CEO’S MESSAGE

construction financial management association

Developing & Delivering Member Value

BY STUART BINSTOCK, PRESIDENT & CEO

One of the highlights of our Annual Conference each year (at least for me) is our Annual Board of Directors Meeting, where we discuss our past accomplishments, the future landscape, and (for a group of financial professionals) the all-important financial wellbeing of our organization.

I am pleased to report that CFMA’s financial position is very strong and has been over the past few years. Of course, there are many contributing factors, but I can say without reservation that it is due in large part to the support of our generous sponsors.

In particular, three sponsors stand out: CFMA’s two Principal Partners, Viewpoint Construction Software and BKD, LLP CPAs & Advisors; and CFMA’s educational partner, Sage Software, Inc.

In 2012, Viewpoint became CFMA’s Principal Partner for software technology solutions. Then, in 2015, BKD became CFMA’s Principal Partner for accounting and related services. The Principal Partner Program supports CFMA’s strategic goal to develop and deliver member value.

Since 2011, Sage has been our educational partner in delivering quality programs to CFMA members and the construction industry overall. This partnership accelerates the development of timely, relevant educational content to fulfill the specialized learning needs of financial managers working in the construction industry.

What Does This Mean for You?

While there was some concern about the Principal Partner Program when it first began, it has been an unqualified success and has helped add value to CFMA and its members in professional and modest ways. In addition to helping to keep CFMA’s membership dues the same since 2009, here are some ways in which the financial support from these partners has directly benefited our chapters and members.

Because of our recent sound financial position, CFMA was able to make Spring Creek registration and travel expenses free for all chapters for the very first time this past year. Spring Creek is a retreat for CFMA chapter leaders who want to excel in the workplace, improve their work-life balance, and become successful chapter presidents. This very significant financial decision resulted in participation from nearly 60 chapters last year – an increase of almost 100% from the previous year!

The support of CFMA’s Principal Partners has also extended to regional CFMA conferences all over the country. In 2015-16, each of the 11 regional CFMA conferences received $6,000 from CFMA as a direct pass through from the contributions by Viewpoint and BKD.

CFMA is stronger and on more sound financial footing than ever before because of this support.

It’s Not Too Late to Register!

There’s still time to register for CFMA’s 2016 Annual Conference & Exhibition on June 25-29 in San Antonio, TX!

Learn how you can “Build It Forward” with other financial professionals, gain insights into how to better operate your company, and meet with exhibitors who can provide solutions to help your company succeed at www.cfma.org/conference.

CFMA continues to look for ways to bring value to your membership. Drop me a line at sbinstock@cfma.org if you have a suggestion as to how our Association can deliver greater value to you.

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