



MORRISON & COMPANY

IN THIS ISSUE:

LESSONS ON TRUST

What does it mean when you take consulting to a whole new level of being a trusted advisor? Morrison Consultant Jesse Converse provides the inside scoop.



CLIENT CORNER

We are not the only ones with interesting news to share. Inside you will find exciting updates from our current clients including Sunsweet's 100 year anniversary celebration.



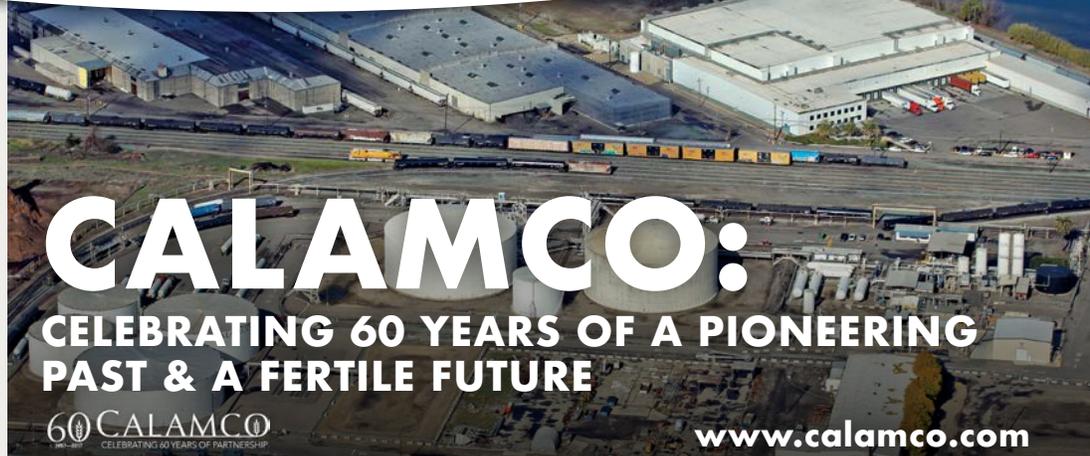
OPEN HOUSE CELEBRATION

In May, we celebrated 15 years of business with an ice cream social open house. It's not every day that you can spend quality ice cream time with Congressman Doug LaMalfa so we soaked up every minute of it!



MORRISON SNAPSHOTS

There have been numerous events to participate in these last few months. In June, we celebrated our annual company BBQ with a pool party for friends and family (photo above). Take a look at the additional fun we've had on the back page.



CALAMCO:

CELEBRATING 60 YEARS OF A PIONEERING PAST & A FERTILE FUTURE

60 CALAMCO
CELEBRATING 60 YEARS OF PARTNERSHIP

www.calamco.com

Ammonia-based nitrogen fertilizers are vital to many crops in California, the nation's largest agricultural state. There is no larger or more important provider of ammonia fertilizers than CALAMCO, a grower-owned cooperative based in Stockton. This year marks the 60th anniversary of this critical player in the modern California agriculture story.

Having founded The Best Fertilizers Company in 1932, Lowell W. Berry had a vision to form a joint venture with California growers to manufacture and sell anhydrous ammonia fertilizer. Mr. Berry knew that partnering with growers would provide both needed capital and a loyal customer base, and California Ammonia Company (now "CALAMCO") was incorporated on March 8, 1957. Construction on its first plant in Lathrop began soon after and the facility was completed and in operation in 1958. By the end of that year the company had grown to approximately 800 grower-shareholders.

At one time California boasted eight ammonia plants, of which CALAMCO operated two. However, by the 1970s, domestic manufacturing of ammonia had become challenging and uneconomical. In 1978 the CALAMCO Board of Directors approved the financing of an ammonia terminal at the Port of Stockton, providing easy entrance for overseas suppliers and ready access to the state's rich agricultural land. The first tanker vessel docked at CALAMCO's port facility in March 1979, marking a major change in the way this vital crop input is secured.

In 1984, the J.R. Simplot Company saw the potential of expanding into California and purchased the California assets of Occidental Chemical (formerly

Best Fertilizers), including their interest in CALAMCO. Today, CALAMCO is California's largest provider of ammonia, aqua, and AN20 nitrogen fertilizers with approximately 110,000 tons storage capacity. The cooperative is made up of approximately 1,100 grower-members around California, as well as fertilizer dealers throughout the state. The J. R. Simplot Company continues as CALAMCO's industry partner.

Morrison & Company is proud to have served CALAMCO for several years, including recruiting for CALAMCO's Chief Financial Officer and VP of Operations executive positions. Morrison & Company Founder and Principal Brent Morrison's service relationship with CALAMCO covers half its history, starting as manager of their services by Deloitte from 1986 to 1992.

Since 1957, CALAMCO shareholders have enjoyed high quality, reliable supply, and reduced fertilizer costs. We join them in congratulating the company and knowing they will enjoy many more years of success!



Grower Bernel Harlan (left) and Founder Lowell W. Berry (right) before the company's opening in 1958.

WHO DO YOU TRUST?



"Corporate Synergy," "Deep Dive," "Trusted Advisor," "Circle the Wagons," "Move the Needle," "Drill Down," "More Bandwidth." If you have ever sat in a business meeting, chances are you've heard these terms over and over...and over...and over. It makes you want to pick some low-hanging fruit and chuck it at the next person who describes themselves as being laser-focused while taking a holistic approach to tackling a recently assigned project that was initially right in their wheelhouse.

As annoying as some of these terms can be, one stands out as vital in today's business environment. As an HR Business Partner/Manager/Consultant for the last 15 years this term has resonated with me time and time again. Before the term ever became popular, there were hundreds and thousands of people practicing it, most likely without having heard the phrase "Trusted Advisor." It's not just for consultant-type advisors but for any business relationship that relies on trust, which is to say all of them.

Back in the 90s, I was trying to find my way. I had graduated high school and was looking to enter the workforce while contemplating the next chapter of my life. Many of the jobs available to kids like me were in retail. It didn't take me long to realize that in retail customer service is king. I will never forget the primary rule in customer service: "The customer always comes first."

What I find interesting is that being a trusted advisor is not much more complicated than that. Essentially, it is taking customer service to the highest level. It is about knowing your customer or client along with their product(s) or service(s) and taking a genuine interest in their needs. It is about being sincere and doing what is needed to assist them in achieving their desired objective. A true trusted advisor is one who won't shy away from being sincere, truthful, candid and open. Sometimes that means saying, "I don't know but I will find out."

I recently received an email from a client who I had spent quite a bit of time with over the last

six months or so. The email had a few logistical items but ended with "I would also like to discuss strategy with you." When a client emails and makes this statement, I know that I've hit the mark. It's a short sentence, but it says a lot. It says, "I trust you." It says, "I have some ideas that I would like to discuss with you and get your advice."

In any business, a key way to gauge your success as a trusted advisor is to review the number of referrals you are receiving. Recommendations are the highest form of flattery. If you have customers referring you to their friends, family, and business colleagues you have most likely hit the mark. A referral says the customer trusts you enough to connect you with those closest to them.

Obtaining trusted advisor status is about knowing the value of building long-term relationships. It's not about making a quick buck. It's about creating an experience where the customer expects each interaction to be better than the last. If you are known for failing to hit deadlines, exceeding budgets, and delivering poor outcomes, you will never be able to build the trust you're looking for.

So add these concepts to your toolbox. Work to ensure that your organization takes these principles to heart and you will find that when you are truly here to serve, you are here to succeed.



Jesse Converse is a Morrison & Company consultant for People Solutions and Recruiting services. Contact Jesse or any Morrison team member to discuss strategy, organizational development, and business planning.

CLIENT CORNER

Here you'll find updates on industry news, a number of our clients' achievements and milestones, and the great things happening in their organizations or companies. We invite you to share your business highlights

in this space. Send any press releases, newsletters, or endeavors to Camille at chogan@morrisonco.net. Congratulations to all of the Morrison & Company clients below on their successful undertakings!



PACIFIC COAST PRODUCERS PURCHASES OREGON CHERRY GROWERS



The processing side of Oregon Cherry Growers (of Willamette Valley and the Columbia River Gorge) has been purchased by Pacific Coast Producers (based in Lodi, California), both Morrison clients. Both companies are cooperatives representing fruit growers on the west

coast. Oregon Cherry Growers will continue to run the fresh cherry business independently under the new Cascade Fresh Fruit name. Their Salem and The Dalles facilities will continue as well. Pacific Coast Producers expands to now represent cherry growers, in addition to tomato, peach, pear, apricot, apple, and plum growers in supplying branded canned fruit.

www.goodfruit.com/oregon-cherry-growers-processing-business-purchased-by-california-cooperative/

100 YEARS AND COUNTING!

Sunsweet Growers, Inc. celebrates its 100 year anniversary this year and continues its strong reputation as the world's leading prune brand. Morrison Founder & Principal Brent Morrison formerly served as VP and CFO of Sunsweet and the cooperative was Morrison & Company's first client. Brent and his wife Sibyl are shown below at the event.

www.prnewswire.com/news-releases/sunsweet-growers-inc-celebrates-100-years-strong-300432668.html



15 YEAR OPEN HOUSE

Clients, friends, and family joined us at our office in Chico, CA to celebrate the occasion. Local legend Shubert's Ice Cream & Candy provided sundaes that included a custom Vanilla Snickerdoodle Almond Butter flavor using almond butter from client Sohnrey Family Foods. We also received a Certificate of Special Congressional Recognition for

providing outstanding business services from US Congressman Doug LaMalfa himself. Thank you to everyone who attended! For more event photos see the album on our Facebook page at:

www.facebook.com/pg/MorrisonCompany/photos/?tab=album&album_id=1369802199740272





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MORRISON SNAPSHOTS



AG COUNCIL'S 2017 LEGISLATIVE DAY

Morrison Principal Shawn Miller and Morrison Consultant Hilary Tricerri attended the Annual Legislative Day hosted by the Agricultural Council of California in Sacramento where members connected with key elected leaders and decision makers to discuss critical industry policy issues. Shawn is on the far right of the photo on the left and Hilary is fifth from the left of the first row in the photo to the right (photo credit: Ag Council).



JESUS CENTER FARM & CSA

The Jesus Center is Chico's local homeless resource center and the farm has an internship program to teach guests marketable job skills. Interns who successfully complete the program are recommended for future programs such as other jobs or housing programs. The Farm has a Community Sponsored Agriculture (CSA) program for local community members to buy shares where they receive two boxes per month of fresh local and organic produce to support this great cause! Morrison & Company employees volunteered with Farmer Jim Mathys on Earth Day in April. To become a member and for more information about the farm visit: www.jesuscenter.org/farm/.



OUTSTANDING IN THE FIELD DINNER

Morrison team members and friends were able to connect to the land of the origins of their food by enjoying a true farm-to-table experience hosted by Outstanding in the Field. Dinner was provided by Chef Oliver Ridgeway at the beautiful Capay Organic farm. For more information visit: www.finecooking.com/moveablefeast/episode/sacramento-ca-410/.

WELCOME NEW CLIENTS

