



Volume 12 – October 2014

Ten Years of GOOD TO GREAT

by Jeff Pope, President

For the past 10 years, a group of 14 employees in a variety of positions have been meeting with the goal of determining how F.W. Webb can become an even greater company for both our customers and our own people, who now number over 1,800. The group is called The Council and it has been using a book by Jim Collins entitled *Good to Great*.

"Our Good to Great Council was formed to explore business excellence and to implement ideas, processes and programs which can help the company excel."

– Jeff Pope, President



Collins and his staff analyzed 28 companies throughout America that dramatically outperformed their competitors for 15 consecutive years. The book discusses the steps these "great" companies took to achieve their outstanding results. Our own Good to Great Council was formed to explore business excellence and to implement ideas, processes and programs which can help the company excel. The results of almost 50 meetings of The Council over the past decade have affected all the areas of operations and sales within the F.W. Webb Company.

How We Began

The first few meetings dealt with defining areas in which Webb could be the best in the Northeast, as well as what ideals we, as a company, are passionate about. In the book, this is known as the Hedgehog Concept. The Council's version of that concept is expressed in the following statement:

► What can we be the best at?

F.W. Webb can be the best at distributing products and services in a way that best meets and exceeds our customers' needs.

► What is our passion?

Our passion is to dominate the market.



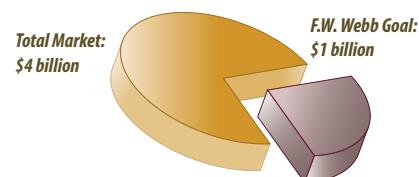
See page 10 for WebbCam photos.

The Hedgehog Concept



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In terms of dominating the market, The Council found that the market size of all the combined disciplines in which the company participates amounts to about \$4 billion. So, F.W. Webb's goal of \$1 billion in annual sales is certainly attainable for Webb if we can meet and exceed our customers' needs.



Continued on page 5

Did You Know?

In 2003 F.W. Webb stepped into the private label business with faucets and oil burner parts, under the PurePro label.



Got Duct?

by Joshua Alward, Sheet Metal Shop Manager,
Haverhill, MA

F.W. Webb is embarking on an exciting new endeavor in Haverhill, MA with the addition of our very own Commercial HVAC Sheet Metal Shop. The impressive 17,000 sq. ft. shop is housed within our existing Haverhill facility and is equipped with the latest machinery and technology available in today's marketplace. Joining me in heading Webb's breakthrough into the duct manufacturing world is shop supervisor Bob Kelly. We both joined the Webb family about three months ago and together we bring over 55 years of experience in sheet metal manufacturing.



Sheet Metal Supervisor Bob Kelly (L) and Manager Joshua Alward (R)



Start Your Engines

by Paul T. Grantz, Operations Manager, South Portland, ME



Dave Cameron

Our South Portland, Maine truck driver, Dave Cameron, has been with F.W. Webb since December of 2012. Dave is a very pleasant and hardworking individual, and when he is not making job site deliveries or helping in the warehouse he owns and operates a race car. Dave loves racing and he gave us a few minutes to do a quick interview.

Q: Dave, how long have you been in Auto racing? At what levels have you competed?

A: I have been racing off and on since I was 15 years old, mostly street stock series.

Q: Has racing been a family tradition and who have your role models been?

A: Yes, I am a third generation racer and my daughter is the next generation. My uncle is in the Maine racing Hall of Fame.

Q: How often do you race and on what tracks or speedways do you compete?

A: We race about every week during the summer and into the fall. We race mostly at Beech Ridge Speedway in Scarborough, Maine, but we also have traveled to Oxford Plains and Wiscasset here in Maine, and Lee and Star Raceways in New Hampshire.

Q: How much work goes into preparing for a race each week?

A: About 20 hours between 3 people if we have no changes or break downs. We do all of our own repair work and fabrication.

Q: How many wins and top 5 finishes have you experienced?

A: I have 21 wins and about 70 top 5 finishes.

Q: Have you had any close calls or wrecks while racing? Any stories to tell?

A: Oh, many. I have been on my roof and been into the wall, luckily no injuries. In my first season at age 15, in my last race of the season, I hit the wall hard and then was hit by two more cars which destroyed my first race car.

Q: What are your goals or aspirations with racing cars?

A: I would like to win a championship. I have come close a couple of times and I would like to move up a class.

Q: Any other comments or information you would like to share?

A: Racing is a blast, it's a massive adrenaline rush and there is no better feeling than passing under that checkered flag first. Even after 21 wins it never gets old. I love it!





Ballston Spa takes the Team Approach One Step Further

by Mike Bifano, Store Manager, Ballston Spa, NY



If you watch college football you might notice that some players have team stickers on their helmets. Those stickers indicate actions that have been taken to support the overall organizational goals. Although the spectacular catches or final second touchdown runs are often featured on highlight clips, the guys mentioned for

contributing to the helmet are often those that sacrificed personal statistics to put the team in a position to win. We've adopted a similar tradition in Ballston Spa by awarding stickers on our own team helmet for actions that we recognize as being significant to our overall service goals.

We were all very pleased on the day that Ballston Spa got our first significant order. Yet, something even more significant took place following that sale. A group of sales/warehouse folks formed a check-&-balance team for the fulfillment of large orders. They check for specific customer instructions, accuracy, confirm awareness of back orders and have even added a follow up phone call to the process. It's actions like this that take up real estate on our helmet.

Early on during construction we had a customer stop in for a specific toilet that he needed for a project that same day. We didn't have it in stock but before allowing the customer to leave, Kevin Grigg, a warehouse associate, asked him to wait while he searched through the showroom displays awaiting install. Sure enough the toilet was still in the box and hadn't been moved to the showroom floor yet. It was one of our first sales, and subsequently one of our first stickers.

There is a lot of excitement in Ballston Spa and it's been a rewarding process to acknowledge those that have put us in a position to capitalize on this market. I'm really proud to be a part of this team and suspect that we will be running out of room on our "BSpa Helmet" pretty soon.

CD Tidbits

Interesting facts about the 2014 CD Fleet:

- Currently staffed with 1 supervisor, 21 full time tractor drivers, and 1 box truck driver
- CD Fleet delivers 128 separate routes each week supplying all store locations
- The fleet operates with 22 tractors and 28 huge 53-foot trailers
- CD Fleet drove a total of 1,119,055 miles in 2013 for an average of 21,520 miles per week
- CD Fleet is currently on pace for 1.3 million miles driven for 2014
- CD Fleet used 164,627 gallons of diesel fuel in 2013



At the end of each driver's shift, they clean their vehicle, perform a post trip inspection and fuel the vehicle for the next day.

Second Annual Mushball Tournament

by Melissa Millard, Accounts Payable, Albany, NY

On September 6, 2014 the Albany and Ballston Spa employees played in the Second Annual Mushball Tournament to raise funds for the Classie Lassie League. Score was Albany 19, Ballston Spa 35.



From left to right: Greg Welch and his wife Jamie, Tori Carrk, Mark Bryan Jr., Erik DeAndrea, Doug Bell, Dan Williams, Steve Belfiore and Mike Burton. Steve Lawless of Albany also played, but not on the Webb team.



PRODUCT Focus



New Boiler Joins PurePro[®] Family

Just in time for the fall heating season, a new boiler has been added to F.W. Webb's own PurePro[®] product line. The PurePro Advantage™ Direct Vent gas boiler is a residential, cast iron, gas-fired water boiler, designed for applications where chimneys are not available. Advantage Direct Vent can be direct vented (sealed combustion) using fresh air from outside or it can also be used in power vent applications where combustion air is taken from the household.

With its lifetime warranty, the Advantage Direct Vent comes standard with intermittent ignition, a Taco 0015 3-speed circulator, and the easily accessible Hydrostat 3200 control which combines temperature limit control, low water cut-off, and boiler reset in one easy-to-use control.

It is available with inputs from 60,000 to 152,000 BTU, for use with natural or LP gas. "Like the oil burning version, the boiler is very easy to install and service," says Joe Ruggiero, Heating Product Manager. "That makes it a great product to promote to our customers during this busy time of the year."



Taking the Field at Fenway

by Justin Bednarz, General Manager, Waterford, CT



On Tuesday, September 2, F.W. Webb customers and their outside sales representatives took the field at Fenway Park for a game of softball. The group, composed of thirty players forming three teams, received the opportunity of a lifetime to play softball on the most celebrated field in baseball.

Three branches in the Connecticut region sent customers accompanied by their outside sales representatives to the event. The customers who were in attendance had a really great time and could not say enough about how thankful they were for the opportunity provided to them by the F.W. Webb Company.

Representing F.W. Webb on the field were Scott Brown, John Allen, Dave Monahan, Fred Pinto, Dan Rondeau, Jim Ceil, Kraig Clark, and Tom Ismail. The customers that each representative brought to the game ranged from key technicians, to purchasing agents, all the way up to business owners. Following the game, everyone participated in an exclusive behind-the-scenes tour of Fenway Park and a reception sponsored by the Red Sox. This unique opportunity definitely made a lasting impression on both our customers and our employees!

See page 11 for more photos.



Connecticut Webb customers and employees are ready to "Play Ball."





Continued from page 1

Examples of Outcomes

Two immediate outcomes of that concept share the goal of truly getting to know our customers better, to listen and also see what the issues that are important to them. Those outcomes are, first, the establishment of **Customer Advisory Councils**, and second, modifying the **CIP (Continuous Improvement Program)** management training process to include time for participants to work directly for a customer.

The Company kicked off the **Every Customer Counts** initiative in order to change the mindset of an individual branch mentality to a unified team philosophy dedicated to market domination through customer service. Our **Vertical Wave Viewpoint Phone System** is also part of our effort to work together, which gives customers the best answers to their needs. The establishment of **Webb University**, with its diverse curricula and training modules, is another tangible result that is being used extensively. The highly effective **Call Center** at CD is in place as a result of these meetings, as is the **Customer Relationship Management (CRM) Program** that our sales personnel use to capture key customer information and to work more productively.

Riverbend Home, our ecommerce business, happened thanks to discussions by The Council about capturing a share of the lucrative online market. And identifying the right people to hire (Jim Collins calls it “The Bus” in his book) helped push The Council to find the **Predictive Index Company** to help determine the best fitting personnel.



You [the business leader] are a bus driver. You have to decide where you're going, how you're going to get there, and who's going with you...leaders of companies that go from good to great start not with "where" but with "who"...by getting the right people on the bus and in the right seats.

Adapted from jimcollins.com

More results from the sessions of The Council included the formation of the **Growth Committee** which has been looking at what other markets to attack as well as what parts of our territory needs another Webb location. That committee is also exploring what markets are most profitable. The **Water Systems Division** is an example of this; we began by exploring the possible opportunities and we now have 12 people dedicated to the residential pump and water systems market.

Continued on page 6



"The Customer Advisory meetings have given us the customer's perspective of goodness. Rather than assuming what's important to them, we hear it firsthand. And just as important, we are able to implement changes with their council. In the end, it's only when they say we are doing a good job that we are."

*—John Provencal,
SVP, P&H, LP and Water Systems*



Riverbend Home, our ecommerce business, happened thanks to discussions by The Council about capturing a share of the lucrative online market.



Continued from page 5

The Impact Goes Deep

Some initiatives, rather than resulting in a particular program or sales effort, have had a profound impact on how we do business. For example, we knew that competing for orders and having one branch delivering into another branch's territory has wasted time and money, as well as proving that Webb needs to work on teamwork in our customers' eyes. The Council recognized that for F.W. Webb to really improve, it had to act as One Company and not 80+ individual profit centers.

Now Webb has formally created a region where branch and store personnel within Massachusetts work together to improve productivity, customer service and grow sales. Ed Welch was named as the first Regional General Manager to oversee this change within the company.

Those are just a few examples. I could add many other activities instituted by The Council that have become part of Webb's efforts to become a better company.



"With Webb University, we are now able to offer web-based, self-paced training to all employees across the company, regardless of where they are located."

– Ruth Martin, Vice President, Human Resources

Looking Ahead

Ten years have gone fast and the mission hasn't changed. The Council will continue to look at how the company can consistently dominate the Northeast through exceptional customer service both now and in the future. It will examine and evaluate our infrastructure so that we can be ready to take on new challenges, markets and places.

The Council must continue to find potential ways to dominate this \$4 billion marketplace. These improvements almost always come down to our people having positive mindsets and a willingness to embrace challenge and change. Webb will strive to have the best trained people with upbeat and professional attitudes, operating the finest facilities in the Northeast. And of course, Webb must always provide superior customer service by actively listening to their needs and meeting their goals.

As you can see, these are not simple issues which result in easy answers. The Council meets five times a year to tackle these kinds of issues, all of which require much thought and discussion. If you have any input or suggestions for what The Council might also be working on, feel free to drop me a note or give me a call.

Webb Solves Problem for Queston Wood Pellet

by Bret Finemore, Outside Sales,
Queensbury, NY

On August 15th, two 20 thousand gallon water tanks rolled into West Windsor, VT with a police escort. Webb supplied the plastic tanks to Queston Wood Pellets, based in Pittsford, VT, for a new fire suppression system. The tanks will hold a total of 40 thousand gallons of water.

The police escort from Ohio to Vermont was needed as the tanks were 14½ wide by 21 feet long. "It was quite a sight to see them roll in," said Dan Querry, owner of Queston.

The original plan was for a forty-seven thousand gallon steel tank, which would have taken up too much room to allow the company to construct a second floor for storage. When we suggested plastic tanks, Queston agreed to consider the option. It was a good option as it resulted in a \$58,000 order for Webb and the ability to build the second floor that Queston needs.



One of the 20 thousand gallon water tanks Queston received.

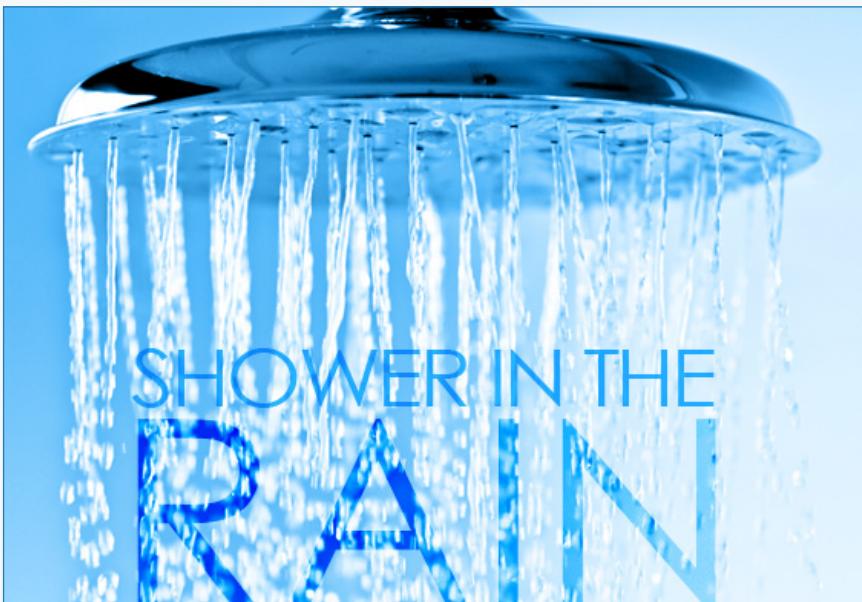


RiverbendHomeBlog

Rainfall Showerhead FAQs

by Casey Makovich, Copywriter, Riverbend Home

Rainfall showerheads feature a larger face with more spray nozzles but less water pressure than standard showerheads offering a lusher, more “rainfall” like shower experience. We get a lot of questions from customers wondering if switching to a rainfall showerhead requires renovation. See the side bar for what our experts have to say.



Shower Arm Options:



45 Degree Wall Arm
– Not ideal for “rainfall”



Ceiling Arm



S-Curve Wall Arm
– Adds height to shower head



90 Degree Wall Arm

Click to read more [Riverbend Home blog posts](#) or go to riverbendhome.com.



Q: Will a rainfall showerhead work in a regular 45 degree shower arm?

Yes and no. It will spray water and may even be a nice upgrade from your current showerhead, but a rainfall showerhead is designed to be an overhead showerhead with its face horizontal to the ground so that the spray falls straight down, like rain. A rainfall showerhead that isn't angled properly will have a noticeably weaker spray.

Q: What kind of shower arm does a rainfall showerhead need?

There are two types of shower arms that optimize the performance of rainfall showerheads. The first is a ceiling arm which is a straight arm installed right in the ceiling. The second is a wall mount shower arm with a 90 degree bend. Depending on your shower's needs there are different variations and sizes for ceiling mount and wall mount shower arms. (*Shopping tip: If you need a wall mount shower arm, be sure that it extends far enough from the wall for your particular showerhead.*)

Q: Is it easy to replace and install a new shower arm?

Yes. Just be sure that the size of your new shower arm is the same as your existing one (standard size is 1/2" npt thread) so that you can use the existing elbow installed behind the shower wall. (*For more information on doing it yourself, we like this tutorial “Los Angeles Plumber: How to Replace Your Shower Arm” on YouTube.*)

Q: I'd like to install a rainfall showerhead but don't have enough height where my existing wall mount shower arm is installed. Are there any solutions?

Yes, look for an “s-shaped” shower arm or other shape designed to add height specifically for rainfall showerheads.



Allentown, PA

Allentown Grand Opening a Big Success

by Matt Bliven, Store Manager, Allentown, PA



On September 16th, F.W. Webb's Allentown facility held its official Grand Opening celebration after opening for business back in May. Customers from all across Pennsylvania's Lehigh Valley came to see what F.W. Webb can offer. While the Webb business model is well known throughout New England and New York,

Webb's reputation is just starting to build in the Mid-Atlantic. For the contractors in Southeastern Pennsylvania, having an F.W. Webb in their backyard has presented a unique opportunity unlike anything they've experienced before.

Over 50 vendors participated in the Grand Opening Event and helped showcase the 64,000 sq. ft. building on East Race Street. To highlight all facets of Webb's operation, a path was carved throughout the building, starting even before visitors entered the store. From the vendor trailers in the parking lot, to the 12,000 sq. ft. counter area and into the warehouse, contractors were eventually led up to the future location of the 8,000 sq. ft. Frank Webb's Bath Center. After returning downstairs, customers could then pass through the second half of our office space, representing Webb's plans for future customer service growth, before ending back in the warehouse where they could enjoy terrific refreshments.

Much planning went into ensuring a great show and it was an overwhelming success. A special thanks goes out to all involved.

*Jon Benner, Counter and
Matt Bliven, Store Manager
Allentown, PA*



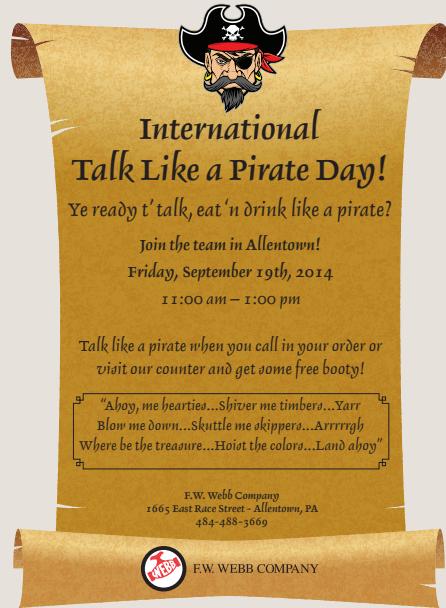
Postcard campaign helped introduce F.W. Webb in this new market.

Ahoy, Me Hearties!

F.W. Webb's Allentown, PA location celebrated International Talk Like a Pirate Day on Friday, September 19th. Customers who talked like a pirate when they called in their order or visited the counter were rewarded with some free booty. Well, blow me down! Maybe you want to mark this on your calendar for next year!



"One-eyed Eddie" (Eddie Kramer, Counter Sales) and "Jolly Jim" (Jim Tobiassen, Outside Sales)



"Mutiny Mike" (Mike Henderson, Warehouse)



F.W. Webb Goes Flat Out In Loudon



F.W. Webb's 2014 partnership with New Hampshire Motor Speedway culminated the weekend of September 20th when over 1500 guests made their way to Loudon, NH to soak up the sights, sounds and excitement. Some took in the races from the comfort of the F.W. Webb suite overlooking the track. Others joined a barbecue on Saturday before the F.W. Webb 100 Whelen Modified Tour race. And another 1,100 joined our 3rd annual Race to the Race party inside the track on Sunday preceding the Sylvania 300 Sprint Cup Series race. NASCAR fan or not, customers enjoyed access to the track and the up close and personal experience delivered by F.W. Webb.

Ready to welcome Race to the Race guests are General Managers Scott Brown (Waterbury, CT), Nick Pelletier (Augusta, ME), and Chris Witti (Fitchburg, MA)



Flat Out – *Adjective. Describes a car that is driving well and going the maximum possible speed given track conditions. Often is also used to describe a driver being able to drive the entire way around the track with the accelerator fully pushed down (and being 'flat' with the floorboard of the car).*

Shots Around the Track



Woody Pitcat wins the F.W. Webb 100

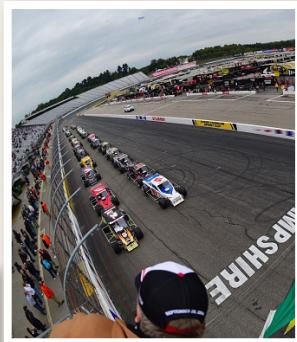
Lead singer Michael Goodnow (Inside Sales, Auburn, MA) and John May (Warehouse, Hingham, MA) entertain guests



Eric Duguay (Concord, NH) and Rinnai representatives prep t-shirts for guests



Webb guests get autographs from Sprint Cup driver Cole Whitt



*Members of F.W. Webb's weekend crew
Back row: Peter Collins (Bedford, MA),
Dennis Morrissey (Nashua, NH),
Alicia Criniti (Corporate, Bedford, MA),
Chelsea Albers (Corporate, Bedford, MA)
Front row: Tim O'Connell (Corporate, Bedford, MA) and Chris Witti (Fitchburg, MA)*



Customer competes in the popular Tire Changing contest

Ed Litchfield of Bedford, MA waves the green flag as the honorary starter of the F.W. Webb 100 Whelen Modified Race





WebbCam

2nd annual NH Expo at New Hampshire Motor Speedway



*Pat Miller, Warehouse Supervisor
CD Volleyball Tournament
Amherst, NH*



*Matt Viger, Warehouse Manager
Concord, NH*

Several branches, including these, participated in the ALS Ice Bucket Challenge.

For more information or to donate go to als.org.



Lebanon, NH



Fitchburg, MA



Brockton, MA

*Pete Dwyer, LP & Natural Gas Division,
Hartford, CT and Chuck Fiorino,
Product Manager, Refrigeration, at the
Allentown, PA Open House*





CD Volleyball Tournament

by Pat Miller, Warehouse Supervisor, CD, Amherst, NH

Once again CD held their annual volleyball tournament on August 19th. A total of 9 teams competed across all shifts. Every year the employees look forward to and anticipate the camaraderie of the tournament. Teams are chosen by captains and the previous year champion team stays intact to defend their title. Practices are held on a daily basis during lunch and break times. Everyone is invited and encouraged to participate as CD continues to help employees become more conscious of their health.

*Red Team – Winning Team, Day Shift
 Left to right: Denis Hules, Greg Bodlevick, Shawn Harnedy, Angel Rivera, and Pat Miller*



*Olive Team – Overall Winner
 Back row, left to right: Ed Guitierrez, Toufik Moussaoui, Ben Boisvert, and Tim Finch; Front row: A.J. Wagoner*

Batter Up

On Tuesday, September 2, F.W. Webb customers and their outside sales representatives took the field at Fenway Park for a game of softball.

See page 4 for complete story.





F.W. Webb's Annual Softball Tournament

By Patrick Casey, Operations Manager, Methuen, MA



Every year for as long as most can remember, F.W. Webb Company has held an annual softball tournament. I have heard many stories about the tournaments run in the past and in my third year running the event I hope that I have helped to create new stories to be passed along.

In the most recent years this Webb tradition has been hosted by the Haverhill or Methuen branches at Riverside Park in Haverhill, MA. This year the tournament, hosted by Methuen, included 10 teams represented by six of the nine states in which F.W. Webb operates. The tournament was played as a standard 2 – loss elimination tournament bracket. There were some early upsets, with many who battled throughout the day having to play as many as seven games. After nearly nine hours of play and a final do-or-die match up between the Methuen and Bedford/Corporate teams, Methuen was able to claim the 1st place trophy.

Although the teams/branches participating in each year's event may have changed, the idea of creating an event where employees get together outside of our typical work day has not. This year there were nearly 200 people in attendance, representing just about every position in the company. We enjoyed each other's company, along with the great food and good weather.

If anyone is interested in seeing more pictures from the tournament, John Everett of Methuen posted several photos to the F.W. Webb Thermoplastic Facebook page at: facebook.com/webbplastics.

Thank you to the members of Corporate who continue to support the Softball Tournament each year and thank you to everyone involved in keeping this tradition alive.



Great shot of the winning team of Methuen, MA

Here are few kind words spoken about the event...

"Dover had a great experience and had a fun time getting family and friends together along with Webb employees. It is great to see fathers play with their sons and co-workers socialize out of the office. Overall it was a good day at the ballpark."

**– Paul Vittozzi
OM, Dover, NH**

"The customers I invite to play on our team look forward to this tournament as well. They give nothing but compliments on how it's run. And it's always nice to meet new faces or put a face together with someone you have talked with many times on the phone! To me, this tournament is like a national holiday. I tell my wife not to put ANYTHING on the calendar in August to make sure we are available for this event."

**– Ben Arndt,
Warehouse Supervisor, Cranston, RI**

"We are fortunate to work for a company that still values camaraderie and family values enough that they still sponsor a softball tournament and Christmas parties. F.W. Webb has always been about family and treating its employees with respect. Good time had by all."

**– Mike Dipirro
Credit Analyst, Corporate, Bedford, MA**



The much coveted first place trophy went to the Methuen branch. They beat out Bedford/Corporate 15 to 5 in an exciting game.



NH Expo 2014: Year Two Exceeds Expectations

by Paul Vitzozzi, Operations Manager, Dover, NH



The second annual New Hampshire Expo at the New Hampshire Motor Speedway exceeded expectations in many ways in year two of its young existence. It was a day filled with exceptional training, product information, and some fantastic giveaways.

With customers piling into the numerous classes offered, most of which were at full capacity, the day was primed to be a great one for customers, vendors, and F.W. Webb employees alike. As noontime approached, the customers who participated in the classes, along with many who did not, started heading into the Expo area. Meeting them at the registration booth were Webb employees handing out bags of giveaways to each customer, along with a price book with some great “one-day-only” deals for customers.

Throughout the Expo entries were gathered, information was shared, and demonstrations were done on some new and innovative products. One of the largest attention grabbers was the Exact Saw Cutting Contest. Customers were offered a chance to try this one of a kind tool and it was a major success. Also demonstrated were some Lenox and Milwaukee tools, which always tend to be high traffic areas for customers looking to add to their collection.

Attendees enjoyed a buffet southern style BBQ lunch that was an absolute hit, many going up for seconds and even for thirds. Throughout the Expo, raffle winners were announced and customers were able to take home great items, including a signed baseball bat by Ryan Lavarnway. This was followed up by Jerry Gappens, the NHMS’s Executive Vice President, who discussed the future of the speedway and upcoming events at the track.

The day approached its finish line with customers donating \$10 to the NHMS Children’s charity in order to drive their car, truck, and even motorcycle around the track. Many took part and raised money for a great cause. Finally, saving the best for last, the day ended with the Lenox car cutting. Customers submitted a guess as to how fast a car could be cut by a Lenox blade, with the chance to win a bag of goodies supplied by Lenox and J&K Sales. Casey O’Brien of K-Cob Plumbing & Heating won with a guess of 1 minute, 32.5 seconds. The actual cut time was 1 minute and 32.67 seconds.

Overall the day was a tremendous success and enjoyed by many. The attendance increased significantly over year one and we look forward to continuing that success into year three. A special thanks to Jeff Pope and to all of our vendors, Webb employees, and the NHMS staff that make this possible.

NH Expo Highlights:



F.W. Webb's John Pope with Bill Green of Green Sales



Lenox car cutting demonstration



Alicia Criniti, Director of Marketing, and Chelsea Albers, Marketing Manager, with a happy raffle prize winner



F.W. Webb customer in Victory Lane with the New Hampshire Motor Speedway show car



NY Expo 2014: Appreciating Our Customers

by Cathleen Barry, General Manager, Queensbury, NY

We held our 15th annual New York Customer Appreciation Expo on Thursday, September 18th at Michael's Banquet House in Latham, NY. There were over eighty vendors in attendance, showcasing our lines in every discipline.



Customers sampling some of the great food at the Expo



Customers took advantage of the special show pricing for the day of the show including a tool sale, and several nice door prizes were given away.

The wide variety of educational classes offered at the show were well attended, and featured F.W. Webb instructors Rich Harvey, Nelson LeMay (retired), and Royal Chadwick. The Lenox car cutting and the tire changing contest were big hits.

Customers were also able to sample local craft brews from C.H. Evans Brewing Company and Chatham Brewing Company, and once again Chef Rick Treacy, the owner of Michael's, treated customers to a phenomenal feast with homemade desserts. Special thanks to Alicia, Chelsea, and the marketing group, Ray Dipirro, and all who helped to make this event a success once again.

Customers, manufacturers and Webb employees at the 15th annual NY Expo



Congratulations, Andrey Yurovsky!

by Mike Kennedy, General Manager, Springfield, MA



Andrey Yurovsky became a proud U.S. citizen on September 17th. Born in Russia, Andrey came to the United States when he was 2 years old and his family settled in Springfield, MA. Andrey started with F.W. Webb in 2008 in counter sales at the Springfield location. He recently was promoted to inside sales and has quickly adapted to his new role. Andrey is married, has five children and resides in Westfield, MA. He enjoys the outdoors and is a car enthusiast. Congratulations to Andrey!



F.W. Webb would like to welcome the following new employees!

- **Donald Banks** – Outside Sales, Process Controls, Winslow, ME
- **Stephen Bombardier** – Inside Sales, Lebanon, NH
- **Vincent Brackin** – Outside Sales, Syracuse, NY
- **Pamela Brady** – General Clerk, Corporate, Bedford, MA
- **Lawrence Caruso** – Outside Sales, Rutland, VT
- **Jason Clairday** – Showroom Sales Rep, Needham, MA
- **David Clark** – Driver, Propane & Natural Gas, Hartford, CT
- **Michael Cravin** – Warehouse, Bangor, ME
- **Megan Cronin** – Showroom Sales Rep, Bedford, MA
- **Joshua Fager** – Warehouse, Dedham, MA
- **Timothy Finnegan** – Field Service Engineer, Process Controls, Winslow, ME
- **Brandon Fricke** – Showroom Sales Rep, Waterford, CT
- **Robert Gautreau** – Driver, Dover, NH
- **Joshua Herringshaw** – Inside Sales, Queensbury, NY
- **David Housman Jr.** – Driver, Auburn, MA
- **Ty Huynh** – Machine Operator, Pipe Shop, Canton, MA
- **Drew Lohsen** – Inside Sales, Rutland, VT
- **Jaan Luikmil** – Driver, Concord, NH
- **Margaret Luken** – Office Administrator, Williston, ME
- **Christopher Martineau** – Sheet Metal Mechanic, Sheet Metal Shop, Haverhill, MA
- **Frank Mondo** – Counter, New Haven, CT
- **Elizabeth Murray** – Office Administrator, Concord, NH
- **Brian O'Connor** – Counter, Salem, MA
- **Kevin Otis** – Driver, Barre, VT
- **Eric Parker** – Sheet Metal Mechanic, Sheet Metal Shop, Haverhill, MA
- **Joshua Siemons** – Inside Sales, Lebanon, NH
- **Samuel St. Pierre** – Counter, Auburn, MA
- **Marianne Tragakis** – Marketing Manager, Corporate, Bedford, MA
- **Jason Upham** – Store Manager, Rockland, ME
- **Corie Wallace** – Showroom Sales Rep, Needham, MA
- **Nicholas Woodward** – Warehouse, Williston, ME



WEBB CELEBRITY LOOK-ALIKE

Dave Prunier, Inside Sales, Thermoplastic Piping Division, Methuen, MA cooking up some burgers at the Auburn Open House where he tricks customers into thinking he is famous chef, Guy Fieri from Diners, Drive-ins and Dives.



Guy Fieri

Famous TV Reality Chef,
Diners, Drive-ins and Dives



Dave Prunier

Inside Sales, Thermoplastic Piping Division,
Methuen, MA

Submitted by: Patrick Coutermarsh, Sales Specialist, Thermoplastic Piping Division, Methuen, MA
and Jim O'Connor, Operations Manager, Auburn, MA.

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.

Employee Promotions

- **Chelsea Albers** – Marketing Associate to Marketing Manager in Corporate, Bedford, MA
- **Donnie Baquiran** – Warehouse to Outside Sales Trainee in Bergen, NJ
- **Rich Beales** – Inventory Control to Inside Sales in Hingham, MA
- **Dana Carey** – Warehouse to Counter in Bangor, ME
- **Justin Cassavaugh** – Counter to Inventory Control in Pittsfield, MA
- **Jeannie Choe** – General Clerk to Jr. Tech Support Analyst in Corporate, Bedford, MA
- **Jeremy Kyle** – Outside Sales to Commercial Sales Manager, Woburn, MA
- **Troy Melvin** – Warehouse to Counter in Ellsworth, ME
- **Colleen E. Murphy** of Bedford, MA – Image Editor and Studio Coordinator to Marketing & Merchandising Coordinator, Riverbend Home
- **Colleen Murphy** of Malden, MA – General Clerk to Showroom Sales Rep
- **Gabriel Ramos** – Driver to Counter in Newburgh, NY
- **Reynaldo Rivera** – Counter to Inside Sales in Mechanical HVAC, Woburn, MA
- **Yoannis Tselios** – Inside Sales to Inside Sales Supervisor in Commercial Sales, Woburn, MA



Webb Spotlight



Andrea and Matt Viger

Matthew Viger

Webb Vitals

- **How long you've worked for F.W. Webb:**
9 years
- **Your role at F.W. Webb:** Warehouse Manager
- **F.W. Webb location where you work:**
Concord, NH

Describe one of your greatest experiences working for F. W. Webb.

Other than working with my fellow Webbies, my greatest experience working for F.W. Webb thus far would have to be my involvement in planning the second annual New Hampshire Expo at the New Hampshire Motor Speedway. I was given a larger role with planning the layout of the 2014 expo and making sure vendors had everything they needed to ensure a successful event. The Expo was a huge success. I am proud to have been a part of it and enjoyed working with a great planning team.

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

I would love to have one more dinner with my dad. We lost him suddenly two years ago and I would love the opportunity tell him how much of an influence he was and continues to be to my brothers and myself.

The second person would be my great grandfather. He fought overseas during WWI and I would love to hear his story.

Tell us something about yourself that would surprise us.

For about 20 years now I have been working on my family tree. I have gone back as far as the year 1450 with one line. Just when I think I am done I find something else that leads me further into the past.

What are your hobbies?

Spending time with my family, playing golf, skiing, and genealogy.

Before working at F.W. Webb, what was the most unusual or interesting job you've ever had?

One job I had before working for F.W. Webb was with a rigging company. We would move and install machines into manufacturing facilities. We would install machines like one that Converse used to test Shaquille O'Neal's playing sneakers. At the time they did not have a way to do research and development on a size 23 shoe. I got to see how products we use every day were manufactured.



Watertown Supply joining F.W. Webb Company

In early November, Watertown Supply is expected to join F.W. Webb Company. Watertown Supply was founded in 1947 by James Tragakis. Its first location was on Mt. Auburn Street in Watertown. Two of Jim's brothers worked for 'Watertown Plumbing' as it was known in those days. Jim's son Bill expanded the business and built the 3-story warehouse and store at 33 Grove Street.

Jim's grandson Jim is the current President of Watertown Supply. For over 65 years, and three generations, Watertown Supply has specialized in piping, plumbing, and heating with a special focus on repair parts for Commercial, Industrial, and Institutional facilities maintenance. Watertown Supply stocks over 64,000 products and is proud to offer genuine manufacturer's repair parts including OEM stems, handles, spouts, and repair kits.

Services include standard and custom tool and repair kits, custom orders, and chasing down hard-to-find discontinued parts.

Inventory control programs assist warehouse managers. Building surveys and custom repair parts drawings are developed to assist in identification of exact model and methods of repair to identify critical inventory.

Watertown Supply has a searchable website (watertownsupply.com) with product ordering capabilities, and has shipped orders as far away as Dubai.

This acquisition will expand F.W. Webb's focus on plumbing and heating repair parts and provide us a with Boston/Cambridge location. Boston General Manager, Tom Blades, will oversee the Watertown Supply location, and Reed Brown will assume day-to-day management responsibilities. The name will remain, and a secondary line of text in the new logo will associate the company with F.W. Webb.

WATERTOWN SUPPLY

A Division of F.W. Webb Company



August & September 2014

Work Anniversaries

5 Years

Josh Saunders – Queensbury, NY
 Doug Belokopitsky – Albany, NY
 Antonio Torres – Lowell, MA
 Phil Vultaggio – Hartford, CT
 David Dercole – Cranston, RI
 Richard Comeau – Salem, MA
 Alan Simoneau – Manchester, NH
 Susan Melnick – Northampton, MA
 Lori Morgan – Methuen, MA
 Gerald Brislin – Rutland, VT
 Walter Blanchard – CD, Amherst, NH
 William Hatch – Hyannis, MA
 Robert Arrigoni – New Haven, CT
 Doreen Ibbetson – Newburgh, NY
 Carl Longobardo – Newburgh, NY
 Matthew Papajohn – CD, Amherst, NH
 Robert Savage – CD, Amherst, NH
 Lawrence Morrissey – Warwick, RI
 Peter Quicci – Waterbury, CT
 William Romer – Newburgh, NY

10 Years

Timothy Miller – Lebanon, NH
 Michael Desrochers – CD, Amherst, NH
 Brenda Follansbee – CD, Amherst, NH
 Brad Bishop – Hingham, MA
 William Pentland – Nashua, NH
 Cynthia Berkovsky – Process Controls, Winslow, ME
 Cara Dunn – Corporate, Bedford, MA
 Cord Collier – Process Controls, Winslow, ME
 Nigel Lesse – Fabrication, Canton, MA
 Justin Paschal – Bedford, MA

10 Years (continued)

Brian Woods – Lewiston, ME
 Ted Farnsworth – Williston, VT
 Matthew Gardner – Rutland, VT
 Charles Bursey – Warwick, RI
 Crystal Stairs – Corporate, Bedford, MA
 David Rondeau – Call Center, Amherst, NH
 Robert Wilkins Jr – Corporate, Bedford, MA

15 Years

Brian Clark – Commercial & Industrial Pump, Cranston, RI
 Stephen McLellan – Cranston, RI
 Arthur Freeman – Process Controls, Winslow, ME
 George Hinckley – Albany, NY
 Manuel Medeiros – New Bedford, MA

20 Years

John Langenfeld – Building Controls, Woburn, MA
 Michael Bennett – Queensbury, NY
 Marc Principe – Pipe Shop, Canton, MA
 Matthew Krochmal – Concord, NH

25 Years

Joanne Giaimo – Corporate, Bedford, MA

30 Years

John Knox – Methuen, MA
 Gary Tomlinson – Gilford, NH
 John “Hoss” Markowski – Rutland, VT
 Andrew Wyngowski – Greenfield, MA

35 Years

David Dipirro – Gloucester, MA
 Beverly Norton – Corporate, Bedford, MA

Retirements

- **Terry Cota** – Warehouse Supervisor, St. Johnsbury, VT after 20 years
- **Paul Mazzoli** – Layout, Pipe Shop, Canton, MA after 8 years
- **Beth McCabe** – Marketing Copywriter, Corporate, Bedford, MA after 3 years

Newlyweds

- **Kate Keenan**, Rutland, VT married Tony King on June 21, 2014
- **Samantha Damon**, Corporate, Bedford, MA married Kevin Verratti on September 6, 2014
- **Tiffany Moore**, Corporate, Bedford, MA married Phil Farmer on September 6, 2014

Growing Families

- **Nikolas West**, born on 8/2/14
 Son of Neal & Lindsay West, CD, Amherst, NH
- **Romie Evelyn Card**, born on 8/11/14
 Daughter of Amy & Evan Card, Dover, NH
- **Bianca Evelyn Berghaus**, born on 8/12/14
 Daughter of Brion & Alyssia Berghaus, Corporate, Bedford, MA
- **Sawyer John Levasseur**, born 8/18/14
 Son of Erica & Marc Levasseur, Gilford, NH
- **David Guild**, born 8/19/14
 Son of Jacob & Jenn Guild, CD, Amherst, NH
- **Ronan Dever Corkery**, born 8/28/14
 Son of Jen & Tim Corkery, Corporate, Bedford, MA
- **William Steven Anthony**, born 9/9/14
 Son of Corey & Jenny Anthony, Warwick, RI



The Berghaus family

CONGRATULATIONS