



CONSTRUCTION FINANCIAL MANAGEMENT ASSOCIATION



Message from the President

Our 2014-2015 programming year is coming to a close. The June Newsletter focuses on **thanking** this year's **presenters** as we are very **grateful** for their time and sharing of their knowledge and experience. In keeping with this **Gratitude** Theme, here are:

Ten Things I am Thankful for at CFMA.

1. **The Associate Members.** Whether they are direct business partners of my company or not, I consider all the associate members to be my business partners. They volunteer their time. They educate me. They support me in my endeavors. They answer questions. They are great to have a martini with after a meeting.
2. **The General Members.** Whether they are competitors or our subcontractors, or if I only know them through CFMA, they are supportive and passionate volunteers. They help to educate me and are very helpful in real world situations.
3. **The Employees at National.** They will answer questions. Help with chapter needs. Reach out to other members to find an answer. They are hard workers who always encourage us. And they understand National Martini Day - I look forward to celebrating it with them one day!
4. **Spring Creek.** If you ever have the opportunity to participate in CFMA's Spring Creek it is a must! There is nothing like it. You learn so much about yourself, you make great friends, and come away with a once in a lifetime experience. I am thankful to have had the opportunity in October 2014.
5. **The CCIFP Certification.** I received my certification in 2012 after putting it off a few years. The members of the Philadelphia and South Jersey Chapters helped build my confidence to sit for an exam after many years of not taking any type of test. If you are thinking of taking it, do not put it off. It is a great achievement. I would love to pay it forward so if I can help please contact me.
6. **The Networking.** There is no pressure at our meetings. Nobody is hard selling. Nobody is "one upping" anyone. One guest indicated we are less formal than other organizations and it makes for better interaction amongst the attendees. I love seeing everyone each month and look forward to clinking glasses!
7. **The Education.** Whether it be our chapter's programs, which in my opinion are second to none, or a class that the Philadelphia Chapter puts on, or National's webinars, the Mid Atlantic Conference or the National Conference: if you are attending a CFMA program you are attending something that people put their heart and soul in!
8. **The Passion.** CFMA members are passionate people. They love what they do and it shows. *Did you ever notice that passion is contagious?* I love the fact that I can show my passion for my career and CFMA, and know that the people around me understand and encourage it.
9. **The Friendships.** You get to know everyone on so many different levels. Their dogs. Their spouses. Their children. Their fears. Their highs and their lows. Their favorite beverage (martinis). CFMA is real.
10. **The Challenges.** CFMA allows me to pursue activities that are not part of my everyday job. I get to write for the website and newsletter (and learn Microsoft Publisher). I get to show some creativity - yes, accounting and finance minds can be creative! CFMA forces me to go outside my comfort zone. And that enables me to grow.

If you are a member, what are you thankful for? You can blog about it on our website. If you are not a member, what is holding you back? To both members and non-members: get involved and take advantage of all CFMA has to offer.

Grow. Lead. Encourage. Educate. Participate. See you in September!

Kimberly A. Hullfish, CCIFP

SOUTH JERSEY

Volume 2, Issue 3

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Special points of interest:

- ♦ *Our Members have Published in Building Profits & other trade publications.*
- ♦ *Our Members volunteer not only for CFMA, but for many charities as well.*
- ♦ *Our Members are at the top of their field and we are privileged to share our knowledge and skills with each other.*

A Special THANK YOU to all of our Presenters for 2014-2015

What a great year we just had! We toasted the successes of our outgoing President, Joseph Ford, we had a great Round Table Discussion that will begin a new tradition. We learned about the NJ DOL, Ethics in Construction, and the South Jersey Economy. We readied for Year End, and talked about Succession Planning. Leadership, Strategic Planning, and Growing Your Business were great topics. All of this took work, and our presenters volunteer their time to educate us, to better us, to help us grow. We are very thankful to the volunteers, and dedicate this edition of our Newsletter to them.

Of course, in thanking our presenters, we asked them to volunteer yet again. To both acknowledge and to get to know them better, we asked three questions: 1. What was the last book or article you read? 2. What is your favorite quote, either by someone else or even your own? 3. Tell us something about your experience with CFMA. They came through for us, and their answers were awesome! This is a great summer reading list!

There is a theme running through the presenters' comments on CFMA. As we compiled the answers, we realized that it does not matter if the presenter has been in CFMA since inception (Tony Stagliano, Founding Member of the 1st Chapter, Philadelphia) or brand new (Doug Diaz, for one), their comments on their CFMA experience go back to one thing: The People. It is the people that make CFMA the outstanding organization it is today.

Thank you everyone for making the 2014-2015 programming year a great one! From the presenters, to the committee members, to the attendees: we learned so much, shared so much, and grew both professionally and personally. Let's work together and make 2015-2016 even better! Have a great summer and stay in touch through www.cfmasnj.org and our LinkedIn Group!

September 2014: 2014 Economic Outlook.

Gary Keith, Vice President and Regional Economist, M&T Bank.

<http://newsroom.mtb.com/economic-analysis/>

gkeith@mtb.com

1. Last Book: "The Wright Brothers" by David McCullough. Orville and Wilber are the quintessential American success story—two guys without formal training who revolutionized the world by sheer determination, hard work and ingenuity. Their never give up attitude and slow, steady progress toward achieving "the extraordinary" was inspiring.
2. Quote: "The farther backward you can look, the farther forward you can see." — Winston Churchill
3. On CFMA: Though not a member of CFMA, I appreciate the value that comes from networking and sharing ideas and experience with other industry participants. Great ideas often come from simply listening to others and leveraging what works (and what doesn't work) in new ways. We benefit more when we reach out rather than pull back from one another.

October 2014: Growing Your Business in a Challenging Economy

Dave Sulkin, Vice President of Sales, American Asphalt Company

<http://www.americanasphaltcompany.com/>

dsulkin@americanasphaltcompany.com

1. Last Book: I am on my second read of Jim Collins "Good to Great." So much incredibly powerful information... yet the reader is left challenged to bring the authors thoughts and systems on line into their own organization. This work fascinates me and frustrates me at the same time.
2. Quote: Paraphrased from others: "Don't let great get in the way of good" and "Perfect is the enemy of good." From Dave Sulkin: "People do not do business with companies, they do business with people they like and trust."

Dan Caldwell, Principal, Stout and Caldwell Engineers.

<http://www.stoutcaldwell.com/> djc@stoutcaldwell.com

1. Last Book: "Good to Great" by Jim Collins. Take a deep look into your company and decide if you are good or great. Then read the book.
2. Quote: From the above Book: "**Good** is the enemy of **Great!** And that is one of the key reasons why we have so little that becomes great. We don't have great schools principally because we have good schools. We don't have great government principally because we have good government. Few people attain great lives, in large because it's easy to settle for a good life. The vast majority of companies never become great, precisely because the vast majority become quite good and that is their main problem."
3. On CFMA: I've been a member for a year and it's been not good but great.

Robert W. Harrington, Manna Design

<http://manna-design.com/> rharrington@callmanna.com

1. Last Book: "The Wawa Way" by Howard Stoeckel. Great book. Very easy, short read but full of inspiration for privately owned businesses. It was interesting to learn about the great leadership and strong values that go into a product that I almost use daily, often without thought. After reading the core values and goals, it's no wonder they're so successful and highly regarded.
2. Quote: "It is not the critic who counts; not the man who points out how the strong man stumbles, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat." Theodore Roosevelt Jr.

November 2014: How to Strategically Plan for Your Next Strategic Plan.**Myron M. Gellman, MBA, Mercadien.**

http://www.mercadien.com/bio/myron_m_gellman mgellman@mercadien.com

1. Last Book: “Your Network is Your Net Worth” by Porter Gale. The primary learning that I took away is the value of not only who you know, but how well you know them. Great relationships are all about give and take (personal, professional, etc.), are very important to one’s success in business.
2. Quote: “Never, Never, Never give up.” — Winston Churchill
3. On CFMA: I have been a member of CFMA for 4+ years. I really like the high quality members that I have met, the networking, and great programming. CFMA is a fantastic organization that truly supports the construction industry.

Lee D. Boss, CPA, MBA, CCIFP Mercadien.

http://www.mercadien.com/bio/lee_d_boss lboss@mercadien.com

1. Last Book: “The 7 Habits of Highly Effective People” by Stephen Covey. This leadership and personal change book has been around for some time, but worthwhile to pick up and read cover to cover. How can you go wrong by “beginning with the end in mind”?
2. Quote: “Whatever you are, be a good one.” Abraham Lincoln.
3. On CFMA: CFMA and the South Jersey Chapter of CFMA provide a forum for industry experts to network and share best practices and knowledge with each other. As an associate member, my clients benefit greatly from the experiences, contacts, knowledge I have gained from CFMA.

December 2014: Post- Election Realities and Lame Duck Congress: Annual Tax and Healthcare Update.**Richard S. Willinger, CPA, MST, Mercadien**

http://www.mercadien.com/bio/richard_s_willinger
rwillinger@mercadien.com

1. Last Book: “The Innocent Man” by John Grisham
2. Quote: None.
3. On CFMA: Very welcoming group. Pleasure to give presentation to because members are interested, engaged and appreciative of the time and effort the speaker puts into it.

Lee D. Boss, CPA, MBA, CCIFP Mercadien.

http://www.mercadien.com/bio/lee_d_boss lboss@mercadien.com

See Answers Above.

Mark Lacher, CIC, Partner, Lacher & Associates

<http://www.lacherinsurance.com/our-team/business> markl@lacherinsurance.com

1. Last Book: “Necessary Endings: The Employees, Businesses, and Relationships that All of Us Have to Give Up in Order to Move Forward.” By Henry Cloud
2. Quote: “Every endeavor of importance in life, whether it is creative, athletic, interpersonal, or academic, brings with it a measure of discomfort.” Patrick Lencioni, “The Advantage: Why Organizational Health Trumps Everything Else in Business.”
3. On CFMA: My main interface with CFMA has been as a presenter. I’ve always enjoyed my time with the members, sharing ideas, discussing new ways to think about benefits and healthcare, and learning about their challenges.

January 2015: Public Work: An Overview of Requirements from Bid to Closeouts

Douglas Diaz, Esq., Archer & Greiner PC Attorneys at Law

<http://www.archerlaw.com/our-people/douglas-diaz/> ddiaz@archerlaw.com

1. Last Book: I read an article recently titled “The Moral Bucket List” by David Brooks for the New York Times that caught my eye because it focused on how persons with strong moral character traits are made and not born. (Note: Mr. Brooks based this article on his book, “The Road to Character.”)
2. Quote: “If you spend too much time thinking about a thing, you’ll never get it done.” Bruce Lee
3. On CFMA: I have been very impressed with the organization based on my experiences to date. The organization provides practical and useful information to those in the construction field while at the same time embodying a strong camaraderie among its members.

David A. Weinstein, Esq., Archer & Greiner PC Attorneys at Law

<http://www.archerlaw.com/our-people/david-a-weinstein/> dweinstein@archerlaw.com

1. Last Book: “Playing for Pizza” by John Grisham. Quick and enjoyable read about finding your true place in life in places you wouldn’t expect to find.
2. Quote: “Don’t be humble, you aren’t that great.” Golda Meir
3. On CFMA: I have been involved with CFMA for several years and while I cannot make every meeting, when I do get to the meetings I enjoy the company, the information and the dialogue. CFMA provides me with the opportunity to stay connected with clients and friends in the industry.

February 2015: Risk Management—A Practical Guide to Decision Making to Protect the Bottom Line.

Ron Hicks, Hicks Risk Consulting

www.hicksrisk.com rhicks@hicksrisk.com

1. Last Book: “The ISO 2013 Edition of the Commercial General Liability Insurance Policy”. How to put a layman to sleep in under five minutes!
2. Quote: “You can’t think your way into a new form of action, you must act your way into a new way of thinking.” - Unknown.
3. On CFMA: As an associate that has a number of clients in the construction industry, CFMA has allowed me to understand their needs and pain well beyond my little area of expertise. This in turn has allowed my business to focus on the overall needs of a construction organization.

John Derstine, CIC, CRM, Senior Advisor, Commercial Insurance, Lacher & Associates

<http://www.lacherinsurance.com/our-team/business> johnd@lacherinsurance.com

1. Last Book: “The Advantage” by Patrick Lencioni. The Subline of this book reads “Why Organizational Health Trumps Everything Else in Business.”
2. Quote: “If you can dream it, you can do it.” Walt Disney
3. On CFMA: CFMA is all about the people. It has provided an opportunity for me to learn—thereby increasing my business acumen, and to network with members of the construction industry and other professionals who serve the construction industry.

March 2015: CFO Roundtable—Hot Topics in Construction**Lee D. Boss, CPA, MBA, CCIFP Mercadien.**

http://www.mercadien.com/bio/lee_d_boss lboss@mercadien.com

See Answers Above.

Kimberly A. Hullfish, CCIFP, MBA, CRIS

khullfish@cabbonizio.com

1. Last Book: I usually am reading 4 books at a time, so here are the last two. Fiction: “The Hotel on the Corner of Bitter and Sweet” by Jamie Ford. This was my April Book Club selection—was a very good and easy read about coming of age during World War II in Seattle. It was a bit surprising to find out how many people in my book club did not know this part of our American History and how it is glossed over in high school history classes. Non-Fiction: “Lean In: Women, Work and the Will to Lead” by Sheryl Sandberg. I must say that normally I do not read “women business books” as I try to stay more gender neutral. However, I had heard so much about how men were reading this and how relevant it truly is to the business world that I had to pick it up. Admittedly, the first few chapters of this book drew me in because I saw much of myself, or things that have happened to me, in her writing.
2. Quote: “Slow down, you’re doing fine. You can’t be everything you want to be before your time.” - Billy Joel. Or “To Finish first, one must first finish. If you’re just in the wrong spot at the wrong time, it can take you out of the opportunity to take the best race car in the field and win.” Tony Stewart at Talladega.
3. On CFMA: I think I said it all in my June President’s Message—10 things I am Thankful for at CFMA. CFMA has been a great place for me to grow, to continuing learning, to meet people in the industry who are passionate about what they do. If you have not joined yet, talk to me and I will tell you why you need to be a member. This organization is unique in so many ways.

April 2015: Ethics in Construction—What is Acceptable and What is Not!**Tony Stagliano, CPA, CCIFP, CBIZ—Mayer Hoffman McCann PC**

https://www.cbiz.com/about-us/employees/employee/eid/472/name/anthony_r_stagliano

tstagliano@cbiz.com

1. Last Book: “A Patriot’s Calling—Living Life Between Fear and Faith” - Major Dan Rooney
2. Quote: “There is no such thing as chance. Life is made up of encounters that guide us on our unique path. The ultimate reward is the fulfillment that comes from following your destined path.” - Major Dan Rooney
3. On CFMA: Joining and becoming a part of the CFMA family is one of the best decisions I ever made. It has filled my professional life and personal life with incredible friendships that will last a life time. My thanks to Dave Casey, the Founder of CFMA.

May 2015: Got Internal Wars? How to Foster Communication, Teambuilding and Employee Engagement

Richard J. Hoffmann, VP/Senior Business Consultant

<http://www.innovativeleadershipdv.com/> rhohmann@innovativeleadershipdv.com

1. Last Book: I always read a business related book and an entertaining book. My business book was “Hundred Percenters—Challenge Your Employees to Give It” by Mark Murphy. My entertaining book was “The Hot Zone: The Terrifying True Story of the Origins of the Ebola” by Robert Preston. The first book was to view the various methods and concerns with Employee Engagement and the second was to understand the difficulty in treating the most deadliest of viruses.
2. Quote: “Doing the same things over and over yet expecting different results” - Albert Einstein. Definition of Business insanity.
3. On CFMA: Just being involved with CFMA has shown me that there are people in the construction industry that are interested in both people and business development and it isn’t all about the financial condition of a company.

June 2015: Succession / Estate Planning for Closely Held Businesses

Joseph M. Nardi, III, Brown & Connery LLP

<http://www.brownconnery.com/Partners/Joseph-Nardi-III.shtml> jnardi@brownconnery.com

1. Last Book: Heroic Leadership by Hedrick Smith and Who Stole the American Dream by Hedrick Smith.
2. Quote: Enjoy every sandwich.” - Warren Zevon

Save the Dates:

CFMA National Conference, Chicago, June 27th to July 1st 2015

Mid Atlantic Conference, Baltimore, September 27th and 28th, 2015

CCIFP Exam: National Conference June 27th; Mid Atlantic September 27th.

CONSTRUCTION FINANCIAL MANAGEMENT ASSOCIATION OF SOUTH JERSEY

We hope that you are as inspired by this month's South Jersey Newsletter as we were in writing and compiling it. Now is the time of year to think about getting involved. We currently have 5 committees:

1. Programming—Lee Boss and Nia Coombs, Co-Chairs
2. Membership—Paul Lott and Mark Purfield, Co-Chairs
3. Marketing—Susan Anderson and Lori Ryan, Co-Chairs
4. Charity / Scholarship—Ron Hicks, Chair
5. Historical Society—Robert Hinck, Chair

We need members to volunteer on the committee level, and then to look towards becoming a board member over the next two years. There are a few ways to get involved:

1. ***Come to a committee meeting*** to see what it is all about. Share ideas, listen. See that while we are working hard for the chapter, we are having fun and forming friendships and networking.
2. Not sure of the time commitment? ***Volunteer for a task***. Contact the programming chairs and ask to help with one program (event set up, working with the presenters, IT, a Chapter Spotlight write-up). Contact the Membership chairs to see about calling 5 perspective members or to take someone to lunch to talk about the benefits of CFMA. Marketing, History and Charity are new. Contact their chairs to see if there is one task to help with. No long term commitment, but find out what the committees are all about.
3. ***Join a committee***. Jump in and help us make the chapter the best it can be. See how being part of a committee makes you a better and stronger leader. Look down the road at what you want for yourself as part of CFMA.

Current Board Members & Email Addresses

Kimberly A. Hullfish	khullfish@cabbonizio.com
Lee D. Boss	lboss@mercadien.com
Joseph Uff	juff@vanalt.com
Susan Anderson	susan@desimoneconst.com
Robert T. Hinck	rth@costanzabuildrs.com
Joseph Ford	jford@americanasphaltcompany.com
Joseph Artale	jartale@cabbonizio.com
Ronald Hicks	rhicks@hicksrisk.com
Joseph Rehm	jrehm@capitalbanknj.com
Paul Lott	paul@llmasonrysupply.com
Mark Purfield	mark_purfield@ajg.com
Lori Ryan	lryan@falascamechanical.com

Get the most out of your CFMA Membership.

Grow. Lead. Educate. Encourage. Participate.