



The Source & Resource for
Construction Financial Professionals



A Quarterly
Publication of
the Iowa
Chapter of
CFMA

President's Message by Jane Rohr

Summer/Fall 2008

I hope you are all enjoying what seems to be a very short summer. It all began with the job site tour of the Animal Rescue League project in Des Moines. A big THANK YOU to the Weitz Company for hosting this tour. Then we had the National Conference in Florida with the Iowa Chapter receiving two awards this year, The Chairman's Excellence Award and Member Services Award. The Iowa Cubs outing was a "sell-out" and as always, everyone had a great time. In July we had a lesson in Measuring Safety Performance hosted by David Headlee of Liberty Mutual and in August a presentation on Paperless Environments. We will end the summer with our annual golf outing in conjunction with NAWIC (National Association of Women in Construction) and the Heartland Regional Conference the first week in October. If you haven't registered for the Golf Outing or the Heartland Regional Conference, now is a great time to do so.

With all that we have going on, who wouldn't want to join CFMA? We hope all these opportunities to learn, network and socialize with your peers will encourage you to bring guests and prospective members to our meetings.

We are working to plan Fall and Winter programs and activities that we hope will be informative and interesting to all of you. If you have any ideas or suggestions for meeting topics or social activities please feel free to contact any of our Board Members. We always welcome involvement and input from all of our membership.



News from the
President

To end, I would like to say a very heartfelt thank you to Gina Kanne for all of her creativity, enthusiasm and hard work in coordinating all of our CFMA meetings and outings and keeping all of us so very well informed on what is happening at CFMA. Gina will still be with McGladrey but in a different role. We will miss you Gina!

Ann Partlow will now be assuming Gina's CFMA responsibilities so watch for an e-mail from her soon.

CFMA National Conference & Exhibition—It was great!

CFMA's 2008 National Conference and Exhibition in Orlando Florida (May 17-21) was fantastic! The Iowa Chapter had a great turnout with the following members listed on the attendance listings:

Tracy Benda	Al Brown	Shane Hall	Kelly Hulbert	Debbie Kelley	John Kunz
Kathy Ladd	Vicky Malin	Jeremy Marron	Tom McCauley	Michael Miesen	Paul Morrison
April Rabik	Kevin Schlueter	Steve Tenney.			

In addition to the fine facilities, fun golf opportunity, quality educational seminars, good food, great weather and extensive exhibition, there was great networking, first rate speakers and record attendance!

This year marked the final conference for Bill Schwab as President /CEO and the retirement dinner and recognition for him was unforgettable. The tributes and memories that were shared during the event reminded all that were in attendance that the people of CFMA make the difference and Bill's leadership demonstrated that for years.

The board of directors meeting followed the golf outing as both Peter Schwartz and Vickie Spotts took their new leadership positions at CFMA. The welcome session was a time to find old friends and enjoy the social time by the pool.

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Get to know—Brad Broberg

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

Name: Brad Broberg

Family: My wife, Kristin, is a teacher in Waukee. We have two boys. Cade is 6 and Will is 5. We are also expecting our third child in October.

Where born and raised: I was born in Holdrege, NE (Go Big Red) and spent most of my childhood in Sioux City, IA.

First paying job: I detasseled in the summer for a couple of years starting at 14 and then worked at Taco Johns throughout high school

College attended and degree: I attended the University of Northern Iowa and received a BA in Accounting.

Current employer: McGladrey & Pullen, LLP / RSM McGladrey, Inc.

Title: Assurance Director

Years with Company: Will be 10 years in January

Location: Des Moines

Number of employees: Approximately 180 in the Des Moines office

What type of work is performed: RSM McGladrey offers business and tax consulting, wealth management, retirement resources, investment banking, and international business



services, while McGladrey & Pullen LLP offers audit and attest services.

How long have you been a CFMA member? 3 years

What about CFMA made you want to join/retain: CFMA is an organization that provides great educational as well as social activities for construction accounting professionals. The local association is always striving to expand the knowledge of all of its members.

What do you like most about CFMA: The people within the CFMA are the key to making this a great organization.

How does CFMA assist you in your current position/career: It is a great opportunity for me to stay current and learn what is new within the construction industry.

Personal interests: I love staying active and spending time with my family. I spend a lot of time boating with my friends and family, coaching my kid's various teams, and playing golf as time permits.

Something interesting about you people may not know: Being a conservative accountant most people would not have expected my first ebay purchase to be a boat that was located in Texas that I purchased on a Friday at 2 and left to pickup by 6.

Last book read: A lot of kid's books. My youngest son, Will is a sports fanatic so we read a number of books about sports. The latest one was Teammates, a story about Ronde and Tiki Barber and the efforts of one of them to make the other better.

Person that has had the most influence on your life: My mom. She has shown me that hard work, dedication, and focus on people make all the difference in all aspects of life.

Member news

Members on the move—

Members in the news—

EDITOR'S NOTE—We know our members make the news...just tell us about it and we'll include it here! Also submit your photos and award information and see your company in print and share the excitement with others!

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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

Although the summer months typically are filled with social activities, vacations and lots of construction, we did have a couple of educational opportunities that you might have missed:

The National Conference and Exhibition was held in Orlando Florida in May. There is a separate section later in the newsletter dedicated to this event.

In July, CFMA members were invited to join Liberty Mutual at their presentation on Measuring Safety Performance. The presenters and participants shared many experiences and ideas about safety. Topics included cost / benefit analysis and measuring the true cost of an acci-



dent as well as practical approaches to applying them at your company.



In August, Steve Jordan with Paperless Environments spoke to the group about why are construction companies going paperless, paperless workflow solutions that work in construction and what you should look for in selecting a paperless solution vendor.

(We don't want you to have to rely on this column to see what you might have missed, so don't miss out...attend the meetings!)

What's coming up?

Tax Update! Our next lunch meeting will be held on **Wednesday, November 19th**. Come listen to Brian Worth from RSM McGladrey present on what is new in the world of tax since you filed your last tax return (assuming last year's is done!). Brian has a great wealth of knowledge and has a way of putting a humorous spin on the topic.

There will be dinner, but not a meeting in **September**, and all you have to do is participate in the golf outing on the 11th!

October's educational focus will be at the Heartland Regional Conference in Council Bluffs...car pool or drive, but make it to this excellent regional conference!

So how did YOU do on your summer assignments?

1. Find a new member for CFMA...the more the merrier.
2. Take pictures of your projects or one of our summer events and submit them to Jesse Wurth for inclusion in our newsletter.
3. Consider volunteering for a committee or leadership position locally or nationally...CFMA members consistently say they get back more than what they put in when they participate.

There's still time...the more you're involved, the better our newsletter and our association!! **DO SOMETHING TODAY!**

Social opportunities and networking

ANNUAL GOLF OUTING

Mark your calendar's for the NAWIC / CFMA annual golf outing on Thursday, September 11th. For this year's event we will be returning to the Legacy Golf Club in Norwalk. Shotgun start is at 1:00 with cocktails at 5:30 and 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 or 515-281-9283.

PAST SOCIAL EVENTS



The On May 14th several members of CFMA met at the Animal Rescue League project in Ankeny for a job site tour. The 42,000 square foot state of the art facility is scheduled to open in October of this year.

Special thanks to Project Manager Stephanie Morrison of The Weitz Company for sharing her time with the group. After the tour, the group adjourned to Okoboji Grill in Ankeny for refreshments and networking.

What a great day for a ball game! CFMA's annual outing at the Iowa Cubs was held Wednesday, May 28th. While the weather was great, it was not such a great day for the home team. The Cubs were beat by Memphis 6-1. Despite the outcome it was another great time with fellow CFMA members.

Every meeting is a great way to connect with other CFMA members. Join us for a meeting and experience what CFMA is about!

Welcome new members!

Our local membership continues to change and we've added the following new members since our last newsletter. Please be sure to introduce yourself to them and welcome them to the Iowa Chapter the next time you talk with them!

- Kirk Rathjen—Merchants Bonding Co.
- Dennis Richmann—United Fire Group

Invite a potential member to a meeting so they can meet other members as learn more about CFMA!

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

Member Companies—

ABC Electrical Contractors
Allied Construction Services, Inc.
Apollo Steel Company
Architectural Wall Systems Co.
Baker Electric
Ball Construction Services L.L.C.
Beisser Lumber Company
Bergan, Paulsen & Company, PC

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

Berkley Surety Group
Breiholz Construction
Cedar Valley Corp.
CJ Moyna & Sons
Concrete Technologies
Construction Services, Inc.
Corell Contractor, Inc.
Corwin, Reichter & Company PC
Denman & Company LLP
Dormark Construction
Elder Corporation
Graham Construction Co., Inc.
Gritton Associates CPAs
Hansen Company, Inc.
Heartland Asphalt
Henning Construction

Holmes Murphy & Associates
Innovative Captive Strategies, Inc.
Iowa Prestressed Concrete
J&K Contracting
Johnson Machine Works
JVC Builders
Knife River, an MDU Resource Co.
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
Nelson Construction Services
Neumann Brothers Inc.
Oldcastle Materials
Olympic Wall Systems
Pinnacle Construction Group
Prairie Construction Co.
Premium Business Insurance
Reynolds & Reynolds
RSM McGladrey, Inc.
Ryun, Givens, Wenthe & Co., PLC
Seither & Cherry Svcs., Inc.
Story Construction Co.
Stroh Corporation
The Baker Group
The Rasmussen Group
The Sargent Group

The Travelers Companies
The Waldinger Corp.
The Weitz Company
TWC Services
United Contractors
United Fire Group
Valley Bank
Van Hauen & Associates
Wells Fargo Bank
Wolf Construction
Wolin & Associates
Woodruff Construction

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!

Contact Information



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

2008 Board of Directors

- **President**—Jane Rohr-janer@grahamconstruction.com
- **President Elect**—Tom McCauley-tmccauley@strohcorporation.com
- **Secretary/Treasurer**—James McFadden-jim@eldercorp.com
- **Past President**—Mike Schroeder-mike.schroeder@weitz.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
- **At large**—Kathy Ladd-laddk@thebakergroup.com and Paul Morrison-pmorrison@waldinger.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

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

HEARTLAND CONFERENCE

Quality, affordable and helpful education for the construction industry is as close as the Heartland Regional Conference in Council Bluffs on October 2nd and 3rd. CFMA regional conferences compliment CFMA's Annual National Conference and offer another opportunity to learn about topics that impact your areas of responsibility. Because it's centralized and very affordable, bring along someone else from your company that will benefit from the excellent speakers and sessions.



Our gold level sponsors...Holmes Murphy & Associates, Inc and Lockton Companies have helped the conference financially and the line up of speakers and topics include:

- Steve Schmidt-Zurich NA Surety—Credit Modeling and What it Means to Contractors
- Jeffrey Stone-Whitfield & Eddy, PLC—The Ten Most Critical Contract Clauses
- Bryan Kooi-Harbor Consulting Group—Understanding Behavioral Styles to Improve Performance
- James Ford-Eide Bailly—Internal Controls and Its Role in Preventing Fraud
- Tom Emison-RSM McGladrey—The Role of the Financial Executive in Construction Company Strategic Planning
- Timothy Wentz-University of Nebraska, Lincoln—Selecting the Best Green Alternative
- Lori Wiederin-Holmes Murphy & Associates—Recruiting & Retaining Employees

If you missed the brochure, it's available at www.cfma.org, look under Events, then Chapter and Regional Conferences or contact Shane Hall at shall@storycon.com.

FROM THE PAST AND INTO THE FUTURE

The year was 1991 and several individuals involved in the construction industry came together to discuss the possibility of forming a chapter of an association known as the Construction Financial Management Association or CFMA. The National Association had been formed in 1981 and the concept of an association for individuals involved in the financial responsibility for construction companies and associated industries sounded appealing and full of educational opportunities and networking.

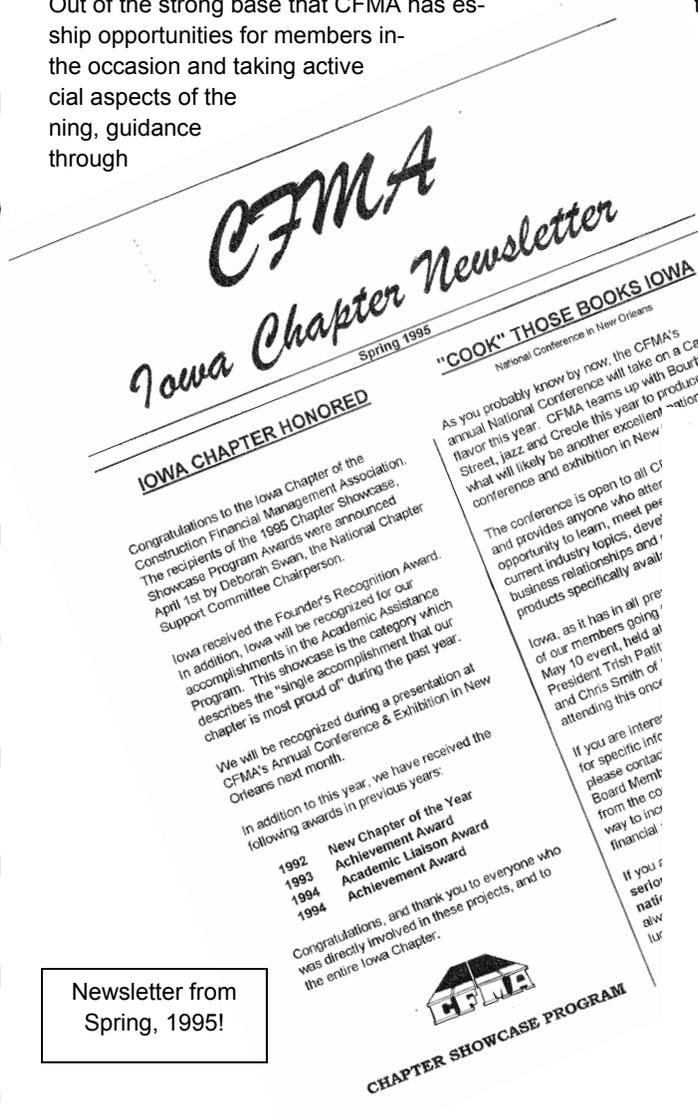
Back in 1991, about 20 individuals got together and formed the Iowa Chapter of CFMA. You'll see some familiar names if you look closely and also see who helped us get to where we are today. As a chapter we've grown to over 80 members with many companies providing encouragement and support for those members. Nationally CFMA has grown to about 90 chapters in 43 states and a network of over 7,000 peers involved in the association!

The future looks bright for CFMA as we've transitioned to a new National President / CEO (Peter Schwartz) and a new National Chairman, (Vickie Spotts) and CFMA has been guided by strong leadership from past National Presidents and past National Chairmen. The tradition of excellence will continue and this year you'll likely see more contact and visibility from the National Officers and staff as they work hard to connect and communicate with the local chapters.

For those that desire certification to show their knowledge and expertise in the area of construction financial management, there is the CCIFP (Certified Construction Industry Financial Professional) available through the Institute of Certified Construction Industry Financial Professionals.

Out of the strong base that CFMA has established, one area that has continued to grow is the leadership opportunities for members in the occasion and taking active roles in overall company leadership beyond just the financial aspects of the companies they are involved with. The strategic planning, guidance and principals of leadership that they can learn about through the CFMA seminars help, but what has really been a key success area is the leadership that is developed by actively participating in CFMA...whether it is at the local level, a committee or at the National level. Opportunities exist for you and the growth and rewards from your involvement make the future look great!

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CFMA
Iowa Chapter Newsletter
Spring 1995

"COOK" THOSE BOOKS IOWA
National Conference in New Orleans

IOWA CHAPTER HONORED

Congratulations to the Iowa Chapter of the Construction Financial Management Association. The recipients of the 1995 Chapter Showcase, Showcase Program Awards were announced April 1st by Deborah Swani, the National Chapter Support Committee Chairperson.

Iowa received the Founder's Recognition Award. In addition, Iowa will be recognized for our accomplishments in the Academic Assistance Program. This showcase is the category which describes the "single accomplishment that our chapter is most proud of" during the past year.

We will be recognized during a presentation at CFMA's Annual Conference & Exhibition in New Orleans next month.

In addition to this year, we have received the following awards in previous years:

- 1992 New Chapter of the Year
- 1993 Achievement Award
- 1994 Academic Liaison Award
- 1994 Achievement Award

Congratulations, and thank you to everyone who was directly involved in these projects, and to the entire Iowa Chapter.

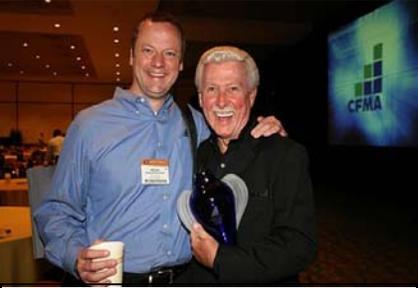
CHAPTER SHOWCASE PROGRAM

Newsletter from
Spring, 1995!

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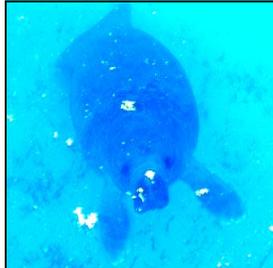
Social opportunities and networking...continued



Kevin Schlueter and Bill Schwab



Vicky and Fred Malin enjoy the fare at the Welcome Reception



Only a mother manatee could love this face!



Vickie Spotts-National Chairman and Peter Schwartz-National President /CEO



April Rabik & Steve Tenney head to different seminars at the conference

(Continued from page 1)

The SeaWorld show for just CFMA members was spectacular, but before the show, several Iowa Chapter members were treated to a behind the scene's visit to the rescue / animal recovery area. Amelia Elder (daughter of Baker Group employee Marci Elder) was a great guide and was very excited to show the group around to see the manatees, turtles and dolphins in the recovery area.

Former "Spring Creekers"...those CFMA members that have attended CFMA at Spring Creek...the leadership session for incoming chapter presidents held in Jackson Hole, Wyoming were treated to a reunion event at the NASCAR Café and had a chance to try their skills on the games while renewing friendships and sharing stories from their session of Spring Creek.

In addition to earning CPE credits while learning about information that's important to construction financial managers, one could only contemplate what might happen next year in Vegas. There probably won't be pictures next year because we all know that "*what happens in Vegas, stays in Vegas!*"



Several Iowa members were provided a behind the scenes look at SeaWorld, including Kelley Hulbert, Kathy Ladd, Shane Hall, Steve Tenney, Dave Carney, Kevin Schlueter and April Rabik