CFMA Continues to Focus on Networking & Leadership

BY STUART BINSTOCK, PRESIDENT & CEO

CFMA’s Annual Conference & Exhibition

Having recently returned from CFMA’s 2019 Annual Conference & Exhibition, I’m thrilled to report that we had another record-breaking year! After factoring in exhibitors and guests, our attendance numbers surpassed 1,600! CFMA Chairman Michelle Eastman’s theme, Success Encompassed, clearly resonated with attendees.

As we continue to focus our strategic efforts around education and networking, nowhere is that more evident than at the Annual Conference. My favorite networking events at the Conference are the Small-, Medium-, and Large-Firm CFO Roundtables that are held at the unpopular hour of 7 a.m. on Tuesday morning. While it may be unusual for any conference to start an event this early, around 600 people attended these sessions, which shows the value we have harnessed by taking the conversations from the hallway and bringing them into the classroom. These roundtables give members the opportunity to share best practices as well as network with peers from firms similar in size. Since we often hear that these sessions are worth the price of the Conference, we will continue to look for additional ways to formalize this type of face-to-face interaction.

As we are always looking for trends, I thought it was interesting that some of the more popular sessions this year included:

- Accounting Is More Than Numbers! How Finance and Accounting Can Add More Value
- Leading Your Financial Future Through Strategic Forecasting
- How a CFO Can Be a True Partner
- Tomorrow’s CFM: Preparing for the Role as a Company Leader

The common element among these sessions is moving the CFM from accountant to the C-suite.

We have discussed this leadership issue at the Executive Committee level, and it is clear our members are also seeking information on how to elevate their leadership roles within their companies. As such, we will continue to provide educational opportunities to reinforce this CFM leadership role at future conferences and throughout the year.

Once again, all full Conference attendees will be able to view any recorded sessions that they might have missed, thanks to our Free Access sponsor B2W Software (www.b2wsoftware.com); session recordings are also available for purchase for those who did not attend the Conference. Turn to page 72 for instructions on how to redeem the Free Access code and view the session recordings.

Executive Officers

As we are beginning a new fiscal year, I encourage you to turn to page 6, read about your 2019-20 Officers, and see what they have learned from their years of experience in CFMA. I think you will see that leadership in CFMA has brought tangible and intangible skills, helping to further their professional careers. If their insights make you curious about pursuing a leadership position within CFMA, fill out a volunteer application form at www.cfma.org/volunteerleadership or contact one of CFMA’s Officers.

Executive Committee

This is also the time of year when we establish a new Executive Committee. These volunteers are CFMA’s governing body, and they work closely with the Officers to craft policy and develop our strategic direction. You can meet CFMA’s 2019-20 Executive Committee members on page 8.

As CFMA’s volunteer leadership and HQ staff prepares for another exciting and productive year, please let me know how we can maximize the benefits of your CFMA membership.