

Master mixologists

Right: Bill Callaghan of Continental Products Corp. explained the technology involved in a Rollo-Mixer that was built for a Belgian company. Continental Products said the device is the largest rotary drum mixer in the world. **Below:** Coyne Callaghan Sr., left, Bill Callaghan and Martha Callaghan talked business recently outside the offices at Continental Products' manufacturing facility in Osseo.

Staff photos by
Shane Opatz



Family business builds record-setting device

By Liam Marlaire
Leader-Telegram staff

In 1960, Coyne Callaghan Sr. teamed with Charlie Phillips, who had developed an industrial mixer in the basement of his feed mill.

Callaghan's interest was fueled by farmers who would bring their corn to the mill in the fall. The produce would be moist, making it difficult to mix into feed with other ingredients such as molasses. The eventual result was the Rollo-Mixer, a device that provides uniform mixing, blending and coating capabilities.

Continental Products Corp. soon was born. The company has an office in Milwaukee and a 20,000-square-foot manufacturing facility in Osseo. Callaghan, 85, lives in Milwaukee but is still hands-on with the business, commuting regularly to Osseo. He has five sons who now work for the business as well: Coyne Jr., Tom, Bill, Jim and John.

"Every time a Callaghan joins the business, they bring something different to the company," said John, 36. "The Fortune 500 companies we deal with like the fact it's a family business. And we give them uniform mixing that's state-of-the-art."



The initial mixer in Phillips' basement was 14 feet in diameter and 6 feet long.

Times have changed. Continental Products recently put the finishing touches on what it says is the world's largest rotary drum mixer. It measures more than 14 feet high, 16 feet wide and more than 18 feet long, and weighs 50,000 pounds.

The Rollo-Mixer Mark VII can blend 65,000 pounds of product in three minutes and still discharge a uniform blend. A Dutch company will use the mixer to blend products used in a filtering

system for antifreeze.

Everything from the pneumatic hookups to electrical system are manufactured in Osseo. The new Rollo-Mixer boasts stainless steel construction and a 100-horsepower motor. Coyne Sr. described the project as a "triumph of engineering."

Headed overseas

On Monday the device will begin a lengthy journey. It will travel to Houston before being placed in the hull of a ship for a three-week voyage to Antwerp, Belgium. It then will be taken by

truck to its final destination.

Coyne Sr.'s interest in new technologies is no accident. He has a background in engineering, and his education includes four years at Notre Dame and another in the Navy before earning a master's degree in business administration.

"Every other mixer in the market at the time was flawed conceptually," Coyne Sr. said of starting the business.

Variations of the Rollo-Mixer remain the backbone of Continental Products, but the business has diversified in terms of its applications. The economic climate of the 1980s fueled the need to expand, so the Callaghans pursued new roles for the machine, which now is used in 15 markets.

Rollo-Mixers are used for fertilizers, teas, insecticides, animal health products, detergents, soaps, plastics and a number of other applications. The device is available in 10 diameters and 100 sizes.

Eau Claire Grow, 4970 Kane Road, bought its first Rollo-Mixer in 1993 and now uses three of the machines. The company provides fertilizers and other products for lawn care, golf

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Business Bytes

OEM Fabricators opens facility

OEM Fabricators, a Woodville-based design, fabricating, machining, welding and finishing company, is holding an open house from 1 to 4 p.m. Friday at its new facility, 1701 Industrial Park Drive, Neillsville.

The \$9 million facility includes \$4 million in new equipment. Eighty people are employed at the site, which opened in April. The 54,000-square-foot location features 7,500 square feet of offices and a raw materials storage area.

A ribbon-cutting ceremony will be at 1 p.m., followed by self-guided tours from 2 to 4 p.m. There also will be demonstrations, product displays, refreshments and entertainment. For more information visit www.oemfab.com.

NWMOC names new director

Larry Blackledge became director of the Northwest Wisconsin Manufacturing Outreach Center at UW-Stout effective Wednesday.

Blackledge previously was an operations and project manager for NWMOC, which provides on-site consulting services to manufacturers in 33 counties in northern and western Wisconsin.

For more information about the NWMOC, visit nwmoc.uwstout.edu.

Presentation targets startups

Western Wisconsin SCORE, the Eau Claire Small Business Development Center and Chippewa Valley Technical College are offering "Starting Your Own Business" from 8:30 a.m. to 12:30 p.m. Saturday, Aug. 18, in the RCU Community Room of CVTC, 620 W. Clairemont Ave.

Registration is at 8:15 a.m., and seating is limited. The cost is \$30. For more information, contact SCORE at 834-1573 or score@score-eauclaire.org.

From staff reports



Blackledge

Journal reporter calls takeover 'sickening'

By Walter Hamilton
Los Angeles Times

NEW YORK — It's normally not good news when a company is the subject of repeated stories on the front page of the Wall Street Journal.

That was driven home to the newspaper's own reporters in personal fashion last week by the news that Rupert Murdoch succeeded in his monthlong quest to take over Dow Jones & Co., the Journal's parent company.

Reporters reacted bitterly to the prospect of Murdoch's gaining control of the Journal, which has long been regarded as a beacon of financial journalism.

They voiced concern that Murdoch would diminish the paper's quality, imbue it with some of the glitzy style of his New York Post

and slant the Journal's news coverage to advance his business interests.

"People are aghast that this could have happened," said one reporter, who like others spoke on condition of anonymity. "It's a sickening realization to know that this really great iconic newspaper is (not only) no longer going to be independent but is also going to be controlled by a man whose values are inimical to ours." To address such concerns, Dow Jones and Murdoch's News Corp. — which also owns 20th Century Fox, the Fox News Channel and tabloid newspapers in Britain and Australia — agreed to the creation



Murdoch

of a committee to help protect the newsroom from attempts to steer coverage that relates to Murdoch's interests.

The panel could veto the firing or hiring of the Journal's top editorial executives, but some Journal writers have said the committee wouldn't be strong enough.

The newsroom was particularly incensed by the detail, disclosed on the Journal's Web site Tuesday, that Dow Jones had agreed to pay the Bancroft family's advisory and legal fees related to the merger, which are expected to cost at least \$30 million.

The journalists viewed the payment, which ultimately would be made by News Corp., as an improper incentive for wavering family members to support the deal.

"There's a real feeling that this

place covers the worst in corporate behavior and our executives should have known better," one reporter said.

Journal reporters also voiced disappointment that Paul Steiger, the paper's longtime managing editor, did not speak out against the News Corp. bid. Steiger, who stepped down in May to become the paper's editor-at-large, could have rallied opposition to the deal, they said.

"There's a fair amount of anger and frustration at him," one reporter said.

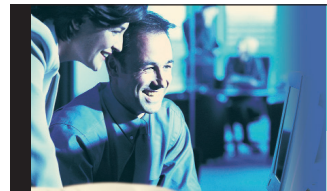
Some reporters took solace in the belief that the Journal, which has been struck by a decline in ad revenue, might have undertaken deep cost-cutting and layoffs had Murdoch and his money not shown up.

L.A. Times-Washington Post
News Service



Associated Press

The Wall Street Journal is pictured next to Rupert Murdoch's New York Post. Murdoch's News Corp. agreed Wednesday to buy Dow Jones & Co., which publishes the Wall Street Journal, for \$5 billion.



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Mixer/Business emphasizes family ties

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courses and retail services. “For our application, they’re fabulous,” said Steve Hunsley, general manager at Eau Claire Grow. “We blend fertilizers and then can add things such as insect control. “There are environmental concerns, and we can blend products precisely to hit our requirements. That’s what these mixers do.”

Customers worldwide
Hunsley said the fact Continental Products is a local company also is a positive. “They do business across the country and overseas,” he said. “We’re just fortunate they’re in our backyard. “Continental Products is one of two or three companies in the world recommended by several national companies in the chemical industries such as Dow.” According to Coyne Sr., three key factors must be considered when mixing: batch size, density of the products and shapes of the particles. Companies often will come to Osseo to test the equipment’s ability to produce a uniform, consistent blend. “We have an accurate, simple machine that provides very uniform results,” said Tom, 51. The mixers typically rotate at a

speed of 3 revolutions per minute with two main bearings and a drive chain. Their design makes them remarkably energy efficient. “In the ’60s and ’70s, that was not a big issue, but in 2007 saving energy is a big deal,” said Bill, 47. Coyne Sr. also takes pride in the durability of the mixers. Rollo-Mixers used at Eli Lilly, a pharmaceuticals company, are at work 24 hours a day, seven days a week for 30 months before taking short breaks for servicing. Bill estimated 800 to 900 of the mixers are in service worldwide. The seventh ever made still is being used in Bloomer. The device itself is relatively simple; it only involves one moving part, which makes it easy to maintain and clean. The Callaghans have a portable version of the Rollo-Mixer they take to clients for demonstrations. The device is housed in a van that has traveled to almost every state. They have conducted more than 150 demonstrations in the past three years. The business also exhibits at a trade show in Chicago every other year. “Once a new mixer is online in a customer’s facility,” John said, “customers really won’t go another way. This is top-of-the-line equipment.”

True family affair
And the fact it’s manufactured by a family-run business shouldn’t

change when the next generation comes of age. Coyne Sr. and his 82-year-old wife, Martha, have 11 children and 35 grandchildren. Two members of the third generation, Tricia and Joe, also work at the plant. “When you call here, you get a Callaghan,” Martha said. Twenty people are employed at the Osseo site, 11 of whom have worked there more than 20 years. The Callaghans lived in Milwaukee but always maintained the production facility in Osseo. The five brothers who work in Osseo now all live in the Eau Claire area. When Coyne Sr. was first looking for a house that would accommodate his large family, he put in an offer he described as “ridiculous” that was accepted. He did the same when he bought his first business. “I told them, I’m rich in kids but not in money,” he said. Growing up in Milwaukee, there were three steadfast rules: You had to have the last name Callaghan to enter the upper floors of their house, the children couldn’t attend or host sleepovers (Mom said it was difficult enough keeping track of her kids), and no tattling. “As a result, we had peace in the house,” Coyne Sr. said with a grin. Coyne Sr. kept the manufacturing side of the business in Osseo

because of the “strong work ethic, low taxes and absence of unions.” In 2000, the company underwent an expansion in Osseo that included a 25-ton overhead crane. Coyne Sr. said expanding the business was always a consideration, even when times were tough. “If there is any advice I have to give if you’re going into business,” Coyne said, “it’s that when things are darkest, that’s when you expand.” A loft area in the Osseo facility houses the engineering and other offices. It also has a display of more than 400 samples of materials that are Rollo-Mixer blends. Painted pieces of rubber used for playgrounds and materials used in aerospace and defense are among the samples.

Still learning, improving
To coat materials, the Rollo-Mixer uses a unique free-fall process that allows the entire surface of a particle to be exposed to the material used for coating. An example is the coating used to cover the pieces of rubber for playgrounds. “It’s evolved to the advanced mixing technology it is today,” Bill said. “And we’re constantly learning new things to improve our product.” In the last year alone, Continental Products has sold mixers across the U.S. and in Belgium, Brazil,

Canada, Mexico, Spain and Wales. Jim currently is at a new installation in Sao Paulo, Brazil, training customers on one of the mixers. Bill and his siblings are all bidding to represent the company in Belgium, but working with fellow engineers, inventors and other professionals truly holds their interest. “We get to work with brilliant people who appreciate our technology,” Bill said. Bill has worked in the family trade since he was 19. His father still works in purchasing, and Martha handles the books. “I’ve been working with my parents for more than 27 years,” Bill said. “They’re more than parents to me. But it won’t be like this forever, so it’s a treat to work with them and have them see the growth of this business.” Martha said she never doubted her husband, even in leaner times. The two recently celebrated their 60th wedding anniversary. “I had great faith in (Coyne),” she said. “If he said it’s the right thing to do, it’s the right thing to do. “And, in all our years, I’ve never once — not once — seen him get mad. I think that’s why the boys like working with him so much.”

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Briefcase

Wipfli announces staff promotions

The Eau Claire office of Wipfli, a Minnesota-based accounting consulting firm, recently announced several staff promotions. Employees taking on new roles at Wipfli include senior manager Todd Kostman, managers Rebekah Denzine and Michael Gust, senior accountants Sarah Lindgren, Scott Kosmo and Joseph Pichler.

University links students, services

UW-Eau Claire’s annual Connect! program is set to run from 11 a.m. to 3 p.m. Wednesday, Sept. 5, on the Campus Mall. The event showcases city resources, services and retailers available to UW-Eau Claire students. Representatives from businesses and organizations interested in participating may call event director Paula Stuetgen at 836-4803. Registrations also are being taken online at www.uwec.edu/activities/connect until Friday, Aug. 24. The cost to exhibit is \$25 per table. There is no fee for nonprofit organizations.

Bankers release quarterly report

The Community Bankers of Wisconsin has released its performance report for the first quarter. In the Eau Claire metropolitan statistical area, which includes seven community banks, the percentage of banks with earning gains rose to 71.4 percent compared with 28.6 percent over the same period in 2006. Returns on equity, net inter-

est margin and net charge-offs to loans, however, were down from the previous year. Loan data from the Eau Claire metro in eight different categories showed an increase in activity from the first quarter in 2006. For more information visit www.communitybankers.org.

Business startup is seminar topic

OSSEO — Western Dairyland and United Bank in Osseo will present “The 7 Steps to Starting a Business” from 6 to 9 p.m. Tuesday, Aug. 14, at United Bank, 50518 S. Charles St. Tuition costs \$25. Registration is due Thursday; scholarships are available. For more information, call 836-7511, ext. 171, or visit www.successfulbusiness.org.

River Falls tech company expands

RIVER FALLS — Interfacial Solutions is constructing a 15,000-square-foot production facility in River Falls at White-tail Ridge Corporate Park. Founded in 2003, the company provides technology development and transfer services. The project is scheduled to be finished by the end of the year. The design provides for a future addition of 45,000 square feet. The company projects 11 new jobs will be created in the next three years. Interfacial Solutions received a \$207,600 Technology Zone tax credit to help construct and equip the facility.

Restaurant plans grand opening

CHIPPEWA FALLS — The Bridge St. Station, a new restaurant in downtown Chip-

pewa Falls, is planning a grand opening for Friday, Aug. 17. The Bridge St. Station, 212 N. Bridge St., features a railroad theme. It can accommodate 48 diners, and also offers take-out service. The menu will feature hamburgers, hot dogs, bratwurst, malts and other items. Don Baker owns the restaurant; Jim Hopkins will be its manager.

Open house slated at regional airport

Chippewa Valley Regional Airport and Sacred Heart Hospital are sponsoring an open house for chamber of commerce members from 5 to 6:30 p.m. Monday, Aug. 13, at the Heartland Aviation hanger at CVRA, 3800 Starr Ave. Admission costs \$5. The event will feature business exhibits, networking opportunities, door prizes, food and refreshments. The grand prize is an air and hotel package for two to Laughlin, Nev. The Eau Claire, Chippewa Falls and Menomonie area chambers of commerce are

hosting the event. For more information call 834-1204.

Job, volunteer fair seeks exhibitors

The eighth annual Age of Opportunity Job and Volunteer Fair is set for 8 to 11 a.m. Wednesday, Sept. 19, in the Younkers wing at Oakwood Mall. The event is aimed at workers 56 and older who are seeking job or volunteer opportunities in the Chippewa Valley. The cost for an exhibition booth is \$60 for members of the Eau Claire, Chippewa Falls and Menomonie chambers of commerce, and \$85 for nonmembers. Call 858-0616 for more information.

Reporting tips is pamphlet topic

The Appleton-based National Association of Tax Professionals has released a pamphlet on reporting tip income. Employees who earn \$20 or more in tips in any one month must report

the income to their employers. “There is an ongoing myth that employees only have to report 8 percent of their total sales as tips,” said Cindy Hockenberry, tax information analyst for NATP. “The 8 percent allocation rule is a requirement placed on the employer, not the employee.” For more information visit www.natptax.com or call 800-558-8002, ext. 3.

Network to link services, investors

HUDSON — The I-94 Business Network — www.I-94BizNetwork.com — has set its first meeting for 7 p.m. Tuesday, Sept. 11, in the community room of WESTconsin Credit Union, 1601 Maxwell Drive. The network aims to link investors and entrepreneurs with management and technical assistance services. For more information, call 715-781-2569 or 651-275-0275.





Hockenberry

Manufacturing program offered

The Northwest Wisconsin Manufacturing Outreach Center at UW-Stout is offering a lean manufacturing certificate program at Wisconsin Indianhead Technical College, 1900 College Drive, Rice Lake. The first in a series of seven daylong Thursday sessions, “Principles of Lean Manufacturing,” is set for Aug. 23. Others are “Value Stream Mapping” on Sept. 6, “Quick Changeover/Set-up Reduction” on Sept. 20, “The 5S System (a lean manufacturing strategy)” on Oct. 4, “Principles of Cellular/Flow Manufacturing” on Oct. 18, “Total Productive Maintenance” on Nov. 1 and “Value Stream Management/Project Planning” on Nov. 15. The cost for seven sessions is \$1,900. Organizations with three or more people attending will pay \$1,800 per person. An in-house mentoring project is part of the program. For more information, call 715-232-2793 or visit www.uwstout.edu/outreach/conf/lcp.

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“Communication is part of the cure,” ran a **national USA Today headline** on July 25. Helping patients understand is critical to health and healing. As an example of patient advocacy, the article cited innovations at Sacred Heart Hospital:

Some hospitals are not waiting to begin improving communication. “The main thing we’re trying to do is listen to our patients,” says Faye Deich, chief nursing officer at Sacred Heart Hospital in Eau Claire, Wis. The hospital, which ranks in Press Ganey’s top 1% for patient satisfaction, has hourly nursing rounds, strict behavioral standards for doctors and follow-up phone calls with patients after they have been discharged. “We ask each patient what good care means to them, and that’s communicated to the staff,” Deich says. “If patients know you are there for them, they are more likely to tell you if something doesn’t seem right.”

-USA Today



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- **You want the best in quality and safety** from your hospital. This summer, we were honored with seven national physician satisfaction awards for healthcare excellence.
- **You want the best in service**. Sacred Heart Hospital is rated in the top 1% in the nation for patient satisfaction. Hospital executives and administrators visit from all over the nation to study our innovations and success.
- In emergencies, **you want fast service**. Our busy emergency department is rated a “Best Practice” in providing exemplary operational excellence rates that are only seen in the nation’s top 10% hospitals. In Maternity, when an emergency Cesarean-Section is called, our response is so stellar (eight minutes compared to the national benchmark of 30 minutes or less) that it is a “Best of Best Practice.” Our anesthesiologists have been so impressed, they are having us share our procedure with other hospitals.
- **You want stable jobs, community investment and growth**. With 1,400 employees, we are the 9th largest employer in the region. The annual Community Benefit we provide is more than \$27 million.

For more about how we listen to you and our national recognitions for patient safety, quality and service, visit our new website at www.sacredhearteauclaire.org.

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