

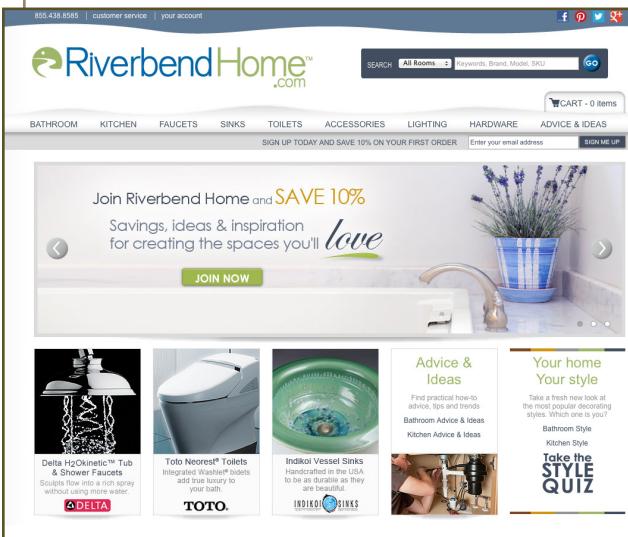
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THE F.W. WEBB EMPLOYEE NEWSLETTER



Volume 6 – October 2013

F.W. Webb's Bold New Frontier



Webb at the start of the initiative two years ago estimated yearly online home improvement revenue at about \$1.4 billion. The launch of the new web site, RiverbendHome.com, positions F.W. Webb to take its share of this revenue.

Taking our core competencies to the internet

The site was designed to market core product lines such as sinks, faucets, tubs, lights and accessories on the internet, nationwide, primarily to homeowners. The name of the division, Riverbend Home, was kept somewhat general to allow expansion into other product areas over time. Although the business will concentrate on kitchen and bath for some time to come, there is no limit to future forays into furniture, linens, dinnerware, decorative art, accessories, or other home products.

The online endeavor will complement the Frank Webb's Bath Center showrooms. A growing segment of customers are going to buy their products online, and by not having this channel, we lose the opportunity to compete for these customers. Conversely, the internet can never duplicate the experience of seeing products in a showroom setting or replace the knowledge and one-on-one assistance customers receive from our showroom staff.

Over the past decades, F.W. Webb's employees have watched the company master many new enterprises in residential and industrial distribution. No promising revenue source has gone unexplored: Engineered plastic piping systems, the creation of proprietary brands, specialized pumps and valves, sanitary processing, the expansion of our retail showrooms, and many more challenges both large and small.

In August the company entered what may be one of the most lucrative marketplaces in plumbing supplies: retail e-commerce. An independent marketing study commissioned by

"The Internet definitely opens up all kinds of possibilities. F.W. Webb is heading hard and fast into this channel.... We're just seeing the tip of the e-commerce iceberg right now. I'm not sure we can even imagine the impact it will have 10 or 20 years from now."

– Jeff Pope, Interview
with *Supply House Times*,
October 2012



Estimated yearly online home improvement revenue: approx. \$1.4 billion

Did You Know?

Stockholders elected John Pope president of the F.W. Webb Company in 1961. He was 29 years old at the time.



See page 9 for
WebbCam photos



The Ultimate NASCAR Experience



Despite a forecast for rain, 850 F.W. Webb customers and guests made their way to New Hampshire Motor Speedway early on Sunday, September 22nd to take part in the ultimate NASCAR experience.

The customers had earned their tickets by purchasing select boilers, ductless mini split systems and commercial water heaters from Webb during the summer. Upon arrival at the Speedway, attendees checked in at the F.W. Webb event registration desk and jumped on shuttle buses that brought them to the North garage inside the track area, where the party was just beginning.

The sun broke through as customers strolled pit road, the paved roadway that leads into the pit area from the racetrack, where today's greatest drivers and crews were preparing for the SYLVANIA 300 Sprint Cup race. Customers took a turn on the race simulator to find out what it feels like to go around the track at 150 mph. And they enjoyed a live performance by Coopers Escape while feasting on burgers and beer.

Finally, guests walked across the track and up into the grand stands to take in one of the most popular NASCAR races of the year. NASCAR fan or not, this was a day that gave guests a sense of what this popular sport is all about.

Hats off to F.W. Webb's 40 employee volunteers who gave our guests a warm welcome and helped to make the day a great success. Special thanks to Woburn General Manager Chris DiPirro, one of the Coopers Escape guitarists.



Did You Know?

NASCAR is second only to the National Football League among professional sports franchises in terms of television ratings in the United States.



Three young NASCAR fans sign in at the event registration table.



Customers relax in and around the North Garage.



Woburn GM Chris DiPirro (left) and Coopers Escape entertain guests.



Todd Szegedy Wins Whelen Modified F.W. Webb 100 Race In Loudon, NH



On Saturday, September 21, NASCAR Whelen Modified Tour driver Todd Szegedy bumped Donny Lia out of the lead in turn three of the final lap of the *F.W. Webb 100* and then held off Ryan Newman to win the race at New Hampshire Motor Speedway. While every victory is sweet, this one must have been particularly meaningful. NASCAR fans will recall that Szegedy took first place in the New Hampshire race two years ago, but only after Ryan Newman was disqualified in the mandatory post-race car inspection. By then, Newman had celebrated the victory with his crew and accepted the trophy from Jeff Pope in the Winner's Circle.

Szegedy, out of Ridgefield, CT, works a day job as a delivery driver for Montanari Fuel, and while accepting the trophy noted, "I know Webb". Ryan Newman's day job is professional car racing. He competes in the NASCAR Sprint Cup Series driving the No. 39 Chevrolet for Stewart-Haas Racing. Go Todd!



9/21/13—John Provencal awards F.W. Webb 100 trophy to Todd Szegedy. Ryan Newman places second.



7/16/11—Jeff Pope awards F.W. Webb 100 trophy to Ryan Newman at New Hampshire Motor Speedway. Ryan is later disqualified.

Question: How many laps are there in the F.W. Webb 100 Whelen Modified Race at New Hampshire Motor Speedway?

See below for answer.



Answer: One hundred

exact
Pipe Cutting System

Unique Exact method for cutting pipe

Did you know that F.W. Webb is now the Northeast's exclusive distributor of the revolutionary Exact Pipe Cutting Systems?

Professionals can use Exact pipe saws and speed up production time as they perfectly cut steel, plastic, copper, cast-iron, stainless steel and multi-layer pipe in seconds.

Go to fwwebb.com/exact to see a short video of this award winning pipe cutting system. You'll be impressed. If you have a customer who would benefit from this system and might like a FREE live demonstration, please contact Frank Lamparelli at 603-438-0181 or fdl@fwwebb.com.



It's a First! New Hampshire Expo

By George Ashford, Operations Manager,
Concord, NH



The New Hampshire branches of F.W. Webb Company held their first annual statewide Expo on Thursday, September 5, at the New Hampshire Motor Speedway in Loudon, NH. Expos are familiar to many

Webb customers as a day of fun and learning, with manufacturer's reps on hand to demonstrate the latest products, educational sessions, delicious refreshments, great deals on product, and lots of fun.

Webb's first New Hampshire Expo was no exception. Months of hard work on the part of all the NH branches and the corporate team ended up generating impressive attendance figures. Attractions included over one hundred manufacturer exhibits, a tool sale featuring Lenox and Milwaukee, multiple food stations, seminars, a "Scratch and Dent" bargain tent, and lots more. In keeping with the venue, the entertainment featured a pit-stop tire-changing challenge, Lenox Car Cutting time trial, tram tours of the Speedway grounds, and a fantasy drive around the track, which were all a great hit.

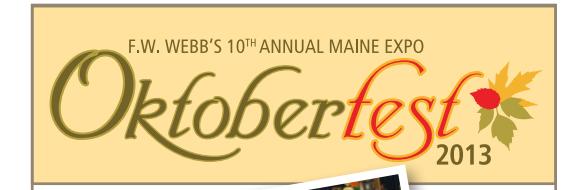
We look forward to an even better 2014 NH Expo.



Melanie Burgess (l), Showroom Manager, Dover, NH and Stephanie Boucher (r) working the Frank Webb's Bath Center booth at the New Hampshire Expo.



Karen Belin (center), Outside Sales, Victor and LP Gas customers pose for a picture on the track of the New Hampshire Motor Speedway with their bobtail trucks.



Oktoberfest 2013

By Nick Pelletier, General Manager,
Augusta, ME

Approximately 400 people turned out for F.W. Webb's 10th annual Maine Expo held on Tuesday, September 12th, in Augusta, Maine.

The Oktoberfest theme was interwoven throughout the event, from the colored balloons, to the mums, the piles of hay and stacks of pumpkins, to the Polka band that performed. Customers enjoyed free technical training classes, a "Scratch and Dent" bargain tent and the extremely popular Milwaukee tool sale.

Attendees had the opportunity to meet with over ninety manufacturers to see the newest products and tools in the industry. They also enjoyed a live demonstration of the Exact Pipe Cutting System.





Did you know our EAP offers monthly webinars and podcasts?

KGA, F.W. Webb's Employee Assistance Program provider, presents webinars and podcasts each month on various topics. These webinars are prerecorded and can be viewed or listened to when it is convenient for you or any member of your household. You can look up a webinar or podcast by topic such as child care, daily living and working well. Just go to www.kgreer.com and log in using username: webb and password: 9557. Some of the webinars and podcasts currently available are:

- Resources for Adults and Children with Special Needs
- Freeing Up Your Money for the Future
- Low Maintenance Investing
- Relaxation Techniques
- Memory Boosters
- Fixing Bad Credit Scores

Our EAP is an incredible resource for our employees and families. Take some time to visit the website and see the offerings that are available.

The screenshot shows the KGA EAP Member Login page. At the top, there is a navigation bar with links for Home, About KGA, Services, EAP, Member Login, and Contact Us. Below the navigation is a banner featuring three people. The main content area has a heading 'EAP MEMBER LOGIN' and instructions for accessing the EAP/Work life website. It includes a form for entering a username and password, with fields for 'Username' (containing 'webb') and 'Password' (containing '*****'). A 'Login' button is below the password field. A note at the bottom of the form area states: 'If the screen does not change after entering a login, you may have entered the wrong username and password. Please try again after verifying the login entered or contact us at info@kgreer.com to retrieve your user name and password.' At the very bottom of the page, there is footer text: 't: 800.648.9557 • KGA, Inc. • The Meadows • 161 Worcester Road • Framingham, MA 01701' and 'Copyright 2012 KGA, Inc. All rights reserved.'

Introducing Workshops from New York Life

New York Life has developed online workshops to engage and educate retirement plan participants – anytime. These workshops are self-paced, so participants can start and pause the workshops to best fit their schedules.

The workshops run between 10 minutes and 15 minutes and are available via mylife.neworklife.com in the Learning Center or using the links below. These links are also available through the F.W. Webb intranet.

Get in the Plan

<https://www.brainshark.com/nylimllc/GetInThePlan>

“What is a 401(k) plan? How can it help me?” This presentation answers these and other basic questions, focusing on the importance of saving in a retirement plan and the different features and benefits that may be available to participants.

Maximizing Your Retirement

<https://www.brainshark.com/nylimllc/MaximizingYourRetirement>

This presentation focuses on ways that participants can save more money and pay down debt with the goal of reaching financial independence. It touches on important concepts such as the power of compounding and asset allocation.

Investing Basics

<https://www.brainshark.com/nylimllc/InvestingBasics>

Helping participants to make informed investment decisions, this presentation explains key terms such as mutual fund, asset class, asset allocation, and diversification. It also discusses different investment strategies and introduces the concept of market risk.

Budgeting

https://www.brainshark.com/nylimllc/Budgeting_DC

This presentation helps participants to understand the value and benefits of both paying down debt and creating a budget. Through managing debt and tracking spending over time, participants are able to see where their paycheck is being spent.



Webb Spotlight



Steve Theberge

Webb Vitals:

- **How long you've worked for F.W. Webb:**
30 years in March
- **Your role at F.W. Webb:**
Inside Sales, primarily servicing plumbing, heating and commercial customers
- **F.W. Webb location where you work:** Lewiston, Maine

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

When I started with Webb in 1984 we were a two man shop located in kind of a “rough” neighborhood in Lewiston. Not many people thought we would make it but just two years later, thanks to John Pope and his foresight, we were able to buyout one of our local competitors. That sure got a lot of people talking! The first time I walked into the building (the company was a former employer of mine) was a very special moment for me.

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

My grandfathers. They both passed away before I was born so I never got to meet them. It would be very interesting to hear about their lives and adventures and also to hear what advice they would have given me as I was growing up.

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

When I was in high school my summer job was mowing the lawn at a local cemetery. When things got “busy” I would help with digging graves. It was good, invigorating outdoor work and although the customers never complained, I did not want to make a career of it!

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

Italy has always been a place I've wanted to visit, and coincidentally my wife and I are headed there this week to celebrate our 35th wedding anniversary. Didn't win this one so we'll try for Ireland next trip.

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

We spend a lot of time with family especially visiting our granddaughter in CT. We also are on our boat most weekends cruising the Maine coast, and I devote a lot of time to my hobby of collecting hockey cards. I play golf as much as possible, and in the winter it's all things hockey. I still play and watch every game I can.

Grand Opening



Frank Webb's Bath Center in Springfield is Now Open

By Michael Kennedy, General Manager, Springfield, MA

A brand new Frank Webb's Bath Center opened to the public on August 19th, 2013 in the Springfield, MA facility. The showroom manager, Lori Loughlin, heads a staff that includes Mary Godin and Jody Babilonia. The state of the art showroom features many working displays, including toilets, a rare feature among our Bath Centers.

On September 12, 2013 there was a grand opening celebration and experts from MAAX were on site with the MAAX Mobile Academy. They displayed the latest bath products from the most simple to the simply luxurious. Even Mayor Domenic S. Sarno of Springfield, MA made an appearance to celebrate the opening.



Continued from page 1

Riverbend Home also offers Webb a national marketplace. Sales have come in from customers in California, Virginia, Washington State, Pennsylvania, Louisiana, Arizona, and Oklahoma, among other states.

"The tip of the iceberg"

In an interview one year ago in Supply House Times, Jeff Pope explained his view of this marketplace.

"The Internet definitely opens up all kinds of possibilities," Jeff is quoted as saying. "F.W. Webb is heading hard and fast into this channel....We're just seeing the tip of the e-commerce iceberg right now. I'm not sure we can even imagine the impact it will have 10 or 20 years from now."



Planning, designing and building the site has been a two-year effort involving many dedicated people throughout the company: Finance, Information Services and Data Governance, Operations, showroom and plumbing staff, and Central Distribution among many others. A new E-commerce division – virtual "Branch 93" – has been developed in Bedford, MA.

This group is responsible for implementing best practices regarding site planning, user experience, online content and site design, merchandising and vendor relationships, shipping and pricing strategy, and internet specific marketing techniques such as SEO (Search Engine Optimization). A dedicated inventory and customer service group is also in operation at CD in Amherst, NH.

Riverbend Home is a division of F.W. Webb, but you will see that the site does not reference F.W. Webb or Frank Webb's Bath Centers. The new division is keeping a separate identity in order to minimize confusion among our customers. For information about Riverbend Home, contact Curt Burgess at curtburgess@riverbendhome.com or 781-791-2521.

Supplier of the Year Award Recipient

Jim Paulhus Receives Water Systems Industry Award



Each year the National Ground Water Association (NGWA), the pre-eminent organization for water well professionals, presents a Supplier of the Year Award to honor an individual's accomplishment in the ground water supply industry. This year, the award will be presented to **Jim Paulhus**, F.W. Webb's Water Systems Manager.

Jim has been in the ground water industry for 28 years. He has served as the suppliers chair, officer and board member of the NGWA along with several other prominent organizations in the industry.

Jim will receive the award at the NGWA Groundwater Expo in Nashville, Tennessee, in December.





People On The Move



Congratulations to **Mike Bifano** on becoming the Store Manager for the new F.W. Webb facility in Ballston, NY, scheduled to open in December, 2013. Mike, who has been with F.W. Webb for

over eight years, began his career in the CIP program and has been the Operations Manager at the Albany location for over 4 years. Mike is looking forward to expanding F.W. Webb's presence in upstate New York.



Congratulations to **Jim Matthews** on his appointment as F.W. Webb's new Industrial Plastics Product Manager. Jim has over 30 years' experience in the plastics industry, calling on mechanical

and process contractors with a focus on semiconductor technology. Jim looks forward to working with Webb's industrial team to promote the company's premier plastics lines.



Congratulations to **Erica Welch** on her promotion to Showroom Manager of the Frank Webb's Bath Center in Exeter, NH. Erica has worked as a sales consultant in the Bedford, MA

showroom for 6 years. She is very excited about making the move but she is sad to be leaving her co-workers and customers in Bedford.



Gilford, NH welcomes **Erica Levasseur** as new Frank Webb's Bath Center Showroom Manager. Erica began her career with F.W. Webb Company in 2011 as Admin in the

Concord, NH store. Erica is an alumni of UNH and has a Bachelor in Sociology and a minor in Hospitality Management. Erica is looking forward to learning a new aspect of the company from the showroom's point of view.



Mike Leander is now Director of Industrial Sales. Mike spent several years as an Area Sales Manager for Crane Valve Company and most recently served as Industrial Account Manager

for the Webb branch in Waterford, CT. Mike's primary focus will be working with industrial branch managers and their teams to identify new market opportunities and develop procedures that strengthen F. W. Webb's complete market presence.

Other Employees on the Move:

Jim Jenson: Warehouse to Inside Sales at Kennebec Supply in Winslow, ME.

Matt Viger: Receiver to Warehouse Supervisor in Concord, NH.

Robert Perry: Inside Sales to Outside Sales in Lebanon, NH.



Massachusetts PHCC (Plumbing, Heating, Cooling Contractor Association) Golf Outing raised \$30,000 for the Corcoran family. Left to right: Chris Witt, Fitchburg; Steve Anderson, Methuen; Matt Hough, Brockton; Norm Israelson, Auburn; Tim O'Connell, Bedford.





WEBBCAM



Heating Products Manager, Joe Ruggiero, and members of the Nashua, NH team prepare Irving Oil's service vans for participation in our Dealer's Choice inventory program.



Ernie Coutermarsh's wife, Diane, is going back to the future in the 1981 DeLorean she recently won at the Two Guys Smoke Shop's 28th Anniversary celebration.



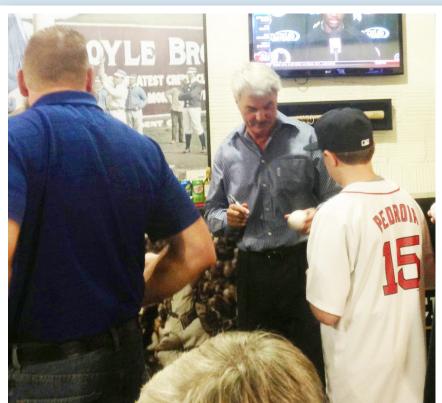
Jeff Pope and customers take a ride around the track at New Hampshire Motor Speedway at the NH Expo.



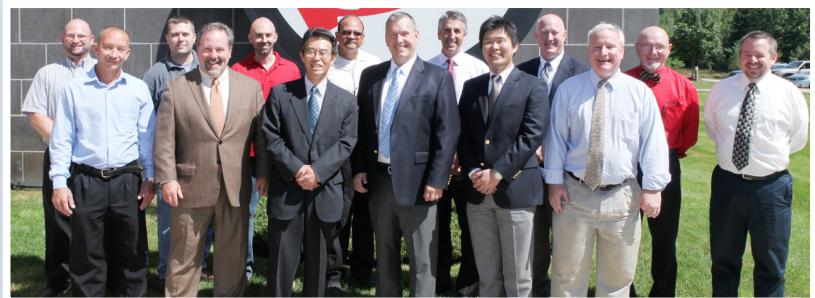
Long-time Buderus rep and Webb partner Don Grosso speaks the most famous words in racing at the F.W. Webb 100 on September 21, "Drivers, start your engines!"



Customer sees how fast he can change a tire at the NH Expo.



F.W. Webb business partners get autographs from Red Sox legend, Dwight Evans, at Fenway Park in September.



Central Distribution shows Rinnai, Manufacturer partner, a tour of the facility on August 23, 2013.



Congratulations

October and November 2013 Anniversaries

5 Years

David Eynon - Binghamton, NY
 Christopher Goodridge - Warwick, RI
 Christopher Lebel- Auburn, MA
 Jackie Markow - Bedford, MA
 Shane Rice - St. Johnsbury, VT
 Dean Stefanski - Hartford, CT
 Alan Wagoner - CD, Amherst, NH

10 Years

Richard Beals - Brockton, MA
 Mark Bryan Sr - Albany, NY
 Dan Burns - Hartford, CT
 William Follett - Warwick, RI
 Jeff Gillis - Methuen, MA
 Eduardo Gutierrez - CD, Amherst, NH
 Joshua Madden - Hartford, CT
 Brad Potter - Queensbury, NY
 Carroll Quesnel - New Haven, CT
 David Schecken - Hartford, CT
 Stacy Stanhope - Portland, ME
 Yoannis Tselios – Woburn, MA

15 Years

Linda Demelle - Portland, ME
 John Dwyer - Portland, ME
 Richard Frye - Madison, NH
 Mathew Hare - Sturbridge, MA
 Bruce Jordan -Portland, ME
 Ben Martin - Portland, ME
 John Normandin - Keene, NH
 Edwardo Roque - CD, Amherst, NH
 Michael Santos - Salem, MA
 Joanne Smith - Portland, ME

20 Years

Nancy Buckley - Methuen, MA
 William Czarnecki - Rutland , VT
 Peter Goodelle - Utica, NY
 Norm Israelson - Auburn, MA

25 Years

David Braley - Winslow, ME
 Joseph Hale - Madison, NH
 Bob Moore - Methuen, MA
 Christine Wear - Haverhill, MA

30 Years

David Dyer - Portland, ME
 Timothy Largay - Bangor, ME
 Tom Tompkins - Albany, NY

35 Years

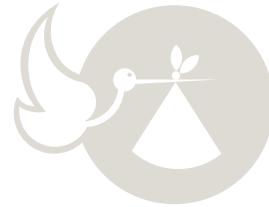
Larry Brewster - Rutland, VT
 Jim Hale - St. Johnsbury, VT

Births

Isabelle Reese McBride- born 9/6/13
 Daughter of Krista McBride,
 Bedford, MA and
 Granddaughter to Joanne Giaimo,
 Bedford, MA

Ayanna Mae Tselios - born 9/13/13
 Daughter of Yoannis (John) Tselios,
 Woburn, MA

Alina Beth Barreto - born 9/20/13
 Daughter of Cesar Barreto-Tello,
 Boston, MA and
 Granddaughter of Tom Blades,
 Boston, MA



Retirements

Marie Davis, Inside Sales
 Canandaigua, NY - 9 years

Peter Stenzi Sr., Outside Sales
 Bergen, NJ - 35 years

Welcome, Lisa Mooradian!

Lisa Mooradian has joined the F.W. Webb Bedford, MA team as Executive Assistant, the position formerly held by longtime employee Connie Collins. In this role Lisa spearheads event planning, supply ordering, and expense reports and handles various administrative tasks for the executive staff.

Lisa has been an executive assistant for over 20 years, and like Connie, sincerely enjoys this type of work. She has worked for several high-profile executives and is very used to a fast-paced, multi-tasking environment. Her prior employers include Cambridge Healthtech Institute, Fastech Integration, and Digital Equipment Corporation. Some of her many hobbies are painting, genealogy, jewelry making and following New England sports. Lisa resides in Hudson, MA with her husband and has four children.

