



# MORRISON

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ICYMI: Morrison has a fresh new look. Read more about our rebranding process, the changes we've made, and the changes to come!



### GETTING TO KNOW DEAN PRITCHETT

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### LEADING A TEAM TO HIGH PERFORMANCE

Shawn Miller discusses effective leadership and team participation.



### THE PETS OF MORRISON

We'd like to introduce you to the furry friends of Morrison.



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### CLIENT CORNER

See what's new with Morrison's clients.



Photo by Joy Prouty

Drawing the attention of Al Roker, Carhartt, and Oprah Magazine, Five Marys Farms has built a strong fan base for high-quality farm-raised meat. Their unique family story resonates with celebrities, clothing brands, and consumers alike.

Brian and Mary Heffernan, and their four daughters—all named Mary—raise Angus beef cattle, heritage hogs, Navajo-Churro sheep, and egg-laying chickens on their rural Fort Jones, California farm, shipping their farm-raised meat direct to customers' doorsteps.

When Brian and Mary Heffernan first met, Brian worked as an attorney for a large law firm and Mary ran a successful tutoring business. Once married, the couple opened two restaurants in Los Altos. They made a home in the Bay Area, starting their family

of Marys: MaryFrances, MaryMarjorie, MaryJane, and MaryTeresa.

As restaurateurs, the Heffernans were deeply involved in sourcing meat for their menus and eventually decided to explore raising beef for their restaurants themselves.

In late 2013, the Heffernans found and bought the historic Sharps Gulch ranch. Hoping to be both restaurant owners and ranchers, they drove north to the cows on the weekends. In June of 2014, the family made the decision to move to the ranch full-time and made Fort Jones the home of Five Marys Farms, reconnecting with their past family legacy of farming. The family also renewed their role as restaurateurs, opening and running Five Marys Burgerhouse in Fort Jones.

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carhartt

MEN WOMEN KIDS ACCESSORIES FLAME-RESISTANT SPRING GEAR NEW CLEARANCE



# 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](https://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](https://www.gofundme.com/f/support-brittney-and-baby-riffel)

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



2002

2009

2019