

## U.S. NATIONAL DEBT AS OF:

September 1, 2020

**\$26,702,951,324,045**

September 1, 2019

**\$22,499,028,130,171**

## INSIDE THIS ISSUE:

### President's Message

A Message Not About Our COVID-19 Response, P-P-P, Executive Orders or "Science"

### Brian's Corner

Working on It...

### What's Happening?

Photos from Around Town  
New Faces

### Our CFO'S:

Todd Rammler  
Brian Bach  
Daniel Beardslee  
Rick DiBartolomeo  
Martin Hilker  
Sanford Wexler  
Mike Edwards  
Dennis Weist

New!

Visit Our Website!

[www.michigancfo.com](http://www.michigancfo.com)



## A Message Not About Our COVID-19 Response, P-P-P, Executive Orders or "Science"

**"In these uncertain times. . ."** good Lord, I wish we could delete that expression from ever being uttered again. But I digress... Let's start over, shall we?

### Welcome to our Back-to-School (ish)

**newsletter!** Our newsroom took a little hiatus over the past few months, but we're [back in the saddle again](https://bit.ly/3imvERK), <https://bit.ly/3imvERK> and hope you're well and safe and have resumed some semblance of "normalcy". And if you're one of us with actual school-aged kids. . . then



you might need to stock up on additional home-school supplies. ☺

Like most of you, the Rammlers' had to find creative ways to keep entertained while waiting out [that thing](https://bit.ly/3imvERK) <https://bit.ly/3imvERK> we're not talking about. I don't want

to give more attention to [that thing](https://bit.ly/3imvERK), because then [that thing](https://bit.ly/3imvERK) wins.

So in our quest for family entertainment, my 13 year old daughter (Rachel) asked if we could look through some old photos & videos.

Now that's more hours of entertainment than we'd be able to use in three episodes of [that thing](https://bit.ly/3imvERK). Which made me wonder how many pictures we actually have. . . and I came up with 12,743.

Yikes.

For many years, I did a good job of categorizing pictures so they're somewhat easier to find. But I've been slacking the last couple years, and have avoided the chore of organizing them and cleaning off my phone. I suspect younger people view the phone as the permanent home for pictures, having never taken pictures on an actual camera and moved them to a computer, let alone a photo album. Using my 20 year-old son as a statistically invalid sample size,

it's never even occurred to him to save pictures anywhere other than his phone. But he might actually have it right.

This reminded me of comedian Jim Gaffigan's take on taking pictures & storing them <https://bit.ly/3kcvErp>. Rachel & I had lots of laughs & reminisced while scrolling through her early years. She really enjoys old pictures, & videos and her giggling is like an instant shot of happiness for me. And it successfully distracted us from [that thing](https://bit.ly/3imvERK).

In early April, I contracted [that thing](https://bit.ly/3imvERK) for about 2 weeks. I would describe it as un-fun, and ironically I got it from that same giggling girl, although we didn't realize she had it at the time – her symptoms were super mild. My symptoms were mild-ish (moderate?), but no hospital visit. We're all fine now.

Many of us will look back fondly on the additional time spent with family, in spite of other complications. For me, it's one of those "count your blessings" times.

It occurred to me last week how much I've missed live music due to [that thing](https://bit.ly/3imvERK), and outdoor concerts in particular (which should be obvious if you've tried any of the hyperlinks above), but it seems like we'll have to wait a bit longer unfortunately.

Yet despite the extended time at home, and a lack of concert attendance, I still haven't cleaned the photos off my phone.

Ah well, I'll just get a new phone with more storage.

Welcome back, wear a mask, and keep those hands sanitized!

Best Regards-

*Todd Rammler*



Rachel & I before the 2017 Daddy Daughter Dance ☺

# New Faces



**Dennis Weist** is our Newest **Consulting CFO**! Dennis started his career at an accounting firm in Troy, Michigan working with small and emerging businesses. He moved from the accounting firm to private industry holding several finance and operational management positions.

While Dennis is a Financial Professional, his background includes a wide scope of industry experiences including sales, manufacturing, and staffing organizations. In his most recent finance role he also managed IT systems, marketing campaigns and was a strategic partner to the CEO. Dennis has helped develop and execute strategic plans that built great and enduring organizations.

Dennis has also been involved in evaluating and implementing ERP systems for sales, manufacturing, and staffing organizations along with several payroll systems while streaming IT infrastructure.

Dennis has a Bachelor of Business Administration with a major in Accounting from **Baker College**.



**Shyran Llewellyn** a Financial Analyst for Michigan CFO assisting Tom Carbone and our Internal CFOs.

Shyran started her career in real estate accounting and moved on to the software world and of 3D printing. With Shyran's previous experience, she gained knowledge in Accounts Receivable, Accounts Payable, Financial Reporting and assisting with yearly audits. Getting some great experience in different industries has really set her up for a promising future at Michigan CFO Associates.

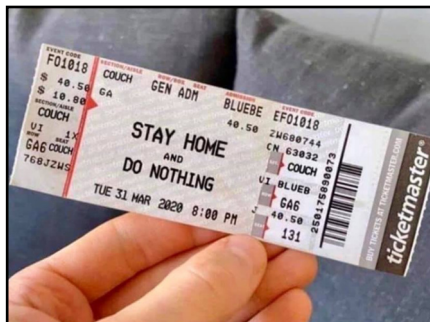
Shyran graduated with a Bachelor's degree in Accounting from **Wayne State University** in Detroit.

Outside of work, Shyran loves to read, exercise, and try new restaurants around the Metro Detroit Area.



## Photos from Around Town!

Yeah. . . We haven't left the house in 6 months. Maybe next issue. . . Fingers crossed!





## Brian's Corner: Working On It...

We participated in a Spring 2020 survey conducted by the Michigan Future Business Index (MFBI). In this survey they focused specifically on the impact of COVID-19 on Michigan small businesses. This is a comprehensive 38 page survey summarizing responses from over 1,200 small and medium size businesses across all industries ([link to this survey is below](#)).

The results are sobering as you can imagine, with 44% saying they are pessimistic about getting back to normal. More than 8 in 10 have experienced significant decreases in sales, profits, and cash flow. Most businesses (79%) have applied for financial assistance in the hopes of making it through.

### Q2 2020 MFBI COVID-19 Impact Survey Final Report

#### Q32 - Does your business have a plan of action for financial stability during the COVID-19 pandemic?

#	Answer	%	Count
1	Yes	37.5%	481
3	Working on it now	61.0%	781
4	I plan to	1.5%	19
	Total	100%	1281

One would imagine that most businesses would first and foremost develop a plan to address the impact of COVID-19. If you know a storm is coming make sure you have a rain jacket, boots, and an umbrella ready to go.

So, when I came across survey question Q32, "Does your business have a plan of action for financial stability," 61% of businesses answered, "working on it now." Most of us know when someone says, "I'm working on it," that's procrastinator speak for, "I'll get around to it when I have time." Since we all have time, it comes down to if it's a priority.

Early on we developed financial plans for all our clients, helped them apply for, and manage the PPP funds they received. We put together cash flow plans that looked out over several weeks or months depending on the various scenarios. It was important to know and understand how long their cash would last and how long they could continue to pay their employees and keep their businesses solvent.

We are business owners as well, and we understand the fear and uncertainty caused when you don't have a plan. If you're one of those 61% of companies that are still "working on it now" don't wait any longer! Sit down today and put a plan together. If you need help, we are happy to share our tools and knowledge.

Stay safe and well.

Survey Link: <https://img.michiganbusinessnetwork.com/hubfs/MFBI%20COVID%2019%20Impact%20SurveyFINALReport.pdf>

### WELCOME New Clients!

**Ferro Industries**— Manufacturer of custom sanding pads

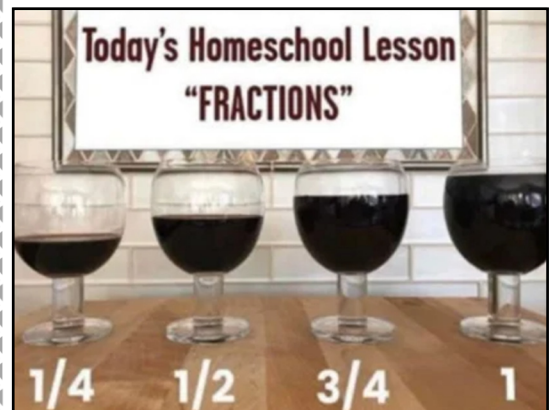
[www.ferroind.com](http://www.ferroind.com)

**TMP Architecture**— Architecture firm specializing in schools & universities

[www.tmp-architecture.com](http://www.tmp-architecture.com)

**Douglas Stamping Company**— Metal stamping company specializing in shims, spacers and washers

[www.dougstampco.com](http://www.dougstampco.com)







# 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/michigan-cfo-associates>

 <https://twitter.com/MichiganCFO>

**[www.michiganCFO.com](http://www.michiganCFO.com)**

**[info@michigancfo.com](mailto: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