



REFLECTIONS ON 10 YEARS OF MORRISON & COMPANY

I started Morrison & Company in February 2002 with three main goals:

- Offer services that are valuable and unique, not cookie-cutter or “off the shelf.”
- Learn from what I liked – and didn’t – about working with consultants during my 20 years in private industry.
- Live out one of my favorite verses: “Whatever you do, work heartily, as for the Lord and not for men.”

The amount of work and the expertise it required quickly outgrew what I was able to do on my own and I began subcontracting to meet the need; one of the first to help was Stacy Kennedy, CPA, who is now one of our most experienced professionals. Our first fulltime employee, Geoff Chinnock, CPA, became a principal in the firm in January 2011.

Our team today is rounded out by Toni Scott, a former newspaper reporter and a gifted researcher and writer; Tim Peters, CPA; grants consultant Morgan Chinnock, and; administrative assistant Caitlin Villalobos. We now work with scores of clients around the United States (and even a few internationally) in four service areas:

Planning/Feasibility: Strategic planning, budgeting and financial models, business plans, feasibility studies, product line extensions, business acquisitions and sales, mergers and alliances, and most other business planning needs. In addition to our own team we have long affiliations with like-minded specialists in fields including engineering, marketing, and

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information technology, allowing us to offer comprehensive and coordinated business planning services.

Interim Executives: Experienced fill-ins for assistance with specific projects or ongoing high-level advice and assistance by industry-tested professionals who have served in CEO, CFO, controller, and other positions.

Special Projects: Some needs are hard to pigeonhole but if it has to do with finance, accounting and accounting systems and cleanup, or business-related processes, analyses, research, and planning, we can help.

Grants: Competitive grant proposals and grant administration for food, agribusiness, and alternative energy programs.

This past year was a great one for Morrison & Company and we are looking forward to an even better 2012. We have outgrown our office space and expect to move in 2012, and don't be surprised to learn of further additions to the Morrison team.

Along with this quarterly newsletter and other outreach, expect a new Morrison website this year. (There: I said it in print so now we have to do it!) But don't let that stop you from going to **www.Morrisonco.net** now, where you'll find examples of our projects, background on our people, and a blog updated regularly with timely business information and the latest goings on here at Morrison.

Finally, I want to thank our clients and all those who've helped make the last ten years a success. We look forward to serving you for many years to come.

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