



MORRISON & COMPANY

## IN THIS ISSUE:



### INDUSTRY NEWS

Take a look at exciting news and announcements our clients have to share as well as industry related topics. The photo above was taken by KQED News and captures Oroville Dam's damaged emergency spillway. Oroville caught nationwide attention this February as extensive flood warnings were in place, causing many concerns for our neighbors and the industry.



### MORRISON SNAPSHOTS

Catch up with the Morrison team on what we've been involved with.



# CELEBRATING 15 YEARS

My first business got its start in 1964 when I talked someone with a truck into taking me to a local egg operation that was closing to see if they might cut me a deal on a few laying cages. Instead they gave them to me, along with as many hens as I could catch in an old poultry barn in which they had simply been turned loose.

I began selling eggs to family and friends and at the age of nine usually had \$50 or so in my pocket. In high school I switched to yard work and then fence building after I learned how to build barbed wire fences. While still a newlywed, I sold Kirby vacuums door-to-door on a straight commission for a year and a half (an extraordinarily useful experience and an article in itself).



So after over 20 years with great companies like Deloitte, Butte County Rice Growers Association, and Sunsweet, the idea of starting my own business back in 2002 wasn't entirely foreign. Working alone had its plusses—I really liked the dress code—but after a few years of relying on subcontractors for help the inspiration to build a "real company" came in an odd form: a heart attack. That might motivate some to slow down but for me it was a signal to get serious about where I was going.

My pastor introduced me to Geoff Chinnock in 2006, who became Employee #001 in 2007. Geoff got his training by osmosis, working by my side on every project. I began rudimentary marketing and after a year we needed more help. Today, having learned all I could teach him and more, Geoff oversees the CPAs in our Interim/Outsource practice, serving clients with accounting, financial, and management assistance. In January, he assumed day-to-day firm management as Managing Principal.

In 2002 I attended a conference where Karen Rich of USDA Rural Development described a grant for agricultural producers and related organizations. I'd never written a grant but two clients let me try and each received \$500,000 in funding. I learned that makes people really happy and the service took off.

A client was once informed they were the largest inception-to-date recipient of funding from a well-known USDA program, competing against giants and employing just an Executive Director, a part-time assistant, and us. Before the recession required cutbacks in outside grant services, the University of California came within \$5,000 of being our largest client. Today, Principal Toni Scott and her fulltime team are dedicated to writing and administering agricultural grant proposals that bring our clients millions of dollars.

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