



FENG
Professional Enrichment

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GGB Introduction

- Fortune 200 firms for 26 years
- Then CFO of turnaround and mid size firms for 18 years
- Founded LV FENG in 2003 and chaired other chapter
- Purchased an engineering services firm in NYC in 2013
- Founded The CFO Solution in 2014 as a “Repository of best practices, best processes and better partners to work with for private company CFOs”
- Started local CFO Forum group in 2015
- CFO Forum now virtual due to COVID
- Offered to FENG members free!

What is the CFO Solution?

- E-book of best practice chapters and quick read best practices under development –over 50 chapters
- Visit the www.thecfosolution.org
- Awareness sharing format with input from SMEs
- Never ending task since we are tasked with so many responsibilities that we are not trained in such as HR, facility, risk, real estate, IT, compliance, safety, etc.
- “35% of my time spent on finance/accounting!” It’s the other 65% that is probably going to end my career!

What is the CFO Forum?

- Started in 2015 at request of local CEO group to share best practices and mentor the next generation of CFOs!
- Started with manufacturing CFOs and realized all CFOs have common problems and a lot of knowledge to share
- We meet monthly-the CFOs pick the topics!
- Our goal is to create CFO “Plus” CFOs

The Most Popular Content

- Reduce expenses via contingency experts
- Reduce taxes by credits and structure
- Eliminate risk and manage what is left
- Finance a project your bank don't finance
- Best process to recruit, hire, onboard, train and retain and use credits and grants to pay for recruiting
- * Reduce total cost of healthcare for firm and employees
- Manage real estate strategically
- Manage Finance like a profit center
- Post COVID management

FENG Enrichment Program

- We will review a power chapter each month
- Overview of problems and best practices
- Best practices are detailed on website
- Our “Goal is awareness” of best practices
- Awareness is not a guarantee they apply!
- Many thanks to peers and SME partners who helped us develop the best practices

Our Approach

- Define the problem(s)
- Recognize the consequences
- Review how we can help each other
- We know our approach can help
- Review some possible solutions
- Introduce you to SME partners

Healthcare related Problems

- Huge cost that Finance does not understand (and neither does HR)
- Costs continue to increase hurting the company and the employees
- Responsibility is often shared/ never owned!
- Impacts retention and hiring
- If you don't understand it, you can't manage it==“failure”

Consequences?

- CFO can lose job since:

There is a lot of money is involved that if you can't explain, analyze or forecast it...

Finance will be held accountable even if HR is “responsible”-too much money is involved!

Fiduciary responsibility to spend employee's money is owned by CFO. Analysis and evaluation alternatives is required and must be documented. Remember Sarbanes?

How to help each other?

Share knowledge

Bring in SME speakers and contributors

Awareness – educate / share info

- share best practices

- share best processes

- share better partners

Where to start?

- Get CFO and HR team HIPPA certified
- Year round task. Not just at renewal time!
- Get educated-your broker will not teach you so GET an advisor who works for you!

You hire consultants for IT, training, safety, new equipment, tax but NOT for one of your largest spends that touches every person? Yet few do and I don't know why not?

First key is goal alignment

- Understand what you are paying a broker for. Do they work for you or their boss?
- Require a compensation disclosure form
- Demand your information and the analysis quarterly
- Define what you want from your broker

Manage time

- Your broker wants to see you once a year and they want to manage the process!
Don't let them “do your job”!
- Quarterly analysis and reviews
- Monitor and report
- Start renewal early –they will delay on purpose

Education is key

- Learn what drives your cost and risk
- Use the facts-not what your broker focuses on
- Analyze this like any other key cost
- Learn about alternatives

How-- HIRE AN ADVISOR/ CONSULTANT!

Healthcare Results

- Startups and small firms have options
- Reductions of 35% are possible-employers/employees receive lower costs
- Create a strategic advantage-improve the plan to become a true benefit.

What if your plan had a zero deductible?

- Lower Risk=Lower future risk=Smaller cost increases

Wrap Up

- Our CFO Forum sessions addressed topics
- Review the library of best practices, best processes from our previous CFO Forum sessions.
- You don't have to wait for the next session!
- Go to www.thecfosolution.org
(there is no cost to FENG members)
- Use “The FENG” password to sign in
- CPE credit info on the site

Conclusion

- Visit the website to see best practices and connect to our SME partners
- It was my pleasure to share best practices
- Thanks to Ernie and for your time.
- Your comments and questions to:
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