

## CFMA Central Ohio December Newsletter

---

**From** CFMA Central Ohio <admin@centralohiocfma.org>  
via mailchimpapp.net

**Date** Mon 12/16/2024 3:01 PM

**To** Admin <admin@centralohiocfma.org>



## CFMA Central Ohio eNewsletter

---

### Upcoming Events:

January 21, 2025 - Succession Planning

January 23, 2025 - NW Ohio CFMA Economic Update

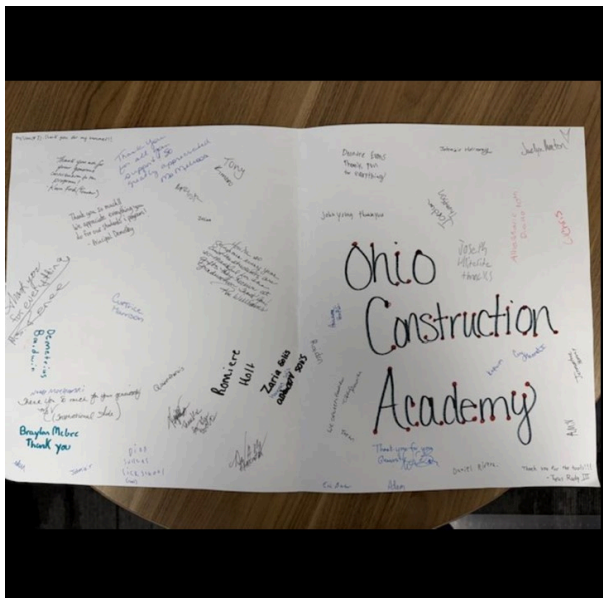
February 18, 2025 - Economic Update w/ Scott Colbert

March 12, 2025 - Save the Date - Ohio Construction Conference

March 18, 2025 - Cyber Security Panel

April 15, 2025 - Key KPI's in Construction

July 14, 2025 - Save the Date - Golf Outing







\$8,500 from the CFMA Central 2024 Golf Outing was donated to OCA!

OCA's mission is to provide high school students an innovative education opportunity to explore construction related careers through an excellent foundation in academics, and rigorous, contextual, hands-on curriculum.

---

Register here for January's Event!



Tuesday -- 11:30 am- 1 pm



Fawcett 2400 Olentangy River Rd,  
Columbus, OH 43210



# ECONOMIC UPDATE

Speaker:  
Scott Colbert  
*With* Commerce Bank

## Feb. 18

Tuesday -- 11:30 am- 1 pm

Fawcett 2400 Olentangy River Rd,  
Columbus, OH 43210



A poster for a Cyber Security Panel. The background is dark with a grid pattern and glowing blue and green elements. A hand is shown holding a smartphone. A shield with a padlock is visible, surrounded by binary code and icons like a mail envelope and a person. The text is in a bold, sans-serif font.

**CYBER SECURITY**  
**HOW IT ALL WORKS**  
**PANEL**

**March 18**  
**Speaker: TBD**

 **Tuesday -- 11:30 am- 1 pm**

 **Fawcett 2400 Olentangy River Rd,  
Columbus, OH 43210**

**CFMA**

A 'Save the Date' poster for the Ohio Construction Conference. The background is a blue-tinted image of a large construction site with cranes and building structures. The text is white and centered.

**Ohio**  
Construction Conference

**Save the Date!**  
**March 12, 2025**  
**7AM – 5 PM**  
**The Ohio Union**

[www.bx.org/ohio-construction-conference.php](http://www.bx.org/ohio-construction-conference.php)



For information, contact:  
Deb Murphy, Conference Director  
dmurphy@bx.org | (614) 486-9521, x215


APRIL 15

**KEY** KPI's in  
**Construction**

DATA DRIVEN  
DECISIONS

Speakers: Bob Tinglestad  
& Jilson Rodgers  
*With* Plant Moran

**I**  Tuesday 11:30 am- 1 pm  
 Fawcett 2400  
Olentangy River Rd,  
Columbus, OH 43210



---

---

**CFMA CENTRAL  
GOLF OUTING**

18 HOLE SCRAMBLE  
MONDAY JULY 14, 2025  
SAVE THE DATE!





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

---





# CHAIR'S EXCELLENCE

PROUDLY PRESENTED TO THE

## CENTRAL OHIO CHAPTER

*Caryl Coronis*  
CARYL CORONIS  
CHAIR



*Neil Shah*  
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*



*John Kelly*

2023

*Neil Shah*

## 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](mailto: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:



## Executing a Strategic Plan

by: Thomas C. Schleifer PhD

Entrepreneurs all have a goal in mind, but in the frantic world of the construction business founders often forget where they're headed. For construction professionals the goal is usually in the form of developing their company in the image of a contractor they are trying to emulate like a successful competitor or a dominating regional firm they believe is doing everything right. Turning this mental image of success into a concrete achievable goal is the purpose of *strategic planning*.

### Conceiving

The successful competitor or dominating regional firm is at first a vague model in the mind of the construction professional. To lead his/her fledgling company on a path that emulates the successful company's accomplishments, construction professionals must convert wishful thinking into more concrete objectives. The process of transforming vague images into actionable metrics is called *modeling*.

### Modeling

A company isn't just an entity that sells goods. It's an ecosystem that must have a plan on who to sell to, what to sell, what to charge, and how it will make a profit. The model describes the specific way in which the business conducts itself, spends money, and earns money. The process of business modeling a construction organization is also called *business model innovation* and forms the basis of your *strategic plan*.

[Click here to learn more!](#)

---





INSTITUTE OF CERTIFIED  
CONSTRUCTION INDUSTRY  
FINANCIAL PROFESSIONALS



## **Maximizing Efficiency: The Role of Technology in Enhancing Construction Industry Outcomes**

**by: Adam Hanel**

The construction industry is experiencing a pivotal moment in digital transformation, facing persistent challenges threatening efficiency and growth. From navigating economic volatility and fluctuating material costs to labor shortages and productivity issues, construction executives are looking to technology as a motivating force for maintaining a competitive edge and solving challenges.

Based on the needs and goals of the construction industry, here are the key areas of focus to improve performance:

### **Data Collection & Management**

Poor data management and utilization can contribute to significant project inefficiencies and budget overruns. Proper data handling has the potential to address these issues, streamline operations, and enhance decision-making processes.

Despite recognizing the value of data, many construction entities still rely on paper records or non-digital processes in their workflows. Without a single source of truth, making informed decisions in a timely manner is nearly impossible.

Data collection is also crucial for organizations focused on sustainability efforts. The Global Alliance for Buildings and Construction[DP2] reports that construction accounts for about 10% of total greenhouse gas emissions. Strategic and growth-minded construction leaders are reacting by tracking — or planning to start tracking — carbon emissions on their projects within the next 12 months.

### **Cybersecurity & Risk Mitigation**

A top challenge toward digital transformation within construction is overcoming concerns around data security. It's a double-edged sword — companies must become more digital to stay ahead of the competition, but more data and information hosted online increases risk. Balancing innovation with safety can be challenging.

### **Entrepreneurs**

Contractors begin as entrepreneurs. Entrepreneurs generally set out to turn random opportunities into viable organizations that create value. It is our mission to assist construction professionals to develop their own approaches, guidelines, and skills for evolving from optimistic entrepreneurs into professional business managers. The path from entrepreneur to manager has been well trodden by successful contractors who have established construction as one of the most significant industries of the 20th century. Their *well-trodden* path follows these five steps:

1. Start by identifying potentially valuable opportunities.
2. Obtain the resources necessary to pursue that opportunity and to create an entrepreneurial organization.
3. Manage the entrepreneurial organization once it has been established.
4. Grow the business into a sustainable enterprise.
5. Create and harvest value for the organization's stakeholders.

### **Managers**

Contractors know how to build things. If they didn't, they wouldn't take the first step into the business. Construction industry media primarily focuses their attention on our production, on the latest in building technology and efficiency, on safety, and quality control. Unfortunately, less time or space is spent on the business management skills it takes to transform an entrepreneurial start-up into a sustainable enterprise that creates value for its stakeholders.

**[Click to learn more!](#)**





## Supporting Mental Health & Suicide Prevention

By: Nicolle Taylor-Sheafor

For those of us in the construction industry, it is no secret that the industry has a significantly high rate of suicide. There are unique challenges that those in construction face that place an enormous amount of pressure on employees. Employees face long hours in high pressure and dangerous situations alongside a significant amount of travel.

The industry is slowly changing year by year to improve awareness and destigmatize the topic of mental health. In honor of Suicide Prevention Month, we have asked some of our fellow CFMA members to share what their companies do to support mental health and how it's impacted their workforce.

### **Tim Bosley, President, Bosely Electric Company**

“Unlike physical health, which is typically easier to diagnose and even visible to the untrained eye, mental health struggles can often go unnoticed and be difficult to diagnose even by the trained eye of a mental health professional. Due to being diagnosed more or perhaps because of differing environments to yesteryear or other factors altogether unknown, mental illness to varying degrees seems to be more and more prevalent amongst our population.

“With that increasing prevalence, we, as employers, must become more and more aware of the signs of the possible deteriorating mental health of our employees and co-workers. As a company, we try to check in regularly with all of our employees, be mindful of any changes in behavior and/or attitude, and be sensitive to people’s needs and feelings, all the while striving to create an environment that is supportive, understanding and non-judgmental.

[Click here to read more](#)

---



## Central Ohio Chapter Sponsorship Opportunities



	Platinum \$3,000 (Only 8 Available)	Gold \$1,500 (Unlimited)
Chapter Website (cenohio.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"> <li>➤ Prominent signage at each luncheon</li> <li>➤ Verbal mention at beginning of each luncheon</li> <li>➤ 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</li> <li>➤ Two (2) complimentary admissions<sup>1</sup> to each program (\$700 value<sup>2</sup>)</li> <li>➤ Table space made available for sponsor's marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>➤ Prominent signage at each luncheon</li> <li>➤ Verbal mention at beginning of each luncheon</li> <li>➤ Two (2) complimentary admissions<sup>1</sup> to each program (\$700 value<sup>2</sup>)</li> <li>➤ Table space made available for sponsor's marketing materials</li> </ul>
Events (social, educational, other)	<ul style="list-style-type: none"> <li>➤ Prominent signage at each event</li> <li>➤ Verbal mention at beginning of each event</li> </ul>	<ul style="list-style-type: none"> <li>➤ Prominent signage at each event</li> <li>➤ Verbal mention at beginning of each event</li> </ul>
Golf Outing  to support the Ohio Construction Academy	<ul style="list-style-type: none"> <li>➤ Name and logo on flyer</li> <li>➤ Name on email promotions</li> <li>➤ Name on sponsor board</li> <li>➤ Verbal and visual recognition at dinner</li> <li>➤ Four (4) complimentary admissions to golf and dinner (\$800 value<sup>3</sup>)</li> <li>➤ One hole sponsorship (\$100 value) with sign, table and chairs, if desired</li> </ul>	
Included Value	\$1,600 (53% of contribution)	\$700 (47% of contribution)

1 The total Program Admissions allotted can be used at your discretion throughout the fiscal year 9/1/24-8/31/25.

2 Admission price is based on non-member rate of \$50/person.

3 Admission price is based on regular (non-early bird) pricing of \$200/person.





## Did you know??

A few businessmen from the town of Franklinton offered the state government a free parcel of twenty acres on which to build. The legislature chose that site in 1812, and construction began. In 1816, on those centrally located acres, Columbus was officially incorporated.

---

### Platinum Sponsors



### Gold Sponsors





---

This email was sent to [Admin@centralohiocfma.org](mailto:Admin@centralohiocfma.org)  
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)  
CFMA Central Ohio · 1288 Research Rd · Gahanna, OH 43230-6625 · USA

