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# Extras



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*A Quarterly Publication from the Western Michigan Chapter of the Construction Financial Management Association*

FROM THE PRESIDENT  
ROGER TJOELKER

## Your Most Productive Day!

What is your most productive day at work? Some may say it's the day before a major deadline such as a board meeting, presentation, tax filing, insurance audit or bid date. Others may think it's the first day back to work after the New Year, when you've resolved to be more productive and implemented new tools to make it happen.

*Your most productive day at work is the day before you go on vacation.*



Perhaps the extra sunlight on the summer solstice in June increases your productivity. You may be more productive than usual on these dates but none of them are your **most** productive day.

Your most productive day at work is the day before you go on vacation.

You are crystal clear about what needs to get done on that day. You quickly dismiss or deflect the unimportant distractions and interruptions that come at you. You have a heightened sense of energy, urgency and focus. You've scanned the next week or two and have either delegated or taken care of the important work coming due in your absence.

What would be the impact of consistently bringing this "day before vacation" behavior to your work? It would probably make your time more productive and you'd likely be more efficient.

What **could** be your most productive day of the year at work? Your first day back from vacation!

If you had a real vacation, you've completely disengaged from the daily routine of work. You've gotten your "head out of the weeds," as they say. Some things that previously had great importance now seem trivial. The company has thrived without your presence. What an opportunity to take a day to step back and ask yourself how you might bring more value to them! Sadly, it is a missed opportunity if you immediately dive back into the daily routine without exploring some key questions.

Questions can be a leader's best friend. Undoubtedly you can come up with your own "day after vacation" questions but here are a few to get you started:

*Model the day before to improve your efficiency and take the day after to improve your effectiveness.*

1. If I had to stop doing something at work what would it be?
2. What does the CEO wish I were doing?
3. What are financial leaders at the top performing companies (both in and outside of my industry) focused on? How do I find and stay in touch with them?
4. What do the project manager, superintendent, foreperson and installer on the jobsite need from me? How can I help them improve productivity and profit?
5. What do Sales & Estimating need from me? How can I help them improve profit?
6. What do I need to learn or develop now to remain relevant in my role three years from now?
7. What else could I be doing to develop the people that report to me? Who do I need to hire?

What would be the impact of exploring these questions on this "day after vacation"? It would probably make your time more productive and you'd likely be more effective.

Clearly, vacations are a much needed respite from work. You may not have realized that the day before and the day after can be your most productive days of the year. Model the day before to improve your efficiency and take the day after to improve your effectiveness. Sounds like it is time for a vacation!



CFMA WEST MICHIGAN  
CHAPTER

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# Member of the Year Award

It's the policy of The Western Michigan Chapter of CFMA to present to one of its members every year a Member of the Year Award. This award is given to a member to recognize their contribution to the leadership, development and/or promotion of the chapter.

03 &gt;

Congratulations to Randy Brink of Kent Companies, Inc. who was the 2012 recipient of the LaForest Krantz Member



Achievement Award presented at the November General Membership Meeting. Special thanks to Randy

for all of his hard work and dedication to CFMA!

Since joining the West Michigan Chapter in its charter year (1990), Randy has served as a past Board Director, Secretary, Vice President and President. He currently serves on the

CFMA Board of Directors as Past President. Randy has also served as the CFMA Extras Newsletter Editor as well as the Program Committee Chair and as a member of the Promotions Committee. He currently serves as the CFO of Kent Companies and celebrated his 25th anniversary with the company in September 2012.

Previous recipients are listed on the chapter web site at <http://westmi.cfma.org/member-of-the-year-award>.



*Randy Brink, CFO, Kent Companies poses for a photo with his award for 2012 Member of the Year.*





## Toys for Tots Another Success in 2012

Thanks again to everyone who donated to Toys for Tots at the November general membership meeting. This year was another great success! Special thanks to Tim Lenters and Jeff Koster of Wolverine Building Group for delivering the toys to the drop off site.

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## GVSU Seidman Tour

Thank you to everyone who made it out on December 7 for the jobsite tour of the GVSU Seidman Building. Thank you to Van Laan Concrete Construction for organizing the tour. What a nice facility!



## Technology Committee

It's official! The new Technology Committee has formed and the first meeting took place in January.

The committee focuses on promoting our chapter through online marketing and communications tools, including social media. Current members include Chairperson Harriet Perdue (Owen-Ames-Kimball Company), Todd Hanson (Connect Resources), Todd Miller (Executive Benefit Services), Ken Bos (Hylant Group) and Tim Koster (Berends Hendricks Stuit). If you're an early adopter or enthusiastic user of social media and would like to help out with the committee, please contact Harriet Perdue (HarrietP@oakmi.com). To test your social media knowledge, try the Social Media Knowledge Quiz on page 8.

## Promotions Committee

Mike Waalkes of Lighthouse Insurance Group is the new Chairperson of the Promotions Committee.

He has served on the Promotions Committee since 2011. Thank you Mike for volunteering to lead the Promotions Committee in 2013! Special thanks to Harriet Perdue of Owen-Ames-Kimball Company for serving as Chairperson since 2009 and as a committee member since 2005.

Please contact Brandi Clark, Editor, at [bclark@beenegarter.com](mailto:bclark@beenegarter.com) if you are interested in submitting an article for future issues of *Extras*.

# CFMA Western Michigan Chapter - Upcoming Events

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February 21, 2013  
CFMA's Lansing Chapter is holding a breakfast seminar entitled "Up in the Clouds Over the Cloud" in East Lansing. Please contact Lansing Chapter President Lonnie Maxwell-Cook (810-766-6091; lonnie.maxwell-cook@plantemoran.com) for more information.

February 22, 2013  
The February 1, 2013 GVSU Library site visit (Allendale campus) has been rescheduled to Friday, February 22, 2013 at 3:30 pm. Parking will be available at the meters at the Kirkoff Center. Remember to bring hard hat and safety glasses. Please let Andy Odehnal know if you and any guests are planning to attend (aodehnal@kirkstra.com).

February 28, 2013  
General Membership meeting at Stonewater Country Club in Caledonia. Speaker Ethan A. Anderson, Senior Portfolio Manager at Rehmann Financial, will give a presentation entitled "Economic and Market Outlook". Ethan has been managing investment strategies and guiding high net worth clients since 1999 serving in the areas of portfolio design and management, investment strategy and analysis, and retirement consulting. For complete listing of general membership meetings see below.

March 7, 2013  
CFMA Western Michigan Chapter is planning a seminar entitled "What to Do When Disaster Strikes!" This will be held at the GVSU Eberhard Center from 8am to noon. More details to follow in February.

May 3, 2013  
Please save the date for the inaugural "First Friday Fun Forum" organized by the Promotions Committee. This will be a social gathering for members from 4:00-6:00pm at a venue downtown (TBD). It will be an opportunity for members 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. Stay tuned for further details.

June 5, 2013  
Please save the date for the 22nd Annual Golf Outing. More details to follow this Spring!



Up in the clouds over  
**the Cloud?**

**Ken Julien**  
-Plante Moran

**John Van Boemel**  
-AT&T

**Scott Irwin**  
-Aktion Associates

**Robb Vandefifer**  
-AT&T

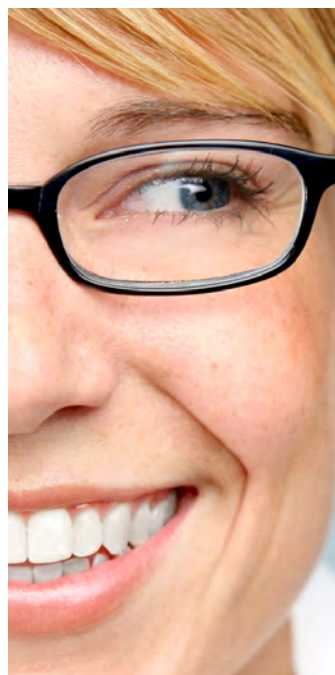
**Tim Ricketts**  
-T. Daniels Consulting, Inc.

Learn how the Cloud will increase your business productivity, reduce IT burden, thought process on software implementation, Cloud IT and the Cloud itself. Sign Up Today!

**WHERE?**  
PLANTE MORAN  
1111 Michigan Ave., East Lansing, MI 48823  
517-332-6200

**COST?**  
MEMBERS: \$75 1st attendee; \$25 ea additional  
NON-MEMBERS: \$100 1st attendee; \$50 ea additional

**Tuesday February 21, 2013**  
Time: 9am to 12 noon



## GENERAL MEMBERSHIP MEETING SCHEDULE

### 2013 Meeting Schedule:

Stonewater Country Club  
7177 Kalamazoo Avenue SE  
Caledonia

**2/28/2013** Rehmann Group  
National Economic Update

**3/28/2013** Sarah Tountas, Miller Johnson  
Health Care Update

**4/25/2013** Steve Hilger, Hilger Hammond  
Top Ten Contract Killers

**5/23/2013** Jim Berry, Bevelwise  
Social Media, Web, Electronic Marketing

# Welcome new members:

Greg Barry, CFO, GDK Construction / *Referred by Ann Plummer*

Theresa Sickles, Controller, WaterSolve LLC / *Referred by Ann Plummer*

## Membership Stats:

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|                                 |                    |     |
|---------------------------------|--------------------|-----|
| General members                 | 60 members         | 58% |
| Associate members               | 43 members         | 42% |
| <b>Total Chapter membership</b> | <b>103 members</b> |     |

## Member Incentives...

National has provided an incentive that if a new member joins now, their dues will be paid through March 31, 2014. **Join in February and receive 14 months for the price of 12! Join in March and receive 13 months for the price of 12!** Click [here](#) for a link to the membership application.

This provides additional value in addition to the value of a CFMA membership! Please invite a guest to an upcoming meeting with the "Free Lunch" initiative along with this incentive!

## 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. Informational and registration forms were handed out at the January lunch meeting.

Please contact Membership Chair Ann Plummer if you would like forms or more information ([aplummer@beenegarter.com](mailto: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 Vandebosch at [tvandebosch@allielectricinc.com](mailto:tvandebosch@allielectricinc.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.





# CFMA New Member Spotlight

## Dora Baker FEYEN ZYLSTRA

### 1) How long have you been with your company and what is your focus?

I have been with Feyen Zylstra since 1992. I am on the Accounting/Finance team. My primary focus is monthly, quarterly and annual financial statement preparation including all the background work entailed to get those pulled together each month.

### 2) What do you enjoy most about working at your company?

I can remember saying “when I grow up I want to...” fill in the blank because there were a couple of choices I had narrowed it down to and accounting wasn’t one of the first choices. However, after starting my career at Feyen Zylstra and working with a great mentor in the accounting area, I quickly realized that I liked “figuring stuff out” and getting into the details. I have always enjoyed the excitement of getting in the trenches and helping our team rely on accurate, timely and functional financial data. Helping my colleagues compile information that is used to help secure new work is especially exciting!



### 3) What interested you in joining the CFMA West Michigan Chapter?

Our CFO is a member of CFMA. I attended a meeting in the past and enjoyed the session. I also thought it was a good way to network with other construction partners in the area.

### 4) How do you hope to benefit from becoming a member of CFMA?

By becoming a CFMA member, I hope to keep plugged in to what is going on in the Construction Industry in my area. I have enjoyed meeting many people already after only being a member for a few months. The “Building Profits” publication is also a great resource for keeping plugged in to updates on a larger scale with construction-related financially sensitive issues. GREAT CHOICE in joining the CFMA world!

## Theresa Sickles, CPA WATERSOLVE, LLC

### 1) How long have you been with your company and what is your focus?

I am the Controller of WaterSolve LLC and have been with the company for almost two years.

### 2) What do you enjoy most about working at your company?

WaterSolve provides highly technical environmental remediation treatment products and services. We have experienced tremendous growth in our onsite dewatering application processes over the past few years. I enjoy the fast-paced environment of our growing company as well as the great culture I have the opportunity to work in every day.



### 3) What interested you in joining the CFMA West Michigan Chapter?

I have been a strong supporter of CFMA for years. I enjoy the educational aspects of monthly speakers, online webinars and roundtables as well as the peer relationships I have with other members of CFMA.

### 4) How do you hope to benefit from becoming a member of CFMA?

My first priority was to join a roundtable group. This has already proven to be invaluable to me. I have also been very impressed with the monthly online webinars.

# Greg Barry GDK CONSTRUCTION

1) How long have you been with your company and what is your focus?

I have worked at GDK Construction for nearly 11 years. The majority of my time is spent in accounting, but I also handle finance, human resources, bonding, and insurance.



2) What do you enjoy most about working at your company?

It's simple...the people. Whenever I'm asked, I always describe GDK as one big happy family—we just don't spend the holidays together?

3) What interested you in joining the CFMA West Michigan Chapter?

I'm most interested in the educational opportunities and the prospect of networking with companies located in the greater Grand Rapids area.

4) How do you hope to benefit from becoming a member of CFMA?

It is really beneficial to put names with faces, and becoming a member of the CFMA will allow me to personally meet many of the people I've worked with in the past and hope to work with in the future.

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## Test Your Social Media Knowledge & Experience

|  | Can you name or describe it? | Can you identify similar sites/tools? | Have you ever used the site/tool? | Do you have an account? | Are you a regular user? | Totals |
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For each icon, put an X in each column for which your answer to the header question is "yes" (if you don't recognize the icon at all, leave the line blank. Specifically, put an X in column:

- 1 if you can name/describe the site/tool the icon represents (even if you have never used it)
- 2 if you can identify similar sites/tools
- 3 if you have been to any site/used any tool in the category
- 4 if you have an account related to any site/tool in the category
- 5 if you are a regular user of any site/tool in the category