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President's Message by Heath Wahden

Summer 2009

CFMA President's Message 7-16-09

It is an honor to serve the Southeast Louisiana Chapter of CFMA as President for the 2009-2010 year. This is an extraordinary organization to be a member of because of the strong diverse membership and the multiple educational opportunities available for members. The chapter continues to be recognized at the national level for its strong membership and their commitment to CFMA.



This past May at the National Conference in Las Vegas, NV our chapter received four awards for chapters with a membership of 56-90 members. The chapter was honored once again as Co-Chapter of Year, which is the highest honor a chapter can receive at the national level. The Chapter also received the Membership Development Award, the Special Events and Projects Award, and the Chairman's Excellence Award. These awards would not have been possible without the support of the entire membership as well as the great leadership provided by our Past President, Jean Kass Connick, and the Board of Directors who served during her term. Congratulations to all for a job well done.

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Sign up Now for the Seventh Annual LA Joint Conference, August 6th & 7th, 2009

The Annual Joint Conference registration is currently underway and we encourage you to attend!

You will enjoy a day and a half of quality speakers and topics as well as the opportunity to earn up to 10 continuing professional education credits. Even if CPEs aren't a requirement for you, the focus on accounting and areas of interest in the construction industry are unmatched! We guarantee you will find value and ways to do your job better.

The conference kicks off with a full line-up on Thursday morning, August 6th with Christian Burger's presentation on "Managing the IT Department." That evening is the Network Social with speakers and conference attendees. The seminar picks up again Friday morning including the featured topic, "Business Planning in an Economic Downturn," presented by Robert Davidson, CPA. Mr. Davidson will continue with "Contractor Internal Controls & Analytical Procedures."



(Continued on next page)

Annual Louisiana Joint Conference...continued

Charlie Cassreino circulated a sponsor solicitation last month, offering three levels of support, as follows:

Lunch on Thursday, \$1,000 – Sponsor will receive special recognition and will have an opportunity to make a presentation and pass out materials about their company and services.

Speaker Sponsors, \$500 each – Sponsors will receive special recognition, introduce the speaker and will have an opportunity to pass out materials about their company and services.

Program Sponsors, \$250 each – Sponsors will be recognized in our program and on a banner that will be displayed at the conference.

Sponsorship is an excellent opportunity for your firm to demonstrate your support to the construction industry and help ensure a quality conference.

Please contact Charlie Cassreino at charliec@barriere.com if you are interested in becoming a sponsor.



Get to Know - Gene Chauff, Gallo Mechanical, LLC

Q: If you could have lunch with any three people (real or fictitious, any time period) who would you choose and why?

A: 1) Jesus Christ – what a role model, 2) George Washington – what courage, fortitude, and leadership skills he must have possessed, and 3) Mickey Mantle – my childhood idol.

Q: What are you passionate about?

A: Good parenting – I think many problems in our society today are caused by ineffective parents.

Q: If given a choice to skip work for a day, how would you spend the entire day?

A: I would go to Las Vegas, I love the city.

Q: If you were stranded alone on a beach, what are the five things that you would need to survive?

A: If I were stranded on a beach, I would need my family, my friends, enough food, enough water, and Direct TV to survive.

Q: Are you a morning or night person? Why?

A: Definitely a morning person. I enjoy the peacefulness and serenity of the early morning. On weekends, it's great just to relax before the rest of the family awakes.

Q: If you could have any superpower, what would it be?

A: The superpower I would like to have is the ability to cure all childhood diseases. I had the opportunity to spend a day at Children's Hospital here in New Orleans; what an eye opener.

Q: What is one thing you miss about being a kid?

A: During my childhood, I thought life was pretty easy and simple. I don't remember having any serious issues. My parents did a great job.

Q: What is the best band of all time?

A: Growing up, I really liked Herman's Hermits. I never was a big Beatles fan.

Q: What is your dream job?

A: My dream job would be teaching. I taught at a Catholic high school here in the New Orleans area for two years. Those two years were very rewarding and if I had the opportunity, I would teach again.

Q: What is your biggest pet peeve?

A: My biggest pet peeve is the direction that this country appears headed in.



Member News

Enterprise Fleet Management was recognized for its comprehensive environmental initiatives, winning the 2009 American Business Award for Environmental Responsibility Program of the Year. The award was announced June 22nd at a dinner gala in NYC. "With more than 2,600 nominations from companies of all sizes and virtually every industry, Enterprise is thrilled to be selected a winner of the American Business Award," said Steve Bloom, Senior Vice President of Enterprise Fleet Management.

Ideas include special recognition for member companies, promotions, achievements, unique projects, etc. This is a newsletter for our members...to keep our members informed and involved in the construction industry, so submit your information!

What You Might Have Missed



Our March - June meetings were held at our new permanent location, Metairie Country Club, 580 Woodvine Avenue.

Our **June** featured speaker was Mike Park, Deputy Director Task Force Hope, U.S. Army Corps of Engineers. Mr. Park provided us with an overall construction update including a map of the Greater New Orleans Area and varying levels of current levy protection. He also gave updates and answered questions regarding the three pump stations that are awaiting the state's approval.



In **May**, Larry McDonald of Travelers Construction Division presented "Contractual Risk Transfer."

Our **April** speakers were Darcy DeBlieux, and Terry Broussard, Tax Managers, Rebowe & Company. They presented, "Tax Effects of the Stimulus."



In **March**, Susan Cohoon and Kenneth Schexnaydre of Travelers shared an in-depth power point presentation entitled, "Before and After the Accident."

Our **February** meeting was held at Barreca's Restaurant. Andrew Steib, Computer Consulting and Support, LLC, discussed "Information Technology Infrastructure."

We kicked off the year with "Recent Legislative Changes Affecting 401 (k) Plans presented by Joey Bender, Retirement Strategies Group, LLC. Our **January** meeting was held at our new permanent location, Metairie Country Club, 580 Woodvine Avenue.



Welcome new members!

The following are new 2009 members. Make sure to introduce yourself to them at the next meeting.

- Monica Hodges, CPA, Gulf Industries, Inc., joined 2/12/2009
- Mark LeBlanc, Tulane University, joined 2/10/2009
- Connie B. Whittle, Shavers-Whittle Construction, LLC, joined 1/14/2009

The addition of these members brings us to 76 members strong.

Member Companies

Baker Ready Mix
Barriere Construction Co., LLC
B & G Crane Service, Inc.
Boh Bros. Construction Co., LLC
Bowen, Miclette, & Britt of LA
Chubb Surety
Citadel Builders, LLC
Cory, Tucker & Larrowe, Inc.



Walton Construction Co., LLC
Wegmann - Dazet & Co., CPAs
Willis of Louisiana, Inc.
Carl E. Woodward, Inc.
Zurich North America Surety

Thanks to all our
member companies
for their participation
in and support of
CFMA

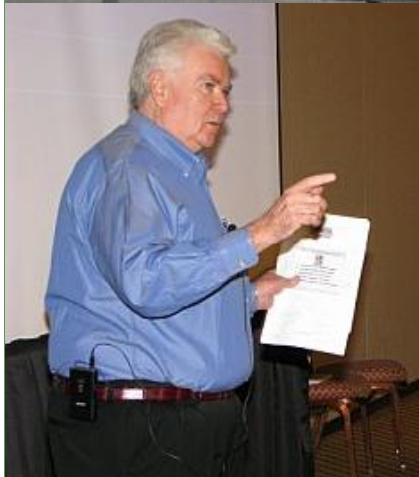
Gulf Industries, Inc.
Hard Rock Construction, Inc.
Hartford Bond
Insulations, Inc.
JaRoy Construction, Inc.
Kass Brothers, Inc.
KPMG, LLP
LaPorte, Sehrt, Romig & Hand
LeGlue & Co., CPAs
F.H. Myers Construction
M.R. Pittman Group, LLC
Postlethwaite & Netterville
Prichard, Dewberry & Hodges
Rebowe & Company, CPAs
Roof Technologies, Inc.
Shavers-Whittle Construction, LLC
Shields, Mott, Lund, LLP
Simon, Peragine, Smith & Redfearn
Byron E. Talbot Contractor, Inc.
Travelers
Tulane University

Cycle Construction Co., Inc.
Donahue Favret Contractors, Inc.
E.C. Durr Heavy Equipment, Inc.
Wallace C. Drennan, Inc.
Ellis Construction, Inc.
Enterprise Fleet Management
Erickson Krentel, Canton & LaPorte
Frischhertz Electric Co., Inc.
Gallo Mechanical, LLC
Gibbs Construction, Inc.
Gootee Construction, Inc.
Griner Drilling Service, Inc.
Guaranty Savings Bank
Gulf Equipment Corporation

2009 Annual Conference and Exhibition

This year's Annual Conference & Exhibition themed "A Time to Stay Focused on Your Bottom Line" was held at Caesar's Palace, Las Vegas on May 15 - 20, 2009.

As in the past, the conference was a huge success, allowing attendants to focus on the specialized education needs of construction financial professionals and executives.



Brian Cooney, Barriere Construction Co., LLC, co-presented CFMA's new 4 hour training program, "Emergency Management Planning. Brian and Cal Beyer held the program twice on Saturday and again on Sunday. There were over 80 people in attendance at Sunday's program! "This program is a spinoff of Cal's involvement with our state conference in 2006 and it was a real honor to present the program with Cal," said Brian.

Our Chapter appreciates Brian's involvement at the National Level—Thank you, Brian!

The SELA Chapter was awarded Chapter of the Year. Heath Wahden accepted the award at the opening breakfast on Tuesday.



President's message...continued

(Continued from page 1)

Based on these results, this year's Board and myself have large expectations to live up to. We have begun the process during the first couple of board meetings. The committees which are Membership, Program, Public Relations, State Conference and Website have been established and they are in the process of meeting and formulating their goals for this year. The board will have a strategic planning meeting in August to review these goals and ensure they are in line to provide our membership with the best educational and networking opportunities for the upcoming year.

The State Conference Committee is finalizing the plans for the Seventh Annual Louisiana Joint CFMA Conference which will take place August 6th and August 7th at the Loews Hotel in New Orleans. The conference will be all day on Thursday and a half a day on Friday. The Committees from the Southeast and Southcentral chapters have done an outstanding job of putting together a world class line up of speakers and topics at a world class facility. Please check your email or check out our website at www.cfmasela.org for registration information. I encourage everyone to attend this event as it truly embodies the spirit of CFMA.

The State Conference Committee has also organized the hosting of the certification examination for the ICCIFP. The exam will be held in Baton Rouge on October 17th.

The time and location have yet to be determined. If you would like to find out more about the certification exam please see the ICCIFP's website, www.iccifp.org.

The Program Committee is in the process of planning next years meeting topics and speakers. The committee is headed up by Melanie Stern who does an outstanding job of coordinating with the speakers and restaurants to provide an excellent educational and networking experience for all members who attend. The program year runs from September to June. Please send any ideas you may have for speakers or topics to Melanie at mstern@ctl-inc.com. Please be on the lookout for the new agenda sometime in August.

The Southeast Chapter of CFMA continues to exert a strong presence in the construction industry in Southeast Louisiana but at the same time we are still the "best kept secret" in the construction industry. The Board of Directors and the committees will continue this year to make sure our presence is maintained and will continue to identify new avenues to make other financial professionals aware of CFMA. We also need our membership to make other non-members aware of CFMA to continue to build our membership.

I look forward to serving as President and having another successful year for the Southeast Chapter of CFMA.

Flexible Fuel Vehicles Top Six Million



The high cost of gasoline, concerns about our nation's dependence on foreign oil and warnings about global warming, are generating increased interest in alternative fuels such as E85. Compared to today's gasoline/ethanol blends that have up to 10 percent ethanol, E85 is composed of 85 percent ethyl alcohol (ethanol) and just 15 percent petroleum.

E85 is designed for use in flexible fuel vehicles (FFVs), which can switch easily from using regular gasoline to E85. Although miles achieved per gallon for E85 may be slightly below vehicles fueled with regular-unleaded gasoline, the price of ethanol blends has been considerably less expensive.

FFVs typically are offered as standard equipment, with little or no incremental cost. They are available in a wide range of models, from sedans and sport utility vehicles to pickup trucks and minivans. New models arrive yearly from manufacturers such as Chrysler, Ford, General Motors, Isuzu, Mazda, Mercedes, Mercury, Nissan and Toyota.

According to the Energy Information Administration, there currently are more than six million light-duty FFVs in the

United States and in 2009 nearly 50 FFV models are available.

But, despite growing popularity, many owners are not aware that their FFV can be fueled either with E85 and/or gasoline interchangeably. One reason for the confusion may be that FFVs are designed with only one fueling system.

Owners can find out whether a vehicle is included by checking their owner's manual, checking the fuel filler door, or viewing a list of current model year FFVs, available from the National Ethanol Vehicle Coalition at <http://www.e85fuel.com/e85101/flexfuelvehicles.php>.

In many ways ethanol is an ideal transportation fuel. In addition to its positive environmental qualities, it is domestically produced and its use supports farmers and rural economies. Currently, 10 percent ethanol is added to approximately one-third of all the gasoline used in the United States. Adding ethanol to gasoline not only fulfills oxygenate requirements for federal clean air programs, it also increases octane and extends the petroleum fuel supply.

Flexible Fuel Vehicles Top Six Million...continued

Considering FFVs for a Company Fleet

For businesses considering how FFVs fit into a fleet management program, cost is always a concern. Generally, manufacturers offer FFVs at the same prices as comparable gasoline vehicles. The U.S. Department of Energy offers an online tool that calculates cost by type of vehicle and state based on availability of fueling locations. The calculator, which is easy to use, is available at http://www.afdc.energy.gov/afdc/progs/cost_anal.php?0/E85/

In addition to costs, other considerations include the following:

- **Tax Credits and Incentives.** FFVs may qualify for tax credits or incentives in accordance with requirements for alternative fuel vehicle mandated fleets under the Energy Policy Act of 1992, which specifies that a vehicle must be capable of using fuel blends up to 85% ethanol.
- **Flexible Fueling Options:** The FFV system allows the driver to use any combination of gasoline or ethanol - from 100 percent unleaded gasoline to 85 percent ethanol. This means a driver can use unleaded gasoline if ethanol is not available. Because tax credits are available to stations for the costs of retrofitting pumps and tanks, the number of stations offering E85 continues to increase.

- **Educate Drivers:** While FFVs may use either regular gasoline or E85, gasoline only vehicles should not use E85. Using E85 in gasoline-only vehicles may cause damage because of the incompatibility of the alcohol fuel with the parts in gasoline-only engines.
- **Maintenance and Repairs:** Preliminary studies indicate that maintenance costs may actually be reduced for FFVs because of the way E85's cleaner exhaust emission impacts the engine's operation/performance.

In addition to ethanol, alternative fuels include natural gas, propane, hydrogen, pure biodiesel, electricity, methanol and p-series fuels. Based on information provided by the U.S. Department of Energy's Alternative Fuels Data Center, using any of these alternative fuels in vehicles can generally reduce harmful pollutants and exhaust emissions, and most of these fuels can be domestically produced and derived from renewable sources. For more information, visit <http://www.eere.energy.gov> or <http://www.e85fuel.com>.

Jay de la Houssaye, Area Sales Manager for Enterprise Fleet Management/Louisiana, can be reached at 504-779-3321.

Contact Information



For membership information contact Jerry Larriviere at 504-482-1146, jlarriviere@frischhertz.com or join online at www.cfma.org

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2009 Annual Conference and Exhibition...continued



Send your ideas and submissions to Editor,
Jill Tucker at jtucker@ctl-inc.com or
President, Heath Wahden at
heathw@barriere.com.