



MORRISON

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MORRISON'S NEW LOOK

ICYMI: Morrison has a fresh new look. Read more about our rebranding process, the changes we've made, and the changes to come!



GETTING TO KNOW DEAN PRITCHETT

Learn more about Morrison's Interim/Outsource Consultant, Dean Pritchett.



LEADING A TEAM TO HIGH PERFORMANCE

Shawn Miller discusses effective leadership and team participation.



THE PETS OF MORRISON

We'd like to introduce you to the furry friends of Morrison.



GONE PHISHING

Consultant Amanda Bullock discusses the dangers of email scams and the safety practices to avoid them.



CLIENT CORNER

See what's new with Morrison's clients.



Photo by Joy Prouty

Drawing the attention of Al Roker, Carhartt, and Oprah Magazine, Five Marys Farms has built a strong fan base for high-quality farm-raised meat. Their unique family story resonates with celebrities, clothing brands, and consumers alike.

Brian and Mary Heffernan, and their four daughters—all named Mary—raise Angus beef cattle, heritage hogs, Navajo-Churro sheep, and egg-laying chickens on their rural Fort Jones, California farm, shipping their farm-raised meat direct to customers' doorsteps.

When Brian and Mary Heffernan first met, Brian worked as an attorney for a large law firm and Mary ran a successful tutoring business. Once married, the couple opened two restaurants in Los Altos. They made a home in the Bay Area, starting their family

of Marys: MaryFrances, MaryMarjorie, MaryJane, and MaryTeresa.

As restaurateurs, the Heffernans were deeply involved in sourcing meat for their menus and eventually decided to explore raising beef for their restaurants themselves.

In late 2013, the Heffernans found and bought the historic Sharps Gulch ranch. Hoping to be both restaurant owners and ranchers, they drove north to the cows on the weekends. In June of 2014, the family made the decision to move to the ranch full-time and made Fort Jones the home of Five Marys Farms, reconnecting with their past family legacy of farming. The family also renewed their role as restaurateurs, opening and running Five Marys Burgerhouse in Fort Jones.

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MEN WOMEN KIDS ACCESSORIES FLAME-RESISTANT SPRING GEAR NEW CLEARANCE



FIVE MARYS FARMS



Significant to the success of the farm has been the family's ability to connect with consumers via Instagram. Today, Five Marys Farms has more than 100,000 followers on the social media platform. Mary posts up to a half-dozen photos or videos a day, sharing live feeds when the family is delivering piglets, loading hay bales on a trailer to feed their cows, or bottle feeding orphaned lambs.

The Heffernans host a number of farm stay retreats throughout the year. In these Mary trains and empowers fellow small business owners to build and grow their own businesses, with workshops and online courses.

Morrison was blessed to assist Five Marys Farms with a successful United States Department of Agriculture Value-Added Producer Grant proposal. The proposal resulted in a \$250,000 award to the family business, which is being leveraged with matching funds to further the family's marketing efforts. Check out their day-to-day happenings on Instagram at [fivemarysfarms](https://www.instagram.com/fivemarysfarms) and visit shopfivemarys.com to order a rack of lamb, tomahawk steak, or bacon. We're looking forward to grilling some Five Marys Farms burgers at our next Morrison company BBQ!