

# above & beyond

Always Remembered 9-11-01



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**GREEN TIER**

Advantage: Business Advantage: Environment

## Remembering 9-11, Twelve Years Later

~ Amy Bettis



Ground Zero 2001



Ground Zero 2013

On September 11, 2001, 19 militants associated with the Islamic extremist group al-Qaeda hijacked four airliners and carried out suicide attacks against targets in the United States. Two of the planes were flown into the towers of the World Trade Center in New York City, a third plane hit the Pentagon just outside Washington, D.C., and the fourth plane, Flight 93, crashed in a field in Pennsylvania. Over 3,000 people were killed during these attacks.

September 11, 2001 is one of those dates you never forget. These infamous dates are interspersed throughout history. Our grandparents remember Pearl Harbor, our parents can clearly recall the day JFK was assassinated. Our generation is no different. We can all vividly recall exactly what we were doing that day.

That day was full of emotion and

sadness. Everyone felt the need to connect to what was important in their lives; their children, their families, their faith, their friends, and their fellow man.

Twelve years later, those images still trigger the same response. If we have learned anything from these tragic events in history is that the human spirit is resilient.

Humans may have the capacity to do great evil in the world, but they have the ability to do even greater good. Those singular acts of violence magnified the thousands of selfless acts performed not only by police, fire and rescue personnel, but by the average citizen.

Take time to remember those who sacrificed their lives, and for those who still bear the scars of 9-11. May your thoughts and prayers bring them peace.





# SAFETY AWARENESS NEWS

~ Rebecca Burg **CPR Training Serves Its Purpose**

## Safety Goal is Within Reach

**THIS PLANT HAS WORKED 365 DAYS WITHOUT A LOST TIME ACCIDENT**

*ACCIDENTS ARE AVOIDABLE*

Empire Screen Printing Employees are closing in on another safety record, one year with out a lost time accident. Less than three weeks remain before we reach that milestone.

This will be the 3rd time in our company's history that the one year goal can be attained. Employees can take simple common sense steps to achieve this goal. Always leave safety guards in place, keep work areas clean and organized, only run equipment with proper training and alert supervisors of unsafe behavior or situations.

When this goal is reached in mid October there will be another catered meal for all employees, plus a cash drawing, of 20 chances for \$20 each.



I was driving to pick up some Chinese food I ordered Friday afternoon, August 23, 2013. Just as I turned off the interstate, I saw an SUV perpendicular to the road. Its front end was crumbled and the engine pouring out. There was debris everywhere across the road, and there was one car ahead of me that just pulled over.

Following this lead, I pulled over and turned on my four-way flashers. I stepped out of the car and had a moment of confusion as to what even happened.

From what I surmised, I arrived at the scene mere moments after the accident happened. The driver of the SUV opened her car door and stumbled out, staggering her way to the side of the road before collapsing. She was obviously in pain, but I didn't really see any blood.

The person who pulled over ahead of me, an off-duty trucker, ran towards the scene and yelled for me to call 911.

I did as ordered as other drivers from

behind us started running towards the scene as well. I went over what I saw to the 911 operator and where the accident happened. While talking to them, I saw that there was another car involved: a white car that was up the road a ways, down in the ditch. I informed them of this other car and once they had their information, they hung up.

Once off the phone, I saw that there were people both with the SUV driver and with the driver in the ditch. I wandered over to the SUV driver and informed the group that the ambulance would be arriving soon, and that I was CPR certified if they needed anything. The woman, aside from being in some form of pain, was stable and conscious. Since that group seemed to have her under control, I moved on to the

white car in the ditch.

As I slid down the hill, I, like with the previous group, told them about the ambulance

and being CPR certified. When I finished asking if they needed help, they said they did. The catch was that they couldn't get in the car to get to the woman. Her front end was completely smashed and was pinning her inside. Not only that, but all the car doors were too crushed to open properly.



**Safety Coordinator:**  
Keith Cook.....R & D

**Committee Members:**  
Lee Vieth..... Plant Manager  
John Johnson..... Operations Coord.  
Autum Brush..... Vice President  
Michael Ausing..... Insurance Agent

**safety committee**

Diane Fitzpatrick..... Accounting  
Amy Bettis..... Art Department  
Dale Westaby..... Maintenance  
Debbie Wolfe..... Large Value Stream  
Alice Clark..... Screen Making  
Jay Yehle..... Heating/Cooling



## Rebecca Burg Article Cont.



With no real way to get to her without the fire department, I stepped back and out of the way as the people who were already crowded around the car talked to the woman. She was barely conscious and not responding. Blood was spilling down her face as one lady talking to her kept trying to get her to stay conscious.

It didn't really work, as the woman in the white car passed out. It didn't take long for a first responder to show up, along with the fire truck and ambulances. The fire truck stopped near the white car and brought out the jaws of life.

They pried open the doors and after cutting a few other things, managed to pull the woman from her car. She was out cold, and sure enough was not breathing. Once they started performing CPR on her, I wandered away towards some of the witnesses at the top of the hill. After all, there wasn't really much I could do.

I got to the top of the hill and took a good look at the scene. Aside from the obvious pieces of car scattered about, I noticed that there were tire marks on the midsection of the road. A strip of grass split one side of the road from the other, but not well enough to stop one vehicle from leaping over.

Since I didn't actually see the accident, I asked one lady standing there if she saw what happened. She said, "Yes, oh God, yes. I saw the whole thing." It was fairly evident that she wasn't in the state of mind to explain what she saw, so I went to the off-duty truck driver.

According to him, the SUV jumped the midpoint and smashed the white car, causing it to spin and tumble into the ditch. He barely avoided being involved in the accident himself. I talked to him a little more about what happened, and no one knew why the SUV jumped the midway strip.

At this point, I wasn't sure what to do. I felt like I was intruding since the professionals were there taking care of things, but I didn't know if I was allowed to leave yet either. That, and I didn't want to seem callous for driving off. Honestly, I just didn't want to be in the way.

Soon enough, the woman from the white car was pronounced dead. She never came back even after several minutes of CPR. I can't say I was surprised. She was in awful condition to begin with. I think I'm more surprised that I was actually present to see her die.

Once witnesses and good samaritans heard the news, they started to wander back to their vehicles. After the truck driver confirmed that we were able to leave, I wandered back to my car and slowly passed the accident scene as I continued down the road.

Thinking back on the whole situation, I don't think I would've reacted so well had I not known what to do in an emergency situation. Even after hearing about the woman in the car, I remember thinking in my head, "Well, if we can get her out, I may be using CPR." It never reached that point, but I was confident at the time to know that had I needed to, I could've done it.

Before Amy Bettis taught the certified course in CPR and other emergency situations, I had not heard a single thing about it since middle school. What if I never took that course? What if that woman could've been pulled out of the car? Did anyone else at the scene know CPR? I was the only one that mentioned it. I honestly believe had I not known what to do and we were able to get the woman out of the car, I would've felt extreme guilt after hearing she died.

This is why I am thankful that Empire decided to host the CPR courses and hope they'll continue doing them. Even if life seems so formulaic most days, there's always a chance of something going wrong. And if something goes wrong, I want to be able to handle it. I didn't think for a minute before that accident that, while doing something as typical as picking up Chinese food, I would see a human being die along the way.

## Marco Road Meeting



On August 12th 2013, Jim Schweinfus and Keith Cook attended a Town of Onalaska board meeting to discuss possible re-routing of oncoming traffic off County Road S from the West onto Marco Road. Our proposal was to have a gradual right turn onto Marco Road off County Road S from the top of the hill, instead of the sharp, right, downhill hill turn that exists today.

We voiced our concerns that vehicles in the winter months have had problems up and down the hill when approaching and leaving Marco Road. The board was informed of the many accidents and close calls that have accrued over the years, such as, jack knifed semis, vehicles in the ditches, stop signs being taken out and school buses having issues making the tight corner.

In 2008 an Empire employee was waiting at the stop sign when a route truck coming down the hill trying to make a right turn onto Marco Road, rolled on top on her brand new car.

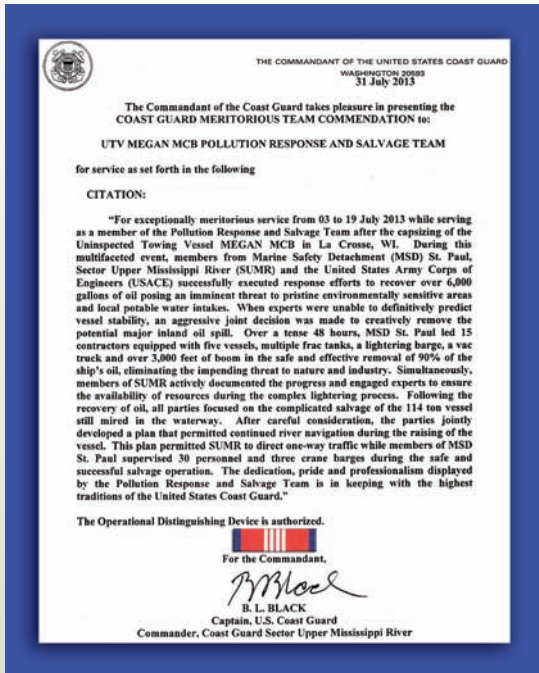
There is a large electrical box and telephone pole near the intersection of County Road S and Marco Road, which vehicles have come close to hitting.

When these type of accidents happen the roads become blocked which makes it difficult for emergency vehicles and Empire employees and those residents of near by neighborhoods, to get in or out. It's only a matter of time before someone is going to get injured or killed on this hill.

The town board has been out to look over our proposal for a road change. They will be discussing it in their next meeting in September. We will have an update in the next newsletter.



# Award for Service in the Recovery of the Megan McB ~ Troy Stockers



U.S. Coast Guard Citation



The newly commissioned Megan McB, prior to the accident



The Megan McB, trapped and swamped against the roller gates on the Dresbach Dam



Troy Stockers, suited up for Coast Guard duty (sunglasses optional).

## Responders Pressed Into Service

The tugboat the Megan McB went over the Dresbach Dam early Wednesday morning of July 3, 2013. Brennan Marine, Inc. christened the tugboat only two weeks prior to the incident.

Law enforcement, dive and rescue teams and fire departments from two counties, a helicopter and the U.S. Coast Guard launched a massive emergency and rescue effort.

The Coast Guard shut down a six-mile stretch of the Mississippi until 5 p.m. The dam was also closed to reduce the current.

Emergency responders focused their search efforts on the Megan McB tugboat,

but a high water level and swift current made searching the massive vessel difficult. The tug filled with water after coming to rest on concrete slabs beneath the surface.

Specialized divers recovered the body of a crewman who drowned in a four-level tugboat when it lost power, sailed over a dam roller and capsized. He was trapped inside the third level when the vessel flipped on its side and lodged itself just below the dam.

Divers recovered his body He was wearing a life vest. Two other crewmen aboard the top level of the boat escaped with minor injuries. Both wore life vests.

Brennan Marine issued this statement

at the time of the accident.

“Currently the M/V Megan McB is secured in place and oil booms have been deployed to contain fuel or oil leaks downstream of Lock and Dam 7. Crews are monitoring the vessel 24 hours per day, 7 days per week to ensure there are no discharges outside of this boom. Fuel and other lubricants are in the process of being removed from the submerged vessel and preparations are being made to remove the vessel safely from the river. Specialized salvage equipment has been deployed out of St. Louis and is en route to La Crosse. At this time the salvage operation is projected to take place next week.” (Article continued on pg.5)



## (Cont. pg. 4) Recovery of the Megan McB



Meritorious Citation Ribbon to be worn on uniform

### Citation for Recovery Efforts

Since January 2011 Troy Stockers (Empire, Art Dept), has been an active member of the U.S. Coast Guard Auxiliary. This summer following the Mississippi River accident involving the tugboat the Megan McB, Troy participated as a member of the Pollution Response and Salvage Team.

The response team received a citation for service in the following:

“For exceptionally meritorious service from July 3 to July 9, 2013, while serving as a member of the Pollution Response and Salvage team after the capsizing of the uninspected towing vessel, the Megan McB in La Crosse, WI.

During this multifaceted event members from the Marine Safety Detachment (MSD) St. Paul, Sector Upper Mississippi River (SUMR) and the US Army Corps of Engineers (USACE) successfully executed response efforts to recover over 6,000 gallons of oil, that posed an imminent threat to pristine environmentally sensitive areas and local potable water intakes.

When experts were able to definitively predict vessel stability, an aggressive joint decision was made to creatively remove the potential inland oil spill. Over a tense 48 hours, MSD St. Paul led 15 contractors equipped with five vessels, multiple frac tanks, a lightering barge, a vac truck and 3,000+ feet of boom effectively removed 90% of the ship's oil. Eliminating the impending threat to nature and industry.

## Getting to Know Diane Fitzpatrick ~ *Autum Jacobs*



Diane & her husband, Tim

includes their son Kyle, daughter, Katie and son-in-law, Jake.

Here are just a few things you may not know about Diane:

**Birthdate:** April 18th

**Favorite Color:** Blue

**Favorite Food:** Chicken Enchiladas

**Favorite Restaurant:** Olive Garden

Diane works in the accounting / personnel department at Empire. Her hometown is in La Crosse, WI. She shares her life with her husband Tim and her family, which

### What do you do with your weekends?

Catch up on housework, riding on our pontoon boat, watching the Packers and Brewers, and just spending time with family and friends.

### My Favorite Hobbies:

Scrapbooking and gardening

### My Favorite Activity:

Spending time on the river

**My Favorite Childhood Memory:** going on annual camping trips with my parents, their friends and families.



Out on the Mississippi River

## Jeff Meyer, a Hoppy Guy



This past summer Jeff Meyer (Machine Shop) was featured on the front page of the La Crosse Tribune (Tuesday, July 30, 2013) for his unique hobby and potential business – growing hops.

Jeff's interest was peaked after sampling his first 'real beer' an India Pale Ale, which was a hoppy, floral brew with a crisp, citrus finish. He thought, “This stuff is great, I want to know more.”

His research on hops began. Hops are a small fragrant flower that add bitterness to the beer and balance out the sweetness of the malt. Wisconsin was a prime area to grow hops during the 1860's, with a flourishing brewing industry. A decade later the hops market crashed and the crop fell out of favor by 1870.

Today, the majority hops for brewing are grown in the Pacific Northwest. Jeff and other growers are hoping hops will make a comeback in Wisconsin.

Growing hops is a labor intensive process, but is a more lucrative crop than corn or beans. Trellises, special picking and drying equipment is necessary. Once plants reach their full maturity the yield potential of an acre of hops can produce \$12,000 or more in a year.

Jeff started his own hop operation in 2011, with a few plants. He now has about 150 plants growing on a fifth of an acre on his rural Holmen property. Jeff has not begun to sell them commercially yet. He is sampling varieties of hops and perfecting his growing and refining techniques.

Since Jeff doesn't sell his hops yet, he shares his crop with local brewers. In return he gets to sample beers made with his own locally grown hops. Giving him the ability to perfect which varieties are best for his potential customers. Home brewers and craft beers are a great potential market for local hops growers in Wisconsin.

“I hope it turns a profit, but that is not why I got into it.” Jeff commented. “To me it is a unique crop and throughout Wisconsin's history it has been an important crop.”





Over sixty (60) area educators toured Empire as part of their annual CESA #4 Washburn Academy.

## CESA #4 Tour Washburn Academy ~ Doug Billings



Cory Veith explains to the teachers what skills are required for a career in Empire's Art Department.

Empire had the privilege of hosting the Washburn Academy local business tour this year.

What is the Washburn Academy? Since 1994, Washburn Academy has been Western Wisconsin's premier venue for teachers to build their repertoire of hands-on activities that would contribute to higher levels of student achievement and problem-solving capability. They have gone from 140 participants the first year to over 5,000 during its history.

So why do they visit local businesses? They tour local businesses in order to learn the job skills required to perform all of our jobs. They take this knowledge back to the classroom and ensure students are learning the necessary skills to be an asset in the workforce.

The Washburn Academy is named after Cadwallader Colden Washburn who was born in Maine in 1818. After completing preparatory studies and teaching school in Maine, he moved to the Midwest in 1839. After a brief career in Iowa and law studies in Illinois he moved to Wisconsin. His varied and illustrious career in Wisconsin included five terms as a congressman, heroic service during the Civil War, a term as governor, and designation as a lifetime regent on the UW Board of Regents. He lived in La Crosse before and after his service in the Civil War.

Washburn was also a successful entrepreneur, engaged in the lumber and milling industries, and utilized science and technology to create new efficiencies. His company became known as Gold Medal Flour after winning medals in an international milling exhibition.

As a friend of education and learning, Washburn donated \$50,000 to build the La Crosse Public Library. As the namesake for the Academy, Cadwallader Washburn continues to be recognized for his commitment to education, science, technology, and public service.

The Washburn Academy is organized by

CESA (Cooperative Educational Service Agency) #4, which is one of 12 non-profit Cooperative Educational Service Agencies, created in 1964 by the Wisconsin



Empire president, John Freismuth fields questions from teachers about the production process.

legislature. They serve educational needs in all areas of Wisconsin by enabling school districts to communicate with each other and with the Department of Public Instruction. Because they work on a regional cooperative basis, CESA's are able to economically and efficiently provide programs and services requested by local school districts and other public entities.



VP Marketing, Doug Billings highlights the sustainability aspects of Empire's Kammann UV LED press.





10 yr. old FaithRose Wateski

~ Courtesy of Gundersen Health System

## CMN 2013 Holiday Card

Since 1987, Empire Screen Printing in Onalaska has been a proud partner of the Children's Miracle Network (CMN) Hospitals Holiday Card project, donating time and materials to produce each year's design. It has become a tradition to which all Empire employees look forward. One hundred percent of the proceeds from card sales support services to children and their families through grants from CMN Hospitals no matter their illness, injury or where they receive their healthcare.

FaithRose Wateski, designer of the 2013 CMN Hospitals® Holiday Card, is a 10 year old from La Crosse, WI. Her inspiration for the card came from her love of animals and the characters from Warriors, a popular book series.

The playful holiday scene starring Graypaw, Bluestar (in the tree) and Firepaw, was voted the winning entry in the 27th annual coloring contest to benefit CMN Hospitals.

As a 5th grader at Southern Bluffs Elementary, FaithRose is excited to give back to CMN Hospitals. Her favorite subjects are reading, spelling and art. FaithRose plays violin in the school orchestra and is learning to play guitar.

FaithRose was diagnosed with bilateral cleft lip and palate and has since had the privilege of attending four years of equestrian therapy



Her name wasn't in lights, but it is pretty cool to have your name for everyone to see on the Empire sign.



FaithRose & her entourage marvel at how her design was printed on Empire's flexographic press.



John Fresimuth shows FaithRose the printing plates and Epson used on her card design.



FaithRose was interviewed by TV19's Steffani Nolte.

funding provided by CMN Hospitals.

It has made a world of difference in her concentration levels, self-esteem and ability to relate to animals and people. She "is thrilled to be able to assist in fund raising for such a

wonderful charity".

When she grows up, she wants to be an evening DJ, go to college at Madison, and become the consultant to the USA Olympic equestrian team.



## Baked Potato Soup

### Ingredients

12 slices of bacon  
2/3 cup margarine  
2/3 cup all-purpose flour

7 cups milk  
4 large baked potatoes,  
cubed  
4 green onions, chopped

1-1/4 cups Cheddar Cheese  
1 cup sour cream  
1 tsp. salt  
1 tsp. black pepper

### Directions:

1. Place bacon in a large, deep skillet. Cook over medium heat until browned. Drain, crumble, and set aside. Reserve some bacon for garnish as well as some cheese & green onions.
2. In a stock pot or Dutch oven, melt the margarine over medium heat. Whisk in flour until smooth. Gradually stir in milk, whisking constantly until thickened. Stir in potatoes and onions. Bring to a boil, stirring frequently.
3. Reduce heat, and simmer 10 minutes. Mix in bacon, cheese, sour cream, salt, and pepper. Continue cooking, stirring frequently, until cheese is melted.

Garnish with bacon, green onions & cheese, serves 6

Recipe Courtesy of allrecipes.com

# What's Cooking?



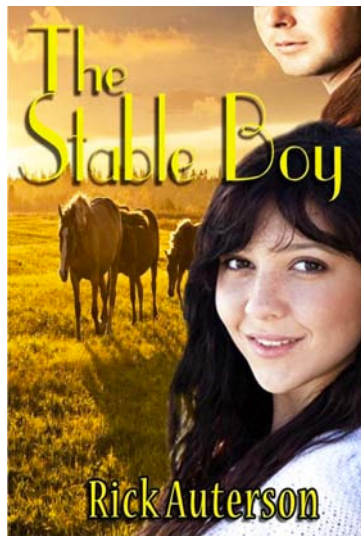
# EMPLOYEE SPOTLIGHT

## Published Author - Rick Auterson

# SpotLight

Rick Auterson is a man of hidden talents. This past summer Rick tried his luck at writing a teen novel. On September 3, 2013 his novel 'The Stable Boy' was published by Front Porch Romances.

A brief description; *Jack Anderson was born into poverty in 1954 to teenage parents and it has always been just the three of them, Jack, his mother and his father,*



*living in isolation on an unnamed gravel road. He works as a stable boy for Welsh Farms, a huge operation that raises cattle and corn.*

*Susan Welsh is fifteen years old; she is beautiful, spoiled and promiscuous. She saw Jack fight off two grown men and thinking that there was a bad boy right out of West Side Story*

*under her very nose she goes to the horse pasture thinking that she will have an enjoyable little brush with danger, toy with him, deny him and then discard him.*

*It will be great fun and make terrific gossip for her girlfriends; he had already made her a minor celebrity just because she knows his name.*

Rick' book is available for purchase through Amazon for your Kindle and is also available in EPUB, MOBI and PDF formats directly on the publisher's website.

[www.frontporchromance.com](http://www.frontporchromance.com)

### Employee Announcements

**Marissa Massoth**, daughter of Lisa Massoth, Ink Department, needs your help with her Senior Exit Project.



Please buy a raffle ticket(s) to support her fund raising efforts for the Wounded Warrior Program. In addition to the raffle cash prizes, Kwik Trip donated a Viking football signed by Jared Allen, a Packer jersey signed by William Henderson, & a Brewers T-shirt signed by Jonathan Lucroy. Squares can be purchased for \$5.



### Steppin' Out in Pink

**Autumn Jacobs** and her S.O.I.P. team along with 6,600 other walkers helped raise a record \$400,000! Proceeds raised primarily fund the breast cancer research initiatives at Gundersen Medical Foundation.



### Employee Anniversaries

#### OCTOBER

- Lisa Slonka ..... 28 yrs.
- Eileen Ustby..... 19 yrs.
- Angela Gammons ..... 8 yrs.
- Laurie Arentz..... 8 yrs.
- Charles Hills ..... 7 yrs.
- Benjamin Bakken..... 3 yrs.
- Amanda Hanson ..... 3 yrs.
- Joshua Xiong..... 3 yrs.
- Jacey Stoddard..... 3 yrs.
- Spencer Arttus..... 2 yr.

#### NOVEMBER

- Beth Roush..... 30 yrs.
- Jim Weber..... 28 yrs.
- Keith Cook ..... 22 yrs.
- Roman Kamrowski . 19 yrs.
- Dawn McGrath..... 19 yrs.
- Jill Schultz ..... 16 yrs.

- Candy Amann..... 13 yrs.
- Morgan McDonah ... 11 yrs.
- Theresa Baird..... 9 yrs.
- Kevin Gerstenberger... 7 yrs.
- Jon Schubert ..... 7 yrs.
- Chris Kendhammer .. 6 yrs.
- Rick Auterson ..... 5 yrs.
- Bonita Anderson..... 4 yrs.
- Janet Meyer ..... 3 yrs.
- Dustin Maule ..... 1 yr.

#### DECEMBER

- Kim Kaiser ..... 28 yrs.
- John Johnson..... 28 yrs.
- Kathy Vaughan ..... 25 yrs.
- Alice Clark..... 21 yrs.
- Dave Collins..... 19 yrs.
- Steve J. Johnson ..... 18 yrs.

- Rita Howe ..... 17 yrs.
- Robert Karaffa ..... 14 yrs.
- Steve Vinson ..... 14 yrs.
- Hans Hanson..... 13 yrs.
- Eric Coleman ..... 9 yrs.
- Kathy Inglett ..... 8 yrs.
- John Yehle..... 8 yrs.
- Marcia McFarlane..... 6 yrs.
- Jackson Huus ..... 1 yr.
- Brett Gamroth ..... 1 yr.

\*Part-time employees

#### QUALITY POLICY

Empire Screen Printing has an ongoing commitment to fully satisfy our customer. Through continual improvement in all aspects of our business, we supply the best product and service in the screen printing industry, in the most efficient and professional manner possible.

### Welcome New Employees!

Donald Weber\*, Kathy Bartel, & Heidi Bernau



**"Our tour of Empire Screen Printing re-iterated the life skills, we as teachers, know kids will always need... good communication, willingness to learn & teamwork!"**

~Stephanie Ritter-Sullivan, CESA Participant

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		.....	Amanda Vanderhey (CMN)

**DEADLINE FOR NEXT NEWSLETTER: Dec. 23, 2013**

All articles and announcements can be submitted to: Doug Billings (2311) or Amy Bettis (2371)