

EXTRAS

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

Fall 2010

2010-2011 CFMA Western Michigan Chapter Board of Directors

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Acknowledgements...

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From the President

Your CFMA Elevator Speech

by John LaBarge

Are you just going through the motions or are you truly maximizing your membership in CFMA? This is the question I posed to you in our last newsletter and I am pleased to report that many of you indeed have taken some steps to maximize your membership in CFMA. The response to this year's activities to date including The Galleria on Fulton job site tour, monthly roundtables, general membership luncheons and the River City Improv event have been fantastic. The number of roundtable groups has increased from two to three and we had an amazing 65 people (including 12 guests) attend our general membership luncheon

in October to hear *George Bosnjak*, Business Development Manager of The Right Place, discuss "Economic Trends in West Michigan." So what is our next challenge after we have decided to take some steps toward maximizing our membership in CFMA?

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"I am pleased to report that many of you indeed have taken some steps to maximize your membership in CFMA."

Today I enjoyed a great lunch at The Bistro Bella Vita. During lunch a service provider gave his “elevator speech” that simply provided our group with some background information on his company and the services that they provide. This was a short and sweet speech that he had obviously given many times in an attempt to gain traction with his audience. While walking back to my office I thought to myself how many of us as CFMA members have a “CFMA Elevator Speech”? If a guest sitting next to you at our next general membership luncheon asks you why you are a member of CFMA could you provide an answer? Would your answer generate a certain level of enthusiasm that would push that guest along toward also becoming a CFMA member?

When you have a moment take some time and identify what it is about CFMA that you truly

value. It might be the diverse speakers and topics at our general membership meetings; the relationships you have developed with other members that allow you to seek creative solutions to business issues or problems; the knowledge you have obtained through CFMA Building Profits Magazine, Knowledge NOW Webinars or Connection Café; the CFMA Member Cost Saving Programs (ConsensusDocs, CDS Office Supplies, Comdata, FasTracs, Enterprise Fleet); or maybe it is simply the fun you have experienced at one of our community service projects or social events. Maybe it is a combination of things or even some things that I have failed to mention. In any event determine what means the most to you and be ready to articulate those things to a guest at our next meeting.

Better yet, invite someone to join you as your guest and make sure

they understand why CFMA is important to you.

Our Membership Committee, led by **Ann Plummer**, does a fantastic job but each of us as members needs to view ourselves as an extension of this committee. Beginning in January we will be moving to a bigger room at the Stonewater Grill to better accommodate us. My goal is that 65 attendees at our general membership luncheon becomes the norm rather than the exception and that we will even find this large room too small at times. If all of us work on those “elevator speeches” I have no doubt that this goal can become reality!

**John
LaBarge**



ASPE

CFMA

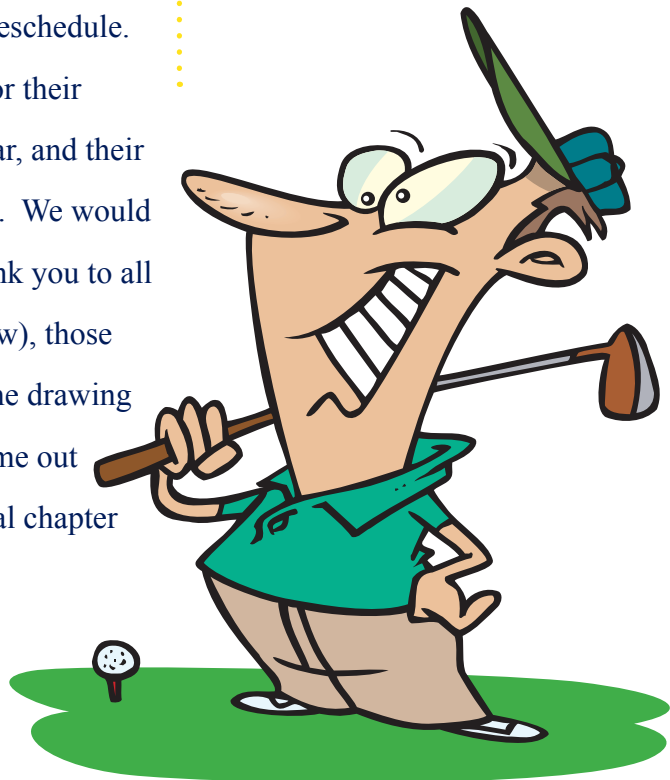
Due to our traditional June date being rained out (for the first time in 20 years!), the 20th Annual CFMA and ASPE Golf Outing was held at Railside Golf Club in Byron Center on September 8, 2010. Everyone seemed to enjoy the cooler fall weather golf for a change of pass, and it was a beautiful fall day at that. We introduced some new twists to the outing with a new challenge hole and a taco bar buffet. In total, 61 players joined us for the outing, which was up one team from the originally scheduled date. Not bad for our first (and hopefully last) reschedule. A big thank you to Railside for their hospitality once again this year, and their flexibility in our rescheduling. We would also like to extend a huge thank you to all our hole sponsors (listed below), those that donated door prizes for the drawing (listed below), and all that came out and played to support our local chapter scholarship program!

20th ANNUAL

Golf Outing Recap

We had two teams finish the day 16 below Par with a score of 56! The winning team (determined by handicap) was comprised of *Jason Marvin, Kraig Kloostra, Jason Schnellker, and Jeremy Louters*. The second place team members were *Ray Holt, Matt Holt, Dennis Weiss, and Ben Kakkuri*. Congratulations to both of these powerhouse teams for a great round of golf!

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Winning Team: Jason Marvin, Kraig Kloostr, Jason Schnelker, and Jeremy Louters

Hole Sponsors

- ◆ Miller Johnson
- ◆ Dan Vos Construction
- ◆ Owen-Ames-Kimball Co.
- ◆ Rohde Construction
- ◆ Beene Garter LLP
- ◆ Plante & Moran
- ◆ Crowe Horwath LLP

Door Prize Donations

- ◆ **Doug Weston** of Installation Environmental Services - DVD Player
- ◆ **Rhonda Huisman** of Crowe Horwath - Wii Game Console
- ◆ **Mike Waalkes** of Lighthouse Insurance - Applebee's and Lowes Gift Cards
- ◆ **Mike Bennet** of The Bank of Holland - Top Flight Golf Balls
- ◆ WCMFMA Chapter Sponsored - Digital Camera and Apple iPad



Second Place: Ray Holt, Matt Holt, Dennis Weiss, and Ben Kakkuri

All in all, we can calk it up to another successful outing. We look forward to seeing you all out again next June for our 21st Annual Outing...until then, have a great year!

Best Regards,

Golf Committee Co-Chairs

Jake Berkalns & Rhonda Huismann

FOCUS
N

Smith Haughey Rice & Roegge

For several decades, the law firm of Smith Haughey Rice & Roegge has represented contractors, subcontractors, architects, and engineers in construction, real estate, and development matters. The Construction Industry Team at the firm includes a multi-disciplinary team of attorneys who have specifically applied their legal specialty in the industry. For their clients, this means that Smith Haughey attorneys can jump in immediately to help resolve matters, since they don't have to spend time getting familiar with the intricacies of your industry.



One new member of the industry team is *Jon Siebers*.

Jon is a well-regarded and experienced business and real estate attorney. His practice also includes construction law and he is accredited as a LEED Green Associate by the U.S. Green Building Certification Institute. He has represented general contractors, subcontractors, suppliers and owners with respect to negotiation, drafting, and review of construction documents, and with lien and permitting issues.



CFMA welcomes Jon to our membership and thanks Smith Haughey Rice & Roegge for their continued support of our chapter!





Distribution Day

**Help bring a smile to a child's face
this Christmas!**



**Saturday, December 18, 2010
7:00 a.m. to 3:00 p.m. (Shifts Available)**



**West Side Complex
(West side of downtown Grand Rapids)**



**Volunteers needed to act as escorts
to help parents pick out toys for their
children!**



**Call Rhonda Huisman at 616.752.4229
if you have any questions, or if you're
interested in volunteering!**



**A special thank you to all of those
who donated a toy at the November
membership meeting!**

Please join the West Michigan Chapter of CFMA to see Grand Rapids Civic Theatre's

HELLO DOLLY!

Friday March 18, 2011

Hope
to see
you
there!

MEMBERSHIP

Membership Update

by Ann Plummer

Welcome to our newest member since our last issue of Extras!

Brad Hecksel & Jim Heyboer

Hub International

Welcome to you both!

If you have any questions about membership, please contact any Membership Committee member listed below:

- **Todd Hanson**
Connect Resources
todd@connect-resources.com
- **John D. Koscielniak, CPA**
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Membership Statistics as of November 2010:

Chapter Membership Composite

General Members	58	58%
Associate Members	42	42%
Total	101	100%

Thank you to all
of our members
who invited a
guest to one of
our fall meetings.
Since September,
we have had 26
guests attend
our General
Membership
meetings.

CFMA

General Membership Meetings

All meetings will be held at the Stonewater Country Club located at 7177 Kalamazoo Avenue SE in Caledonia, Michigan. Registration begins at 11:30 a.m., with lunch served at 12:00 p.m.

Date

Speaker

December 2010

No Meeting

January 27, 2011

Technology Update

Speaker: Ken Julien (Plante Moran)

February 24, 2011

Sustainability/Triple Bottom Line

Speaker: GVSU

March 24, 2011

Legal Issues in Using Social Networks

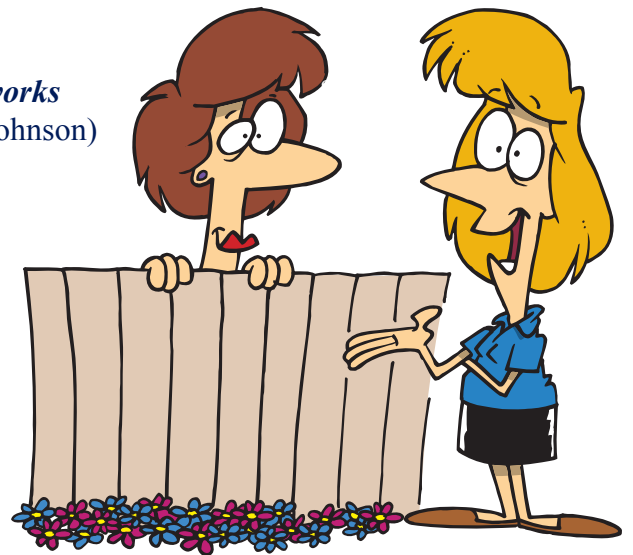
Speaker: Nate Plantinga (Miller Johnson)

April 28, 2011

To be determined

May 26, 2011

To be determined



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.

WEST MICHIGAN
CONSTRUCTION
FINANCIAL
MANAGERS
ASSOCIATION