

Pipeline

THE F.W. WEBB EMPLOYEE NEWSLETTER



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Bergen Industrial Supply Company Joins F.W. Webb Move extends F.W. Webb's territory into New Jersey

In late February, F.W. Webb Company announced that it is in the process of acquiring Bergen Industrial Supply, a historic move that extends Webb's industrial distribution footprint into the New Jersey area for the first time.

Founded in 1965 and based in Elmwood Park, NJ, Bergen distributes industrial pipe, valves, and fittings to manufacturing companies across northern and central New Jersey. Bergen serves many industries including pharmaceutical, chemical processing, food and beverage, pulp and paper, cosmetic/personal care products, textile, and utilities. Bergen was founded by James LaPorte, Sr. and like F.W. Webb is a family-run business. The two companies today supply many of the same national customers.

"Our companies enjoy a natural synergy since we serve many of the same industries and carry complementary high-quality lines," said James LaPorte, Sr., President of Bergen Industrial Supply. "Customers will continue working with their Bergen sales and service teams, but they will now have access to F.W. Webb's deep resources and expanded offerings."

"Bergen's industry experience and strong customer base will help the Webb brand expand into the New Jersey market and help us deliver the best products to our customers," said Jeff Pope. "As customers trend toward consolidation of suppliers for efficiency reasons, the combined strength of both companies will allow us to deliver the very best to manufacturing customers and be highly competitive in the region."

Tim VanDenburgh will assume General Manager responsibilities at Bergen. Tim has been the General Manager in Newburgh, NY. He has 15 years of experience with Webb and 23 years in the industry overall.



Bergen Industrial, Elmwood Park, New Jersey

F.W. Webb partners with Aubuchon Hardware

by Ernie Coutermarsh, Senior Vice President, Industrial Sales

On March 26th, at the Four Points Sheraton in Leominster, MA, John Provencal and I addressed 250 Aubuchon Hardware associates at their annual meeting. The occasion was the beginning of an exciting new partnership between our two companies.

F.W. Webb will supply 3,000 plumbing products to Aubuchon's Distribution Center in Westminster, MA. The center services 118 Aubuchon Hardware locations in New England and New York State. Fulfillment will come from Webb's Distribution Center and CD Sales in Amherst, New Hampshire.

This was a true Webb team effort that included Greg Bodlovick, Central Distribution; Brendan Monaghan, Operations; Alicia Criniti, Marketing; and Mike Michaud and Rhonda Winter of Information Technology.

It is interesting to note that Aubuchon and Webb have a lot in common. Both are privately owned family businesses, Aubuchon since 1908 and Webb since 1866.

Did You Know?

In 1933, at the age of 34, Roger Pope purchased 49% of the Webb Company for \$10,000.



See page 8 for
WebbCam photos



Using the new WebbCONNECT® System

Laura Sommes, Data Governance Manager

Have you taken a look at WebbCONNECT, F.W. Webb's online ordering system lately? Last year we launched a completely new version. In addition to modifying the interface for easy use, we added many new features.

Sophisticated search function

Now, as customers utilize our new search technology and go through our product selection, they see extensive product information, images and specification sheets when available. There are two ways for your customer to search. They can use the Category and Subcategory search on the left side of the screen, or the free form text box at the top right. If they use the free form text box, as they are typing in their search string, suggestions will appear.

Once they have initiated a search, they can continue to refine their search by using filters on the left hand side. An example of a filter would be Manufacturer Name, Product, or Brand Name. These filters change as they select different options from the left.

They can use the same search features that you use. For example, LASTXXX (# of days) with a keyword, multiple keywords, and L-DEL. If they want to search partial manufacturer part numbers or F.W. Webb part numbers, they just add an "*" to the end of the search string they are entering. We have also added our standardized abbreviation table and product codes under Help so customers can perform lookups.

Customers can also compare items to see which product better fits their needs.

Additional tools available

Your customer can add their product codes, cross referencing them to our Webb product codes. And when they do, going forward as they search they see their product codes on the search results pages, shopping carts, orders, and invoices. From their shopping cart, bid, order, or invoice they can create an invoice to bill their customer. They will be able to add additional products, labor, shipping charges, tax, and markup by a GP%.

More popular WebbCONNECT features:

- If your customer has forgotten their password they can click on the link on the web page and their password will be emailed to them.
- Customers can choose a branch to fulfill a particular order.
- Customers can add comments to individual lines in the cart.
- There are entry fields in the cart where customers can quickly add product items if they know our product code.

Thank you!

There are additional convenience features for you, too. At any time you can see your customers' shopping carts by using M1210 and clicking on the radio button Internet Orders & Bids only.

We continue to add features regularly, so make sure you check out the system on a regular basis. The features that are coming soon are a Manufacturer search, Help documentation, and Frequently Asked Questions. Here is the URL for you to browse around: <http://webbconnect4.fwwebb.com/>

We appreciate all the help you provide in promoting our online systems. When you do so, your customers who want to check pricing and inventory and place orders will be able to do so when you are not in the office.



F.W. WEBB COMPANY
Webb CONNECT
Online Ordering System

Qty	Web Part	Product #	Product Description	Branch	Availability	Category	Unit	Per Unit Price	Comment
2	COP1200	36108	ELL 90DEG 1/2"	1541	IN STOCK	1541	EA	1.46	
1	MAIL1200	12506	ELL 90DEG 1/2" BLK MI	176	IN STOCK	16843	EA	1.26	



NASCAR Season of Speed Heating Up

by Alicia Criniti, Director of Marketing

The NASCAR season of speed is heating up, and once again this year F.W. Webb is proud to support the sport of racing. We will return to New Hampshire Motor Speedway (NHMS) to sponsor the NASCAR Whelen Modified Tour Race, the F.W. Webb 100, on Saturday, September 21st. The fun has already begun with a season-long *Race to the Championship* contest where over 500 customers are following the NASCAR Sprint Cup Series and competing for a chance to attend the annual NASCAR Banquet in Las Vegas in late fall. You can read more about it at fwwebb.com.

Watch for more race-themed customer-friendly events including an early September companywide counter day and a promotion whereby customers can earn the opportunity to attend a 1,000 person party at NHMS on the September Sprint Cup race day. As in the past, discounted employee tickets for the NASCAR Sprint Cup races and the F.W. Webb 100 at NHMS will be available.



F.W. Webb employees cheer on Whelen Modified Tour driver Doug Coby (52), winner of the September 22, 2012 F.W. Webb 100 at NHMS.

Andy Davis joins Mechanical Sales Team

by Frank Lamparelli, Mechanical Sales Manager

The Mechanical Sales Team has a new member to assist us in providing you with timely, accurate quotes for mechanical and industrial piping systems. Andy Davis, who works out of the South Portland, Maine branch, has been with F.W. Webb for the past 16 years. He has 10+ years working in inside sales, primarily focused on mechanical contractors. Andy brings a lot of experience in quoting, buying and managing large scale mechanical projects from beginning to end. He has the expertise and know-how to handle any of your mechanical needs. Please give Andy a call at 207-541-3523 or email him at pipe@fwwebb.com.



Andy Davis

Springfield Is On The Move

by Mike Kennedy, General Manager, Northampton, MA

Big things are happening in Springfield, MA. The Springfield location, previously a store of the Northampton branch, is now becoming a full service branch offering more of the products that customers need every day. The new building is three times the size of the current building and will also now be stocking Industrial, Fire Protection, LP Gas, Refrigeration and Water Systems products. We will also have a large pipe yard located right on the property along with a 30 person training room.

Frank Webb's Bath Center will be coming to Springfield later this year. This will be a great new resource for homeowners and the design community.



South Portland Branch Sponsors 12th Annual Ice Fishing Derby

by Paul Grantz, Operations Manager, South Portland, ME

On Saturday, February 16th the South Portland branch sponsored the 12th annual F. W. Webb group ice fishing derby. We had a good time, good turnout and successful event.

We want to say thank you to our vendor sponsors: Moen; Symmons; Green Sales; Dan Davis Sales; Sweeney Rogers (Rinnai); Buderus (Bosch); Edos (Honeywell); Urell (Toto, Lenox); Milwaukee tools; J&K Sales; and Emerson Swan. Without their support each year this event would not be able to feature the prizes and atmosphere it has grown to provide.

Greg Thompson and I would also like to thank all the employees and sales staff who helped with the responsibilities of the day.

The food, the weather and the atmosphere were very enjoyable and it was a good family event for many of our customers. We signed up or registered 118 customers and family members to the contest and we had 25 fish weighed in overall. The heaviest fish was a 4 lb. 8 oz. bass caught by Don Mathieu of South Portland Plumbing. Don won a \$475 Cabela's gift card and a \$25 gift card to Ri-Ra Irish Pub in Portland.

Second prize went to Kevin Parento of Eastern Mechanical with a 3 lb. 14 oz. bass. Kevin won a \$275 Cabela's gift card and a \$25 gift card to Ri-Ra Irish Pub. Third prize went to Janie Joyce from St. Joes College; she caught a 3 lb. 14 oz. bass also, but it was just a little shorter in length than Kevin's. Janie won a \$125 Cabela's gift card and a \$25 gift card to Ri-Ra Irish Pub.

The top three Kids' Prizes went to Amalia Doughty from Bob Miles, who won \$25 with a 3 lb. 6 oz. bass; Greg Gatreau from Maritime Energy, who won \$20 with a 2 lb. 10 oz. bass; and Cam Gatreau, who won \$15 with a 2 lb. 8 oz. bass.



Water Conservation by the Numbers

April is Earth Month. To honor it, here are ten interesting facts about how much water we have, how much we use, and how much we can save:



1. Seventy-five percent of the Earth is covered with water...
2. ...but only 1% of that is available for human use.
3. According to the Environmental Protection Agency, the average American family of four uses about 400 gallons of water a day.
4. Toilets alone account for approximately 30% of household water use.
5. Turning bathroom sink faucets off while you brush your teeth can save up to 3,000 gallons per year.
6. Shortening your shower time by 1 or 2 minutes can save up to 150 gallons per month.
7. Test the efficiency of your showerheads by seeing if you can fill a one gallon bucket in less than 20 seconds. If so, replace them with new water efficient showerheads.
8. Fixing a leaky bathroom faucet can save up to 140 gallons per week.
9. The WaterSense label on faucets indicates that the products have been certified by the EPA to save 20% or more water usage without compromising on performance.
10. Government regulations mandate a faucet flow rate of 2.5 gpm (gallons per minute) or less. However, new faucets with low flow aerators feature a 1.5 gpm or lower rate.



Victor Has It!

by Pete Dwyer, General Manager, Victor



With a company that stocks so many items, we are often at a loss to maintain a grasp on all of the items that Webb has to offer. I'm often asked if we carry some particular type of product. More often than not, when I have replied "No" I have later found out that I was wrong.

I've found a better answer is "Let me check for you." Here are a few categories that the Gas Division has to offer that you may or may not know about:

- White Mountain Hearth (EMP) propane and natural gas stoves and fireplaces.
- Empire (EMP) and Rinnai (RIN) propane and natural gas fired room heaters.
- Unique (UNQ) propane fired refrigerators, chest freezers, and ranges – these all work without external electrical power.
- Sunstar (SNS) patio heater – the type you might see for outside dining in a restaurant.
- Sunstar (SNS) Infra-red heater – the type you might see at an entry to a large department store.
- American (VCT) fork lift and 20# cylinder cabinets.
- Locks for propane tanks and gas meters.
- Remote Sensing Systems (RSS) for remotely monitoring propane tank levels.

We even sell a few Storburn (STB) propane fired incinerating toilets if you can believe it! We have as diverse an offering as any distributor in the business. When in doubt, feel free to call and ask. We love to talk propane. Contact Peter Dwyer, General Manager, Victor Manufacturing at 800-243-9360 or pete.dwyer@fwwebb.com.

Upcoming Events

20th Annual Vermont Expo

Thursday, May 2, 2013

The F.W. Webb teams in Vermont and Lebanon, NH are gearing up for the 20th annual Vermont Expo. As always, this

ever popular and well-attended event will take place on the first Thursday in May. Historically, 1,000 customers have attended the annual event to meet with over 100 manufacturers, see what's new in the industry, attend accredited education sessions, catch up with old friends, and get their fill of our traditional fried turkey (prepared on site by Webb's finest!). Show deals abound with one-day-only pricing specials, the *scratch and dent* bargain tent, and a cash and carry tool sale. Customers who wear or bring memorabilia from a previous Expo will receive a special prize! Questions? Please contact a Vermont or Lebanon, NH F.W. Webb colleague.



Victor Open House

Wednesday, May 15, 2013

Victor will host its annual Open House in Hartford, CT. Over 400 customers will join in the day's festivities to catch up with the knowledgeable Victor team, visit with over 50 manufacturers from the propane industry and participate in complimentary education sessions. Customers will take advantage of special show pricing and snap up bargains at the always popular *scratch and dent* sale tent. Questions? Call 860-722-2433 to speak to Victor General Manager, Pete Dwyer, or anyone on the Victor team.





Joe Fernandez Joins Company as Head of HVAC/R



*Joe Fernandez
Vice President of HVAC/R*

In March, F.W. Webb welcomed Joe Fernandez as Vice President of HVAC/R. In this position, Joe will oversee the maintenance and growth

of Webb's heating, ventilation, air conditioning and refrigeration business throughout the company's territory.

Joe brings 30 years of experience in the HVAC/R industry, starting from the ground up as an apprentice with Sheet Metal Worker's local #19 and Journeyman with several mechanical contractors. Joe also has a degree in Business Management.

Most recently, he served as Sales Manager with Johnstone Supply in New Jersey. Before that, he spent 16 years in a number of positions with Johnson Controls. There he worked closely with Webb's sales team so he is familiar with our business and our mission to provide the very best "Selection, Expertise and Solutions" to every customer.

Joe, along with his wife and 8-year-old daughter, who is an accomplished figure skater, are in the process of relocating from Pennsylvania to Andover, Massachusetts. He enjoys spending time with his family, cooking and catering for family and friends, outdoor activities and finding deals at summer garage sales.

Welcome, Joe!

People On The Move



Congratulations to **Brian Bradley** on becoming the Operations Manager for Rutland, VT. Brian began his career right after college with F.W. Webb. He brings with him 5 years of experience with Webb's CIP program in Rutland.



F.W. Webb Hyannis welcomes **Patrick Devine** to his new role in outside sales focusing on accounts in Nantucket and Cape Cod. Patrick has been with Webb for over 17 years, 15 of them in inside sales. Patrick specializes in HVAC, Hydronics, Plumbing, Gas and the Mechanical Markets.



Newburgh, NY welcomes new General Manager **Jason Pentland**. Jason spent his first four years with F.W. Webb working as the Operations Manager at the Victor division then moved to Williston, VT in 2009 as the General Manager. In Newburgh, Jason will take the reins from Tim VanDenburgh who is shifting his GM responsibilities to Bergen Industrial Supply (see cover story.)



Congratulations to **Darrell Read** on becoming the General Manager of the F.W. Webb store in Williston, Vermont. Darrell has been part of the F.W. Webb community for over eight years and has been the operations manager of Williston for the past three. Darrell has experience in inventory control, HVAC inside sales and operations. A native Vermonter, he notes that he is "up for the challenge".



Bailey Receives Fifth Annual Kartanos Award

In February, the 2012 Lothar Kartanos Memorial Sales Award was presented to Gordon Bailey of the F.W. Webb Dover, NH Branch.

"Lothar would have been pleased to know that Gordon was the fifth recipient of this annual recognition," said Ernie Coutermash, Webb's Senior Vice President for Industrial Sales. Previous recipients and their branches include Devon Craig, Williston, VT; Steve Perkins, Syracuse, NY; Daryl Schoellkopf, Kentrol/Sevco (Winslow, ME); and Chuck Osborne, Bangor, ME.

Lothar Kartanos represented F.W. Webb for almost 25 years in the industrial marketplace, earning respect in an industry he loved. He spent a lifetime working with Webb sales people and customers at paper mills, power plants, chemical plants, colleges, hospitals and manufacturing sites. He loved walking the customer's process, from the pumps and piping to the process control and automation. He truly made a difference. In his honor, the company presents an annual award to the industrial PVF sales person who best exemplifies the excellence of his legacy.



Gordon Bailey (right) receives the prestigious Lothar Kartanos award for outstanding Industrial PVF sales work in 2012. Also shown is Dover General Manager Mike O'Shea.

Webb Spotlight



Brian Clark

Webb Vitals:

- Webb Pump Operations Manager, Cranston, RI
- Along with the daily running of the branch, he is also involved in the designing of pumping systems including Webb Pump "PurePro Condensate System" and custom design pressure boosting system
- 13 years with Webb

What's on your iPod right now?

Just about everything. I love many different genres, but the largest collection on my iPod would be Blues and Rock.

Is there a moment in your life that you are particularly proud of?

The birth of both my girls.

What are your hobbies?

Running, though I haven't been lately. I love being outside predawn, running as the sun comes up. It's quiet, less crowded, my "me" time most days.

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

Spending time with my family. I have two daughters, Anika, age 13, and Trista, age 10. My wife, Dina, and I have been married for 18 years. The kids are on the go with sports—soccer, basketball, track and softball. When I'm not running to a sporting event we also have a 2-year-old Boxer name Brutus who needs a lot of exercise and outside time.

I can't go a day without _____:

Coffee, and with the Keurig machine we won in a raffle I never have to go without.



WEBBCAM

Webb Goes Green on St. Patty's Day with Counter Events Across the Company





Congratulations

April and May 2013 Anniversaries

5 Years

David Geiler - Syracuse, NY
Kevin Corcoran - Methuen, MA
Patricia Heffernan - Methuen, MA
Marie Ann Moore - Methuen, MA
Marie Lafortune - Hyannis, MA
Matthew Laricca - Waterbury, CT
Brian Wojcik - Binghamton, NY
Albert Eaton - CD, Amherst, NH
Philip Chason - Portland, ME
Karen Sferrazza - Woburn, MA
Jay Potter - Binghamton, NY
Jason Bushey - Hartford, CT
Alex Raposo - Warwick, RI
Carol Morris - Bedford, MA
Kathleen Bonchack - Bedford, MA
Corey Post - Kentrol, Winslow, ME
Brian Wilsey - Syracuse, NY

10 Years

Howard Moore - CD, Amherst, NH
Larry Kimball - Nashua, NH
John May - Hingham, MA
Timothy Gannon - Waterbury, CT
Tony Mennone - Waterbury, CT
Peter Colosimo - Hartford, CT
Lauren Hurley - Bedford, MA

15 Years

Sharon Inza - Methuen, MA
Patrick Zrioka - Kentrol, Winslow, ME
Brad Hastings - Auburn, MA
Mack Babin - Victor, Hartford, CT
Robin Glenney - Victor, Hartford, CT
Richard Harvey - Victor, Hartford, CT
Cynthia Pastula - Victor, Hartford, CT
Shawn Somma - Victor, Hartford, CT
Mark Steinfeld - Victor, Hartford, CT

20 Years

Gale Duncan - Nashua, NH
Kelton Sumner - Rutland, VT
Paul Hambly - Hyannis, MA
Cecil White - Rutland, VT

25 Years

Ronald Sweeney - Rutland, VT
Lisa Purnell - Kentrol, Winslow, ME
Daryl Schoellkopf - Kentrol, Winslow, ME
Fredrick Marchaland - Queensbury, NY

30 Years

Robert Mullen - Bedford, MA
Gregory Reed - Albany, NY

40 Years

Mark Kuntz - Portland, ME



Retirements

Rich Geoff - Outside Sales
Canton, MA - 30 years
Tony Mennone - Inside Sales
Waterbury, CT - 10 years
Irene Gould - Administrative Assistant
Madison, NH - 8 years
Helen Bisson - Office Admin
Lebanon, NH - 7 years

Births

Nolan Jack - born 3/28/13
Son of Justin Costello (Woburn, MA)

Blake Curtin - born 1/30/13
Son of Derek Curtin (CD, Amherst, NH)