FROM THE PRESIDENT
GRACE SILVA

Feeling Blessed
I recently returned from a work-related trip to the island of Nevis (I know... tough job, right?). It is a 36 square mile island situated next to St. Kitts in the Caribbean. It was great to trade the snow of Michigan for the tropical weather.

I had a chance to venture off the resort for a day to climb a volcano (Nevis Peak). It was quite an adventure, but also allowed me to see the living conditions of some of the locals on the island. It’s easy to forget that this is a reality until you come face to face with it. It made me pause and give thanks for the country I live in, and for the many blessings in my life.

One of those blessings I have is the privilege to be part of a great organization like CFMA and to serve as president of the board this past year. I am thankful for a wonderful group of fellow board members who all play an important role in keeping the West Michigan chapter active and engaged. I am also extremely grateful for our many committees (and those who chair them) who work to bring our members fun outings such as golf and hockey games, as well as provide meaningful content to you in our monthly general meetings. Each member is fortunate that the companies for whom we work see the value in being able to network with others in our industry. One of the biggest benefits for me in joining CFMA is the new relationships I’ve formed over the past 8 years. Becoming involved in a program such as roundtables will grow those relationships and allow you to reap the full benefits of your CFMA membership. We are fortunate to belong to...
2017-2018 Board of Directors

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mwaalkes@lighthousegroup.net

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. Contributions are greatly appreciated!

an organization that continues to grow and bring new members with different perspectives. Each person contributes a unique viewpoint and makes the group better.

Thank you all for bringing your knowledge and talents to continuously improve our chapter. I’m looking forward to what next year will bring!
Chapter News (Past Events)

General Membership Meeting Recaps

Thank you to everyone who attended the October, November, January and February general membership meetings.

October’s meeting featured a presentation from Fred Keller, founder of Cascade Engineering. He presented on “Company Community Involvement” and the positive impact local companies can have in their communities. Thanks to Fred Keller for his presentation!

As part of the October 2017 meeting, CFMA Western Michigan donated its proceeds from the golf outing to the Academy for Design and Construction (ADC). The ADC is a Grand Rapids Public High School that is focused on helping students gain an understanding of architecture, engineering, design, and construction through a variety of educational experiences. Several individuals from the ADC joined us at our October meeting to accept the donated items. CFMA Western Michigan was thankful for the opportunity to be involved in the community through its donation to ADC.

The November meeting featured a presentation involving winning strategies for minimizing worker’s comp. Thanks to Nathan Steffen, Michigan President of the HNI Risk Advisors, for his presentation!

January’s meeting featured a presentation from Garry Boyd, a member of the Brewers Guild board. He currently sits on both the Sustainability and Quality subcommittees, and is the Ringleader and Vice
Chapter News (Past Events)

President of Food, Beverage and Innovation of BarFly Ventures. He provided an entertaining update on the ongoing activity of the Brewing Industry in the West Michigan area. Thanks to Garry Boyd for his presentation!

February’s General Members Meeting involved a presentation led by Dr. Paul Isely, Associate Dean of the Seidman College of Business. He presented on his economic outlook for the next few years at both the national and local level. Thanks to Dr. Paul Isely for his presentation!

Member of the Year Award

Congratulations to Mike Waalkes of Lighthouse Insurance Group, Inc. who is the 2017 recipient of the LaForest Krantz Member Achievement Award presented at the October General Membership Meeting. Special thanks to Mike for all of his hard work and dedication to CFMA!

Mike joined CFMA West Michigan in June 2005 after a client told him the advantages of being a part of the organization. Since joining the West Michigan Chapter, Mike has been an active advocate for CFMA in the broader community and has been a regular attendee at meetings. He has also been an active member of the CFMA Roundtables for the past 10 years and is currently the Chair of the Promotions Committee. In addition, Mike serves on the Golf Committee.

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

March CFMA Griffins Game

CFMA members and guests enjoyed a Friday night at a Grand Rapids Griffins game on March 2, 2018. It was a fun event, even with a loss for the Griffins. If you have any other ideas for social events, please let us know!

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 West Michigan Chapter committees and committee chairpersons.

Roundtable Program

Thank you to those who are involved in the Roundtable program, a great networking and relationship building program. For further information, see Jennifer Murphy.
Chapter Calendar

3/31/18
CFMA Membership Renewal Due

4/26/18
General Membership Meeting at Frederik Meijer Gardens – Meijer Gardens Expansion

5/9/18
Breakfast Meeting at the Pinnacle Center (Combined with ASA) – AIA Contract Language Updates

5/24/18
General Membership Meeting – Generational Differences and Office Culture

6/19/18
3rd Annual CFMA West Michigan Jon Penning Memorial Golf Outing

6/23/18 - 6/27/18
CFMA National Annual Conference will be held in Miami Beach, Florida

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!

Scholarships:
CFMA will be providing four $800 scholarships this year that can be used to apply to either attend the CFMA National Meeting or take the CCIFP exam. Please send an email to Mike Waalkes at mwaalkes@lhig.net if you would like to be in the drawing at our April meeting.

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.

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 Ann Plummer at aplummer@beenegarter.com
Membership Update

New General Members as of 2/20/18:
Deanna Branski / Architectural Metals, Inc.
Kurt Zink / Bouma Corporation
Paula Berg / Feyen Zylstra, LLC
Katherine Hanover / McGraw Construction
Brent McCarthy / Westwind Construction

New Associate Members as of 2/20/18:
Jordan Martin / Enterprise Fleet Management
Sarah Wolters / Plante & Moran, PLLC
Timothy Elzinga / Crowe Horwath, LLP

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:

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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 (aplummer@beenegarter.com) for details.
CFMA Member Spotlight
Welcome to some of our newest members:

Deanna Branski ARCHITECTURAL METALS INC.

1) How long have you been with your company and what areas of the business do you work in?
I joined Architectural Metals Inc. as their Director of Finance in July 2017.

2) What do you enjoy most about working at your company?
My role at AMI is shared with Vos Glass, LLC. I love the fact that I can work for two different companies because it provides a lot of variety.

3) What interested you in joining the CFMA West Michigan Chapter and what membership benefits do you hope to attain?
I returned to West Michigan after 14 years and am excited to connect with industry professionals in West Michigan.

4) What is your favorite hobby or activity to do when you’re not working?
I love to spend time on the beach, bike riding and enjoying the seasons in Michigan.

Paula Berg FEYEN ZYLSTRA LLC

1) How long have you been with your company and what areas of the business do you work in?
• Been at the company for 10 months
• Responsible for billing/collections; project setup; estimates at completion; over/under billings; revenue recognition; bonding of projects; compliance

2) What do you enjoy most about working at your company?
• Flexibility
• Opportunities for growth;
• Forward-thinking organization

3) What interested you in joining the CFMA West Michigan Chapter and what membership benefits do you hope to attain?
• Hope to meet like-minded construction finance professionals
• Interested in pursuing CCIFP designation

4) What is your favorite hobby or activity to do when you’re not working?
• Baking, reading, race walking
Renew your membership today.
10 ways CFMA helps 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 2018 Annual Conference & Exhibition will be held in Miami Beach, Florida, June 23-28. 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.**
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.

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.

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.

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. Contributions are greatly appreciated!