Strengthening Our Commitment to Success

BY CHUCK ELYEA, CCIFP, INCOMING CHAIRMAN

I’m proud and humbled to serve as the 2017-18 Chairman of the Institute of Certified Construction Industry Financial Professionals. More than 1,000 active CCIFPs who represent much of CFMA as well as leaders in construction financial management have entrusted me with leading the ICCIFP for the next year, and I do not take this responsibility lightly.

I would first like to personally thank a few individuals who influenced my journey to becoming a CCIFP: Phil Zak, Mel BurgEs, Brad Robinson, Courtney Channell, Jerry Henderson, and the late Vic Marshall all gave me advice, encouragement, or guidance along the way. I always joked with Vic that if he could pass the exam, then anyone could. I hope I can provide the same inspiration to others!

If there’s anything you can count on with the current ICCIFP Board of Trustees, it’s that we will push beyond the status quo. In fact, over the past year, we increased our marketing efforts toward potential candidates outside of CFMA members. Some examples included:

- Using Google AdWords services that target keywords, such as “construction CPA"
- Publishing a white paper on what to look for in a construction CPA firm
- Promoting content in AICPA e-newsletters
- Creating ads targeted at contractor CEOs looking for CFMs
- Updating our website to be more focused on the industry as a whole with easier access to the list of CCIFPs

Building on the last year’s efforts, here are a couple of thoughts on the upcoming year’s strategic objectives and initiatives:

- Continue to promote and increase the value of the CCIFP designation, and
- Expand external relationships with other industry trade associations.

While CFMA members will remain a focus of our marketing efforts, continuing to promote the designation to non-CFMA members will help build demand for CCIFPs, add value to the certification, and promote CFMA membership as a source of continuing education. Our goal is for the CCIFP designation to become so recognized that CFMs cannot participate in the industry without it!

To that end, increasing exposure with such associations as ABC, AGC, NECA, etc. will drive demand for certification since many other associations are composed of operations executives rather than CFMs. We will also pursue opportunities to increase awareness and recognition within the surety industry.

In addition, we will focus on building a relationship with the National Association of Women in Construction (NAWIC). Even though women account for more than 30% of CCIFPs, we would like to see that number grow.

All of these efforts will add value to the CCIFP designation.

I encourage your input and feedback on how we are delivering value to you as an active or potential CCIFP. If you have marketing ideas, are interested in helping us create industry partnerships, or would like to volunteer with the Institute and help execute some of these initiatives, then we’d like to hear from you. Together, we are committed to success – now more than ever.