



## What's In It For You?

*Professional Development & Leadership Opportunities through:*

- Chapter Activities & Networking
- Specialized Publications
- Specialized Educational Offerings
- Annual Conference & Exhibition
- Online Job & Resumé Services

*"CFMA helps me do the best job possible!"*

*Ray Dauplaise, Rhode Island Chapter*

## Take a Step in the Right Direction!

I am so very pleased that you are thinking about joining CFMA, the source and resource for construction financial professionals.

What does that mean to you? Well, if you're looking for:

- A source of quality educational products, industry-specific publications, and information-packed conferences, seminars, and workshops;
- A resource that can help make your job easier by providing you with insights, statistics, analysis, and career tools;
- A network of more than 7,000 of your peers from all types of construction companies, and from those important business sectors that serve our industry;

**Then you can stop searching:  
CFMA provides its members with all this and more!**

So, now that you know a little about who we are, take a few minutes to browse through this introductory e-mail. Get the complete CFMA picture – and learn what we can offer you. If you have any questions, please feel free to e-mail me. I'm looking forward to welcoming you soon into the CFMA family!

Susan Dunham  
Director, Member Services  
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**Chapters** – Your connection to the CFMA family and your link to the CFMA membership experience

**Education** – Specialized workshops, CPE program offerings, our Annual Conference, plus industry events we co-sponsor, and more

**About CFMA** – Who we are and what we pledge to do for our members

**Publications** – Your resource for industry surveys, benchmarking data, reference manuals, and other publications produced by CFMA

**Services** – The complete menu of traditional and online services available to CFMA members

**CCIFP Certification** - The only standard for the construction industry financial professional

**THE CONSTRUCTION FINANCIAL MANAGEMENT ASSOCIATION**  
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## ABOUT CFMA

*“No experience has enriched my life as much as being an involved member of CFMA, participating in leadership and learning experiences, and developing life-long friendships as well as mutually beneficial business relationships engendered by the shared CFMA experience.”*

*Danny Parrish, Dallas/Fort Worth Chapter*

The Construction Financial Management Association (CFMA) is the only non-profit organization dedicated to serving the financial professional in the construction industry. Established in 1981, CFMA now has over 7,000 members in [89 chapters](#) across the United States. CFMA is the communications leader and primary source of education and information about those aspects of financial management unique to the construction industry.

### **GENERAL MEMBERS**

- General Contractors
- Sub/Specialty Contractors
- Architects/ Engineers
- Real Estate Developers
- Construction Management
- Heavy/Highway Contractors
- Suppliers –Materials & Equipment

### **ASSOCIATE MEMBERS**

- Public Accountants
- Banking & Finance
- Surety & Bonding
- Insurance
- Law Practice
- IT and Software Specialists
- Other consultants, service providers, and professionals serving the construction industry

## **Our Mission**

CFMA’s objective is to provide construction financial professionals with the resources necessary to meet the challenges of an ever-changing industry. We do this by:

- Uniting individuals having financial responsibilities in the construction industry;
- Providing a forum through which the Association’s members can meet to exchange ideas;
- Developing and coordinating education programs dedicated to the purpose of improving the professional standards of construction financial managers;
- Enhancing the role and promoting the image of the construction financial manager;
- Being a recognized authority on construction financial management.

## **CHAPTERS**

*“Not long ago, we had a proposed hotel project in the Houston area, where we were not familiar with the subcontractor market. Thanks to CFMA, we had an instant list of local subs to contact and to send bid packages. What an improvement over the hit or miss process we used before. Because the subs were members of CFMA, I had an instant comfort level that they were credible firms—plus I had a direct link from my office to the financial person of each particular sub. This is a real win-win situation!”*

*David James, Valley of the Sun Chapter*

**CFMA’s Chapter Connection** – This is one of the most important benefits we offer CFMA members. Whether it’s around the corner, or across the country, you stay connected to the Association – and to your peers and other professionals – through our strong network of 89 chapters throughout the United States. So, if you have a question about doing business in another state, or about taking on a certain type of project, you have a ready pool of people you can call on for advice, support, and information. [Need to find a local chapter? Click here!](#)

**Local Meetings** – Local chapter meetings are a great place to learn new skills, socialize, and network with your peers. Many chapters also offer the opportunity to earn CPE credits at their meetings! Through chapter activities, members expand their circle of professional contacts and broaden their professional horizons. And, as members tell us time after time, the people they meet at chapter meetings often turn into lifelong friends! In addition, opportunities abound for members who

want to move their career to the next level. Chapter involvement can help you tap into new resources as you develop the leadership skills that can help you advance in your career.

**Networking/Industry Contacts** – CFMA is made up of people from all walks and every facet of construction financial management – people just like you, facing the same challenges and opportunities that you face everyday. There is no better way to build and expand your professional network than by active involvement in CFMA and your local chapter. When you belong to the CFMA family, you are never alone: You are part of a team of professionals who understand what you need, and speak the same language you do. It's a great feeling – and you can only find it at CFMA!

## EDUCATION

*“I paid for my trip expenses in just three months by simply renegotiating my company’s bank fee structure – something I learned at CFMA’s National Conference!”*

*James P. Camarre, Niagara Frontier Chapter*

*“Speaking as a new member, CFMA’s educational programs are great! I never realized how the accounting side coordinates with the construction side to put a contract together. Great experience!”*

*Michael Blanchard, Maine Chapter*

**Conference & Exhibition** - CFMA's premier educational event takes place each spring and features three days of learning, networking, and social events – all designed to meet the needs of the construction financial professional. Features include:

- Morning & Afternoon Sessions
- CFMA's Five Schools of Learning
  - Accounting & Finance
  - Leadership & Management
  - Benefits & Human Resources
  - Technology
  - Risk Management
- Nearly 70 vendors and exhibitors showcasing what's new in the way of products and services that can help make your job easier and help make your company more competitive.

**[For info on this year's Conference & Exhibition, click here!](#)**

**Joint Conferences** – CFMA co-sponsors a number of conferences and seminars with other industry organizations, including the AICPA, A/E/C, AGC, IRMI, DBIA, and others. As a member of CFMA, you'll receive advance notification of these informative events, as well as enjoy discounts on your registration.

**“The Basics of Construction Accounting Workshop”** & **“Beyond the Basics”** – CFMA's own courses, designed in levels for "newcomers" to the construction industry as well as for construction industry financial personnel who need to expand their basic knowledge and for experienced construction financial professionals, too. No matter what your level of expertise, the "Basics" and "Beyond" will help you do your job better!

**CPE (NASBA)** – All of CFMA's nationally sponsored educational programs, and some local chapter programs, are CPE-certified and meet NASBA requirements for continuing education credits. So, every time you attend, you're gaining more than just knowledge – you're earning CPE credits!

**Accounting & Reporting** - Learn how to use acceptable accounting and reporting practices to your company's advantage and familiarize yourself with a sample financial statement.

**Cash Management** - Did you know that it's possible for a construction company's CFO to generate more profit on a project than the project manager? It's true. Effective cash management is the key. This class teaches you the techniques.

**Construction Taxation, Part 1 & 2** - This full-day program presents an overview of the taxation issues unique to the construction industry, and is appropriate for GCs and subs of all sizes. Attendees receive a complete 200-page course/reference binder for Part 1 with additional information on the topics presented. Part 2 builds on the knowledge gained in Part 1 and/or through work experience, this course digs down into both complex and current taxation issues unique to the construction industry. Attendees receive a complete 200-page course/reference binder for Part 2 with additional information on the topics presented.

**Foundations of Construction IT, Part 1 & 2** - Increasingly, construction financial managers need to have an understanding of IT and how its use can benefit a construction company's bottom line. If your company is thinking about adding a new system – or upgrading an existing one – this class can provide you with valuable insight into the process. Part 2: More and more, construction companies rely on their IT systems to increase productivity and boost profits – and effective use of the hardware that's available is key to any IT strategy. In addition, as reliance on technology increases, the need for contractors to have a comprehensive disaster plan in place becomes critical. This module covers these points and also explores what's needed for managing IT within an organization.

**Project Management** - Project Management is a process, as well as a procedure. It begins with project authorization and ends with the effective and timely closeout of each project task. This module takes you through the planning, operational, contract compliance, and closeout stages.

**Risk Management** - Learn how to design and implement an effective risk management strategy for a construction company.

**CCIFP Overview Seminar** - This one-day, intensive session provides an overview of the body of knowledge that every CCIFP should know.

After attending this seminar, you will be able to:

- Identify the topics areas that comprise the “Body of Knowledge” for Certified Construction Industry Financial Professionals (CCIFPs);
- Identify the most important topics, concepts, calculations, etc., that a CCIFP should know;
- Benchmark you own level of knowledge against that of a CCIFP;
- Target your study efforts in critical areas in order to broaden and deepen your mastery of what a CCIFP should know.

**Construction Accounting Series** (CA-101, CA-102, & CA-103 (Coming Soon!)) - **Construction Accounting Series — Online Self-Study:** We can now offer online self-study training that parallels the coursework of the **Introduction to Construction Accounting** classroom course. This e-Learning training, like the classroom experience, is based upon material from the book [[Traditional Job Cost Accounting](#)].



**Treasury Management** - Good treasury management is the key to an efficient and successful company. This class teaches you techniques vital to the effective management of organizations of all sizes. You'll examine topics that range from risk management to the optimization of cash flow to banking & e-commerce practices. At the end of the day, you will have gained a strong understanding of the major facets of treasury management and how to apply them effectively.

## PUBLICATIONS

*The article in CFMA Building Profits on how to use Excel Pivot Tables was most appreciated. It gave a clear explanation of 'how to' and 'why to. Including a downloadable example to experiment with was the perfect technique for getting me to jump in and use this new (to me) analysis tool. In just a few minutes, I was able to take it for a 'test drive' and – and see for myself that it's easy to use with loads of possibilities! This will make my job easier!*

*Thanks to you and to CFMA Building Profits for once again giving me substantial value from my CFMA membership.*

*Gordon Marshall, Chicago Chapter*

**CFMA Building Profits** – As a member, you'll receive CFMA's award-winning magazine six times a year. Each issue focuses on a specific theme, and provides industry information, insights, theory, and techniques on everything from risk management to IT solutions. Feature articles spotlight both construction financial management and a broad range of business management concerns. And, the magazines' regular columns keep you up-to-date with the latest in technology as well as IRS changes, FASB rulings, and other regulatory and taxation issues.

**THE SOURCE Online** - The fastest, easiest way to find other CFMA members and companies! Search by name, location, chapter, specialty, and more. Plus, once you've found the person you need, you can instantly send them an e-mail. This exclusive online membership database is available only to CFMA members, so you can be assured it's safe, secure, and private.

**rEsource** – CFMA's e-newsletter focuses on need-to-know topics that can help make your job easier and make you more productive. Articles are gleaned from a wide range of sources and distilled down so you get just the valuable "knowledge nuggets" – the news you can use, without all the cyber-clutter.

**Talking Heavy** – CFMA's e-newsletter that focuses on hot topics and issues related to the Heavy & Highway industry. Articles are provided on a variety of topics, including those provided from our readers.

**Financial Management and Accounting for the Construction Industry** – We call it "The Book." You'll call it fantastic. Here are the answers to the highly specialized, construction-industry accounting problems you face every day. Written by industry professionals for industry professionals, *The Book* is the definitive reference source for construction financial management and accounting – and a must-have reference for every professional's library. Updated regularly so you can be sure it contains the latest practices.

**CFMA's Construction Industry Annual Financial Survey** – The construction industry's benchmarking tool of choice. This one-of-a-kind survey provides comprehensive, aggregate information on how the construction industry *really* operates. The survey contains financial performance data – including Best-in-Class Analyses – organized by type of construction, dollar volume, and geographic region. It includes financial ratios and composite balance sheets for all three categories in addition to nearly 200 graphs, charts, and tables for use as visual benchmarks.

- **CFMA's Benchmarking Builder CD-ROM** saves hours of analysis with an interactive, side-by-side comparison of your financials and the Survey results. Packed with financial and operational data, CFMA's Benchmarking Builder CD-ROM provides:

- Flexible, reliable, and immediate reports
- Key financial measurements to evaluate company performance
- Unprecedented performance benchmarks

**[CFMA's IT Survey for the Construction Industry](#)** - A comprehensive report on the industry's use of technology, including hardware, software applications, operating systems, and emerging technology trends. Use it to compare your company's IT systems and software with those of your peers.

**[ChapChats](#)** – This Web-based newsletter focuses on leadership skills and chapter news & events. A must for anyone who wants to be a better manager as well as for those CFMA members interested in chapter leadership.

## SERVICES

**[Accounting & Reporting and Tax & Legislative News](#)** – CFMA keeps you abreast of developments in these important areas. Over the years, we have testified before Congress, submitted comments to the IRS and FASB on upcoming rules and regulations, and worked closely with industry coalitions on major industry accounting and taxation issues. Through our Accounting & Reporting and Tax & Legislative Affairs Committees, we continue to provide all CFMA members with timely and critical information and analyses on tax, accounting, and legal issues that affect the construction industry in ***CFMA Building Profits***, through e-mails, and on CFMA's Web site.

**[Lien Law Online](#)** - **Lien Law Online** provides comprehensive and complete coverage of the lien laws for all 50 states and the District of Columbia. With **Lien Law Online**, you can stay up-to-date with your home state's lien laws or research the lien laws of states where you will be doing business.

In addition to the laws, this comprehensive Web site includes:

- **Printable forms** for all states;
- **Tips and FAQs** about your rights, restrictions, and responsibilities;
- **Informative strategy discussions** so you can take full advantage of the lien law protection available; and
- **Lien Law eLerts** – timely notification of important changes in state lien laws conveniently emailed to keep you current with the laws.

**CFMA is pleased to provide our members with a 25% discount on a yearly subscription to Lien Law Online.** Enjoy all the benefits of having the latest information available to you in the most convenient way possible – and **save \$\$\$\$**, too!

**Plus**, if your company has more than one site with people who should/could be benefiting from using Lien Law Online, CFMA can help! We now offer multiple site/multiple subscription discounts to our members (and their clients and associates). **[Send an e-mail](#)** telling us about your company's situation and requesting more information. You will receive the deepest discounts available on Lien Law Online.

**[CFMA Online - www.cfma.org](#)**, your virtual association, is at your fingertips 24 hours a day, 7 days a week. Log on to get Association news, chapter updates, and other valuable information about our industry and the issues that affect how you do business. No matter where you live, or what time it is when you need to know, if you have access to the Internet, you have access to CFMA!

**Leadership Skills** – From **[CFMA at Spring Creek](#)**, our annual leadership retreat and workshop for incoming chapter leaders, to specialized and focused leadership sessions at our annual conference to feature articles in ***CFMA Building Profits***, ***ChapChats*** and ***rEsource***, CFMA provides the means and the methods for you to develop and sharpen your leadership skills. In addition, CFMA chapters offer a wide range of opportunities for hands-on leadership training.

**Career Center** – This section of CFMA's Web site makes it easy for prospective employees and potential employers to find each other. So, whether you want to post your resumé, or you need to find the right person to round out your management team, make this your first stop! You have the option to create a search agent and be notified of new positions when posted, as well as search resumé by location, specialty, and much more. Visit the Career Center today!

**Member Discounts** – Our members enjoy discounts on CFMA products and services, as well as on joint educational programs and seminars offered by AICPA, A/E/C, AGC, IRMI, DBIA, and other industry associations and organizations. Plus, with our ever-expanding array of affinity programs, members also receive discounts on car rentals, hotels, credit cards, and more!

**Software User Database Forum** – Ever wonder if a particular piece of software is right for your company? Well, wonder no more! **CFMA's Construction Industry IT Survey** results are used to compile a database of our members who are willing to talk to other members regarding their use of computer software. So, you can get an unbiased opinion from people who actually use the product! Email [Erica O'Grady](mailto:Erica.O'Grady@cfma.org) for more information.

*“Join to grow personally and professionally ... to lead your company into the future ... to increase your knowledge and expertise ... and to network with individuals who have common goals. You won't regret it.”*

*Don G. Stephens, Houston Chapter*

## CCIFP CERTIFICATION

The Institute of Certified Construction Industry Financial Professionals, Inc. (ICCFP) is a not-for-profit corporation established to promote the highest standards of construction financial management through the credentialing of construction financial professionals. ICCIFP is an independent, separately incorporated entity affiliated with the [Construction Financial Management Association \(CFMA\)](http://www.cfma.org) that issues credentials to individuals who successfully meet ICCIFP standards. Credentialed individuals may present themselves to the public as certified construction industry financial professionals.

### CCIFP - THE ONLY STANDARD FOR THE CONSTRUCTION INDUSTRY FINANCIAL PROFESSIONAL

- OVER 300 CERTIFIED NATIONWIDE IN 38 STATES

#### CERTIFICATION ENDORSED BY:

- ASA - AMERICAN SUBCONTRACTORS ASSOCIATION
- IRMI - INTERNATIONAL RISK MANAGEMENT INSTITUTE
- CICIPAC - CONSTRUCTION INDUSTRY CPAS
- NASBP - NATIONAL ASSOCIATION OF SURETY BOND PRODUCERS
  
- 50% GENERAL MEMBERS
- 41% ASSOCIATE MEMBERS
  
- DIVERSIFIED OCCUPATIONS OF CCIFPS
- CPAS BOTH WITHIN COMPANIES AND ACCOUNTING FIRMS
- CFO AND CONTROLLERS IN CONSTRUCTION
- SURETY BOND AND BANKERS
- MULTIPLE EXAM DATES AROUND COUNTRY BETWEEN MAY AND DECEMBER
- EXAM PREPARATION RESOURCES AT [WWW.CFMA.ORG/EDUCATION](http://www.cfma.org/education)

**THE DIFFERENCE BETWEEN AN OCCUPATION AND A PROFESSION IS CERTIFICATION!**