ceo’s MESSAGE

construction financial management association

Addressing the Many Hats of a CFM

BY STUART BINSTOCK, PRESIDENT & CEO

It should come as no surprise that this issue of CFMA Building Profits focuses on the health and safety of our human capital – one of the most important financial resources to our member companies. I encourage you to read the article beginning on page 12 by longtime CFMA member Dave Sauerman and his son, Joe Sauerman, a boilermaker union worker. Their moving story shows why more attention needs to be focused on overcoming the shame and stigma of addressing mental illness, particularly in the construction industry.

Since we often hear that our members wear many hats and oversee functions such as HR and IT, it’s important to ensure we offer education that covers these areas. So, we created the Online Course called The CFM Series, which bundles four separate two-hour sessions on HR, IT, project management, and prequalification. I encourage you to review this series to see if it might meet your needs and the needs of others in your company.

As we continually strive to fulfill the educational needs of our members, I’d like to follow up my January/February 2017 message with an update on where our programming is headed. Feedback from recent webinar and online course evaluations have shown a clear gap between what we offer and what you desire: 6% of responses indicate a preference for basic courses; 50% indicate a preference for intermediate courses; and 40% indicate a preference for advanced courses.

To that end, CFMA’s HQ staff and Education Steering Committee are laying the groundwork for establishing more intermediate and advanced educational programs. In addition, for the first time ever, we have dedicated an entire track to advanced sessions at CFMA’s 2017 Annual Conference that we believe will be equally successful as the advanced sessions offered last year. You can find this year’s Conference session schedule at www.cfma.org/conf/agenda.

As we begin a new fiscal year, let me take this opportunity to thank the outgoing Chairman, Ken Chiccotella, CCIFP, who has led the Association with class, dignity, and strength this past year. It has been a true pleasure to work with him.

And, I would also like to welcome Samantha Hutchison, CCIFP, who becomes CFMA’s 2017-18 Chairman on April 1. Samantha brings a different but equally committed perspective to the position of Chairman. Please join me in welcoming Samantha, who looks forward to working with all of CFMA’s constituencies over the next year.