



03

Chapter
News

04

Upcoming
Events

08

Member
Articles

Extras



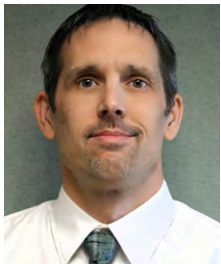
c/o 56 Grandville Avenue SW
Grand Rapids Michigan 49503
EDITOR Brandi Clark
Beene Garter LLP
bclark@beenegarter.com
westmi.cfma.org

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

FROM THE PRESIDENT
TOM VANDENBOSCH

President's Letter

Spring has finally sprung... I think? Perhaps the thermometer is still unthawing! I can't remember a longer and more challenging winter for myself and the Construction industry with its record-breaking temperature and snow levels.



As I begin my term as chapter President for this great Western Michigan Chapter, I step back and see many transitions happening around us.

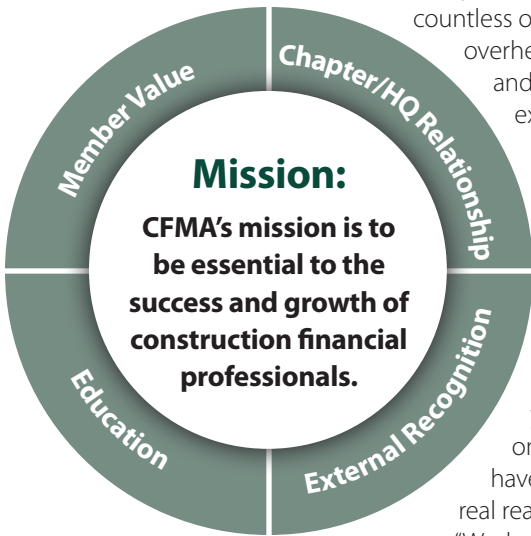
The first transition is the turnover with our Board, as we welcomed four new members to our Board of Directors. These new additions are refreshing, with their new perspectives and inputs. I thank them each for their willingness to step up and do more for our Chapter. At the same time, we also had to say goodbye to some sensational Board members who have led this organization over the past years. This transition challenges the Board with balancing the commitment to our solid foundation with the acceptance of new ideas, thus, making our Chapter an even more valuable resource to our members.

Our Chapter is also making a transition this year as we celebrate our 25th anniversary. As with the Board, we will strive to balance this transition in preparation for the next 25 years. We will reflect on how far we have come from those early days in 1991. I am so thankful for the pioneers of our Chapter who saw the need for this organization

and laid the groundwork to build it into the great chapter it is. However, we can't rest on what they have done; we must move forward with ambition. I encourage all members to be active participants. I realize this is another thing to balance, but it is what makes our Chapter strong. We have the premier Roundtable Program in the country, we are a smooth functioning organization, and we continue to provide quality meeting topics and networking opportunities each month. I challenge everyone in the Chapter to think about transitioning into more involvement this year.

In our everyday professions, we face the transition of the ever-changing and improving economy. As financial professionals, we are now facing a different set of challenges than we faced in 2008 and 2009. Optimism is attempting to resurge itself into the business culture. The talk of hiring and expansion is a breath of fresh air for our industry, but one that brings new challenges to balance: we are now concerned with a shortage of qualified workers. We have to effectively manage

CONTINUED



the rapid advancements in technology and understand how to transition them into our companies. We have to do these things and countless others, all while attempting to keep our overhead and health insurance costs stable and gross margins growing as revenues expand.

Finally we have to balance all of our demands in our profession with the rest of our personal life. Personally, I have faced many transitions this year: my family moved, we began building a new house, and we welcomed our 7th child into our already busy family. As I look to this year and now add Chapter President on top of everything else to balance, I have to repeatedly remind myself of the real reasons I am here. I often tell my coworkers, "Work will be here tomorrow, don't let it be the reason you miss..." While I was in Arizona last year at the Spring Creek Conference, I had the opportunity to go kayaking on a river with a new friend of mine from the Kalamazoo Chapter. Our challenge one brisk October morning was to maneuver down the river while maintaining

balance to avoid tipping into the frigid water. We quickly discovered that the more we tried to paddle and steer that kayak, the more backward and sideways we found ourselves. Once we stopped paddling and let the river just carry us, things got a whole lot easier and calmer. I was able to relax and take in the beauty of the river and Arizona landscape. There were definitely times we had to paddle to avoid hitting tree limbs hanging over the water or other obstacles, but for a majority of the time, we stopped and simply let things flow. In our positions, sometimes we feel we are always paddling to avoid tree limbs because of the demands we face in our jobs and lives, but I encourage you to try taking the paddle out of the water once in a while. When you stop trying to force and control your direction, you gain perspective, wisdom, and deeper purpose. Step back and absorb this beautiful life God has blessed you with. You may just find this helps keep your life kayak in the balance.

Blessings in the transitions for the year. Stay balanced and focused on the real things.

CFMA WESTERN MICHIGAN
 CHAPTER

2014-2015 Board of Directors

CFMA Western Michigan Chapter is proud to announce the following 2014-2015 Board of Directors. Special thanks to Roger Tjoelker of Feyen Zylstra for serving on the Board over the past 5 years as Director, Secretary, Vice President, President and Past President. Your leadership and commitment has been a great contribution to our Chapter! Thanks also to Todd Hanson (Connect Resources), Bob O'Brien (Miller Johnson), and Shanna Reynolds (Crowe Horwath LLP) for serving on the Board of Directors over the past years. We appreciate your contributions!

PAST PRESIDENT

Andy Odehnal
 CPA

PRESIDENT

Tom VandenBosch
 Allied Electric

VICE PRESIDENT

Jeff Koster
 Wolverine Building Group

SECRETARY

Jennifer Murphy
 Pleune Service Company

TREASURER

Victor Sturgis
 Crowe Horwath LLP

DIRECTOR

Grace Silva
 Elzinga Volkers

DIRECTOR

Theresa Sickles
 WaterSolve LLC

DIRECTOR

Aileen Leipprandt
 Hilger Hammond, PC

DIRECTOR

Ken Bos
 Hylant Group

PROGRAM COMMITTEE CHAIR

Jeff Koster
 Wolverine Building Group

MEMBERSHIP COMMITTEE CHAIR

Ann Plummer
 Beene Garter LLP
 aplummer@beenegarter.com

TECHNOLOGY COMMITTEE CHAIR

Harriet Perdue
 Owen-Ames-Kimball Co.
 harrietp@oakmi.com

PROMOTION COMMITTEE CHAIR

Mike Waalkes
 Lighthouse Insurance Group
 mwaalkes@lighthousegroup.net

GOLF COMMITTEE CO-CHAIRS

Jake Berzkalns
 Rohde Construction

Rhonda Huismann
 Crowe Horwath LLP

Chapter News (Past Events)

West Michigan Chapter Announces 2014 Scholarship Winners –

Congratulations to our Scholarship recipients who were announced at the April General Membership Meeting.

Susan Keulen from Integrated Architecture LLC and **Ellen Zierleyn** from Owen-Ames-Kimball Co. were each awarded an \$800 scholarship

towards attending the 2014 CFMA Annual Conference & Exhibition in Las Vegas, Nevada in June 2014. CFMA's Annual Conference & Exhibition provides focused learning sessions, thought-provoking speakers, a solution-filled Exhibit Hall, and plenty of networking opportunities. For more information visit http://www.cfma.org/annual_conference



White Caps Outing Recap. Thanks to everyone who attended our Chapter's spring social event on Saturday May 10th at Fifth Third Ball Park for an evening of fun watching the West Michigan Whitecaps take on the Lansing Lugnuts. While the Whitecaps lost 2-5, everyone still had a great time! A total of 25 members attended with their families including attendees from the Lansing and Kalamazoo Chapters. Thanks to the Promotions Committee for planning another great networking/social event!



Winter/Spring General Membership Meetings. Thank you to all of our speakers and those who attended the General Membership Meetings this past winter/spring. A lot of good information was provided to our membership. Special thanks to speakers:

- **Tripp Vander Wal** MILLER JOHNSON presented an update on Healthcare Reform in October
- **Duke Suwyn** COLLIERS INTERNATIONAL presented a Real Estate Market update in November.
- **Dawn Simpson** TRIVALENT GROUP presented on IT/Disaster Recovery in January.
- **Paul Isely** GVSU presented an Economic Update in February.
- **Doug Holtrop & Denise Lombardo** MERCANTILE BANK presented on Banking Innovations in Technology in March.
- MDOT presented on Prevailing Wages in April.
- **David Barrett** (Cascade Engineering) presented on Employee Retention in May

CFMA Western Michigan Chapter - Upcoming Events

June 4

23rd Annual CFMA Western Michigan Golf Outing
– see below.

Please email Mike Waalkes at mike@lhig.net or call Mike at (616) 455-9412 if you are interested in assisting our Association help local families. Please specify which home you would like to work at.

04 >



July 24

Habitat for Humanity – We Need Volunteers!

The CFMA Western Michigan Chapter has reserved 2 homes from 8:30 to 4:00 on July 24th to assist future homeowners in Grand Rapids.

715 Crofton will have jobs that could range from final painting, cleaning, final carpentry, landscaping and other miscellaneous tasks. Ideal number is 6 to 10 people.

790 Chatham could range from framing, exterior trim carpentry, painting, site cleanup and other miscellaneous tasks. Looking for 10-15 volunteers at this home.

This invite extends to ALL employees at your company, not only to those that regularly attend CFMA Meetings.

Other Reminders

Next year is our Chapter's 25th Anniversary!



Plans are currently in the works for an event to celebrate this milestone. Stay tuned for details. If you would like to assist the Promotions Committee with planning for this event, please contact

Mike Waalkes (MWaalkes@lighthousegroup.net).

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.

23rd Annual CFMA Golf Outing

Proceeds used to fund education of CFMA members and to send a CFMA member to the national convention.

•••••

We need golfers and door prizes! If you or your company wishes to provide a door prize, please indicate below. We need your support to make this a successful outing.

•••••

The 23rd Annual CFMA Golf Outing will be held Wednesday June 4, 2014 at Railside Golf Club. On the agenda for this year's outing will be 3 Contest Holes, Longest Drive, Longest Putt, and Hole-In-One competition for both men and women, great food, great networking, and great door prizes! Please complete the attached Registration Form and join us for this grand event!

Call Jake at Rohde Construction (616-698-0880) for reservations; payment is required by Wednesday, May 28, 2014 to guarantee reservations. Register early to make this a successful outing. **Please also bring a non-perishable food item for donation to a local food pantry.**

DATE	Wednesday, June 4, 2014
FORMAT	Scramble, with Special Contests
PLACE	Railside Golf Club (Byron Center Avenue and 76th Street, Byron Center, Michigan) <i>Note: Soft spikes only</i>
TIME	9:00 a.m. Shotgun Start, Registration at 8:15 a.m.
SOCIAL	1:30 p.m.
COOKOUT	2:00 p.m.
HOST	Construction Financial Management Association, Western Michigan Chapter
COST	\$85.00 Per Person (fee includes golf, cart, cookout and door prizes)

CFMA Member Spotlight

Welcome new members:

Jeff Kerr PLEUNE SERVICE COMPANY

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

I've been working at Pleune Service Company since February of 2007, during which time I've worn a few hats. I was hired in as an IT manager, after holding a similar position at a regional bank, but my background is actually in finance. During the downturn of 2008, I was asked to assume the role of general accountant, in addition to maintaining my IT duties. That lasted until this year, when I made the transition to a full time Financial Analyst.

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

I really enjoy the pace at which change is affected here. When you work for a large company, they typically are slower to react to changes in the business environment. Pleune's leadership is very proactive, and I really enjoy that.

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

What appealed to me about CFMA is that the membership was open to multiple spokes of the construction industry; it wasn't just open to subcontractors or general contractors. The fact that you have attorneys, financiers, insurance agents, as well as the contractors, makes for an enriched environment. This leads to great networking opportunities, and the classes and seminars that CFMA sponsors are always educational and informative.

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

My favorite hobby is playing the guitar. I've been playing since my early teens and was in the college pep and jazz bands. I've also played in some original bands as well as some cover bands and have played in many of the clubs, dive bars and casinos between Grand Rapids and Detroit. As I've gotten older, I've really come to enjoy working out and being healthy. I especially enjoy biking and try to take advantage of every mild to warm day that Michigan gives us by getting outside and touring the city. With all of that said, my lovely wife and I are expecting our first child in May, so I'm sure that my new favorite hobby will be watching my new son learn, grow, and explore and reminiscing about the nights when I used to sleep.

Tom Moore HUB INTERNATIONAL LIMITED



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

I have only been with HUB International for a little over a year, but have worked in the commercial insurance arena for 13 years. My primary area of expertise is property and casualty insurance and risk management related services. A large portion of my clientele has been in the construction industry.

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

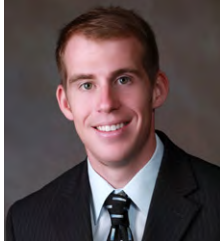
We have a great culture and phenomenal service platform. Our clients benefit from much more than mere placement of insurance products. We work very closely with our clients to identify their insurance needs and risk management goals before assembling a strategic plan to address these concerns.

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

It's important for me to stay educated about the challenges construction companies face today. I enjoy identifying opportunities in which we can help them overcome certain challenges. At HUB we are always looking for new resources we can provide to take work off of our clients' plates. Without a good understanding of the industry, it's difficult to identify these opportunities to help.

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

I pretty much enjoy anything active. I recently started training again for a Tough Mudder event. This will be my second time participating in this event. It's very physically taxing because it's a 12 mile course with 20+ obstacles along the way designed by British Special Forces.



Travis Pohl PROGRESSIVE AE

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

6 months – Accounting/Finance

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

The flexibility at Progressive AE fully aligns with how the individuals during the interview process stated it would be. Our work setting offers a high caliber environment, exemplified through interaction with architects, engineers, fellow accounting and finance professionals and designers. Assignments to this point have been unique and challenging, gaining exposure to strategic business functions and important facets within our industry. While a lot is expected of each individual, Progressive AE truly cares about your personal life just as much as each workday. The healthy lifestyle and flexibility to provide balance has and always will be an integral factor as my career progresses.

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

I was nominated by our department to join – being new to West Michigan, the CFMA organization will allow me to connect and interact with professionals in similar lines of work both professionally and personally. As a member, it is my goal to utilize those individuals with career related questions, find time outside work for networking opportunities and to help out in our West Michigan community whenever possible.

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

When not working, I enjoy playing baseball, working out and running, bonfires, going to the lake, studying for the CPA exam, and being with friends/family.

New General Members:

Ashton King / *Architectural Metals Inc. (Referred by Sue Collins)*

Scott Bishop / *Buist Electric Inc. (Referred by Pete Westerhof)*

New Associate Members:

Tom Moore / *Hub International Limited (Referred by Mike Poggi)*

Nathan Bosma / *Chase Bank (Referred by Ann Plummer)*

Bryan Formsma / *Acrisure (Referred by Ann Plummer)*

Welcome to all of our new members. We look forward to seeing more member profiles in next quarter's newsletter!

Click [here](#) for a link to the membership application.

Please invite a guest to an upcoming lunch – their lunch will be free! Contact Ann Plummer (aplummer@beenegarter.com) for details.

Membership Stats:

General Members	66 members	61%
Associate Members	43 members	39%
Total Chapter Membership	109 members	

Welcome to our section dedicated to providing valuable information through articles submitted by our very own members. Thanks to all who volunteered through our Newsletter Survey in August 2013. Two of our volunteers are featured in this quarter's newsletter, and we look forward to reading articles from more volunteers in the next few editions. Thanks everyone for your contributions!

08 >

Is Your Balance Sheet Ready For A Pollution Claim?

BY MIKE WAALKES, LIGHTHOUSE INSURANCE GROUP

Even if you are found to be not responsible for a pollution incident, legal defense can be a significant unintended expense.



The Contractor's Pollution Liability policy is designed to cover accidental pollution incidents for many different types of contractors. Environmental policies exist to provide coverage where exclusions found in general liability and auto policies leave a void.

Contractor pollution policies provide coverage at jobsites, not your owned or occupied premises. Policies can be for a specific, one time project or for an annual policy term. More clients are purchasing annual policies because the coverage extends to every project.

An Environmental (Pollution) Policy has 3 main benefits to the policy holder:

1. Defense costs. It may get very expensive to prove your innocence.

2. Claim management. Environmental Adjusters are experienced in handling the complexities of pollution occurrences.

3. Third party liability. Clean up costs, bodily injury, property damage, business interruption.

Here are some contractor pollution claim examples:

Inadequate ventilation of a painting project allegedly caused dozens of residents to become ill. Pollution policy paid \$200,000.

A pollution claim exceeded \$1,000,000 when an English speaking but not English reading employee accidentally mixed non-compatible chemicals for cleaning.

An excavator removed dirt from a rail yard, and took to a landfill as directed. Unbeknownst to the excavator, the dirt had been previously polluted by a cargo spill. The excavator's legal expenses to prove his innocence were not covered by the company's standard policies.

A pollutant could be any solid, liquid, or gas that ends up where it was not intended. Common everyday products such as water, milk, sugar and cheese have been classified as pollutants when introduced into the wrong environment.

Buying or selling property where it's unknown if there are preexisting environmental concerns? A Property Transfer Insurance policy protects the new owner against unknown environmental conditions that may be discovered during the policy term that the new owner did not cause.

Mike Waalkes, CIC
Account Executive
Lighthouse Insurance Group
mwaalkes@lighthousegroup.net

Conducting an HR Audit for Your Business

BY BRENDA VANDER MEULEN, MM, SPHR

In many of our organizations, the Finance department has responsibility for HR practices as well as for the accounting and finance practices. As finance professionals, we're all familiar with the standard year-end audit process. But can you be confident that your organization's HR practices will stand up to an unannounced audit? Here are a few key areas that you should consider auditing to ensure that your HR practices are as strong as your financial practices.

09 >



The Society for Human Resources (SHRM) provides resources for the legal and regulatory compliance issues associated with benefits administration, compensation design and administration, employee relations, ethics and corporate social responsibility, labor relations, safety and security, and staffing management. According to SHRM, the most common areas of vulnerability for organizations involve five areas. When prioritizing which HR practices to audit, you might consider starting in these areas.

Misclassification of exempt and nonexempt positions

Compensation practices must comply with the Fair Labor Standards Act, which has specific rules for determining which employees are exempt from overtime and which employees must be paid overtime. Do we properly compensate non-exempt employees who work over 40 hours per week? Do we properly account for travel time, training time, etc.?

Inadequate personnel files

While "location, location, location" may be the mantra for real estate, "documentation, documentation, documentation" is the mantra for HR. If it isn't documented, it didn't happen. Therefore, we need to be ensuring that personnel files include job descriptions, performance reviews that are focused on job-related performance and competencies, and clearly documented disciplinary actions. We need to maintain these records in a secure location to ensure employee privacy and keep them for as long as required by law.

Prohibited attendance policies

While we all want (and need) to control absenteeism, we need to make sure our absence policies comply with a myriad of family and medical leave, workers' compensation, disability and military leave laws and regulations. Make sure you have sound recordkeeping practices for tracking attendance,

CONTINUED



and make sure your practices comply with each of these laws.

Inaccurate time records

Many of us rely on handwritten time cards for payroll and reporting. Do we have policies and practices to review those for accuracy each pay period? These records are our primary means of defense against wage and hour claims, so it's critical that we clearly communicate those policies and administer them consistently.

Insufficient documentation

There are several new hire reporting requirements that must be met. Do you have a clear policy for where you store I-9 records (it doesn't have to be in the employee's personnel file) and how long you keep them? Do you ensure that every I-9 record has all of the required information? Have you considered signing up for e-verify as an additional compliance step?

In addition, staffing management practices are often inadequate. Areas to investigate include recruitment and advertising practices, EEO and harassment policies and training, employment posters, job applications, and job descriptions.

While there are many more areas that can be audited, you can make a good start by looking at the areas described above. The results of an HR audit can help you determine what needs to be changed, how making the changes will impact the bottom line for your business, and help you to prioritize the problem areas in terms of significance and risk to your business.

*Brenda Vander Meulen, MM, SPHR
Business Manager, Vander Meulen Builders
President, River Hills Consulting
brenda@riverhillsconsulting.com*

ARTICLE SUBMISSIONS

Please contact Brandi Clark, editor, at bclark@beenegarter.com if you are interested in submitting an article for future issues of *Extras*.

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 Vandebosch at tvandebosch@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.