



MORRISON & COMPANY

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Morrison in the Midwest



Morrison & Company serves clients all over the nation, with a growing presence in the Midwest.

What You Might Have Missed On Our Blog



Our company blog has seen quite a bit of traffic over the past few months. Here's what you've missed if you're not checking it out.

Morrison Tidbits

It was a summer of hard work for the Morrison & Company team – but also a season that included a lot of fun!

Girls With Guns: From A Garage to Global Success



In 2010, when Jenifer Adams and Norissa Harman delivered the first order of their “Girls with Guns” clothing line to the Reno branch Scheels, they used old family cardboard boxes – including one with the words “Nana’s Blankets” scrawled across the side – to carry the shirts into this major sporting goods chain.

Today, the Girls with Guns logo is featured prominently on the thousands of shipments of shirts, hats, sweatshirts, bathing suits, and accessories that leave GWG’s Red Bluff, California, warehouse every year. Heading out to customers across the globe from their online store (www.gwgclothing.com) and to retailers like Scheels and Sportman’s Warehouse from Alaska to New York, GWG’s apparel has become a recognizable brand that blends femininity and fashion with the great outdoors.

For best friends Jen and Norissa, who launched their business from Norissa’s garage, the image of transporting their clothing in hand-me-down boxes only reminds them of how far they have come. In November 2008, the now 30-something women started GWG with a simple idea: design outdoor sporting and hunting wear specifically for women, not just men’s wear with a few frills.

Almost five years later, business is booming. They outgrew Norissa’s garage long ago and now have a spacious warehouse and office, and travel to exotic locations like South Africa on hunting expeditions as part of a pilot outdoors show. Their apparel’s popularity is only increasing; even Sarah Palin sports GWG gear and wore one of GWG’s signature hats on her reality television show in 2011, a big boost to the company’s name recognition.

Morrison & Company has been honored to work with Girls with Guns, assisting them with a business plan and advising them on managing their incredible growth. We are thankful to be a part of GWG’s remarkable journey and look forward to their continued success!



Morrison in the Midwest

Morrison & Company is known in the Western United States as a premier consulting firm serving the agribusiness industry, as well as many other industries (see this issue's article on Girls with Guns). We also have a growing presence in the US Midwest.

Our services to our Midwest clients are the same as those our Western clients have come to depend on including business advisory services, feasibility studies, business plans, grant writing services, and more.

Recent Midwest clients include:

Biomass Working Group: Biomass Working Group, LLC, was organized as a multistate effort to find biofuel and other commercial uses for residues from corn, wheat, soybeans, and other major crops. The company has explored a variety of technologies and markets for biomass feedstocks, cellulosic ethanol, syngas, coal substitutes, biopower, and activated carbon.

Indian Summer Cooperative: Indian Summer Cooperative is headquartered in Ludington, Michigan, and operates three processing plants in the Ludington/Hart Michigan area. The company bottles and cans a variety of locally grown fruits, notably apples and cherries. The company's products are marketed by Cherry Central, a federated marketing cooperative based in Traverse City, Michigan, of which Indian Summer is an owner/member.



MBG Marketing/Michigan Blueberry Growers: With growers in the Great Lakes, Sun Belt, and Pacific Northwest regions, MBG is the world's largest marketer of blueberries. Known throughout the industry as "The Blueberry People," the company was founded in 1936 and is headquartered in Grand Junction, Michigan. In addition to operating

facilities in Michigan, Indiana, Georgia, North Carolina, and Florida, the company is active in developing new proprietary blueberry varieties through both its own breeding program and in partnership with others.

National Farmers Organization: Founded in 1955, National Farmers has grown into a smarter way to market commodities, as well as a source for sophisticated agribusiness risk management products. Headquartered in Ames, Iowa, National Farmers works with producers in 37 states to market conventional and organic milk, wheat, corn, soybeans and cattle. National Farmers combines market intelligence and price negotiation strategies with risk management tools including futures

Morrison & Company is known as a premier consulting firm serving agribusiness and other industries across the US, with a growing presence in the Midwest.

and options, and a range of forward contracting choices to maximize producer profits. Additionally, National Farmers provides its members other risk mitigating products including crop and health insurance.

South Dakota Farmers Union: South Dakota Farmers Union works to promote the interests of farmers, ranchers, and their families from a national, state, and local perspective. Founded in 1914, SDFU is heavily involved in advancing sound agricultural policies across the state and in providing services that support family farmers and ranchers through cooperative programs, educational and leadership development programs for rural youth and adults, Farmers Union insurance, and more.

The crops are different, but Midwest organizations appreciate the expertise, dedication to service, and record of successful assistance that Morrison & Company has become known for. We're delighted at the chance to serve agribusiness in America's heartland.

What You Might Have Missed On Our Blog

When Morrison & Company debuted our new website earlier this year, we unveiled our integrated blog, which features news from our clients, updates on Morrison & Company staff, news articles that we find relevant, and our own thoughts on issues impacting our clients and colleagues.

The blog is the most popular link on our website and we are diligent about posting new articles every week. All of the members on our team contribute to content and offer differing and insightful commentary.

If you are not a subscriber to our blog, or haven't checked in a while, here are a few excerpts from the blogs you have missed:

- **Seeking Irrelevance, Brent Morrison:** "A person's career goals naturally change over time. When you graduate from college you want a job that will give you the experience and foundation on which you can build a career. Later you seek opportunity to grow and take on more responsibility, whether with your current company or elsewhere. Still later you might want a key executive role, maybe a 'C suite' position or even as CEO. Or maybe you want to take your skills and experience, lay them down on yourself, and start your own business. I've been through all this and am now working toward a new goal, one I wouldn't have guessed back in college: Now I want to become irrelevant."



- **Value of Different Perspectives, Stacy Kennedy:**

"When a client engages us to write a competitive federal or state grant for them, there is a grant writer (or project manager) who ... writes the grant proposal. In addition, as a team, we act as a resource for one another. ...



Then comes the refining process – another experienced grant writer will review the entire grant without all of the communication and background from the client. Why would we do this? It's all about PERSPECTIVE. ... having your work 'refined' to death isn't the most fun process, however, there is zero doubt that this part of the process is what helps to create a high success rate in grant writing ...our current grant success rate is around 83%, when most programs have a 20% success rate."

- **Communicating Your Competence Through Email,**

Toni Scott: "I didn't consider this until an email a local professional sent to a city official was used as supporting documentation in a City Council agenda. There were curt sentences, a smiley face, and a personal note: 'I thought your hair looked great today.' There were no glaring spelling or grammatical errors, but despite the professional nature of the email, the casual tone was all I could focus on, and immediately the sender lost credibility. It gave me pause to think what my impression of myself would be if I scanned through emails I had sent. In an effort to be personable, I would probably lose the perception of professionalism."



- **What Does Collaboration Mean?, Geoff**

Chinnock: "I was recently discussing this with a colleague and frequent collaborator outside of Morrison & Company. He shared a perspective I really like. 'Organizations fighting over turf will always be with us, but increasingly people want to see results, not stalemates and uncertainty. Being able to assemble working collaborations will be an asset that will blow through many problems, politics, and personalities.' Point well taken."



- **Sources of Capital, Tim Peters:** "It's no secret that one of the keys to successfully running a business is to line up sources of working capital. Working capital could be necessary for a variety of reasons, whether it's to purchase equipment needed to start a new business or a new line within your business, purchase inventory needed to handle growing demand for your product, or even to buy out a competitor. Sources of capital come in many different shapes and sizes, and which one may be right for you will depend on your situation and your needs."



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Welcome New Clients!





Morrison & Company Tidbits



Principals Geoff Chinnock and Brent Morrison attended the National Society of Accountants for Cooperatives National Convention in Charleston, South Carolina, in August. In addition to learning about current industry issues, Brent and Geoff had the opportunity to spend some time with colleagues Teree Castanias, CPA, and Carrie Parrish of Sunkist, who are pictured with them.

Brent, Geoff, and consultants Toni Scott and Tim Peters attended the annual Chico Chamber of Commerce Young Professionals Organization EPIC event. Toni was honored as outgoing president of the organization, a position she has held since spring of 2012. Here she is pictured with the leadership of YPO.



Photo by Natasha Beehner

The whole Morrison & Company team gathered in August for a company dinner at Brent's home. The day included great food, time in the pool, and even some face (arm and belly too!) painting and balloon animals for the kids (and a few of the adults too)! As you can tell from the photos, it was a fabulous time and we're looking forward to next year's event.



Brent, Geoff, and Toni had the opportunity to host dinner at beautiful Lodestar Farms with a few colleagues and friends from MC Squared Design Group, 3CORE, California Heritage Mills, and Work Truck Solution. Jamie Johansson prepared a wonderful dinner featuring Lodestar's delicious olive oil and we had a great time under the stars!



Morrison & Company specializes in planning and feasibility, interim/outsourcing assistance, special projects, and grants.