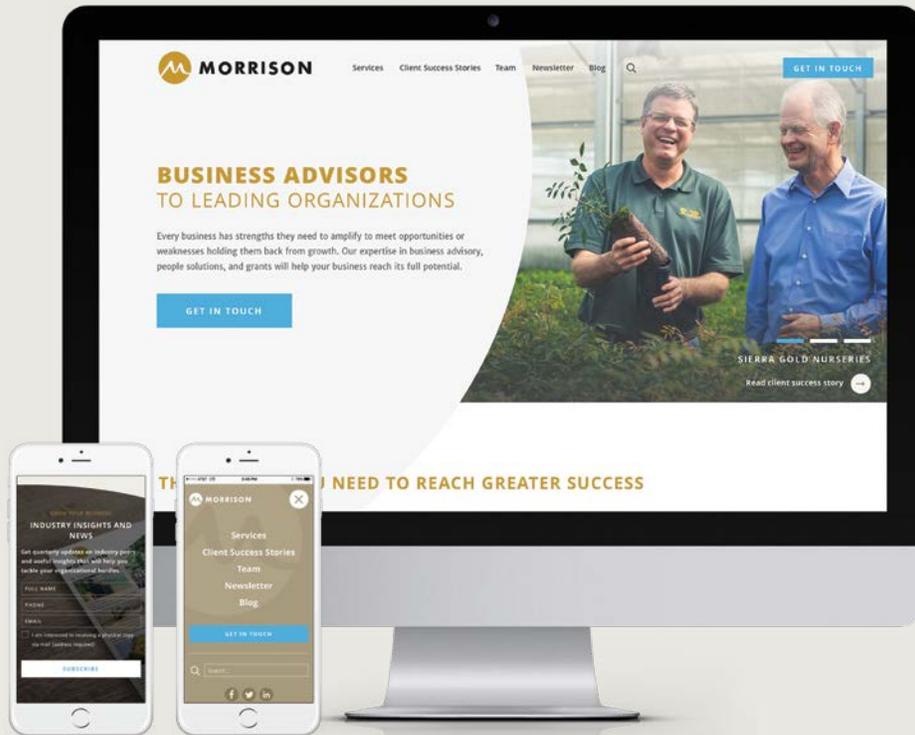


# MORRISON LAUNCHES REDESIGNED WEBSITE



As you browse our website, you will still see the familiar features that were a staple of our old website including biographies of our staff, a representative list of clients, and descriptions of our services. The latter are now presented in three main service lines: Business & Accounting Advisory, People Solutions, and Grants. Our offerings are the same, but we've updated our business structure to reflect these three lines. For example, executive recruiting and human resource consulting are now under People Solutions; they've always been served by that team, we're just making it "official." Grants now includes detail on the grant strategy and grant administration services that we've expanded to offer to our clients.

Along with the new features and updates, we are proud to continue to host an integrated blog on our website, which will provide our regular readers an easy way to stay up to date with the latest grant announcements, and business insights from every service line and every member of the Morrison team. We brought over some of our archived blogs from the old site so you can continue to read your old favorites (like Tim Peters' blog on the feasibility of food trucks—that blog continues to get hits every month, six years after it was first posted!).

Be sure to check out our redesigned website now, but please continue to check in over the next year as we expand the client success stories and other content. We're hoping to visit many more of our clients in 2020, so don't be surprised if we call you up to see if we can stop by for photos and a chat.

A new year calls for new adventures. To kick off 2020, Morrison is unveiling a fresh, completely redesigned website with expanded features to better serve our clients and to share who we are with prospective clients, colleagues, valued business partners, and others.

With the help of the great team at MC2, [www.morrisonco.net](http://www.morrisonco.net) better communicates what we do and who we serve in a visually appealing and easy to navigate site. The entire website has been freshened up with new photos, many of which feature the Morrison Team at client locations or with our clients. This was made possible by the generosity of our clients—who welcomed us into their offices, processing facilities, stores, greenhouses, and farms—and through the amazing talent and sharp eye of Matt Salvo at Salvo Image!

Our updated content includes many new case studies, or "client success stories." On these pages you'll find expanded details about the unique aspects of the projects with which we've been honored to assist our clients with. We often find that there are not many firms that do what we do the way we do it and that

sharing a selection of client projects can be the best way to illustrate our services, ingenuity, and success stories. Among others, you'll find descriptions of our work with Associated General Contractors of California, Ventura Pacific Company, Crystal/Foster Dairy, National Farmers Organization, and Sierra Gold Nurseries. The case studies also feature Sunsweet Growers Inc., SunFoods, LLC., and Grange Co-op, who are showcased in this newsletter issue.

A new website feature we are excited to introduce is a new platform for the digital version of our much-loved printed newsletter. With the Issuu publishing platform, you will be able to literally flip through pages of our newsletter and view a digital copy on screen, just as it looks in print—without having to click several different links. This platform is used by Patagonia, Guess, and Stanford University among others, and will help better share our company updates on the web. The print version of our newsletter will still be published and mailed quarterly (if you haven't yet signed up for it, there's a spot on our new website to do that!).

WE'RE EXCITED ABOUT  
RINGING IN THE NEW YEAR  
WITH A NEW LOOK, AND  
HOPE YOU FIND THE NEW  
[WWW.MORRISONCO.NET](http://WWW.MORRISONCO.NET)  
EVEN MORE USER-FRIENDLY  
AND INFORMATIVE!