



MORRISON & COMPANY

## IN THIS ISSUE:



### WELCOMING TWO NEW CONSULTANTS

We've continued to grow our business as well as our staff! Morrison & Company is proud to introduce our two newest consultants, Shawn Miller and Carolyn Kanabrocki.

### MILLENNIAL ENTREPRENEURS A RARE BREED

Consultant Camille Hogan's perspective on why more of her peers are not becoming entrepreneurs.

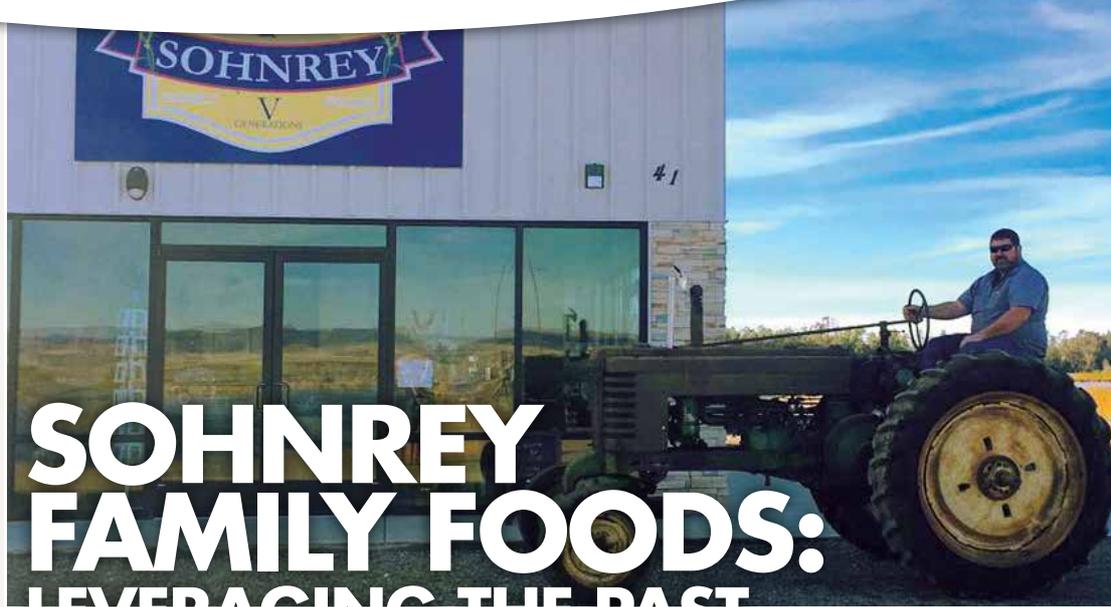


### OPEN HOUSE

In January we celebrated an Open House, honoring Toni Scott's promotion to principal and our recently expanded office. We captured some wonderful moments at the event. The above photo is a Certificate of Recognition from CA Senator Jim Nielsen and Assemblymember James Gallagher, presented to Morrison & Company at the celebration.

### MORRISON SNAPSHOTS

Winter is our busiest season for events. We love the chance to be out of the office and run into some familiar faces!



# SOHNREY FAMILY FOODS: LEVERAGING THE PAST FOR PROGRESS

[www.sohnreyfamilyfoods.com](http://www.sohnreyfamilyfoods.com)

For five generations, the Sohnrey family has been farming in Northern California and has a strong legacy of producing almonds, rice, prunes, walnuts, and hay. Recently, the family operation embarked on a new venture, launching Sohnrey Family Foods, a business owned by fourth and fifth generation family members.

The business began with the concept to use co-packers to roast, flavor, and package almonds grown by the Sohnrey family for sale in retail consumer packaging. The Sohnreys developed some of the tastiest flavors for their almonds including Maple Bacon, Curry, and Balsamic Herb, among others. The almonds initially were available exclusively through the Sohnrey Family Foods website, but the Sohnrey family quickly realized their great idea could build into something more.

Late last year, Sohnrey Family Foods opened their own production facility to make their delicious almonds themselves, joining it with a gift shop. Surrounded by rice fields and situated right off Highway 99 near Chico, California, Sohnrey Family Foods offers their own products from the location, but has also become a destination for the local bounty

produced in Butte County. Olive oil, honey, prunes, and other products are available to customers, as well as coffee and snacks for road warriors needing to stretch their legs.

Morrison & Company had the opportunity to assist Sohnrey Family Foods in preparing their competitive application for a Value Added Producer Grant. The grant was successfully awarded to engage Morrison to assist the Sohnrey family with market research, a business plan, and a feasibility study to effectively manage and plan for growth, with the aim of sustainably building the business for generations to come. We're thankful for the chance to work with the Sohnreys and love having their delicious almonds available just down the road from us!



# CAROLYN **KANABROCKI**



In December, we welcomed Consultant Carolyn Kanabrocki to our Morrison & Company Interim/Outsource team. She brings expertise in management, finance, and accounting.

Carolyn previously worked in the accounting and finance function of seventh-largest US brewer, Sierra Nevada Brewing Co., for eight years, reporting directly to the Chief Financial Officer. She directed all accounting and treasury functions and oversaw the accounting for the development and operation of Sierra Nevada's new brewery in Mills River, NC.

She began her career in public accounting with Perry-Smith LLP (now part of Crowe Horwath LLP). She and her husband Brian founded and own two popular Chico, California, restaurants: The Handle Bar and Midtown Local.

Carolyn is a licensed Certified Public Accountant and is a member of Chico Noon Exchange Club and Financial Executives International (FEI) – Sacramento Chapter. Please learn more about Carolyn, or any member of the Morrison team, at [morrisonco.net/about](http://morrisonco.net/about).



## **GETTING TO KNOW CAROLYN**

### **WHAT MADE YOU WANT TO BECOME AN ENTREPRENEUR?**

My husband and I started our first business, The Handle Bar, because we both were entrepreneurial minded and had strong Chico roots. Understanding the community and customer base was key. Though The Handle Bar and Midtown Local have completely different atmospheres and business models, they both fit in Chico. Having a strong accounting background has also been helpful with planning and oversight. Owning our own businesses has put project management into a whole new perspective for me. But we both thrive in that environment and get an adrenaline rush off of business startups, especially under short timelines!

### **BEST ADVICE YOU'VE BEEN GIVEN?**

I recently read an article about the most surprising regret of the "very old" – the overall theme was that they wished they hadn't worried so much. One man said, "Turn yourself from frittering away the day worrying about what comes next and let everything else that you love and enjoy move in." I've certainly already spent too much of my life worrying, so this really hit home for me.

### **FAVORITE VACATION DESTINATION?**

My husband and I love going to Hawaii. We've been to the Big Island several times; it's like our second home (as well as where we became engaged and were married). We love the serenity, slow pace, and the people.

### **FAVORITE FAMILY TRADITIONS?**

Spending Christmas morning at my parents' house. We gather up our families, and whatever gifts we have, and cart everything over (in our pajamas...it's required) to enjoy the tree, music, gifts, breakfast, coffee, and each other.

### **FAVORITE WEEKEND ACTIVITY?**

My family has a cabin at Bucks Lake. It's my happy place. We laugh, read, do puzzles, plenty of water sport options, s'mores...and there's no Wi-Fi. We can completely disconnect from the rest of the world, and it's incredibly peaceful.



# SHAWN MILLER



Consultant Shawn Miller joined Morrison & Company in January. He has extensive experience in human resources, recruiting, organizational development, and HR related services in addition to over 10 years' experience in operations management. This distinctive combination of people and operational experience uniquely qualifies Shawn to serve Morrison clients' "People" needs with both a professional HR background and real-world operational management experience.

Shawn became SPHR certified (Society for Human Resources Management) in 2003 and focuses on improving clients' overall performance and culture with recruitment and behavioral based interviewing, operational management, and leadership development and training. Along with his lengthy "People" background, Shawn spent over a decade in operations management with manufacturing firms in the Midwest, creating a unique understanding of the real-world issues that come with recruiting, developing, and managing people. Please learn more about Shawn, or any member of the Morrison team, at [morrisonco.net/about](http://morrisonco.net/about).

## GETTING TO KNOW SHAWN

### BEST ADVICE YOU'VE BEEN GIVEN?

Years ago I heard a speaker state that there is only one thing that we affect that is eternal – the people we interact with every day. I've never forgotten that idea. In all my roles, whether it is husband, father, leader, facilitator, or team member, I've always tried to remind myself that relationships are the most important part of our lives.

### CURRENTLY READING?

Bonhoeffer: Pastor, Martyr, Prophet, Spy by Eric Metaxas. I'm a history buff, and especially like reading and studying about people that have had a significant positive influence through difficult circumstances. Bonhoeffer's resistance to the Nazi regime during WWII in Germany is an inspiration.

### FAVORITE PART ABOUT WORKING AT MORRISON & COMPANY?

The people and the values.

### FAVORITE PASTIME?

Spending time with my family is one of my favorite hobbies. I've been happily married to the same woman for 23 years. We have 8 kids: 6 biological and 2 adopted, in addition to a wonderful daughter-in-law. I also enjoy small-time hobby farming, carpentry and woodworking, anything outdoors, and studying/teaching.

### FAVORITE VACATION DESTINATION?

Hiking anywhere in the mountains. The higher the better.

### WHAT'S ON YOUR BUCKET LIST?

Climbing Kilimanjaro.

### FAVORITE PART ABOUT LIVING IN CHICO, CA?

Trail running and the fact that I can run outside all year in a t-shirt and shorts.

# WELCOME NEW CLIENTS



## OPEN HOUSE JANUARY 2016

Below are some captured moments from the celebration, honoring Toni Scott's promotion to principal and our recently expanded office.



**THANK YOU TO EVERYONE WHO HELPED US CELEBRATE!**



## Millennial Entrepreneurs A Rare Breed

How did generation “why not?” also become generation “why risk it?”

Every industry seems eager to decode the mysterious millennial generation, roughly defined as anyone born between the early 1980s and early 2000s. Millennials have been called every name in the book from the “entitled” to “tech crazed” generation. I love and admire my friends who post themselves skateboarding to work in skinny jeans holding organic coffee in a compostable mug on Snapchat, but the beauty of millennials is that we do not all fit one mold. Millennials are comprised of unique individuals; sometimes the stereotypes or “facts” of our generation apply, other times not.

That being said, when I read the Wall Street Journal’s article “Endangered Species: Young U.S. Entrepreneurs,” a few points hit close to home. Though I’m not an entrepreneur, my 2008 undergraduate class felt less than exhilarated as we entered the job market during the largest economic crisis since the Great Depression. Emerging into this dreary economy seemed a daunting task.

Apparently, I was not alone in this feeling. The WSJ article speaks of the astounding decrease in young American entrepreneurs. Households headed by adults under age 30 owning stakes in private companies dropped by 7%, hitting a 17 year low at 3.6% in 2013. Additionally, the average net worth of those households has fallen 48% since 2007. Because new companies instigate jobs and ideas, there is large concern for business formation and America’s future.

Millennial stereotypes include individuals who are known to be feisty, push limits, and crave adventure (all great attributes for an entrepreneur), but are also known to be skeptical of financial institutions. Financial burdens have been an uphill battle for millennials who are typically riddled with student loans and weak economic conditions. With the decrease in family net

worth, young graduates have been crippled in their “ability to tap their own savings, draw equity from a home, or obtain bank loans to cover their startup or ongoing business costs,” states Harvard Business School’s Karen Mills.

The pressure created by debt is a large factor in millennials’ outlook on life and how they forgo business ownership. According to Forbes, the average household debt for millennials is over \$63,000.

With these given statistics, the lack of young entrepreneurs cannot come as much of a surprise. Banks have continued to keep tight restrictions on their lending standards for small businesses since the recession. The slight increases seen in small-business loans are typically given to established, low-risk companies.

What struck me most in the article though was the label that millennials lack the confidence to pursue starting a business. Too many young people are afraid to fail and create more financial burdens. Since we don’t all fit the same bill, I suppose we are now known to also be doubtful and reluctant. What happened to the bold and brazen generation?

However looming the data may be, I hope we bite the stereotype on this and say “challenge accepted.” Let’s marvel in those of us that have beaten the odds, triumphing in entrepreneurial ventures (see this issue’s article on Sohnrey Family Foods, a multi-generation family business that includes millennial leadership). It’s encouraging to see new budding businesses forefronted by my peers. I hope other millennials continue to not only support these businesses but are also inspired to take risks and churn those creative juices we’re known for to generate something great themselves. Morrison & Company has successfully helped several young entrepreneurs with their business start-ups. Please contact any of our consultants for more information.

**Camille Hogan is a Morrison & Company consultant. Contact her or any member of the Morrison team to discuss grants, recruitment, special projects, and business strategy and planning.**



# MORRISON & COMPANY

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## MORRISON SNAPSHOTS



### AG COUNCIL MEETING

Principals Geoff Chinnock, Toni Scott, and Brent Morrison attended the Agricultural Council of California Annual Meeting, held in conjunction with CoBank's Pacific West Customer Meeting. This year the event was hosted in beautiful Napa.



### BUTTE COUNTY RICE GROWERS ASSOCIATION LUNCH

Morrison Consultant Carissa Shirk attended BUCRA's Annual Growers' Meeting in January. Photographed from left to right are Audrey Tennis, Peter Rystrom, Vivie Rystrom, Shaleen Hoff, event speaker Bob Cummings, Lance Tennis, and Carissa.



### COLUSA FARM SHOW

In February, Morrison & Company sent a team of consultants to the Colusa Farm Show. We loved taking in the fresh air and stretching our legs while we toured the show. Photographed are Morrison & Company's Geoff Chinnock, Tim Peters, Shawn Miller, and Carolyn Kanabrocki.



### NEW CHAIR OF BOARD

The Chico Chamber of Commerce officially swore in Morrison & Company Principal Toni Scott as the 2016 Chair of the Board during the Chamber Annual Dinner. We were delighted to join the Chamber in welcoming Toni.



### SOHNREY FAMILY FOODS' SPRING FARM FEST EVENT

Morrison's Jeannette Rummell is photographed with her husband Raymond and Derek Sohnrey at the Spring Farm Fest hosted by Sohnrey Family Foods in April. The event had fun included for everyone with local vendors, delicious products, tastings, fishing, hay rides, a bounce house, and more!



### CCCD CONFERENCE

The California Center for Cooperative Development (CCCD) hosted the Agricultural Cooperative Directors and Executives Leadership Training Program in Fresno this year. Luis Sierra from CCCD is pictured with Morrison & Company's Carissa Shirk, Toni Scott, Shawn Miller, and Brent Morrison.