



MORRISON

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MORRISON'S NEW LOOK

Read more on the evolution of Morrison, our re-branding process, and upcoming changes to our services.



MORRISON SNAPSHOTS

Our community and our team have gone through a lot this past season. Catch up on what's new with our team.



CLIENT CORNER

We're not the only ones who've been busy, our clients have been very active too. Catch up on our latest client news.



BUTTE STRONG

The morning of November 8 started like most Thursdays at Morrison. Our team began arriving at our North Chico office around 8 a.m. We chatted about our evenings prior, the day ahead, and noted the large plume of smoke in the distance. At the time it seemed ominous, but also too far away to be of much threat.



Less than an hour later, we listened to what seemed to be an endless stream of sirens. The smoke overtook the sun and the morning began to look like night. Our own Geoff Chinnock left the office for his home and family in Paradise, as we started hearing news of flames heading to the small mountain community just 15 miles east of our office.

By the afternoon the tragedy began to be revealed; days later that it was confirmed. The Camp Fire decimated the entire town of Paradise, claiming 18,804 structures and 86 lives there and in the nearby communities of Magalia and Concow. The deadliest fire in California history was in our own backyard.

Geoff made it out safely with his family, his home is miraculously one of the few still standing, and our business at Morrison is back to normal. But our



team continues to mourn the tremendous loss that our families, friends, colleagues, and fellow businesses are facing. Recovery here will be a long-term process and we are still in the dawn of even understanding the ways in which our lives have changed.

We have been incredibly humbled by the generosity of people, businesses, and organizations here in Butte County and beyond in the wake of the devastation. As we've tried to grapple with the loss, our team has volunteered together to serve fire survivors and at Christmas, to honor the blessing and hope the holiday signifies, we were able to donate directly to the employees of many of our Butte County clients who have been impacted by the fire.

If you'd like to join us in our efforts to directly support the employees of our clients, please visit www.morrisonco.net/camp-fire for information about a fund we have established for that purpose, as well as links to funds established by our clients. As we continue to

come to a new reality, we remain thankful for your thoughts and prayers for our community – one that we love and we know is resilient, hopeful, and Butte Strong.

A NEW YEAR, A NEW NAME, AND GOODBYE TO "THE FLYING M"

We are looking forward to a great year at Morrison, starting with a new operating name and a fantastic new logo.

February 1, 2019 marks our 17th anniversary but we've been "Morrison & Company" just the last ten years. Starting as "R. Brent Morrison Executive Consulting," we changed to "Morrison Consulting" soon after when Brent began adding consultants on a contract basis. We dropped the contracting model and began hiring fulltime consultants a few years later, changing the dba to "Morrison Consulting, LLC."

We reorganized as an S Corporation and reverted to "Morrison Consulting" about a year later, but only for a few months. In January 2009 we changed to "Morrison & Company" and rolled out our first professionally created logo, which we affectionately dubbed "The Flying M."

So why change now? An updated name and logo seemed in order to better represent who we are today. We are a very different company than just a few years ago, with a larger team, greater specialization, and more service

offerings – and it isn't stopping there. Watch for additional service offerings, increased specialization, and other changes over the coming months, along with an update of our website and outreach materials.

A lot of thought and research went into the name and logo changes, including input from our team, a survey and marketing study by the marketing firm MC2, and their advice on trends and branding. The usual definition of "rebranding" relates to the development of a new look and feel for a service, product, or company in order to influence public perception, but if that's as far as it goes it's a waste of time. In 2010, for instance, Comcast rebranded its consumer digital cable, digital voice, and high-speed internet services as "Xfinity" with no substantive differences in the underlying services. Time magazine declared it one of the worst corporate name changes of all time and little more than a marketing ploy.

Other changes have been spot on, fitting the company and its brand promise. Few

remember that the original name of Google was "BackRub." "Google" is a play on "googol," a large number comprised of the number one followed by a hundred zeros (and by some reports an unintentional misspelling). The concept nicely reflects the nearly endless boundaries of Google's search reach, and as an added bonus we can all be thankful we don't have to ask someone to "BackRub it" when doing research.

So why "Morrison"? It is the one constant in our name and is readily recognizable, concise, and in line with trends in names for professional services firms (think "Deloitte" vs. "Deloitte Touche Tohmatsu"). Likewise, our updated logo is a clean evolution of the "Flying M" rather than a completely new concept and should be both recognizable and easier to reproduce consistently, which has been a challenge with the old logo.

The one thing that won't change is our dedication to our clients and offering the best services available in our niches. We look forward to the "new" Morrison.

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



2002

2009

2012

2019

VOLUNTEERING

We support our team members in volunteering on a regular basis. This past season we volunteered to help with the Run for Food 5k and with the Red Cross after the Camp Fire.



TEAM BONDING

Our team members love spending time together both inside and outside of work. From lunch to drinks and a game of Cornhole, we do our best to stay connected.



BIRTHDAYS

We just love celebrating birthdays here at Morrison. This past season allowed us to celebrate Janae, Jesse, and Carolyn. In lieu of gifts we donated to charities near and dear to their hearts.



FUTURE SWARTZES

Our very own Janae Prentice was recently engaged. We are so excited for this happy couple. Congratulations Janae & Corey!



GUESS THAT COLLEAGUE!

We recently played a game of trivia with our team member's baby pictures. Can you guess who these three are?

MORRISON SNAPSHOTS



WELCOME ADELINE PRITCHETT!

We are delighted to announce yet another birth in our expanding Morrison family. We join Dean and Meadow Pritchett in welcoming Adeline, we are excited to meet you!



HONEA MEMES

We are forever grateful to our Sherriff Kory Honea for leading our community through the Camp Fire crisis. His actions sparked the #KoryHoneaMemes phenomena, so of course we had to join the fun with a team competition for best meme. These are our winners.



CHRISTMAS

Brent, Dean, and Daniel are pictured celebrating at Pitman Farm's Christmas Party with Candy Lorange. Our team later celebrated together over dinner and drinks.

"Guess That Colleague!" answers (from left to right): 1. Toni; 2. Carolyn; 3. Brent.

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CLIENT CORNER

The Morrison Client Corner is a regular feature of our newsletter. Here, you'll find updates on what a number of our clients are up to, their achievements and milestones, and the generally great things happening in their companies or organizations.

If you're a client of ours, we'd love to stay up to date with what is going on within your organization and invite you to share your highlights in this space. Feel free to send any press releases, newsletters, or happenings to Michelle at MGenova@morrisonco.net.



KARISSA KRUSE HONORED AS THE CALIFORNIA ASSOCIATION OF WINEGRAPE GROWERS LEADER OF THE YEAR.

For her efforts in pushing forward the initiative of making Sonoma County the nation's first 100% certified sustainable wine region, and for her leadership through the Wine Country Wildfires, Karissa Kruse of Sonoma County Grape Growers Foundation was honored as the California Association of Winegrape Growers Leader of the year.

For more details on what Karissa and the Sonoma County Grape Growers Foundation are doing, check them out at www.scgjf.org/what-we-do.



LUNDBERG FAMILY FARMS AWARDED THE 2018 CALIFORNIA LEOPOLD CONSERVATION AWARD.

The Leopold Conservation Award was created to recognize farmers, ranchers, and foresters who exemplify conservation efforts and sustainability methods. Lundberg Family Farms' commitment to sustainable farming is evident in their attitude toward environmentally conscious farming practices and their certified organic products. To learn more about what Lundberg is doing for Sustainable Farming, read more on their site at www.lundberg.com/about.



SEAN DOHERTY ELECTED CHAIRMAN OF THE CALIFORNIA RICE COMMISSION BOARD OF DIRECTORS.

Sean Doherty, of Sean V. Doherty Farms, was recently elected as Chairman of the Board for the California Rice Commission (CRC). The CRC supports 2,500 rice growers and handlers in California through conservation, legislation, public education, and regulation. To learn more about what the CRC does, please visit calrice.org/industry/about-crc.



WE'RE NOT THE ONLY ONES WITH A NEW LOOK. MC2 REBRANDS.

MC2 isn't just helping us with our new look, they've created a new one for themselves as well. As one of our clients, colleagues, and trusted partners, MC2 has played an instrumental role in the growth of Morrison. To see more of what MC2 can do, visit their site at mc2design.com.

WELCOME NEW CLIENTS

