Increase Your IT Knowledge Through CFMA

BY STUART BINSTOCK, PRESIDENT & CEO

In an issue dedicated to information technology (IT), it would probably be wise for me to relinquish a technical article to someone else since my skill set in this area is severely limited. However, that is not the case for what CFMA offers its members in the area of IT, so I will report on what we are doing to increase your knowledge on this important subject.

Connection Café
As Brad Robinson suggests in his Chairman’s Message on page 6, one of the most valuable sources of information (regardless of the subject) is guidance from other members, particularly Associate Members regarding technology.

In addition to your chapter connections, the best place to seek such guidance is at our Connection Café (cafe.cfma.org/home), where members ask questions and get assistance from other members. Since its inception, one of the most frequently discussed subjects is IT solutions. In fact, our members openly share their opinions about the myriad choices available related to construction financial software. It is one of the most robust areas of conversation on the Connection Café. In fact, there were a number of recent posts about tablet recommendations for field employees.

Webinars & Articles
In addition to the article on cybersecurity on page 24, CFMA recently held a webinar on “Today’s Cyber Security Challenge: Protecting You & Your Construction Company” that was very well attended and highly rated, earning a 9.2. If you missed it, this and all of our webinars can be found at cfma.org/education/webinars.

CFMA’s Annual Conference
If you missed CFMA’s 2015 Annual Conference in Chicago last month, it’s not too late to benefit from the seven technology-related sessions. You can access these sessions by visiting cfma.org/education/2015conf-tech.

We also began a program three years ago that provides construction financial software companies the opportunity to participate in a technology forum. Typically held at the beginning of the Conference, this popular “mini user group” enables participating vendors to let their customers know what’s new about their products and how best to maximize the benefits.

If you missed this year’s Construction Technology Forum, it’s not too early to begin planning to attend CFMA’s 2016 Annual Conference & Exhibition in San Antonio, TX.

IT, CFMA & You
CFMA recognizes that IT is an essential component of your job. Looking ahead, we have renewed our partnership with JBKnowledge on its 2015 Construction Technology Report. As you can see, we are diligently working on a variety of fronts to help you succeed in the ever-changing world of technology.