in table

TEE SPONSOR

\$100

Company logo at tee

Thank you to our 2023-2024 Chapter Sponsors

Platinum Sponsors

The logo for CNA SURETY, with "CNA" in red and "SURETY" in grey.

The logo for Crowe, featuring a stylized orange and yellow triangle above the word "Crowe" in a grey sans-serif font.

The logo for Fifth Third Bank, featuring a blue square with a white "5/3" inside, followed by the words "FIFTH THIRD BANK" in a blue sans-serif font.

The logo for Overmyer Hall Associates, with "OVERMYER HALL" in orange and "ASSOCIATES" in grey, with "Insurance & Surety Bonds" in smaller text below.

The logo for HUB, featuring a blue circle with a white "H" inside, followed by the word "HUB" in a blue sans-serif font.

The logo for plante moran, with "plante" in a grey sans-serif font and "moran" in a blue script font below it.

The logo for porterwright, with "porterwright" in a red and black sans-serif font, and "PORTER WRIGHT MORRIS & ARTHUR LLP" in smaller text below.

Gold Sponsors

The logo for Corpay, with "Corpay" in a grey sans-serif font and a red triangle above the "y".

The logo for HYLANT, featuring a stylized green and blue graphic of three vertical bars of varying heights, followed by the word "HYLANT" in a blue sans-serif font.

The logo for Leavitt Group, featuring a stylized blue and grey graphic of three vertical bars of varying heights, followed by the words "Leavitt Group" in a blue sans-serif font.



**YOUR SUPPORT OF CFMA CENTRAL'S GOLF OUTING BENEFITS THE
OHIO CONSTRUCTION ACADEMY**



Register for the Golf Outing
here!



FOUNDER'S RECOGNITION

PROUDLY PRESENTED TO THE

CENTRAL OHIO CHAPTER


KEVIN FOLEY
CHAIR




NEIL SHAH
PRESIDENT & CEO

Congratulations

to the

Central Ohio Chapter

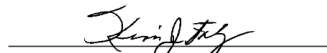
of the Construction Financial Management Association in

Celebrating 35 Years

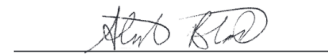
of Supporting CFMA's Mission:

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:



The Components of Contractor Value

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

The *value* of a construction company is its ability to make money. This ability is made up of three components:

1. Managerial Maturity
2. Financial Capacity
3. Market Position

Managerial Maturity

By "mature management" I mean a team of experienced managers at the head of each department with a collective successful track record for producing a company's specialty projects on time and for a profit. This mature team includes a CEO who knows how to run a business as well as to build out a project.

Financial Capacity

-The construction industry is a service industry. It does not build and own construction projects that it subsequently sells to its customers. Rather, it provides its customers with construction expertise. It sells them a service in the same way McKinsey & Company sells consulting services to its clients.

-Service providers do not run out of money. They are paid in advance with a hefty deposit and paid along the way in advance for the services they provide.

-Construction contractors, however, who are also service providers frequently run out of money and go out of business. Why does this happen? Because contractors have been maneuvered into financing their *client's* assets. This financing of the client's assets is still the standard in the industry and causes countless contractors to run out of money and suddenly fail.

-But whether we like it or not, this is the current environment in which we do business, so we must make sure we have the *capacity* to finance sometimes large and complex projects that can run into tens of millions of dollars.

-The *financial capacity* of a contractor is made up of the working capital on their balance sheet, the size of their working capital line of credit still available at the bank, and the capacity their bonding company is willing to provide.

[Click here to learn more!](#)



The Keys to Leveraging Tech for Profitability in Construction

by Kurt Bangert

If you are a contractor reading this, then technology is undoubtedly an integral part of your business operations. The technology in reference is primarily core applications that you rely on for decisions, compliance, and operations, but these same traits apply to any of the technology you deploy.

Throughout the 40 years I have been in the construction software industry, I've witnessed numerous instances where certain companies yield significantly higher returns from identical tech compared to others.

So, what drives this differential? If you are interested in maximizing the return on investment (ROI) on your investments in software, read on.

Traits of High ROI Achievers

This list is in no particular order, but the high achievers exhibit many or all these traits:

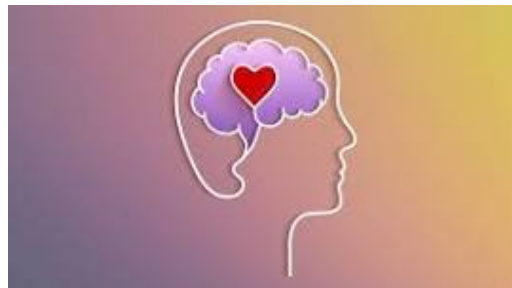
They Understand That the Right Software Is Not a Luxury

These companies recognize that having the right software is not just a luxury. When they notice a decline in productivity, they transition from generic solutions like QuickBooks, MS Dynamics, and spreadsheets to specialized construction software. The right software increases speed, offers more and accurate data, cuts down on overhead costs, and prevents expensive mistakes.

They also understand when legacy construction-specific solutions have reached the peak of their development and [new platforms are available](#). A current example of this is the move from Windows-/PC-based software to cloud-native systems (especially in the enterprise resource planning arena).

A historical example is the move from PC/DOS systems to the Windows/PC environment. These significant platform shifts always bring multiplied ROI even when the legacy platform is still “working.”

[Click to learn more!](#)



Innovative Design Strategies Promoting Physical & Mental Wellbeing

By: Cal Beyer, Nicholas J. Maletta

Whether it's a fluctuating economy, an evolving style trend, or a shifting mindset, the architecture, engineering, and construction (A/E/C) community responds and adapts to change without delay.

Now, this community is leading a transformative movement for the wellbeing of large workforces and communities.

Promoting Physical & Mental Wellbeing Through Design

One of the most significant and enduring “silver linings” resulting from COVID-19 may be that mental health and wellbeing have become top of mind for many companies and industries.

However, even *before* COVID-19, a subtle yet significant shift to promote physical and mental wellbeing was already underway in the global real estate development market.

What is this shift? Owners and developers are increasingly incorporating and designing features into the built environment where people live, work, and play. A major impetus for this shift in momentum is the increasing amount of time people spend inside buildings, which is now estimated to be approximately 90%.¹

Examples of design features that promote wellbeing include, but are not limited to:

- Increased natural lighting and decreased glare
- Enhancements to fresh air ventilation and exhaust
 - Larger windows to provide clear views
 - Open stairwells to encourage walking
- Features to enhance safety (such as interior and exterior motion activated lighting fixtures) and equity (such as multi-lingual informational signage)
 - Indoor and outdoor break rooms, including open-air patios or rooftops
 - Biophilia,² waterfall structures, and other forms of bringing nature indoors
 - Adjoining or adjacent exercise areas, including walking trails and pet parks
 - Access to healthy food in a building or local community complex
- Integrating mass transportation, carpooling, or bicycle sharing for employees

[Click here to read more](#)



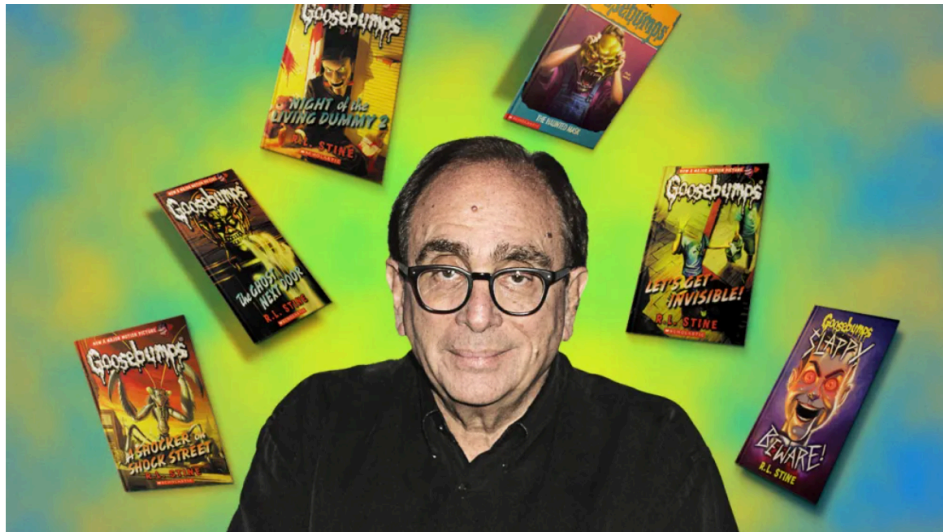
Central Ohio Chapter
Sponsorship Opportunities



	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.



R.L. Stine THR ILLUSTRATION / LAURA CAVANAUGH/GETTY IMAGES

Did you know??
Columbus, Ohio was the birthplace of R.L. Stine who wrote many children's books include the best seller series: "Goosebumps"!

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