

# True Customer Service

## SUNRISE COOPERATIVE USES AGVANTAGE FOR SERVICES AND FINANCIALS

When Sunrise Cooperative of Fremont, OH, was formed in a merger in 1991, its predecessor companies already were using computer programs from AgVantage Software, Inc., Rochester, MN, or those of its predecessor, Udenberg & Associates, Inc.

George Secor, president and CEO of Sunrise Coop, says that the AgVantage system has fit in well with the coop's goal of providing true customer service for its 3,200 member-owners.

Sunrise is a grain marketing and supply cooperative located in north central Ohio. It currently operates five grain facilities and four full-service agronomy locations with a new 40,000-ton dry and 3-million-gallon liquid fertilizer plant and one satellite ammonia facility.

Its feed division offers custom-bagged feeds from Land O'Lakes and Purina Mills. The energy division offers propane, liquid fuels, and bulk oils.

The cooperative's service area covers 12 counties in Ohio and it receives grain all the way from Pennsylvania.

"AgVantage adds to everything we do, because we use it for all our services and



*Tammy Myers is vice president of member and corporate relations.*

financial activities," Secor says. "It's the true backbone of our company when it comes to our software. If software won't interface with AgVantage, we won't use it."

### Business with a Smile

Sunrise Cooperative's web site says it welcomes business "with a smile." Asked if AgVantage contributes to those smiles, Secor answered: "Those smiling faces come from us being happy that our customers are happy with our service and from knowing that our software is going to be able to serve our customers and make them smile."

Tammy Myers, Sunrise Cooperative's

vice president of member and corporate relations, oversees the cooperative's software programs. "We use AgVantage's main accounting system for all our in-house accounting system," she says. "We also provide the eAgVantage product on our website so our customers can access their monthly accounts receivable statements, grain contracts, grain settlements, patronage, end-of-year reports, and 1099 tax information at their convenience, 24/7."

Myers says the energy and agronomy departments utilize AgVantage PC on the farm, then upload the information into the AgVantage accounting system.

Another stand-alone feature is the employee time and attendance (ETA) program, which ties the time clock into the AgVantage payroll software.

According to Myers, AgVantage has support teams that each specialize in a specific area so expert advice is always available. AgVantage also offers an AgVisor program which consists of on-site training, annual conference, e-training, and also provides access to support staff for speedy solutions and answers to questions.

## Grain Company

### Sunrise Cooperative

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www.sunrisecoop.com

George Secor, President and CEO  
Tammy Myers, Vice President of Member  
and Corporate Relations  
Dean McDowell, CFO

**Established:** 1991

**Storage capacity:** 27 million bushels

**Annual volume:** 52 million bushels

**Annual revenue:** \$700 million

**Number of employees:** 185

**Crops handled:** Corn, soybeans, and wheat

## Software Vendor

**AgVantage<sup>®</sup>**  
Software

Rochester, MN

877-282-6353 • www.agvantage.com

Michelle Blomberg, President  
Chuck Bohanon, CIO  
Paul Hawes, CFO

**Grain accounting software:** AgVantage software

**Operating systems:** Windows 7, i5/OS

**Software options:** Grain Accounting, Grain Scale, Management Accounting, Point-of-Sale, Agronomy, Energy Management, eBusiness, and Patronage