

Pipeline

THE F.W. WEBB EMPLOYEE NEWSLETTER



Volume 4 – June 2013

F.W. Webb Bids Connie Collins a Fond Farewell

In 1976, a young woman joined plumbing and heating distributor F.W. Webb Company as a temporary data entry clerk. The company had just gotten its first computer and they needed a few extra people to enter data. She expected to be working at the company for about one month.

Almost 37 years later, that “temporary” job is finally coming to an end when Connie Collins retires.



Connie Collins' catch of the day.

“I could sit in for anyone”

“The growth of the company has been amazing to watch,” says Connie. “When I joined we had nine branches and 300 employees; the Portland branch had just opened. Now there are almost 80 branches with 1700 employees.”

Connie began working at the former corporate headquarters in Burlington, Massachusetts. At one time or another, she tells us, she worked in every single administrative function at the company. “There was a time when I could sit in for anyone,” she says. “But that’s changed now that the company is so big.”

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Thank You

from the Corcoran family

It is with great pride that I begin to write this open letter to my extended family at F.W. Webb. On April 15th my family's life changed forever. My wife now faces new challenges daily and my daughter will forever bear the scars of that horrific day.

Over the following days and weeks since then I have received many text messages, phone calls and other notes from the employees at F.W. Webb. To all of you out there who have offered me your sick time and vacation time in order to allow me to be with my family I am eternally grateful. I have never had the privilege of meeting you all so I wanted to reach out to thank you personally. Celeste is also thankful because she knows that I work for a great company full of great people. She wants you all to know that we could not have gotten through this without the support and generosity that you have shown us.

We have many life changing hurdles to clear and with your support you have just made things a little more bearable because of who you are as people. My faith in humanity has been restored many times over.

Eternally grateful,

Kevin, Celeste, Sydney and Tyler



Sydney and Celeste Corcoran

The PHCC of MA's 16th annual Golf Tournament will be taking place on Monday, August 5th at the Foxboro Country Club. This year, all the proceeds raised from the tournament will go to benefit the Corcoran family in their long road ahead toward rehabilitation.

See page 11 for WebbCam photos.



The 20th Anniversary Vermont Expo: Another Success

by Lee Turner, General Manager, Rutland VT

This year's 20th Annual Vermont Expo was another success. Customers had plenty to see, and there were plenty of them there. With so many entrances it is hard to count but I would guess close to 1,400 people showed up, and about 450 customers went through the morning's training.

Vendors had a steady flow of customers all day. If you are anybody in the rep business in New England you were there. One rep later told me it was the most productive show he had ever been to.

We had over 120 booths filled with new products and the most knowledgeable reps in the industry, tool demonstrations, a whole tent full of clearance material and as many balloons as you can blow up out of a 100 pound cylinder of helium.

Lenox, Ridgid and Milwaukee demonstrated tools. The Milwaukee rep was offering a \$100 trade in for old tools. Lenox had a hackmaster there who cut a car in half in just a few seconds. It is kind of like the trade version of a circus.

Fried turkey and the ever-popular “dent tent”

The smell draws people out of the arena like the pied piper's pipe, across the connector, and through the LP tent to the next one.

That's where the Rutland crew deep fried 36 turkeys and cooked up 120 pounds of hot dogs and 100 pounds of burgers. They fed so many people that the caterer was sending his employees out with desserts because their buffet line had already been deserted.

The turkey line ends with people bringing their steaming plates of fried turkey into the dent tent, where our own version of Bob Barker (Hoss) is saying “The price is right!” (Even Happy Gilmore would not hit Hoss.) The inventory in the dent tent is like the flow of the helium in the balloons. It is full to bursting in the beginning and gone somewhere at the end.

The propane tent has just about every propane part imaginable. They even had a refrigerator that would keep beer cold all week long in the back of a redneck pickup truck. (Note to self, check the price of that frig.)

“It’s like homecoming week”

The main arena had the aisles filled with customers all day long. Walking around I meet up with so many old buddies it is like being at a football game on homecoming week. Even the people I don't remember I may have met twenty times before. I was glad to see that one of my old golf buddies and his good wife even showed up.

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Nick Markowski, Counter Sales, Steve Pulling, Inside Sales and Ron Sweeney, Inside Sales, Rutland, VT.



Close to 1400 people attended this year's Vermont Expo.



Victor Open House

by Robin Glenney, Inside Sales, Victor, CT

Approximately 400 people turned out for the Annual Victor Open House on May 15th in Hartford, CT. It was a carnival atmosphere with popcorn, cotton candy, games and prizes and even a pig roast lunch! More than 40 vendors were on hand to show their latest and greatest products to the propane and natural gas industry. There were two informative seminars offered. The first one was on the new Empire “Ultra Saver 90 Plus” wall furnace. The second seminar was “Bobtail Basics” which covered troubleshooting and service of bobtail trucks. Both seminars were well attended.



Contractor Night in Hartford Showroom

by Wanda Garay, Showroom Manager, Hartford, CT

On May 9th, Frank Webb's Bath Center in Hartford, CT held a Contractor Night. Urell hosted the event, representing TOTO, Grohe and Steamist. About 45 people attended the event, and we sold more than \$10,000 worth of product in that one night. It was truly a great night of networking and building relationships with both new and old customers. We raffled off a TOTO Drake II with a Washlet seat which retails for a bit over \$2,000. The winner was Shakir Smith of STS Construction, Newington, CT.



We Brought Our Children to Work!

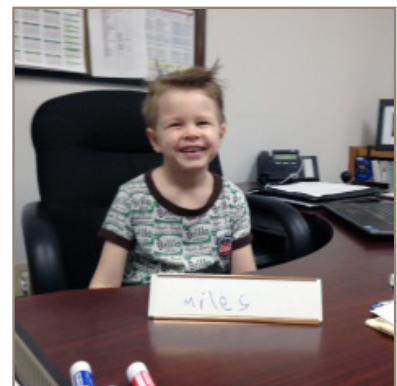
by Mike Bifano, Operations Manager, Albany, NY

We've been holding some family oriented functions at the Albany branch to try to connect our own families with our other family, F.W. Webb. For example, we organize a family picnic/softball game between the Queensbury and Albany branches every summer, and we are talking about doing a minor league baseball game outing in the fall.

We bounced some ideas around for a spring function and this was a last minute suggestion from an employee, Amy Salisbury, Inside Sales. She suggested we have our own “Bring Our Children to Work Day”. Customers and employees joined in embracing the youngsters and helping us create a great atmosphere. The kids got a chance to see their parents at work and helped us with really important projects like identifying and separating fittings. Here are some of the other things they did:

- Created name plates
- Made labels and passed them out
- Took a brief tour of the office, self service area and Frank Webb's Bath Center showroom
- Identified all the working displays in the showroom
- Pointed out all the products in the showroom that they have at their house and which toilet, etc., looked like the one they have

Then we set up a projector and they watched a movie. Each child also received a Frank Webb's Bath Center goody bag.



Miles, son of Mike Smith, CIP, Albany, NY



F.W. Webb Bids Connie Collins a Fond Farewell *(continued from page 1)*

When we asked Connie which jobs at that time were most challenging, she told us that she did all the graphic layout of monthly specials, brochures, etc. The work was done completely by hand and she didn't have any prior training or experience in graphic design. "I just did whatever I was asked to do," she says simply. "Everyone was always appreciative."

Connie enjoys the work she's been doing throughout her career. "I always wanted to do this kind of work," she told us. "I like organizing things and seeing them through to completion."

Sharing fond memories

Within her first year at Webb, Connie became Executive Assistant to John Pope and Jack Hester, giving her a front row seat as the company grew. She saw many new developments before most of the company because she typed all the correspondence for Mr. Pope and Mr. Hester.

While her official title has not changed over the years, she now oversees many aspects of F.W. Webb Company administration such as expense reports, office supplies, Red Sox tickets and sales administration. She is known by many as the glue that keeps the company running like clockwork. "Overseeing the Red Sox tickets is one aspect of the job I'm not going to miss!" she says.

"It may seem like a simple job, but it's not," Connie says. "It's really quite complex."

Does she have any advice for the person who will assume her role? "I'd just tell them to work into it slowly and stay cool," she says. "I never got upset."

Connie has a wealth of fond recollections about Webb, such as the first time a mystery cake appeared after the company broke a monthly sales record. "When we found out that it was John Pope who baked it, we were all really touched," she says. The celebratory cakes, of course, became a Webb tradition.

We asked Connie to tell us a little more about working with Mr. Pope. "He is brilliant," she says. "He knows so much about so many subjects, and he is so interesting to talk to."

Up next: Road trips and recipes

After she retires on June 27th, Connie plans to travel with her husband, Bill, who also worked at Webb years ago in sales management. They own a fleet of mint condition vintage automobiles (the oldest is a 1949 Volkswagen Hebmuller convertible) which they plan to drive around the country, starting with a September trip in one of their Porsches to Santa Fe, New Mexico.

They will be visiting Connie's family in Toronto this summer, where they'll attend her brother's 50th wedding anniversary party. And they might turn their yearly Caribbean cruise into a more exotic European cruise, but, she says, she's in no rush to get there.

The couple also enjoys eating out, and Connie plans on making some new dishes at home as well. "I can't wait to work on some of the recipes I've been saving," she says.

We asked for some final thoughts. "Webb is a great company, and I've really enjoyed working here," she tells us. "I'm sad to leave and I'm going to miss the people. I'd kind of like to be along for the ride to see where the company goes next."

During this interview Connie was called away, once again, to take care of a task for Mr. Pope. Connie, you will be missed!



Connie and her husband plan to travel in their vintage cars.



Vermont Expo: Another Success *(continued from page 2)*

The Webb Barre people have the Expo down to a science. It fills on Wednesday and empties on Friday without a hitch. After all some of the Webb old timers there have done it since they were kids. All of the Vermont locations (we include Lebanon) contribute a lot to put it all together.

How it all began

My recounting of the beginning of the Expo may be more fictional than history. But as we were once told by a speaker at an annual sales meeting, “A good salesman never lets the truth get in the way of a good story”.

As I look back I seem to remember smoke in the air. Oh no, that may be just fog in my brain. Let’s see, this was back about the time my youngest son Trenton was born, and he will be legal to drink this November. So it was quite a while ago.

I seem to recall that the idea originated at a regional managers meeting with John Provencal, Rick Breault, George Peak, Larry Spaulding and myself. In the early nineties we were recovering from a downturn and sales were not all that great. We were talking about the lack of a PHCC organization in Vermont when I believe it was John who suggested we try to come up with our own trade show – a way to show off our products and only our products.

The Deming quality movement was big at the time and getting people involved in the process was a big part of it. So we formed a regional committee to put together the trade show. At that time Ray DiPirro helped organize all of our open houses so he was included along with John, OMs, sales people, counter people, and warehouse people because we wanted everyone invested in the success of the project.

Ray’s organizational skills impressed me enough that now, I imitate them. He had pages of notes with things not to forget: invitations to vendors and customers from previous events, lists of who to invite, what to order, and who was signed up. Every meeting we had that year, Ray showed up with a new list. Some things never change – he did the same thing this year.

But the ideas came from everybody. There was a lot of learning going on the first few years. It seems like it has gotten better and easier every year since. But it has been a long time. That may just be my short term memory failing.



This year's Vermont Expo had over 120 booths filled with new products and the most knowledgeable reps in the business.



Scott Pinkham, Outside Sales, Rutland, VT and Pete Dwyer, General Manager of Victor, Hartford, CT.



Ray DiPirro, Sales Consultant and John Provencal, SVP, Plumbing and Heating.



Shared Roots Influence Senior Execs

The coincidences are more than striking. For starters, Lebanon, New Hampshire (“a Norman Rockwell kind of town” says Ernie) was home to both Ernie Coutermarsh, F.W. Webb’s Senior Vice President of Industrial Business Development, and John Provencal, Senior Vice President of Plumbing and Heating. A few years apart in age, they didn’t know each other well; however, they shared a social group because they had siblings of similar ages.

“We played in the same ballparks,” both men told us.

During the time they were growing up in the 1950’s, both John’s and Ernie’s fathers worked for the railroad. There were two restaurants in Lebanon during the time they were growing up, owned by brothers; John worked at one, Ernie the other.

Ernie joined the company in 1969, working in outside sales at the Nashua, NH branch. Just eight months later, John Pope asked him to go to Fitchburg, MA as General Manager. When Mr. Pope asked Ernie to move again and oversee the expansion of Webb’s Williston, VT location, Fitchburg began to struggle, until in 1981, another young man named John Provencal also left the Nashua branch to become Fitchburg GM. John called on Ernie for advice while he worked successfully to revitalize the Fitchburg facility.

But these surface similarities, however intriguing, are not the most profound thing the two men share. Their experiences growing up in a small town shaped their values, their approach to their careers, and the way they interact with customers and colleagues.

“Everyone had expectations,” says Ernie. “Parents, school, bosses. There were no excuses where we came from.”

Ernie and John agree that when John Pope gave them an opportunity, they had no second thoughts: they jumped in, gave it all they had, and appreciated the fact that they were judged on merit and diligence.

“We both started working early and it was simply assumed you would work hard,” says John. “I think we found it unique that we came to a company that rewarded us for that. We were judged on what we did. John Pope gave us a lot, and it made us want to give back.”

“John Pope gave us opportunity and a chance to grow,” agrees Ernie. “With that came an uncommon responsibility – and a lot of pride.”

Both Ernie and John are legends throughout the company for their deep understanding of customers, Ernie on the industrial side, John on the trade side.

“John and I have a very similar approach to customers, shaped in part by our experience in Fitchburg,” says Ernie. “There, we were not just managers. We saw, spoke to, and acknowledged customers constantly. We had competition, and we were building a business. There were key customers who told us exactly what they were thinking, and we responded well to that honesty because we came from a small town background where people did the same thing.”

“We spent a lot of time with customers. We saw them as friends. We liked them. We were their advocates,” says John. “We’re not unique. We represent a lot

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“We were judged on what we did. John Pope gave us a lot, and it made us want to give back.”

– John Provencal



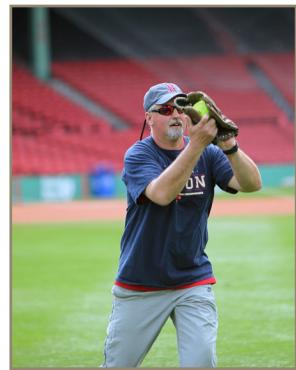
Ernie Coutermarsh and John Provencal



Employees and Customers Play Ball at Fenway Park

by Alicia Criniti, Director of Marketing

Being an official sponsor of the Boston Red Sox offers many benefits, particularly the opportunity to stand out amongst competitors and showcase F.W. Webb's leadership position in the distribution business. The sponsorship also offers many ways to engage and delight customers, as many recently experienced at Fenway Park. F.W. Webb employees and customers split up into two teams and took the field for some friendly competition during an afternoon fantasy softball game in America's most beloved ballpark.



*Ernie Coutermarsh, SVP, Industrial Business Development,
and Scott Keen, Outside Sales, Queensbury, NY*

American Made Matters

by Pete Dwyer, General Manager, Victor, CT

In a commodity driven world, it's important from time to time to examine what sets us apart in the way we do business and in the products we represent. In the propane market, everything starts with the tank and much of our offering is produced here in the United States.

Our horizontal Quality Steel Tanks are built in Mississippi. Our vertical cylinders are built in Ohio by Worthington. We specify RegO valving on both of them. RegO's valves and the regulators we sell are manufactured in North Carolina.

Charter plastic is a Pennsylvania company that produces our underground gas line. The Omegaflex factory which produces CounterStrike is also located in Pennsylvania. Continental Fittings produces the risers and connectors in Oklahoma. We purchase domestically produced flair fittings and gas shutoffs. One can continue to follow the trail to Empire, Bradford White and many others.

Additionally, Webb employs over 1,600 people in the northeast who contribute to the community and help pay taxes. We have nearly 80 locations operating as local businesses supporting our communities.

When asked to be cheap, remember we are not a cheap company. We don't treat our customers, employees and by extension families cheaply. Be proud of the products and philosophy we represent.

Supporting our communities and American made businesses matters to companies with similar ideals. Sometimes they just need to be gently reminded.



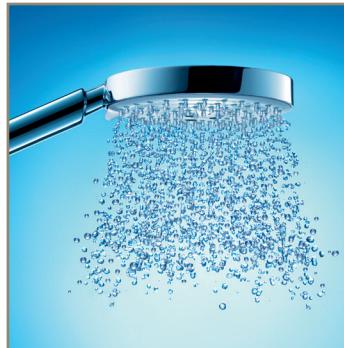
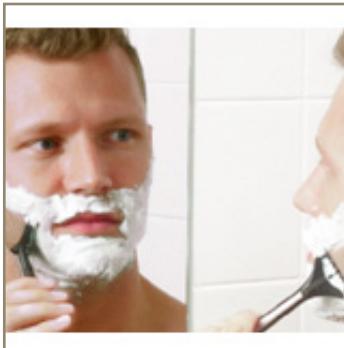


The Bathroom: The Next Man Cave?

Most of us are familiar with the “man cave”, a section of a basement, garage or other space where guys can hang out and do what guys do without fear of offending female sensibilities. And with the latest new gadgets and technology, the next wave of Man Caves might just be...the bathroom.

- **Robern's TVid Medicine Cabinet** - Keep dad entertained with a TV integrated into the door of his medicine cabinet, allowing him to keep up-to-date on news, weather and sports to start his day one step ahead.
- **Steamist's Steam Shower** - This steam shower is a great way to help dad relax after a long day. It comes with iPod docking station and built in speakers, so dad can unwind while listening to his favorite playlist.
- **Clear Mirror's “Shower Clear Mirror”** - Give dad the perfect in-shower shave with this fog free shaving mirror! The Clear Mirror technology provides clear vision for any shower shaving and styling needs.
- **Hansgrohe Rain Shower Head** - Shower dad in luxury with thousands of water droplets caress his skin from head to toe.
- **The New TOTO S300e & S350e Washlets** - The new washlets from TOTO are will introduce dad to a level of unprecedented comfort, while delivering on the promise of maximum cleanliness. At his command, an integrated, self-cleaning nozzle extends to release a warm, soothing stream of aerated water to provide the ultimate in personal cleansing.

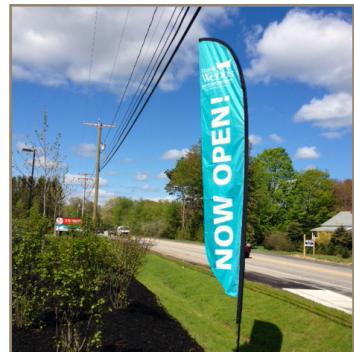
Of course, all of these products are available at Frank Webb's Bath Centers (just in time for Father's Day).



Dover Showroom

by Mike O'Shea, General Manager, Dover, NH

Frank Webb's Bath and Lighting Center in Dover, NH opened to the public in mid-May. The new facility displays premier bath and kitchen product lines such as TOTO, Wetstyle and Hansgrohe. The showroom also features lighting, tile and a wide range of accessible living displays. There will be a grand opening celebration on Thursday, June 13th from 3:00 pm - 7:00 pm. Attendees will be able to meet with representatives from leading manufacturers, tour the new showroom, and meet Red Sox alumnus Orlando Cabrera while enjoying beverages and food from local restaurants.





People On The Move



Congratulations to **Matthew Newtown**, who is now Store Manager of F.W. Webb's Plattsburg, NY location. Matt has been with F.W. Webb for 3½ years and has worn many hats. Matt started out as a delivery driver and after a short time was promoted to the counter. He then went into Inside Sales for a year and is now the Store Manager. Matthew's mantra: *There are no problems, only opportunities for solutions.*



F.W. Webb in Williston, VT welcomes **Jon Brown** as new Operations Manager. Jon brings 10 years of diverse operations and project manager experience ranging from the snow-sports industry, to residential and commercial construction, to, most recently, fuel oil/LP gas distribution. His specialties include planning, logistics, inventory management and customer service.



F.W. Webb in Nashua, NH welcomes **George Ashford** in his new role as Operations Manager. George has been a part of the industry for 25 years, 14 of them with F.W. Webb. George joined the company in 1999 as an outside salesman in Dover and in 2008 he opened the Concord facility as Store Manager. George's office will remain in Concord, NH.



Congratulations to **Justin Costello** on becoming the new Store Manager in Nashua, NH. In the 5 years he has been with F.W. Webb, Justin has been in Inside Sales in the Lowell, MA store and also part of the CIP program in Woburn, MA. Before joining the company he worked in the HVAC industry.



Frank Webb's Bath Center in Dover, NH is excited to welcome new Showroom Manager, **Melanie Burgess**. Melanie joined the Frank Webb's Bath Center team in Exeter, NH as a sales representative in April 2012. Before coming to Webb, Melanie was a photographer, educated in the graphic design industry, with a computer science bachelor's degree. "The growth and change that our organization is committed to makes this step all the more rewarding. I am excited to be a part of such a great team!"

Did You Know?

F.W. Webb entered the HVAC business in 1993 with the purchase of ECS.



Webb Spotlight



Scott Smith

Webb Vitals:

- **How long you've worked for F.W. Webb:** 34 years, joined F.W. Webb in 1979.
- **Your role at F.W. Webb:** Work in showroom development, designing Frank Webb's Bath Centers and supporting our wonderful salespeople, as well as merchandise manager to support the sales effort in our open concept wholesale counter areas.
- **F.W. Webb location where you work:** All over, office is at Corporate in Bedford, MA.

Tell us something about yourself that would surprise us.

I play several musical instruments and received a volunteerism award from President George W. Bush.

Where is the most interesting place you have visited?

I visited Scotland last year. Loved the history, countryside, castles and of course the people.

What are your hobbies?

My hobby is currently photography. I have won some awards and sold some pieces.

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

I enjoy kayaking and fishing.

The best TV show of all time is...

Has to be Seinfeld.

The best piece of advice I've ever received is...

Be kind to others. You never know what they are going through.

Shared Roots Influence Senior Execs

(continued from page 6)

of people here. The reason for Webb's success is that our people are part of every community throughout our territory. People know we will go the extra mile."

Both John and Ernie are eloquent about their commitment to hand this philosophy on to the next generation of F.W. Webb managers and staff.

"It's been an interesting journey, how Ernie and I got here," says John.

Ernie concludes: "We have a huge respect for the legacy and history of F.W. Webb. And our own history is important to what makes John and me run."

Bergen Golf Outing

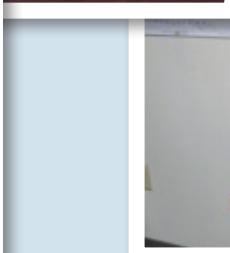
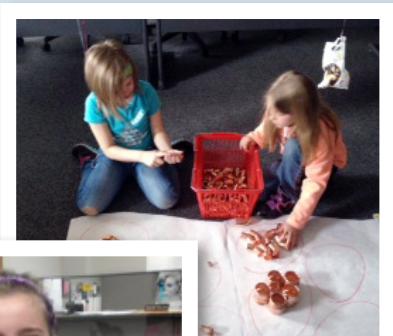
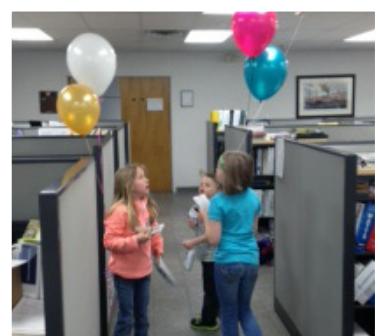


Bergen Industrial Supply's 24th annual golf tournament, May 6, 2013. Jeff Pope, 2nd from left, James LaPorte, 2nd from right.



WEBBCAM

We Brought Our Children to Work, Albany, NY



CD Volleyball Game - Team Red



John Pope with Arnold Palmer



Victor Runs in Race for Sandy Hook Elementary School





Congratulations

June and July 2013 Anniversaries

5 Years

Michael Rogers - Portland, ME
Kelli Truman - Binghamton, NY
Jason Markaverich - CD, Amherst, NH
David Staples - Pipe Depot, Sturbridge, MA
Lester Jarvis - Waterford, CT
Jeffrey Damon - Northampton, MA
Craig Michon - Queensbury, NY
Peter Cooney - Utica, NY
Lyman Wage - Binghamton, NY
Paul Chritophersen - CD, Amherst, NH
Mark Dee - Web Pump, Cranston, RI
Harold Heisler - Williston, VT
Sarah Penfield - Syracuse, NY
Todd Ford - Springfield, VT
Eileen Murray - Bennington, VT
Richard Potvin - CD, Amherst, NH
Eric Duguay - Concord, NH
Derek Curtin - CD, Amherst, NH
Scott Garrow - Williston, VT
Randy Beatrice - Boston, MA
Scott Fitts Jr. - Kentrol, Cazenovia, NY
Kira McKenna - Waterbury, CT
Rachael Martin - Binghamton, NY
Barry Laber - CD, Amherst, NH
Terry Simms - Hyannis, MA

10 Years

Therese Rafla - Corporate, Bedford, MA
Christopher Prete - Plymouth, MA
Deryl Finn - Lebanon, VT
Thomas Sanders - Woburn, MA
James Waters - Brockton, MA
William McHardy - Mechanical HVAC, Woburn, MA

15 Years

Laura Somes - Corporate, Bedford, MA
Linda Quinlan - Corporate, Bedford, MA

20 Years

John McBride - Methuen, MA
Larry Hedges - Barre, VT
Gerry Treadwell - Portland, ME

25 Years

John Blades - Hartford, CT
Robin Ferraro - Corporate, Bedford, MA
Melda Montgomery - Portland, ME
Joan Nardone - Corporate, Bedford, MA
Richard McIntyre - Biddeford, MA
Marc Nantel - Hyannis, MA

Retirements

Connie Collins - Executive Assistant
Corporate, Bedford, MA - 37 years

Nelson Lemay - Inside Sales
Nashua, NH - 19 years

Births

Elsa Ingrid - born 5/30/2013
Daughter of Chris Englehard (Queensbury, NY)

Alaina Grace - born 6/1/2013
Daughter of Justin Bednarz (Waterford, CT)

