



MORRISON & COMPANY

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SEE WHAT MORRISON & COMPANY HAS BEEN UP TO



WINE COUNTRY FIRES

#CAWINESTRONG

Source: Eric Risberg, AP

The tragedy came fiercely and with fury. As many slept, flames ripped through Northern California's wine country, taking homes, vineyards, businesses, and even lives. The team at Morrison & Company woke up to news of the devastation with heartbreak.

Though wildfires hit California every year, the October Wine Country fires were different in size and duration. Among others in the areas affected, members of our clients including Napa Valley Grapegrowers, Sonoma County Vintners, Sonoma County Winegrape Commission, and the Mendocino Winegrowers were impacted by the rage of the fires.

The staff members of these organizations, their vintner and grower members, and the supporting businesses that work alongside them are deeply engrained in the fabric of our business. Those relationships led four members of the Morrison team to head to Santa Rosa the week the blaze broke out to volunteer in an evacuation center. We came home with full hearts, seeing the heroism of emergency responders, the gratitude of community members, and the unbridled generosity of so many.

By the time full containment was achieved the fire had written itself into history as the deadliest California has endured, claiming 44 lives. It is the costliest fire in U.S. history, with \$9 billion in insurance claims as of December 1.

Though the fire brought devastation and the pain is still felt, resilience and strength abounds. Despite the tragedy, Wine Country is open for business. As reported by several

I didn't know what to expect. I was moved just to comfort people in simple ways, like picking out donated replacement clothing for a woman who had only what she was wearing but no emotional energy to choose for herself.

—CAROLYN KANABROCKI

news outlets, by the time the fires arrived, the majority of the 2017 vintage was harvested: 90 percent of Sonoma and Napa's 2017 vintage winegrapes had been picked and at least 75 percent of Mendocino's red varietals had been harvested. Wine quality should be as high as ever, most of the beautiful landscape is unscarred, and there are few expected long term impacts on most vines. There should be no reservation in buying a bottle of Sonoma, Napa or Mendocino wine or visiting the region.

If, like us, you want to do more than just enjoy a bottle of the region's wine to show your support, see options at www.morrisonco.net/wchelp.

MICHELLE GENOVA



Michelle Genova is Morrison & Company's Business and Marketing Coordinator, with responsibilities including key vendor relations (e.g., facilities, IT support, equipment maintenance), banking, and office administration. She also oversees our marketing programs and quarterly newsletter. In 2018, Michelle will be heavily involved with a comprehensive review and revision of our marketing, internet, and social media presence, working closely with our creative design and marketing consultants.

Prior to joining Morrison, Michelle worked as an insurance representative in a local office of a national firm. Her duties included writing policies, assisting clients with claims and compliance issues, and providing assistance with the budget and business planning.

Michelle holds a Bachelor of Arts degree in anthropology, with a minor in criminal justice, from California State University, Chico. She is currently studying accounting at Butte College.

Q&A WITH MICHELLE

WHAT MOST INTERESTS YOU ABOUT MORRISON & COMPANY?

I think it's the culture in our office. I've had jobs where the environment was hostile and the culture was detrimental to the team. It's simply not like that here. Every single person is so kind and gracious. Their first thought is always to be considerate of others, and it creates a very cohesive, passionate, and driven environment.

WHAT DID YOU WANT TO BE WHEN YOU GREW UP?

I have always been drawn to animals, so I wanted to be a veterinarian. My dad calls me the "animal whisperer."

WHAT'S THE SCARIEST THING YOU'VE EVER DONE?

I've always had wanderlust, and since I didn't study abroad I decided to take a chance while I could. I moved to Italy for three months, taking a position as an au pair in Rome. I am very close to my family, so leaving them behind was the scariest thing I've ever done, but it was worth every minute.

WHAT ARE YOUR FAVORITE HOBBIES?

Horseback riding is my favorite! I look forward to riding all week and never want my lessons to end. I also enjoy fishing, mostly bass and trout but I'd like to try salmon and sturgeon. I love to cook for people, too. The best conversations can be found over a delicious meal ... that I cooked!

DO YOU HAVE ANY PETS?

I have a five-year-old Terrier-Chihuahua mix named Dodger. All he wants to do is snuggle, which is okay with me! I also have a one-year-old Border collie, Maggie Mae. Putting her natural abilities to use, we've joined the Chico State Stockdog Association and hope to start competing in trials.

WHAT'S NEW FOR YOU IN 2018?

Travel is always on my mind so I hope to visit friends on the East Coast and in Louisiana. Between travel plans I'll be taking up a couple of new hobbies. I enjoy shooting but never invested time into learning more. In 2018 I'll be spending more time at the range shooting both a gun and a bow.

LONG VALLEY HEALTH CENTER: CELEBRATING 40 YEARS OF SERVICE



Without a lot of fanfare, the best medical facility that has ever operated in this part of the county starting seeing patients on March 1st.

— THE LAYTONVILLE LEDGER | MARCH 10, 1978

Forty years later and it's fanfare time at Long Valley Health Center as they prepare to celebrate this important anniversary.

In 1978 there were few medical care options for residents of the rural northern region of California's Mendocino County. Even the most routine care often involved significant travel, and was rarely easily accessible or convenient.

In the mid-1970s, a small group of residents of Laytonville, an unincorporated town about 150 miles north of San Francisco, formed an advisory board with the goal of starting a health center to serve the people of Laytonville and the surrounding area. When the Center opened, it employed one part-time doctor, a nurse, and three part-time support staff. During the first month of operation, the Center reported treating 79 patients in rented rooms at Laytonville's Garden Club.

The Center's current site was purchased in 1990 and renovated for use as a primary care facility the next year. A significant expansion to the Center's facilities was constructed in 1995. Primary dental services were added in 1995, followed by acupuncture in 1997. A grant-funded chemical dependency program was initiated in 1997, and in 2002 the Center began offering chiropractic services. The facilities were expanded again in 2003, with dental services and key administrative functions being moved into adjacent leased space.

In 2017, the clinic entered into a contract with University of California, San Francisco Medical Center (UCSFMC) to provide tele-psychiatry services. Today, patients needing psychiatric assessment or treatment can virtually "meet" with a UCSFMC psychiatrist via video, saving the time and expense of a trip to the nearest comprehensive services in San Francisco. Without this service, limited options forced many to forgo much-needed assistance.

A far cry from its humble beginnings, Long Valley Health Center now offers full-time physicians, family nurse practitioners,

behavioral health counselors, dentists, a dental hygienist, and acupuncture and chiropractic services. Looking forward, the Center is working to expand their tele-medicine program to include specialties such as cardiology, dermatology, and endocrinology. A transportation service will be initiated this year to assist patients from the remote parts of their service area who face transportation issues limiting their access to services.

Morrison & Company's financial advisory team first began working with Long Valley Health Center in 2014 in an outsourced CFO role. Assistance included establishing and streamlining accounting functions for consistent management analysis and facilitating the annual financial audit. In 2017, our People Solutions team worked to help the Board of Directors develop a strategic plan, set related goals, and implement plans to achieve them.

Morrison & Company congratulates Long Valley Health Center on its milestone 40th anniversary and their success in offering innovative, high-quality health services to the community.



Morrison & Company's Carolyn Kanabrocki, Geoff Chinnock, and Carissa Ryström, stand with Long Valley Health Center's Executive Director, Rod Grainger.



The nurses of Long Valley Health Center



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MORRISON SNAPSHOTS



2017 CHRISTMAS PARTY

It's great to get the team and our families together for Christmas! We spent an evening eating and ice skating, what better way to celebrate together? We are so grateful for every member of our Morrison & Company family—and their families—and the time we are able to spend together.



CLASS 48 AG LEADERSHIP

Morrison & Company's very own Carissa Ryström has been selected to participate in the California Agricultural Leadership Program. Here she stands with the other members of Class 48 at their first session. We are very proud of you Carissa!



CHICO ESCAPE ROOMS & CHRISTIAN MICHAELS

If you haven't discovered it yet, then you should. Our team had a blast trying to solve Aunt Edna's Condo and the Baker Street Mystery at the Chico Escape Rooms. Our team is always up for a new adventure, and this one certainly was worth it. What better way to end the adventure than drinks and apps at Christian Michaels?



POST-IT STAR

ICYMI... Post-it likes us! Specifically they like our grant writers for keeping them in business. We tweeted this photo of Carissa buried in Post-it notes and we'll be darned if Post-it Brand didn't like our Tweet. #internetfamous.



BRENT BELL RINGING WITH THE SALVATION ARMY

'Tis the season for giving. Brent and Chico Noon Rotary generously contributed time to the Salvation Army as Bell Ringers. The donations collected do much for our community and we are proud to support the cause.

WELCOME NEW CLIENTS

