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Extras



c/o 56 Grandville Avenue SW
Grand Rapids Michigan 49503
EDITOR Brandi Clark
Beene Garter LLP
bclark@beenegarter.com
westmi.cfma.org

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

FROM THE PRESIDENT
ANDY ODEHNAL



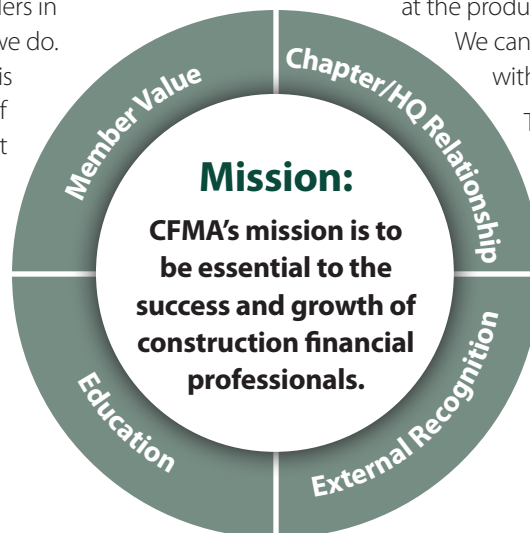
President's Letter

Another season of CFMA is upon us! And the signs of improvement are all around us. Everyone I talk to reports that sales are up. Unemployment is down. Factories are humming and people are building again. And the single largest struggle I hear about is finding good, qualified people. What a great problem to have!

As we start this new season, I hope you'll see that we've put together quite a solid program plan to truly aid CFO's and Controllers in becoming better at what we do. After all, that's what CFMA is here for — to make each of us better at our jobs. In that regard, we REALLY need your feedback on how we're doing. Please, please, please — when surveys come out to you

from our chapter, please take the 60 seconds to fill them out. We truly want to get better every day at the product we bring to our members. We can't be sure we're doing that without your feedback.

Thank you in advance for your participation as we make this "season" of CFMA truly great for everyone.



May & August 2013 Social Events

The Promotions Committee organized two social events in May and August which consisted of 'happy hour' at the SpeakEZ Lounge downtown and Vitales in Comstock Park. Hors d'oeuvres at the events were sponsored by the West Michigan

Chapter and Owen-Ames-Kimball Company. Thank you to everyone who came out to support the events. We look forward to planning more events in the future!

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West Michigan Chapter members at the SpeakEZ Lounge in downtown Grand Rapids - May 3, 2013

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Golf Outing Recap

The 22nd Annual CFMA Golf Outing was held Wednesday June 5, 2013 at Railside Golf Club in Byron Center.



First place went to the team of Tim Koster, Andy Odehnal, Rob Dykstra, and Chris Lehman with a score of 59.

Fifty golfers (12 teams) came out for a beautiful sunny day of great golfing, networking, food, and door prizes. Special thanks to Jake Berzkalns and Rhonda Huisman for serving once again as Golf Committee Co-Chairs and putting together another fantastic event this year! Thanks also to those who volunteered to help out at the event.

First place in the golf tournament went to the team of Tim Koster, Andy Odehnal, Rob Dykstra, and Chris Lehman with a score of 59. Second place went to the team of Steve McCullick, Chad Rayborn, Steve Landstra, and Don Offringa with a score of 61.

Winning the Longest Drive competition was Steve Alles for the men's contest and Linda DenHartigh for the women's contest. The Closest-to-the-Hole competition went to Chad Rayborn for the men and Aileen Leipprandt for the women. Congratulations to all of our winners!

We'd like to extend special thanks to all of our sponsors:

- Tee Sponsors: Wells Fargo Insurance Services, Miller Johnson, Beene Garter LLP, Kent Companies, Inc., Rohde Construction, Crowe Horwath LLP, Bank of Holland, Hylant Group, River City Mechanical

- Door Prize Sponsors: Aktion Associates, Electronic Funds Source, Elzinga & Volkers, Crowe Horwath, Beene Garter, Pinnacle Insurance, Berends Hendricks Stuit, Dan Vos Construction Co., and The Hartford
- Hole-In-One Contest Sponsor: Lighthouse Insurance

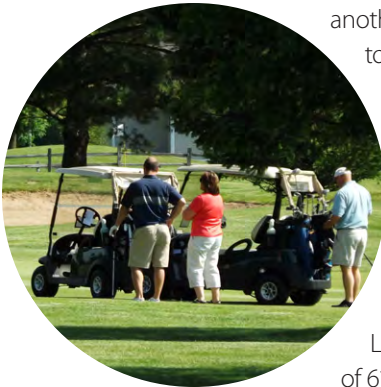
In addition to a fun day of golfing, the Promotions Committee organized a food drive with donations going to North Kent Community Services in Rockford to service struggling families in northern Kent County.

Overall, golfers donated a total of 107 food and personal care



items. Thank you to Mike Waalkes of the Promotions Committee for dropping off the donation to North Kent.

Overall, the 22nd Annual Golf Outing was another great success and we look forward to the 23rd Annual Golf Outing next summer!



Second place went to the team of Steve McCullick, Chad Rayborn, Steve Landstra, and Don Offringa with a score of 61.

September Meeting Recap

September's general membership meeting was a breakfast meeting promoting our Chapter's Roundtable program.

Approximately 40 members were in attendance and were organized into 4 groups to take part in a 'mini' round table session. Groups were given three 15 minute sessions to discuss three different topics (technology, current challenges companies are facing, and health care reform). The purpose of the exercise was to give members an idea of what the Roundtable program offers.

The West Michigan Chapter's award winning Roundtable program runs from October to June and entails groups meeting on a monthly basis to

discuss various topics affecting the construction industry. Groups are assigned based on several factors including when individuals prefer to meet (morning, afternoon, evening) and industry classification. Overall, the program is a great networking tool as well as an excellent resource for gaining helpful business tips and getting to know other members.

Thanks to all of those who signed up to participate for the 13-14 season!

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Other News & Reminders

Congratulations to Sos Rowland of Creative Merchandising Systems for passing the Certified Construction Industry Financial Professionals (CCIFP) exam over the summer after receiving a scholarship from the West Michigan Chapter at the May 2013 general membership meeting. Congratulations Sos!

Gretchen Cole of Griffith Builders was a recipient of a scholarship from the West Michigan Chapter to attend the CFMA Annual Conference & Convention Exhibition held in San Diego, California in June 2013. See letter (left) from Gretchen regarding the conference.

The West Michigan Chapter was the recipient of a Bronze Award at the 2013 CFMA Annual Conference & Convention for maintaining an 87-90% membership renewal rating for the year. Thank you to everyone for continuing your membership! In addition, the Roundtable program was featured as a 'Chapter Showcase' at the convention.

Dear CFMA Colleagues,

I am writing to thank you for your generous scholarship to attend the 2013 Annual CFMA Conference, held this past June in San Diego, CA. I was very happy and appreciative to learn that I was selected as the recipient of your scholarship.

I am fortunate to work for a company that understands the value of a membership to a group such as CFMA. Although it is difficult for me to attend the monthly chapter meetings, I am grateful to have had the opportunity to participate on the national level.

By awarding me this scholarship, I was able to attend job specific classes that were not only informational, but motivating as well. It makes me proud to belong to a group of people that encourage educational growth and career networking. Again, thank you for your financial support.

Sincerely,
Gretchen Cole
Griffith Builders, Inc.

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Special thanks to Jennifer Murphy, Sos Rowland, Ken Bos, and Ann Plummer for setting up and running the CFMA West Michigan Chapter booth at the 2013 West Michigan Design and Construction Expo held at the Delta Plex on October 17th. We appreciate your volunteerism and representation of our Chapter!

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Thank you to all of those who participated in taking the CFMA Extras Newsletter Survey in August. We received some great feedback that will assist with future newsletter editions. See below for information regarding the survey results. Special thanks to those who volunteered to contribute articles to the newsletter. We are currently developing a schedule for future editions and will contact you soon.

Member of the Year Nominations (see next page).

The holiday season is fast approaching, and the West Michigan Chapter will once again be collecting donations for Toys for Tots at the November General Membership meeting.

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 West Michigan Chapter committees and committee chairpersons.

CFMA Extras Newsletter Survey Results

What is your level of interest in the association's newsletter?



How satisfied are you with the overall content?



Do you feel the information presented in the newsletter is timely and relevant?



Do you feel the newsletter effectively provides information important to the overall needs of the members?



Overall, how satisfied are you with the regular newsletter?



Member of the Year Award

It's the policy of The Western Michigan Chapter of CFMA to present to one of its members every year a Member of the Year Award. This award is given to a member to recognize their contribution to the leadership, development and/or promotion of the chapter.

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If you would like to nominate someone you feel should receive this award, please contact one of the committee members by October 24th.

The person selected for the award is chosen by a committee composed of the current president plus the four most recent recipients of the Award. There are no specific criteria for this Award; it is given at the discretion of the committee. Past presidents are often nominated or chosen for the award since the Chapter's Succession Plan in effect requires that the President have been involved in leadership for several years. And even though the bylaws do not allow for associate members to be president, the award has been given to several associate members because we are fortunate in having many associate members who are very active and supportive of the Chapter.

In the fall of 2005, the name of the award was changed to the LaForest Krantz Member Achievement Award in memory of LaForest Krantz. Forest was active in CFMA both locally and at the national level. Forest and his wife

**Don't forget
to send in your
nominations!**

died in an auto crash in April 2005 while returning from a vacation trip.

If you would like to nominate someone you feel should receive this award, please contact one of the committee members, or email Mike Waalkes of the Promotions Committee (mwaalkes@lighthousegroup.net) by

October 24th. Committee members are:

- Andy Odehnal
- Rhonda Huisman
- Dave Smith
- Jake Berzkalns
- Randy Brink

Previous recipients are listed on the chapter web site at <http://westmi.cfma.org/About/MemberOfTheYearAward>



CFMA Western Michigan Chapter - Upcoming Events

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Tripp Vander Wal

October 24, 2013
 General Membership lunch – Please join us at Stonewater Country Club where Tripp Vander Wal from Miller Johnson will provide a Healthcare Update. For Tripp’s biography, click [here](#).



Duke Suwyn

November 21, 2013
 General Membership lunch – Please join us at Stonewater Country Club where Duke Suwyn of Colliers International will present a Real Estate Market Update. For Duke’s profile, click [here](#).

2014 GENERAL MEMBERSHIP MEETINGS

January 23, 2014

Topic: MDOT Prevailing Wage
 Speaker: Chris Roe, MDOT

February 27, 2014

Topic: Economic Update
 Speaker: Paul Isley, GVSU

March 27, 2014

Topic: Banking - Innovations in Technology
 Speaker: Mercantile Bank

April 24, 2014

Topic: Information Technology
 Speaker: Dawn Simpson, Trivalent Group

May 22, 2014

Topic: Employee Retention – Finding/Keeping Good People
 Speaker: David Barrett, Cascade Engineering

Membership Stats:

General Members	57 members	59%
Associate Members	40 members	41%
Total Chapter Membership	97 members	

New General Members:

- Susan J. Keulen, CPA / *Integrated Architecture LLC*
- Scott Brewer / *Sobie Company, Inc. (replacing Jack VandeGuchte)*
- Kevin Warren / *Erhardt Construction (replacing Joe Erhardt)*

New Associate Members:

- Steve Johnson, CPA / *Beene Garter LLP (replacing Brad Steenbergen)*
- Sara R. Hipple / *Enterprise Fleet Management (replacing Adam Beattie)*
- Victor Sturgis, CPA / *Crowe Horwath LLP*

NEW NATIONAL MEMBERSHIP INCENTIVE until November 8, 2013!

Our chapter just found out about the following new membership incentive – eighteen months for the price of twelve!

The offer is this – any new members joining in the month of October until November 8 and paying full price will have the membership stretched out to March 31, 2015. This offer is not available online. The paper application must be submitted in order to take advantage of the offer. The link to this special application is [here](#). New members who join online and wish to take advantage of the offer

must contact Stacy Williams at National (swilliams@cfma.org) and please contact Ann Plummer locally (aplummer@beenegarter.com) to advise them of your request. If you join on-line, you would then have to pay the remainder of the full dues in order to receive the offer. Any questions, please contact Ann Plummer at (616) 235-5228.

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Student Membership Campaign

We have reached out to several college and university groups in order to increase CFMA student memberships. 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.



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.

CFMA Member Spotlight

Thank you to the following new members who participated in our Member-ship Spotlight section by completing a questionnaire about themselves. We'd like to extend a warm welcome to all of our new members!

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Sara Hipple ENTERPRISE FLEET MANAGEMENT

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

I have worked with Enterprise (Enterprise Fleet Management) for 11 ½ years in the financial/accounting area in the Fleet Management division.

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

I enjoy working with the highly motivated and driven employees on my team and building great working partnerships with our customers and learning about the industries that they do business in.

3) What interested you in joining the CFMA West Michigan Chapter?

Considering the number of clients we have in West Michigan in the construction/service industry and my financial background, the CFMA was a natural choice.

4) How do you hope to benefit from becoming a member of CFMA?

Through networking and being involved with the chapter events, I hope to provide value through education about the financial services that Enterprise Fleet Management offers to both the association as well as its members

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

I am an avid runner and fitness person. I enjoy running in races around the area I live in and I have a passion for motivating others to become more active and healthy.

Steve Johnson BEENE GARTER LLP



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

I've been with Beene Garter for 13 years. I work on audits, reviews and corporate tax work, with a focus in the construction industry. In addition, I specialize in HUD audits and cost certifications and also have experience with not-for-profit entities, manufacturing, and 401(k) audits.

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

I enjoy working with and interacting with our staff, clients and other professionals. Public accounting is very much a relationship business, and I enjoy getting to know other people and helping people grow their businesses and careers.

3) What interested you in joining the CFMA West Michigan Chapter?

I work quite a bit in the construction industry, and being part of the CFMA allows me to meet more people and continue to understand and tackle problems involving the industry.

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

I have 4 young girls at home. The best part about getting home is spending time playing games and having fun with them. Kids say and do some of the craziest things; I wish I could record half of what they do. I could be entertained forever. I also enjoy running and golfing when I'm able.

Victor Sturgis CROWE HORWATH LLP

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

I have been with Crowe Horwath for almost 2 years. I do tax compliance and consulting work with clients in a variety of industries with a focus on construction.

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

Besides being friends with the people I work with I like being able to shape my own career. Crowe gives me the ability to be noticed not just for working chargeable hours but also doing non-chargeable things like being on the spirit committee, volunteering and being a part of professional organizations such as CFMA early in my career.

3) What interested you in joining the CFMA West Michigan Chapter?

For now I'd like to just get to know the people in the industry and the problems being faced on a daily basis. Also help to promote and bring my abilities to CFMA in any way I can.

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

I do enjoy working out on a regular basis, it keeps me going and energetic. Also being active in sports like flag football, softball and tennis.

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Why Your Avatar Matters HARRIET PERDUE, TECHNOLOGY COMMITTEE CHAIR

Today's topic is your avatar. The one you should be using across your professional social media accounts instead of leaving the default avatar. Yes, this means your Twitter account should not show that egg, your LinkedIn account should not show the empty silhouette, and your Pinterest account should definitely not show that red pushpin.

Definition: Avatar – a personalized graphic that represents a user

What is the purpose of using an avatar? Your avatar creates an impression. Ask yourself this: why are you on the social media site you've joined? Well, if you are using these sites for professional reasons, your purpose is probably to make contacts, increase your brand recognition and to interact with your target audience. Social Media is where much of your audience is — it lets you hear what others are saying about you, it humanizes you/your brand, and it can increase word of mouth marketing.

All this can be undone by using the default avatar. This sends a message...but the message sent is not the one you intended to send. The message sent is that you are unskilled in using social media, you are not professional, you are not serious about social media and that you are indeed a newbie. Message sent...loud and clear. Is that your intended message? I think not.

Instead, take 10 minutes and create a simple professional avatar that you can easily use across your social media accounts. How?

Decide on a Style: Consider your social media personality, your social media voice. Are you Serious? Funny? Authoritative? Geeky? Inspirational? Sassy? Elegant? Educational?

Define your voice and incorporate that into your avatar.

You probably already have a photograph you use for business purposes. Use that for your avatar if it fits your voice. If not, have more pictures taken, keeping in mind your voice.

Things to keep in mind when creating your image:

- Keep it simple – a busy background distracts from the image
- Don't make it too dark – it'll be too hard to see
- Don't make it too small – again, it'll be too hard to see

Social Media Success is about presenting a public face to the world.

- Keep it inoffensive
- Logos are hard to relate to (you are a person, not a logo)
- A headshot is good
- Photos should be current, well lit, focused and close up
- Make it interesting
- Keep it consistent across your social media sites
- According to LinkedIn, people are 7 times more likely to click through to learn more about you on LinkedIn if you have a photo!

How to upload your Avatar:

1. Go to the social media site and find the allowable size of their avatar
2. Choose a photo or graphic to use
3. Open the photo or graphic inside a photo editor
4. Follow directions for reducing the photo size.

Resave it with a new file name (so you don't overwrite your original file) I find it helpful to use "avatar" and the sites name when I rename the file. Example: Twitter Avatar or Facebook Avatar

5. Log into the social media site and follow their instructions for uploading your avatar

6. Repeat as needed for other sites

Have some fun with it. If you don't have Photoshop, use one of the free online sites like PicMonkey.com, Befunky.com, bighugelabs.com, etc. and change up your photo or graphic before you resize it. If your voice is silly, add a hat that reflects your voice. Turn your photo into a cartoon or an oil painting of yourself.

If you wish to use a background color, make sure it will stand out and get you noticed in a good way.



For more reading visit the following:

<http://agbeat.com/business-marketing/the-science-behind-using-pictures-of-people-in-marketing-on-web-profiles/>

<http://peterhurley.com/news/2010/the-top-10-ways-to-make-your-thumbnailed-headshots-stand-out/>

<http://allthingsd.com/20110902/a-field-guide-to-social-media-avatars-comic/>