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

REASON #1 TO JOIN

.....
*Leverage 50,000
years of combined
construction
financial wisdom
and expertise
from over 6,700
members from
87 chapters in the
US and Canada!*
.....

CFMA West Michigan Chapter Welcomes the 2012-2013 Board of Directors

Special thanks to John LaBarge of Owen-Ames-Kimball Company 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!

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Squaring Off The Curve BY ROGER TJOELKER

Last year at the national CFMA conference I attended a presentation by Todd Whitthorne, President and CEO of Cooper Concepts Inc. He had some interesting insights regarding wellness as a life goal. Essentially, it's about quality of life when you get older. His goal is to "square off the curve" which means that we age with very little loss of functional capacity, and then drop dead.

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I have a 100 year old neighbor who lives by himself in a single family home, takes care of his house, mows the lawn, rakes the leaves, etc. However, most Americans follow the lower curve on the graph, losing a little bit of their functional capacity each year until old age when they enter a state known as "deficient survival" where, as Todd

describes it, they're just "wiping the applesauce off your chin". Given the choice, most of us would prefer living like my neighbor over a state of "deficient survival".

Well, it turns out you do have some choice in the matter, but our lifestyle in America is a significant obstacle. The increasing rates of diabetes and obesity are red flags of the consequences of our lifestyle. In 2010, 68%

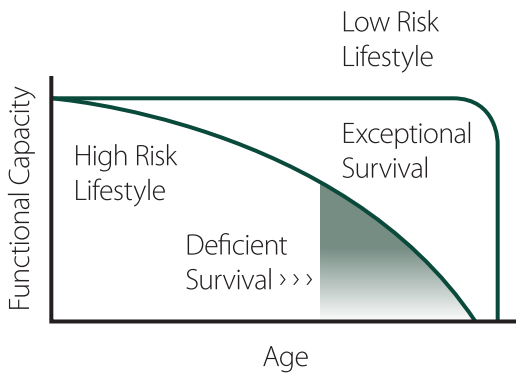
of Americans were overweight, and the projections are 75% by 2020, and 86% by 2030. So, it's going to take conscious choice and work on your part to buck these trends. With healthy habits you can gain 20 years of functional activity (the work and play you love to do), along with 6 to 9 more years of life. It's all about what you eat and how much you exercise.

I think that this concept of functional capacity can also be applied to our businesses. As financial professionals we are in a unique position to

measure and monitor the health of our organizations, as well as provide ideas for improving performance and functional capacity. CFMA's annual financial survey and benchmarking tool is a great way to compare your company's financial health to industry averages and best in class organizations. Participate in this year's survey by June 8 (<http://financialbenchmarker.com/survey/>), to receive the results and benchmarking tool at a discounted price.

Financial health however, is just one component of your company's functional capacity. Others that come to mind are internal systems and processes, company culture, reputation, and employee experience. In many companies measurement of these other components is probably more intuitive than data driven, but I believe that they could be more rigorously measured and tracked. Again we are probably in the best position to figure out how to do that.

Todd gave us 5 suggestions to improve our personal health and functional capacity. What are the top 5 suggestions that you could provide to improve the health and functional capacity of your company?



5 WAYS TO A BETTER YOU

Todd suggests five things you can do today to impact your health and performance tomorrow.

1) Get a Move On!

"Walk the dog, even if you don't have one". Professor James Fries at Stanford University Medical Center says, "If you had to pick one thing to make people healthier as they age, it would be aerobic exercise."

Do moderately intense cardio 30 minutes a day for 5 days a week, or vigorously intense cardio 20 minutes a day for 3 days a week with strength training exercises twice a week. Not only does exercise prolong mobility and flexibility, it's also like Miracle-Gro for your brain.

2) Eat More Fruits and Vegetables!

"Five is fine but nine is divine". You should have 5+ servings of fruits and vegetables daily,

with a serving being a half cup or handful. Also keep an eye on the quantity of food that you consume every day—know how many calories you need and how many you're taking in.

3) Increase Vitamin D!

77% of US adolescents and adults have insufficient levels of vitamin D. Your doctor can order a blood test to measure your vitamin D, and give you options to improve.

4) Increase Omega-3!

Most experts recommend at least 1,000-2,000mg of EPA+DHA per day from either fish or fish oil supplements. The best fish for omega3 is Salmon.

5) Get a Physical!

Know your numbers and work with your doctor to get them where you want them. If you're under 40 you should get a physical every 2 years, 40 and above, once every year.

Session Title: *Practical Solutions for English as a Second Language (ESL) and Literacy Issues in the Workplace*

Illiteracy is an issue in our communities, when 14% of adult residents in Kent County, and 22% in Grand Rapids are considered functionally illiterate. As employers, illiteracy impacts productivity, communication, and safety in our companies and on the jobsite. Learn more about the impact of this issue on society and the workplace, as well as the tools and resources available to improve literacy in our communities and companies, during this presentation by Vera Grishkina from the Literacy Center of West Michigan.

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Vera Grishkina has worked closely with employers to develop strategic workforce training initiatives focused on foundational workplace skills, including employability, basic skills and English as a Second Language.

Since 2005, Ms. Vera Grishkina, Director of the Customized Workplace English™ Program at the Literacy Center of West Michigan, has worked closely with employers to develop strategic workforce training initiatives focused on foundational workplace skills, including employability, basic skills and English as a Second Language. She is a trained job profiler and has worked with more than 60 West Michigan companies in diverse industries to develop customized training programs to assist their workforce in improving language and literacy skills. Ms. Grishkina conducted multiple job analyses, focused on language and literacy requirements of jobs in manufacturing, construction and healthcare. She currently leads the Customized

Workplace English™ Program, recognized multiple times as a best practice at the state, national and international levels, including a 2008 broadcast of ABC World News Tonight with Charles Gibson and recognition in 2011 as a best practice by the Singapore Workforce Development Agency. A native of Belarus, Ms. Grishkina graduated from Minsk State Linguistic University and is currently pursuing her master's degree in Education with the focus on Literacy Studies at Grand valley State University. In her spare time she enjoys gardening, piano playing, remodeling and studying foreign languages.

CHAPTER NEWS

West Michigan Chapter Announces 2012 Scholarship Winners

Scholarship recipients were announced at the March General Membership Meeting. Ellen Zierleyn from Owen-Ames-Kimball Co. and Gretchen Cole from Griffith Builders were each awarded an \$800 scholarship towards attending the 2012 CFMA Annual Conference & Exhibition in Orlando, Florida in June 2012.

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



21st Annual CFMA Golf Outing

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

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The 21st Annual CFMA Golf Outing will be held Wednesday June 6, 2012 at Railside Golf Club. On the agenda for this year's Outing will be 3 Contest Holes, Longest Drive and Closest Pin Competitions 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 (698-0880) for reservations; payment is required by Thursday May 31, 2012 to guarantee reservations. Register early to make this a successful outing.

DATE	Wednesday, June 6, 2012
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
COST	\$85.00 Per Person (fee includes golf, cart, cookout and door prizes)

Stay tuned for our next social event tentatively planned for a Whitecaps Outing!

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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.

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Welcome new members:

Nicki Mollien, Target Construction / *Referred by Ann Plummer*

Mark Janes, Wells Fargo Insurance Services / *Referred by David Drake*

Brad Bruinsma, Founders Bank and Trust

John Rogers, HNI Risk Services of Michigan

Jim Karrip, Wells Fargo Insurance Services / *Replacing David Drake*

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If you have any questions regarding membership, please contact any membership committee member. A membership application can be found [here](#).

NAME	COMPANY	EMAIL
Todd Hanson	Connect Resources	todd@connect-resources.com
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Student Membership Campaign

We are reaching 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. A membership application can be found [here](#).

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.



Healthcare Law Scheduled to Bring Three Key Tax Changes

The U.S. Supreme Court soon will issue its ruling on the healthcare legislation, the Patient Protection and Affordable Care Act, passed in 2010. Over half the individual states have challenged the constitutionality of the law that requires individuals to obtain minimum health insurance coverage and penalizes those who don't comply. The law could be upheld or overturned, or the court might strike down select provisions.

Although the healthcare mandate has received the most attention, three lesser-known tax changes in the law could have a major impact. These provisions will take effect in 2013 if they are allowed.

1) Medicare surtaxes. Taxpayers will owe a new 3.8% Medicare surtax on the lesser of net investment income or the amount by which modified adjusted gross income (MAGI) exceeds an annual threshold of \$250,000 for joint filers and \$200,000 for single filers. For this purpose, "net investment income" includes interests, dividends, royalties and annuities, rent and other passive activity income, capital gains from the sale of property not used in your business, and trading of financial instruments and commodities. It does not include business income, income from tax-free municipals or distributions from IRAs and qualified retirement plans.

In addition, a separate 0.9% Medicare surtax applies to earned income in excess of \$250,000 for joint filers and \$200,000 for single filers. A taxpayer may have to pay both surtaxes.

2) Medical deductions. Taxpayers currently may deduct reimbursed medical expenses in excess of 7.5% of adjusted gross income (AGI). This threshold is scheduled to increase to 10% in 2013 for those under the age of 65.

3) Flexible spending accounts. There is currently no legal limit on annual contributions to a flexible spending account (FSA) for healthcare expenses. Under the healthcare law, annual contributions to a healthcare FSA are capped at \$2,500. This amount will be indexed for inflation after 2013.

Faced with these looming changes, you may take appropriate steps before 2013. For instance, you may realize long-term capital gains in 2012 to avoid the 3.8% Medicare surtax especially since the maximum tax rate is only 15% this year (scheduled to increase to 20% in 2013). You may also consider accelerating nonemergency medical expenses into 2012 to benefit from the lower AGI threshold or to exhaust FSA funds.

