



The Source & Resource for  
Construction Financial Professionals



A Quarterly  
Publication of  
the Iowa  
Chapter of  
CFMA

## President's Message by Mike Schroeder

Spring 2007

This is the first message that I am writing as President and it's an exciting time for the Iowa chapter. At the National conference in May in Phoenix we were recognized for several awards that our Chapter had won. One of those awards is the Chapter of the Year Award for chapters with 91-120 members. I was the lucky one to be President at time to accept the award, but it's the work of many other people that made it possible. We are very fortunate to have several members involved at the National level. You may have been aware of Kevin Schlueter (JVC Builders) as National Chairman, but did you know Rod Foster (McGladrey & Pullen), Jay Frieirmuth (Holmes Murphy), Larry Gritton (Gritton Associates CPA's), Jason Reeve (Manatt's), Steve Tenney (Story Construction) and Brian Worth (RSM McGladrey) also served on various National committees?

One of my goals is to increase member participation. Currently we have 95 members, but only about 1/3 are active. This chapter has a lot to offer. The program committee (chaired by Dave Stitz-McAninch) is working hard to bring interesting topics to our meetings. Something I have learned over the years is to not judge the program by its title. I might look at the title and say to myself, "that doesn't sound that good." After I convince myself to go, I usually say, "That was good, it wasn't what I thought it was going to be!"



We also have social events throughout the year. The social committee is chaired by Doug Roozeboom (McGladrey & Pullen). In February the group enjoyed an Iowa Stars Hockey game. We just watched an Iowa Cubs game in May. In the fall we have our golf tournament, so come out and participate.

### News from the President

I want to say "thanks" to a few people. Thanks to Jane Rohr (Graham Construction) for her

*(Continued on page 6)*

## Heartland Conference is coming up again this October

Plan on attending the Heartland Regional Conference this year. This conference has been well attended in the past and has provided some great opportunities for construction financial managers and their employees to further their knowledge and experience around a variety of topics.

Dates—This year's conference will be held on October 4th and 5th.

Location—Ameristar Hotel in Council Bluffs, Iowa

Topics tentatively scheduled:	Thursday—	Marketing Dealing with Conflict in the Workplace Trends in Employee Benefits
	Friday—	Immigration and Related Barriers Impact of the New Audit Standards Anatomy of a Construction Claim

Gold Sponsors for this year's conference include:

Holmes Murphy & Associates, Inc.

Lockton Companies

Silverstone Group

## Get to know—Debbie Kelly

Every newsletter we will highlight one of our local chapter member so we can “Get to Know” them.

**Name:** Debbie Kelly

**Grew up:** Born in San Francisco but lived in several places, as my father was in the military. Spent formidable years in Albuquerque, NM

**College attended and degree:** Newman University, Wichita, Kansas - degree in Business Management



**First paying job** Worked part time while in high school for a Polygraphist.

**Current employer and position:** The Waldinger Corporation, Manager of Financial Reporting



**Company history/profile:** Founded in 1906, Waldinger celebrated its 100 year anniversary last year. Waldinger is a full service sheet metal, mechanical, electrical, building automation and service contractor. Most work is in the commercial arena with residential performed in one of our two Wichita locations. Construction/Service branches in Des Moines, Kansas City, Omaha, St Joseph (MO), St Louis, Springdale (AR) and Wichita.

Southeast Service branches include Atlanta, Ft. Lauderdale, Ft Myers, Jacksonville, Orlando and Tampa

**Number of employees:** Office—300, Field—1,000, Accounting staff—15 at the Corporate office. Each division has their own accounting staff as well.

**CFMA member since:** 1998

**What about CFMA made you want to join or remain a member:** The continuous education available with CFMA, not just through publications, courses, and conferences, but through its members.

**What do you like most about CFMA:** The opportunity to meet and talk to the members, both at the local and national level. Simply, they are just good people. Everyone is open and enthusiastic about sharing their knowledge and experiences.

**How you spend your time outside of the office:** Spending time outdoors and traveling, especially to the mountains and desert.

**Who has influenced you the most in your past:** My mother.

**Something not everyone knows about you:** I spent a couple of early elementary years in France

**Last book read:** Searching for Heaven on Earth by David Jeremiah

## Member news

**Members on the move**—Jerry Jauron, a former CFMA member from Walsh Door is now with the Iowa Speedway

**Members in the news**—Al Brown, who has been with The Waldinger Corporation seven (7) years, was promoted January 1 from Corporate Senior Accountant to Des Moines Division Controller.

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We've reserved space in our newsletter to report changes and announcements about our members. If you have something you'd like to let our members know about please send us an announcement!

Ideas include special recognition for member companies, promotions, achievements, unique projects, etc. This is a newsletter for our members...to keep our members informed and involved in the construction industry, so submit your information!

If you have any articles, for publication, we'd love to include it in our newsletter or help you submit it to CFMA Building Profits magazine. We've got great ideas, lets share them with other chapters!

## What you might have missed

We have had great topics covered in our meetings since our last newsletter. A recap of those meetings is as follows:

White Rabbit Group-On March 21st Mike Wagner from The White Rabbit Group spoke to the group on branding and its place in business.

A combined meeting of the AGC Controllers Council and the Iowa Chapter of CFMA was held on April 19th in Ames. The meeting focused on a presentation by Brooke Rosenberg from Ahrold Fay Rosenberg addressing employee benefits, the changing employee demographics and how to match those benefits with the employees.

Also, Dennis Warth from Holmes Murphy moderated a panel of experienced safety managers (Jeff Bowers from Cedar

Valley Corp, Mark Wieland from Story Construction Co. and Tom Harmon from A.M. Cohron and Son, Inc.) as they discussed safety programs. The panel discussed what has worked at their companies and in their experiences with incentive programs to keep safety awareness and practices fresh and effective.

CFMA's National Conference was held May 19th – 23rd in Phoenix, AZ and again was well attended by our Chapter. Mike Schroeder, Chapter President, accepted four awards on behalf of our group. Those awards included Chapter of the Year, Member Services, Distinguished Progress and Chairman's Excellence

## What's coming up?

Mark your calendar's for the NAWIC/CFMA annual golf outing on Thursday, September 6<sup>th</sup>. This year's event will be held again at The Tournament Club of Iowa in Polk City. Shotgun start is at 1:00 with dinner following at 6:00. Proceeds from the event go towards scholarships for construction industry students. If you are interested in playing and/or a hole sponsorship, see the attached flier or contact Doug Roozeboom at [doug.roozeboom@rsmi.com](mailto:doug.roozeboom@rsmi.com) or 515-281-9283.

**Please let Gina Kanne know if you'll be attending our meeting so we get an accurate count for our meals. Her e-mail address is [gina.kanne@rsmi.com](mailto:gina.kanne@rsmi.com)**

**Call a member too...let them know you'd like to see them at the meeting as well!**

## Social opportunities and networking

Social Events that took place included a gathering at the Iowa Cubs and the new Polk County jail...

What a great day for a ball game! CFMA's annual outing at the Iowa Cubs was held Monday, April 16<sup>th</sup>. The group watched a close game until the end seeing Round Rock score 5 runs in the 9<sup>th</sup> inning to beat the Iowa Cubs 11-5. Despite the outcome it was another great time with fellow CFMA members.



CFMA at the Iowa Cubs!

On May 16th several CFMA members took the opportunity to get out of work and go to jail...the Polk County jail that is, for

a job site tour. While some of us have "visited" a completed facility, it was interesting to see what goes into building one. Lots and lots of concrete! The project was at a great point to tour with each section of the facility at a different stage completion. A special thanks to Brandon Schulte and Ben Bunge of The Weitz Company for giving the group an informative tour.



CFMA members preparing for their jail term...oops...tour.

## Welcome new members!

Our local membership continues to change and we've recently added the following new members...please be sure to welcome them to the Iowa Chapter the next time you talk with them!

**Kevin Gearhart** – Dormark Construction

**Monica Gerlach** – Construction Services, Inc

**If you have a suggestion for a new member, be sure to invite them to a meeting as a guest or contact a board member and we'll make sure they get prospective member information to them!**

## Member Companies—

Allied Construction Services, Inc.  
Apollo Steel Company  
Architectural Wall Systems Co.  
Baker Electric  
Ball Construction Services L.L.C.  
Bangert Computer Systems, Inc.  
Beisser Lumber Company  
Bratney Companies  
Breiholz Construction  
Cedar Valley Corp.  
CJ Moyna & Sons  
Construction Services, Inc.  
Corell Contractor, Inc.  
Corwin, Reichter & Company PC  
Denman & Company LLP  
Dormark Construction  
First American Bank  
Fred Carlson Company LLC  
Graham Construction Co., Inc.  
Gritton Associates CPAs  
Guideone Taylor Construction Services  
Hansen Company, Inc.  
Heartland Asphalt  
Heartland Finishes, Inc.  
Henning Construction  
Holmes Murphy & Associates  
Innovative Captive Strategies, Inc.  
Insurance Associates Of Iowa  
Iowa Prestressed Concrete  
Johnson Machine Works  
JVC Builders  
L.L. Pelling Co., Inc.  
Lamair-Mulock Condon Co.  
Larson & Larson Const., LLC  
Manatts, Inc.  
Marick, Inc.

McAninch Corporation  
McGladrey & Pullen, LLP  
Merchants Bonding Co.  
Midland Holdings  
Neumann Brothers Inc.  
Oldcastle Materials  
Olympic Wall Systems  
Plumb Supply Company  
Prairie Construction Co.  
Reynolds & Reynolds  
RSM McGladrey, Inc.  
Ryun, Givens, Wenthe & Co., PLC  
Seither & Cherry Svcs., Inc.  
St. Paul Travelers Company  
Story Construction

**Thanks to all our member companies for their participation in and support of CFMA**

Stroh Corporation  
The Baker Group  
The Rasmussen Group  
The Sargent Group  
The Waldinger Corp.  
The Weitz Company  
United Contractors  
United Fire & Casualty  
Valley Bank  
Venter Spooner, Inc.  
Walsh Door & Hardware Co.  
Wells Fargo Bank  
Wolf Construction  
Wolin & Associates  
Woodruff Construction

## Contact Information



Check out  
[www.cfma.org](http://www.cfma.org) and  
[www.cfma.org/iowa/  
index.html](http://www.cfma.org/iowa/index.html)

### 2007 Board of Directors

- **President**—Mike Schroeder-mike.schroeder@weitz.com
- **President Elect**—Jane Rohr-janer@grahamconstruction.com
- **Secretary/Treasurer**—Tom McCauley-tmccauley@strohcorporation.com
- **Past President**—Jay Freiermuth-jfreiermuth@holmesmurphy.com
- **Membership**—Brian Deimerly-bdeimerly@holmesmurphy.com
- **Social**—Doug Roozeboom-doug.roozeboom@rsmi.com
- **Program/Education**—Dave Stitz-dstitz@mcaninch.com
- **Publicity**—Jesse Wurth-jesse.wurth@weitz.com

Consider volunteering for a committee or a leadership position in your local chapter or CFMA National. Member participation is always appreciated!

For membership information  
contact Brian Deimerly at  
515-223-6906 or  
[bdeimerly@holmesmurphy.com](mailto:bdeimerly@holmesmurphy.com)

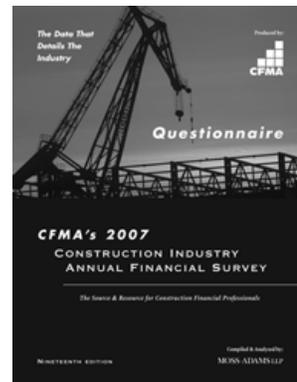
**Iowa Update**—send your ideas and  
submissions to our publicity chair—  
Jesse Wurth at [jesse.wurth@weitz.com](mailto:jesse.wurth@weitz.com)  
or committee member—Steve Tenney  
at [stevetenney@storycon.com](mailto:stevetenney@storycon.com)

## CFMA FINANCIAL SURVEY

Please consider making time to participate in the 2007 CFMA Construction Industry Annual Financial Survey. A link is available at [www.cfma.org](http://www.cfma.org). It really doesn't take much time to complete the information and the more companies that complete the survey, the more value to you and other users of the survey like your bank, surety and your own management team.

This is one of the tools that helps CFMA become recognized in the industry as *the source and resource for construction financial professionals* and it is a great benchmarking tool.

Members that participate in the survey can get the results at a discounted price...so take the hour or so and answer the survey questions!



### RECORD ATTENDANCE AT CFMA NATIONAL CONFERENCE!

The Phoenix Conference was another great opportunity to gain some quality education during he breakout sessions, grow personally and professionally by listening to the high energy speakers at the general sessions, meet with vendors in our industry in the large exhibition area and socialize with other members during the breakfast, lunches, welcome reception, party and golf outing.

*Next year's conference is in Orlando, Florida at Universal Studios May 17th-21st. Put it on your calendar now, put it in your budget for 2008 and plan for a great time!*

## President's message...continued

(Continued from page 1)

many years of service as Membership Chair. Now she has agreed to be President elect! Thanks to Craig Plummer (Corell Contractor) as his term of Past President has expired. Thanks to Brian Deimerly (Holmes Murphy) who has agreed to be our new Membership Chair. Thanks to all current board members and committee members. Thanks to Jay Friermuth (Holmes Murphy) for his leadership last year and continued leadership this year.

Consider inviting a guest to our next meeting, we're always looking for new members!

## Pictures of Iowa members and the Conference in Phoenix (courtesy of CFMA National)



National CFMA Staff put on another great conference!



Vicky and Fred Mailin enjoying the conference



Kevin Schlueter accepts his recognition for service as National Chairman for 2006-2007 from Bill Schwab.



Mike Schroeder accepts one of many awards presented to the Iowa Chapter



Phoenix beauty for conference attendees!



Steve and Mindy Tenney enjoy a chat with Bill Schwab at the Welcome Reception on Sunday night.