



Upcoming Events:

- February 17: LinkedIn with Michelle Hummel
- March 17: CFMA Cyber-Security with Joe Harper
- April 21: Site Visit & Happy Hour Event
- May 14: CFMA National Conference
- May 24: Golf Outing



Learn How to Build Relationships Using LinkedIn

Presenter:

Michelle Hummel, CEO, Web Strategy Plus

Description:

Learn how to build relationships using LinkedIn. demonstrate thought leadership, make quality connections, engage and build trust among your peers. How individuals can maximize their personal profile (and encourage them/show how to link to chapter's LI). How member companies can cross-post with our chapter LI profile.

Learning Objectives:

- How to optimize your personal LinkedIn profile for success
 - How to engage on LI to build quality relationships
- Advanced LI marketing strategies to foster thought leadership

When:

February 17, 2022
11:30-12:00 Network and lunch
12:00-1:00 Presentation

Where:

AssuredPartners
5905 East Galbraith Road, #5000, Cincinnati, OH 45236

Who:

CFMA Members and their marketing managers

CPE Credit:

The presentation will count for 1 CPE Credit

Registration:

<https://www.eventbrite.com/e/259186502807>

Please register for this event online with the link above.

\$25 for CFMA members and \$35 non-members

Contact Jill Claire cincinnati@cfma.org with questions.

Board Nominations

Our chapter will be adding new board members for the April 2022-2024 term. We invite you to submit your name as a candidate! This is an opportunity to serve your profession and develop meaningful relationships with fellow board members. Please submit your [nomination form](#) by Feb. 28, 2022. Thanks so much for your willingness to serve!

Join a committee

Education Committee is looking for volunteers. If you are interested please reach out to the [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.



3 Signs It's Time to Invest in Better Construction Data

Content sponsored by Prophix

Construction data is all the information about your construction business and the projects you work on. It includes statistics about site workers and their skillsets, the amount of money you've made doing your work, your safety and compliance records, and any other tidbits about your company's daily operations. Following are some clear signs that it's time to invest in better data for your construction company.

- 1) You Feel Like You're Micromanaging Your Workforce .
- 2) You're constantly over budget and behind schedule.
- 3) You feel like you're guessing when you bid

What You Can Do to Get Better Data

Far from being the technology laggard it's been in the past, the construction industry has woken up to the world of digital tools that put real-time information into the hands of decision-makers. Paper data makes collaboration difficult, while spread sheets are time-consuming, error-prone, and lack basic security measures. Get more confidence in your decision making with Prophix, a data solution that illuminates possibilities by tying together past performance and real-time tracking.

Click the link below to read the article.

<https://cenohio.cfma.org/articles/3-signs-its-time-to-invest-in-better-construction-data>



CHAIRMAN'S EXCELLENCE

PROUDLY PRESENTED TO THE

GREATER CINCINNATI CHAPTER

A handwritten signature in cursive script, reading "Pamela Hepburn".

PAMELA HEPBURN, CCIFF
CHAIRMAN



A handwritten signature in cursive script, reading "Stuart Binstock".

STUART BINSTOCK
PRESIDENT & CEO



INSTITUTE OF CERTIFIED
CONSTRUCTION INDUSTRY
FINANCIAL PROFESSIONALS

Make the Most of this Time

Career-driven professionals are making the most of this challenging time, sharpening their skills and taking charge of their future. Now is a great time to earn your CCIFP (Certified Construction Industry Financial Professional) to position yourself for new

career opportunities, higher earning potential and greater credibility. ICCIFP released the newest version of the CCIFP exam in January. This exam reflects the most up-to-date practices in construction financial management and ASC-606. You can be one of the first to upgrade your skills to the newest standard. Talk to for more information or register today at iccifp.org. Start your journey now to become a CCIFP.



Screening for Mental Health Conditions & Substance Misuse

Just like we screen for blood pressure, cholesterol, and body mass index, we can also screen for things like depression, anxiety, and alcohol misuse. Self-screening often provides important early identification for employees who are struggling and wondering "How bad is it?" As with most public health problems, early detection of mental disorders is critical to obtaining the best prognosis and subsequent treatment. For more information on 10 Action Steps companies can take to save lives please visit:

<https://preventconstructionsuicide.starchapter.com/images/downloads/constsuicprev10actionsteps.pdf>

Coffee with the President

We have exciting new content that will be added monthly to our website and social media pages.

Coffee with the President will feature our chapter President, Kerri Richardson, doing interviews with members of CFMA Cincinnati, sponsors of events or providing updates on the latest from CFMA National.

[John Meibers](#)

[Cal Beyer](#)

[Dani Watkins](#)

[Abe Woolfolk](#)

[2021 Buckeye recap](#)

More episodes coming soon...



Cincinnati Bengals are Super Bowl Bound!

For the Bengals Super Bowl LVI will be the team's third appearance in the NFL's title game and the first since 1989. The Bengals previously played in Super Bowls XVI in 1982 and XXIII in 1989, both times against the San Francisco 49ers.

Who Dey!

Bengals fans, and opponents, have heard the chant for over 40 years cascading from the stands of Riverfront Stadium and Paul Brown Stadium. The chant is a staple on game day with fans shouting after singing “Bengals Grow!” after a touchdown, and the mascot, appropriately named Who Dey, is running along the sidelines.



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