

GEOFF CHINNOCK

PROMOTED TO MORRISON & COMPANY MANAGING PRINCIPAL

(... AND A NEW STRATEGIC FOCUS FOR BRENT)



Morrison & Company is delighted to announce that Geoff Chinnock will assume the role of Managing Principal on January 1, 2017, with Brent taking the title and role of Founder & Principal.

Morrison & Company was founded by Brent Morrison in February 2002, and within a few short months the growth of the business demanded additional help. This came in the form of subcontractors, but by 2006 the shortcomings of that model led to the decision to become "a real company."

Geoff became Morrison & Company "Employee #001" in February 2007, with the understanding that he and Brent would give it a year and reassess. "Consultant, consult thyself" became Brent's byword, and plans were outlined for the development of the business, including a framework for succession to ensure a long-term business model. After the first year, the

"Geoff, I'm not interested in going from being a guy who works out of the back room of his house, subcontracting for help and staring at the cat, to being a guy working in a one-room office staring at another guy. Let's build something."

—Brent Morrison, late 2006

potential was clear and the time since has been characterized by a willingness to experiment and seek business needs not being filled elsewhere.

Not everything worked. An online subscription database for agribusiness grants never gained the subscription base for long-term viability. Other things took off by themselves. Our recruiting practice began with the occasional client asking us to find permanent replacements for the accounting and finance roles we were filling on an interim/outsource basis (our original and largest service line). What began as two or three searches a year took off after we developed a contacts database and used it to help find candidates and referrals. With every email blast we were inadvertently advertising our recruiting service, and today we have three people working full-time in our People Solutions service.

Today we have a full-time team of 11 working in three major service lines: Interim/Outsource finance and accounting assistance; Grants for food, agriculture, and energy programs; and People Solutions (including recruiting). As Managing Principal, Geoff's responsibilities will include firm leadership and governance, operational oversight, strategic vision, practice development, and quality of service. Brent will focus on infrastructure development, strategy and implementation, practice development, and will serve as an "internal consultant" to our team and clients.

"Not many people know that when Brent first offered me a position I said no, but that didn't deter him. When he came back later I remember telling him: 'I don't want a job; I want a career. I want to learn new things, work on challenging projects, work with people I like, and have an opportunity for both personal and professional growth.' And here we are."

—Geoff Chinnock

This updated structure will allow us to continue to plan and prepare for the future. It's another important step in our journey from that small first office to the full-service consulting firm we have become. We are thankful for our team, our clients, and the blessings we have been given. We all look forward to what comes next.

