

# Pipeline

THE F.W. WEBB EMPLOYEE NEWSLETTER



Volume 15 – April 2015



## John Provencal Announces his Retirement from F.W. Webb

He's been with F.W. Webb for the past 35 years, seen lots of positive change, and made his mark on the industry. And, although a difficult decision, the legendary John Provencal believes now is the time to step away from what he calls a great industry to explore new horizons. May 1, 2015 will be his last day at F.W. Webb.

John officially started at F.W. Webb in 1981, but knew John Pope and had an affiliation with the company since 1972. He began here as an Operations Manager in Merrimack, NH, before becoming the General Manager of Fitchburg, MA. He then served in a dual management role, overseeing both Fitchburg and the former Burlington, MA location. After that, he moved into the executive ranks at corporate.

"The management and owners of F.W. Webb have been wonderful to me," said John. "I've had a great career at F.W. Webb and I will miss all the great people I've met and with whom I've had the opportunity to interact, both in the company and throughout the industry."

*Continued on Page 4.*

**"It's been a great career."**

### Fun Facts About John Provencal:

- Earned a Master Plumber License in NH
- Worked in the industry for 10 years prior to joining Webb
- Grew up in Lebanon, NH (where Ernie Coutermarsh also originates)
- Shaped by small-town values
- Once achieved an elusive hole-in-one

## THE SCOOP

by Bob Mucciarone



The final results of 2014 fell a little short of where we had anticipated. Some branches struggled in their market and these type of situations affect the overall success of F.W. Webb Company. It's another reminder of how important each employee is to the success of F.W. Webb.

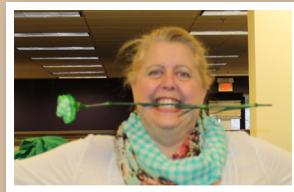
Looking forward, we are active on many fronts. We are being more aggressive with our vendors, asking them to participate in the growth of the products we sell on their behalf. Later in April we expect to conclude the acquisition of the Grant Supply Company in New Jersey. This acquisition will add three more locations to the F.W. Webb footprint. We are actively pursuing two other acquisitions.

In addition, we are working to grow the company organically in the footprint of our current locations. We are doing this with the addition of new product lines and training, and by hiring technical experts – especially in the disciplines that require significant product knowledge.

It's an exciting time for F.W. Webb. We are poised to grow bigger and stronger and do the things necessary to continue to be the Number One force in the Northeast. 2015 should be a very nice year for the F.W. Webb Company.

## Did You Know?

*The first issue of the WINSheet was published in 1994.*



See page 13 and 14 for more WebbCam photos.



## HVAC/R Dealer Meeting hits the Jackpot

by Chelsea Albers, Marketing Manager, Bedford, MA



F.W. Webb held its 2nd annual HVAC, Refrigeration & Controls Dealer Meeting at the Foxwoods Resort and Casino in CT on February 19. More than 300 dealers, principals and executives participated. Fifteen one-hour

seminars were offered on topics, such as latest technology, performance efficiency, and marketing strategies. Presenters included representatives from York, Daikin, Johnson Controls, Honeywell, Honeywell Genetron, Copeland, and Heatcraft/Chandler.

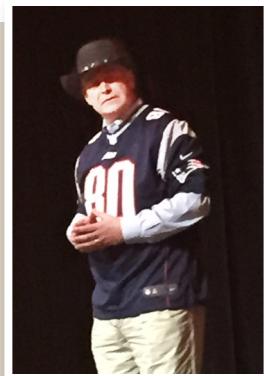
After lunch and afternoon seminars, attendees made their way into the vendor exhibit hall for two hours of booth viewing and networking with 60 vendors, along with Webb employees and other industry professionals. As they entered the room, attendees were greeted by Doug Colby, 2012 and 2014 NASCAR Whelen Modified Tour Champion, and his race car. Many attendees had their picture taken with the Red Sox World Series trophies and the team's ever-popular mascot, Wally the Green Monster.

When the exhibit hall closed at 6:00 p.m., attendees, vendors and employees enjoyed a sit-down dinner that began with a welcome, thank-you and brief company overview from Joe Fernandez, F.W. Webb V.P. of HVAC/R. A keynote address came from inspirational speaker and author Mark Matteson, a known Seattle Seahawks fan. As he introduced Mark, Joe couldn't help taunting him by tossing a deflated football and making him wear Patriots' swag!

Mark brushed on several industry topics and the importance of work-life balance, as well as the importance of companies making their employees feel valued. Everyone left the gathering in high spirits. All in all it was a great meeting filled with networking, education and fun. Planning is already underway for 2016.



*Wally meets Wally  
(Paul 'Wally' Sferrazza)*





## The Legend of the Vermont Expo Turkey Tent

by Nick Markowski, Counter Sales, Rutland, VT

It all began with the first Turkey Tent in May 1999, our 6th annual Vermont Expo. It started with myself, Randy McGuire and Steve Pulling. We set up a turkey cooker to cook six turkeys, but couldn't find them. They eventually turned up – frozen solid! In a hurry, we went shopping for fresh turkeys and were able to find four. When we returned to Barre, we only had time to prepare three of them. We gave all the remaining turkeys, fresh and frozen, to customers to take home.

By the 4th year, Turkey Tent operations expanded. We cooked 12 turkeys, 50 lbs. of hamburger and 40 lbs. of hot dogs. Bill Czarnecki joined the team (it took him 3 years to catch on!). After our 15th year we lost Steve Pulling and last year was a tough one without him; he is still greatly missed. (Editor's note: read a touching anecdote of Steve in *Pipeline*, volume 7, page 4.)

May 7, 2015 will mark our 17th year of cooking turkeys at the Vermont Expo. We have a great crew of people onboard. First shift includes me, Bill, Randy, Ron Sweeney and Rod Chase. Second shift features Mike Desjardins, Keith Kellom, Matt Fraize, Tim Fox and Ethan Turner. We now use 8 turkey cookers to prepare 40 turkeys and a Lazyman gas grill for the 140 lbs. of hamburger and 120 lbs. of hot dogs. We also use 60 gallons of oil.

It is amazing to see the growing popularity of the Turkey Tent. The lines are continually long, especially when a turkey comes out of the oil. Every once in a while we toss in a few Cornish game hens. You should see the customers' eyes when we pull out those little birds. We tell them it was a bad year for turkeys; they are running a bit on the small side!



Nick Markowski, Steve Pulling, and Ron Sweeney at the 2013 Vermont Expo.



Ethan Turner, Rutland, VT and Tim Fox, Bennington, VT, slice the turkey.

## 2015 Vermont Expo

Champlain Valley Exposition, Essex Junction VT  
Thursday, May 7, 2015 • 2:00 – 7:00 p.m.



NEW  
Location  
& Time

Veteran employees, vendors and Vermont natives all know the first Thursday in May marks F.W. Webb's annual Vermont Expo. For 21 years, the Vermont Expo has been held in the small city of Barre in north central Vermont. This year we have switched to the Champlain Valley Expo Center in Essex Junction.

Moving the location is providing expanded exhibit space and more comfort for attendees. We expect the new venue to draw more customers from Vermont, while still attracting the majority of prior guests.

Another change this year is the start and end times. Through customer research and consideration of the success of the NY Expo, a late-afternoon event works best. The Vermont Expo will run from 2:00-7:00 p.m., with classes beginning earlier in the day.

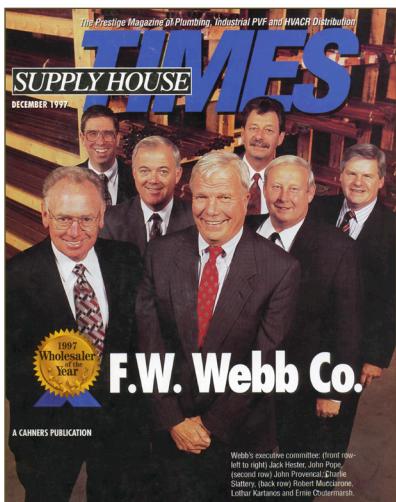
This year's theme will be baseball and we hope to create a fun atmosphere where customers can network and meet more than 100 of the biggest manufacturers in the industry.



Although the location and time of the Vermont Expo have changed, the core assets will remain the same. There will be 8 educational sessions for contractors to fulfill their continuing educational requirements (CEUs) and sharpen their skills in specific areas. And, of course, the Turkey Tent! The full schedule is on [fwwebb.com](http://fwwebb.com).



*Continued from Page 1*



John Provencal (2nd row, left) appears with F.W. Webb executives on the cover of Supply House Times magazine in 1997.

As Senior Vice President of Plumbing and Heating Sales, along with oversight of the Frank Webb's Bath Center enterprise, John's area of responsibility ranges from Webb's bread-and-butter to its gourmet buffet. The Plumbing and Heating business, upon which Webb was founded, generates a majority of the company's revenue, while the trendy showrooms are a way to appeal to a newer customer segment – homeowners.

Being a part of the company's growth into new markets, industries and regions is one of the highlights of John's career at Webb. "As the company has grown over the years, so too have the opportunities for so many people," he said. "It's been rewarding to watch people recognized for their talent and moved into key contributor roles."

## Industry Involvement



John has enjoyed giving back to the industry by participating in trade groups and conducting seminars for our customers on profitability. Webb CEO John Pope said, "It was an honor for the company when John was elected as the plumbing leader of Affiliated Distributors (AD)," a position he held for 14 years.

AD recently recognized and honored John for his contributions to the industry as a Network Chairman and for serving on the Divisional Board. (Read more about the award on page 12.)

"John Provencal epitomizes the essence of Webb leadership," said Ernie Coutermash, Senior V. P. of Industrial Development. "Dedicated, loyal, hardworking, reliable, and passionate. He sets the pace and leads by personal example. He will leave an indelible role model imprint that will inspire the current and future Webb sales and leadership teams."

## What the Future Holds

Going forward with a clean slate, John has no immediate plans, but will use some of his free time to focus on his golf game (best handicap 8/best score 75), and possibly go back to skiing next winter. He wants to improve his fitness level by joining a fitness club and cycle more, a new activity he began two years ago.



John (right) warming up for retirement during the AD meeting in San Antonio, TX in March. With him (l-r), the president of Thomas Somerville Co. and the CEO of First Supply.

John would like to stay connected to the industry by interacting with and mentoring students studying in the trades. Giving his time and talent to those in need – the homeless and hungry for instance, is also on his radar.

"Once I get into the groove of retirement, I'll have more time to explore the possibilities," he said. "I plan to take it a day at a time and I'm sure things will fall into place."

The F.W. Webb Company extends very best wishes to John Provencal in his retirement. We hope all his new pursuits bring him happiness and we thank him for his many years of dedication to the company and the industry.



**"What's special about F. W. Webb is how everyone works together for a common goal – to make the company as successful as possible. There aren't any big egos getting in the way."**

– John Provencal



## RiverbendHome

### SUMP PUMPS 101: Protect your Home from Water Damage

by Laurie Willis, Copywriter, Riverbend Home,  
Bedford, MA



Spring is here and with it comes snow melt and heavy rains. If your home has a basement, chances are you've had to deal with water problems caused by flooding or underground wetness. Sump pumps installed in a basement or crawlspace can help protect your home from flooding and water damage, preventing the need for expensive repairs later.



*Submersible*

*Pedestal*

#### Factors to consider when choosing a sump pump:

**Submersible or pedestal:** There are two types of sump pumps for residential use. The first is a **submersible pump**, designed to rest in the water. This type of pump is encased in waterproof housing specially sealed to prevent electrical short circuits. Water is sucked through a grated bottom or side intake and routed out the top. Submersible pumps are efficient, long-lasting, quiet, and completely hidden inside a sump basin or pit. They are, however, more expensive and may require a large basin.

The **pedestal pump** is the other type of common sump pump. This pump's motor is located on the top of a pedestal, which keeps it out of the water even when the pit is full. The inlet pipe reaches down into the pit to draw out water. Pedestal pumps may be a better choice for deep narrow sump pits. They are less expensive and easier to service but are also louder.

**Manual or automatic:** Manually operated pumps are generally less expensive, but an automatic pump is more convenient and will still operate when the homeowner is away. If you go with an automatic pump, consider one with a battery backup to ensure the pump remains operational during a power outage.

**Type of material:** Sump pumps are usually made of cast iron, thermoplastic or stainless steel. Plastic is the least expensive, sturdy enough for most applications, and not affected by most things found in groundwater. Cast iron is stronger, heavier and less likely to move as it operates. However, it is more expensive and can corrode over time. Stainless steel is almost impervious to anything found in groundwater but is the most expensive choice.

**Horsepower rating:** Most pumps are 1/4 to 1/2 horsepower. The most common motor size and the safest choice generally for more homes is 1/2 hp.

**Diameter of the discharge pipe:** The discharge pipe at a minimum should match the discharge size of the pump. Typically, the inside diameter discharge pipe is 1-1/4" or 1-1/2." For longer runs of pipe, it is better to choose a wider diameter to prevent a decrease in pump performance.

**Sump basin size:** The basin should be large enough to prevent the switch from rubbing or getting caught on the basin wall. A larger basin helps maximize motor life by allowing the pump to run longer each cycle and providing a lengthier idle period in-between.

**Switch type:** Pressure or electric switches have no moving parts that can stick, but deposits in groundwater can coat them and cause them to malfunction. Since they only move up and down, mechanical switches, such as float activator arms, tend to be more reliable. Solid floats are a good choice, since they cannot become waterlogged, fail to switch off, and thus burn out the pump.

**Cord length:** Choose a plug that fits into a ground fault circuit interrupter (GFCI) outlet. Make sure the cord is of sufficient length to reach the outlet, since sump pumps should not be connected to an extension cord. If a long cord is required, choose a heavier wire gauge to ensure sufficient voltage.

A variety of sump pumps are available through your local F.W. Webb branch.





## Industry Perspective Q&A with John Provencal

**PL: What's the biggest change you've seen in the industry over the past 50 years?**

**JP:** Technology has had the biggest impact in our industry, both on the distribution side as well as the trade.

**PL: Has technology been an improvement for both the contractor and their customers? If so, how?**

**JP:** Yes. Technology has helped professionals in the trade improve services and offer higher quality products to consumers. Technical information can now be accessed on the jobsite or 24/7. This enhances efficiency, allows better time management, and provides continual education and training opportunities. In addition, companies can better monitor and direct technicians, thus reducing downtime, which also helps reduce consumer costs. The 'wants' of the consumer constantly change and, because of technology, the trade is able to keep pace.

**PL: What one product or enhancement stands out for you as a significant innovation? Why?**

**JP:** This is a difficult question because, based on the discipline, products may differ. Regardless of the discipline, however, without communications capabilities we'd be in a different world. Systems that put product when and where it needs to be is critical. Enhanced communication tools, including GPS, Wi-Fi, tablets, smartphones, barcoding, and other means of instant information, help suppliers, contractors and consumers. Controlling an HVAC system remotely is a good example. Also from miles away: security can be monitored, lights activated, equipment started, doors unlocked, etc. Without enhanced communications capability, none of this would be possible.

**PL: How have plumbing standards and licensure requirements changed the industry?**

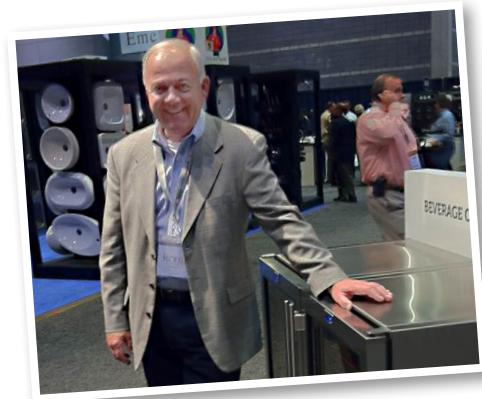
**JP:** License and codes have a purpose; together they improve the quality of product and services to the consumer. Sometimes we question some of the standards and change, but if you peel back the reasons, most of the time you'll find improvement. Constant innovation has created sophisticated products, and without a process to ensure proper installation and application, the end user can't fully benefit.

**PL: What is your hope for the industry going forward? What changes do you anticipate?**

**JP:** I hope the industry is able to attract youth. It's not a glamorous industry, but one with a tremendous amount of opportunity. As far as change, there will be continued growth in the HVAC/R business. Webb's position in this industry is critical to the company's continued growth. We will need to provide ongoing training for our customers and employees. Service has always been the distinction between Webb and our competitors. Our mission statement says it best. As long as we focus on the systems and attitudes that delight our customers and meet their needs, we'll always be strong.

**PL: Why should young people consider a career in the plumbing-heating-HVAC/R trades?**

**JP:** Products are becoming more sophisticated and demand will grow. It will take a more educated person to work on equipment and systems. The tradespersons of the future will need to be well-educated and highly professional. He or she will need to be efficient and keep pace with ongoing changes in the industry through continuing education and training. If they do, the financial and career opportunities are endless. It will come down to the basics of supply and demand. The needs will grow and, with fewer trade professionals, their value will grow. There is an old industry joke where the tradesman hands the doctor a bill and the doctor says, "I don't even charge that much per hour!" And, the tradesman replies, "When I was a doctor, I didn't either!" Bottom line: The demand for quality trade professionals will grow and so will the opportunities.





## Futuristic Kitchen & Bath Trends on Display at ISH

F.W. Webb had a small presence at the world's largest bath and lighting show, called ISH, March 10-14, 2015, on the grounds of the massive Frankfurt Trade Fair in

Frankfurt, Germany. Suzanne Brady, Sales Manager, Frank Webb's Bath & Lighting Showrooms, and Josh Michaud, e-Commerce Business Manager, attended the show as guests of Grohe Manufacturing.

"This was a phenomenal opportunity to see all the world's top manufacturers displaying the very latest in bath, kitchen and lighting innovations," said Suzanne. "I expect many of these exciting trends and futuristic concepts in home and bathroom design to be in the U.S. soon."

### Trends spotted at ISH worth watching:

- Gold Finish in kitchen and bath faucets, trim, accessories and lighting
- Textured Finish for tubs and shower bases
- Integrated Showerheads with Lighting for a stylish fountain effect
- Elegant Free Standing Fixtures that don't protrude through the wall



Suzanne and Josh's all-expenses-paid trip, compliments of Grohe, included a tour of the Grohe plastic extrusion plant in Lahr, Germany.



## Boston Showroom Rolls out Red Carpet for Design Week

by Suzanne Brady, Sales Manager, Frank Webb's Bath & Lighting Showrooms



As part of the annual 10-day Boston Design Week festival (March 19-29, 2015), the Frank Webb's Bath and Lighting Showroom in South Boston, MA got into the spirit with an invitation-only open house for design professionals. Attendees were invited to see the new innovative Moen line, hear a keynote speaker, and enjoy cocktails and hors d'oeuvres – compliments of Moen. More than 100 people attended, giving the South Boston showroom important exposure to a key audience. Based on the success of our initial participation in the popular Boston Design Week, we are making plans to participate again next year.

## Springfield Showroom Hosts Networking Event

by Lori Loughlin, Showroom Manager, Frank Webb's Bath & Lighting Center, Springfield, MA

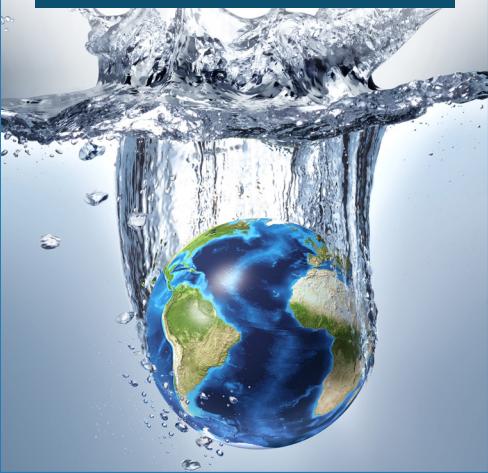
The Springfield, MA showroom hosted an "After 5" event, sponsored by the Greater Springfield Chambers of Commerce. Held monthly, we were selected to host the event in March. It began with speed networking in our training room. Fifty chamber members met one-on-one, exchanging pleasantries and business cards within one minute, before moving on to the next person.

Afterward, members moved into the Showroom for hors d'oeuvres and refreshments. People were surprised to see working displays and many of them commented on the amount of fixtures on display. There were many positive conversations over the course of the evening and we hope the word will spread that our showroom is the best in the region!



## April is Earth Month

### Water Savings Quiz

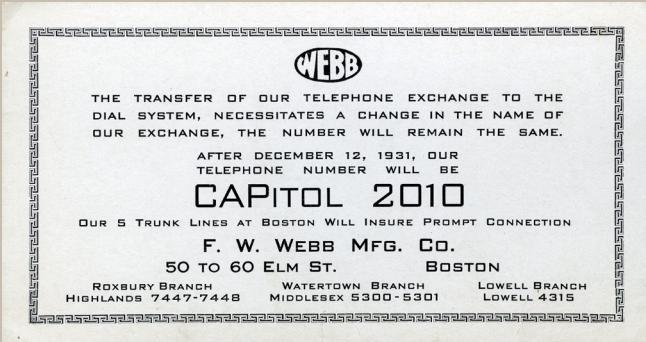


*How much do you know about saving one of our most vital and precious natural resources? Test your water-saving smarts with this quiz in honor of Earth Month. Find the correct answers on page 15.*

1. Up to how many gallons of water can a leaky toilet waste a day?
  - A. 50 gallons
  - B. 100 gallons
  - C. 175 gallons
  - D. 200 gallons
  
2. Turning off the faucet while you brush your teeth will save approximately:
  - A. 20 gallons per month
  - B. 30 gallons per month
  - C. 100 gallons per month
  - D. 200 gallons per month
  
3. Keeping your grass longer during summer months saves water.
  - A. True
  - B. False
  
4. Which is the better choice for water savings?
  - A. Washing dishes by hand
  - B. Running a full dishwasher
  
5. Across America, household leaks are responsible for one trillion gallons of wasted water annually.
  - A. True
  - B. False

*Source: American Standard*

## History Corner



### From the F.W. Webb Archives

This internal F.W. Webb memo goes back almost 84 years to the pre-zip code telephone system, when the first three dial "numbers" were the first three letters of the assigned exchange name. In Webb's case it was "Capitol." According to Wikipedia, all-number dialing began replacing the exchange system in 1958 and was mostly phased out by the late 1960s. Notice the enduring Webb logo!

## Upcoming Trade Shows & EXPOs Schedule:

April 6:	Baseball Opening Day
April 23:	Conn. Water Pollution Abatement Association, New Life Church, Wallingford, CT
April 29-30:	MASSbuys Expo, DCU Center, Worcester, MA
May 6:	Atlantic States Rural Water & Wastewater Association, Wright's Farm, Harrisville, RI
May 7:	Vermont Expo, Champlain Valley Exposition Center, Essex Junction, NY
May 13:	The Big Show – Propane & Natural Gas Expo, Hartford, CT
May 14:	Binghamton Product Fair, Binghamton, NY
May 19-20:	Oil & Energy Service Professionals, Hershey Lodge & Convention Center, Hershey, PA
June 10-11:	New England Fuel Institute Energy Expo, DCU Center, Worcester, MA
June 17-18:	Northeast Buildings & Facilities Management, Boston Convention & Expo Center, Boston, MA



## Winter Webb-Land

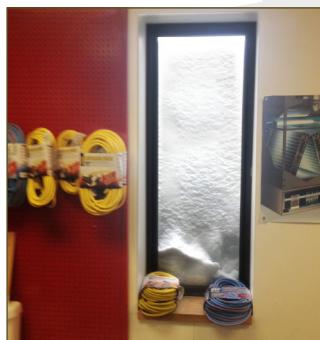
It was truly a winter of discontent with record snow, ice and cold firmly in control throughout our operating region. All of our locations were impacted at one time or another.



In Windham, ME, the building's gas meter had to be excavated from its massive icy tomb by the gas company. Luckily the meter wasn't damaged, probably thanks to the very sturdy steel awning smartly installed over it.



Meanwhile in Woburn, MA, with drifts over 10-feet high there was barely a way in or out of the building at one point. In a scene straight out of the Arctic, snow reached over the ground floor windows blocking the view.



### Winter Damage Control Tip

With spring here, check for snow load and ice damage to your home's outdoor equipment, including AC units, generators, gas and water meters, irrigation system, tanks, vents, faucets, and downspouts and gutters.



## Salem Store Provides Shelter from the Cold

The Citizens for Adequate Housing, Inc. (CAH) in Peabody, MA is a huge fan of F.W. Webb Salem, MA. On an extremely frigid Friday evening in early February, with snow measuring in feet on the ground, the CAH's emergency housing shelter "Inn Between" lost both heat and hot water. The operations manager called their plumber, who eventually reached Webb's Kevin Schultz (Inside Sales). Before the call to Kevin, the plumber had gone on Webb Connect and determined the products he needed were in stock. Kevin called Store Manager Bob Matvichuk to inform Bob that he would be opening the store. Kevin met the plumber at the store at 9:00 p.m. and he was able to pick up the boiler component and supplies he needed for the job. Heat and hot water were restored to the shelter that evening. Said Bob: "That's just what we do when people don't have heat. It so happens there were many people involved in us helping get them heat that night and we were happy to do it!"

**"You guys saved six families and over 18 kids experiencing homelessness from the cold that night because of your actions and willingness to go the extra mile. We really deeply appreciate it."**

– **Corey Jackson**, Executive Director of CAH

"F.W. Webb gives us not only the right tools to do our job but instills the right spirit in us to do things like this," Bob replied to Mr. Jackson. "Glad we could be part of the solution!"



## What is Webb's EAP? An Abundance of Resources for You!

by Samantha Verratti, Benefits Manager, Bedford, MA



F.W. Webb's benefits program includes an EAP. This acronym stands for Employee Assistance Program. The EAP services Webb offers have been selected to help with the stress and management of everyday life. Both phone and online EAP services are available at no charge 24/7 and are entirely confidential. Your identity is safeguarded, as the company providing our EAP benefit (KGA Inc.) does not report who has utilized the service to Webb.

While our health insurance plan provides comprehensive care, our EAP services can be used to supplement those benefits. However, you do not have to be enrolled in Webb's health insurance to take advantage of and utilize your EAP benefit. It is open to all Webb employees and any member of your household.

Webb's confidential EAP service can be accessed by calling 800-648-9557 or visiting [kga.infonowweb.com?xcun=webb&xcp=9557](http://kga.infonowweb.com?xcun=webb&xcp=9557). The website has articles, podcasts, webinars, search engines for local resources (e.g., childcare, education, financial and legal), a monthly topic, and meditations. April's topic is Stress and Mindfulness.

Additionally, here are two examples of meditations offered on this site:  
[www.kgreer.com/relax](http://www.kgreer.com/relax)

- Managing Anxiety with Breathing – user code: 122011kga
- Pain Management – user code: 092011kga

You can also obtain information on the "Human Resources/Benefits/EAP" page on our company intranet, including EAP contact info, web address, services and monthly newsletter. For any benefits questions, contact me at [samd@fwwebb.com](mailto:samd@fwwebb.com) or 781-272-6600, x.214.

**EAP**  
help. when you need it.

### Sample Resources

There are far too many resources to list but here are a few common ones:

- Parenting Concerns
- Child Care Referrals
- Elder Care Information and Referrals (e.g., nursing homes)
- Divorce
- Landlord/Tenant Disputes
- Financial Assistance – Budgeting and Debt Management
- Will Preparation
- Lawyer Referral
- Depression/Anxiety
- Substance Abuse
- Couples Counseling
- Smoking Cessation Programs
- Nutrition Consultation
- Fitness Programs



### The 2015 NASCAR season is off and running!

The 2015 NASCAR season is off to an exciting start! We've had 23 stores register to compete in our 2015 NASCAR fantasy racing pool and six weeks into the season our Lebanon, NH location holds an 8-point lead over South Portland, ME. With a total of 36 races, there is still a long way to go and all participating locations still have a chance to win the Grand Prize, a fantastic NASCAR-themed Counter Day with all the bells and whistles for employees and customers.

In our customer pool, Environmental Systems, Inc., representing our Warwick, RI branch, tops our standings with a seven-point lead over the competition. The top 10 customers in the standings are separated by only 22 points, so it is anyone's guess who will win our halfway prize, a VIP weekend for two at New Hampshire Motor Speedway to be awarded following the race at the Dayton (Ohio) Speedway on July 5th.

*Note: all results as of Pipeline publication date: 4/3/15*



## Plumbing Heating Cooling Contractors (PHCC) of Massachusetts Show

by Phyllis Laorenza, Marketing Communications Manager, Bedford, MA



(L-R): Webb's Joe Fernandez and Brad Hastings (Outside Sales, Auburn, MA) with Ken Nielsen, Chair of Tradeshow Committee, PHCC-MA

Plumbing, heating and HVAC/R professionals gathered for the Bay State's biggest annual industry show in Marlborough MA on March 6-7, 2015. F.W. Webb had the largest presence there with a 20 x 20' completely redesigned booth, strategically situated at the entrance of the exhibit facility.

Our new booth panels prominently featured the PurePro line of boilers and indirect water heaters. New graphics showcased the impact of new energy efficiency requirements on residential water heaters as well as a new system sell approach for heating installers to offer ductless cooling capability for their customers. Also on display and getting lots of attention was Duct Works, our new sheet metal fabrication business, along with Watertown Supply.

According to PHCC organizers, 1,800 people attended the show. Traffic in the F.W. Webb booth was steady with contractors from Massachusetts, New Hampshire and Rhode Island. Students from local vocational tech high schools – the future of the industry – were well represented; many stopped by our booth. John Provencal, Senior V.P. of Webb Plumbing and Heating Sales, was a panelist on a seminar for students on how to land a job after graduation.

F.W. Webb sponsored the free lunch for all attendees and exhibitors, as well as the "Contractor of the Year" award. Webb's Tim O'Connell, Plumbing Products Manager, was acknowledged as well. (More on these awards on page 12).

### Shouting your Event across Webb World

If you have a counter or branch event planned (that is open to customers), training for customers, or a trade show booth, get the word out!

Customers told us recently they use the online calendar on fwwebb.com to find out what's going on. So, let's keep it populated with up-to-date and topical customer events and activities.

It's easy to submit an event but it has to follow a certain format. Instructions and a sample template are available on the company intranet at: [intranet.fwwebbcorp.fwwebb.com/marketing.html](http://intranet.fwwebbcorp.fwwebb.com/marketing.html). Once there, select "Customer Calendar" in the column on the left side of the page.

When planning an event or activity that's open to customers, make it part of the process to post your event on the external calendar as soon as plans are finalized. We have a lot to offer and our customers appreciate it!



## John Provencal Recognized by Industry Peers



At an Affiliated Distributors (AD) gathering in mid-March, John Provencal received thanks and accolades for his tenure on the Plumbing Divisional Board and for his years of service. "John has been a dedicated and diligent member since the inception of the Plumbing Division 15 years ago. The AD staff as well as his fellow Affiliates will surely miss his leadership. We

know his value to the group will be hard to replace," said Jeffrey Beall, AD PHCP President. "John is known in the industry as a great teacher, motivator and loyal man to the core. His respect in the industry crosses generations. AD is proud to recognize John for his dedicated service."

## Tim O'Connell Wins Sinnott Award



Webb Plumbing Products Manager Tim O'Connell received the Robert J. Sinnott Public Affairs Award from PHCC of MA. Since 1983, the Sinnott award is given annually to recognize an outstanding and significant contributor to the association and the industry. During the awards ceremony, PHCC Official Frank Monroe said Tim "has found many ways to support us and our community. He has always been there when our association needed

assistance with a charitable or civic project. The last-minute call for material for a special project or SKILLS USA competition is always met with, 'We can make that happen.'"

## Wholesaler of the Year... Times Two!

Two HVAC manufacturers – Mestek and Spacepak – recently presented separate "Wholesaler of the Year" recognition to F.W. Webb.



(L-R): David Stearns, president of SMS Sales (representing Mestek); Joe Fernandez, Webb V.P. of HVAC/R; Jim Mansfield, a Webb buyer based at CD; Greg Bodlovick, GM of CD; and John Baldasaro, director of sales at Spacepak.

## National Guard Recognition



Thanks to Dave Paquette (Inside Sales, Williston, VT), the U.S. Office of the Secretary of Defense has recognized the Williston branch for its support of employees who serve in the National Guard and Reserve Force. An active member of his local Guard, Dave (pictured left) nominated and presented the award to GM Darrell Read (right). The award specifically acknowledges employers "for contributing to national security and protecting liberty and freedom by supporting employee participation in America's Guard and Reserve Force."

## PHCC Contractor of the Year



For 42 years, F.W. Webb has sponsored the PHCC of Massachusetts "Contractor of the Year" Award. At this year's award ceremony, Webb Plumbing Products Manager Tim O'Connell presented the award to Bill Grover, owner of L&G Plumbing and Heating. Award winners are selected by the PHCC of Massachusetts Executive Board.



## WebbCam



*"Hey, that's my name!" says Webb's Paul Wally Sferrazza.*



*Webb's Purple People: Bellingham, MA supports Epilepsy Awareness Day on March 26th by wearing purple, the cause's awareness color.*

To get in the Super Bowl spirit, Webb's Lewiston, ME location had a Chili Cook-off for customers to enjoy.



*Lisa Ward, Showroom Sales Associate and Brian Woods, Counter Sales*



*Customers in Lewiston enjoy the festivities.*

Bedford, MA crew belongs to Patriots nation.



*NEWS FLASH: Air from 'Deflategate' found in John Jannetti's helmet!*



*(L-R): Kayla Gelineau and Marianne Tragakis help set up the "dip" contest.*



## Webb Goes Green

Albany, NY



Allentown, PA



Hyannis, MA



Springfield, MA



Bedford, MA



Greg Burnham, Counter Sales





## Warming up the Great Outdoors

by Karen Rand, Showroom Sales Associate,  
Frank Webb's Hearth & Home, Haverhill, MA

After a brutal winter, we are all anticipating recreational time outdoors. To get a jumpstart on the warm weather, patio heaters have become a popular way of both extending the outdoor season and warming up a chilly summer evening.

F.W. Webb is selling Lavaheat patio heaters, the premier patio heaters in the industry. The Lavaheat Ember line incorporates collapsible technology and is a bestseller on the market.

With up to 51,000 BTUs, these stylish heaters provide warmth and lighting to any outside area. They come fully assembled with a wheel kit and five-year warranty. These units run on a standard 20 lb. propane tank.

For smaller spaces, the tabletop heater, with its 27,000 BTUs, runs on a 1 lb. propane bottle. These heaters adds ambiance and warmth to an outdoor dining area and are a perfect companion for tailgating or camping.

Pricing can range from \$299 to \$1,299.

For more information about Lavaheat patio heaters, contact me at [rand@fwwebb.com](mailto:rand@fwwebb.com) or 978-373-7222.



### GADGET GURU

#### Genius Charger GB30



The Genius Charger GB30 is a small handy device for jumping standard car batteries and other motorized vehicles, such as boats, motorcycles, ATVs and lawn mowers. It can also be used to charge mobile devices, so great for camping, hiking, boating and other outdoor activities. It features a flashlight with seven modes and can be used as an emergency flasher.

**Do you have an interesting gadget or product you would like to see featured?**

Please send to [pipeline@fwwebb.com](mailto:pipeline@fwwebb.com).  
Put "Gadget Guru" in the subject line.

#### Answers to the Water Saving Quiz from page 8.

1. **D:** 200 gallons – A leaky toilet can waste 200 gallons a day. This is twice the average American's daily water use down the drain. Over months and years, all those gallons really add up. Luckily, there's an easy test to determine if the loo is leaking: Drop a few dots of food coloring into the toilet's water tank; then wait 15-20 minutes. If the water in the bowl turns the color of the food coloring, there's a leak. (Flush after the test to prevent staining!)
2. **D:** 200 gallons per month – A bathroom faucet typically runs at 2 gallons of water per minute. You can save about 200 gallons a month by turning off the faucet while brushing your teeth. You can also save around 300 gallons of water a month by shutting off the faucet while shaving.
3. **A:** True – Short-trimmed grass retains less moisture than longer grass (and turns brown faster). So don't give your lawn a buzz cut, leave it a little longer; this way your lawn will require less watering and stay green longer.
4. **B:** Running a full dishwasher – Filling up the dishwasher and running it uses less water than washing the same amount of dishes by hand under the faucet. Also, pre-rinsing dishes before they go in the dishwasher wastes water (scrape off excess food in the trash bin instead). For those dishes you have to wash by hand, such as pots and pans and fine stemware, wash them in a stopped-up sink or plastic sink pan full of soapy water.
5. **A:** True – Between all the leaky toilets, pipes and faucets nationwide, an unfathomable 1 trillion gallons of water are wasted every year. That's equal to the annual household water use of more than 11 million U.S. homes.





## WEBB CELEBRITY LOOK-ALIKE



**Chip Slattery**  
Online Marketing Manager  
Bedford, MA



**Kenny Chesney**  
Country Music Artist

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](mailto:pipeline@fwwebb.com) by May 15 for the June Celebrity Look-Alike Contest.

Submitted by  
Lenetta Ruggiero,  
Data Entry Clerk, Bedford MA



### New Water Heater Regs Are Finally Here



Here's an important reminder for plumbers, contractors and homeowners – new water heater regulations are in effect as of April 16. Changes apply to most residential water heaters and some smaller commercial units. This is impacting the size, cost and installation of most waters heaters. For more information, see the previous issue of Pipeline, vol. 14, posted on the company Intranet, or visit [fwwebb.com](http://fwwebb.com).

## It Takes a "Dennis" to Replace a "Dennis"



Webb Industrial Account Manager Dennis Ford has been appointed to the Board of Directors of the Association of Facility Engineers (AFE) Granite State Chapter 140. Based out of Concord, NH, Dennis has been with Webb since 1994 and works closely with hospital, college, institutional and industrial customers. Although he jokes in Groucho Marx style that he wouldn't want to be a member of any club that would accept him, Dennis hopes to maintain Webb's presence within the New Hampshire chapter of AFE and stay informed on the relevant issues in the region. Dennis replaces Webb's retiring Dennis Morrissey on the AFE Chapter 140 Board.

### Another Day on the Job



An F.W. Webb truck makes a pipe order delivery at the construction site of a new Stamford (CT) Hospital building for Harry Grodsky Co. This is one of several deliveries made there by our Newburgh, NY branch with the assistance of Webb's Tim Marchand in the Industrial PVF Specialties Division in Cranston, RI – with more planned. Several Webb locations, in fact, are supplying Webb industrial products to other contractors building the new medical facility, which is expected to open in the summer of 2016.

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### Woburn Hosts Generator Training



More than a dozen contractors attended a training seminar on how to size, sell and install residential Generac generators. It was hosted in the Woburn, MA branch on March 25.



## People On The Move



**Leo Pollander**, an 11-year employee, has been promoted to Store Manager of the St. Johnsbury, VT location. Leo is replacing Jimmy Hale who is retiring in July after 36 years of service. Leo has worked in many different aspects of our operation in Barre, VT. He started as a truck driver for two years. Then moved to warehouse for two years, followed by counter sales for three years, and inventory control for four years. Leo has attended Webb best practice meetings since 2011 and has learned CIP processes and procedure. A veteran of the U.S. Marine Corp., Leo enjoys hiking and camping for hobbies – and he has a great sense of humor, which is vital for the job!



Plattsburgh, NY welcomes new Store Manager **Adam Fitscher**. Adam comes to us by way of Ferguson Enterprises, where he started as a sales management trainee after receiving a degree in Business Administration from SUNY Oswego University. He worked his way up to an outside sales position before joining the Webb team recently in Upstate New York. With a new 33,000 sq. ft. twig on the horizon in Plattsburgh, expected to open in late May/early June, Adam is excited to grow market share and develop relationships with new businesses. He says the employees in Plattsburgh/Queensbury have been extremely helpful during his transition into the new management role.

- **Adrian Beaudoin** – Counter Sales to Inside Sales, Augusta, ME
- **Doug Belokopitsky** – Outside Sales to Commercial HVAC Manager, Ballston Spa, NY
- **Benjamin Cassavaugh** – Warehouse to Inventory Control Clerk, Pittsfield, MA
- **Amy Edwards** – General Clerk to Counter Sales, Rutland, VT
- **Adam Foster** – Warehouse to Inside Sales, Ellsworth, ME
- **Kevin Grigg** – Warehouse to Counter Sales, Ballston Spa, NY
- **Raymond Guild** – Driver to Counter Sales, West Bath, ME
- **Doeun Heak** – Warehouse to Counter Sales, Portland, ME
- **Jonathan Pacheco** – Inside Sales Trainee to Outside Sales, New Bedford, MA
- **David Prunier** – Inside Sales to Outside Sales, Methuen, MA
- **Dale Waning** – Inside Sales to Outside Sales, Bangor, ME



### Nancy Buckley Send-off

Nancy Buckley (4th from right), a valued member of the Methuen, MA location, retired from F.W. Webb, effective March 27, 2015, after nearly 22 years of service. She's worn many hats here, starting in Accounts Payable/Receivable in Lowell, MA before moving with her team to Methuen.

Nancy is extremely organized and provided great support to the Methuen team. She and her husband plan to travel and enjoy family. She will be missed but we wish her fun adventures!



## Webb Spotlight



### Brion Humphrey Berghaus

#### Webb Vitals:

- **How long you've worked for F.W. Webb:**  
12 years, since June 17, 2002
- **Your role at F.W. Webb:**  
Corporate Mail Room Clerk
- **F.W. Webb location where you work:**  
Bedford, Massachusetts

#### What is your most prized possession?

Besides the love and support of my family, my collection of Red Sox cards and magazines, as well as JFK memorabilia, are my most prized possessions.

#### Tell us something about yourself that would surprise us.

I am in the Coast Guard Auxiliary out of Base Boston. I started off patrolling Boston Harbor and now my main interest is helping lead public tours of Boston Light on Little Brewster Island.

#### Where is the most interesting place you have visited?

In 1995 I studied abroad in Ireland and visited both the North and the Republic of Ireland. I had the opportunity to meet about 50 of my Irish cousins and tour some of my family's ancestral homes, including a cousin's 15th century castle in Donegal.

#### Is there something in your life of which you are particularly proud?

I was the first one in my family to graduate from college.

#### What are your hobbies?

Gardening, landscaping, going to museums, bicycling, cheering on the Red Sox.

#### Play Ball!

F.W. Webb celebrates the start of the 2015 Baseball Season on Opening Day, April 6, when every team starts out fresh and every fan has renewed hopes for a World Series trophy. Counter activities are planned in each location and we wish your local team a successful season. In New England, we continue to be a proud sponsor of the Red Sox.

### F.W. Webb Company would like to welcome the following new employees:

- **Shawn Bagley** – Warehouse, Ellsworth, ME
- **James Benoit** – Warehouse, Nashua, NH
- **Christopher Bryant** – Counter Sales, Auburn, MA
- **Julio Carias** – Warehouse, Newburgh, NY
- **Daniel Casey** – Driver, Binghamton, NY
- **Kim Dean** – General Clerk, Concord, NH
- **Paul Dumont** – Outside Sales, Bangor, ME
- **Adam Fitscher** – Store Manager, Plattsburgh, NY
- **Stuart Goodman** – Inside Sales, Woburn, MA
- **Paul Gurski** – Inside Sales, Winslow, ME
- **Kara Haas** – Showroom Sales Representative, Waterbury, CT
- **Paul Hartz Sr.** – Outside Sales, Elmwood Park, NJ
- **Dale Hettrich** – Inside Sales, Ballston Spa, NY
- **Nolan Johnston** – Driver, West Bath, ME
- **Steven Knapp** – CIP, Ballston Spa, NY
- **Eric Koski** – Account Manager, Process Controls, Cazenovia, NY
- **Jacob Kuss** – Warehouse, Syracuse, NY
- **Francis Maheno** – EPG Account Manager, Process Controls, Bellingham, MA
- **Michelle Manchester** – General Clerk, New Bedford, MA
- **Ryan Milliken** – CIP, Auburn, MA
- **Greg Morgan** – Selector, Cranston, RI
- **Brittany Pajak** – Receptionist, Plattsburgh, NY
- **Paul Pfanders** – Outside Sales, Elmwood Park, NJ
- **Jaclyn Philbin** – Inside Sales, Elmwood Park, NJ
- **Gary Pillow** – Counter Sales, Augusta, ME
- **Anthony Sanchez** – Warehouse, Methuen, MA
- **Elliot Smith** – CIP, Waterbury, CT
- **Heather Smith** – General Clerk, Rutland, VT
- **Henry Stainrod** – Warehouse, Albany, NY
- **Patrick Thorne** – Warehouse, Winslow, ME
- **Robert Valente** – Call Center Agent, Riverbend Home, Amherst, NH
- **Michael Vinacco** – Inventory Control Clerk, Commercial & Industrial Pumps, Cranston, RI
- **Toby Williams** – Outside Sales, Bangor, ME
- **Joseph Zelano** – Selector, Cranston, RI





## February & March 2015

### Work Anniversaries

#### 5 Years

Anthony Abilheira  
Cranston, RI  
Jason Burbank  
Concord, NH

Stephanie  
Cunningham  
Bedford, MA

Katherine King  
Rutland, VT

Geoffrey Knapp  
Binghamton, NY

Philip Labonte  
New Haven, CT

Alexander Rivera  
Hartford, CT

Charles Savage  
Amherst, NH

Glen Stewart  
Springfield, MA

#### 10 Years

Cathy Votto  
Haverhill, MA  
Brian Wolford  
Syracuse, NY

Robert Barrows  
West Bath, ME

John Carmona  
Amherst, NH

David Feener  
Haverhill, MA

Michael Grenier  
Winslow, ME

Layla Macy  
Brockton, MA

Stephen Recco  
Woburn, MA

Ardel Robinson  
Amherst, NH

#### 15 Years

Tracy Walton  
Syracuse, NY

Neal West  
Amherst, NH

John Bushway  
Canton, MA

Steven Davis  
Cranston, RI

Patrick Hoey  
Methuen, MA

David Holcomb  
Syracuse, NY

Abner Lebrun  
Canton, MA

Brian Moccia  
Exeter, NH

Ronald Olivera  
Methuen, MA

#### Lee Papp

Concord, NH  
Scott Pinkham  
Rutland, VT  
Chris Rogers  
Williston, VT

#### 20 Years

Donald Belanger  
Gilford, NH  
Brian Blacker  
Albany, NY  
Steven Landry  
Amherst, NH  
Stephen Porter  
Amherst, NH

#### 30 Years

Scott Langworthy  
Queensbury, NY

### Births

- Cheyenne Dennison** born 12/5/14, daughter of Jason and Beth Dennison, Winslow, ME

- Keegan Hadley Bliss** born 2/11/15, son of Chad and Molly Bliss, Rutland, VT

- Jack McCormack** born 2/12/15, son of Pat and Gia McCormack, Newburgh, NY

- Gianna Rose Vittozzi** born 3/10/15, daughter of Paul and Shannon Vittozzi, Malden, MA

- Austin W. Robinson** born 3/11/15, son of Ardel and Kerika Robinson, CD, Amherst, NH



### Elaine Graboski Set to Retire

Along with John Provencal, corporate will be losing another beloved team member. Administrative Assistant Elaine Graboski, with Webb since 1994, is leaving after April 10. She looks forward to sleeping past 5:00 a.m., reading, traveling, and going to the beach. Elaine plans to start a fitness routine and give time to a charitable cause. Her warm personality and welcoming smile will be sorely missed!

### Dick Violette Retires

After 30 years of service, Dick Violette is off to enjoy retirement in Northern Maine. Dick joined F.W. Webb in 1985 when the Caribou, ME location first opened. He was the Store Manager there for 20 years before joining the inside sales team in Bangor for the last 10 years. Best wishes, Dick!



### Retirees

- Nancy Buckley** – General Clerk, Methuen, MA after 21 years

- Kevin Daley** – Outside Sales, Dover, NH after 17 years

- Elaine Graboski** – Administrative Assistant, Bedford, MA after 20 years

- John Provencal** – Senior Vice President, Bedford, MA after 35 years

- David Schecken** – Inside Sales, Hartford, CT after 11 years

- William Thompson** – Inside Sales, Rutland, VT after 25 years

- Gerry Treadwell** – Counter Sales, Portland, ME after 26 years

- Richard Violette** – Inside Sales, Bangor, ME after 30 years

- Grover (Butch) Worcester** – Counter Sales, Rockland, ME after 2 years