

# Michigan CFO Associates

The CFOs for *Small Business*

## Newsletter



### President's Message

#### Resetting the Targets



Todd Rammler

**Happy New Year!** While it's probably been a blur since Thanksgiving, we hope you were able to pause and enjoy some downtime with family and friends, and reflect a bit on 2014. And maybe even start thinking about what 2015 holds for you.

For the past 5 years or so, we have scheduled our annual planning meeting between Christmas & New Year's. It's a quiet time of year, and it's also the calm before the storm – our busiest time is from January to March. So we take advantage of the quiet time and brainstorm what we want to accomplish for the coming year.

We've set our sights on a big milestone for 2015. In previous years this milestone was a goal 1-3 years out that we hoped for, like a Christmas gift from Santa. But it wasn't a goal that we decided to commit to and then immediately felt the pressure of achieving. We've had other goals and objectives that came with pressure, just not this one. But we decided this is the year.

To achieve this milestone, we need the right team. We are very close, but missing a player or two. But we've identified what we need, and we're out looking for them.

As a side note, people ask all the time if we are hiring. The answer is always the same: We are ALWAYS looking for good people. Our definition of "good" might be different than some people's. We're a growing business, and we need people who have an entrepreneurial spirit. The type of person who can't wait to get to work in the morning and kick butt. The person who has both the skills and the drive to make things happen. The type of person who comes "pre-motivated" and isn't looking for a place to camp out for a while. No room for campers here. We have business to attend to.

We are excited about the evolution we've targeted for 2015. We might not achieve it all, and it will almost certainly be a little messy along the way. But we're committed. In order to achieve it, we have to *start* doing some things, and *stop* doing others. That will not be easy. We will have to empower and trust others to help execute the plan. It will be uncomfortable. But in the end, we hope to have a more dynamic and stronger firm capable of delivering our best work to a larger number of clients.

It's exciting. 😊

What are your plans for 2015? Will you pause from your routine to reflect on what went well last year, what didn't, and what to do differently for 2015? What are your top 3-5 goals? What roadblocks are in the way? What must you start or stop doing to achieve them?

How about your personal goals?

Lose weight? Go on that "someday" vacation? Check off an item on the bucket list? Go back to church? Time is passing. . .

Getting clear on these questions and getting them into a simple planning document you can look at throughout the year is critical to focusing you and your team. If you'd like some free tools and forms to assist with this, we can certainly recommend some. If you need a facilitator, we can refer you to some terrific people. And if you need help quantifying your company's financial plan, well, I just happen to know a firm that specializes in that sort of thing.

Wishing you a successful and prosperous 2015.

Best Regards,

Todd Rammler, CMA, MSA, President



#### U.S. NATIONAL DEBT AS OF:

January, 2015

\$18,097,814,959,110

January, 2014

\$17,306,977,954,400

#### Inside This Issue:

**President's Message:**  
Resetting the Targets

**What's Happening?**

**Client Spotlight**

Q&A with Scott Clein,  
Giffels Webster

#### Our CFO's:

**Todd Rammler**  
**Brian Bach**  
**Jennifer Orow**  
**David Leo**  
**Bruce Goins**

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# What's Happening

**KPI's, Dashboards & Metrics—Driving Success in Your Business.** Todd presented this popular Dashboard's talk to the **National Tooling & Machining Association** at the group's December meeting. We will be presenting this topic again in the spring (dates TBD). If your business is in tooling or machining, check out the NTMA Detroit website—it is a great group of businesses! [www.ntmadetroit.org](http://www.ntmadetroit.org)



Todd, speaking to the NTMA in December on Dashboards & Metrics



## Holiday Photos!



The Michigan CFO Christmas party at the D.A.C.



CFO David Leo and wife Verna know how to choose a dessert!  
(Yes, 6 ice cream cones = 1 dessert at the D.A.C.)



## Welcome, New Clients!

- December**    **Synergy Corporation**    [www.synergysm.com](http://www.synergysm.com)  
Paint Systems Management
- January**    **PCI**    [www.pci-detroit.com](http://www.pci-detroit.com)  
System Integration & Industrial Automation

## Client Anniversaries—We appreciate you!

### September 2014

- 7 Years**    **Regina Andrew Design**    [www.reginaandrew.com](http://www.reginaandrew.com)  
Wholesale manufacturer of furniture, lighting, and accessories

### December 2014

- 3 Years**    **Relevar Home Care**    [www.relevar.com](http://www.relevar.com)  
Home Care Services

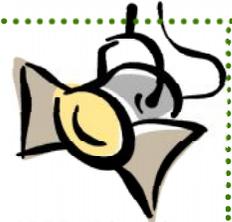




**Client Spotlight on.....**

**Scott Clein, President/Partner at Giffels Webster**

**Interviewed by Brian Bach**



Brian Bach

From time to time we like to feature one of our clients to share what they do and what makes them unique and successful. In this issue we caught up with Scott Clein, President/Partner at Giffels Webster, a civil engineering firm with a long, rich Detroit history since 1952.

**BB: Scott, let's start with giving us a brief introduction to Giffels Webster.**

Giffels Webster is a collection of people—civil engineers, surveyors, planners, landscape architects, and specialists—who choose every day to make communities better.

Headquartered in Detroit, our team is passionate about enriching and improving communities for the long term, and that passion has driven our success and the satisfaction of our clients.

Even as communities and lifestyles change, our vision of quality living through better design creates lasting results and relevancy. In short, we're there with the right balance of expertise, resources and capabilities all focused on delivering solutions that work for people.

The firm remains a trusted partner and advisor to architects, developers, city managers, construction teams and more, providing counsel on how to make projects — whether public, private or institutional — buildable, profitable and enduring.

As we have since our inception, Giffels Webster continues to deliver value through insightful civil engineering solutions for the communities we serve. And since day one, each project we touch gives our clients lasting return and enhanced quality of living.

**BB: I understand you've been with the firm for over 18 years. What is the most enjoyable part of your work? What makes you get up in the morning?**

For starters, I get to work with a wonderful group of people who are passionate about what they do and who care for each other beyond a simple corporate structure. In addition, I am excited by the ability to deeply, quickly and positively make an impact on the quality of life in southeast Michigan, and in particular in the City of Detroit. I get to work on fun and exciting projects that have true meaning.

**BB: The firm has been around since 1952. What do you believe are the unique qualities that have made Giffels Webster successful over all these years?**

Simply put, it is our consistent attention to people and to doing what is right. We are never afraid to tell our clients the truth, even if it is not what they may want to hear. At the same time we are quick to provide solutions to help our projects succeed, despite any obstacles that may be in the way.

**BB: As civil engineers you folks are in early on new projects. What do you see as the outlook in your industry during the next 12 to 24 months, and what are you excited about?**

Overall the construction industry, and by extension the architectural/engineering industry, is trending positively. Several large scale projects (the new arena for the Detroit Red Wings, M-1 Rail, etc.) have either started construction or are about to do so in the coming months, providing a huge lift in overall confidence to other potential investors in our region. I believe we will see continued growth and positive outlooks for the next 18 months for sure.

**BB: Now truthfully Scott, are Civil Engineers bigger nerds than Accountants? Why is that?**

No professional groups are bigger nerds than Accountants.

**BB: Scott, I know you love what you do here at Giffels Webster but what do you enjoy outside of work?**

I am husband to a wonderful wife and father to a fantastic daughter. We love to travel and have several trips planned for the next few years. I volunteer with the City of Birmingham on the planning board to help improve my community and have made some great friends as a result.

**BB: Scott, thanks so much for your time.**

**Contact Information:**

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**Detroit, MI 48226**  
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below to check us out on the web!



# Newsletter ①

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