

U.S. NATIONAL DEBT AS OF:

JUNE 2018

\$21,195,069,635,322

JUNE 2017

\$19,844,554,182,651

INSIDE THIS ISSUE:

President's Message
Q & A With Michigan CFO

Brian's Corner

Do You Have a "Proven Process"?

What's Happening?

Photos Around Town
MICFO Fraud Podcast
Welcome New CFO

Our CFO'S:

Todd Rammler
Brian Bach
Martin Hilker
Daniel Beardslee
Jim Normand
Sanford Wexler

Visit our website:

www.michigancfo.com



President's Message: Q & A with Michigan CFO

A few months ago I got a call from a business owner and friend I've known for a while named Barack. (Sure, I could disguise his name as "Bob" or "Ed", but what fun would that be?)

After some catching up, Barack asked me a direct question about his business: **"How do I know if it's time to start working with you?"**

I know Barack pretty well, and I know his business has grown steadily over the last 5 years. In addition to organic growth, he's also considering a small acquisition or two, and the purchase of a building to house their growing team. Those issues alone are enough to warrant a conversation as they're significant financial decisions. Kudos to Barack.

Here's some other subjective indications that "it might be time":

- ◆ **If things are getting more complex** and you no longer feel like you're in control or clear on how your business is performing because there's more moving parts. This is a gut feeling you may have comparing your present situation to a time when you felt like you had your finger on the pulse of the business.
- ◆ **If you don't have time to pay attention to financial reports.** It may be that you actually don't have time, or it may be due to the reports being so difficult to interpret that you don't have the time or energy to make sense of them.
- ◆ **If you can't clearly demonstrate** through reports how you are actually making the **margins** you think you should be making. What you want the margins to be, and what they actually are may be completely different.
- ◆ **If you don't have a budget or forecast,** or you need help forecasting/planning complex situations (such as those that Barack mentioned above). Financial statements are historical documents. They're important, but more important is what's going to happen in the future – so you can adjust if necessary.
- ◆ **If you're growing quickly** or going through a significant growth spurt or decline. Growth usually requires cash to fund working capital. But growth should also produce a profit, and that profit should eventually return as cash.
- ◆ Similarly, if you don't know how you're going to fund the above growth, or **how much debt is too much.**
- ◆ **If you don't know what you don't know.** This is probably the most common statement we hear behind closed doors. How much profit is enough? Can I afford to hire a key position? Should I buy the equipment or lease it?

There are many more indicators, but those are a good start on the subjective issues. If any of those apply, it's probably time to have a conversation to poke around those issues in more detail.

But we also have two objective ways for determining if it's time for a CFO:

1. Our customized online self-assessment "Do You Need A CFO?" This assessment is 20 questions and takes about 5 minutes to complete. Based on your input, the system calculates a range of answers along with recommended next steps. If you're pretty sure your company is in good shape, this is a great place to start – **it's completely free and it can be done anonymously** <http://www.michigancfo.com/assessment-testing/>

2. The CFO GAP Analysis – which is part of our standard 'getting to know you process' - is a more in-depth assessment performed by one of our CFOs using your financial data. In this assessment we grade your business **red/yellow/green in 58 different areas** and provide a written summary of findings on what's being done well and areas that need improvement. **This is the most objective way to determine if a CFO could help your business.** You can find more information here <https://d2oc0ihd6a5bt.cloudfront.net/wp-content/uploads/sites/1938/2018/01/GAP-Flyer-3.pdf>

Most small-business owners aren't trained financial people, and usually the staff they've hired have never been a CFO. It's normal to have questions as your business grows. Sometimes you just need confirmation that you're on the right path; other times you need a course correction from someone who's done it before.

When you've got a clear plan and a competent resource leading the way, it's much easier to take bold action and know that you're giving yourself the best chance for success.

Got a question? Email us at CFO@michiganCFO.com and we'll get an answer for you.

Todd Rammler

New!

Photos Around Town



CFO, Martin Hilker ax throwing at Stadi-HUB



Todd & Dan Marsh at the second annual Cocktails, Cars & Connections networking event at the historic Packard Proving



Dianna Evennou, Mike Semanco, and Brian Bach speaking at the



Todd with son, Joshua, a Dakota graduate! Joshua will be attending Grand Valley this Fall



Brian presenting at a fraud workshop hosted by Michigan CFO and Oxford Bank



Brian with PBA Pro Bowler Marshall Kent at the DAC in May

Michigan CFO Fraud Podcast

Fraud and embezzlement have drawn a lot of media attention lately and MICFO's Todd Rammler got the chance to sit down with Lansing's talk radio host Ed Rivet. Check out the podcast below!

<http://www.michigancfo.com/radio-interview-fraud-small-business/>

MEET SANDY WEXLER

Michigan CFO's newest team member!

One of Sandy's favorite hobbies is golfing. When asked where he would max out his credit card he said, Carl's Golfland. He takes his golf game seriously and when Sandy plays a good round of golf he will wear the same hat, golf shoes, and shirt next time for good luck!

Sandy's favorite word is, "family." He is pictured above with his wife, Karen (golfing of course!). When he decides to retire he would enjoy moving to the lake where he could golf and sit on his boat every day.



For more on Sandy's professional background visit our website

<http://www.michigancfo.com/team-member/sandy-wexler/>



Brian's Corner— Do You Have a “Proven Process”?

We work with a wide variety of businesses who sell both products and services. One common underlying theme that we see in successful businesses is the maturity and discipline that comes with having a proven process.

A proven process is a system used to ensure quality, consistency and communication across an organization. It has evolved out of a need to deliver quality and consistent value to a client or customer. Customers need to easily understand what you offer, how you are going to fix their pain and how your delivery system works.

In our experience, a well designed proven processes does not happen overnight. It's an intentional process of self-evaluation, discipline and ongoing improvement that evolves over time. It's listening to clients and customers and adjusting the process to what works, what makes sense and where improvements can be made.

Here are 3 advantages to having a proven process:

Improved Quality:

- Following a process within a proven framework leaves little room for error.
- Focusing on adding incremental value not starting from scratch with each new project.
- Creates confidence in your system and anticipated results.

Consistency:

- It's teachable and an effective way to transfer knowledge.
- It provides a solid foundation to build better value.
- Clients and employees use the tried and true system and know what to expect each month

Communication:

- Demonstrates to prospects you have a clear path to fix their problems.
- Can use graphs, pictures or charts to demonstrate your added value.
- Shows that you've faced these problems before and have experience in this area.



We're going on our 13th year in business at Michigan CFO and each year we hone and refine our tools, training and processes. This year we implemented a major update to one of our primary tools and increased our training to ensure everyone knows how to use it.

A proven process takes dedication, focus, examination and discipline. It's also an ongoing learning process where you observe results and adjust as you go. The idea is to strive to providing a system that will improve quality, consistency and communication with your prospects, current clients or customers.

Brian Bach, Director Michigan CFO Associates
BBach@MichiganCFO.com

**WELCOME,
New Clients!**

Bear Staffing—HR and Staffing Agency
Woodbury, NJ
www.bearstaff.com

RHK Technology—Design and manufacturing
of UHV SPM instruments
Troy, MI
www.rhk-tech.com/

HAPPY ANNIVERSARY!

11 Years—Regina Andrew Design
Contemporary Furniture and Lighting
www.reginaandrew.com/

2 Years—Concise Computer Consulting
Computer Repair & IT Support
www.concise.com/

1 Year—KVInc.
Ultra Precision Machined Parts

MICHIGAN CFO ASSOCIATES

The CFOs for Small Business

43230 Garfield Road, Suite 130
Clinton Township, MI 48038
586.580.3285

For additional updates follow us on

 <https://www.linkedin.com/company/844650>

 <https://twitter.com/MichiganCFO>

www.michiganCFO.com

info@michigancfo.com

MICHIGAN CFO ASSOCIATES

The CFOs for Small Business

Outsourced CFO & Controller
Services Including:

-  TRENDSPOTTER™ Financial Statement Analysis
-  Cost & Profit Margin Analysis
-  Bank Financing Packages & Negotiations
-  Financial Projections
-  Cash Planning & Management

NEWSLETTER

