

GREAT LAKES REGIONAL CONFERENCE

FEBRUARY 20-21, 2022

GREEKTOWN HOTEL & CASINO, 1200 SAINT ANTOINE ST, DETROIT, MI



ALICIA BIRACH



JOHN GALLO



JUSTIN GYSEL



GRACI HARKEMA



MIKE NOVAKOSKI



BOB TINGLESTAD

AGENDA

SUNDAY, FEBRUARY 20, 2022

2:00 - 4:00 p.m.

CFM CHALLENGE

Interactive game is based on the real-life job responsibilities of a well-rounded Construction Financial Manager.

JENNIFER MURPHY, PLEUNE SERVICE COMPANY

Jennifer is the Chief Financial Officer of Grand Rapids, Michigan based Pleune Service Company. She is a member of the executive team and is one of the 2 trustees of the ESOP. Jennifer is responsible for all of the financial functions, IT, and purchasing for the company.

5:00 - 7:00 p.m.

COCKTAIL HOUR AT GREEKTOWN HOTEL

MONDAY, FEBRUARY 21, 2022

8:00 - 9:00 a.m.

BECOME UNMISTAKABLE

MIKE NOVAKOSKI, EV CONSTRUCTION

Mike is one of the founding partners at Become Unmistakable. He is also President/CEO of EV Construction and EV Group. Mike is a member of the Young Presidents' Organization (YPO) and is committed to lifelong learning.

9:00 - 10:00 a.m.

DATA ANALYTICS FOR THE CONSTRUCTION INDUSTRY

Decision making is made up of two things: experience and data. The more you have of both, the better your decisions. Much of what happens in the construction process is decision making. Many choices are made each day by superintendents, project managers, and people in the office.

BOB TINGLESTAD, PLANTE MORAN

Bob has over 20 years of experience in the business technology with an emphasis in business analytics and data driven decision making, focused in construction. His specialty is helping organizations build and mature their analytics programs leveraging data management, performance management, and business intelligence technologies to drive improved results.

10:15 - 11:30 a.m.

2022 TAX UPDATE

JUSTIN GYSEL, UHY ADVISORS

Justin is a member of the tax department and UHY Advisors' national construction practice. He prepares and reviews individual, corporate, and partnership tax returns at the federal and multi-state level. Justin is experienced with tax research and analysis of potential transactions for medium and large closely held businesses.

11:30 a.m. - 1:30 p.m.

WORKSHOP: EMBRACING DIVERSITY, OVERCOMING BIAS & RISING IN INCLUSION WORKSHOP

The goal is to ensure all attendees are on the same page regarding what diversity means and what inclusion is. Discuss the purpose of D&I in the workplace. Includes video and large group discussion.

GRACI HARKEMA, GRACI LLC

Graci is the owner of Graci LLC, international diversity, equity & inclusion consulting firm. She specializes in implicit bias training and public speaking within the Fortune 500, small businesses, and non-profit organizations throughout the United States, Canada, and Europe. Graci is committed to helping clients build equitable and inclusive work environments where employees are empowered to perform to their potential as their true selves.

1:45 - 3:00 p.m.

INCIDENT MANAGEMENT FOR CONTRACTORS

ALICIA BIRACH, FOSTER SWIFT

Alicia Birach is a member of the Employer Services Practice Group and works out of the firm's Southfield office. She has extensive experience representing insurance carriers, third party administrators, and employers against workers' compensation claims. Additionally, she is experienced in counseling employers on labor and employment issues.

3:15 - 4:00 p.m.

CYBER SECURITY PANEL - BEFORE, DURING & AFTER CYBER LIABILITY INSURANCE CLAIM

Learn some best practices and gain insight into a cyber event. From protection/awareness, production impacts, reputational impact, balance sheet protection, and what to do after a cyber event occurs.

PAT CEBELAK, PRESIDENT OF TRIANGLE ASSOCIATES

MICHAEL LIPINSKI, PRINCIPAL AT PLANTE & MORAN

ALEX CLARK, CYBER EXPERT AT HYLANT

HOSTED BY THE FOLLOWING CHAPTERS:

Metro Detroit | Lansing | Northern Indiana
Western Michigan | Southwest Michigan

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REGISTRATION INFO AND OUR SPONSORS**

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FEBRUARY 20-21, 2022

GREEKTOWN HOTEL & CASINO, 1200 SAINT ANTOINE ST, DETROIT, MI

COST:

Members: \$375 Non-Members: \$425

QUESTIONS:

Kelly Dando: greatlakesconference@cfma.org

[CLICK HERE TO REGISTER \(Registration Closes February 1, 2022\)](#)

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