My CFMA Leadership Path

BY KEVIN BOOTH, CCIFP, INCOMING CHAIRMAN

My construction financial management career began in 1994 when I became Controller for WestCor Companies in Las Vegas. Within weeks of starting, our CPA, Jim Main, invited me to attend a CFMA luncheon at the Stardust Resort and Casino. While the Stardust may have represented a bygone era in Las Vegas, the mid-1990s was an exciting time. Steve Wynn had just opened the first mega-resort, The Mirage, five years earlier, pioneering two decades of strip transformation and an unprecedented boom in construction. The members of the Las Vegas Chapter were looking toward the future. As I listened to them discuss the challenges facing the industry and present solutions at that luncheon, I knew I had to be a part of this group and immediately joined.

Fifteen years later, Jim Main reached out again, this time asking if I would consider serving on the Board of Directors for the Las Vegas Chapter. The decision was easy; I had received so much personally and professionally from CFMA that I felt it was time for me to give back by serving. What I didn't realize at the time was that, by volunteering, I would receive even more value from the Association that had already meant so much to me and my career.

Leading with Clarity

Speaking of member value, have you registered for CFMA’s 2020 Annual Conference & Exhibition yet? This year's theme, “Foresight Is 2020: Leading with Clarity,” is aimed at helping you prepare for the challenges that this new decade may bring. Attendees can choose from more than 70 sessions in six different education tracks, meet with over 70 exhibitors, and network with more than 1,600 fellow attendees.

This issue of CFMA Building Profits also provides an opportunity to lead with clarity by focusing on workforce management, which is one of the most significant problems facing our industry as the demand for construction is increasing at a faster rate than the growth of our workforce. Simply put, we don’t have enough people to build what needs to be built! CFMs can lead with clarity by being:

• Proactive
• Purposeful
• Clear

Start by being proactive and preparing a plan for retaining your current employees while also creating a plan to recruit, train, and develop your future workforce. Be purposeful by executing the plan immediately, while also managing expectations by clearly communicating the objectives. Start with the end in mind and communicate the roles and responsibilities of everyone involved in implementing the plan.

Conclusion

I look forward to serving as CFMA’s 2020-21 Chairman; it’s an honor and a privilege that I do not take lightly. I vow to serve our 98 chapters and more than 9,000 members with humility, compassion, and dignity by working alongside my fellow Officers, members of the Executive Committee, and our talented and passionate HQ staff.

I hope to meet many of you over the next year and want to know how CFMA can help you, your chapter, and your company. I also want to hear your ideas on how we can all lead with clarity in 2020 and beyond.