



Beverly Wall

CFO

“When a horse bucks you off, you get right back on.....a different horse!” Beverly Wall

As a daughter of a farmer, Wall has learned how to cultivate, especially success. She knows the number one survival skill for business owners is the ability to scramble, especially after being thrown from the figurative horse. Wall left her rural roots to pursue her dream of becoming a successful woman business owner.

Her biggest business challenge along the way came in 2003 when she purchased Languages International Inc. The company was in distress and outdated, with poor equipment, no attention to strategic thinking, and a small sales staff. Wall spent the next 18 months developing a team that could turn the business around, leading the company to a 200 percent sales increase. Her second biggest challenge was the Great Recession, where she danced as fast as she could over the shifting sands of change.

Wall now runs multiple companies and has been recognized by the Women’s Business Enterprise National Council and CEED as a leader, the Grand Rapids Business Journal as a leading woman owned business, along with receiving awards from Toastmasters International, VIEW 100, Seidman College/Grand Valley State College, and is a 2003 ATHENA award recipient.

She has served on numerous boards in the West Michigan community, and currently is the Marketing Chair for the Susan G. Komen West Michigan group, President of Community Rebuilders, as well as Planning Commissioner for the Grand Rapids Township. She was diagnosed with breast cancer in July 2011, and has a t-shirt that says “Yes, they’re fake – my real ones tried to kill me.”

Her passion is to help the next generation of women entrepreneurs develop the courage and wisdom to step forward onto a success path that will carry the future economic viability of the West Michigan area. She is currently educating women business owners on how they now have the option to raise capital by strategically selling shares of their company, allowed by the JOBS Act of 2011.

Wall also chairs the WBE Certification Committee for the west side of Michigan. She routinely interviews women business owners as a part of the certification process, keeping her in touch with today’s needs of women business owners.