



MORRISON & COMPANY

IN THIS ISSUE:

DID YOU KNOW?



MORRISON TRIVIA!

How much do you know about Morrison & Company?



MORRISON SNAPSHOTS

The season has been busy for our team. See what Morrison & Company has been up to.



CLIENT CORNER

There is always a lot going on with our clients. Catch up on our latest client news.



PROPACIFIC FRESH: 35 YEARS OF INNOVATION AND GROWTH

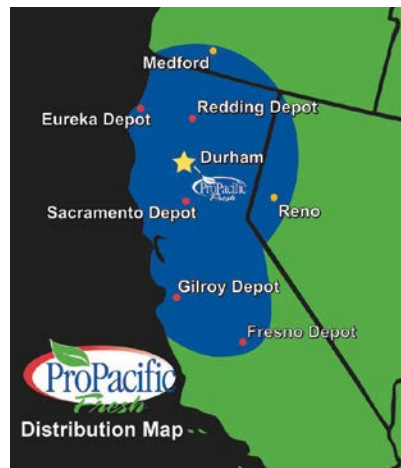
In 1983, friends Bruce Parks and Jim Duggan met “on a tailgate over beers” and agreed to merge their produce distribution businesses. Known then as “Chico Produce,” the combined firm began joint operations in a 100-year-old building in Chico, California, that was previously occupied by Levy Zentner Produce Company, from which it distributed fresh produce to restaurants and other local retail businesses.

In 1990, the company moved to a large property it acquired in nearby Durham. By the late-1990s the retail landscape was changing, and the leaders of the company recognized they needed to reinvent the business in order to grow and thrive. Initially the company expanded their offerings to include dairy, cheese, eggs, oils, and canned goods, and later continued their product line expansion to include meat and frozen food products. In addition to restaurants and retailers, the company honed their

expertise in serving schools, hospitals, and other institutions and large buyers. Their geographic markets expanded along with their product lines and target buyers.

Though the company had felt certain the Durham facility would be sufficient for the foreseeable future, the success of the new business model proved them wrong. By 1997 the company had built an additional 30,000 square feet of cold storage, 4,000 square feet of office space, and a new 16,000 square foot truck repair facility. In 2016, a new 13,000 square foot freezer was built to support the continued growth of its frozen food product line.

By the end of the 1990s, “Chico Produce” was no longer a fitting name for a business that was about much more than produce. It was now distributing top quality fresh and frozen foods well beyond Chico, south to Fresno and into Oregon and Nevada. The company changed its operating



PROPACIFIC, CONTINUED ON INSIDE LEFT PAGE →



ProPacific Fresh continues to look ahead. The company has invested several million dollars in technology improvements including new Enterprise Resource Planning (ERP), Order Management System, and Transportation Management System software, as well as Warehouse Management System software with voice-directed order picking. The company strives for a “perfect order percentage,” measured daily, with orders delivered to the right place, with the right product, at the right time, and at the right price. The company has also implemented world-class human relations practices to help their team with both professional and personal growth. According to CEO Richardson, “People make our company; their commitment makes it all happen.”

name to “ProPacific Fresh” in 2000 to reflect its expanded product lines and geographical service areas.

Jim Duggan passed away in 2006, while Bruce Parks retired in 2013. Today the company is owned equally by Bruce’s sons Nate Parks, President & COO, Justin Parks, Executive VP – Operations & Transportation, and by CEO Terry Richardson. (Nate, incidentally, was drafted by the Kansas City Chiefs in 1997 and later played with the Oakland Raiders and San Francisco 49ers.)

ProPacific Fresh’s Durham Pentz Truck Center, originally established to serve their own fleet of vehicles, is now a full-service truck repair and maintenance center serving the transportation and agriculture industries throughout the North State—which now make up the bulk of its work. In total, ProPacific Fresh today employs around 150 people.

Morrison & Company is pleased to have assisted ProPacific Fresh transition a new accounting team, providing continuity during a year-end review, software conversion, and key departmental changes. We have also helped assess and develop improvements to accounting systems and controls. We are thankful for the opportunity to be part of the innovative ProPacific Fresh story!



Morrison’s Tim Peters with ProPacific CEO, Terry Richardson

TRIVIAL PURSUIT, MOCO STYLE

All work and no play makes for a dull day, so our weekly team meetings usually include a round of “MoCo Trivia” (MoCo is our slang for Morrison & Company). The winner gets a gift card (Lowe’s and Amazon are favorites) and bragging rights for the week. It’s also a fun way to learn more about the company and the people we work with.

So what do you know about Morrison? Try these:

1. What company was Morrison’s first client?
2. What company was our first recruiting client?
3. What client once used the marketing slogan “A can a week, that’s all we ask”?
4. What client is pictured on our wall with the MoCo team in lab coats and hard hats?

Of course there are questions about the team:

5. Our website includes a picture of Toni riding an animal. What is it?
6. Our Spring 2017 newsletter featured the Morrison team volunteering where?
7. According to the Morrison newsletter feature on Tim, what superpower would he choose?
8. In what city did Michelle work as an au pair?

And it wouldn’t be trivia (or Morrison) without a little randomness:

9. What was Morrison’s largest grant award?
10. In our lobby is a certificate recognizing Morrison’s “Contributions to the North State Business Community” by whom?
11. Which of our visiting pastors once served as the Easter Bunny at the annual White House Easter Egg Roll?

Sixteen-plus years makes for a lot of fun and a lot of trivia. The gift cards probably don’t hurt either!

