



## CFMA VoS Chapter News

August 2020

### *Program Recap: Moving Forward Series-Checking in on Others!*

*August 5, 2020*

Thank you to all that attended our first session in the "Moving Forward Series", the topic was Checking In. We had a great discussion on the different ways that we can ensure that we are checking in on colleagues, co-workers, and friends as we all deal with the uncertainty and uncharted times of 2020. The group shared ideas on things they have done and what has worked well, both personally and professionally. For those that were not able to attend, we hope you can join us for the next one (details to come in the coming weeks).

I'd like to share with you how the idea of the "Moving Forward Series" came to be. The idea came as I was grappling with all the stresses and uncertainty we are dealing with daily. I think we can all agree that there have been times...or days...or weeks...or months that we have been really "off" during 2020. I knew how much I was struggling and know that others feel the same way. I reached out to the Officers and they welcomed this idea with open arms and were instrumental in planning this all out, so thank you so much! CFMA prides itself on delivering value to its members in a variety of ways, so we thought this would be a great way the organization can do just that. Our goal is to create a space where we can support

each other and share ideas as we navigate through these times. We have some topics laid out for future discussions, but the intention is to let this grow organically, this year has taught us to be flexible and go with the flow, right? If you have any ideas or want to get more involved in the planning of these discussions, don't hesitate to reach out. Our hope is that you find the discussions relevant, impactful, and easy to apply to your daily lives. I think now, more than ever, it is so important to be open with one another.

Janeen Butler  
Conover Asay CPAs

## *2020 CFMA Virtual Conference Recaps!!!*

### **CFMA Virtual Conference was both a Hit and Miss**

Well, CFMA did it! CFMA, in my opinion, hit it out of the park with its first virtual conference. Kudos goes to the CFMA team and conference planning committee for presenting sessions that were impactful and relevant to today's climate. Originally budgeting for approximately 340 attendees, HQ was pleasantly surprised to find over 850 attendees signed up for all or part of the conference. Many of the popular speakers were back, such as James Benham, who annually advises us on the technology advances in our industry. Anthony Huey reminded us how effective communication and presentation skills are key in marketing our companies. Anirban Basu again gave an economic update with his own twist on "Lord of the Rings" ... though his office chair looked like it should be in the Batmobile! The always-popular round table sessions were well attended and appreciated by all who participated.

It goes without saying, but the Valley of the Sun Chapter always steps up to the plate and contributes. Thanks go out to Julie Pace and Melissa Wood for presenting during the conference. Marj Weber, David James, Jared Asay and Karl Kortman facilitated individual round table discussions. Marj Weber was also part of the national committee that planned the virtual conference. Overall, the Valley of the Sun Chapter had close to 40 members participate in the conference. The chapter was also awarded the Chairman's Excellence award for the Year!

So where is the miss you ask? For any of you that have been to a National or Regional Conference, you will understand.

We missed:

- Being together during and in between sessions
- Celebrating chapter recognitions and awards together
- Vender giveaways and seeing the latest in new products
- The closing party memories and stories told
- Seeing old friends and making new friends
- Reminiscing of past conferences and moments past
- The annual Valley of the Sun happy hour
- Making new memories
- And... David James's conference recap. Washington D.C was such prime material, too!

In summary, the virtual conference felt a little like sports today. For the most part, the game is the same but the lack of fans changes the atmosphere. We need to be back together again celebrating our great organization. Like many of you, I'm hoping that this was our first and last virtual conference, and that we will SEE you next May in Denver, Colorado.

Wait, what am I seeing just below; could it be Anirban's Batchair? No, it is another article on the conference from David and Donnie . . . . We are saved!

Karl Kortman

### **What might have been in D.C. . . .**

Sure, what Karl wrote was on target, thoughtful but so, so accurate. Great job Karl!! But, as in the case of anything virtual, the best part is exposing the complexities of the virtual "monster" and then pondering, "What would it have been like 'in person'?"

As many of you know, my technical skills are exceeded only by my skill as a brain surgeon. So when Marj and gang announced "We are going virtual", my first reaction was, "OH, NO". Then when I saw that the conference was spread out ALL week, my first reaction was . . . . "Leave it to CFMA to take what used to be 'back in the day' a 2 ½ day conference, and stretch it out like a rubber band to a full week". Although they did redeem themselves slightly, by allowing for viewing and CPE to extend out beyond the conference dates (how long can that rubber band stretch??).

So, as Karl noted, the virtual monster came off relatively pain free, but I leave you with two observations of note. First, the roundtables were the only sessions requiring a code word to get CPE. So I dutifully wrote it down, went in and did my evaluation (especially, praising the masterful facilitators) but could not find ANYWHERE to put in the blasted code word - - so I still don't have that CPE credit. Maybe they don't give CPE to retired guys? Second, virtual is better when you actually MAKE IT to the sessions. Now, most of us realize there are basically 3 time zones in the continental US of A, and in order to attend a session, it helps to know a) what time zone you are in, and b) what time and zone is the virtual session scheduled. Donnie did some extensive research here, and was able to identify at least one of our 40 who struggled with this concept. Now, Donnie has his baseline ethics, so he would ever divulge

a name just to embarrass this person (nor would I allow him to name names), but he was a bit surprised when he determined that this person was our own chapter President! No names, Donnie!

So what would the conference have looked like had we all had said, "CFMA is bigger than any Bug, we have seen "Men in Black", and so we are going to D.C."!! Certainly there would have been some special sessions that we could attend:

- Saturday mini conference by Donald Trump on "Effective Tweeting" followed by an extra credit session on "Can you ever actually tweet too much"?
- Sunday special "craft" session on making your own hand sanitizer using Everclear and Aloe lotion. The key to this session would be to avoid ingesting the Everclear before making the solution. I would venture to say this would have been the most attended session.
- Monday evening VOS dinner. We would have taken up the ENTIRE restaurant, as we would be required to sit 6 feet apart. Would have carried on conversations over our cell phones, or texting . . . . . Or tweeting!!
- Tuesday dawn peer group on "Running a business from your basement"; featuring . . . . yup, Joe Biden. This could actually fit well with a James Benham follow up session on "Underground Technology".
- A General session Tuesday on communication; NO, not your normal dull stuff; this would be how to have a conversation between two people wearing face masks with a sheet of plexiglass between them - - so you can barely hear one another, and certainly can't understand

each other. 2021 conference suggestion - session on sign language so we no longer have to talk!

- Closing party would have been special, with an award for "best dressed with a facemask"; featuring Nancy Pelosi who has a matching facemask for every outfit she wears.
- Wednesday closing session on "How to recycle toilet paper and paper towels" or "Where are Sears catalogues when you really need them?"
- On our flights back home, we would all be nursing bruised elbows, after all the "elbow bumps" in lieu of handshakes and hugs.

So, other than missing out on some potentially really cool sessions and events, I would echo Karl's thoughts and KUDOS to Marj and the planning committee for a job well done under the cloud of a pandemic . . . . Now, if only I could figure out how to get those last CPE credits for that roundtable session . . . . darn technology. . . I should have become a brain surgeon.

David and Donnie

## Upcoming Events!



**New Member Webinar  
August 26, 2020 8:00-  
9:00am**

[Click here](#) for details and to sign up



**The INs. OUTs and WHAT HAVE YOUs of**  
 Microsoft Teams  ZOOM &  Skype

**The Ins, Outs and  
What have Ours of  
Zoom, Teams, &  
Skype  
August 27, 2020 3:00-  
4:00pm**

[Click here](#) for details and to sign up

**Corporate Finance  
and Construction  
Virtual Conference  
August 26, 27 and 28  
(Mornings)**

CFMA VoS members  
received member  
pricing. (\$100 savings)

[Click here](#) for the flyer and  
full agenda

You can register by phone  
602-324-6044

**Corporate Finance and Construction  
Virtual Conference  
August 26, 27 and 28 (Mornings)**

*Now up to 12 hours of CPE!*

Platinum Sponsor:  
  
www.ascpa.com/cfcc20

**CFCC is going virtual and offering you even more than before.**

The conference will now be held over three days in the mornings to help you maximize CPE while balancing your busy schedule.

All general and breakout sessions will be available via webcast. Just like our seminars, most sessions will be recorded and available to attendees to re-watch after the event for up to one year.

Attend all three days to earn up to 12 hours of CPE, for the price of 8! See the new agenda below for more details.

Special thanks to our Platinum Sponsor [Eide Bailly LLP](#).



**Monthly Program  
Insurance Panel  
September 24, 2020  
12:00-1:30pm**

[Click here for details and to sign up](#)



**CFMA VoS Virtual  
Happy Hours  
September 24, 2020  
4-6pm**

[Click here](#) for details and to sign up

## ***Save The Date!! CEoY Rescheduled!!!***

*March 26, 2021*

**Rescheduled to March, 26, 2021  
Still to be held at Mountain Shadows Resort  
Stay tuned for updated information and  
Sponsorship/Registration Forms**

**CFMA Valley of the Sun  
Construction Executive of the Year**

**RESCHEDULED**  
**NEW DATE ANNOUNCED**



and reward our exceptional Valley of the Sun members. Sponsors receive recognition pre-event marketing and at the event and have the opportunity to network with influential individuals in construction. This is an industry event you do not want to miss!

**Mountain Shadows Resort**  
5445 E. Lincoln Drive, Scottsdale, 85253  
6:00PM - 9:30PM



**2020 Pioneer Award Recipient**

**Doug Pruitt, Sundt Construction**

Doug Pruitt had a 45 year career at Sundt Construction beginning in 1966 as a field engineer after earning his degree from the Oklahoma State Institute of Construction. He became manager of Sundt's Phoenix office in 1978, was named President and COO in 1992 and then Chairman, President and CEO in 1998. He retired in September 2011 but has continued to be an author and speaker on his successful business and leadership strategies. He helped to create the Sundt Foundation, and served on the Arizona Commerce Authority and was president of the Associated General Contractors Association.

Title Sponsor:



**BeachFleischman**  
*collaborate forward*

*August is CCIFP Month!!*



**INSTITUTE OF CERTIFIED  
CONSTRUCTION INDUSTRY  
FINANCIAL PROFESSIONALS**

If you've held off getting your CCIFP certification because you didn't think that you need it or didn't see the direct benefit to yourself or your company, consider the impact it has on the users of your financial statements. Brian Wilder, Principal & Vice President of Lovitt & Touche's says:

As a surety professional, I consider the CCIFP designation the gold standard in construction financial management. Individuals with this certification have demonstrated commitment and depth of knowledge, instilling confidence in their industry counterparts and clients.

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As a CCIFP since 2007, this designation has definitely enhanced my career in construction accounting. Not only has it furthered my knowledge of the complex accounting practices in the construction industry, it also demonstrates my commitment and focus to all things construction to clients and industry partners. The CCIFP designation helps me deliver the best service, provide the most valuable advice, and guide my clients through the complicated construction accounting terrain.

Jared A. Asay, CPA, CCIFP

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Have more questions? Sign up for a free webinar "Find Your Path to become a CCIFP" on August 19th at noon: <https://cfma.digitellinc.com/cfma/live/4076/page/20911>

When you're ready to get started on your certification, the Valley of the Sun Chapter will refund you the cost of the overview (which, by the way, is the best way to start your CCIFP exam preparations) when you sit for the exam! Also, we will help to facilitate a study group with chapter members pursuing their certification - so let us know!



[Click here to visit the Alliance website](#)

Contact: PO Box 4130, Scottsdale, AZ 85261  
Phone: 602-892-4074  
[\\_vosadmin@cfma.org](mailto:_vosadmin@cfma.org) [CFMA VOS](#)  
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