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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
JEFF KOSTER



The "A" in CFMA

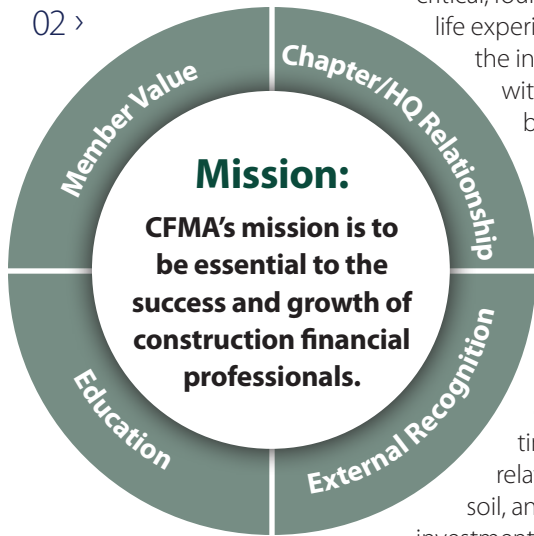
There are three ducks in the landscape outside my office window, apparently looking for a place to nest this Spring, which is odd, because there isn't a stream, a pond, or any standing water within a few blocks of our building. They waddle around the parking lot most days this time of year like (for lack of a better analogy...), "ducks out of water".

In fact, we have had ducks playing out this scene in our parking lot and landscaping every year for as long as I've been here – presumably the same ducks or at least the same family of ducks. The third duck this year is also a little odd; either a wistful suitor, or perhaps a late bloomer from last year's hatch still hanging out with his parents. It got me thinking about a couple things.

The momentum of habit. I imagine there may have been a pond or a stream and probably very appropriate duck habitats in this area a decade or two ago. Things have changed—the area is developed, there are parking lots, roads, commercial buildings, vehicles, traffic—but the ducks still show up. I am aware that I have habits, instincts, and behaviors developed over years of life and experience that continue to show up in various ways. Some of them are good and continue to appropriately shape who I am personally and professionally, while others certainly are shadows of situations, associations, and experiences long past—no longer helpful, beneficial, or productive

parts of my character, and I have to work to weed them out. In the role of President of our Chapter for the coming year, I am challenged to help us keep an eye on our ever-changing habitat as a professional association. What are the resources and value are we offering to our membership? What are the specifics that make it worth renewing our memberships and attending meetings and events? What will we do to encourage and embrace fresh ideas and outside-the-box perspectives on what the Chapter needs to become in the changing scenery of society, economics, business environments, technology, and individual career and personal-development objectives? The Western Michigan Chapter strives to be an effective resource for membership growth, education, enjoyment, and development. We want it to continue to be more than a professional group with a monthly meeting we attend (or don't attend) out of habit or instinct.

CONTINUED



CFMA WESTERN MICHIGAN
CHAPTER

CFMA Western Michigan Chapter is proud to announce the following 2015-2016 Board of Directors. Special thanks to Andy Odehnal 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!

2015-2016 Board of Directors

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mwaalkes@lighthousegroup.net

Relationships and "Association". I was in Arizona for CFMA's Spring Creek program for incoming Chapter Presidents last October. One of my key take-aways from that experience was the importance and value of interpersonal relationships and a conviction that this is an area where we all have unlimited potential for growth and improvement. People are everything. The 'people-associations' and relationships in our various circles of life are critical, foundational pieces of what makes up our life experience. In many cases we don't choose the individual people we are in association with; many of them are offered up to us by the places we live and work, the environments we are part of, and the activities and organizations in which we choose to participate. We usually don't get to pick and choose our co-workers, our neighbors, our family members, or the other members of organizations and groups we participate in. The great challenge and opportunity is to invest time and care into growing good relationships where we have the seed, soil, and habitat of 'Association'. These wise investments bring an enjoyable growing season and a rewarding harvest. Work, career, and life with its natural rhythm of ups and downs, is so

much more tolerable, navigable, and fun in the company and habitat of well-nourished interpersonal relationships. The Western Michigan Chapter is rich with unique, interesting, vibrant, complex people of immeasurable value who are worth the investment of your time and care. I challenge you to use the habitat created by our Chapter/Association to grow genuine interpersonal relationships with other members—the harvest is proportional to the investment.

Engagement. Engagement is just a few easy steps up the trail from Association. The greatest rewards in most realms of life are reserved for those who engage. Everyone has gifts, strengths, and talents in their nature that find expression through intentional participation and engagement. Organizations like the Western Michigan Chapter thrive on the variety and offering of the individual gifts and talents of their members. It's a two-way street—you participate in the organization, presumably because the National Organization, our local Chapter, and/or the specific membership have something of value to offer you. Likewise, you have gifts and talents our Chapter needs to advance the association's purposes and to bring value and benefit to your fellow members and to attract and enrich the next generation of members. Your regular attendance at meetings is the first and easiest gift of engagement you can give to your fellow members—the opportunity to know you. There are great relationship-building conversations at every table, at every meeting—if you make yourself familiar, regularly-present and approachable, our group dynamic includes a strong and healthy natural tendency to draw you in, build the relationship, and invest into your personal and professional life. You are a critical piece of that dynamic—as you offer yourself to be known and invest the time and attention to know others in return, the value of Association comes full circle and provides an abundance of rich relationship opportunities and clear avenues to apply and develop your gifts and talents side-by-side with new friends, in service to each other and others.

So, most of our meeting topics (on the face of it) are about "CFM", Construction Financial Management and business issues, and we certainly aim and hope to learn interesting and practical career information along the way—but the real power and music of our organization is in the "A"—the Association, the group and interpersonal relationships, and the opportunities for mutual development and expression of our gifts and talents in concert with each other.

I hope each of us recognizes and reaches for the "A" opportunities in CFMA in this coming year. We rise to our ultimate design and are able to see and reach farthest when we invest ourselves in others, offer our gifts, time, and talents in service, and develop our associations into relationships as we walk life's short path together.

Chapter News (Past Events)

Western Michigan Chapter Announces 2015 Scholarship Winners

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



Dora Baker from Feyen-Zylstra, Jennifer Murphy of Pleune Service Company, Victor Sturgis of Crowe Horwath and John Koscielniak from Walburg & Associates were each awarded a \$400 scholarship towards attending the 2015 CFMA Annual Conference & Exhibition in Chicago, IL in

June 2015. 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 go [here](#).



25th Anniversary Party a Success!

Thank you to everyone who attended the 25th Anniversary Celebration of the CFMA Western Michigan Chapter this past February at Noto's Restaurant in Grand Rapids, and a very special thanks to the 25th Anniversary Planning Committee (Kris Anderson, Harriet Perdue, Theresa Sickles, Victor Sturgis, Mike Waalkes, Kim Zawacki) for organizing such a fun and exciting event!

Attendees were treated to a fun filled night of casino games and fantastic food, prizes, and jazz music (courtesy of and special thanks to the Steve Hilger Band).

The winner of the "Build Your Hand CFMA 5 Card Game" and \$200 VISA Gift Card was Mike Waalkes of Lighthouse Insurance. Some great prizes were given away in the drawing contests including a Kindle Fire HD (2), Go Pro Camera, Bose Bluetooth Speakers, LG 32" TV, Broadway GR gift card, Stub Hub gift card, Beats Pill XL, and Surface Pro 3.

Thanks again to everyone who made this event a great success and to all who have contributed to our Chapter over the last 25 years. Looking forward to the next 25!

February, March, & April General Membership Meeting Recaps. February's meeting featured an update on State and Local Tax Issues for Contractors presented by David Barrons of Beene Garter. Topics addressed included sales/use tax, state audits, and out of state payroll withholding requirements.

March's meeting featured a presentation on Succession Planning by T.J. Ackert of Miller Johnson. The presentation included an overview of family dynamics in relation to managing a business and the related planning for succession as well as relevant tax strategies.

April's meeting featured an Economic Update presented by Ethan Anderson of the Rehmann Group. Topics covered included the current state of the U.S. economy as well as the global economy and general trends expected.

May's meeting featured a discussion on 'Conscious Capitalism' by speaker Dr. Andy Atwood. Various leadership practices as well as best practices from the book "Small Giants" were examined.

Thanks to all who attended and special thanks to our speakers!

Happy Hour at Speak EZ Lounge. Thanks to those who attended Happy Hour on May 8th at the Speak EZ Lounge downtown for another fun social event organized by the Promotions Committee.

Committee Update. The Technology Committee has now merged into the Promotions Committee. Welcome Harriet Perdue and Tim Koster to Promotions. We look forward to putting ideas and resources together!

Other. We were saddened to hear of the passing of Western Michigan Chapter Member Pete Westerhof this past February. Pete had been a member since 2006 and retired from Buist Electric in 2014. Our deepest condolences to Pete's family and friends. For complete obituary click [here](#).

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.



A special thank you to Ellen Zierleyn.

CFMA Western Michigan Chapter would like to send a very special thank you to Ellen Zierleyn of Owen-Ames-Kimball Company for her many years of service and dedication to our Chapter.

She will be retiring from OAK later this year after over 37 years of service. Ellen has been a CFMA general member since 1992. She served on the Chapter Board of Directors from 1996 - 1998 and also on the Promotions Committee since 2003 overseeing the CFMA National Chapter Awards reporting program every year since 2004. She was our first Chapter member to pass the CCIFP

exam and also was in one of the first groups of CFMA members to obtain this designation nationally. For all of her contributions to the Chapter, Ellen was voted the 2006 recipient of the LaForest Krantz Member Achievement Award. Congratulations Ellen on your retirement and thank you very much for all that you have done for the Chapter!

CFMA Western Michigan Chapter - Upcoming Events

Thank you to those that participated in the recent Golf Outing survey. We appreciate your feedback!

See you in September! The Promotions Committee is planning a new initiative with the **“CFMA Must Be Present to Win Drawing.”** All CFMA Western Michigan Chapter members are eligible for every drawing which begins in September. Each general membership meeting will have a drawing for a \$25 gift card. If the name drawn is not in attendance, the \$25 gets rolled over to the next month. You must be present to win. There will not

be any carry overs through the summer. In May we will continue to draw names until an attending member’s name is called. Don’t miss out – be sure to attend the 2015-2016 meetings!

Volunteer Opportunity: We are planning a volunteer opportunity for the summer/fall. Last year we worked on homes for Habitat for Humanity. Stay tuned for more details!

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24th Annual CFMA Western Michigan Chapter Golf Outing

Proceeds used to fund education of CFMA members and to send CFMA Western Michigan Chapter members to the national convention.

The 24th Annual CFMA Golf Outing will be held Wednesday June 3, 2015 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 or email Jake at Rohde Construction for reservations (616-698-0880 or jake@rohdeconstruction.com). Payment is required by Wednesday, May 27, 2015 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 3, 2015
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	\$90 Per Person (fee includes golf, cart, cookout and door prizes)

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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.

Golf Outing Registration Form

Golfers (Guests are welcome. If you do not have a foursome, we will pair you up).

NAME COMPANY MEMBER CFMA EMAIL PHONE

.....
.....
.....
.....

Door Prizes:

..... Yes, count us in! Our firm will be glad to bring a door prize to the outing.

..... Yes, please purchase a gift on behalf of our firm for \$ (You may add the amount to the golf and dinner charges below).

Payment submitted with original application

Number of persons attending golf and cookout: x \$90 = \$ + \$ (For Door Prize) = \$

SIGNED COMPANY

Please email (jake@rohdeconstruction.com) or fax (616-698-1850) this form as soon as possible. **Make your check payable to CFMA.**

Tee sponsorships and Range sponsorships are available for the 24th Annual CFMA Western Michigan Chapter Golf Outing.

We are once again offering members the opportunity to sponsor our annual golf outing to be held June 3, 2015 at Railside Golf Club.

Please fill out the form below and return with your check to:

CFMA Western Michigan Chapter
C/O Jake Berzkalns
4087 Brockton SE
Kentwood, Michigan 49512

If you prefer, you can fax the form to (616) 698-1850 or email to: jake@rohdeconstruction.com

Thank you for supporting CFMA West Michigan and for considering a sponsoring donation.

REGISTRATION SPONSOR (1 AVAILABLE): \$350

Signage at registration tables and a sponsor-provided/branded giveaway item (if desired)

LUNCH SPONSOR (3 AVAILABLE): \$250

Signage at Lunch Buffet

RANGE SPONSOR (2 AVAILABLE): \$200

Signage at Driving Range

TEE SPONSOR: (18 AVAILABLE): \$150

Signage at a Tee. The first 18 responses will be honored.

Other sponsorship levels available

(If you are a repeat CFMA outing sponsor and do not desire new signage, you may deduct \$25 from your selected sponsorship cost.)

Yes! We are interested in sponsoring a hole for the 24th Annual CFMA West Michigan Golf Outing.

SPONSOR TYPE

COMPANY NAME

CONTACT PERSON

EMAIL

PHONE FAX

PAYMENT ENCLOSED

PAYMENT TO FOLLOW

Membership Update

New General Members:

Todd Van Haren / SecurAlarm Systems, Inc. / Referred by Nicole DeFever & Ann Plummer

Laura Gibson / Couturier Iron Craft, Inc. / Referred by Ann Plummer

Benjamin Herrema / Kent Companies, Inc. / Referred by Randy Brink

John Naylor / Feyen-Zylstra / Referred by Roger Tjoelker & Dora Baker

Sue Collins / Architectural Metals, Inc. / Lansing Chapter / Ann Plummer

New Associate Members:

Keith Harris / Stonehenge Consulting PLC

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	76 members	66%
Associate Members	40 members	34%

Total Chapter Membership 116 members

Know anyone who may like to join the CFMA Western Michigan Chapter? Click **here** for a membership application. Please invite a guest to an upcoming lunch—their lunch will be free! Contact Ann Plummer at aplummer@beenegarter.com for details.



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.

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

Welcome new members:

Sue Collins ARCHITECTURAL METALS

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

I was hired at AMI nine years ago for the Office Manager position. I manage the accounting area of the company being responsible for A/R, A/P, payroll and HR. I am also an officer of the company maintaining the treasurer position. For the past year I have also been a part of our leadership team at AMI.

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

I enjoy the family type atmosphere at AMI. I feel we all work together as a great team and do our best to encourage each other in the different aspects of the company. We also have the privilege to be a part of some very cool building projects which is rewarding to see the end result of the hard work that AMI is a part of.

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

I learned about CFMA a year or so ago and discovered this would be a great asset for myself coming from a smaller company. CFMA provides great opportunities to learn and gain information useful to the financial aspect of the construction industry. It is also a great place to meet other people in the industry, share ideas, and learn from them.

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

I am very active in my church and currently have a great passion for women's ministry. I feel it is so important to meet with women in this busy world we live in. I have the blessing of being a pastor's wife so I have the opportunity to be a part of many different people's lives and to encourage and share life with them.



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Jeannie Goodwin BUILDING RESTORATION

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

I have been with Building Restoration for almost 2 years. I am responsible for all of the finance functions including accounting, insurance and human resources. Being a one-man finance department gives me the opportunity to be involved in almost all aspects of the company.

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

I love the variety of jobs that we work on. Each job brings a new challenge which keeps the work exciting. Construction is an industry which gives the opportunity to make a lasting improvement on a part of the community that we live in.

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

I attended last year's annual conference in Las Vegas and was very impressed with the support for the local chapters and the involvement of the members. This encouraged me to join the local chapter to meet people and get involved in the activities locally. I am new to the industry so the local CFMA chapter will give me the opportunity to meet the people that we work with in the area and learn more about the complexities of the industry.

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

Outside of my "real" job, I am an accounting instructor for two universities. I spend much of my outside of work time in this pursuit. I love doing anything with my family (I have a great husband and 3 wonderful kids—9, 9, and 12yrs). We love to camp, kayak, and play games—really anytime with my family is my favorite activity! When I have a few minutes to myself—which doesn't happen often—I love to read, garden, and do all sorts of crafty things.





CFMA Member Spotlight CONTINUED

Todd Van Haren SECURALARM SYSTEMS

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

I have been at SecurAlarm for almost 3 years. I started as Purchasing Manager, then moved to Project Manager, and am in the process of transitioning to Controller. I spent a few summers working in the field throughout college as well.

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

The people I'm lucky enough to call Team Members. Everyone shares the same passion for delivering a product that gives our clients peace of mind knowing their people, places, and things are secure.

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

Nicole DeFever, our current Controller, is moving to New York and highly recommended joining CFMA. I look forward to utilizing my membership as a resource for accounting questions, industry knowledge, networking, and accelerating my professional development.

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

I love being outside and house projects. Snow sports, water sports, fly fishing, golfing, basketball, and travelling. I intend to pursue my pilot's license in the next 5 years as well.

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Steve Wilfong OWEN-AMES-KIMBALL CO.

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

I started in January 2015 at OAK as Corporate Controller. Prior to this I worked as the Controller for an electrical contracting company for 11 years.

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

The high integrity of the employees and overall 'team' attitude as well as the great leadership within the company.

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

I hope to network with other members to learn relevant industry information and also learn from the "Building Profits" articles and monthly meeting topics.

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

I like to hang out with my 9 year old son playing baseball, basketball, soccer, and golf. I also love music and play the guitar (I'm not very good- but I enjoy doing it).

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Laura Gibson COUTURIER IRON CRAFT

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

I have been at Couturier Iron Craft as the Controller for just under 1 year.

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

I love that because of its small size, I am involved in almost every aspect of the company in one way or another. I'm not just "number crunching" all day.

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

I was invited to join by Ann Plummer, and saw value in both the monthly meetings as well as building a network of other accountants in the construction industry to bounce ideas and questions off of.

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

I love spending time with my husband and two young kids outdoors during our beautiful MI summers, and indoors during our terrible MI winters! I am very into fitness and nutrition, and I enjoy working out and helping others reach their fitness and nutrition goals.

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 Brandi Clark at bclark@beenegarter.com. Contributions are greatly appreciated!