



Volume 18 – October 2015

Record Crowd Attends NASCAR Customer Event in NH

Sports and Team Sponsorships Help Retain and Reward Loyal Customers

F.W. Webb held its largest customer event ever on Sunday, September 27, 2015 at the New Hampshire Motor Speedway. Inside the track oval in the North garage, a record number of more than 1300 customers and their guests soaked up the track atmosphere as crews prepared for the NASCAR



Sprint Cup Series Sylvania 300. Guests enjoyed lunch, gift bags, manufacturers' exhibits, and a talk with Q&As from recently retired NASCAR legend Jeff "The Mayor" Burton. After lunch, our guests received special pre-race access to the track and pit road, which put them within several feet of the racing cars for selfies and photo ops. A pre-race concert on the front stretch of the track featured country music singer Brett Eldredge.

Everyone then took their seats among the nearly 100,000 race fans in attendance. Pre-race fanfare included a flyover, parachutists, and special welcome from our very own Tim O'Connell, Plumbing Product Manager. After that, it was "start your engines" time and the race got underway. Matt Kenseth ultimately sped past Kevin Harvick in the final laps for the win.

The day before the Sprint Cup Series race, the Whelen Modified Tour took the track for the **F.W. Webb 100**. Webb and TOTO co-hosted an invitation-only event for 100 of our best plumbing customers at the Speedway's new hospitality spectator ledge at "Turn Three." Webb's own Michael Goodnow and his hard rockin' country band, "Help Wanted," entertained guests (more on Michael on page 6). Whelen Modified Tour champion Doug Coby again took home the F.W. Webb trophy, presented by Joe Ruggiero, F.W. Webb Heating Products Manager.

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Please submit news items and photos with captions to pipeline@fwwebb.com.

THE SCOOP

by Bob Mucciarone



As the 4th quarter of 2015 begins, we are working hard to make up a gap in September's budget plan. We currently are determining the cause and, as we do, we expect to react in some manner.

One thing we know for certain is we have the infrastructure in place to handle any sales volume. Once we figure out the sales fix, we will implement it immediately.

Meanwhile, we continue to explore acquisition opportunities as they develop. Not all opportunities that come our way make sense but be assured we will pull the trigger on the ones that do. We are in the process of negotiating three land/building deals for new locations and upgrades to current locations. In addition, we have a tentative deal pending to relocate our current CD in Amherst, NH to Londonderry, NH. If this deal comes together, the new facility will be one million square feet.

Let's not forget, we want F.W. Webb to be the **most well-respected, customer service-oriented company** in our footprint. This means every one of us going above the norm to service our customers. Please be a part of this.

Did You Know?

The word 'plumbing' is from the Latin word 'plumbum,' meaning lead. The first water and sewer systems from the Roman Era were made with lead piping.



See page 16 for softball tournament results.



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Sports Marketing Helps Retain and Reward Loyal Customers

The Value of Sponsorships

“Start your engines!” The F.W. Webb Company has been hearing and having the privilege of shouting these famous racing words at the New Hampshire Motor Speedway for six years now. Whether it’s NASCAR and the “Magic Mile” in Loudon, NH, or the Boston Red Sox and America’s most beloved ballpark, Fenway Park, it’s all about the power of sports marketing – and the opportunity for F.W. Webb to connect with customers on their level, through sports and teams, and in venues they revere and enjoy.

Sports as a singular entity captures the constant and devoted attention of more people than most other types of entertainment. As our world has become more accessible through travel and the Internet, the world of sports has grown increasingly popular with fans globally. When companies associate themselves with a player, team or type of sport, they are connecting with passionate fan bases.

Think of a beloved sports figure, team or event, perhaps one that you’ve followed since childhood. Can you remember the company or brand that attached itself to this individual? How do you feel about this company or brand? Chances are you remember and can never forget Michael Jordan’s Nike Air Jordan sneakers or Joe Green’s “Have a Coke and a smile” campaign. In our region, the John Hancock Company is nearly synonymous with the legendary Boston Marathon. Next year, Hancock marks its 31st year as the official race sponsor.

Sports marketing involves the transference of good feelings about players, teams and sports to the companies that back them. Sports Marketing is, by definition, the practice of using sports to build brands to help sell goods and services. A key aspect of sports marketing includes the use of sporting events or teams to promote brands and products. F.W. Webb has employed this strategy through its association with professional auto racing since 2010 and its sponsorship of the Red Sox since 2006.

The Magic Mile: New Hampshire Motor Speedway

Auto racing is one of the most beloved sports in America. A 2015 Harris Poll ranks auto racing fourth among adults who follow sports, ahead of basketball and hockey.

For F.W. Webb, the road to becoming an official sponsor at the New Hampshire Motor Speedway began as a purchaser of a chunk of annual grandstand tickets for customers. Realizing we were buying in bulk, the Speedway approached us about a sponsorship. We signed on in 2010 as an official sponsor of the Loudon, NH-based Speedway, one of eight major NASCAR tracks owned and operated by Speedway Motorsports.



Enjoy your VIP visit to the Magic Mile!

- Help yourself to the **buffet and beverage** stations
- Stroll along **pit road** where today's greatest drivers and crews will be preparing for the race
- Visit **displays** from leading manufacturers
- Compete in **games** around the garage
- Grab a photo with **Cole Whitt, driver of car #35** and one of the up and coming stars in the NASCAR Sprint Cup Series
- See **NASCAR legend Jeff “The Mayor” Burton** when he visits this garage party
- Take in the pre-race **Brett Eldredge concert** at 12:10 from the track front stretch
- Head to the grand stands between 12:30 and 1:00 to get ready for the **big race**

Customer activities at the Sunday race event.

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Visibility for Webb; Perks for Customers

Webb's sponsorship-level involvement with racing and New Hampshire Motor Speedway brings many branding and customer engagement opportunities. At the track, F.W. Webb signage is plentiful and oversized, leaving no doubt for fans that we are a major partner. Over 1800 grandstand tickets are distributed to customers each year, and our 60-person suite provides a special hospitality opportunity for targeted customers.



Customer Bill Lane, owner of Superior Plumbing in Dedham, MA, was Grand Marshall for the F.W. Webb 100.

The F.W. Webb 100 race gives select customers exclusive access and rare moments, such as attendance at the pre-race drivers' meeting, the chance to shout "Start your engines," or climb the stand high above the start/finish line to start the race with a wave of the green flag. And then there's the excitement of the Winner's Circle where F.W. Webb presents a trophy to the race winner minutes after the finish line is crossed.

What happens off the track is almost as important as what happens at the track, as F.W. Webb continues to build its association with racing throughout the year. Events include two race-themed counter days, a year-long fantasy racing contest,

and a sales-driving promotion dubbed "Race to the Race" that culminates in a large VIP pre-race event each September.

In a competitive marketplace, sports marketing helps

F.W. Webb build loyalty among its customers by rallying around something that excites them and rewards them with tickets, hospitality and special privileges. We strive to stand out from our competition through carefully selected sports affiliations and, along the way, give customers memorable experiences they might not find elsewhere.



Next Year

We're excited to be affiliated with the New Hampshire Motor Speedway and Boston Red Sox as we move into 2016, our 150th anniversary year. We have a number of fun and special activities and treats planned. Stay tuned!



Winslow Lighting Upgrade Saves Energy Costs

How many contractors does it take to change the light bulbs in an F.W. Webb location? For Winslow, Maine the answer is one – local contractor Wiswell Electric, with a little help from Efficiency Maine, an independent administrator for energy efficiency programs that promotes cost-effective energy efficiency and delivers rebates for high-efficiency lights and equipment. The project involved a lighting efficiency upgrade for all the interior lights, requiring a combination of both new and retrofitted fixtures. More than 180 fixtures were upgraded or replaced. The Winslow location enjoyed a reduction in electricity costs of more than 20% for the months of June and July over the same period in 2014.

For more information about this project, contact Winslow OM Corey Post at 800-452-1928 or post@fwwebb.com.





F.W. Webb Delivers its First Propane Fuel-Filling Station



Propane fuel, also known as liquefied petroleum gas (LPG), is a clean-burning, high-energy and lower-cost alternative fuel. It is increasingly in use as propane autogas to power fleets of vehicles, such as buses and delivery trucks. F.W. Webb recently sourced and supplied its first propane autogas filling station for a longstanding customer, Columbus Energies of Swansea, MA.

The new station features a pristine 2,900-gallon tank and a high-tech pump with modern metering distribution functionality. The facility is up and running in East Providence, RI for the fuel requirements of a fleet of 35 brand-new propane-powered school buses.

The F.W. Webb location in Warwick, RI has an established relationship with Columbus Energies, one of our Dealer's Choice Inventory Management customers. Webb Account Manager Charlie Bursey meets regularly with the owners of Columbus Energies and upon learning of their plans to establish their first propane autogas facility, went right to work on a proposal. His starting point was the F.W. Webb Propane Gas Division, based in Hartford, CT.

“I had little knowledge about propane autogas at the time,” Charlie said, “So, I sought the assistance of Howard Schneider, inside salesman at the Propane Gas division. Howard recommended I talk directly with the Pennsylvania-based manufacturer of these types of facilities. With Howard’s support and direct assistance from Warwick GM Peter Kelleher, I was able to put together a bid and presentation for Columbus Energies.

“Even though the F.W. Webb bid was higher than the competition’s, we won based on our ability to listen to the customer’s needs, and meet and exceed their expectations,” said Charlie.

“This was truly a team effort that included Howard Schneider, Peter Kelleher, the manufacturer, the customer, and myself”

Charlie Bursey, Webb Account Manager

Several school districts in the area have been out to the site and marveled at the new propane gas facility and the new buses. Many are considering propane-powered buses for their district, as propane is less expensive than gasoline, burns cleaner, and adds more years to engine life. Charlie says he anticipates other propane autogas facilities will be installed in the near future.



AMTROL's Distributor of the Year

AMTROL, a manufacturer of water systems and plumbing and heating products, has selected F.W. Webb for a second time as its Distributor of the Year. Paul Levesque, president and owner of Dan Davis Sales, came to CD in September to present the award. AMTROL specifically recognized Webb for the following:

- Outstanding communications around training and product development
- Product line support, e.g., inventory levels and product prominence
- Volume of business pertaining to market share in the territory

L to R: Eric Williams (Receiving), Teresa Bulcroft (Dan Davis Sales), GM Greg Bodlovick, Paul Levesque (Dan Davis Sales), OM Chris Fury, Pat Miller (Receiving Supervisor), Rick Levesque (Expediting), and Shaun Leblanc (Expediting).





CD Committed to Safety; Passes Inspection with Flying Colors

By Chris Fueray, Operations Manager, CD, Amherst, NH



The CD Safety Committee

August 5th, CD received its Annual Safety Audit and Inspection from Steve Jafolis of Hanover Insurance. Steve spent an hour inside and outside the building investigating many areas of our facility. He also attended the Safety Committee meeting as an advisor and observer.

Safety is a Daily Habit

Although CD staff prepares diligently in preparation for the annual audit, the secret to success lies in consistent, comprehensive daily inspections and reporting. The Safety Committee has mapped a daily blueprint for maintaining a safe workplace.

CD Supervisors and Safety Committee members conduct daily warehouse inspections and prepare audit sheets (see sample) for Warehouse Manager Dave Perez's review and critique. This helps identify and address new safety concerns as they arise, as well as track and monitor the progress and resolution of open issues. While interacting with ease with fellow employees, Committee members communicate immediate concerns to their direct supervisor as warranted.

Non-critical issues are brought to the next Committee meeting – an open forum for suggestions, action items and facility self-critique. At each meeting, notes and action items are documented and supported by pictures and/or data. Each committee member leaves with a clear understanding of the areas requiring action or improvement.

Inspection/Audit Results

All in all, August 5th was a great day for CD and F.W. Webb. CD passed its latest inspection with a high score on the 45-point audit. We were pleased to receive an efficient audit mark from Hanover Insurance and proud to showcase the company's dedication to 'Continuously Improving Safety.'

Key Inspection Checkpoints

- Cleanliness, proper floor markings
- Ease of access through facility
- Facility matters (electrical cords, proper mats, wiring)
- Emergency exit accessibility
- Fire safety equipment: operable, serviceable and well-maintained
- Safety bulletin board/Open safety communication to employees
- Proper storage of hazardous materials
- Material safely in rack/location; no obtrusive pallets
- Systems and paperwork in place for equipment inspection
- Proper equipment lockout processes in place
- DOT/fleet area safely maintained; proper fencing and lockable gates
- Forklift training

Sample CD Audit Sheet:
completed daily for the
warehouse manager

SUPERVISOR'S WAREHOUSE INSPECTION		COMMENTS
SUPERVISOR: STEPHEN PORTER	POINT OF INTEREST	
DATE: 9/9/15	Work areas clean and free of debris, all interior floors dry	✓
TIME: 8 AM	Warehouse aisles not obstructed by storage	✓
	Adequate lighting in the work area	✓
	Pallets, racks and shelving in good condition	✓
	Material properly stacked	✓
	Material secured and not leaning off the edge of racks	✓
	Adequate number of material handling equipment	✓
	Clear paths leading to exit doors	✓
	All exits clearly identified	✓
	Fire extinguishers easily accessible	✓
	Flammable/combustible material stored appropriately	✓
	Is hazard room clean and organized?	✓
	Proper ladders being used and in good condition	✓
	Heaters operating properly in all areas of warehouse	✓
	Forklift inspection sheets being filled out and turned in daily	✓
	Forklift operators driving at safe speeds and seat belts in use	✓
	All battery charger cables are in good condition meaning, No electrical cords should be used to charge batteries and no metal parts should be exposed	✓
	Woody's battery service work station that's located across from S24 aisle. This area must be kept clean.	✓
	Additional comments or photos:	JUNK BEING LEFT ON CHAP
		PALLETS AND DUNNAGE LEFT IN LOCATI 512'7", AND 314'0"1A. PALLET WITH BOILER ON IT STICKING C AISLE 207. LADDER LEFT IN AISLE 109



“When you want to create opportunities, you have to be willing to work for it and try new approaches.”

Dine-&Learn Program Expands Sales to Existing Customers

By Mike Blagdon, Store Manager, West Bath, ME



This past year we implemented a new program we titled “Dine-&Learn” product information meetings. We did this to develop additional sales from our existing customer base. We all have valued customers who, for one reason or another, are using certain products not offered in our current product line. For instance, they may purchase a reasonable amount of product from your location but they buy heat pumps, boilers or plumbing supplies from our competition.

To combat this we invited certain customers to eight Dine-&Learn sessions, each one targeting a single priority product: Daikin, American Standard, York, Haier, TRIO, Bosch, Bradford White, and TOTO.

We developed a target customer list and sent out custom invitations developed by our Marketing Department in Bedford. As the year rolled on, we got better and better at selecting the right audiences, keeping the sessions focused, and running each like clockwork. Attendees gave us great feedback and the positive buzz made it easier to attract and sign up contractors for subsequent sessions.

The cost of this sales effort was kept to a minimum by partnering with our valued manufacturer representatives.

The local restaurant where we hosted the meetings waived its standard usage fee for the event room we used, since we were booking all eight sessions there and purchasing food and drinks. We have seen a positive return on investment, our efforts have successfully converted a number of the targeted contractors to the products we featured.

These Dine-&Learn sessions are an effective tool for changing our customers’ perceptions of our priority lines. They provided real feedback from contractors and changed the way we approach doing business. Consider this, most companies selling a service or product make extending great customer service their primary goal. With this as the backdrop, we asked the following question: “What can we do to differentiate F.W. Webb from the pack?” When you want to create opportunities, you have to be willing to work for it and try new approaches.

Looking towards 2016, we’re planning five or more “Dine-&Learn” sessions, focusing on products exclusive to F.W. Webb, such as PurePro, Deriva, Advantage boilers, and Regal furnaces. We’re also going to do a specific session to market the Frank Webb’s Bath Center by holding a customer event at the Lewiston, Maine showroom.

If you’re interested in a similar program for your location and want some tips on how to structure it and get started, get in touch with me. I’ll be happy to help.



Charitable Athletes

Albany and Ballston Spa, NY employees returned to play in the 2015 Mush Ball Tournament on September 19th to support the Classie Lassie Girls Softball League, which was founded in 1974 and serves over 325 girls each year.

L to R: Doug Bell, Megan Ottino, Mike Burton, Steve Belfiore, Mark Bryan Jr., Kevin Gwinn, Victoria Carrk, Dan Williams, Wayne Wehnau, and Lou Ottino.



New from Thermoplastics Division: Custom Skid Systems

By John Dodge, Manager, Thermoplastics Division, Methuen, MA

The F.W. Webb Thermoplastic Piping Division is now offering customers made-to-order skid-mounted systems and services for industrial processes, waste water, and municipal water treatment applications.

The self-contained modular systems feature as much plug-and-play functionality as the customer needs – from a simple pump and tank to a multi-faceted control system with pumps, tanks, flow, level, actuation, and water quality parameters.

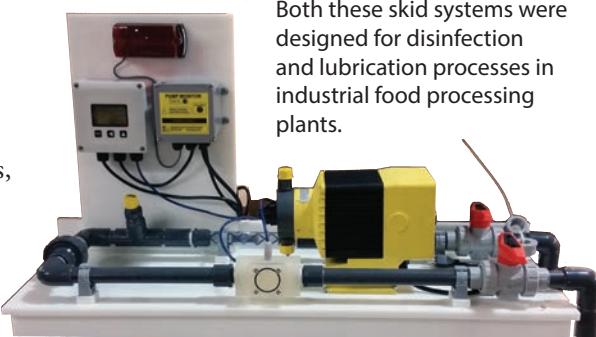
Customized skid systems from F.W. Webb save customers time, aggravation and the expense of fabricating and installing one themselves. We have a new team selling, designing, assembling, testing and providing solutions for many different industries – tapping our expertise in thermoplastics, PVF, industrial PVF specialties, high purity process components, fabrication, pumps, process controls, and water systems.

To complete the offering from concept and fabrication to delivery and start up, we offer customers field service, calibration and installation. We also do annual and scheduled routine preventive maintenance for these and other types of liquid feed and monitoring devices.

The new Thermoplastic Piping fabrication team:



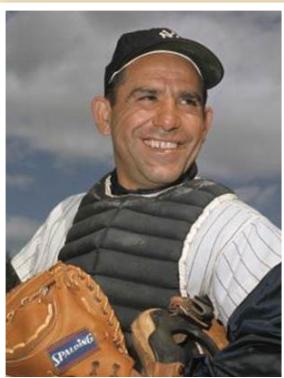
L to R: Wayne Bennett, Outside Sales Representative for Instrumentation and Pumps, and Steve Essman, Fabrication Manager. Wayne has more than 28 years of experience in the water treatment industry. Steve has been in water treatment and fabrication for the past 15+ years. They can be reached at 800-343-7555.



Both these skid systems were designed for disinfection and lubrication processes in industrial food processing plants.



The system on the left was developed for a bottling plant to (1) disinfect components used as liquids are being added to bottles during packaging, and (2) keep the bottle line running smoothly in the line lubrication process. Components include an LMI Chemical metering pump that is proportionally flow paced by a water flow meter. A flow monitor on the metering pump senses if the pump stops adding disinfectant, activating a light and sound alarm as needed.



Remembering Yogi Berra

Pipeline tips its proverbial ball cap to the late, great Yogi Berra – a legend both on and off the field. He was a humble man, a hard-working man, a faithful man. As Yogi moves on, let's reflect on some of his famous "Yogi-isms" and be inspired by and grateful for his life, his talent, his steadfastness, and his many contributions.

When you come to a fork in the road, take it.

You can observe a lot by just watching.

No one goes there nowadays, it's too crowded.

Baseball is ninety percent mental and the other half is physical.

A nickel ain't worth a dime anymore.

Always go to other people's funerals, otherwise they won't come to yours.

We made too many wrong mistakes.

Congratulations. I knew the record would stand until it was broken.



F.W. Webb enhances Steam Offering as new Master Supply Distributor for Armstrong

F.W. Webb is now a master supply distributor for Armstrong International products in the Northeast. Adding to its current line of steam products, we are now offering customers a broader array of steam, condensate, hot water and heat transfer products.

"This new distribution agreement gives F.W. Webb the ability to provide customers in the Northeast a greater depth and breadth of both steam products and expertise. It further enhances our position as the steam system experts in the region," said F.W. Webb President Jeff Pope. "Customers who rely on steam technology for their hospitals, manufacturing plants, campuses, and similar facilities will find effective, industry-best solutions, including operational cost and energy savings, from F.W. Webb."

Based in Michigan, Armstrong gave the F.W. Webb industrial team a warm welcome at the company's headquarters, complete with buttons, billboard and signage.



Armstrong welcomes F.W. Webb to its headquarters in Three Rivers, MI.



Manchester Opens in New Location: Showroom to Expand in Vacated Space

Three is the lucky number for Manchester, NH. The wholesale operations and warehouse have moved into a newly purchased and renovated building at 34 Beech Street. At 12,000 square feet, the new space is three times larger than the original Manchester location next door. About 5000 new product lines are now available in Manchester, from plumbing, heating, HVAC and refrigeration to propane gas, fire protection, industrial PVF and water systems.

With the wholesale business out of 25 Union Street, the Frank Webb's Bath Center in Manchester can stretch its wings. The showroom is staying in place and expanding its display and office space by three times the current size. It will remain operational for customers and contractors during construction, which is expected to wrap up at the beginning of 2016.





CD Help at your Fingertips

Have you ever called CD with any of the following questions or needs?

Did our SPN from American Standard arrive today?

Why is the price on Delta quick code #12345 different from last week?

Can we get a stock check on quick code #12345?

I need to make a change to an order we just split into CD's warehousing.

We need help with transfer #16645222. It's at CD and headed to Branch 45. Instead, we need it shipped on tonight's truck to Branch 2.

cdhelp@fwwebb.com

If so, you are not alone. These are a sampling of the FAQs or Frequently Asked Questions that come into CD via phone every day. To serve all of F.W. Webb better and to expedite a response to all CD-related questions, CD has established a new team email: cdhelp@fwwebb.com

When you email cdhelp@fwwebb.com, your message will be funneled to key members of either CD management or frontline staff.

"The group email was created to provide timely and accurate answers for all inquiries regarding the flow of material through our facility," said members of the CD Management group. "Our goal is to provide solid and reliable solutions and answers for all F.W. Webb branch locations. We aim to make it an easy, hassle-free, and solutions/help-oriented email group."

"Phone calls to CD are certainly welcome and many times are the best way to receive an answer, but we encourage everyone to give the new group email a try," they added. "We believe you won't be disappointed!"



NASCAR Tires: Interesting Tidbits

- Each team is allowed to have 16 sets of tires at a race
- Tire changes occur during practice, qualifying, and the race
- Each tire is designed to last about 100 miles and costs around \$500
- The right side racing tires are larger in diameter than the left ones
- All NASCAR tires are made and leased to teams by Goodyear
- Used tires are returned to Goodyear for R&D and recycling

Webb Spotlight

Joe Ruggiero



Webb Vitals

How long at F.W. Webb:
14 years.

Role at F.W. Webb:
Heating Products
Manager

F.W. Webb location:
Bedford, MA.

Joe and Marina Ruggiero

If you could have dinner with two people who are no longer alive, who would they be?

I'd like to have dinner with Abraham Lincoln. His calmness and sensibility led our country through the most tumultuous time in our history. I'd also like to sing with Elvis.

Tell us something about yourself that would surprise us.

I sang the national anthem at a large international festival (and I forgot the first word).

If you won a free trip anywhere in the world, where would you go and why?

I'd like to visit Sicily. I've been to other parts of Italy, but I haven't yet had the opportunity to visit this beautiful Italian island.

When you're not at work, how do you like to spend your time?

I like to be out on the lake on my boat with my family and friends.

The best TV show of all time is:

The Dick Van Dyke Show...it's classic, timeless and still relevant today.

Thank God for the TV Land channel!



Webb's Charitable Musician does "Country for a Cause"



Michael Goodnow and his band with some of the beneficiaries of Country for a Cause.



Michael with one of his "kids."

Auburn, MA Inside Sales Rep Michael Goodnow knows a good thing when he sees it. Michael, a.k.a. Nashville Recording Artist Mychael David, has been performing for free for the past 15 years for "Country for a Cause." This annual charitable dinner show raises money for The Center of Hope in Southbridge, MA, which serves people with disabilities and supports their participation in Special Olympics.

"Every year the event gets great support from F.W. Webb employees and various customers and their families."

Michael Goodnow, Inside Sales Rep

Country for a Cause actually began 20 years ago and has grown more popular every year since. A sold-out crowd of more than 400 people attended this summer's event at Indian Ranch in Webster, MA, raising more than \$4000.

Michael performs at the event with fellow Nashville Recording Artist and Southbridge resident Susan Jayne, who has been involved with Country for a Cause since the beginning.

- Michael and Susan have formed a band called Help Wanted. In the process everyone has grown close to the Special Olympiads. "These kids, we call them kids, are like a part of our family," Michael said.
- Michael and the band also performed again this year for customers and guests at the F.W. Webb hospitality area at the New Hampshire Motor Speedway in Loudon, NH on September 26. Michael has worked for F.W. Webb for almost 10 years while pursuing his music on the side. His first release from his "Long Hard Road" album in 2013, "Nothin'", spent 34 consecutive weeks on national radio before topping at #1 on The Indie World Charts. His current single, "Smoke N Ash", is getting great radio play across the country.
- The band's sound engineer and road manager is Michael's long-time friend John May, who also works for F.W. Webb in the warehouse of our Hingham, MA location.
- If you would like to catch some of Michael's music or learn more about him, visit his website at MychaelDavidMusic.com.



Ballston Spa Customer Wins TV after Summer-long Promotion

Dan Macie (left), Warehouse Supervisor of Ballston Spa, NY and Dan LaPointe (right) from Roland J. Down HVAC pose with a 50" high-definition television set. Mr. LaPointe won the TV after participating in a summer-long promotion at the Ballston Spa location. Every Friday from noon-2:00 p.m., the store offered customers a chance to enter the raffle with their purchase for that day. A free BBQ lunch was also served. At the end of the summer, a single winner was selected from all the entries.



Allentown Hosts Big Show Starring 158-pound Pig

By Matt Bliven, Allentown, PA Store Manager

Allentown hosted its first Lehigh Valley Big Show on September 16th. Geared as a Propane and Heating Expo, over 40 vendors were in attendance showcasing our capabilities as the region heads into the busy season. Attending contractors were treated to two free propane training classes from F.W. Webb and Empire, as well as a catered pig roast and complimentary drinks from Neshaminy Creek Brewing. With door prizes, great food and a fun atmosphere, the event was enjoyed by all who participated.

An incredible effort by everyone, Allentown would like to thank Tim Vandenburg, Jeff Cortland, Phil Vultaggio, and the Bergen and Hartford branches for helping make this possible, as well as the Marketing Department for all their support. The branch is looking forward to next year's show as F.W. Webb continues to make its presence known in the Mid-Atlantic.

Upcoming Trade Shows & EXPOs Schedule:

- Oct. 4-6** *ERAPPA 2015*
Rhode Island Convention Center,
Providence, RI
- Oct. 4-7** *New York State School
Facility Managers 2015
Conference & Expo*
Saratoga City Center,
Saratoga Springs, NY
- Oct. 7** *International Society for
Pharmaceutical Engineering
(ISPE) Bio-Pharm Show*
Gillette Stadium,
Foxboro, MA
- Oct. 8** *F.W. Webb's New Hampshire
Customer Expo*
New Hampshire Motor
Speedway,
Loudon, NH
- Oct. 22-23** *NNECERAPPA Fall Conference*
University of Maine,
Orono, ME
- Nov. 5** *Green Mountain Water
Environment Association*
Sheraton Inn, Lake Champlain
Exhibit Hall, Burlington, VT
- Dec. 8-10** *Maine Rural Water Association,
Technical Conference*
Cross Insurance Center,
Bangor, ME



L to R: Tim Bennett, Warehouse; Ed May, Warehouse; Chris Engelhard, Inside Sales – all from Queensbury, NY, man the PurePro booth.



L to R: Chuck Fiorino, Refrigeration Products Sale Manager; Fred Marchaland, Inside Sales, Queensbury, NY; Lou Francavillo, GM, Binghamton, NY

NY Customer Appreciation Expo 2015

Nearly 400 customers and 100 manufacturer reps piled into Michael's Banquet House in Latham, NY on Thursday, September 17 for the 16th annual New York Customer Appreciation Expo. It was a busy day for customers, with most of them attending after a full morning on their jobsites. Activities included vendor demonstrations, networking, special product sales, games, raffles, and giveaways. Free classes covered many interesting topics, including hydronic heating options, ductless mini splits, smart pumps, and Intro to Liquid Propane. The weather was beautiful and the food and beverages were, as always, exceptional.



Pat Miller's Lucky Muscle Car



Patrick Miller, Receiving Supervisor at CD, is the proud owner of a 1970 Oldsmobile 442. Pat has always been a car enthusiast and has owned several classic cars over the years but nothing of show quality, until now.

Pat surprised himself by ‘winning’ this car in an online auction last winter. He had tried to win 10 different cars before the Olds 442, but being first in an online bidding process is difficult.

His persistence and a bit of luck finally did the trick: “The end of auctions are crazy with so many people bidding, driving prices through the roof, and half the time your bid doesn’t go through,” he said. “So, I bid on my phone thinking there was no way I was going to even have a chance because I couldn’t time my bid or afford the jacked-up price, but my phone buzzed a minute later. I opened the email and it said ‘congratulations you’ve won!’ – I couldn’t believe it.”

The car was in Minnesota, so Pat hired an appraiser to evaluate it. A few days later he sent in payment and a week later the car arrived at his house via a closed-carrier delivery. He and his father have done 70% of the restoration, aside from the body and frame work.

“The high point is all the attention this car gets, I can’t go a mile or two without people yelling or giving the thumbs up. At stores and gas stations, people gather around waiting for me or taking pictures,” Pat said. “442’s are very rare, especially on the East Coast. They were mostly a Midwest/West Coast vehicle, not very popular in the Northeast.”

Pat has been entering his extraordinary Olds in local car shows. In his first entry, the car won “Best Muscle/70’s Category” at the 10th annual Bedford, NH Historical Society Car Show. He’s hoping it’s the first of many more trophies to come.



Classic Cars Encounter

When a local Car Show, “Wheels of Time,” coincided with a Boyertown Furnace Counter Day at the Allentown, PA location recently, some classic beauties showed up in the parking lot (as if the furnaces weren’t enough of a draw!).



Left-Right: Classic cars owned by Steve Frank, Inside Sales, Mark Long, Inside Sales, and Eddy Kramer, Counter Sales.



Boyertown rep Rosemarie Bartchak rides off into the sunset with counterman Eddy Kramer after a successful furnace counter day.



150th Anniversary Coming Soon!

The excitement is building as we continue to get closer to our 150th anniversary. The special edition 2016 calendars are in production and will be sent in bulk to all locations in early December.

We have events, activities and additional giveaways planned for employees and customers.

Stay tuned for more details in the December issue!



Allentown Customers Enjoy Flyers Game

The Allentown, PA location recently took its best plumbing and heating customers to a Philadelphia Flyers hockey game. Sixteen customers representing eight different contractors attended, along with F.W. Webb and American Standard representatives.



*Steve Frank, Inside Sales,
Allentown and Steve Hughart,
Owner, Steve's Oil Service*



L to R: Greg Penecale, American Standard Sales Rep; Bob Eck, Outside Sales; Allentown, and Greg Joyce, President, Schuler Service



L to R: Bergen GM Jeff Cortland; Mike Kiglure, Owner, Christmas City Plumbing; Jorge, a plumber with Christmas City Plumbing; and Eddy Kramer, Counter Sales Allentown



Jack Eichel Impresses in his NHL Debut

Buffalo Sabres rookie Jack Eichel, 18-year-old son of Lowell, MA Store Manager Bob Eichel, had an outstanding debut on the ice. In his first preseason game as a pro on Sept. 21st, Jack scored the winning goal in the third period against the Minnesota Wild. He also had an assist and was named the game's first star.

"I'm amazed at his poise and how he handles himself," Sabres President Russ Brandon said. "He was obviously raised very well. He's an outstanding young man and he's a damn good hockey player on top of it. How he represents the Buffalo Sabres and our community is first class."



Happy Autumn!

What could be better than Fall in the Northeast? Warm days and cool nights, apple picking and colorful foliage, cider donuts and seasonal brews. And, let's not forget Halloween! Send in your seasonal photos, including your office Halloween shots, and we'll publish a medley of them in the December Pipeline.

Have a great autumn season everyone!



Benefit Changes: Now and Next Year

By Samantha Verratti, Benefits Manager, Bedford, MA

Here are four important changes to F.W. Webb insurance:

1. Medical Out-of-Network Coverage

During our medical plan annual review, we discovered a noticeable increase in “Out of Network” claims. Out-of-network providers and facilities cost significantly more as their fees are not negotiated with our insurance company.



Making sure your providers are in-network can make your health care dollar go further.

The provider network of the Blue Cross Blue Shield PPO insurance is one of the most comprehensive. If you are unable to find an in-network provider under this plan, please contact me. To check network status, go to <http://provider.bcbs.com>. Select “BlueCard EPO/PPO” as your network. There you can search by doctor name, location or specialty.

To mitigate out of network costs, the following changes have been made to out of network non-emergency care services:

- Separate Out of Network Deductible: \$5,000 individual /\$10,000 family
- Out of Pocket Maximum: unlimited

2. Life and Disability Insurance Company Change

We've moved from MetLife to SunLife, with no change to existing coverage levels for company paid life, AD&D and Disability. However, we will be asking employees to complete a new beneficiary form if they are unsure whether they have one on file or who they currently have designated.

3. Open Enrollment for Voluntary Life

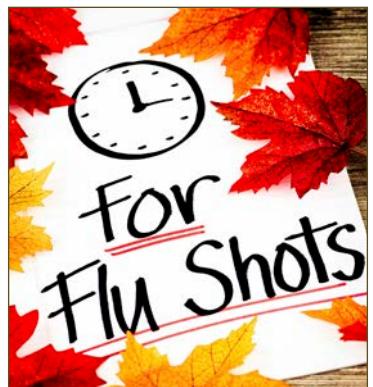
As part of our move to SunLife, there will be an open enrollment for voluntary life in late November/early December for coverage effective 1/1/16. The employee premiums for voluntary life will not increase during this transition. During open enrollment, coverage can be elected or increased up to plan maximums without evidence of insurability.

Plan maximums are as follows:

- Employee: up to \$200K; not to exceed five times annual salary
- Spouse: up to \$50K; not to exceed 50% of employee voluntary life election
- Child: \$10k option; eligible up to age 19 or up to 25 if full-time student

4. Spousal Preventive Exam Requirement

Currently all employees enrolled in F.W. Webb's medical plan are granted a \$5/week discount if they've had a preventive exam within the last two years. Effective 10/1/16, we will also require all covered spouses to have a preventive exam within the last two years to qualify for the existing \$5/week discount. More information can be found on the preventive exam incentive program on the company intranet; go to Human Resources/Benefits/Medical.



Surviving Flu Season

A temporary pinch or tender arm for a couple of days is well worth the price of avoiding the flu, which can render you out of commission for up to two weeks. Nan the nurse is once again making rounds in a few F.W. Webb locations in MA, NH and RI. She typically vaccinates around 400 employees each year. If Nan is coming to your location, roll up your sleeve and get your free shot. Otherwise, seek out a flu shot from your doctor, local Board of Health, pharmacy, or town clinic. The F.W. Webb health insurance plan covers flu shots 100%, as do most other health plans. So, take advantage of a simple and free preventive measure for staying well.



October is Breast Cancer Awareness Month

Being a woman is the main risk factor for developing breast cancer, but men can develop breast cancer, too.

Learn more from the American Cancer Society at www.cancer.org.



Webb Track

NH Motor Speedway scene for the F.W. Webb 100 race and customer event



Joe Fernandez, Cole Whitt, Dino Pioli of Rinnai



Doug Coby celebrates his win



Joe Ruggiero, Milo the Mascot, and Tim O'Connell



Pit Road and crew, pre-race



Driver Cole Whitt and his fans



Sunday's race gets underway



Driver Danika Patrick





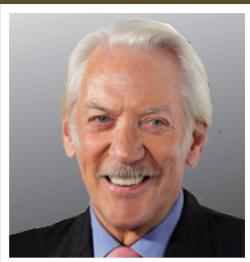
F.W. Webb Sponsors Team Grodsky at PMC

F.W. Webb sponsored a team of 20 bicyclists representing Harry Grodsky & Co. during the annual Pan Mass Challenge bike-athon in early August. Team Grodsky cycled 190 miles from Sturbridge to Provincetown, MA over two days to raise money for the Dana-Farber Cancer Institute and Jimmy Fund. The team invites any interested Webb employees to join their team next year. An F.W. Webb customer, Harry Grodsky & Co. provides mechanical contracting, engineering, service, and maintenance to clients throughout the Northeast.

F. W. WEBB CELEBRITY LOOK-ALIKE



Joe Jauss
F.W. Webb Market Manager for
Power and Energy



Donald Sutherland
Legendary Character
Actor

Submitted by: Ken Powell, F.W. Webb Industrial Sales Leader, Albany, NY

Submit your nomination for a Webb Employee Celebrity Look-Alike.
If chosen, both of you will win a pair of Loew's movie tickets.

Send your nomination to pipeline@fwwebb.com
by November 15 for the December Celebrity Look-Alike Contest.



Bergen, NJ-Newburgh, NY Team

F.W. Webb Annual Softball Tournament

It was a full day and a fun day at the ballfield for all the F.W. Webb teams participating in this year's Annual Company Softball Tournament on August 22, 2015. The outing at Riverside Park in Haverhill, MA included a catered lunch and great comradery among the locations. A few family members and customers also participated, and kids enjoyed a nearby playground. The Bergen Bulldogs, pictured above, consisting of a happy cadre of employees from the Bergen division in Elmwood Park, NJ and the Newburgh, NY location, came a long way to make their trip worthwhile. Led by team manager Mike Volk, Industrial Sales Representative from Bergen (back row, red "Rutgers" cap), the Bulldogs won the tournament and bragging rights for the next year. Holding the winning trophy is Bergen GM Jeff Cortland (front row, white cap). Congratulations Bergen and Newburgh!



Cranston, RI Team



Bedford-Haverhill, MA Team



F.W. Webb Welcomes the Following New Employees

- **Kevin Baines** - Commercial HVAC Estimator, Woburn, MA
- **Aaron Bechard** - Driver, Plattsburgh, NY
- **David Borjeson** - Counter, Falmouth, MA
- **James Cassady** - Counter, Greenfield, MA
- **Anastasia Chaput** - Associate Web Designer, Riverbend Home, Bedford, MA
- **Zachary Chase** - Inside Sales, Plattsburgh, NY
- **Tyler Dickinson** - Counter, Lebanon, NH
- **Michael Egan** - Driver, Portland, ME
- **Zlatan Feric** - Junior Programmer, Bedford, MA
- **Helen Garber** - Showroom Sales Representative, Methuen, MA
- **Veronica Gauthier** - Office Administrator, Dover, NH
- **Taylor Gianquitti** - Selector, Cranston, RI
- **Eric Hard** - Warehouse, Lebanon, NH
- **Todd Hodges** - Inside Sales, Bellingham, MA
- **Ryan Ibbetson** - Warehouse, Newburgh, NY
- **Joseph Jauss** - Market Manager - Power & Energy, Hartford, CT
- **Michael Kardenetz** - Warehouse, Dedham, MA
- **Evan Kendra** - Selector, Amherst, NH
- **Jeffrey Lapointe** - Inside Sales, Manchester, NH
- **Nicholas Levesque** - Counter, Methuen, MA
- **Meghan Machutta** - Staff Accountant, Bedford, MA
- **John Marrone** - Inside Sales, Canton, MA
- **Donald McCollett** - Inside Sales, Augusta, ME
- **Eric Melfi** - Inside Sales, Syracuse, NY
- **Michael Montague** - Driver, Methuen, MA
- **John Monteiro** - Inside Sales, New Bedford, MA
- **Nancy O'Toole** - Showroom Sales Representative, Needham, MA
- **William Panzini** - Driver, Methuen, MA
- **Brian Pomerleau** - Warehouse, Portland, ME
- **Alfred Quickenton** - Shipper, Albany, NY
- **Steven Ranslow** - Warehouse, Auburn, MA
- **Jeremy Raymond** - Inside Sales, Brockton, MA
- **Justin Roman** - Warehouse, Malden, MA
- **Zachary Sabacinski** - Warehouse, Auburn, MA
- **Douglas Shea** - Industrial Sales Leader, Pleasantville, NJ
- **Samuel Slack** - Counter, Keene, NH
- **Craig Smith** - Sheet Metal Shop Supervisor, Haverhill, MA
- **Chantheary Sok** - Accounts Receivable Clerk, Bedford, MA
- **Cody St Peter** - Warehouse, Hartford, CT
- **Monica Stern** - Warehouse, Elmwood Park, NJ
- **Zachary Stone** - Inside Sales, Bellingham, MA
- **Scott Violette** - Outside Sales, Hartford, CT
- **Adam Ward** - Driver, Plymouth, MA
- **Kurt Warner** - Outside Sales, Springfield, MA
- **Beverly Williams** - Showroom Sales Representative, Portland, ME
- **James Young** - Warehouse, Plattsburgh, NY

People On The Move



The newly appointed General Manager of Canton, MA is **Randy Beatrice**. Previously, Randy was the Operations Manager in Canton. He began with F.W. Webb seven years ago in Inside Sales in Canton before moving into the CIP program in 2013. Prior to Webb, Randy worked in marketing and graphic design. He has 10 years of experience in the construction industry. Randy said he is “looking to grow the Fire Protection business and gain market share wherever possible, especially in the New York market.”



Chad Bliss is the new General Manager of our Queensbury, NY location. Chad worked in sales for ten years prior to joining F.W. Webb as a CIP coordinator in 2013. He brings a combination of sales and operational experience to the new role, and he plans to “bring some new ideas to the table to continue to grow sales with the great team already in place.”



Customer Motorcycle Outing Attracts More Riders

by Charlie Haskell, Store Manager, Windham, ME

Our second annual customer appreciation motorcycle ride and lunch outing on Friday, Sept. 18 was nearly three times larger than last year's. Customers from the Windham and South Portland, ME locations traveled with me, Stacy Papa (Outside Sales, South Portland), John Lewis (Outside Sales, Bangor, ME), and Jim Senter (Inside Sales, South Portland). Stacy invited some of the larger mechanical customers from our area. Twenty one bikes rendezvoused at the State Line Store in Conway, NH and drove about 50 miles northwest to Truants' Taverne in North Woodstock, NH for lunch. Temperatures were in the 80's and everyone had a good time.





August & September Work Anniversaries

5 Years

- Nicholas Allen, Portland, ME
- Robert Bariteau, Ballston Spa, NY
- Gary Baumbach, Syracuse, NY
- Juan Colon, Methuen, MA
- Alicia Criniti, Bedford, MA
- Christopher Engelhard, Queensbury, NY
- James Kylor, Binghamton, NY
- Heather Lebel, Auburn, MA
- Kevin Littlewood, Hingham, MA
- Dennis Mack, Binghamton, NY
- Alex Oviedo, Waterbury, CT
- Kathryn Schuler, Boston, MA
- Emma Sewell, Propane Gas Division, Hartford, CT
- Michael Stone, Methuen, MA

10 Years

- Anthony Agrella, Methuen, MA
- Dennis Barry, Amherst, NH
- Jarid Bond, Concord, NH
- Benjamin Cecenas, Amherst, NH
- Brandon Comeau, Fitchburg, MA
- Rita Bryant, Bedford, MA
- Manuel Cordeiro, Methuen, MA
- Nicholas Derosa, Dedham, MA
- Mike DiPirro, Bedford, MA
- Jerry Esposito Sr, St. Johnsbury, VT
- Stephen Gammons, Brockton, MA
- John Huynh, Canton, MA
- Robert Mazur, Gilford, NH
- Laurie Orvis, Rutland, VT
- Ed Pirkey, Bedford, MA
- Allen Quinones, Hartford, CT

- Prasert Saeteng, Canton, MA
- Rudy Sullivan, Plattsburgh, NY

15 Years

- Michael Albano, Portland, ME
- Katrina Arsenault, Haverhill, MA
- Ryan Couture, Keene, NH
- Phil Drelick, Methuen, MA
- John Furneaux, Haverhill, MA
- Kristin Rice, Malden, MA
- Stephan Lewis, Warwick, RI
- Robert Lines, Propane Gas Division, Hartford, CT
- Vinny McMahon, Bedford MA
- Anthony O'Neil, Lowell, MA
- Bruce Rocha, New Bedford, MA
- William Sheehan, Amherst, NH

20 Years

- Dennis Button, Syracuse, NY
- Richard Lawless, Albany, NY
- Brendan Monaghan, Bedford, MA
- John Plaza, Amherst, NH

25 Years

- James Fernald, Exeter, NH
- Scott Meehan, Syracuse, NY
- Steven Perkins, Syracuse, NY

30 Years

- Richard Chown, Auburn, MA
- Keith Kellom, Brattleboro, VT

35 Years

- Jean Spence, Williston, VT

Births

- Rori Housman** born August July 22, daughter of Amanda Cayer and David Housman, Auburn, MA.
- Gracie Ryan** born on August 8, daughter of Ed Ryan Jr. and Ashley Adams, Williston, VT
- Kaleb Duguay** born August 15, son of Eric and Danielle Duguay, Concord, NH
- Keidian Omaet** born August 21, son of Omar Santiago, Amherst, NH
- Sawyer Bliven** born September 10, son of Matt and Katrina Bliven, Allentown, PA

CONGRATULATIONS

Retirees

- **Carol Cohen**, Accounts Payable, Woburn, MA after 16 years
- **Mario Medeiros**, Warehouse, Amherst, NH after 8 years
- **Bob Schuler**, General Manager, Fire Protection, Canton, MA after 40 years

Promotions

- **Matt Anderson**, Counter to Inventory Control, Greenfield, MA
- **Taylor Ashford**, Counter to Inside Sales, Manchester, NH
- **Cesar Barreto-Tello**, Counter to Inventory Control, Boston, MA
- **Ryan Dunn**, Counter to Inside Sales, Methuen, MA
- **John Jannetti**, Data Management Specialist to Ecommerce Product Specialist, Bedford, MA
- **Damon King**, Warehouse to Counter, Manchester
- **Tom Laier**, Warehouse to Inventory Control Clerk, Albany, NY
- **Matt Lisella**, Warehouse to Inventory Control, Hartford, CT
- **Justin Palmer**, Counter to Inside Sales, Springfield, MA
- **Brad Potter**, Inside Sales to Outside Sales, Albany, NY
- **John Tselios**, Inside Sales Supervisor to Outside Sales, Woburn MA
- **Allen Quinones**, Selector to Counter, Hartford, CT
- **Chris Wilson**, Warehouse to Counter, Watertown, MA

