



CONFERENCE LOCATION



Red Rock Casino Resort & Spa
11011 W Charleston Blvd
Las Vegas, NV 89135
1-866-782-9487

King: \$130 per room/per night
Queen/Queen: \$155 per room/per night

IMPORTANT DATES

8.18.17	Early Bird Deadline
9.1.17	Room Block Deadline
9.10.17	Registration Deadline

PRICING

	Member	Non-Member
EARLY BIRD		
Full Conference	\$295	\$370
REGULAR		
Full Conference	\$345	\$420

Welcome Reception Guest- \$50
Monday Reception Guest- \$50

EARN UP TO 12 CPE CREDITS!

FOLLOW US!



Dear Colleague,

The San Diego, Orange County, Valley of the Sun, Las Vegas, Inland Empire and Albuquerque CFMA chapters have joined together to provide our 3rd Annual CFMA Southwest Regional Conference. Together, we are committed to delivering the best networking, education, and training experience of any kind in the field of construction accounting and finance.

We understand the challenges Construction Financial Managers face and we realize you do not have the time or resources to stay abreast of all aspects of what that job entails. That is why we created this annual event.

This year's conference will include two information-packed days, including expert keynote speakers who provide great insight about topics such as surety and bonding, technology, human resources, taxes and overall industry changes and updates.

You have no-doubt been very aware of how changing market demands are forcing change on how you do business.

What you do not know can hurt you. Can you really afford NOT to attend? REGISTER TODAY!

Sincerely,
2017 CFMA Southwest Regional Conference Committee:

LAS VEGAS CHAPTER

Kevin Booth, WestCor Companies (Conference Chair)
Jim Main, CliftonLarsonAllen

SAN DIEGO CHAPTER

Mandy Irvine, H5 Networks
Jackie Buck, Harper Construction
Lynn Hanson, Horizon Solar Power

ORANGE COUNTY CHAPTER

Travis Foth, Rosendin Electric
Steve Ruelas, Griffith Company
Pam Hummel, Dodge Data & Analytics
Theresa Tate, Crawford & Bangs, LLP

VALLEY OF THE SUN CHAPTER

David Miller, Jokake Construction Services
John Corcoran, CICPAC
Marj Weber, Irontree

ALBUQUERQUE CHAPTER

Kari Juvera, Enterprise Builders Corporation
Justin Adams, Brycon

INLAND EMPIRE CHAPTER

Steve Lords, Arizona Pipeline
Ron Jacobson, Boudreau Pipeline Corporation

CONFERENCE AT-A- GLANCE

Sunday September 24

12:00 p.m. Early Registration
2:00 p.m. Chapter POW WOW
5:30 p.m. Welcome Reception

Monday September 25

7:00 a.m. Continental Breakfast
8:00 a.m. Educational Sessions
11:30 a.m. Lunch
5:30 p.m. Cocktail Reception

Tuesday September 26

7:00 a.m. Continental Breakfast
8:00 a.m. Educational Sessions
12:15 p.m. Closing Remarks

CONFERENCE HIGHLIGHTS

Sunday 9/24

Southwestern Chapter POW WOW

Opportunities for chapter leaders to exchange ideas with other regional conference attendees through interactive discussions that cover topics such as:

- Chapter administrators
- Chapter challenges and opportunities
- Chapter best practices
- Chapter Dues

Monday 9/25

“Why Contractors Fail: Root Causes”

Ryan Howsam, FMI

In 2007, FMI set out to determine why companies are likely to fail during recovery from a recession, and not at the bottom of it. The results from this study proved immensely valuable for the Construction and Engineering Industry, leading FMI to re-visit the study in 2016. This presentation takes a deep dive into the key findings that cause some firms to suffer financial crises and face going out of business. It explores the roles that general economic conditions, the unique nature of construction, company culture and system, and the “mind of the contractor” all play in the process. The speaker will also delve into the relationship between each of these factors and the strategic leadership that can spell the difference between success and failure. Lastly, the presentation touches on how contractors’ perceptions of risk and how risk is being managed today according to FMI and AGC’s Managing and Mitigating Risk Survey.

- Learn the key factors that cause large contractors to fail.
- Understand why it is important for a firm to have strategic leadership.
- Learn the consequences of poor leadership and how to identify poor leadership.
- Examine how risk is being managed in today’s business environment and what works.

1.5 CPE Credits in Specialized Knowledge

“Revenue Recognition: A Practical Guide to Implementation”

Bret Rutter and Scott Swearingen, Moss Adams LLP

In this session we’ll explore certain areas of the new revenue guidance that are expected to have an impact on most construction contractors and provide participants with insights on how to address these during their initial assessment and ultimate implementation of ASC Topic 606, Revenue from Contracts with Customers. Attendees will obtain:

- Insights about where the new guidance will most likely impact construction contractors
- Practical steps to prepare for, assess impact, and implement the new revenue guidance while minimizing disruption
- An understanding of what a contractor should do now

1.5 CPE Credits in Accounting

“Employment Law Issues for Construction Employers” Carol Ross, Ross Employment Law

Employers in the construction industry face a wide variety of employment law challenges. Failure to adhere to good human resource practices can result in significant exposure and liability. This program will focus on compliance with the Fair Labor Standards Act, Title VII of the Fair Labor Standards Act and the Americans with Disabilities Act, including:

- Common wage and hour pitfalls for construction industry employers
- Effective response to claims of harassment, discrimination and retaliation
- Labor and employment law trends

1 CPE Credits in Specialized Knowledge

“Who Moved My Cheese?! Embracing Risk in a Rapidly Changing Construction Environment”

Danette Beck, Marsh

The construction industry is undergoing profound changes and the pace of change is constantly accelerating. The industry is highly dependent on material and labor, causing costs to escalate while margins continue to be under pressure. Over 80% of large capital projects are over budget, and 20% do not finish on time. To remain competitive and viable amid the challenges of the construction industry, companies must navigate a multitude of industry issues and risks- including changes to known risks as well as emerging risk areas.

Learning Objectives:

- Understand critical disruptors in the construction industry
- Explore different methods for managing those risks
- The session is designed to be interactive and encourage discussion. It will challenge you to think about construction risk differently.

1.5 CPE Credits in Specialized Knowledge

“Markets, He Wrote: Looking for Clues into the Economy’s Direction”

Anirban Basu, Sage Policy Group, Inc.

This presentation provides detailed discussions of global, national and regional economies using the most up-to-date data available. Special attention is invested in critical elements of economic life, including the performance of financial, labor, and real estate markets.

2 CPE Credits in Specialized Knowledge

CONFERENCE HIGHLIGHTS CONT.

Tuesday 9/26

“Construction Disruption”

James Benham, JB Knowledge, Inc.

Everywhere you look, there's a new mobile, drone or wearable device. How are these technologies evolving construction projects? How are top contractors running research and development on emerging technologies? Get ahead of the learning curve and hear about the up and coming technology solutions your peers in the industry are already utilizing. In this dynamic session, James Benham sorts through the latest trends, solutions and devices in building technologies and how they will rewrite the rules for construction projects. Mr. Benham will also discuss the statistics behind the the annual Construction Technology Report, a survey of thousands of construction professionals on how they are employing and integrating technology on building projects. Discuss real companies who are researching and implementing the latest technologies and how they are impacting their construction projects. See demos of the next generation of technology that are keeping developers busy. And review the technology tools and strategies you can implement today to be ready for the tech of tomorrow.

Learning Objectives:

- Review a brief history of virtual reality, augmented reality and wearable devices
- Explore how drones are introducing builders to data mobility, visualization, access and efficiency on projects
- Learn how cutting edge mobile applications, sensors and web-based solutions are being integrated for use in the office and on the job site
- Analyze case studies of how industry leaders are using innovative technology to inspire collaboration & design.

1.5 CPE Credits in Computer Science

“Bottom Line: Why a company should or should not Joint Venture”

Barry Bulow and John Cannito, The PENTA Building Group

The panel will discuss best practices, present examples of successful JV's, provide their model for determining why to JV, and respond to participant's questions relating to JV's.

Learning Objectives:

- Define the role of the CFM in a JV
- Discuss examples of best practices and models for why to JV
- Identify why JV's are important and how the CFM's role is critical to the success of a JV

1.5 CPE Credits in Specialized Knowledge

“Why Your Surety Needs all the Information”

Dave Pesce, Navigators Management Company, Inc.

You have a bond line and still your surety asks for more information with each bond needed...WHY?

Learning Objectives:

- Learn why that “bond request form” is so important to the surety
- Understand how this information is used in the underwriting decision process for individual bond requests
- See real examples of information provided that changed the approach to a bonded project

1.5 CPE Credits in Specialized Knowledge

WHO SHOULD ATTEND

The CFMA Southwest Regional Conference is designed for CFOs, controllers, and financial managers in the construction industry; construction CPAs; banking and financial service professionals; insurance professionals; surety underwriters; attorneys; and other construction industry specialists.

Sessions are designed as group-live programs at the basic level and unless otherwise indicated in the session description, there are no prerequisites or advanced preparation required.

HOW TO REGISTER

Register Online:

Submit your CFMA Southwest Regional Conference registration via the [online registration form](#). Please note, you will need to log in to your CFMA account or create a new one if you don't have a CFMA profile.

Register by Mail or Email:

Print a copy of the CFMA [Southwest Regional Registration Form](#) and mail or email your completed form. Please expect to receive an confirmation within 3 to 5 days of receipt of your form.

REFUNDS AND CANCELLATIONS

If you must cancel your registration, you must do so prior to September 10, 2017. Please contact Kevin Booth by e-mailing kbooth@WestCorCompanies.com with the subject line: Please cancel my registration for the 2017 Southwest Regional Conference. If the 2017 CFMA Southwest Regional Conference Committee cancels this Conference, your registration fee will be refunded. Questions may be sent to Kevin Booth at kbooth@WestCorCompanies.com or 702.433.1414 x115.

SPONSORSHIP OPPORTUNITIES

With National and Regional Speakers, attendees from all over the country and world-class networking opportunities, the CFMA Southwest Regional Conference is the place to be! Enhance your brand, increase your exposure, generate leads and demonstrate your support to the construction industry. Please visit our website for information: www.southwest.cfmaregional.org



Delivery method: Group Live
The Construction Financial Management Association (CFMA) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: Web site: www.learningmarket.org.