

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



KIMBERLY PIERCE



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 will share the story of how he and his partners transformed EV Construction from a commodity commercial construction company to an oddity in its markets. He will share specific strategies related to attracting, hiring, onboarding, mentoring, and retaining employees.

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.

KIMBERLY PIERCE, PLANTE MORAN

Kim has more than 10 years of experience in information technology and operations improvement for companies across a variety of industries. She is a leader in assisting clients with evaluation, selection, and implementation of prepackaged enterprise systems. Areas of focus include enterprise resource planning (ERP), customer relationship management (CRM), and business intelligence (BI).

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

Tax Law Changes and Tax Considerations for the Construction Industry.

JOHN GALLO, UHY ADVISORS

John has extensive knowledge of tax compliance issues, federal tax planning, state and local taxation, business forecasts and projections, strategic planning, and business plan preparation for startup and distressed companies. He specializes in Internal Revenue Code Section 460 guidance and construction revenue recognition methods such as percentage of completion, completed contract and accrual less retainage.

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

Navigating Workers' Compensation Claims in the Construction Industry: workers' compensation climate and trends, coverage and employment, types of claims, third party liability, workers' compensation issues arising out of the COVID-19 pandemic, mitigating risk.

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.

3:10 - 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

As President, Pat is responsible for the overall performance of the company including execution of the Annual Operating Plan including sales, human resources, operational execution, and meeting client expectations leading to company loyalty and repeat work. Pat is also responsible for overall company finances, risk management, and legal actions.

ALEX CLARK, CYBER EXPERT AT HYLANT

With extensive experience in the insurance industry, Alex is a Cyber Risk Advisor and serves as a resource for all things Cyber, Technology, and Media. Alex engages both clients and colleagues to assist in the placement of coverage, enhancing the understanding of cyber and emerging risk, and pre and post-breach readiness through incident response planning. Member of PLUS - Professional Liability Underwriting Society.

MICHAEL LIPINSKI, PRINCIPAL AT PLANTE & MORAN

As a principal in our cybersecurity practice, I solve my clients' information security challenges. I provide support to an organization's information security, governance, risk, and compliance efforts — focusing on people, process, and technology.



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HOSTED BY THE FOLLOWING CHAPTERS:

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

COST:

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

QUESTIONS:

Kelly Dando: greatlakesconference@cfma.org

CLICK HERE TO REGISTER (Registration Closes February 6, 2022)

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