



# Copper State Ledger

## Valley of the Sun Chapter

### Summer Edition

Summer Edition

August 2008

#### Check it out!

- Let's Play Golf (p. 2)
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#### Mission Statement

The Valley of the Sun Chapter of the Construction Financial Management Association (CFMA) is a broad-based organization of professionals committed to serving the construction industry.

We are dedicated to member service by providing a forum for the exchange of ideas and a source of educational programs directed to their specific needs.

We strive to invest in our community through involvement in industry-related issues and charitable endeavors.



#### from the President . . .

You may have noticed a new name next to the byline – same person, different name. It's been quite the year of changes for me personally – new name, new husband, new address, and a new position at CFMA. People ask me how I've gotten through it all, and it's not tough really – these have all been positive changes. No doubt I have been stressed at times, but it's been an exciting year for me personally. Facing change when change is most obviously good is not our biggest challenge; it's facing changes that appear bad on the surface that really tests us.

I love to read, and currently I'm reading Randy Pausch's "The Last Lecture". If you haven't read it or listened to his speech, I highly recommend you do. Here is a guy who is thrown a curve ball – he's 46 years young, married to the lady of his dreams, and has three beautiful children under the age of 5 – then he gets the word that his cancer has moved to his liver, and he has just months to live. There is some news that could justify putting your head in the sand and feeling sorry for yourself. But he does the exact opposite – he lifts up those around him and writes an amazing "last lecture" that has inspired thousands and is his legacy to his children.

I found all this relevant because the construction industry, and the economy as

a whole, are going through major changes. There's no doubt that the changes are not what most would consider positive, either. With the Dow below 11,000 as I write this, and the government preparing to bail out Fannie Mae and Freddie Mac, while people are lining up outside IndyMac hoping they haven't lost their savings, well, it would be easy to panic a little. No doubt we are going through tough times as a nation, but it never hurts to look at the upside of it, too.

A tougher economy doesn't allow for complacency. Let's face it – not even a year ago many construction companies were turning away work. Any Tom, Dick, or Harry with a ladder and a truck could probably find work. While it's nice for everyone to be busy, sometimes quality suffers and people get lazy. Work is too easy to find. Companies now have to tighten their belts and focus on competitive advantages and setting themselves apart from their competition – and there is certainly more of that when bidding jobs now.

If you have some money saved, it's a good time to buy. Whether it's a home or a car – it's a buyer's market right now. People are able to afford houses they couldn't have afforded two years ago. And this time it's not by creative financing but by actually being able to afford it. Sure, it's a hard time to sell your current house, but it's still a

good time for first-time home buyers

and those looking to upgrade. And while \$4 a gallon at the pump is painful, particularly for those with long-commutes and big SUVs, it is forcing us to look into alternative fuels and public transportation. It's forcing us, a nation of consumers, to finally make choices that will benefit the environment – and that's not all bad.

Finally, we had record attendance at the CFMA national conference. This may not seem like much in the scheme of things, but what it says to me is that construction companies are still investing in their future. They are still sending their top financial people to get training because they plan to have them around, and they plan to be around. That's a good sign for CFMA and for the construction industry as a whole.

So, while I don't mean to downplay what we are going through, I think we can try to see the silver lining. I'll leave you with a quote from Randy Pausch that especially resonated with me, and that I think is relevant to us right now in the construction industry – "We cannot change the cards we are dealt, just how we play the hand".



Michelle Giesen

Monthly meetings, education seminars, networking, golf - mark your calendar and join VOS



Golf with VOS

## Programs for the Construction Professional

The VOS Program Committee arranges quality programs on topics of interest. Some of the upcoming programs and events are:

August 21 – *Claims Management on a Bad Job*, M. Ludwig

August 26 – *Network and Bowling*, Squaw Peak Lanes

September 18 – *Building Information Modeling (BIM)*, Glenn Altshuler

October 7 – *CCIFP Overview Seminar*

October 16 – *Community Involvement*, Joe Garagiola

October 17 – *ASCPA CFMA VOS CIC Conference*

October 22 – *18th Annual*

*Golf Classic*, McCormick Ranch Golf Club

November 20 – *ADOT, Highway Developments*, T. Tait

November 22 – *CCIFP Exam*

December 11 – *Holiday Event*, Community Project

For a current calendar, visit [www.cfma.org/ValleyOfTheSun/events.html](http://www.cfma.org/ValleyOfTheSun/events.html)

Get on the ball . . .

And sign up for the 18<sup>th</sup> Annual CFMA Valley of the Sun Golf Classic presented by CBIZ & Mayer Hoffman McCann P.C. This year's tournament will be held at McCormick Ranch Golf Club on October 22. We have surpassed the 2007 record number of golfers and currently are on pace to sell out again. Sign up today as space is limited!

Sign-in and breakfast on the day of the tournament begin at 6:00 a.m. The shotgun start is 7:30 a.m. followed by the luncheon and awards presentation.

We have some sponsorships available. The registration form, on [www.cfma.org/ValleyOfTheSun](http://www.cfma.org/ValleyOfTheSun), has all the opportunities. If you are interested in a sponsorship, please contact Jared Asay (602-308-6638, [jasay@cbiz.com](mailto:jasay@cbiz.com)) or Kristi

Sylvester (480-783-8129, [Kristi.A.Sylvester@erac.com](mailto:Kristi.A.Sylvester@erac.com))

A significant portion of the proceeds is used to benefit formal and vocational education in support of the construction industry. We look forward to your continued support and to seeing everyone at the 18<sup>th</sup> Annual Golf Classic on October 22. Thanks to all of our sponsors and participants for already making this year's tournament a huge success.

## CFMA Valley of the Sun Officers and Directors

### Officers

**President**, Michelle Giesen  
*Wespac Construction*

**Vice Pres.**, Tom Lawless,  
*Pulice Construction*

**Secretary**, Nancy Palmer  
*Agate, Inc.*

**Treasurer**, Rayleen Colletti  
*Hunter, Hagan & Co.*

**Past President**, Lisa Autino  
*Corbins Electric*

### Board of Directors

**Diedre Aldous**  
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**Jim Bracy**  
*StraightLine Utilities*

**Bob Cummings**  
*Chase Bank*

**Robert Dyer** *Shughart Thomson & Kilroy*

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**Roberta Gurbey** *A and C Properties*

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**Tony Hakes** *CBIZ & Mayer Hoffman McCann*

**Ken Kellaney** *National Bank of Arizona*

**Chelie Lacrosse**  
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**Kris Roe** *McCarthy Building Companies*

**Missy Saucerman** *Sundt Construction*

**Leanne Scheub**  
*SNK Development*

### Committee Chairs

Budget, Finance, *Rayleen Colletti*

Career Services, *Greg Gross*  
Database, *Cindy Lee*

Education, *Leanne Scheub*  
Construction Exec of Year,  
*Tony Hakes, Jim Bracy*

Golf, *Jared Asay, Kristi Sylvester*

Legislative, *David James*  
Membership, *Diedre Aldous, Annette Johnson*

Newsletter, *Marj Weber*  
Programs, *Mike Specht, Helen Spencer*

Salary Survey, *S. Morrison*  
Succession Planning, *Lisa Autino*

Board Members,  
Committee Chairs  
Committee volunteers welcome!

**October is CFMA Awareness Month** *by Annette Johnson, CCIFP*

As some of you may know, October traditionally has been designated CFMA Awareness month. This year, to commemorate the occasion, the VOS Membership Committee is sponsoring a contest to recognize the CFMA member who we think promotes CFMA to potential new members through monthly luncheon meeting guest sponsorship.

The winner of the contest will be determined as follows:

- ◆ Most guests sponsored
- ◆ Guests must be potential

general members

- ◆ Guests cannot be from member's company

The contest runs the months of July, August and September. During this period, we will keep track of all general-member potential members who attend the monthly luncheon meeting and the sponsoring member. The totals will be tabulated, and, in October, the winner will be announced at the monthly lunch meeting. The winner will receive a \$200.00 gas card courtesy of

Morrison and Associates, CPAs, PLLC.

We want to encourage you to take this opportunity to promote an organization that is dedicated to member service by providing a forum for the exchange of ideas and a source of educational programs directed to specific needs. This gives guests an opportunity to try CFMA for a month or two; and, if they join in October, the dues are half price!!

Be sure to take advantage of this opportunity!

**CFMA VOS Awards Scholarships** *by Leanne Scheub, SNK Development*

CFMA's VOS Education Committee awarded \$2,500 scholarships each to **Nicole Hoffarth** and **Jon Corcoran**.

**Nicole** is employed as the Accounting Manager at Brewers Electric. She currently is attending the University of Phoenix where she is on track to receive her Bachelor's in Accounting by March 2010. Nicole hopes to become a CFMA VOS member in the near future and attend the National Conference next year. Nicole is well on her way, and I'm sure we will be hearing from her in the future.

Our other recipient, **Jon Ashley Corcoran**, is an Assistant Project Manager with Archer Western Contractors. He currently is enrolled in the W.P. Carey School of Business Accelerated MBA Program at ASU. He is anticipating growth within Archer as a result of his efforts. Helen Spencer, CFO, of Johnson Carlier, writes: "Jon has demonstrated that he is someone who can be relied on to get the job done. He is dependable, professional, hard working, and well-spoken."

**Congratulations to Nicole and Jon!**

CFMA VOS acknowledges that education is a primary goal. We recognize the need for qualified employees in the construction field. These needs will be filled largely by students graduating from our area schools. We hope these scholarships prove to be an investment in the Arizona field of construction by providing promising construction professionals with some financial assistance while completing their studies. Please help spread the CFMA word.

*The Education Committee is offering scholarships for the fall semester. Applications must be received by October 1 to qualify. Visit [www.cfma.org](http://www.cfma.org) ValleyOfTheSun and click on Scholarship*

**VOS Schedule for CCIFP Overview Seminar and Exam**

Save the dates

CCIFP Overview Seminar – Tuesday, October 7, 8 a.m.

CCIFP National Exam – Saturday, November 22, in Phoenix

In addition, a full day of educational opportunities is being planned for June 2009

Registrations for the review course will open in September - watch your e-mail

**Valley of the Sun  
Offers CCIFP  
Exam Locally**

## ORLANDO – TO SWEAT, OR NOT TO SWEAT . . . THAT WAS THE QUESTION!

by David James, FNF Construction, Inc. (a.k.a. Senior Conference Correspondent [SCC])

**Remember  
the old  
saying -  
only  
believe  
what you  
see and  
half of  
what you  
read!**

*Author's note: To the extent any of the reported activities seem to vary somewhat from the truth, or are slightly embellished or twisted, or perhaps the reported participants are slightly askew – tough!*

Orlando (meaning “hot and humid” in Seminole) was home to approximately 35 Valley of the Sun members attending the 2008 CFMA Annual Conference and Exhibition in late May. The abundance of educational opportunities, networking, and, of course, the usual antics of this group, kept the days interesting, the evenings long, and plenty for your SCC to scope out, uncover, and provide you Fair and Balanced (FAB) reporting (subject to the above disclaimer!).

For some, this was more than just a Sunday – Wednesday affair. . . starting as early as Friday afternoon, with the ICCIFP Board Meeting (pronounced, “ickyfp”). Our very own Marj Weber, having renowned “vices”, added one more notch to her six-shooter when she was elected as Vice Chair of the Institute! Go Marj – now you can chair those vices even more effectively!

SATURDAY, classes actually began (what is it with these people who act like they want to learn so much – on a WEEKEND?), committee meetings were held, CCIFP exams given, CCIFP overview courses offered, and introductions of the mentor to their “client” took place. (Your SCC, having been drafted [thanks a lot Marty] into the mentorship program as a mentor, got to meet his “client” [SCC and Mentor?] – only goes to

show you the level of desperation of this program!).

Saturday evening was capped off with an amazing tribute to CFMA’s retiring President – Mr. Bill Schwab. Bill, having served this organization for 17 years, has finally had enough of you guys . . . and said “adios”. It was one of the most moving, inspirational, and fun evenings I can remember. The entertainment was incredible, and the CFMA speakers enthralled the crowd (without a doubt, some of these folks chose the wrong careers – they need to be comedians!). There was one point that was more than worrisome, however, as John Corcoran, doing his usual oration to the masses, began to unbutton his shirt! The good news, John had a T-shirt on; the bad news, John’s T-shirt, to which he was relating a story about Bill, was from a 1989 concert. The moral to this story: T-shirts DON’T expand over time, whereas certain body parts DO! I leave the rest to your imagination (or nightmares, as the case may be). Towards the end of the evening, Bill actually sang his farewell speech to the tune of “A few of my favorite things” – unbelievable that he could pull this off as emotional as the night was – not a dry eye in the crowd (‘cept for your SCC – hard as nails – reporter). Everyone attending was given a Schwable-Bobblehead doll . . . yes, a bobble head doll in the likeness of Bill. Now THAT’s a tribute! (Ed’s Note – see a picture of the Schwable-Bobblehead in this issue.)

SUNDAY began as it usually does (sun rises, clouds

up, rains, gets hot and humid) – but also included the annual golf outing. Many hearty souls went out to blow a perfectly good morning by trying to whack at a little white ball with a stick – amazing what grown people will do. It must have been exhausting, however, as I saw Ken and Sam returning from the outing and proclaiming (remember FAB) – and I quote – “We’re going up to take a nap”. . . . I probed no further. That evening (after nap time and upon the arrival of many more Valley of the Sun attendees) the welcome reception kicked off the official beginnings to the conference. Had sweat not been streaming down my back (yes, outside, by the pool, 93 degrees, 160% humidity), I am sure I’d have had a good time. Several hours later, and a few cool adult beverages along, things seemed better (or maybe I just didn’t care anymore). It was great to see our troops and reconnect with acquaintances from other chapters that we see annually. That evening, the marathon began . . . who can stay up the latest, drink (water?) the most, and outlast the others . . . and to add to this annual Olympic competition, it became a team sport – the older (no, NOT me) generation vs. the younger generation. Having not participated in this ritual (gotta stay FAB), I merely used my stealth reporting techniques to find out the results. (I asked Ken – your opinion on which group he was representing.) The official report – a draw!

*continued, page 5*





*Orlando - continued*

TUESDAY began bright and early for a select few of us (others were sleeping in after going over to City Walk until all hours – jeez people, act your age!). It was breakfast as usual with the “show and tell” program for chapter awards – and, of course, the Valley of the Sun sweeping the awards, yawn. (Just kidding – kudos to our chapter leadership for continuing to raise the CFMA bar – not to mention drinking at it!) The evening was a bit fragmented with various vendor groups inviting folks hither and yon and a group of our chapter folks gathering to enjoy one another at Emeril’s. Though not able to break bread with the V of Sun folks, my stealth reporting (yes, I have secret imbedded reporters everywhere) did relate to me that two “interlopers” who did NOT belong to our chapter, joined the throng. In keeping with the true brotherhood of CFMA, the two were welcomed, wined and dined, and then handed the group’s tab! Way to go, Valley of the Sun!

WEDNESDAY brought the usual evidence of exhaustion . . . long faces, droopy

eyelids, yawns, nodding heads . . . the routine was starting to show . . . ! By the time our final “rah, rah” session was underway the multitudes were thinning, but the enthusiasm of our speaker was catching, and pretty soon we were jazzed, reenergized, ready to go back to our respective offices and change the world! Obama look out – we KNOW what change is all about!

The 2008 Conference and Exhibition was a resounding success – topping ALL previous conferences in attendance – 1,503 (including exhibitors and guests). It was a great tribute and farewell to Bill Schwab and an awesome way to introduce the “new kid”, our new CFMA President, Peter Schwartz (a.k.a. Peter, the Great!).

And, never let it be said that you don’t get a return on your CFMA investment. As I was returning to my room after the last session, I looked down on the sidewalk to see a \$20 bill just lying there! I stopped, looked around for someone to be checking pockets, purses, etc. and found I was alone on the walkway; I then

looked to see if there was a hidden camera (never let a reporter get caught in a “Hidden Camera” stunt – it would ruin his reputation) and stooped over to pick it up. Not finding anyone during my remaining walk to my room that was looking “light” or returning to the scene of the loss appearing to be “searching” . . . I kept it . . . ah, CFMA, a ROI you can count on! (*Ed Note #2 – SCC you owe someone lunch – could it be me??*)

Your SCC FAB reporter would be remiss if not to add a Post Script (PS for most of you) to this adventure.

Two PSs:

1 – A new family is born – yes, for many of us the “birth” of Joey – and related parental components has remained with our organization for many years; but now, we have a SUPER family . . . yes, Superman has “dropped” in from Krypton, giving us Clark (aka Sam, aka Kal-el), Martha (aka Marj), and Jonathon (aka Ken) . . . what could be next??? Spiderman???

2 – To these VALUABLE conferences, most of us fly . . . and, we (even your SCC) are back in coach, fighting

for leg room, use of the lavatories (why don’t the airlines just call them “heads”??), and all the while, eating peanuts – while paying big bucks for a beer. ALAS, there is an elite among us (Marj and John), who manage to arrange (claiming it to be a factor of some mysterious frequent flyer thing . . .) to fly FIRST CLASS . . . now, as SCC, I must retain my relationship with the masses – and accordingly, will always be among you in coach; but . . . as I pass thru the first class cabin, and see my comrades sitting there, sipping their FREE drinks – it is hard . . . not only for me and other CFMA folk; but for them (M&J) as they (M&J) do have a soft spot for us regular folk . . . therefore – next CFMA conference is on them – all of us will travel FIRST CLASS on their nickel . . . thanks John and Marj!!

Until next year, this is your SCC signing off . . . and remember, be on your best behavior, you never know when, if, or how I might just be watching and reporting!



John Corcoran



Bill Schwab



Lisa Autino - with a little help from a friend

## around the Chapter



Summer is in full swing; and, though the heat is a constant in the Valley, the Valley of the Sun Chapter of CFMA is as busy and productive as always.

Since my last column, another very successful Executive of the Year Banquet was held with winners and runners-up alike impressed with the video presentations of the nominees and our Chapter's enthusiasm for CFMA. Comments like – 'my CFO will be much more involved' and 'my entire accounting team will become members of CFMA' were heard throughout the evening. Many thanks to all of the committee members, especially to David Beer of Sun Valley Masonry and Greg Gross of Willis, for all of their hard work as Committee Co-Chairs. They have turned over the committee leadership for the 2009 event to Tony Hakes of CBIZ & Mayer Hoffman McCann and Jim Bracy of Straightline Utilities. If you are interested in being part of the fun for next year, contact

Tony or Jim.

We barely had time to catch our breath from that successful event and then it was off to Orlando for the 2008 Annual CFMA Conference. Who would have thought that it would come close to the outstanding Conference last year in Phoenix – NOT ME! But wrong as usual! Not only did ALL attendance records get broken – but the classes, planned events, and evening "networking" were outstanding. You can read more about it in the report from the *Copper State Ledger's* Senior Conference Correspondent in this issue. I must make mention of Bill Schwab's Retirement Dinner. I have attended many of these types of events in the past, but I have never been to anything like this dinner. We laughed, cried, and laughed again – so thoroughly entertained – it was quite the tribute to an absolutely awesome man!

Then for June back to business as usual with programs

(now held at the Arizona Country Club), committee meetings, and upcoming education and networking events. (So sorry I will miss the Bowling!) Our Chapter President, Michelle Redding, became Mrs. Michelle Giesen with a lovely destination wedding in Canada. Be sure to ask to see the pictures!

Also, some sad news. Past President Marty Garrison lost her husband, Don, to cancer on July 4<sup>th</sup>. All of our sympathies are with her and her entire family.

Some upcoming events of note – CCIFP Overview Seminar on October 7, ASCPA-VOS CFMA Construction Industry Conference on October 17, the 18<sup>th</sup> Annual VOS CFMA Golf Tournament on October 22, and a CCIFP Exam on November 22. See announcements elsewhere in this issue and watch your emails for details and registration information.

Until next time.....

**For all the  
news you  
need to  
know –  
check out  
around the  
Chapter**

## In Memory of H. Wilson Sundt

On May 12, 2008, the construction industry lost a long-time leader and supporter, H. Wilson Sundt. Mr. Sundt was the co-winner of this year's Pioneer Award at the annual Construction Executive of the Year banquet along with his brother, Bob Sundt.



## Peter Schwartz, CFMA President and CEO - The Journey

by Marj Weber, Irontree Construction

**How Peter Schwartz came to be CFMA's new President – with the help of VOS' own Marj Weber**



Bill and Peter – the changing of the guard

In February 2006 I received a call from Kevin Schlueter, the National CFMA Chairman at the time, asking if I would like to serve on the Succession Planning Committee. Their mission was to choose the person to replace Bill Schwab as President and CEO of CFMA. What an honor!! Of course, I accepted, and the journey began.

And quite a journey it was. Many of the details of the process can not be revealed, but I can give you a general overview of the process and the results. There were 12 selected members of this Committee that included all five 2007-08 National Officers; three of the ICCIFP Officers (I was one); two Past Chairs; and two other National Leaders. I must note that this became a “Spring-Creek like” experience, only more so. We were all painstakingly aware that the decision we made (and it had to be unanimous) would be the most important decision we had ever made as CFMA members and leaders. There is a bond between all of us that I doubt will ever be broken, nor would we want it to be.

We were led on this journey extremely capably by Pamela Kahl and Jim Zaniello of Association Strategies. They encouraged us when we were on the right path and steered us back when we got off! I know we could not have accomplished all that we did without them. It was their job to sort through all of the inquiries and resumes and to solicit candidates for us to consider. They were able to whittle down a significant number of applicants and present us with eight very viable candidates for the position. We chose five for the first set of interviews in Chicago, and that was trimmed to two for the final interviews in Princeton, NJ. It was on March 9, 2008 in Princeton, NJ that the CFMA Succession Planning Committee unanimously chose Peter Schwartz to be the new President and CEO of CFMA. And I do believe that our choice was an excellent one.

On June 30 Peter visited our Chapter and met with the current Chapter Officers (except Michelle, who was on her honeymoon and, therefore, excused) and some of the “old” timers (myself, Dave James,

and John Corcoran). Peter praised our Chapter for its strength and leadership and, at the same time, wondered why there hadn't been a National Officer from our Chapter in several years. I am currently Vice Chair of the ICCIFP or “Institute”, which is the first National Officer spot for a VOS member since the late Joe Quigley in 1993! Peter certainly gave us some food for thought, and there are a couple of Chapter Leaders that are considering a more active role on a National level.

Peter believes in a strong tie between National and Chapters. His background is as President and CEO of construction organizations at both the Chapter and National level – so he understands that sometimes there can be a breakdown of communication between the two. He has many goals as CFMA's new CEO. One right at the top of the list is to make sure that National and Chapters stay CONNECTED!

I look for great things from CFMA's new President and CEO. I believe that Peter Schwartz will take us to the next level and beyond.

## 23<sup>rd</sup> Annual Construction Industry Conference

The Arizona Society of Certified Public Accountants, in partnership with the Valley of the Sun Chapter of CFMA, announces the 23<sup>rd</sup> Annual Construction Industry Conference on October 17, Black Canyon Conference Center, Phoenix.

### AGENDA

- ◆ Understanding and Maximizing Your Lien Rights – Mike Holden
- ◆ How Safe is Your Cash – Bank Risk Management Panel
- ◆ What is Specialized GAAP for Contractors? – Jim Vandeventer
- ◆ Risk Assessment Standards: The Impact on Your Company – Mark Thomas
- ◆ Luncheon Speaker – ADOT: Building the Regional Transportation System – Brock Barnhart
- ◆ Record Retention and Destruction in Construction – Carol Hagen
- ◆ Subcontractor Defaults – Insurance Protection in 2008 and Beyond – Jim Berriatua
- ◆ Hot Sales Tax Issues for Contractors – Pat Denderger
- ◆ Arizona Immigration and Case Studies – Julie Pace

Construction Industry Conference – October 17



## Diesel Fuel Dilemma Driving Business Woes

by David Shoop, Enterprise Fleet Management

Skyrocketing costs not only are wreaking havoc on the price of gasoline, they're also having a serious impact on diesel fuel. Although diesel fuel produces 20 to 30 percent better fuel economy over gasoline, diesel's advantage has hit a roadblock with reports of prices being as much as 20 to 30 percent higher for diesel than gasoline.

The American Petroleum Institute says that while the demand for gasoline is slipping, diesel is increasing and production is at capacity. Since diesel is a close relative of home heating oil, costs could rise more in the winter.

According to the U.S. Department of Energy, refining costs are 21 percent of diesel's cost, while refining costs for gasoline are only 8 percent.

Plus, diesel engine vehicles are more expensive. The higher compression and tighter tolerances needed to ignite diesel fuel require the engine to have greater weight and strength. And, an EPA mandate affecting diesel engines produced after January 1, 2007, requires a number of new features that contribute to higher prices, such as diesel particulate filters, revised catalytic converters, and EGR (Exhaust Gas Recirculation) valves that comply with the new ultra-low diesel soot emission limits.

Factors contributing to the dilemma include:

- ◆ Taxes on diesel versus gasoline – Although percentage wise the taxes for diesel and gasoline are about equal at 12 and 13 percent, respectively, the federal government is charging more excise tax for diesel fuel despite it providing the better fuel economy.
- ◆ Diesel versus hybrids – With petroleum expected to dominate the auto landscape for the foreseeable future, the diesel-versus-hybrid debate continues to accelerate in the drive to minimize global warming.
- ◆ Environmental considerations – Because of their higher compression ratio, diesel engines extract more power from fuel than a gasoline engine. And, because they burn less fuel, diesel engines produce up to one-third less carbon dioxide than gasoline models.
- ◆ Short-term maintenance – While diesel engines do not require tune-ups like their gasoline counterparts, oil changes are more expensive due to greater oil capacity and larger filters. Plus, fuel filters need to be changed more often.

- ◆ Long-term maintenance – Typically, diesel engines turn less RPMs than a gasoline engine and are built stronger. Therefore, they are capable of running more miles at higher power levels before needing major work. Beware, however, as neglecting maintenance on a diesel engine can be costly.

From small efficient cars to big trucks and cross-overs, new diesel vehicles are scheduled to start arriving soon in the United States. According to an article in *Motor Matters*, the higher initial cost of a diesel engine, along with the higher cost of the fuel, may damage America's enthusiasm for clean diesel. Financially, it seems as if it's going to end up costing more to own and drive one of the new arriving clean diesel cars – and that's the dilemma.

David Shoop is Group Sales Manager for Enterprise Fleet Management in Phoenix and can be reached at 480-947-7400.

**Diesel versus  
Gasoline**

Copper State Ledger is the official publication of the Construction Financial Management Association, Valley of the Sun Chapter. CFMA is a non-profit association dedicated to the financial person in construction. Membership information is available on the web at [www.cfma.org/valleyofthesun/index.htm](http://www.cfma.org/valleyofthesun/index.htm) and click on How to Join.

## Help Wanted

CFMA VOS is seeking your help in two areas:

1. The Golf Committee still needs the following sponsors
  - ◆ Platinum lunch sponsors (need 3)
  - ◆ Beverage cart sponsor (need 1)
  - ◆ Gold breakfast sponsors (need 2)
  - ◆ Silver sponsors (many)
  - ◆ Tee sponsors (several)
2. An editor for VOS's quarterly newsletter. It is time for our next editor to take over the newsletter. The position involves:
  - ◆ e-mailing committee chairs to request articles and updates
  - ◆ forwarding those to our administrator (who does the layout)
  - ◆ then proofing the newsletter before it is distributed

Are you willing to help? VOS needs You.

E-mail your interest to [CFMA-Admin@cox.net](mailto:CFMA-Admin@cox.net).

