



WISCONSIN RAPIDS SUNRISE SCRIPT

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March 1, 2018

District 6250 Wisconsin Rapids Rotary – Sunrise – Club No. 31198, Chartered 12/29/95
Box 1181, Wisconsin Rapids WI 54495

Today's Program

Avenues of Service

March 8	Gus Mancuso - "School at Altenburg Farm Update"
March 15	Dennis McCarville - Pat Keir, UWSP LIFE (Learning is Forever) Program
March 22	Rick Merdan
March 29	Nancy Mischnick
April 5	John Moffat
April 12	Avenues of Service
April 19	Diane Moss
April 26	Tom Paul
May 3	Jim Riebe
May 10	Larry Schmick
May 17	Avenues of Service
May 24	Tom Schneider
May 31	"Fifth-Thursday"

Rotary News

- We welcomed student Rotars, Reece Vanderhei and Lizzie McCarville as well as our exchange student Valentina Vargas.
- We are hosting the Neighborhood Table on Thursday, March 29th
- Curling event is set for Friday evening, March 9th, 5 pm, watch for details.
- Ride needed to La Crosse for our exchange student Valentina on March 2 and return ride on Sunday, March 4, see Tom Schneider for details.
- Tom Paul was awarded his third Paul Harris award, congratulations Tom!



Student Rotars: Reece Vanderhei (left) and Lizzie McCarville (right).



Attendance: 25

Happy Pig: About \$13 was donated to the pig.

OFFICERS 2016/2017

District Governor – Joe Ruskey

President – Mary Jo Green

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President Elect – Dean Veneman

Vice President Elect – Dave Guse

Past President– Lisa Mayne

Treasurer – Mary Wirtz

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Secretary

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Paul Harris Fellows

Fred Stich (2)

Bob Plucker

Ellen Dahl

Pat Schuetz

Ed Heuer

Dean Ryerson

Kurt Heuer

Tom Schneider

Jere Johnson

Larry Schmick

Joe Lane

Larry Koopman

Lynda Almonte

Josh Mason

Sue Siewert

Dave Mueller

Joey Marshall (2)

Ida Lee Siewert (2)

Steve Sternitzky

Wayne Johnson

Elaine Semrow

Ken Hanson

Kim Auman

Rosie Anderson

Sally Young

George Hathaway

Ralph Lau

Dan McCarville

Mary Jo Green

Dean Veneman

Dennis McCarville

John Moffat (2)

Lorraine Schmutzer

Tim Krueger

Kristopher Gasch

Barry Jens

Tom Paul (3)

Club Chairpersons

Vocational Service

Gus Mancuso, co-chair

Carol Davis, co-chair

Community Service

Dave Guse, chair

International Service

Nancy Mischnick, co-chair

Tom Schneider, co-chair

Club Service / Membership

Rick Merdan, chair

R.I. Foundation Liaison

Karen Kienert

Polio Plus Chairperson

Tom Schneider

Youth Exchange Officer

Felicia Gardner

Youth Exchange Counselor

Tom Schneider

Youth Protection Officer

TBD



Mark Swenson - Update on ERCO Worldwide

Mark is the plant manager of the ERCO Worldwide facility in Port Edwards. Mark is no stranger to the area having spent years in the paper industry including managing the Biron Mill.

ERCO Worldwide is a subsidiary of Superior Plus, a Canadian company with headquarters in Toronto with annual sales of \$2.4 Billion in two primary sectors, energy-propane, and chemicals such as those made at the Port Edwards mill. They have a total of ten plants, two in the U.S., nine in Canada and one in Chile.

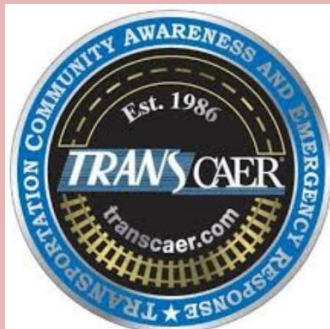
Since purchasing the Port Edwards plant for \$24 million they have spent over \$250 million to upgrade the facility and convert the chemical process from mercury based to electrostatic. This has dramatically reduced the environmental load from the plant. The products made via electrolysis include chlorine, hydrochloric acid, sodium hydroxide, and potassium hydroxide. The primary uses for these products are sanitation (chlorination for water systems as an example), use in fertilizers, and in de-icing. Mark stated that the silver lining of the recent ice storms meant lots of runway de-icing was needed which significantly boosts demand for their product. With a period of declining demand they had a reduction in force late 2016 and now have 88 employees and through expenditures and payroll contribute over \$45 million into the local economy. One half of their employees have a high school diploma, about a quarter have a college or technical degree with an average age of 48 which means in the next 10 years they will see a lot of departures due to the "Silver Tsunami" of older worker retirements.

Over 75% of their products are for the upper mid-west due to transportation costs. ERCO Also participates in "TransCaer" which works to ensure the safety of transported hazardous chemicals. Their major inputs are salt (sodium and potassium), water, and electricity – lots of electricity, that is why power is one of their major expenses especially since many of their competitors have lower rates.

ERCO Is a member of "Responsible Care", an association within the chemical industry which collaborates to "Do the right thing and to be seen doing the right thing." This was established in the 1980's in response to significant chemical plant disasters. As a part of this ERCO has a 12 person community advisory committee which Bill Lindroth is a member.



Responsible Care®
Our commitment to sustainability.



4-Way Test. Of the things we think, say or do:

1. *Is it the truth?*
2. *Is it fair to all concerned?*
3. *Will it build good will and better friendships?*
4. *Will it be beneficial to all concerned?*