



STORY LINE

STORY CONSTRUCTION NEWS & VIEWS | SUMMER 2015

PRESIDENT'S PERSPECTIVE

SERVICE



Mike Espeset
President

The more you give, the more you get. I have experienced this adage and I trust you have too. From time to time in the busyness of life, it is good to be reminded of its meaning. In this issue, we are featuring our CFO Steve Tenney for his service; not only to Story and our partners, but in the successful completion of his term as National Chairman of the Construction Financial Managers Association (CFMA).

In the last four years, as Steve has ascended through the chairs of leadership for CFMA, he has traveled significantly for his role by attending national and chapter events. He has cauliflower ear from countless hours spent on conference calls. He has participated in strategic planning and execution for the association and its membership. He has given a lot.

I know Steve has been pushed from his comfort zone from time to time doing this work. I know that he holds himself and those he works with accountable for effort and results. I know that he expects his work at Story to be excellent while doing the work of the association excellently too; no one is to suffer. There is a lot at stake here, a lot of people counting on him to carry the water in his role.

Steve gets a lot from his involvement in CFMA: trusting relationships around the country, leadership development, a wider perspective, a sense of accomplishment, professional nourishment and frequent flier miles.

I know he gets a lot when I ask about a particular trip, meeting or event. His response is almost always accompanied by a smile, a story, a positive attitude, some self-reflection and a resolve to keep improving.

He has given a lot. He has gotten a lot. This is the two-sided coin called service, and it is very cool to see in someone you know well. Congratulations Steve! And thanks to CFMA for giving Steve the opportunity to serve.

Mike

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StoryLine is published quarterly for the clients, partners and employees of Story Construction.

The two-sided coin called service...



Steve Tenney
Chief Financial Officer

ABOUT CFMA

- Founded in 1981
- > 7,000 members
- 91 chapters throughout U.S. & Canada
- Two in Iowa – Des Moines & Quad Cities
- Purpose: To bring together construction financial professionals and those partners serving their unique needs



CFMA BRINGS VALUE TO STORY, ITS CLIENTS AND PARTNERS

Story's CFO and Board Member Steve C. Tenney has been involved in the Construction Financial Management Association (CFMA) for many years. In fact, he was one of the founding members of the Iowa chapter back in 1991 and was the Iowa Chapter President in 1999. He currently serves nationally as the Immediate Past Chairman, concluding a term that involves a four-year commitment, progressing from National Treasurer, followed by Vice-Chairman, then Chairman, then Immediate Past Chairman. *StoryLine* sat down with Steve to get his parting thoughts on his involvement in CFMA.

STORYLINE: *What can you tell us about CFMA, beyond the "stats"? (See sidebar.)*

ST: CFMA renewed their strategic plan this year and we're just rolling that out. We had a group of about 20 individuals who met to refresh the plan that was formed about three years ago. We are trying to assure we remain relevant and appropriate for members and focus on the right things. Three years ago we changed our strategic plan and removed membership growth as a goal; instead we focused on membership value as a goal. We think that's one of the reasons we were able to get to the 7,000 members. We said, "Let's look at what they want instead of trying to get the numbers" and the result was membership growth! Our education is probably one of the top areas of involvement and utilization by members. We have free monthly webinars and great live education programs. We have a bi-monthly magazine "Building Profits" that has some great articles in it too. We've ingrained education into each of our goal areas in the current version of our strategic plan.

STORYLINE: *Are you the only CFMA member from Story?*

ST: CFMA is an individual member association and both Shane (Shane Hall, Story's Controller) and I are members. Shane has also been a past Iowa Chapter President and has served on the national conference planning task force. So, we've had good involvement in CFMA locally and now nationally. In addition, other Story employees have participated in some of the educational offerings and are benefiting from our memberships.

STORYLINE: *What were your duties as the National Chairman?*

ST: As the chief elected officer, the Chairman works closely with our President and CEO Stuart Binstock. We were representing CFMA together and providing direction for our executive committee, the other officers and numerous committees that are working on products and services for members. As Chairman, I saw some of my role as being the person to mentor the Vice-Chairman and the Treasurer for their succession to Chairman. I was also involved in making sure our executive committee meetings were focused on strategic direction and trying to best utilize the time we spent together. Certainly, I was involved with visiting as many chapters, regional conference events and industry events as possible. CFMA leadership is a volunteer position and my primary job at Story is extremely important, so it takes an effort to balance both effectively.

STORYLINE: *As Past Chairman, how have your duties changed?*

ST: As Past Chairman, my weekly involvement is less than it was as Chairman because there was usually a conference call every week that included the executive staff at headquarters and the Vice-Chairman. It was a good communication tool, but I'm not participating in those this year and that's one piece that is different. And, certainly the roles and responsibilities and expectations have changed – I'm in more of a mentoring role with the current chairman and Vice-Chairman than anything else. I still have responsibilities that include traveling and attending CFMA related events and meetings.

STORYLINE: *What was your favorite part of serving?*

ST: Probably my favorite part of serving as National Chairman was getting to meet members at a different level. When you're provided an opportunity to attend a national conference, that's one thing, but when you also are able to participate in events like Sage Summit (Story's primary software company) or regional conferences and events, and visiting chapters, it really reinforces the relationship component of CFMA. It's not just where you go to learn about something; it's where you go to learn about someone and what their challenges are, what they're successful at. One of the services of CFMA that's beneficial is called the Connection Café, an online web-based social media tool where you can post questions and get responses back. That's been really powerful, it's gone really well. So, my favorite part certainly is the people. You form a pretty tight bond with the officers in a relatively short period of time and, honestly, as you get to the end of your term, it feels like there's an emotional absence as somebody rolls off. Overall, it's been a great experience.

It's not just where you go to learn about something, it's where you go to learn about someone.

—Steve Tenney, speaking about the relationship component of CFMA

STORYLINE: *Anything else you'd like to share?*

ST: One parting thought is that I certainly couldn't do my volunteer job without the folks who help support me at my paying job. I kind of called that out in one of the articles I published in an issue of "Building Profits" during my term. The support from Mike (Espeset), Shane and Pat (Geary) has been tremendous to allow me to pursue this interest that I had, especially at a national level.

STORYLINE: *Ultimately, it helps staff here and it helps clients...*

ST: We hope so. We hope they recognize that it's a commitment of Story to be engaged in the activities we're surrounded by every day, whether it's a client, subcontractor or vendor. That's one thing that's really helped at the local level – the contacts I have. I'm perfectly comfortable calling up any CFO or controller at any of the construction companies around here. If they're CFMA members, it just makes it that much easier. It's the connections and relationships.

STORY HELPS DAS HELP OTHERS

The Iowa Department of Administrative Services (DAS) has within it several divisions, one of which is the State Design and Construction Resources Bureau.

The Mission of this division reads in part: "To assist state agencies in facilities design, construction, and management..." That's where Story Construction comes in. Partnering with the Iowa DAS for over three years, Story has helped make improvements to state-owned facilities; improvements that have helped the users of these facilities lead more comfortable and pleasant lives.

The projects on which DAS and Story have partnered are too numerous to list, but most involved improvements to building and grounds infrastructure, as outlined in the chart below:



FACILITY	SERVING	IMPROVEMENTS TO
Woodward Resource Center	Children and adults with intellectual and other related disabilities	<ul style="list-style-type: none">• Wastewater treatment plant• Westwood building exterior stairs & steam tunnel• Misc. concrete• Water plant roof• E-home window replacement• Natural gas system• Mechanical upgrades• Hot well demolition
Cherokee Mental Health Institute	Adults, adolescents and children in need of acute psychiatric service; inpatient	<ul style="list-style-type: none">• Boiler, steam line• Roofing, windows• Ginzberg basement floors• Patient room floors
State Training School – Eldora	Males in need of supervision and rehabilitation in a manner consistent with public safety	<ul style="list-style-type: none">• Wastewater system• ADA compliance• Cistern (The first 3 were at the Anamosa State Penitentiary)• Backflow preventer replacement

"We have a good, long-standing relationship with Story Construction," said Scott Gustafson, Design and Construction Resource Bureau Chief, "We have found everyone we deal with at Story to be dependable; they get the job done for us. In short, Story does good work at fair market value."

Troy Turner, Story Project Manager for Iowa DAS projects, adds, "It's very rewarding to partner with DAS to help them make facility improvements. In completing each project, we feel like we're helping both the individuals who use the facilities and the State of Iowa as a whole."

STORY WAREHOUSE GETS A FACELIFT

Story's Warehouse staff works hard, mostly behind the scenes, to get client projects started and keep them moving in the right direction. And they do their job very well, securing and transporting jobsite trailers as well as equipment, tools and other necessary supplies to projects across Iowa and the surrounding states in which Story works. As Warehouse Manager Pete Lonergan puts it, "Our whole purpose in life here at Story is to support the field."

To make their jobs a little easier and more pleasant from day-to-day, the Warehouse office staff recently upgraded their surroundings. With help and planning from Story's Small Projects Group, Lori Theilen, Warehouse Clerk, took the reins while Pete was on vacation. In three days (including some late nights) the space was cleaned, reconfigured, painted, carpeted and generally transformed into a modern workspace for both Pete and Lori to enjoy and to help them do their jobs even more efficiently.

BEFORE



Lori and Pete
enjoy their updated
workspace.



AFTER



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