Hello Everyone! 
As I write this, the cold weather of February has given way to sunshine and warmth, and I was able to have my windows open for a bit this weekend. Nothing like fresh air in the house for inspiration.

On February 24th, the South Jersey Chapter held a Strategic Planning Session. Cathy Wasner from Headquarters led and moderated the discussion, and the board was joined by various members and business partners of the chapter. It was a great session, and we will follow up all the ideas and comments at our April Board Meeting and will again be joined by Cathy to facilitate the discussion.

I would like to share with you two important items that were discussed. First, one of the reasons Bob Hinck, Founding President, felt so strongly about starting a South Jersey Chapter was because there are many “smaller” construction companies in this area and he wanted a place to help those controllers and owners and CFO’s to go to share ideas, learn and network. We need the help of our Associate Members to reach out to these construction companies, bring them to an event, and share what is great about CFMA. Remember, you can bring first time potential General Members (construction companies) for free. I know it is important to me when my business partners introduce me to new ideas, new opportunities, and what could be better than CFMA!

Second, we would really like to engage our members beyond the monthly seminars. There are multiple ways to get involved, either for single tasks or long term committees. CFMA is a wonderful way to try new things, use your expertise that you may or may not use in your “day job,” or to just get out of your comfort zone and grow. We currently have openings on the following committees: Membership, Programming, Marketing, and Charity. See any of our board members or reach out to me to talk about what opportunities you would like to take advantage of. The best thing I ever did was join the Programming Committee for the Philadelphia Chapter ten years ago: it has been an experience that has allowed me to grow, network, learn. And it all started with one hour a month.

As I say every meeting: this is YOUR chapter, and we want to bring you what YOU want to see, learn and do. Get involved. Get engaged. You will be glad you did.

See you at our seminars!

Kimberly A. Hullfish, CCIFP
**Synchronicity — What I have Learned**  
Kimberly A. Hullfish

Do you believe in coincidences? I used to. Now I know there is something more, that as we travel through life, there are signs if we take the wrong path, and even more powerful signs when we choose the correct one.

Synchronicity. I first started thinking about this last year when I was introduced to a book by Major Dan Rooney: *A Patriot’s Calling: Living Between Fear and Faith.* In the very first chapter, I was drawn in to his discussion on quintessence and synchronicity.

Synchronicity is defined by the experience of two or more events that are apparently causally unrelated or unlikely to occur together by chance, yet are experienced as occurring together in a meaningful manner.

Starting with Spring Creek in 2014 and continuing in Chicago in 2015, I began to view the world differently. I tried new things. I put some old fears to rest. When I started changing, I noticed some people had come into my life to help enable that change. Coincidence? No. It was the synchronicity of finding oneself, who I needed to be, and how I needed to get there.

Define your purpose. How do you answer the question “Who am I?” Start with a mini-biography. Then go a little deeper—what defines your beliefs? What is your definition of success? What path do you take to achieve this? Finding your purpose does not happen overnight, and I am still working on that. However, I am trusting the guidance, and realizing that synchronicity not only is about others guiding me, but me guiding others. And that is where the synchronicity of leadership comes in.

In his book, Rooney states: I figured out early on that most people will not encourage or understand the passion that burns within your soul, so the key is not to rely on external influences in life for motivation affirmation. That fire burning in your soul is quintessence. Embrace life and stride bravely toward your passions. The pursuit is what makes us feel alive. You are the understands who “I am.”

When you begin to realize how much synchronicity surrounds you, you also begin to realize how you affect others and how you may actually be someone else’s synchronicity. There are no chance encounters: find the purpose behind them. Find your quintessence.

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**Membership Corner**

**RENEWALS are due 3/31/2016! Visit www.cfma.org Today!**

**Did you know?**
Sharing the knowledge and networking CFMA brings to you is a great reward in itself!

**Members can bring**

*A Contractor new to CFMA for free!**

Contact membership and help spread the knowledge that is SJ CFMA!

**** Contact Mark Purfield, Chair of Membership @ mark_purfield@ajg.com Or Joe Artale, Co-Chair @ jartale@cabbonizio.com ****
O

ur Programming...

On April 6th, we will have a panel discussion on IT: Cybersecurity—Best Practices to Protect Your Business.

On May 4th Jim McGGettigan will again lead a panel on Part II of a Deeper Dive Into The WIP. For those who were there in January, the panel left us wanting more. Please let us add to Part II, trend analysis, deeper meanings of over/under billings are just two examples.

June 1st brings us something new. We will have a four hour class on Treasury Management, led by Kevin Foley and Tony Stagliano. We will be utilizing the text books from National, and you will leave with these books to refer back to. This seminar will begin at 2pm, so put it on your calendar now!

And do not miss our CCIFP Overview Seminar on April 29th. This 8 hour seminar will take place in Princeton NJ (Near Princeton Junction Train Station) and is being presented joint-

ly with the NJ Chapter. Registration is now open. Visit www.cfmasnj.org for the link to the registration page (The New Jersey Chapter is taking the registrations!).

Book Club Corner—CCIFP Resources

I love books. I have too many in my house, and am usually reading 3 or 4 books at a time. I am constantly asking my business partners for ideas on what to read next. Now I have been asked for a good source on Construction Accounting, and I have a few recommendations to share...

Financial Management and Accounting for the Construction Industry. This book offers “The Body of Knowledge” for CCIFPs and is a “Primary Certification Resource.” I reference this for many decisions—from a formula for benchmarking to recognizing revenue on a claim.

While studying for the CCIFP, I did read this cover to cover and outlined much of it, complete with notecards!

The second recommendation is the Construction Contractors - Audit and Accounting Guide Paperback – 2015, AICPA. Updated once a year, this is also a great reference guide for controllers and CFO’s., and is a must have if studying for the CCIFP exam.

Lastly, if you attend the CCIFP overview course, you will receive the CCIFP Study Guide, also available at the online store. This guide is accompanied by a CD which includes articles from Building Profits, always a great source for our industry.

Happy Reading!

For books are more than books, they are the life,
The very heart and core of ages past,
The reason why men lived and worked and died,
The essence and quintessence of their lives.

~ Amy Lowell

Save the Dates:
2016 Mid Atlantic Conference, Atlantic City, NJ, September 25th and 26th 2016
Are you going to San Antonio for the National Conference? Visit www.cfma.org

BUILDING IT FORWARD

The Mid-Atlantic Conference will be spending Sunday Night, September 25th at Margaritaville! Join us!
http://www.midatlantic.cfmaregional.org/ma-home.html

2016
Share the Knowledge!
Network!
Lead!
Be Quintessential!