President’s Message
by Jack Vande Guchte

Welcome to 2005. Business wise, I hope it’s a better year than 2004. It’s certainly nice to have 2004 in the past. For many of us involved in construction, the past few years have been difficult. This may be your first recession, but some of us have been through several. They occur about every 10 years, and they all have at least two things in common; they are not fun, but they do go away. I noticed an article in the Grand Rapids Press a few nights ago. George Erickcek, senior regional analyst with the Upjohn Institute, gave his assessment of the West Michigan economy. He gave clear statistics outlining the economic problems in this area; however, it was not all bad news. While manufacturing jobs are disappearing, service sector jobs have increased slightly. West Michigan has always had a resilient economy, and I know the business climate will improve. Mr. Erickcek will be the speaker at our March 24, 2005 meeting. I invite you to come and hear what he has to say. If you have questions about the West Michigan economy, bring them along. Will he say something that could improve your company’s strategy to grow and thrive?

I also challenge you to stay optimistic about West Michigan. We have several wealthy business families in this area that continue to...
**General Members to Start Winter Roundtable Session**

The roundtable program began in 1997 in an effort to provide a forum for members to discuss current business issues within the construction industry. We have been very successful and look forward to another great year of sharing ideas and experiences in these informal settings. A few topics addressed at prior roundtable meetings include: 401k programs, hiring and retention practices, financial software, controlling health insurance costs and construction lien issues. It may seem like one more meeting, but based on prior participants’ evaluations, you will gain far more knowledge of the industry vs. the time that you will spend in the meetings. We currently have three groups meeting October – May. We would like to start a fourth group that will run from February – September.

The CFMA Roundtable guidelines are as follows:

- CFMA members only
- Roundtable discussions remain strictly confidential
- Each group is limited to 8 participants – a mix of general contractors, sub-contractors and associate members
- A facilitator is assigned to each group
- Only one member per company in each group with no substitutions allowed
- Each month has a different host who will be responsible for providing a meal and will have the opportunity to choose the meeting topic
- The Roundtable meetings are held the same time each month – with breakfast or lunch meetings available

Contact **Steve Huisjen** at (616) 676-2435 or steveh@danvoscc.com before **January 31, 2005** if you are interested.
CFMA Western Michigan Chapter

IN CELEBRATION OF ITS 15TH ANNIVERSARY IS PLEASED TO PRESENT

An Evening with
Colin Mochrie & Brad Sherwood

Colin Mochrie and Brad Sherwood, stars of the Emmy nominated “Whose Line Is It Anyway?” television show have teamed up to present an evening of extraordinary improvisational comedy.

Forest Hills Public Schools
Fine Arts Center
Ballet Studio on the 2nd Floor
Friday, February 18, 2005

Registration and Reception - 6:00 p.m.
Theatre Doors Open - 7:00 p.m.
Show Begins - 7:30 p.m.

Tickets: $15 per person (non-refundable)
Pick-up and payment at registration
Hors d’oeuvres and refreshments by Bonefish Grill

R.S.V.P.
by Friday, February 4, 2005
Laura Steenwyk
(616) 235-5200
Email: lsteenwyk@beenegarter.com

Founded in 1990, CFMA Western Michigan Chapter is pleased to sponsor this event in celebration of its 15th anniversary.

As the source and resource of constructional 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.
Welcome to our newest members since our last issue of Extras!

Monica Elenbaas  
Universal Wall Systems, Inc.  
Referred by: CFMA National/Ann Plummer

Micky Jelsema  
Jelsema Concrete Construction  
Referred by: Ann Plummer

Bob Darrow  
Mapes Insurance Agency  
Referred by: Denny Scully

Robert Hansen  
S. A. Morman & Co. (replacing existing membership)

Steve Alles  
W indemnuller Electric, Inc.  
Referred by: Ann Plummer

Matt Vermeer  
Byron Center State Bank  
Referred by: Michael TePastte

Reminder…

All Chapter members should have received the “Chapter Marketing Cards” either at the November general membership meeting or in the mail. Please use these cards to promote our organization and attach your business cards to them to get credit as the referring member. If you haven’t received these or you need more, just e-mail aplummer@beenegarter.com and more will be printed. We have five membership meetings left before the summer break, so please consider inviting a guest to an upcoming meeting as our guest – their lunch is on us! Target someone who you feel would appreciate the benefits CFMA has to offer, and please share the benefits that you have received from your membership.

Also, remember that any new member that joins now will actually receive 15 months of membership for the price of 12! The dues paid with their membership application will be paid through March 31, 2006.
The following is the current status of our Chapter’s progress on the “Discover CFMA” membership drive and the Chapter member composite as of January 2005.

**“Discover CFMA” Membership Drive Update**

- **Chapter New Member Goal by 9/30/05**: 21
- **New Members Added Since 9/30/04**: - 5
- **New Members Needed to Reach Goal**: 16 *

*This number does not account for any potential non-renewals by current members as of 3/31/05.

Thanks again for all your efforts and any questions can be asked of any Membership Committee member listed below:

- **Mark Bergsma**  
  Berends Hendricks Stuit Insurance  
  mbergsma@bhsins.com
- **David H. Gibbs**  
  dgibbs@iserv.net
- **John D. Koscielniak**  
  Walburg & Associates, PC  
  jkoscieniak@walburg.com
- **Ann M. Plummer**  
  Beene Garter LLP  
  aplummer@beenegarter.com
- **Steve Landstra**  
  Dykema Excavators, Inc.  
  slandstra@dykemaexcavators.com
- **Michael Poggi**  
  Pinnacle Insurance Partners  
  mikep@pipgrmi.com
- **Todd Hanson**  
  Financial Edge  
  hanson@fin-edge.com
- **Michael S. TePastte**  
  Wilber & Townshend, PC  
  mtepastte@my-cpa-online.com
- **Suzanne Strauss**  
  Great Lake Systems, Inc.  
  suzanne@glroof.com
- **Anita Rathbun**  
  Triangle Associates  
  anitar@triangle-inc.com

**Membership Statistics as of January 1, 2005:**

**Chapter Membership Composite**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>General Members</td>
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<tr>
<td>Associate Members</td>
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<td>46%</td>
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<tr>
<td>Total</td>
<td>121</td>
<td>100%</td>
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General Membership Meetings
All general membership meetings will take place at Duba’s on the East Beltline, unless otherwise noted. Registration begins at 11:30 a.m., with lunch served at 12:00 p.m.

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
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<tbody>
<tr>
<td>January 20, 2005</td>
<td>Robert Stone</td>
<td>Human Resource Update</td>
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<td></td>
<td>Smith, Haughey, Rice &amp; Roegge</td>
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<tr>
<td>February 24, 2005</td>
<td>Tim Crossman</td>
<td>West Michigan Economic Review</td>
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<td></td>
<td>Construction Imaging Systems</td>
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<tr>
<td>March 24, 2005</td>
<td>George Erickcek</td>
<td>Economic Outlook for West Michigan</td>
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<td>Upjohn Institute</td>
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CFMA’s 2004 Construction Industry Financial Survey Now Available

This annual survey, compiled by Moss Adams LLP, in cooperation with CFMA’s Accounting & Reporting Committee, provides information on the construction industry’s trends and current practices, key financial indicators, and is compiled by specialty as well as by region and revenue. The survey is now available in hard copy as well as CD-Rom and a 20% discount is available to CFMA members on these products. Please visit www.cfma.org for more information.

CFMA Western Michigan Chapter Mission Statement
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Acknowledgements...

Editor
Theresa Sickles
Beene Garter, LLP

Newsletter Design/Layout
Tanya Stickler
Design Plus, Inc.