

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!

MORRISON'S NEW LOOK!

Honoring the Memory of **BENNETT RIFFEL**

From celebrating our 17th anniversary to rebranding, 2019 has proven an exciting time for Morrison. Having worked diligently with the folks at MC2 on a rebranding project, we are excited to roll out our new look. Gone are the days of our trusty "Flying M" logo, as we so fondly called it. Soon we will have new Morrison swag, updated marketing material, and a redesigned website.

It's not just our logo that's changing, but a change in our operating name as well. Dropping "& Company" allowed us much more leeway in our logo redesign, but also keeps us in line with today's trends for professional services firms (think "Deloitte" vs. "Deloitte Touche Tohmatsu"). "Morrison" has been the one constant in our name in our 17 years in business and allows us to remain recognizable.

Changing our name, logo, and website might sound like we've simply signed up for a gym

membership at the start of the New Year, but these are just the obvious changes we have made since our last rebranding nearly a decade ago. MC2 conducted a survey and marketing study to help Morrison better understand what we do well and where we can improve. With that, we are planning additional service offerings, improved website content, and better outreach materials.

The end result is a little like a cell phone software update. Your current software works just fine, but the latest update brings you new apps, faster connectivity, or even a few new emojis. Like a software update, we want to show you an improved version of Morrison. That is why we have chosen to rebrand, and while the project is far from over, the one thing that won't be changing is our dedication to our clients and offering the best services available in our niches.

We are heartbroken over the loss of our friend, Bennett Riffel. Bennett and his brother Melvin were among those killed in the Ethiopian Airlines crash on March 10th.

Bennett was our assigned technician through our IT firm, VistaNet Inc., but he truly was a member of the Morrison Team. When we had an IT question or problem, the answer was always "Call Bennett." Bennett had a way of putting our problems into perspective whenever we had a technical melt down. It was evident in his work how brilliant he was, yet he always remained humble. He treated everyone equally, regardless of their position. There are people in this world whose kindness leaves a mark. Bennett was one of those people.

Bennett's brother leaves behind his wife and unborn baby. Please consider supporting them by donating to: www.gofundme.com/f/support-brittney-and-baby-riffel

R. Brent Morrison
Right brain approach. Left brain solutions.



2002

2009

2019