



You're Invited!

...to the Sweetest Place on Earth!

For the 11th Annual CFMA

Mid-Atlantic Regional Conference

Sunday & Monday Sept. 28 & 29, 2014

At The Hotel Hershey

Hershey, PA



CONSTRUCTION FINANCIAL
MANAGEMENT ASSOCIATION

Helping You Build a Better Bottom Line

The Mid Atlantic Chapters of CFMA welcome all members, industry peers, and exhibitors to attend the 11th Annual Mid Atlantic Regional Conference Sunday & Monday Sept. 28 & 29, 2014

Hotel Hershey
100 Hotel Road, Hershey, PA 17033
Phone: (717) 533-2171

Participating CFMA Chapters: Central Pennsylvania, Central Virginia, Greater Berks-Lehigh Valley, Greater Pittsburgh, Philadelphia, South Jersey, Washington DC

Thank you to our title Sponsor...



10 reasons Why you don't want to miss this event !

1. Earn 8 CPE Credits!
2. Ground Breaking Presentations from Industry Leaders
3. 3 Educational Sessions
4. 1 Outstanding Keynote Speaker
5. CCIFP Exam - Earn your certification!
6. Exceptional Networking Opportunities
7. Discounted Activity Packages including:
 - § Hershey Park/Zoo America/The Boardwalk
 - § Golf at the Prestigious Hershey Country Club West Course
8. An Extraordinary Learning Opportunity !
9. THE Best Value For Your Budget !
10. A Guaranteed Memorable Experience !



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: www.learningmarket.org.

Program Agenda for Sunday 9/28/14:

Sunday Activities

8:30am	-	1:00pm	CCIFP Exam <i>*Sponsored by Murray Securus</i>
1:00pm	-	4:00pm	Offsite Activities – Hershey Park & Zoo America or Hershey Golf
6:00pm	-	7:00pm	Networking Reception & Cocktail Hour – Blue Mountain Foyer at the Harvest Restaurant <i>*Sponsored by Corporate & Endowment Solutions</i>
7:00pm	-	9:00pm	Dinner – Blue Mountain Room at the Harvest Restaurant <i>*Sponsored by Corporate & Endowment Solutions</i>



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Program Agenda - Monday 9/29/14

<u>Monday Program</u>				<u>CPE Credits</u>
7:00am	-	8:00am	Breakfast and Exhibitors - Fountain Lobby	
8:00am	-	8:15am	Welcome & Announcements - Castilian Room from Denita Schreier, CCIFP/CFO at WDS Construction, Inc.	
8:15am	-	9:45am	Key Note Speaker Mark Parrott, CEO/CM+AA at CEO Six - "Mega Trends and the Next Economy"	3
9:45am	-	10:00am	AM Break - Mezzanine	
10:00am	-	11:00am	Key Note Speaker Mark Parrott (continued)	
11:00am	-	11:50am	Educational Session No.1: Health Captive: Employee Benefit Group Captive for the Construction Industry. Presented by: Andrew Clayton, President at Pareto Captive Services	1
11:50am	-	12:50pm	Lunch - Fountain Lobby	
12:50pm	-	2:30pm	Educational Session No.2 - Ethics in Construction. Presented by: Tony Stagliano, CPA/CCIFP/Shareholder at Mayer Hoffman McCann P.C.	2
2:30pm	-	2:45pm	PM Break - Mezzanine	
2:45pm	-	4:25pm	Educational Session No.3 - The WIP, A Surety's Deep Dive. Presented by: David Pesce, CCIFP/Director of Surety at AXIS Insurance	2
4:25pm	-	4:30pm	Closing Remarks & Acknowledgements by Wendy Byerley, CFMA Philadelphia- Immediate Past President/Director Contract Controls at American Infrastructure	
4:30pm	-	5:00pm	Conference Prize Drawing and Networking with Exhibitors - Castilian Room	



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Key Note Speaker Mark Parrott Presents...

MEGA TRENDS AND THE NEXT ECONOMY

Mark Parrott is a 25-year veteran of the financial services. After spending his formative years at Merrill Lynch, Mark moved on to lead Creative Retirement Planning for the last 18 years. Mark has been nominated to the Financial Advisor Hall of Fame (for which he received more than 150 letters of recommendation) and has co-hosted the "Money Talks" radio show. He is a former Vistage Chair, and is currently working on the book tentatively entitled *The Secret CEO*.

During this interactive presentation, Mark Parrott will answer the question: "Is this the beginning of the long march back or are we in the eye of the storm?"

Mark will speak to each member about why we got into the situation we are in what has to happen in order to get us out it. Most importantly what to invest in, in the next economy and what is the future of taxation. In other words: how to survive And thrive in these most challenging times.

Key issues to be covered will include, but are not limited to:

- Are you or your customers future dinosaurs?
- What is the future of taxation?
- How to firewall your business and net worth
- What investments make sense during these troubled times
- Simple ways to protect your family and business



Educational Session No.1

Health Captive: Employee Benefit Group Captive for the Construction Industry

Presented by: Andrew Clayton

Health insurance is clearly turning into the "haves" and the "have-nots", with a huge number of employers desperately exploring how they can get into the world of self insurance. Our presentation would focus on the following areas:

- Overview of the current health insurance system, including an analysis of finances, profits, and taxes
- Captive structure, including financial overview/opportunity
- Risk/population health management initiatives and opportunities
- Ideal employer
- Evaluation process
- Structure experience/Case Study

Andrew Clayton

Andrew Clayton is President of Pareto Captive Services. Andrew brings a unique combination of alternative risk and employee benefit expertise, with a particular emphasis on blending progressive population risk management strategies with alternative risk financing mechanisms. Andrew has helped launch ten employee benefit group captive programs.

Prior to joining Pareto Captive Services, Andrew was Vice President-Sales for Berkley Accident & Health's Group Captive Division. He has also previously served as manager of business development for one of the largest stop loss MGUs in the country.

Andrew has over 15 years experience in the alternative risk niche and has structured single parent captives, rent-a-captives, and group captive programs. Former clients included Fortune 500 companies, professional sports teams, and privately held organizations.

Andrew attended Swarthmore College and has a BA in Economics. He lives in Bryn Mawr, PA with his wife and two sons.

Contact Information Phone: 484-362-0226
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Website: www.paretocative.com

Educational Session No.2

Presentation

Fundamentals of Ethics in Construction

Presented by: Tony Stagliano, CPA, CCIFP

CFM's face ethical challenges every day. As a Construction Financial Professional, a wide range of people and businesses rely on your ethical behavior in the execution of your professional duties. In order for others to place the greatest reliance possible on your work, it is of the utmost importance that you are guided by an ethical code of conduct in all your professional relationships.

This session will present basic ethical concepts within a framework of analysis with actual construction situations. There will be polling questions to encourage open discussion on construction company dilemmas, and examine how to make ethical decisions and align your behavior with your principles so you may act with integrity.

Tony Stagliano, CPA, CCIFP

Tony is a CPA, and Shareholder in, Mayer Hoffman McCann P.C.(MHM) an independent CPA firm and a Director in CBIZ MHM, LLC (CBIZ) - Plymouth Meeting office.

Tony is their National Managing Director of A/E/C Industry Services with over thirty five years of experience working exclusively with construction Industry clients.

A graduate of Villanova University Tony is frequently asked to write and speak on construction industry topics both locally and nationally. He's a member of the Board of Advisors and writes articles for the Construction Accounting and Taxation publication. Tony chaired CFMA's Education Committee and Accounting and Reporting Committees.

He is a past CFMA national Secretary and a member of their Executive Committee several times. Tony is a national recipient of CFMA's Debra Hahn Memorial Award as well as the Danny B. Parrish Outstanding Leadership Award. He was the first Associate Member of the Year honored by the Philadelphia Chapter.

Tony is an active member of several other construction associations including the General Building Contractors Association (GBCA) of Philadelphia, the Contractors Association of Eastern PA (CAEP), the Associated Builders and Contractors (ABC) of Eastern PA including the Treasurer of ABC national, the Subcontractors Association of Delaware Valley (SADV) and the Suburban Contractors Association (SCA).

Tony is a Certified Construction Industry Financial Professional (CCIFP) and he co-chairs the CCIFP Examination Development Committee. He also co-authored the all day CCIFP Overview study course.

Educational Session No.3

Presentation

The WIP... A Surety's Deep Dive

Presented by: David Pesce, CCIFP

This surety expert will explain how his industry looks at the WIP schedule that we know so well - or do we? This session will help you:

- Relate the significance of the WIP calculations from your surety's perspective
- Recognize how your underwriter evaluates pure job borrow, overbillings and under billings, and contract losses
- Evaluate a surety's WIP trend analysis
- Recognize what underwriters do with WIPs and how they can affect your bonding through real-life examples.

David Pesce

David Pesce, CCIFP, is the Director of Surety for AXIS Insurance in Berkeley Heights, NJ where he is leading the company's expansion of its surety department.

In 1996, he began working for Liberty Mutual's surety department in New York, becoming the Regional Vice President for the Mid-Atlantic Region. From 2001 through July 2005, he was at Crum & Forster as Underwriting Manager in charge of underwriting for various regions in the country. He has also served as Senior Vice President of Underwriting for Berkley Surety Group.

He is a member of CFMA, AGC, GCA, Surety Association of America, and an associate member of the National Association of Surety Bond Producers. He has given numerous presentations on various surety-related issues to contractors, architects, lawyers, bankers, and accountants associated with the construction industry. David earned a BS in Mathematics from Lafayette College in Easton, PA.

Contact Information

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Website: www.axiscapital.com

CPE Information

Key Note Speaker: Mark Parrott, CEO/CM+AA at CEO Six MEGA TRENDS AND THE NEXT ECONOMY

CPE Credits: (3) - Field of Study: Economics

- uGain an understanding of the future of taxation
- uHear an analysis of investment options in the current economic environment
- uLearn how to protect your business and family from an economic perspective

Session 1: Captive Health Insurance - Andrew Clayton, President of Pareto Captive Services

CPE Credits: (1) - Field of Study: Other (Personnel & HR)

- uOverview of current health insurance system
- uHear an analysis of health industry finances, profitability, and tax exposure
- uGain an understanding of risk/population health management, initiatives, and opportunities

Session 2: Ethics in Construction - Tony Stagliano, CBIZ MHM, LLC

CPE Credits: (2) Field of Study: Ethics

- uLearn about construction-specific ethical concept presentation and analysis
- uParticipate in an open discussion on actual construction company ethical dilemmas
- uObtain guidance toward ethical decision making in a construction environment

Session 3: WIP, Surety Deep Dive - David Pesce, Axis Insurance

CPE Credits: (2) Field of Study: Accounting

- uUnderstand the significance of WIP calculations from the perspective of the surety
- uLearn how a surety evaluates WIP trend analysis
- uGain an understanding of how underwriters evaluate overbill, under billings, and job losses



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CCIFP Exam

- q The CCIFP Exam will be held at the Hotel Hershey on Sunday September 28th, from 8:30am to 1:00pm (Registration at 7:30am). Registration and fees for the exam is separate from the conference registration. For more information on taking the exam, please visit: <http://www.iccifp.org/get-certified/register>
- q The Institute of Certified Construction Industry Financial Professionals (ICCIFP) is dedicated to the highest standard and best practices within our profession. That's a standard we help to promote and recognize through certification – the CCIFP credential.
- q Established in 2003, and today with more than 1,000 active CCIFPs nationwide, the CCIFP credential the only standard to recognize that a financial manager truly knows the business of construction. Certification affords you a competitive edge over your peers, by demonstrating your commitment to your profession and the construction industry as a whole.
- q In preparation for the Exam, the CFMA Philadelphia chapter will be holding a CCIFP exam overview course on Thursday August 21st, in Plymouth Meeting, PA. To register for the overview click here: [OVERVIEW](#) or for more information contact Andrea Bower, CFMA Philadelphia, 856-534-0606 or email us @ cfmaphiladelphia@bowermanagementservices.com

CCIFP Exam Sponsored by...



Benefits of CCIFP Certification

- ü Demonstrates commitment to excellence in construction industry financial management, and dedication to continuing education and quality improvement.
- ü Establishes our profession as having, valuing and maintaining the highest possible standards of knowledge, competence and ethical behavior – as high as any other profession on which business and the public rely.
- ü Sets our profession apart as one with its own unique skill set and body of knowledge, a level of attainment over and above that of financial generalists.
- ü Promotes the spread of best practices throughout financial managers within the construction industry.
- ü Better prepares both firms and individuals for meeting the challenges ahead as information moves more quickly and construction industry financial management becomes more complex.
- ü Gives certified persons a powerful edge in an increasingly competitive industry and marketplace.

HERSHEY The Sweetest Place On Earth®



Things to Do

- > Visit the World Famous Hershey Park & Zoo America
- > Golf at the Hershey Country Club
- > Stroll the Beautiful Hershey Gardens at the Hotel Hershey
- > Tour Hershey's Chocolate World
- > Indulge yourself at the Chocolate Spa at the Hotel Hershey
- > Shop at the Famous Tanger Outlets
- > Attend the Mid Atlantic CFMA Networking Reception, Dinner and Entertainment at the Blue Mountain Room in the Harvest Restaurant

Activity Package details –Sunday

Sunday Afternoon...

Visit Hershey Park & Zoo America 12pm-5pm

Join CFMA Members Sunday afternoon for a fun and exciting day as we visit Hershey Park and Zoo America (Optional).

Tickets may be purchased in advance at the special discounted rate of \$40.00

Note: This is not a group activity, guests may enter and leave the park at their leisure.

Golf at Hershey West Course T-Times available from 12pm-1pm

In the legendary setting which golf icons Ben Hogan and Henry Picard once called home, and which hosted the 1940 PGA Championship, the tradition and challenge of championship golf remains at the heart of the experience. 6,833 Yards, Rated 72.9, Slope 135.

Note: T-Times have been reserved in advance from 12pm-1pm and can be purchased for \$130.00. *Space is limited, so reserve early!*

Sunday Evening...

Networking Reception in the Blue Mountain Lobby at the Harvest Restaurant 6pm-7pm

Take a stroll through the Gardens at Hotel Hershey and join us Sunday evening for an hour long networking reception with live entertainment in the Blue Mountain Foyer at the Harvest Restaurant.

Dinner 7pm-9pm

Join us after the networking reception as we meet in the Blue Mountain Ballroom at the Harvest Restaurant for Dinner.

Guests may purchase tickets for the networking reception during registration for \$85.00.

Available Sponsorship Opportunities

Type	Total	Cost	
Premier	1	\$3,000	<i>*Sold Out! - Viewpoint Construction Software</i>
Sunday Reception & Dinner	3	\$2,500	<i>*1 Sold! - Corporate & Endowment Solutions</i>
Hershey Bar Give-Away	1	\$2,000	<i>* Sold Out! - The Graham Company</i>
Exhibit Prize Give-Away	1	\$2,000	
Breakfast	2	\$1,000	<i>*Sold Out! - American Infrastructure / ParenteBeard</i>
Breaks	4	\$1,000	<i>*Sold Out! - Cohen Seglias Pallas Greenhall & Furman PC/Trout, Ebersole & Groff, LLP / Construction Risk Partners / Rosenberg & Parker</i>
Lunch	3	\$1,000	<i>*Sold Out! - Accordant Company / CliftonLarsonAllen / Construction Risk Solutions</i>
Exhibitor	8	\$750	<i>*3 Sold! - Foundation Software / Paterson Smith Associates / ComData Payment Innovation</i>
CCIFP Exam	1	\$750	<i>*Sold out! - Murray Securus</i>
Session Sponsors	4	\$1000	<i>*2 Sold - CBIZ Mayer Hoffman McCann / The Shepherd Agency</i>

Sponsorship Details

Premier Sponsor \$3,000: *Sold Out! Viewpoint Construction Software

- Full Conference admission for 2 attendees (2 tickets provided for Reception/Dinner/Conf)
- Introduction at the Reception & Conference
- Marketing piece for inclusion in the Conference Materials (1-4 pages)
- Recognition in all Conference Materials
- Sponsor Badges
- Signage at the Conference

Sunday Evening Reception Sponsor (3) \$2,500 *1 Sold Corporate & Endowment Solutions

- Full Conference admission for 2 attendees (2 tickets provided for Reception/Dinner/Conf)
- Introduction at Sunday Evening Reception
- Recognition in all Conference Materials
- Marketing piece for inclusion in Conference Materials (1 page)
- Sponsor Badges
- Signage at Reception/Dinner

Hershey Chocolate give away (1) \$2,000 *Sold Out! The Graham Company

- Full Conference admission for 2 attendees
- (2 tickets provided for each event)
- Hershey bar wrapped with packaging that includes the Sponsor's logo & the CFMA Mid Atlantic Conf Logo

Exhibit Give Away (1) \$2,000

- Full Conference admission for 2 attendees (2 tickets provided for Reception/Dinner/Conf)
- Conference attendees are given a card for exhibitors to stamp
- Stamped cards from all exhibitors are eligible for a prize
- Prize Provided by Sponsor

Lunch sponsors (3) \$1,000 *Sold Out! Accordant Company / CliftonLarsonAllen/ Construction Risk Solutions

- Full Conference admission for 2 attendees at the price of 1 admission (Reception/Dinner/Conf)
- Introduction at Lunch
- Recognition in all Conference Materials
- Marketing piece for inclusion in Conference Materials (1 page)
- Sponsor Badges
- Signage at Lunch

Sponsorship Details

Monday Morning Breakfast Sponsor (2) \$1,000 *Sold Out! American Infrastructure / ParenteBeard

- Full Conference admission for 2 attendees at the price of 1 admission
- (2 tickets provided for each event)
- Introduction at Morning Breakfast
- Recognition in all conference materials
- Marketing piece for inclusion in conference materials (1 page)
- Sponsor name badge ribbons
- Signage at the breakfast

Break Sponsors (3) \$1,000 *2 Sold! Cohen Seglias Pallas Greenhall & Furman PC / Trout, Ebersole & Groff LLC

- Full Conference admission for 2 attendees at the price of 1 admission
- (2 tickets provided for each event)
- Introduction as break sponsor
- Recognition in all conference materials
- Marketing piece for inclusion in conference materials (1 page)
- Sponsor name badge ribbons
- Signage at the break

CCIEP Exam Sponsor (1) \$750 *Sold! Murray Securus

- Introduction at exam
- Recognition in all conference materials
- Marketing piece for inclusion in conference materials (1 page)
- Sponsor name badge ribbons
- Signage at the exam

Promotional Give Away Sponsors *2 Sold ! Enterprise Fleet / Foundation Software

- Promotional Items as Provided by Sponsor
- Recognition in all Conference Materials

Exhibitors (8) \$750 *3 Sold! Foundation Software / Patterson Smith Associates / ComData Payment Innovation

- Pens or such giveaways on table for sessions (provided by sponsor)
- Recognition in all Conference Materials
- Exhibit table
- Meals & Breaks included

Thank you to our sponsors!

Premier Sponsor



Thank you to our sponsors!

Sunday Reception & Dinner Sponsors



Thank you to our sponsors!

Breakfast Sponsors...



Lunch Sponsors...



Thank you to our sponsors!

Break Sponsors...



Hershey Bar Sponsor...



Thank you to our sponsors!

Session Sponsors...



Mayer
Hoffman
McCann P.C.
An Independent CPA Firm

THE SHEPHERD AGENCY LLC

Hershey Bar Sponsor...



Thank you to our sponsors!

Exhibitors...



CCIFP Exam Sponsor...



Registration & Travel Information

Ø Conference Registration... (Includes Full Conference Monday, plus Complimentary Networking Reception and Dinner Sunday Evening)

Early Bird Rate if Registered by 8/31/2014!

- q Member = \$160pp
- q Non Member = \$225pp

Regular Rate if Registered after 8/31/2014:

- q Member = \$195pp
- q Non Member = \$270pp

**Register by
8/31/14 and
Save!**

Ø Overnight Accommodations - Reserve your room by calling **The Hotel Hershey at 1-800-HERSHEY (1-800-437-7439) on or before August 28, 2014** and refer to Group Code "Construction Financial Managers Association" to receive the following special group rate):

- q Standard Guest Room = \$150 /night +tax (Regularly \$399!)
- q On-site parking = **FREE!**

Ø Sunday Activity Packages...

- q Hershey Park (Includes Admission to Zoo America) = \$40pp
- q Golf - Hershey West Course = \$130pp
- q Guest Fee for Sunday Evening Reception = \$85pp

Ø Sunday CCIFP Exam...

- q Sunday, September 28th, 8:30am - 1:00pm (Registration @7:30am)
(Note: Registration Fee for Exam is separate from Conference Registration)
- q To register for the CCIFP Exam (only) go to:
<http://www.iccifp.org/get-certified/register>

**Click here to
Register and Pay
Now!**

