

September 26-27, 2019 | Ameristar Hotel, Council Bluffs, IA

**AGENDA:**

**Thursday, September 26**

8:30 - 9:00 a.m.

**REGISTRATION & CONTINENTAL BREAKFAST**

Sponsored by:  **BKD**  
BKF & Advisors

9:00 - 10:00 a.m.

**THE GAME WINNING THREE, A ROADMAP FOR  
PROFESSIONAL & PERSONAL DEVELOPMENT**

**DAVE DAVLIN**

*Dave's ability to capture an audience, as he shares principles concerning true success in life and business, has impacted the lives of thousands. He challenges the audience to reach high and deep to discover their own form of greatness. Those who hear his message are inspired and motivated to pursue a new level of excellence and service in both their personal and professional lives. He is also known as an entertainer, Dave "Travelin'" Davlin with his basketball skills and an entry into the 1990 Guinness Book of World Records.*

10:15 - 11:15 a.m.

**ACCOUNTING/TAX UPDATE BY EIDE BAILLY  
THOMAS MADISON**

Thomas has public accounting experience since 2001, providing services to industries including construction, nonprofit, foundations, trust companies, manufacturing, aggregates, and wholesale and retail companies. He provides public accounting services to more than 120 organizations.

**JUSTIN REILLY**

Justin serves clients in industries including construction, dealerships, and manufacturers, and he provides tax knowledge to S corporations, partnerships, individuals and C corporations. He assists business and individual clients in tax planning and return preparation throughout the year and conducts tax research projects, communicating current tax developments to clients and staff.

11:15 a.m. - 12:15 p.m.

**ONE THING, ACHIEVING EXTRAORDINARY RESULTS  
THROUGH THE POWER OF FOCUS**

**DAVE DAVLIN**

12:15 - 1:15 p.m.

**LUNCH BREAK**

Sponsored by:  **LOCKTON** and  **RSM**

1:15 - 2:15 p.m.

**FRAUD IN THE CONSTRUCTION INDUSTRY:  
LESSONS FROM THE TRENCHES**

**SHAUNA WOODY-COUSSENS**

Shauna is a managing director and the North Region Leader of BKD's Forensic & Valuation Services practice in the Kansas City office. She has over 30 years of experience investigating fraud and also serves as an expert witness with regard to damages for complex commercial litigations. In the area of construction and real estate, Shauna has provided forensic construction audit services, internal and subcontractor fraud investigations, and damage calculations related to construction disputes in matters ranging from a few million to hundreds of millions of dollars in construction costs.

2:15 - 2:30 p.m.

**BREAK**

Sponsored by:  **BANGERT**  
computer systems, inc.

2:30 - 3:30 p.m.

**WHY UNFAIR CONTRACTS LEAD TO FAILURE**

**BRIAN PERLBERG** – ConsensusDocs

Brian serves as the Executive Director & Senior Counsel for ConsensusDocs, a coalition of 40 leading construction organizations. He also serves as Senior Counsel for Construction Law & Contracts for AGC of America, where he is the lead expert on construction law and contract matters. Brian is a sought-after speaker throughout the United States on construction matters, and has spoken at national conferences including AGC, CSI Construct, DBIA, CMAA to name a few.

3:30 - 3:45 p.m.

**BREAK**

Sponsored by:  **CBIZ**  **MHM**

3:45 - 4:45 p.m.

**ETHICAL BLINDSPOTS**

**BEVERLY KRACHER** – Business Ethics Alliance

Professor Beverly Kracher, PhD., is the Robert B Daugherty Endowed Chair in Business Ethics & Society at Creighton University in Omaha, Nebraska. She is the Executive Director and CEO of the Business Ethics Alliance. Beverly serves as an advisory board member of the Cary M. Maguire Center for Ethics in Financial Services at The American College and was named one of the Top 100 Thought Leaders by Trust Across America. In 2013, she was named the Omaha Business Woman of the Year.

5:00 p.m.

**NETWORKING RECEPTION**

Sponsored by:  **EideBailly** and  **HOLMES  
& MURPHY**

**Friday, September 27**

8:00 - 8:30 a.m.

**REGISTRATION & CONTINENTAL BREAKFAST**

Sponsored by:  **VIEWPOINT**  
A TRULIFE COMPANY

8:30 - 10:00 a.m.

**BUILDING BLOCKS OF THE SUCCESSFUL CONTRACTOR**

**MICHAEL McLIN** – Maxim Consulting Group

Michael is the Managing Director at Maxim Consulting Group, responsible for leading the business and guiding the strategic direction. He specializes in organizational assessments, strategic planning, project execution, productivity improvement, prefabrication, peer groups, and training programs. His experience in the construction industry spans nearly two decades.

10:00 - 10:15 a.m.

**BREAK**

Sponsored by:  **MARSH & MCLENNAN  
AGENCY**

10:15 - 11:45 a.m.

**BUILDING A MAD SCIENTIST**

**JAMES BENHAM** – JBKnowledge

James is the Chief Executive Officer of JBKnowledge, and host of The ConTechCrew podcast. With extensive experience in the design, development and use of technology to improve efficiency, James is a sought-after speaker across the United States, Canada, and abroad on business information technology, data security, and innovative technology solutions. James was recognized among ENR Texas & Louisiana's 2014 Top 20 Under 40 for his advancements in construction technology and is a founding member of the Construction Open Standards Alliance.

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# 15<sup>th</sup> Annual HEARTLAND

REGIONAL CONFERENCE

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 +  
 Earn CPE Credits!

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REGISTRATION FEES:

The conference registration fee of \$200 for CFMA members and \$225 for non-members does not include overnight accommodations, which are the responsibility of the attendee. Register by midnight August 26 to be entered into a drawing to win one of two \$300 Visa Gift Cards. Registrations received after August 26 are \$225 for both members and non-members. All registrations must be received by Friday, September 20, 2019.

TO REGISTER:

Please mail check (payable to CFMA) and registration form to Shane Hall, Story Construction, 2810 Wakefield Circle, Ames, IA 50010. All registrations must be received by Friday, September 20, 2019. Registrations received after this date will be accepted on a space-available basis. **For more information contact Shane Hall at shall@storycon.com or 515-232-4358.**



**Early Bird Prizes! Win a \$300 Visa Gift Card!**

Cut-off date for early bird registration & prizes: 8-26-19. Must be present to win. We have 2 gift cards to give away.

HOTEL INFO:

When making hotel reservations, mention "CFMI19" to receive your discounted rate of \$109 (per night plus room tax). Please contact the Ameristar Hotel prior to August 26, 2019 to guarantee this rate and room availability. Call 877-462-7827 to make your reservations.

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NAME \_\_\_\_\_

CFMA CHAPTER \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

I WILL attend the Thursday evening networking reception at 5:00 p.m.

CFMA HEARTLAND CHAPTERS: Iowa | Kansas City | Nebraska | Siouxland



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: [www.learningmarket.org](http://www.learningmarket.org).