



03

*CFMA Annual  
Conference Recaps*



04

*Member of the Year*



06

*Upcoming Events*

# Extras



c/o 56 Grandville Avenue SW  
Grand Rapids Michigan 49503

EDITOR Danielle Pennings

Beene Garter LLP

[dpennings@beenegarter.com](mailto:dpennings@beenegarter.com)

[westmi.cfma.org](http://westmi.cfma.org)

Production costs for newsletter  
underwritten by Beene Garter LLP

*A Quarterly Publication from the Western Michigan Chapter of the Construction Financial Management Association*

FROM THE PRESIDENT  
JENNIFER MURPHY



## President's Letter

In my last newsletter article, I talked about engagement and asked for all members to look for ways to become more engaged in our Chapter this year. Statistics show that 1 person can successfully engage 5 people, and if each of those 5 people can engage 5 more people, the compounding effects are amazing. It also means much less work than one person trying to engage 25 or 50 people.

One thing that I think is very important to consider is our attitude and the energy we emit. I know that in order for me to want to engage with someone or something, I have to want to follow them. I want to feel an energy and a "Positive Vibe" from them.

Our members are made up of Accountants, Attorneys, Bankers, Insurance Agents, Bonding Agents and other positions, that by the nature of our roles, spend a lot of time in our organizations or for clients being risk mitigators. We tend to be viewed as the pessimists or "the bad guy" who says "no" a lot. Along with work, we all lead very busy lives with many outside factors pulling at us from different directions. It can be hard to see the positive in things when it feels like everything is coming at you from different directions. It is easier

to say, "Look for the positive, don't always be so negative," then it is to actually do that.

That being said, one of my personal goals is to try to remain more positive in situations in which I would normally not be positive. I think that all of us could find areas in our lives where we could try to be more positive. I truly believe it will help us all if we approach every situation we encounter, no matter how difficult, with a better attitude. People like to follow and engage people who are positive and emit good energy.

I found the following that I have posted in my office and at my home. I am working to improve in this area and wanted to share it with everyone as

CONTINUED

I think we all at times could use a little more positive in our worlds. I would encourage each of us to make a concise effort to try to follow "The Positive Pledge" as much as we can each day.

### The Positive Pledge

- I pledge to be a positive person and positive influence on my family, friends, co-workers and community.
- I promise to be positively contagious and share more smiles, laughter, encouragement and joy with those around me.
- I vow to stay positive in the face of negativity.
- When I am surrounded by pessimism, I will choose optimism.
- When I feel fear, I will choose faith.
- When I want to hate, I will choose love.
- When I want to be bitter, I will choose to get better.
- When I experience a challenge, I will look for opportunity to learn and grow.
- When faced with adversity, I will find strength.
- When I experience a set-back, I will be resilient.
- When I meet failure, I will fail forward towards future success.

- With vision, hope, and faith, I will never give up and will always move forward towards my destiny.
- I believe my best days are ahead of me, not behind me.
- I believe I'm here for a reason and my purpose is greater than my challenges.
- I believe that being positive not only makes me better, it makes everyone around me better.
- So today and every day, I will be positive and strive to make a positive impact on the world.

[www.ThePositivePledge.com](http://www.ThePositivePledge.com) by Jon Gordon



CFMA WESTERN MICHIGAN  
CHAPTER

## 2016-2017 Board of Directors

#### PAST PRESIDENT

Jeff Koster  
*Wolverine Building Group*

#### PRESIDENT

Jennifer Murphy  
*Pleune Service Company*

#### VICE PRESIDENT

Grace Silva  
*Elzinga Volkers*

#### TREASURER

Victor Sturgis  
*Crowe Horwath LLP*

#### SECRETARY

Theresa Sickles  
*Plummer's Environmental  
Services, Inc.*

#### DIRECTOR

David Coates  
*Grand River Construction*

#### DIRECTOR

Aileen Leipprandt  
*Hilger Hammond, PC*

#### DIRECTOR

John Naylor  
*Feyen Zylstra LLC*

#### DIRECTOR

Ken Bos  
*Hylant Group*

#### PROGRAM COMMITTEE CHAIR

Grace Silva  
*Elzinga Volkers*

#### MEMBERSHIP COMMITTEE CHAIR

Ann Plummer  
*Beene Garter LLP*  
[aplummer@beenegarter.com](mailto:aplummer@beenegarter.com)

#### PROMOTION COMMITTEE CHAIR

Mike Waalkes  
*Lighthouse Insurance Group*  
[mwaalkes@lighthousegroup.net](mailto:mwaalkes@lighthousegroup.net)

# CFMA Annual Conference Recaps

03 &gt;

**John D. Koscielniak, CPA, CCIFP, Walburg + Associates, P.C.** I was one of the fortunate individuals to receive a scholarship given by the West Michigan CFMA chapter to attend CFMA's 2016 Annual Conference & Exhibition. This year's conference was held in San Antonio, TX at the beautiful JW Marriott San Antonio Hill Country Resort & Spa. This was my first time attending the CFMA annual conference, and it exceeded all my expectations. It brought an unparalleled educational and networking experience to everyone in attendance. The only problem I had was the difficulty selecting the sessions to attend since there were so many topics of interest and relevance. Fortunately, every session is recorded and I can go back and listen to them, along with the available handouts, at my convenience; which I have already availed myself of several times.

It's the type of conference that keeps on giving. As a CPA and CCIFP, I'm required to obtain certain amounts of continuing education every year. It can be difficult at times to find meaningful topics that address the construction industry outside of CFMA. The CFMA Annual Conference more than fits the bill and allowed me to fully immerse myself in on-point construction industry education presented by industry leaders from across the country; including from our very own chapter! The social activities weren't bad either!

I would encourage everyone to attend an annual conference at least once, but I'll bet it won't be your last. I want to thank the West Michigan chapter for making scholarships available to assist members in attending this event. This is only one of the many benefits your membership in the West Michigan CFMA chapter provides. I encourage you to take advantage of it.



**Ben Herrema, Kent Companies, Inc.** Thank you to the West Michigan CFMA chapter for the scholarship used for my visit to the annual CFMA conference in San Antonio! This was my first time attending any type of conference in the construction industry and I found the experience to be worth every penny and then some. Every day of the conference presented a new opportunity for either education on complex construction accounting topics, or networking with professionals from all around the country.

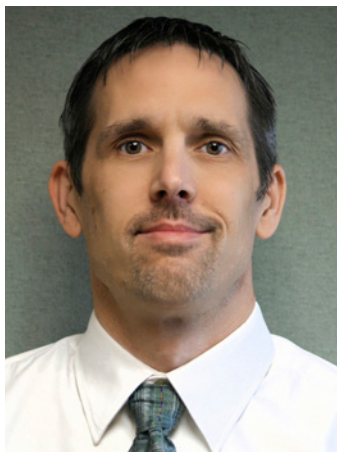
Being relatively new to the construction industry, I wasn't hard-pressed to find an education session that could provide clarity about a topic or at least one "golden nugget" idea to take back to the office. The conference offers multiple tracks to allow attendees to focus on specific topics such as risk management, construction accounting, or human resources, if they so choose. I selected a variety of sessions to try to get a little bit of everything and found it very difficult to attend all of the sessions that were high on my priority list because there are so many!

As great as the general and individual sessions were, I found the never ending networking time to be the most valuable. A Sunday morning golf outing on the TPC San Antonio course and a vendor-sponsored meet and greet at the famous San Antonio Riverwalk provided a great atmosphere for just two of the many opportunities to ask questions and get advice from CFMA members from every part of the country. I definitely plan to attend future national conferences and hope to see more West Michigan Chapter members there!

# Chapter News (Past Events)

04 &gt;

## Member of the Year Award



Congratulations to Tom VandenBosch of Allied Electric, Inc. who is the 2016 recipient of the LaForest Krantz Member Achievement Award presented at the September General Membership Meeting. Special thanks to Tom for all of his hard work and dedication to CFMA!

Since joining the West Michigan Chapter in 2002, Tom has been an active advocate for CFMA in the broader community and has been a regular attendee at meetings. He served on our Board of Directors from the 2009/2010 year through 2015/2016. He was our Board President for the 2014/2015 year. He spearheaded the

Roundtable program for the last 5 years and is currently a member of our Program Committee.

Thank you Tom for all of your contributions to our Chapter!

## September & October General Membership Recaps

Special thanks to Kevin Schulte (Burton Precision) and Carl Turek (Michigan Drone Pros) who spoke at September's general membership meeting regarding emerging technology in construction, including 3-D printing and drones.

CFMA West Michigan Chapter met together with ASA and ABC at the October meeting. Special thanks to Bill Ballenger of the Ballenger Group who presented on political updates on National and State races.

Special thanks to Bob VandePol, Executive Director of Pine Rest Christian Mental Health Services' Employee Assistance and Church Assistance Programs, who spoke at November's general membership meeting. He discussed how to be a leader during and after a crisis. At the November meeting, the Western Michigan Chapter also collected for Toys for Tots. Thanks to everyone who participated!

CONTINUED



## Student Members

We currently do not have any student members and are hoping to increase student involvement by offering an initial free lunch at our General Membership meetings. If you know any students or student groups that may be interested, please email Tom Vandenbosch at [tvandenbosch@alliedelectricinc.com](mailto:tvandenbosch@alliedelectricinc.com).

## CFMA Western Michigan Chapter Mission Statement

As the source and resource of construction financial management in West Michigan, our Association unites individuals having financial responsibilities in the construction industry.

We provide a forum through which the Association's members can meet to network and exchange ideas. We promote and encourage leadership within the construction industry, as well as our Association. We develop and coordinate educational programs dedicated to the purpose of improving the professional standards of the industry and enhancing the value of construction financial managers to their respective companies.



# Chapter News (Past Events)

05 &gt;



## Must Be Present to Win and CFMA “Swag” Update

The names drawn at the September and November meetings were not present; therefore, the \$25 Gift Card will roll into January’s drawing, upping the pot to a \$75 Gift Card! Make sure you are present to win!

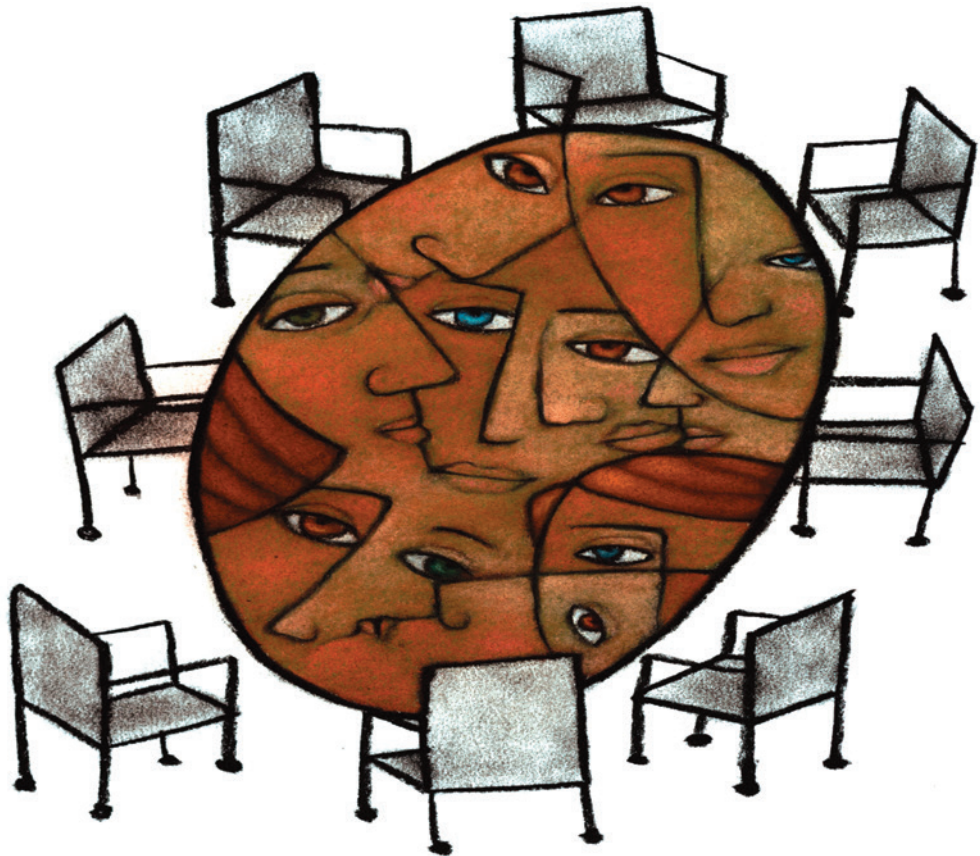
## Toys for Tots

The Western Michigan Chapter once again participated in collecting for Toys for Tots at the November General Membership Meeting.



## Roundtable Program

Thank you to those who are involved in the Roundtable program, a great networking and relationship building program. For further information, see Tom VandenBosch.



## Reminders

Anyone interested in joining one of our committees? We’d love to have you join! See page 2 for a listing of all of the Western Michigan Chapter committees and committee chairpersons.

# CFMA Western Michigan Chapter - Upcoming Events

**Volunteer Opportunities:** The CFMA is always looking for ways to connect its members to the community. Please let a Board or Promotion Committee know of any volunteer opportunities.

**Social Media:** Remember to like us on social media!



## 2016 General Membership Meeting Schedule:

1/26/17

West Michigan Sports Commission with Griffins Tickets giveaways

2/23/17

Cyber Security

3/22/17

CFMA Education Summit @ GVSU

4/25/17

CFMA Suicide Summit with Lansing & Kalamazoo Chapters at Pine Rest

4/27/17

Internal Controls

5/25/17

General Membership Lunch

6/3/17 - 6/7/17

CFMA National Annual Conference will be held in Phoenix, Arizona

6/20/17

2nd Annual CFMA West Michigan Jon Penning Memorial Golf Outing



# Membership Update

## New General Members:

**Chris Brinks** / Van Laan Concrete / Referred by Ann Plummer

**Jennifer Price** / Rockford Construction / Referred by Mark Burgers

## New Associate Members:

**Trace Bauman** / Beene Garter LLP / Referred by Ann Plummer

**Andrea Kerkstra** / Beene Garter LLP / Referred by Ann Plummer

**Brittnee Tomlin** / Beene Garter LLP / Referred by Ann Plummer

*Welcome to all of our new members. Thanks to those who participated in our member profiles section. We look forward to seeing more profiles in next quarter's newsletter!*

## Membership Stats:

General Members	69 members	61%
Associate Members	45 members	39%
<b>Total Chapter Membership</b>	<b>114 members</b>	

Know anyone who may like to join the CFMA Western Michigan Chapter? **National CFMA is offering new member incentive again this fall! Any new member who joins between now and March 31, 2017 will have their membership paid through March 31, 2018...that's 16 months for the price of 12!** Click [here](#) for a membership application. Please invite a guest to an upcoming lunch—their lunch will be free! Contact Ann Plummer (aplummer@beenegarter.com) for details.

## CFMA Member Spotlight

Welcome new members:

### Brittnee Tomlin BEENE GARTER LLP



1) How long have you been with your company and what areas of the business do you work in?

I have worked at Beene Garter for two years and have been working in the tax field for about five years. I do tax related work for a variety of companies. I recently began specializing in construction and state and local taxation.

2) What do you enjoy most about working at your company?

I love both the people I work with and the clients we serve. Tax work can be challenging and complicated. I love working through the challenges, and the feeling of success when a job is complete. I wouldn't be able to succeed without the people I work with helping every step of the way.

3) What interested you in joining the CFMA West Michigan Chapter and what membership benefits do you hope to attain?

I recently decided to specialize in construction taxation. I thought it would be good to join the CFMA in order meet more people and learn more about the industry.

4) What is your favorite hobby or activity to do when you're not working?

When I'm not working, I love to play tennis. It has been a great way to make friends, get exercise, relax, and have fun.



# CFMA Member Spotlight

## Jennifer Price ROCKFORD CONSTRUCTION

1) How long have you been with your company and what areas of the business do you work in?

I joined the Rockford Team in February of 2014 as their Job Cost Accountant. In 2015, I accepted the position of Assistant Controller, which resulted in a hybrid position blending Job Cost and Assistant Controller duties.

2) What do you enjoy most about working at your company?

Rockford Construction Co. is an exciting company doing exciting things. I only have to walk feet from my office to experience how the creation of beautiful, new spaces and the revitalization of old is creating change in my own neighborhood. While the building of communities creates a sense of pride in its own right, Rockford does it with class and integrity. It is easy for an organization to craft a mission statement but then conduct business as usual. Rockford has created a culture that is truly owned and embraced by its team members. I get to surround myself with people that are passionate and believe in what they do, creating a truly gratifying work environment.

3) What interested you in joining the CFMA West Michigan Chapter and what membership benefits do you hope to attain?

Membership in the CFMA West Michigan Chapter allows me to continually strengthen my knowledge of industry standards and stay on top of changing trends and issues my company may encounter. The support system and business relationships I hope to obtain, particularly through events like the monthly Roundtable group discussions, will help provide the guidance and insight that will allow me to become a better leader within my own organization.

4) What is your favorite hobby or activity to do when you're not working?

My husband and I are proud parents of two young children who monopolize almost all of our free time. We enjoy spending weekends on the river and around the woods of our Northern Michigan cabin, collecting rocks and generally enjoying nature.





# Renew your membership today.

10 ways CFMA helps you your company build a better bottom line:

## 1) Industry & Professional Connections

**Keep Your Competitive Edge**  
With access to more than 90 CFMA Chapters in North America and more than 7,000 members, CFMA National and Chapter membership means invaluable connections to help build your professional success.

*Exclusive member-only benefit.*



## 2) CFMA Building Profits & Electronic Publications

**Knowledge, Tips & Techniques for CFMs**  
CFMA's award-winning, bimonthly magazine covers topics unique to construction financial professionals with archived issues and articles available through BP Online, the digital version of the magazine. Distributed monthly (Bottom Lines) and quarterly (Talking Heavy, Talking Trades), CFMA's e-newsletters are your source for industry insights and news.

*Exclusive member-only benefits.*

## 3) Free Webinars

**Access to What You Need to Know NOW**  
Each month, timely, relevant topics are presented for construction financial managers and their staff. Normally priced at \$59.95 each (\$720 for the year), all monthly Webinars offer 1 CPE credit and are free to CFMA members.

*Exclusive member-only benefit.*

## 4) CFMA's Annual Conference & Exhibition

**Learn & Earn CPE Credits**  
Members receive discounted pricing on registration to the only conference focused on construction financial topics and concerns. CFMA's 2017 Annual Conference & Exhibition will be held in Phoenix, June 3 - 7. Unable to attend the Annual Conference? CFMA's Regional Conferences deliver education and networking opportunities across the country.

*Discounted pricing for members.*

## 5) Construction Financial-Specific Education Programs

**Convenient Online Courses & Chapter Classroom Courses**

From Cash to Treasury to Risk Management, specialized CPE credit topics are available online and in-person for different levels of construction financial professionals.

## 6) CFMA Connection Café

**Get Answers from Your Peers**

An online community specifically for construction financial professionals. Discuss your toughest issues and connect into our network of more than 7,000 members with questions and answers. Develop relationships that will last your entire career. *Exclusive member-only benefit.*



## 7) Construction Financial Manager's Guide to State Tax Laws

While there are many different tax jurisdictions in every state, these guides provide construction financial managers with added value and technical knowledge in the area of multistate taxation. Individual state PDFs, as well as a PDF including all 50 states (plus the District of Columbia), are available. *Discounted pricing for members.*

# Renew your membership today.

## 8) "The Book" & the Construction Financial Benchmarker

### Benchmark Your Success

Find out how your company compares by region, sales volume, and company type. "The Book" is considered the Bible of the industry.

*Discounted pricing for members.*



## 10) CFMA Cost Savings Programs

### Save Time & Money

From credit card payment solutions from Comdata to mid-sized vehicle fleet services from Enterprise Fleet Management, ConsensusDOCS, and PartnerSHIP discounts on FedEx and UPS shipping. Your firm could save more than \$3,000, worth significantly more than your annual dues investment. More savings opportunities through NPP with Verizon Wireless, Expedia, EarthCam, Staples, and Fastenal.

*Exclusive member-only savings benefits.*

## 9) Professional Certification

### Certified Today, Skilled for Tomorrow

The Certified Construction Industry Financial Professional (CCIFP®) designation is the only construction financial management certification accredited by the American National Standards Institute (ANSI) under ISO 17024:2003. Join more than 900 CCIFPs around the country who are improving their companies' bottom lines by committing to excellence in construction industry financial management, continuing education, and quality improvement.



## ARTICLE SUBMISSIONS

We are currently seeking volunteers from our membership to contribute articles for future editions. If you would like to contribute an article, please contact Editor Danielle Pennings at [dpennings@beenegarter.com](mailto:dpennings@beenegarter.com). Contributions are greatly appreciated!

# your equation for success

# **12 PLUS** membership

**NEW MEMBERS** receive **12 Plus Months of Membership!**  
Join now and your membership is good through **March 31, 2018.**



**you** +

Trusted and valued professional  
**CONNECTIONS**  
**EDUCATION**  
in multiple online formats  
Lifelong **FRIENDSHIPS**

**X**

**LEADERSHIP** and  
**CAREER-ENHANCING**  
opportunities

**=**

The **PREMIER ORGANIZATION**  
for construction financial  
professionals and those  
who support them, such  
as accountants, lawyers,  
sureties, and technology providers



Offer available to new members only. Any former member with a terminated membership since January 1, 2016 is not eligible for this offer. Chapter dues, if any, are additional. The best connections and the most value for your dues come from affiliation with a CFMA chapter. Check [cfma.org](http://cfma.org) for individual chapters near you.