



MORRISON'S NEW MANAGING PRINCIPAL TONI SCOTT

Morrison is delighted to announce that Toni Scott has assumed the role of Managing Principal, a transition that became effective July 1, 2020. This role places Toni at the helm of the company as Brent Morrison – who founded Morrison in 2002 – continues to oversee our Business & Accounting Advisory services and transitions to lead strategic initiatives within the firm.

Toni steps into this position in the midst of a banner year for Morrison. Among other accomplishments, over the past twelve months Morrison experienced record-breaking service levels; expanded the team by three new positions; broadened service offerings (for example, see the story in this newsletter on psychometric assessments); welcomed a number of new clients; and celebrated the launch of a new company website.

Toni is committed to continuing this momentum. In addition to managing the firm's grants practice, her new responsibilities include providing firm leadership and governance, operational oversight, oversight of Morrison's practice development and client service efforts, and implementation of the company's overall strategic vision.

Toni joined Morrison in 2011 as a consultant, primarily providing grant writing and grant administration services to Morrison's clients. She joined in ownership of the firm as a principal in 2016, rising to manage the Morrison grants practice at that time. Since then, under

Toni's leadership, Morrison has expanded the grants business line significantly and ushered in the milestone of Morrison achieving over \$50 million in state and federal grant awards on behalf of for-profit, non-profit, and governmental clients.

For many years, Toni has been deeply involved in the local community. She currently serves on the City of Chico Planning Commission and is a past chair; serves on the Chico Chamber of Commerce Board of Directors and is a past chair; is a board member of the Butte Agriculture Foundation, and; is a member of the Butte County Farm Bureau Board of Directors.

With this transition—and the collaborative leadership of Morrison's principals—Morrison is well-poised for the future. We look forward to both continued growth and ongoing innovation in both our services and how we provide them.



Toni Scott with Charlie Thieriot of Rancho Llano Seco
Photo: Matt Salvo Photography



Toni Scott and Janae Swartz (Middle Left) with Amy & Derek Sohnrey of Sohnrey Family Foods



Morrison Principals, Brent Morrison, Toni Scott, and Shawn Miller
Photo: Choose Chico

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Morrison was intentionally built under Brent's vision of what a great business consulting firm should be and can be. I have had the honor of fully experiencing the reality of that vision for the past nine years. As Morrison enters this new season of leadership, our purpose and vision remains the same: to work with a continual focus on serving the greater good, rather than simply for our own personal achievements and successes. In this next phase of our business we will continue to live out that vision with even more abundance. We have a talented and humble team that we will continue to expand; we have a world-class client base that we will continue to serve well and grow; and we have an enduring legacy that we are proud to champion and advance.”

– MANAGING PRINCIPAL, TONI SCOTT

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From Day One I knew that our continued success was reliant on hiring and encouraging people who would continue to grow and build Morrison while holding on to our values. In her tenure here, Toni has demonstrated her entrepreneurial spirit, her understanding of the clients and industries we work in, and an inherent ability to be a strategic and collaborative leader. As I look to shift my day-to-day duties at Morrison, I'm eager to experience what I know Toni will bring to the company as Managing Principal.

–FOUNDING PRINCIPAL, BRENT MORRISON