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## ROOC rocks!

2011-07-21 / Editorial

A Detroit entrepreneur with an “I wish I had thought of that” idea is providing work for some Roscommon County area residents who are employed at ROOC, Inc. at Higgins Lake, and evidently his “invention” is gaining in popularity. Marco Cucco is marketing a “Wine Diaper” for travelers who don’t want to lose the contents of the bottle if it breaks while in transit. Cucco’s invention, a product of Idea Mia, absorbs the contents and keeps it contained in a bag if the glass bottle is broken.

For several decades ROOC has been involved in various business enterprises providing services, they have made “ski bones” for many years, they have assembled toys in the past and offered other services to area businesses such as janitorial work.

The employees are not only earning a pay check they are learning skills for independence, although degrees of independence vary with each individual ROOC consumer (employee).

The Wine Diapers are sold nationwide and over the Internet. Wine connoisseurs purchasing one of the bags will be helping one of the ROOC consumers meet the 600 bag per day quota as well as earn a pay check and gain additional independence.

The R.O.O.C. workshop is a model program that has provided services to the public and consumers for decades and, which for the most part, goes about its daily functions with little notice by the general public. For families of the consumers ROOC’s value is in offering a future for their family members, a bright future thanks to the hard work of ROOC’s staff and cooperation of entrepreneurs.

