On the Rebound - What Financial Leaders Should Focus On In the Coming Year

As your new chapter President, the dubious responsibility is thrust upon me to come up with some great words of wisdom on a quarterly basis for our Chapter Newsletter. Talk about pressure!

As I’m contemplating this important task, the news of an improving economy ignites in me a new sense of urgency. For the past three to four years, we’ve all been doing everything we can do to simply help our companies survive this terrible economy. Now as things finally begin to… dare I say it?… rebound, I ask myself “What should I, as my company’s financial leader, be doing to ensure we’re ready?” Here are some ideas which may help you in the coming year:

1. Invest in Strategic Planning
   If I had to guess, mine is not the only company out there that took our 2008 or 2009 strategic plan and threw it in the proverbial garbage. All good plans were set aside as we instead focused on SURVIVAL.
   We cut, we pinched, we squeezed, and we found ways to save every penny we could. Chances are we all sacrificed substantially. Well, the good news is… we made it! Now it’s time to dust off those strategic planning high-tops and get back out on the court for some serious wind sprints. Leading your company in this charge can not only reinvigorate your zest for your business, but also position you well as the leader you want to be seen as. This process takes the time, some heavy lifting, and the coordination of your leadership team to really create a strategic plan your entire company can rally around. Now get going!

2. Shake up roles
   Re-assess your team and their responsibilities. Is it time to shake things up and reassign some responsibilities? Some companies do this as a matter of practice every year or two. While I’m not necessarily advocating that extreme, there are some potential benefits to doing this. First, having a “fresh set of eyes” tackling a given process may help uncover new areas for improvements and effi-
CFMA Western Michigan Chapter is proud to announce the following 2013-2014 Board of Directors.

Special thanks to Randy Brink of Kent Companies for serving on the Board over the past 5 years as Director, Secretary, Vice President, President and Past President. Your leadership and commitment has been a great contribution to our Chapter!

2013-2014 Board of Directors

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West Michigan Chapter Announces 2013 Scholarship Winners

Congratulations to our Scholarship recipients who were announced at the April General Membership Meeting.

Gretchen Cole from Griffith Builders and Steve Huisjen from Dan Vos Construction Company were each awarded an $800 scholarship towards attending the 2013 CFMA Annual Conference & Exhibition in San Diego, CA in June 2013. CFMA’s Annual Conference & Exhibition provides focused learning sessions, thought-provoking speakers, a solution-filled Exhibit Hall, and plenty of networking opportunities. For more information visit http://www.cfma.org/annual_conference.

Sos Rowland from Creative Merchandising Systems and Theresa Sickles from WaterSolve were each awarded a $400 scholarship towards the CCIFP exam (Certified Construction Industry Financial Professional). Formed in 2003, now with more than 850 credentialed professionals nationwide, the Institute of Certified Construction Industry Financial Professionals (ICCIFP) is dedicated to the highest standard and best practices within our profession. For more information, visit www.cfma.org/education.

GVSU Library Tour

On February 22, 2013 Scott Veine from Pioneer hosted a tour of the new Mary Idema Pew Library on Grand Valley’s Allendale Campus.

CFMA West Michigan was represented with 6 members learning more about this impressive LEED Certified Building. The library boasts the Reading Hearth which is the 2nd largest fireplace in Michigan. The Dewey Decimal system will not be available at the Pew Library. An RFID book retrieval system will be in place with 3 robots fetching books as they are requested by students and faculty. There will be several hundred 18” x 18” x 30” bins that each hold a portion of the up to 600,000 books. When a book is requested, the librarian will type the name of the book into the computer and the robot will go to the appropriate bin holding the desired book. The robot then brings the entire bin to the librarian. The book is scanned for the RFID# and checked out to the user. Upon its return, the RFID is once again scanned and the book is placed in the next available bin without regard to the type of book.

Initially, the books will be placed in bins in the Dewey Decimal system, but after each use, the books are placed in the next available bin. History books, philosophy books, and biology books will share bins.

Thank you to everyone who helped organize the tour of this impressive facility.

Article submitted by Mike Waalkes, Lighthouse Insurance Group
Seminar Recap

On March 7, 2013 CFMA of Western Michigan hosted a seminar at the GVSU Eberhard Center entitled “What To Do When Disaster Strikes”.

The seminar covered relevant industry topics such as risk management, IT Clouds, and how to handle the media in the event of a crisis. Several contractors presented on events that they have encountered and how they have managed and reacted to the situation. Travelers Insurance also provided a ‘crisis management’ checklist card that provides useful information on how to deal with the media during a crisis (see below). Thanks to everyone who helped organize the seminar and to those who attended.

Winter/Spring General Membership Meetings

Thank you to all of our speakers and those who attended the General Membership Meetings this past winter/spring. A lot of good information was provided. Special thanks to speakers:

Kim Boyer-McLaughlin (Grand Rapids Chamber of Commerce) who presented on “Leadership Grand Rapids” at the January meeting; Ethan Anderson (Rehmann Financial) who presented a “National Economic Update” at the February meeting; Keith Eastland (Miller Johnson) who presented on the “Right to Work” at the March meeting; and Steve Hilger (Hilger Hammond) who presented on the “Top Ten Contract Clauses” last week at the April meeting.

We look forward to hearing from Jim Berry (Bevelwise) on “Social Media, Web, & Electronic Marketing” at the May meeting.

Crisis Management

Travelers Insurance provided some useful information on Crisis Management when dealing with the media:

Initial Response Statements:
“• We’re aware of the situation and are investigating the details. We will keep you informed as the situation progresses.”

“The cause of the incident is not known at this time. The investigation is continuing, and we are working closely with the authorities.”

“We do not have information as to the extent of the emergency at this time. As soon as we receive verifiable information, we will share it with you.”

When dealing with the Media:

**DO**
• Be prepared
• Tell the truth
• Provide accurate information
• Condense your information
• Emphasize the positive
• Stay away from liability issues
• Use understandable language
• Use visual analogies

**DON’T**
• Say “no comment”
• Say anything “off the record”
• Wait for the story to go away
• Ad-lib
• Try to cover up
• Speculate or try to predict the future
• Wear sunglasses or hide your face
• Chew gum or have anything in your mouth
May 3, 2013
“First Friday Fun Forum” at SpeakEZ Lounge in Grand Rapids. Organized by the Promotions Committee, this will be a social gathering/happy hour for members from 4:00-6:00pm as an opportunity to network and socialize before the summer hiatus starts. Hors-d’oeuvres will be provided courtesy of CFMA and a cash bar will be available. Please register via EventBrite or contact Mike Waalkes (MWaalkes@lighthousegroup.net).

SpeakEZ Lounge
600 Monroe Avenue Northwest
Grand Rapids, MI 49503

May 23, 2013
General Membership meeting at Stonewater Country Club in Caledonia. Speaker Jim Berry, President Bevelwise, will present on Social Media, Web & Electronic Marketing. Bevelwise’s mission is to assist clients with the creation of consistent brand and messaging through their entire marketing strategy while integrating the elements of their marketing to feed off each other and consistently produce maximum results.

June 5, 2013
CFMA Western Michigan 22nd Annual Golf Outing at Railside Golf Club. See below for details.

June 22-26, 2013
CFMA’s 2013 Annual Conference & Exhibition in San Diego, CA. Register by May 1st and save. Click here for more information.

October 3-4, 2013
Save the date for the 2013 CFMA Midwest Regional Conference “How To Be A Successful Construction Financial Manager.” Drury Lane Conference Center, Oak Brook, IL. Visit CFMA.org for future details.

22nd Annual CFMA Golf Outing
Proceeds used to fund education of CFMA members and to send a CFMA member to the national convention.

We need golfers and door prizes! If you or your company wishes to provide a door prize, please indicate below. We need your support to make this a successful outing.

The 22nd Annual CFMA Golf Outing will be held Wednesday June 5, 2013 at Railside Golf Club. On the agenda for this year’s outing will be 3 Contest Holes, Longest Drive, Longest Putt, and Hole-In-One competition for both men and women, great food, great networking, and great door prizes! Please complete the attached Registration Form and join us for this grand event!

Call Jake at Rohde Construction (616-698-0880) for reservations; payment is required by Tuesday, May 28, 2013 to guarantee reservations. Register early to make this a successful outing. Please also bring a non-perishable food item for donation to a local food pantry.

TIME 9:00 a.m. Shotgun Start, Registration at 8:15 a.m.
SOCIAL 1:30 p.m.
COOKOUT 2:00 p.m.
HOST Construction Financial Management Association
COST $85.00 Per Person (fee includes golf, cart, cookout and door prizes)

DATE Wednesday, June 5, 2013
FORMAT Scramble, with Special Contests
PLACE Railside Golf Club (Byron Center Avenue and 76th Street, Byron Center, Michigan)
Note: Soft spikes only
Sponsorships available.
Tee sponsorships and Range sponsorships are available for the 22nd Annual CFMA Golf Outing.

CFMA and ASPE are once again offering members the opportunity to sponsor our annual golf outing to be held June 5, 2013 at Railside Golf Club.

Tee Sponsorships: The cost to sponsor a tee is $125. Signs will be placed at each tee, limiting the number of sponsorships to 18. The first 18 responses will be honored.

Please fill out the form below and return with your check to:
CFMA
C/O Jake Berzkains
4087 Brockton SE
Kentwood, Michigan 49512

Or fax the form to (616) 698-1850.

Yes! We are interested in sponsoring a hole for the 22nd Annual Golf Outing.

TEE SPONSOR
SPONSOR COMPANY
CONTACT PERSON
EMAIL
PHONE
PAYMENT ENCLOSED
PAYMENT TO FOLLOW
Membership Stats:

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Free Lunch Program

The Membership Committee recently announced a new membership initiative that invites guests to attend an upcoming general membership luncheon meeting and receive ONE free lunch.

Please contact Membership Chair Ann Plummer if you would like forms or more information (aplummer@beenegarter.com) or click [here](#) for the 2013 Free Lunch Letter and Meeting Announcement.

Student Membership Campaign

We are reaching out to several college and university groups in order to increase CFMA student memberships. We currently do not have any student members and are hoping to increase student involvement by offering an initial free lunch at our General Membership meetings. If you know any students or student groups that may be interested, please email Tom Vandenbosch at tvandenbosch@alliedelectricinc.com. A membership application can be found [here](#).

CFMA Western Michigan Chapter Mission Statement

As the source and resource of construction financial management in West Michigan, our Association unites individuals having financial responsibilities in the construction industry. We provide a forum through which the Association’s members can meet to network and exchange ideas. We promote and encourage leadership within the construction industry, as well as our Association. We develop and coordinate educational programs dedicated to the purpose of improving the professional standards of the industry and enhancing the value of construction financial managers to their respective companies.
Sos Rowland  
CREATIVE MERCHANDISING SYSTEMS

1) How long have you been with your company and what areas of the business do you work in?
I've been with CMS since 2011. I oversee the entire financial reporting process. I spend the majority of my time preparing financial statements. I also direct staff in processing daily transactions.

2) What do you enjoy most about working at your company?
We have a dynamic organizational philosophy. We aren’t afraid to take risks, and pursue new opportunities. We avoid the “this is how it’s always been done” mentality.

3) How do you hope to benefit from becoming a member of CFMA?
We’ve invested substantially in technology. As a result, we have the capacity to manufacture a wide range of wood products. This includes fixtures, customized cabinetry, and any form of millwork. With this ability, we are now entering the commercial construction industry.

As every contractor knows, a good construction company can only operate within a good community. This is what brought us to the CFMA. Members of the CFMA have a solid reputation for quality and dependability. We take pride in having these attributes, and we are excited to join a like-minded community.

4) What is your favorite hobby or activity to do when you’re not working?
My wife and I enjoy taking walks on Lake Michigan. We also enjoy traveling and eating at new restaurants. When my wife is out of town, I enjoy being with my brothers and watching America’s Funniest Home Videos.