



MORRISON

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WHO'S COUNTING?

Founder and Principal Brent Morrison discusses the growing shortage of qualified accountants and the keys to attracting and retaining qualified professionals.



THE MORRISON SOLUTION

Our experts provide insight on each of Morrison's service lines: Business and Accounting Advisory, People Solutions, and Grants.



GETTING TO KNOW SUSANNA STEFFEN

Learn more about Morrison's fabulous Business Administrator, Susanna Steffen!

MORRISON SNAPSHOTS

Check out some of our highlights from this past season. We've been busy!

CLIENT CORNER

There is always something new happening, so catch up on the latest news from our clients.



SUCCESS IN A NUTSHELL: SERVICE AND INNOVATION PAY OFF FOR ANDERSEN & SONS SHELLING

The Andersen family has farmed prunes, walnuts, and cattle just north of Chico, in the small Northern California town of Vina, since 1904. Four generations later, they're still going strong with a focus on providing excellent service and support to growers, partners, colleagues, consumers, and the community. In the modern farming era, with family-owned and operated farms becoming increasingly uncommon, Andersen & Sons takes great pride in being a completely "family-owned and operated" American farm.

Not long after graduating from California State University, Chico, Mike and Pat - the brothers (and "Sons") now leading Andersen & Sons - developed a business plan that would carry the organization forward and has grown them into what is now one of the most successful nut growing, shelling, processing, and marketing companies in the west.

With attention to detail and commitment to creating and cultivating meaningful and lasting industry relationships, Andersen & Sons is constantly looking for new opportunities. This has led to adding new products, building new facilities, increasing international sales, and entering contracts with the country's leading retailers. Little did Mike and Pat, nor anyone else, know that the organization's humble beginnings would eventually turn into what it is today.

While the family has been in business for nearly 120 years, in many ways the organization is just getting started. With significant growth over the past five years, Mike and Pat knew that they needed to make some equally significant moves toward increased professionalization of the organization. This included adding a new large, state-of-the-art plant and warehouse buildings, additional packaging lines with industry leading equipment, and bringing on the personnel to help to carry the organization into the future.

Initially the brothers sought to add a Chief Financial Officer to help with the increased growth in operations and scale. While there was significant interest in the CFO role from around the country, one candidate rose to the top. Someone who is a well-known individual in the agricultural communities and in the greater Chico area: Gregg Kelley, former Silicon Valley executive, consultant, and president/CEO of California Olive Ranch. Given Gregg's background and unique experience in both finance and operations, the Andersens decided that bringing Gregg on as chief operating officer would make the best use of his experience as it pertained to the overall needs of the organization.

Upon starting with Andersen, the new COO got right to work, helping to create

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SUCCESS IN A NUTSHELL, CONTINUED ▼

new processes and streamline operations, while also increasing overall employee engagement and well-being. The impact has been felt immediately.

With Mike and Pat providing overall leadership and direction to the organization and Gregg leading day-to-day operations, Andersen & Sons is poised to take an organization that has already been incredibly successful to a whole new level.

Consumer packaged goods (CPG) is a growing and promising segment for Andersen & Sons. With experienced leadership and a new state-of-the-art plant allowing for everything to be under one roof, a renewed excitement for

the future is currently underway at Andersen & Sons.

While there has been a lot of innovation at Andersen & Sons, there are also some touching nods to the past, including a product line dedicated to Mike and Pat's late mother, Glenda. The CPG line, known as Glenda's Farmhouse, offers packaged walnuts, pistachios, pecans, almonds, and cashews.

Andersen & Sons has long been known for doing what they say they will do and treating others the way that they would want to be treated. These will always be staples in the organization's approach to doing business.

It's not every day that we come across an organization that has been in business for well over a century. That doesn't happen without having the right mix of hard work, integrity, and looking to the past for what has been successful. This is exactly the recipe that has helped Andersen & Sons get to where they are today. Add a dash of curiosity, creativity, and innovation and you have a recipe for success that is guaranteed to keep the organization going strong into the future.

If the first 120 years of business are any indication for what's still to come, Andersen & Sons would appear to have quite a bright future ahead of it!