MORRISON&COMPANY

Winter 2013 Newsletter

Morrison launches redesigned website at www.morrisonco.net

To kick off 2013, Morrison & Company unveiled a fresh, updated website with a new design and expanded features to allow us to better serve our clients and better display our services, clients, and history.

In the inaugural issue of this newsletter last year, we made the commitment to freshen up our web presence. With the help of the great team at MC2 Design Group, **www.morrisonco.net** is better than ever. In addition to a new look, we have added a much larger number of case studies to our revamped site, allowing us to share more about the work we do and the great clients we serve. We have had the opportunity to assist a broad range of clients over the past 11 years on a wide variety of projects, and our case studies tell some of those stories.

Among others, you will learn about the grant writing assistance we provided the Citrus Research and Development Foundation, which helped the organization secure $9 million in federal grant funding to fight citrus greening disease; a feasibility study and business plan for a major new food processing plant in Michigan; several business valuation projects; our work in helping a Japan-based multinational corporation search for US business acquisitions; our feasibility study exploring technologies and markets for biomass feedstocks for a multi-state Midwest organization; and the interim financial management assistance we provided a private investment group that acquired over 200,000 acres of timber land, several lumber mills, and related facilities.

Along with the case studies, we are proud 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, business tips, company updates, and fun photos and updates of our team engaging in the greater business community. We brought our archived blog postings from the old site and look forward to a more active blogging year in 2013.

Continued on inside

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Continued from cover

In our work, we have the opportunity to build relationships with many partners in related industries, and have had the chance to collaborate over the years with financial institutions, CPA firms, law firms, and others to meet the need for expertise in cash flow forecasting, streamlining accounting procedures, providing interim executive assistance, and conducting business valuations. Our website will have specific links that will help our friends in financial institutions, CPA firms, and law firms learn more about how these services can help them better serve their clients.

As you browse our website, you will also find the familiar features that were a staple of our old website, including electronic versions of our newsletters, full biographies of our staff, a representative list of our clients (now with related links), and career opportunities. We have expanded ways to connect with us via Facebook, Twitter, and LinkedIn.

Be sure to check out our redesigned website now, but continue to check in as we expand the case studies and other content, including video features that should launch later this year. We're excited about ringing in the new year with a new look, and hope you find the new **www.morrisonco.net** user-friendly and informative!