



## Reimagining Frank Webb's Bath Center: Introducing Frank Webb Home



Rendering of Piscataway, NJ showroom slated to open later this year

*The year was 1999 and hype was building around the anticipated Y2K computer meltdown, which was averted fortunately. People everywhere were jiving to their boom boxes, possibly while awaiting painfully sluggish dial-up internet access.*

At F.W. Webb, plans were underway to open the company's first retail showroom in Nashua, NH. The concept of a retail offering signified a departure from the company's previous and longstanding "Wholesale or No Sale" philosophy. John Pope recalls the new venture came simply from the ever-present desire to find new markets and grow the company.

*Continued on page 2*

## Frank Webb HOME

BATH • KITCHEN • LIGHTING

## THE SCOOP

by Bob Mucciarone



F.W. Webb continues to explore opportunities wherever they may lie, whether it be an acquisition, new discipline, new product line, or expansion into a new territory.

As you may know, we just completed the purchase of Master Supply in Vernon, NJ, and are in the final stages of signing a purchase-and-sales agreement for a supply house in the Westchester, NY area.

In addition, you may have heard of a deal we are exploring with Vellano Corporation, a water works company.

At this point, the Vellano deal is complicated but our intention is to operate in four of their locations: Latham, Rochester and Lancaster, NY, as well as Westfield, MA, with a fifth location in Watertown, NY also a possibility.

If this deal is consummated, it will allow Webb to broadly expand its water works business into New York. It is more likely than not that this deal will go through, but we will keep you posted.

It is important to note that we believe it is vital to continue investing in the business to keep it growing. This is what makes companies successful. Not exploring possibilities, new opportunities, and change is a recipe for failure. The challenge is to choose the right ones.

Our goal is to make F.W. Webb the biggest, small privately owned company in the territory. We NEVER want to lose our "family" feel.

### Did You Know?

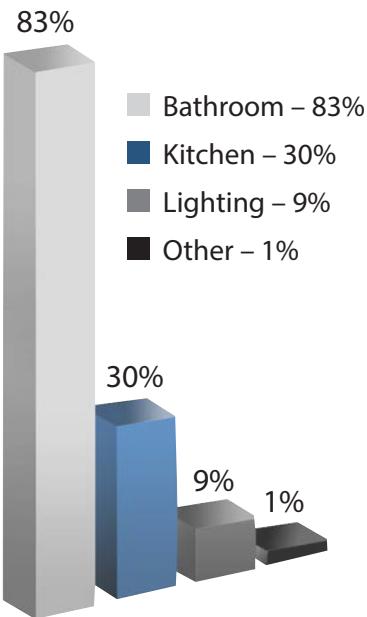
*The Frank Webb's Bath Center enterprise launched in 1999.*



See page 13  
for more Webb Cam.



*Continued from page 1*



**A survey of consumers visiting our showrooms this past fall revealed 30% were seeking kitchen products.**

#### Significance of the Frank Webb Home brand

1. Continues to recognize important historic ties to Frank Webb, our namesake.
2. Preserves and builds on the research-proven equity in the "Frank Webb" brand name.
3. Presents a more complete understanding of our wide selection of showroom products.
4. Provides an umbrella under which additional product evolution can occur over time.

## Today's Showrooms

Fast forward to 2017 and F.W. Webb now operates 38 showrooms in eight states, with more planned. The mix comprises 25 Frank Webb's Bath Center showrooms and 13 Frank Webb's Bath & Lighting Center showrooms.\*

Today's product offerings reflect what customers seek for new homes and renovations, a robust collection of the finest bath plumbing fixtures from the industry's top brands, along with vanities and other storage solutions, countertops, and bath accessories.



The showrooms also present a wide selection of kitchen sinks and faucets, as well as bar sinks, disposals and water purifiers. These latter kitchen products, along with a growing assortment of lighting, have often been overlooked due to the name, Frank Webb's Bath Center.

## Fresh Identity

A company name is one of the most visible and powerful aspects of a brand. It can explain what you do in a few words and create relevance for those you wish to attract.

Our showroom brand begins with "Frank Webb," paying homage to one of the company's founding fathers and linking the showroom business to our parent, the "F.W." in F.W. Webb. While somewhat subtle, the location of our showrooms help make that connection. All but one, Needham, MA, share a building or piece of property with its wholesale counterpart.

Now the fifth largest plumbing showroom chain of its kind in the U.S., the Webb showroom business today looks very different from when it started. With big plans and sales goals, 2017 is an ideal time to update the brand we have outgrown.

## Naming Process

After a thorough study of the plumbing showroom landscape across the country, the Webb marketing team started the rebranding process with a list of more than a dozen names. Careful consideration narrowed it to three names and eventually to **Frank Webb Home**. See the sidebar for a summary of the significance of this name.

*Continued on page 3*

\* F.W. Webb also operates Frank Webb's Hearth & Home showroom in Haverhill, MA, with working displays of natural gas, propane and electric fireplaces; gas and wood burning cast iron stoves; outdoor fire pits, patio heaters, gas grills, and accessories. No name change for this location is planned.



*Continued from page 2*

## Frank Webb Home Logo Options

### Consumer Response

13% Frank Webb Home

BATH • KITCHEN • LIGHTING



38% Frank Webb Home

BATH • KITCHEN • LIGHTING

49% Winner Frank Webb  
HOME

BATH • KITCHEN • LIGHTING



All Frank Webb Home showrooms eventually will display lighting for the entire home.

With a new name in place, an extensive logo development project ensued. We decided to incorporate “**Bath • Kitchen • Lighting**” into the new logo treatment to communicate where our business fits within the home. After reviewing dozens of designs, a few were selected for testing. An online panel of 382 consumers, who met our target demographics, viewed the logos. With 49% of the vote, a clear winner emerged. Coincidentally, 49% of Showroom Managers, Associates and General Managers also chose the same logo through a separate internal survey.

The “Home” logo was not only seen as more attractive by the majority of consumers surveyed, but it was also seen as more meaningful.

### Comments from Consumers

“I like that HOME is the focus. The lighting, fixtures, sinks, etc. are part of making my house a home.”

“It speaks to HOME vs. a person’s name. People who recognize the name Frank Webb will identify with it, but so will anyone interested in home remodeling.”

“HOME stands out and most people want to know what the product is and where to find it – the name is secondary.”

## Presenting Frank Webb Home

Frank Webb Home and its new logo identity is the way forward for our exciting, growing retail business. Our job now is to introduce the refreshed brand in a focused, well-timed manner, beginning with an update to [frankwebb.com](http://frankwebb.com) (this URL will remain unchanged) and moving onto everything from social media, truck graphics, exterior signage, print and TV advertising, tradeshow displays, and more. Look for our new name and identity in familiar places beginning in early September.

With careful and swift action, the new brand will help reposition our retail business in the minds of consumers and make the Frank Webb Home showrooms a destination for homeowners, designers, architects, and contractors across the Northeast. Frank Webb Home will continue to offer a wide selection of quality bath, kitchen and lighting products, supported by our knowledgeable showroom associates, whose philosophy is “We’re here to help.”





## Expanding to Better Serve NJ and PA

### New Hub Opens in Piscataway



Construction has wrapped up on the 90,000-sq.-ft. facility in Piscataway, NJ that will serve as F.W. Webb's New Jersey hub. With wholesale and warehouse now operational, this facility will bring greater amounts and variety of inventory to wholesale customers throughout New Jersey and beyond. Just across NJ's western border, F.W. Webb in Allentown will be better situated to serve Pennsylvania customers with the closer proximity to inventory in Piscataway.

*On page 13, meet the CIP team supporting Piscataway.*

The Piscataway facility is joining Allentown and all New Jersey locations with a full-service open counter store, phone ordering capability, inventory replenishment services, pickup, delivery, and 24/7 emergency service. The Piscataway location also will open a Frank Webb Home showroom later this summer.

Inventory and the 40 Webb staff members from the leased property in North Brunswick, NJ have transferred to Piscataway, with an additional four new associates joining them. More hires are anticipated as the new hub becomes fully operational.

Four years ago, F.W. Webb began serving customers in New Jersey for the first time with the acquisition of Bergen Industrial Supply in Elmwood Park. Since then, the company has purchased three additional supply companies in NJ and now has five locations across the Garden State: Piscataway, Pleasantville, Elmwood Park, Trenton, and Vernon.

## Welcome New Colleagues from Vernon, NJ

### F.W. Webb Acquires Master Wholesale Supply



operate as a store under the management of the Newburgh, NY branch and General Manager Pat McCormack. Jim Madgwick is the inaugural store manager – see more on Jim on page 25.

Like F.W. Webb, Master Wholesale Supply began as a family business. Committed to meeting the needs of residential plumbing and heating contractors, the company was established in 1976 by Al and Connie DelGrosso. Their son, Russ, has managed the business since 1994. Working as a team of nine, they carried on the family's commitment to delivering quality products with superior service.

*We welcome Russ DelGrosso and all members of Master Wholesale Supply to the F.W. Webb family!*

#### New Webb Employees from Master Wholesale Supply

- **Maria (Bunnie) Allen**  
Office Administrator
- **Russ DelGrosso**  
Inside Sales
- **Sean Doonan**  
Warehouse
- **Ronald Hascup**  
Counter Sales
- **Carolyn Howard**  
Showroom Sales Representative
- **Richard Maher**  
Driver
- **Benjamin Smaldino**  
Counter Sales
- **Lisa Valente**  
Receptionist



*Customers and Webb associates pack the vendor display and reception area to catch up on industry news.*



*F.W. Webb's Josh Alward details the company's custom sheet metal fabrication service.*

## HVAC Dealer Show Educates and Entertains

by Brent Dumont, Marketing Manager, Bedford, MA

It was a full and eventful day at the F.W. Webb 4th Annual HVAC, Refrigeration & Controls Dealer Meeting on April 6. Over 300 industry professionals, primarily business owners and their key associates, joined F.W. Webb and manufacturing partners at the Foxwoods Resort and Casino in Ledyard, CT.

The day opened with lunch and a keynote address from Matt Michel, president and CEO of the Service Roundtable, a business alliance dedicated to providing small service businesses with information to improve sales, profitability and performance. Michel spoke enthusiastically about the "Future of HVAC" and offered Webb customers practical advice on how to compete and grow in today's competitive marketplace. Topics ranged from marketing to customer service to employee recruiting and retention.

The rest of the afternoon consisted of a variety of classes hosted by some of the top manufacturers in the industry: YORK, Daikin, Honeywell, Johnson Controls, Sporlan, and Heatcraft. Each class provided attendees with in-depth product knowledge and best practices for their day-to-day business activities.

After an afternoon of valuable education, customers attended a trade show/cocktail reception with over 50 vendors displaying their goods and services. It was a great opportunity to network with industry peers and visit with manufacturers to get a look at what's new.

The evening ended with a spirited buffet dinner with steel-drum music for a hint of island flare. This tied into an announcement made earlier in the day whereby F.W. Webb would again be hosting qualifying customers for an island getaway in early winter 2018.



*Steve McGlynn from the F.W. Webb Commercial Estimation Team showcases the new NIRON PP-RCT Pipe and Fittings System.*



*An energetic steel-drum band added to the fun, as the event concluded with a buffet dinner.*

## Racing Legend Spotted in Concord Store

### Visit Precedes Opening of Motor Sports Museum in NH

by Lewis Mustoe, Intern, Marketing Dept., Bedford, MA



*Inside Sales Rep Erica Levasseur, Concord, NH, poses with Dick Berggren for “a selfie to make a few people in another branch jealous.”*

Inside Sales Rep Erica Levasseur spotted a local celebrity causally stroll into the Concord, NH store recently and quickly grabbed her smartphone. It was none other than Richard “Dick” Berggren of NASCAR fame. Erica was lucky enough to get a photo with the legend before he went back to work on his new project.

Dick Berggren, a retired auto racer and FOX announcer, lives in NH and stopped by the F.W. Webb location to purchase a faucet for his latest venture – an auto racing museum. Since he wasn’t wearing one of his hallmark beret flat caps, some employees weren’t able to recognize him at first. Heads turned, however, when he spoke to a salesman at the counter because his iconic voice is recognized by any lifelong NASCAR fan.

A native of Rhode Island, Dick began racing in 1967, winning 26 races before retiring after 14 years on the track. He became involved in announcing and was the lead pit announcer for NASCAR on Fox for 11 years. Now, Dick has invested his time in a related project. He is the president of the Executive Committee of the Board of Directors for the new North East Motor Sports Museum.

The 10,000-sq.-ft. museum opened to the public on June 12, 2017. It houses hundreds of artifacts and photographs of historic events and famous racers, including vintage race cars and motorcycles, along with drivers’ helmets and championship trophies. There is even a Soap Box Derby display!

*Editor’s Note: We hope Dick Berggren will visit us again, sporting his iconic cap, and we hope Erica was successful in ‘revving’ up the envy ‘RPMs’ with her unnamed colleagues in “another branch!”*

### North East Motor Sports Museum

The North East Motor Sports Museum is located at 922 NH Rt. 106 N. in Loudon, NH, next to the New Hampshire Motor Speedway (NHMS). It is open 10:00 am-4:00 pm, Friday-Sunday, during the summer, with extended days and hours during NHMS race weekends.



For more info: visit [nemsmuseum.com/welcome.html](http://nemsmuseum.com/welcome.html).



### YORK Vans Spotted in New York

Just in time for the summer “cooling” season, two customers of the F.W. Webb Albany, NY location took advantage of the van wrapping program offered by YORK to co-dealers.

– Photos submitted by Albany GM Mike Bifano



New York Regional Manager Tim VanDenburgh (right) discusses the state of the industry and customer needs with vendors.



Director of Industrial Sales Mike Leander (holding black case) and industry reps at annual F.W. Webb Vendor Summit.



GM Jeff Cortland (right), Elmwood Park, NJ, interacts with representatives of the Crane Co.

## Speedy Vendor Summit a Success!

by Alicia Criniti, Marketing Director, Bedford, MA

Representatives from over 50 priority manufacturers joined F.W. Webb managers at the Foxwoods Resort in CT in April for our annual Vendor Summit. Day One focused on the industrial business, and Day Two was devoted to plumbing, heating, propane, and HVAC.

The format was a series of pre-scheduled 15-minute meetings. General Managers (GMs) from across the footprint were stationed at tables around the room. At the sound of a bell, manufacturer partners rose from the tables and moved to the next meeting in the rotation. The short meeting format necessitated focused and productive conversations.

Among various topics, GMs and manufacturer partners discussed prior year sales, opportunities to grow business, and areas where improvement is needed. Many made plans to meet again at a Webb location.

The first day culminated in an evening reception where GMs, Webb Sales leadership, and Product leadership put business aside to enjoy downtime with manufacturer partners.

Almost 40% of attendees completed a post-event survey. Feedback was positive (see below) related to good use of time, the venue, and 15-minute format (which initially drew skepticism). Suggestions were offered on how to build on this year's success as plans are formulated for next year.

### Vendor Feedback

"Through constructive criticism from the GMs, we not only got valuable feedback, but strengthened relationships with those that we have little contact with."

"Each meeting seemed to be very productive and we gained insight into the upcoming year's focus. We set-up training ideas and sales programs."

"We very rarely get a chance to visit with all these GMs in one spot and it's important to gain their feedback."



### Crew Appreciation Luncheon

The hardworking construction crew at the site of our nearly 1M-sq.-ft. CD in Londonderry, NH took a break for a well-deserved appreciation luncheon on June 20.

The entire project is approximately 75% complete.



## Beauty in Motion Tour



(L-R): VP of Purchasing Jeff Thompson; Steve Malley, Northeast Regional General Manager, Lixil Water Technology Americas; COO Bob Mucciarone; Steven Delarge, CEO and President of Lixil Water Technology Americas; and Senior VP of Operations Brendan Monaghan



(L-R): Stephanie Cunningham, Bedford showroom sales; Anne Cole of Stage & Design, Billerica, MA; Anna Wallace of Homes by Anna, Bedford; and Megan Cronin, Bedford showroom sales.

The “Beauty in Motion” tour is visiting numerous Webb locations. *Pipeline* caught up with the tour in Bedford, MA this spring.

### Upcoming Tour Dates

- July 25:** Piscataway NJ
- Aug 29:** Boston MA
- Sept 21:** Waterford CT
- Oct 5:** Waterbury CT
- Oct 12:** Hartford, CT

“Beauty in Motion,” the meticulously outfitted mobile showroom from Lixil Co. is on the road, impressing visitors with the latest in bath and kitchen fixtures, faucets and showerheads from American Standard, DXV and Grohe. Innovations on display include the ActiClean self-cleaning toilet, automatic variable spray massaging showerhead, and misting faucet for cleaning delicate greens and fruit.

The mobile showroom was also the centerpiece of a successful customer event at LaBelle Winery in Amherst, NH. Fifty local designers and builders – mix of existing customers and new prospects – toured Beauty in Motion and the winery, met Webb and manufacturer reps, and enjoyed hospitality.



Please submit news items and photos with captions to [pipeline@fwwebb.com](mailto:pipeline@fwwebb.com).

## LaBelle Winery Event



(L-R): With the vineyard in the background: Concord, NH Showroom Manager Michelle French; Designer Cheryl Tufts with 3W Design; and James Covey, Outside Sales, Concord



(L-R): Manchester, NH Store Manager Michele Fedock and Concord Group Showroom Sales Manager Collete Camberis



(L-R): From the Nashua, NH showroom: Bill Cappella, Showroom Sales and Dan Soroken, Showroom Manager



(L-R): Amanda Ashford, Showroom Sales, Concord, NH and F.W. Webb Hospitality Accounts Manager Betty Jo Davis



## Spring Training the Webb Way Yields Good Results

by Michael DelConte, Heating Sales Manager

A key Webb initiative this spring centered on training for heating and cooling contractors. Spring is an ideal time to target these customers for training. The heating season is behind them and those who do both heating and cooling are not in full swing on the cooling side yet.



New York region gathering

A “Spring Training” program around Bosch products rolled out in several locations across our footprint – from Maine to New Jersey (see sidebar). Key Bosch products in each session included a new high-efficiency tankless water heater and the Greenstar floor-mounted combi boiler.

In each market the General Manager, Outside Sales Rep, and local Bosch Rep worked together to (1) identify a list of customers and prospects for training and (2) help orchestrate a successful training program. We intentionally added customers who purchase boilers and boiler trim from the competition.

Spring Training was a good opportunity to get in front of our existing Bosch customers and educate them on up-and-coming products. To identify new prospects, establish new customer relationships, and improve on existing relationships, we also added elements of social activity, such as golf, to each session.

The success of Spring Training came from a balance of classroom hours and product training, mixed with social interaction and the always-important relationship building. The end result was a mix of new business while creating loyalty from existing Bosch customers.

### Spring Training Covered these Regions:

#### Connecticut

- Mohegan Sun Resort  
April 27, 2017

#### New Jersey

- Bosch Training Facility  
May 2, 2017

#### Pennsylvania & New Jersey

- Valley Forge Casino  
May 9, 2017

#### Vermont

- Okemo Mountain Resort  
May 16, 2017

#### New York

- Saratoga National  
May 30, 2017

#### Maine

- Sunday River Resort  
June 20, 2017



**BOSCH**  
Invented for life

## Hearth & Home Product Training

The F.W. Webb Haverhill, MA location has a great selection of indoor and outdoor gas-fired hearths and fireplace products from Empire and White Mountain, as well as patio heaters, fire pits and Broilmaster grills. These products have wide appeal for residential, commercial and industrial customers. In addition to homes, restaurants and hotels, think residential communities for seniors, function facilities, and businesses (e.g., lobbies, atriums, boardrooms, and innovation space). Employees and customers recently learned more about these products and their many applications at a training session by Empire. If you weren't able to attend and want information and sales tips, contact Rich Fox at [richard.fox@fwwebb.com](mailto:richard.fox@fwwebb.com).





## DIVISION DOWNLOAD



### Locations / Phone

Cranston, RI (Headquarters) / 401-463-4176  
Elmwood Park, NJ / 201-796-2600

### The Team

(based in Cranston, unless indicated)

Chris Sears, General Manager

Matt Hancur, Sanitary Pump  
Product Manager

Mark Lowder, Warehouse,  
Inventory Control and AP/AR

Melissa Barney, Office Admin

Christina Reis, Office Clerk

### Inside Sales

Lisa Graca

Christine McVey

Rich Pieciak, Elmwood Park

### Outside Sales

Matt Hancur

Charles Stoddard

Joseph Loscalzo, Elmwood Park

### Pump Technicians\*

Ryan Casey

Evan Keighley

Marten Ludvigsen

\*Available from the Commercial & Industrial Pumps Division for sanitary pump repairs as needed



**F.W. WEBB COMPANY**  
High Purity Process Division

## F.W. Webb High Purity Process Components

by Phyllis Laorenza, Marketing Dept., Bedford, MA



The F.W. Webb High Purity Process Components Division is a specialty division servicing specialty markets, primarily biotech, pharma, food and beverage, across our nine-state footprint. Based in Cranston, RI, with a satellite office in Elmwood Park, NJ to cover the southern tier of Webb's operating territory, the division has products, services and application specialists addressing the sensitive needs of the high purity and sanitary market.

Customers who produce food, beverages, semiconductor, biotechnology, and pharmaceuticals have to run consistent and uncompromised sanitary or high purity research and manufacturing operations. Their processes are often based on precise industry standards, protocols, and often government oversight and regulations.

### Quality, Expertise and Trust

Safeguarding the integrity of consumables and sensitive technology is top of mind for everyone in the high purity and sanitary market, including our team in the High Purity Process Division. The customer's expectations are excruciatingly high and knowing our stuff to meet their needs keeps them turning to us as an important resource.

*Continued on page 11*

*Cranston-based team (L-R): Charles Stoddard (Outside Sales); Lisa Graca (Inside Sales); Mark Lowder (Warehouse, Inventory Control, AP/AR); Matt Hancur, Sanitary Pump Product Manager; Christine McVey (Inside Sales); and General Manager Chris Sears*





## DIVISION DOWNLOAD

### Key Products

- Pumps
- Fittings
- Tanks
- Tubing
- Fluid equipment
- Valves
- Gauges
- Instrumentation
- Gaskets
- Steam specialty equipment
- Vessels
- Heat Exchangers

### Top Services

- Pump repair and refurbishment
- Regular inspection and maintenance
- Troubleshooting
- Testing
- Fabrication
- Emergency field service

### Applications/Industries

- Biotechnology
- Food and Beverage
- Pharmaceutical
- Nutraceutical
- Semiconductor
- Dairy
- Life Sciences
- Personal Care

F.W. Webb is the exclusive distributor in the Northeast of sanitary diaphragm valves from Crane Saunders.



Led by General Manager Chris Sears, the team's operating principles are based on expertise and trust. "My team can come in at the start of a new facility or operation with technically sound and customized solutions to facilitate a sanitary process or improve an existing one," Chris said. "While we have ample inventory in stock, our key differentiators for customers are superior service and technical expertise."

"Consumers expect nothing but the safest, most effective end-products," Chris said. "To fulfill that mandate for the consuming public, our high purity customers trust F.W. Webb for the right products delivered immediately with care and with full support before, during and after the sale."

### Products & Services

All high purity products sold by F.W. Webb meet FDA, ASME, Clean Room and other regulatory and industry standards. This includes stainless steel tubing, hose, fittings, valves and pumps (see sidebar for complete list). The division is proud to be the exclusive distributor in the Northeast for sanitary diaphragm valves from Crane Saunders.

Pumps are a critical part of most sanitary applications. The right pump can optimize operations, but a malfunctioning one can bring things to a halt. Fortunately for F.W. Webb's High Purity customers, we have expertise to guide them in their product and pump selection, as well as a certified Pump Repair Shop to keep their pumps clean and functioning at top capacity.

(L-R): Joseph Loscalzo, Outside Sales and Rich Pieciak, Inside Sales: The Webb High Purity team in Elmwood Park, NJ, serving customers in NY, NJ and PA.

**"Our customers work at rapid speed and they need what we offer – 'value add,' technical expertise, and superior service at a competitive price. I'm proud of the High Purity Process team for not only satisfying these requirements but going above and beyond every day. I believe our customers recognize this as well."**

— Chris Sears, General Manager  
High Purity Process Division



Pumps, valves and other sanitary high purity components

Continued on page 12





## DIVISION DOWNLOAD

### Cross-selling Tips for Webb Sales Reps

If you sell to industrial customers, ask:

**"Do you have high purity or sanitary requirements?"**

**"Who services your sanitary pumps and valves?"**

**"Do you have tank cleaning needs?"**

Promote the F.W. Webb High Purity Process Division to your customers and reach out to the Division to collaborate on enhancing sales opportunities.

When you hear any of these key words from or about a customer, think High Purity Process Division:

**Sanitary • Sterile • Clean**

**Tube (versus pipe) • Tanks • Stainless Steel**

**Clean side (versus dirty side)**

**Process • Lab • Biotech**

**Pharma or pharmaceutical • R&D**

Call Branch 67 in Cranston with any leads throughout the Northeast.

The team is ready to win together with you!

### Cross-Divisional Support

The High Purity Process Division shares space in Cranston with four other divisions: Commercial and Industrial Pumps, PVF, Industrial PVF Specialties, and Water Systems. This facilitates sharing of resources, leads and expertise – and allows each division to better serve its customer base. For High Purity, this means support of the highly skilled and certified pump technicians, as well as immediate access to specialty hose, and crimping and fabrication services.

The High Purity team wants to be your resource, too. If you are a sales rep who comes across a high purity or sanitary customer or product need, contact the team right away.

See the sidebar on cross-selling tips (left) and keep these numbers handy: 401-463-4176 for Cranston (Br. 67) and 201-796-2600 for Elmwood Park (Br. 104).



*Stainless steel sanitary tube, stocked in Cranston, is wrapped and sealed end-to-end and stored in a clean and climate-controlled room to maintain its high purity status.*



### Top Brands



**RASHCROFT**

**CRANE** Saunders

**FUSION**  
FLUID EQUIPMENT

**SHARPE**  
Valves, Automation & Controls

**RUBBER FAB**  
Technologies Group

**spirax** sarco

**UNIBLOC-PUMP**

**UNITED INDUSTRIES**

### Sanitary Pump Sales, Assembly and Repair



Reach Matt Hancur at [man@fwwebb.com](mailto:man@fwwebb.com) for technical support and sanitary pump needs.

The Cranston location is an Authorized Alfa Laval Sanitary Pump Super Center. Spearheading the center and drumming up sales of sanitary pumps is Matt Hancur, Account Manager and Sanitary Pump Product Manager. A team member for 14 years, customers rely on Matt for his in-depth expertise and equate him to a "brand name!" Matt is also a valuable resource for sales comrades throughout F.W. Webb.

This new Alfa Laval Pump Assembly was constructed in the F.W. Webb Pump Super Center in Cranston from a myriad of components from Alfa Laval, a key manufacturing partner of sanitary pumps. To assemble the Pump Assembly, our certified technicians marry the pump (left) and motor (right) at the same height using spacers; shimmed, balanced and aligned; and mounted to a stainless steel base. They cover the center-coupling (where shafts meet) with a coupling guard. The finished assembly shipped to an OEM customer to become part of a customized skid for an end user in a sanitary/high purity business.



*Alfa Laval Custom Pump Assembly*



## Webb Cam



*Heating Sales Manager Mike DelConte (second from left) and his sister Sarah (aka, Ms. Lady Liberty) pose for a family photo after completing the Vermont City Marathon in Burlington, VT over Memorial Day weekend. Congrats Mike and Sarah!*



*Wild turkeys seeking sprinkler systems? These potential “customers” came to the front door of the Canton, MA location – home of the F.W. Webb Fire Protection & Fabrication Division – and marched away when they couldn’t gain access ... or products!*



*New Webb offering? Dan Rondeau, Outside Sales, Waterford, CT, spotted this special bottle in the Coca Cola refreshment bin at a Walmart store. Apparently, you never know where Webb will turn up!*



*(L-R): Bedford Showroom Sales Associates Megan Cronin and Stephanie Cunningham, with Assistant Showroom Manager Brenda Ingersoll, in the “Beauty in Motion” mobile showroom during its stop in Bedford on May 24, 2017. (See more on page 8).*



*Plumbing students from Shawsheen Valley Technical High School, Billerica, MA – one of two tech schools to visit the mobile showroom – with their instructor (far right).*

## CIP Coordinators were Key to Piscataway Move

by Peter Sramowicz, Operations Manager, Piscataway, NJ



*(L-R): F.W. Webb CIP Coordinators, Jeff Armington, Ryan Hawk, Bobby Shed, Rob Coloutti, Steven Knapp, Josh Callahan, and Joe Vito, were instrumental in getting the new Piscataway, NJ location fully stocked and organized for June 19, 2017 – Opening Day.*

CIP coordinators had an important role in the North Brunswick to Piscataway move. They aisled and binned the entire building. Ryan Hawk, CIP member in NJ, led the group to layout both the warehouse and counter, including setup and labeling. They began prepping remotely in March. Then, worked long hours the week before and week of the move. They each demonstrated leadership to the rest of the team. After the move, they helped train employees about the new building and were tremendously helpful in getting everyone up and running. Today, the CIP team is tying up loose ends.

*I personally want to thank each CIP member; I appreciate their willingness to help out wherever needed!*

## You're invited to Country for a Cause: July 14

by Lewis Mustoe, Intern, Marketing Dept., Bedford, MA



Michael Goodnow (Inside Sales, Auburn, MA), or Mychael David, as he is known to his country music fans, and his band are performing at the "Country for a Cause" benefit again this summer – and he'd love to have many Webb colleagues in attendance.

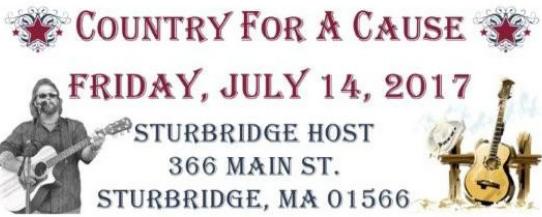
Now in its 22nd year, Country for a Cause is an annual charity dinner and concert. Michael and his band, "The Mychael David Project," donate their time and talent, with all proceeds from the event going to the Center of Hope in Southbridge, MA.

"The popularity of this event has been incredible," Michael said. "Each of the past few years, it has attracted over 400 attendees and raised thousands of dollars to help children with special needs."

This year's Country for a Cause event is scheduled for Friday, July 14 at The Sturbridge Host Hotel and Conference Center in Sturbridge, MA. For a mere \$20/per person, you'll get a delicious country-style buffet and great entertainment from The Mychael David Project. More on the band here: [mychaeldavidmusic.com](http://mychaeldavidmusic.com).

For tickets and more details, call 508-764-4085.

CENTER OF HOPE FOUNDATION PRESENTS



**THE MYCHAEAL DAVID PROJECT**

FEATURING SUSAN JAYNE  
(Formerly the Help Wanted Band)

DINNER SERVED @ 6:00 P.M.  
SHOW STARTS @ 7:00 P.M.

\$20.00 per person includes Dinner & Concert

RSVP is a must to secure a country style dinner (Boneless BBQ Chicken Breast, Boston Baked Beans, Native Corn on the Cob, Cornbread, Coleslaw, Fresh Sliced Watermelon, Iced Tea and Lemonade) catered by Sturbridge Host.

Contact Pauline 508-764-4085 to purchase tickets.  
Admission at the door is permitted, but cannot guarantee a dinner.

ALL PROCEEDS BENEFIT PEOPLE WITH DISABILITIES

## Don't live nearby?

Come for the weekend –  
plenty to do in the area!

- **Old Sturbridge Village** – living museum that recreates rural New England life from 1790s to 1830s
- Springfield, MA – where the sport was invented, is home to the **Basketball Hall of Fame**
- Springfield – birthplace of Theodor Seuss Geisel and home to the new **Dr. Seuss Museum**
- Agawam, MA – **Six Flags New England** amusement park
- **Brimfield, MA** – antique lover's paradise with shops, shows and flea markets
- Stockbridge, MA - home of the **Norman Rockwell Museum**
- Lenox, MA – **Tanglewood**, outdoor concert venue
- **Mount Greylock State Reservation** – camping, hiking, etc., Lanesborough, MA

## Frank's Refreshment Center



Jeff Rider, Hartford Counter Sales, ensuring the Refreshment Center is in order.

## Good Dogs Plenty

Customers of the Hartford, CT branch do not go hungry during their lunch runs to F.W. Webb. The counter store offers free hot dogs and soda, Monday-Friday between 11:00 a.m. – 1:00 p.m. at "Frank's Refreshment Center."

According to Hartford Office Manager Jessica Flint, the refreshment center is a big hit with approximately 75 hot dogs consumed daily: "Customers tell us how great it is to stop in, grab what they need, and grab lunch to go, since they don't have time to eat on the jobsites."



Hartford customers show their approval with a thumbs up and a dog down!



## Take the Employee Bucket Challenge!

First, there was the “Ice Bucket Challenge,” and now there’s the “PurePro Bucket Challenge.”

A spring promotion for contractor customers, inviting them to fill a PurePro utility bucket with \$150 worth of merchandise and get the PurePro pail and lid free, inspired Pipeline to create a bucket challenge for employees.



*Photo of PurePro Bucket Display taken in the Barre, VT location by Scott Smith, Plumbing Products Manager*

You are invited to submit photos of how you are using your PurePro bucket. If you don’t have one, you can get one at your local counter store at the special employee price of \$4.41 (or \$5.80 with a lid).

Get creative – storage for toys, arts-and-crafts supplies, gardening, copious amounts of pennies, or a very long bucket list (always a good thing!). We’ll run a montage of your photos in the Fall issue and award the person with the best image or application a \$100 L.L. Bean Gift Card.



*For 10-year-old Stella Criniti, weeding is an “enjoyable” chore with a PurePro bucket handy!*

For our customers, there are many uses for these sturdy five-gallon pails on the jobsite, in supply storage areas, and work vehicles. The buckets can be purchased with or without lids. Another option is a bucket outfitted with a handy basket insert to sort and hold tools and supplies for easy retrieval.

Email your photo submissions (and an explanation of usage if not self-evident) by **August 4, 2017** to: [lewis.mustoe@fwwebb.com](mailto:lewis.mustoe@fwwebb.com).



*Under Arrest for Altruism: A handcuffed Mark Bryan (left) smiles nervously, while his partner-in-crime, Zach Gearing (right), plots an alibi.*

### Employees “Arrested” for Doing Good

Ballston Spa, NY Store Manager Mark Bryan and Commercial Sales Supervisor Zach Gearing are free men after being “arrested” in the name of charity. Mark and Zach were hauled off to jail in handcuffs by local National Guard and EMTs during a Muscular Dystrophy Association (MDA) fundraiser. They were released after “posting bail” – \$2,000 in contributions for the MDA that they had raised from colleagues, friends and family prior to being “arrested.”



**Before**



**After**



### The slimmer team at the end of the competition:

(L-R): Dennis Ford (Outside Sales), Bob McHugh (Inside Sales), Woody Burbank (Inventory Control), Walter Kalisz (Inside Sales), Vinny Krochmal (Inside Sales Manager), Dave Labore (Inside Sales), Amanda Ashford (Showroom Sales), Erica Levasseur (Inside Sales).

Note: Concord GM Kevin Downing appears only in the "Before" photo (4th from left), with Woody Burbank only in the "After." Not pictured in either photo is Justin Costello, Nashua Store Manager.



*"Now, who wants to go out for some pizza and donuts?!"  
said Erica*

## Webb's Biggest Losers

by Erica Levasseur, Inside Sales, Concord, NH

Here are the results of the Biggest Loser Competition we had in our Concord, NH branch. From January 3 through April 3, ten colleagues, including myself, competed with weight loss percentages. Motivated by the grand prize of \$500 and bragging rights, we dieted, exercised and weighed in weekly. Everyone had great results.

Collectively in a 12-week timespan, we lost the weight of one large man or two small women – a total of 236.6 pounds in all! Congratulations to Webb's biggest loser, Walter Kalisz (Inside Sales), for winning the Biggest Loser competition by shedding an impressive 76 pounds and taking home the \$500 prize. Woody Burbank (Inventory Control) came in a super-close second with a total weight loss of 39.7 pounds Dave Labore (Inside Sales) gets an Honorary Mention for landing in 3rd place by losing 23.1 pounds.

Congrats to everyone who participated. It was an incredible effort and everyone should be proud!

### Webb's Biggest Loser Results

#### Percent of Body Weight Lost

- **Walter Kalisz** (Inside Sales): **21.06%**
- **Woody Burbank** (Inventory Control): **19.70%**
- **Dave Labore** (Inside Sales): **12.29%**
- **Amanda Ashford** (Showroom Sales): **8.50%**
- **Bob McHugh** (Inside Sales): **8.48%**
- **Erica Levasseur** (Inside Sales): **7.25%**
- **Dennis Ford** (Outside Sales): **6.54%**
- **Vinny Krochmal** (Inside Sales Manager): **6.20%**
- **Kevin Downing** (General Manager): **5.79%**
- **Justin Costello** (Nashua, NH Store Manager): **3.17%**



## Webb Wellness: Achieving a Healthier Lifestyle

by Stefanie Harrison, Benefits Manager, Bedford, MA

### Healthy Recipe Contest

Thanks to everyone who participated in the Healthy Recipe and Success Story Contest. We received many yummy recipes, spanning breakfast to dinner, and incredibly inspiring stories. All submissions have been published to our Wellness site on the Intranet. Now all you need to do is cook and be healthy!

*See oatmeal recipe below to get you started.*

### Fruity Tuesdays

To help us all make good food choices this summer, we have started our Fruity Tuesdays. Our first deliveries by The Fruit Guys of seasonal and local fruits arrived on June 6 and 20. Four more deliveries to all branches are scheduled for July 11, July 25, August 15, and August 29.

*See photos of first deliveries on page 18!*

*From our Healthy Recipe Box*

### Baked Ginger and Pear Oatmeal

#### Ingredients

2½ cups old fashioned rolled oats  
1½ cups unsweetened almond or soy milk  
¼ cup pure maple sugar  
1 tbsp. vanilla  
2 tsp. cinnamon  
3 tsp. ground ginger  
½ tsp. salt  
2 tbsp. brown sugar  
2 medium pears (cored and diced)  
2 eggs

#### Step-By-Step Directions

- 1 Preheat oven to 350° and lightly grease an 8" x 8"
- 2 Add the wet ingredients in a bowl and whisk together.
- 3 Add the remaining ingredients to the bowl and stir until well combined.
- 4 Transfer to baking dish and smooth down with the back of a spoon; make the top surface even.
- 5 Can be cooked immediately or prepped ahead of time – cover with tin foil and refrigerate until ready to cook.
- 6 Bake for 45 minutes or until light golden brown on top. Remove from oven and allow to cool for 10 minutes before serving.
- 7 Top with yogurt, more almond/soy milk, etc. and enjoy.

Submitted by Laurie Fenlon, Office Supervisor, PVF, Winslow, ME



  
**Webb Wellness**  
Achieving a healthier lifestyle.



(L-R): Phyllis Laorenza, Marketing; Aaron Hall, IT Intern; and Vicki Inglis, Data Governance – Bedford, MA

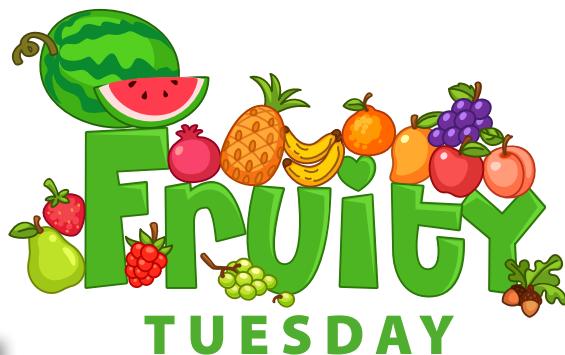


Hartford, CT (L-R): Emma Sewell, Inventory Control; Carol Avery, Office Admin; Liliana Castro, Receptionist; and Maria Santos, Accounts Payable

Warwick, RI (L-R): Nancy Langlois, Office Admin, and Christine Silcox and Ashley Reis, Office Clerks ▼



Bennington, VT Store Manager Dale Long ▼



Pat Ryan, Inventory Control and Fruit Inspector, Northampton, MA



Haverhill, MA (L-R): Katrina Arsenault, Hearth & Home Showroom Sales; Store Manager Jude Corso; and Sean Monahan, Inside Sales

Baskets of fruity bounty at Corporate ▼



Stamford, CT Store Manager Kenny Cantrell ▼



**Webb Wellness**  
Achieving a healthier lifestyle.



## Weekend Team Building

Associates from Falmouth and Hyannis, MA took advantage of their proximity to the ocean to charter the Lucky Lady II out of Barnstable Harbor for a team-building fishing excursion outside of work hours. Judging by their smiles and bounty of fish, the outing was a success!



*Top (L-R): Lucky Lady II Captain John and 1<sup>st</sup> Mate Kevin; James Miller (Counter Sales); Jeff Hammond (Hyannis Warehouse); Linda Del Sol (Showroom Sales); and Anthony Dineen (Store Manager)*

*Bottom (L-R): Dave Borjeson (Counter Sales) and Kelley Colon (Office Clerk)*



## Webb Hoodie Promotion



*Weekly hoodie winner at Brattleboro, VT location: Evan Perkins of Perkins Air Care and Propane Service. Promotion is running across all locations through July 14, 2017.*

## Heating Customer Conversion



A Viegas-sponsored business development golf trip to Naples, FL attracted a mix of F.W. Webb residential and commercial heating customers. Also in attendance were GMs Pat McCormack (Newburgh, NY) and Ed Robicheau (Syracuse, NY), along with Heating Sales Manager Mike DelConte, and Viegas Regional Manager Steve Fiedler. According to Mike, the trip was a great success.

**"We converted many customers using competing brands from our competitors to Viegas and some Crown and Utica customers to PurePro Advantage."**

**– Mike DelConte, Heating Sales Manager**



## "Mass Buys" Vendor Show



(L-R): Staffing the F.W. Webb booth at the "Mass Buys" vendor show at Gillette Stadium in Foxboro, MA in April were: Cisco Fernandez, Counter Sales, Boston; Manufacturers' Rep Cullen McCarthy of the Walter F. Morris Co.; Dean Plouffe, Institutional and Industrial Sales Manager; and Jonathan Pacheco, Outside Sales, New Bedford, MA.

## Pleasantville, NJ Tent Sale



(L-R): Moen Rep Steven Williams and customer Bill Upton of Upton Plumbing (Williamstown, NJ) at the F.W. Webb Pleasantville, NJ tent sale on June 9.

## Upcoming Trade Shows and Webb Customer Events:

**July 11-13**

– SUNY/PPAA and NYAPPA\* Joint Conference, Buffalo-Niagara Convention Ctr. & Hyatt Hotel, Buffalo, NY

**July 25**

– Grand Opening Luau, F.W. Webb, Piscataway, NJ

**August 1**

– 8th Annual Customer Appreciation BBQ/Expo, F.W. Webb, Queensbury, NY

**August 24**

– F.W. Webb "Big Show" Propane Gas Expo, Mohegan Sun, Uncasville, CT \*\*

**August 24**

– Massachusetts Water Works (MWWA) Annual Summer Expo, Wachusett Mountain Resort, Princeton, MA

**September 21**

– Northern Maine Plumbing & Heating Expo, Hollywood Casino, Bangor, ME

**September 21**

– Northern Vermont Expo, F.W. Webb, Williston, VT

**September 24**

– Race-to-the-Race Customer Promotion Event, New Hampshire Motor Speedway, Loudon, NH\*\*

**September 24-27**

– New England Healthcare Engineers Society, Sheraton Hotel, Burlington, VT

**October 4**

– International Society for Pharmaceutical Engineering (ISPE) Boston Area Chapter Product Show, Gillette Stadium, Foxborough, MA

\* PPA= Physical Plant Administrators

\*\*Invitation only

Be sure to "Follow" and "Like" us on Facebook and invite your friends and family to do the same!

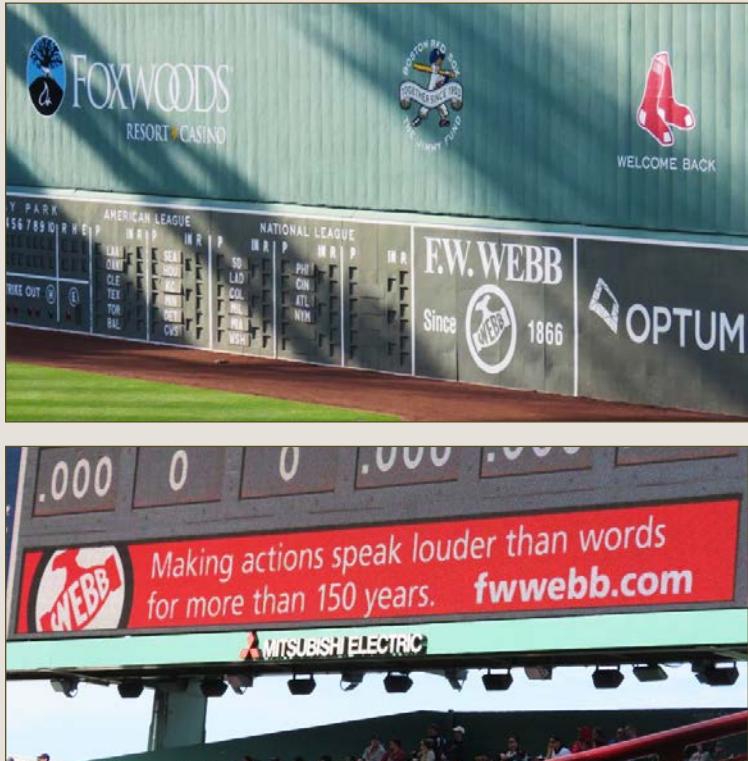
F.W. Webb Company:  
[facebook.com/fwwebbc0](http://facebook.com/fwwebbc0)

Frank Webb's Bath Center:  
[facebook.com/frankwebbs](http://facebook.com/frankwebbs)

Riverbend Home:  
[facebook.com/riverbendhome](http://facebook.com/riverbendhome)

## Red Sox Opening Day, April 3, 2017

It's baaack! The familiar Webb logo on the Green Monster at Fenway Park returns after making room last year for the 150<sup>th</sup> anniversary logo.



F.W. Webb Banner Ad on Jumbotron Board at Fenway Park

– Photos taken by Brion Berghaus, Corporate Mailroom Clerk, on Red Sox Opening Day, April 3, 2017.



The F.W. Webb logo was the perfect backdrop for the David Ortiz number retirement ceremony on June 23, 2017. Fenway Park was packed to see "Big Papi" -- and our magnificent logo -- on this momentous occasion. Ortiz's number 34 is only the 11th to be retired by the storied Red Sox franchise.

– Photo and caption courtesy of Brent Dumont, Marketing Dept., Bedford

## Hit Hard and Run Fast Join the Company Softball Tournament

by Lewis Mustoe, Intern, Marketing Dept., Bedford, MA

It's softball season again, and to celebrate, the annual Webb double elimination softball tournament is scheduled for Saturday, August 19 at Riverside Park in Haverhill, MA. The trophy is up for grabs, so form a team within your branch, create a multi-branch team, or join an existing one.

After a fiercely contested final last year, Methuen prevailed as winners over Woburn. Watch out for these two teams as well as the potential resurgence of once great "Bergen Bulldogs." Organizers hope to have 10 teams in this year's tournament, a day of fun and comradery that also includes a delicious BBQ lunch of pulled pork, Mac & Cheese, corn bread and more.

If you can't play, come out to cheer your favorite team!

Contact Pat Casey ([patc@fwwebb.com](mailto:patc@fwwebb.com)) in Woburn, MA or Jay Vitale ([jav@fwwebb.com](mailto:jav@fwwebb.com)) in Methuen, MA with questions and to sign up.



Meghan Machutta, Corporate Accountant (Bedford) and her son Ryan had fun at the "Kids Run the Bases" event after a Red Sox game this spring at Fenway Park. With an eye for detail like his mom, Ryan astutely positioned his cap to our logo on the Green Monster!



## Webb Spotlight

### Charlie Bursey



#### Webb Vitals

**How long at F.W. Webb:**  
13 years

**Role at F.W. Webb:**  
Account Manager,  
Outside Sales

**F.W. Webb location:**  
Warwick, RI (Br. 56)

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

The most unique experience I've had while working for Webb was winning a Red Sox spring training trip. The date was April 5, 2007, the year Daisuke Matsuzaka arrived at Fort Myers for the Red Sox. I was able to personally meet David Ortiz who signed my training-camp cap: "D Ortiz #34."

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

In sales you always need to remember...  
you have one mouth and two ears. Use them proportionately.

#### What's the best book you've read?

The best book that I have read was both given to me and signed by Jackie Robinson's wife. It was titled, "The Life of Jackie Robinson." It gave me an idea of just how hard it was for someone of color to gain respect in the big leagues.

#### If you could have dinner with anybody who would it be?

The person that I would like to have dinner with is Bill Belichick. He has such a keen way of avoiding the press and making winning decisions. I'd like to hear him talk about that.

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

I'm proud of the time I was awarded the Oil & Energy Service Professional Hugh McKee award, the highest heating industry award given annually.

## Industry Recognition for Alan Senecal



**Alan Senecal**  
Outside Sales Account Manager  
F.W. Webb Process Controls Division

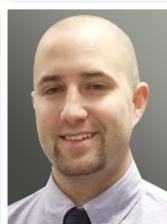
Alan Senecal, an industry veteran and irrefutable expert in measurement and instrumentation products and solutions, recently was duly recognized by Endress+Hauser (E+H) for representing and selling E+H products over the past 30+ years. Based out of the Bellingham, MA location, Alan is an outside sales account manager with the F.W. Webb Process Controls Division. He joined Webb almost nine years ago when Webb acquired his company, O'Connor & Senecal, Inc. (OSI). E+H surprised Alan with the fitting recognition during an E+H sales meeting he attended earlier this year. "It was a nice and humbling experience," he said.

## GM Regional Management

*Two General Managers are expanding their geographic responsibilities. Syracuse, NY GM Ed Robicheau has added Binghamton, NY to his scope, while Rutland, VT GM Brian Bradley has assumed Lebanon, NH.*



Syracuse, NY and Binghamton, NY General Manager **Ed Robicheau** is marking his 35th year with F.W. Webb. Ed has been at the helm in Syracuse for the past 20 years. He joined Webb in 1982 in the warehouse, counter, etc., before being tapped for the "Fast Track Management" program, as it was called then. In 1991 he became Syracuse OM, followed by GM in Northampton, MA. He then landed back in Syracuse as GM in 1997. When he's off duty, Ed enjoys golf, camping, and – true to his Maine upbringing – rooting for New England sports teams.



Rutland, VT and Lebanon, NH GM **Brian Bradley** joined F.W. Webb in 2008. He became GM of Rutland in 2015 after serving as OM there for three years. Prior to that, he was in the CIP Program for five years. A Vermont native, Brian holds an MBA from Southern NH University and a Bachelor's from Castleton University. Brian was a shooting guard in high school and at Castleton. Still devoted to the game, he currently coaches his high school's Boys Varsity Basketball Team, along with two AAU teams, a summer league, and team camp. He previously coached at Rutland High School for six years.



## F.W. Webb Company Welcomes the Following New Employees:

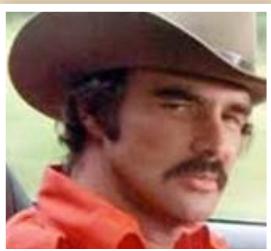
- **David Andersen** – Warehouse, New Bedford, MA
- **Michael Austin** – Inventory Coordinator, Binghamton, NY
- **Edward Biggs** – Driver, Gildford, NH
- **Thomas Bohler** – Inside Sales, Piscataway, NJ
- **Lary Bou** – Driver, Methuen, MA
- **Tristan Boudreault** – Warehouse, Woburn, MA
- **Theresa Breguet** – Showroom Sales, Northampton, MA
- **Alicia Campbell** – Inside Sales, Hartford, CT
- **Richard Campisi** – Warehouse, Newburgh, NY
- **Raymond Clark** – Warehouse, Springfield, VT
- **Paul Clifford** – Outside Sales, Rutland, VT
- **Russell Cooper** – Warehouse, Lewiston, ME
- **Jason Corette** – Counter Specialist, Newburgh, NY
- **Robert Crocker** – Driver, Augusta, ME
- **Richard Cullen** – Driver, Pittsfield, MA
- **Shawn Dasans** – Showroom Sales, Bedford, MA
- **Keith Demers** – Warehouse, Concord, NH
- **Michele Dillon** – Office Administrator, Exeter, NH
- **Collin Dodge** – Receiver, Amherst, NH
- **Evan Dodge** – Receiver, Amherst, NH
- **Damian Donaldson** – Counter, Rockland, ME
- **Andrew Dube** – Outside Sales, Londonderry, NH
- **Brendan Dyer** – Driver, Binghamton, NY
- **Sharyn Fireman** – Showroom Sales, Boston, MA
- **Laurie Flanagan** – Showroom Sales, Falmouth, MA
- **Joshua Gardner** – Driver, Plattsburgh, NY
- **Gerald Gifford** – Driver, Plymouth, MA
- **Geoffrey Greeley** – IT Intern, Bedford, MA
- **Rhona Grosser** – Showroom Sales, Piscataway, NJ
- **Aaron Hall** – IT Intern, Bedford, MA
- **Cody Hamblin** – Warehouse, Hyannis, MA
- **Cameron Heffernan** – Warehouse, Methuen, MA
- **Brian Hervieux** – Counter, Greenfield, MA
- **Brenda Higgins** – Showroom Sales, Binghamton, NY
- **Ryan Hourihan** – Inside Sales, Canton, MA
- **Craig Hughes** – Selector, Cranston, RI
- **Colby Johnson** – Counter, Caribou, ME
- **Krysta Keats** – General Clerk, Water Works, Malden, MA
- **Kevin Kiley** – Warehouse, Canton, MA
- **Robert Kilpatrick** – Inside Sales, Binghamton, NY
- **Paul Kniaz** – IT Intern, Bedford, MA
- **Mireille LaFrance** – Showroom Sales, Malden, MA
- **Mark Langenheim** – Driver, Hartford, CT
- **Scott Law** – Inside Sales, Hartford, CT
- **Diane Lindau** – Outside Sales, Ballston Spa, NY
- **Joshua Lovely** – Driver, Barre, VT
- **Jeffrey Mackey** – Outside Sales, Londonderry, NH
- **Michael Mailloux** – Showroom Sales, Exeter, NH
- **Brandon Mallet** – Counter, Boston, MA
- **Maciej Mandziuk** – Driver, Piscataway, NJ
- **Melissa Marcone** – Inside Sales, Williston, VT
- **Zachary McHale** – CIP, Brockton, MA
- **Lewis Memm** – Driver, Londonderry, NH
- **Bethany Mong** – Principal Scientist, Alliance Environmental Group, Warwick, RI
- **Lynne Moore** – Executive Assistant, Bedford, MA
- **Julian Morillo Martinez** – Receiver, Amherst, NH
- **Tyler Murphy** – Counter, Bedford, MA
- **Lewis Mustoe** – Marketing Intern, Bedford, MA
- **Brandon Mutter** – Warehouse, Syracuse, NY
- **Tarad Nadeau** – Outside Sales, Winslow, ME
- **Elias Os** – Warehouse, Springfield, MA
- **Pippy Ostrow** – Outside Sales, Allentown, PA
- **Pavin Parrish** – Intern, Rutland, VT
- **Anthony Perriello** – Warehouse, Dedham, MA
- **Kimberly Poesse** – General Clerk, Amherst, NH
- **Jeffrey T. Pope** – Warehouse, Waterford, CT
- **Cristian Ramirez Pizarro** – Receiver, Amherst, NH
- **David Ridley** – Warehouse, Portland, ME
- **MacKenzie Riendeau** – Driver, St. Albans, VT
- **Joseph Ritz** – Inside Sales, Allentown, PA
- **Richard Rodriguez** – Showroom Sales, Springfield, MA
- **Christina Ruggiero** – AP Intern, Bedford, MA
- **Ryan Sholes** – Driver, Waterford, CT
- **Gary Skinner** – Outside Sales, Elmwood Park, NJ
- **Patricia Streppone** – Inside Sales, Newburgh, NY
- **Nicholas Stueber** – Warehouse, Piscataway, NJ
- **John Tanzella** – Counter, Salem, MA
- **Alexander Tate** – E-Commerce Intern, Bedford, MA
- **Larry Thiel** – Outside Sales, Trenton, NJ
- **Almeda Titus** – General Clerk, Allentown, PA
- **Tiffany Tomaselli** – Sales Tax Specialist, Bedford, MA
- **Peter Veroneau** – Tractor Trailer Driver, Methuen, MA
- **Clay Walker** – CIP, Methuen, MA
- **Edward Walsh** – Counter, Woburn, MA
- **Ross Weber** – Warehouse, Syracuse, NY
- **Jacquelyn Wehtje** – Accounts Receivable, Bedford, MA
- **Kevin White** – Warehouse, Williston, VT
- **Daniel Whiting** – Receiver, Amherst, NH
- **James Wicks** – Outside Sales, Williston, VT
- **Torry Williams** – Driver, Newburgh, NY
- **Troy Woolf** – Warehouse, Allentown, PA



## Promotions

- **Shane Bennett** from Warehouse to Counter, Warwick RI
- **Tim Danton** from Warehouse to Counter, Concord NH
- **Tyler Davis** from Warehouse to Counter, Bangor ME
- **Christina Donahue** from Receptionist to Inside Sales Trainee, Waterworks, Malden MA
- **Michael Fedorenko** from CAD Designer to Chemical Engineer, Alliance Environmental Group, Warwick RI
- **Xavier Fernandez** from Driver to Inventory Control Clerk, Plymouth MA
- **Eric Hard** from Warehouse to Counter, Lebanon NH
- **Matt Phelps** from Counter to Commercial HVAC Estimator, Ballston Spa NY
- **Mark Safford** from Inside Sales to Outside Sales, Barre VT
- **William Streeter** from Counter to Inside Sales, Madison NH
- **David Velau** from Warehouse to Counter, Barre VT
- **Adam Ward** from Warehouse to Counter, Plymouth MA
- **Nick Woodward** from Warehouse to Inside Sales, Williston VT

## F.W. WEBB CELEBRITY LOOK-ALIKE



**Burt Reynolds**  
Producer, Director  
and Actor



**Patrick Fay**  
Warehouse  
Springfield, MA

Submitted by:  
**Joe Misterka, Counter Sales – Springfield, MA**

Submit your nomination for a Webb Employee Celebrity Look-Alike.  
If chosen, both of you will win a pair of AMC Theatre gift cards.

Send your nomination to [pipeline@fwwebb.com](mailto:pipeline@fwwebb.com)  
for consideration in a future issue.

## New Regional Management

### New York Region



**Tim VanDenburgh** has a new focus as the *Regional Manager for New York*, with an end goal of pleasing New York customers and growing our business. A New York state native, Tim had been the company's Regional Manager for New York, New Jersey and Pennsylvania. Hence, he knows the state and its customers well. A nearly 20-year veteran of F.W. Webb, Tim has been instrumental in helping F.W. Webb enter the NJ market. He also led the successful establishment of two new locations: Newburgh, NY and Allentown, PA. Tim came to Webb in 1998 with the acquisition of Kentrol Systemation. He is based in Queensbury, NY.

### New Jersey and Pennsylvania Region



**Paul Weinstein** has been hired as *Regional Manager for New Jersey and Pennsylvania*. An industry veteran with in-depth expertise, Paul is focused on bringing more of our quality products, services and solutions to customers in NJ and PA, as the company continues its accelerated expansion in these states. Paul has 30+ years of plumbing, heating and HVAC industry experience. He was VP at his family's own Weinstein Supply Corp., which later became part of Hajoca Corp. and where he spent 10 years as the Northeast Region Manager. Paul is based in Elmwood Park, NJ.

Welcome Paul at [paul.weinstein@fwwebb.com](mailto:paul.weinstein@fwwebb.com).

## SHOUT OUT

Thank you **Rob Young**, Warehouse Manager at Syracuse, NY Branch, for arranging to pick up a pump at Xylem, Inc. late on a Thursday afternoon this past spring. Rob got the pump on his CD truck and I received it the next day for a maple sugaring customer, who was in a jam. Much appreciated, Rob, thanks for going the extra mile!

– **David Swett**  
Br. 27, Counter Sales, Keene, NH



## People On The Move



After serving as the Store Manager in Plymouth, MA for 7½ years, **Rob Lucci** is now across the Cape Cod Canal as the new *General Manager* in Hyannis. Originally from Connecticut, Rob joined F.W. Webb in 2006 in the CIP program after graduating with a Bachelor's degree in Business Management from Johnson and Wales University. In addition to welcoming the challenges and rewards of overseeing a successful and growing Webb location, he enjoys time with family, playing basketball, and travel.



New *HVAC/R Product Manager* **Paul "Wally" Sferrazza** is working to grow the HVAC/R business by bringing exciting new products to customers. Wally started with Webb 20+ years ago in Inside Sales and as Warehouse Manager in Woburn, MA. He began in HVAC in 1992 and joined Webb four years later when Webb acquired his employer, Energy Control Systems. Wally and his wife Karen (Office Admin, Building Controls Division, Woburn) have three adult children; son Paul is in Woburn too – Inside Sales. Wally enjoys cooking, parties and the Patriots. His annual horseshoe tournament is legendary; last year he had over 100 guests!



*Taking a pause for some afternoon sun outside the Corporate office are summer interns (L-R): Lewis Mustoe (Marketing), Luke Trujillo (IT), Aaron Hall (IT), Christina Ruggiero (Accounts Payable), Geoffrey Greeley (IT), and Alex Tate (E-commerce).*

*Missing from photo is Paul Kniaz (IT).*



Colleagues and customers of **Dan Colon** in Plymouth, MA may be in for a treat. Dan, the new *Store Manager*, just transferred from Hingham (where he was also Store Manager) and may have brought along his Grandmother's coveted recipe for steamed lobster! A native of Boston, Dan is leading a smooth transition in Plymouth. He joined F.W. Webb in 2007 in the CIP program after a few years working as an insurance salesman and in customer service. Dan graduated from Stonehill College with a Bachelor's in Business Administration. Outside of work, he and his wife are enjoying summertime with their 8-month-old daughter.



The inaugural *Store Manager* of the Vernon, New Jersey location is **Jim Madgwick**. A Vermont native, Jim joined Webb as a CIP Coordinator in Elmwood Park, NJ last year. After graduating from the College of St. Joseph in Rutland, VT, Jim worked in college admissions for eight years (four in VT; four in NJ). He coached high school basketball in Vermont, ending on a high note by winning the state championship. Jim's goal as store manager is to make the new location a vital resource for area contractors by harnessing the Vernon team's experience and drive to succeed. In his off time, Jim stays active with volleyball, basketball, and weightlifting.



**Nick Ottino** is the new *Store Manager* of the Hingham, MA branch on the "South Shore." As a CIP coordinator for the past three years, Nick has honed his leadership skills as he gained more Webb experience. Nick holds a Bachelor's degree in Management and Leadership from Western New England University. He plans to provide quality service to new and returning customers of the Hingham location. In his spare time, Nick enjoys golf, candlepin bowling, and reading.

### New Store Managers:

- Londonderry, NH: **William Alois**
- Stamford, CT: **Kenneth Cantrell**
- Springfield, VT: **Alan Dailey**

*Pipeline will feature these new managerial employees in the fall issue.*

## Glorious Old Glory: Noteworthy flags in honor of Flag Day and July 4th



Military boots – 6,857 of them, each with a photo and nametag plus single flag to represent an American soldier killed in action since 9/11 – stood solemnly in quiet tribute this past Memorial Day weekend at Roger Williams Park in Providence, RI.

– Photo submitted by Phyllis Laorenza, Marketing Dept., Bedford



A huge American flag, covering a section of the Green Monster wall, dwarfs an Air Force Honor Guard on April 3, 2017 – Red Sox Opening Day at Fenway Park.

– Photo submitted by Brion Berghaus, Corporate Mailroom Clerk

### In Memoriam



**Paul Favreau**, 82, passed away in April after a brief illness. Paul began his career at the F.W. Webb Central Distribution Center in New Hampshire nearly 31 years ago. He and his son Mark Favreau (CD Receiver) were fortunate to work alongside each other for nearly all of those years.

As a Warehouse Supervisor, Paul had an instrumental role in the daily operation at CD. He was a valued member of the F.W. Webb family and a great friend and trusted colleague to many throughout the company and the industry.

Paul will be remembered as a loving and devoted husband, father and family member who cherished his family time. In addition to Mark, Paul leaves behind two other sons, a daughter, four grandchildren, and one great-grandchild.

Donations in Paul Favreau's name can be made to Blessed Sacrament Parish Food Pantry, 14 Elm St, Manchester, NH 03103.



**John W. Fleming, Jr.**, 54, passed away in May following a courageous battle with cancer. A man of great faith, he prayed for healing while affirming his belief that "Either way, I win."

Known to many at F.W. Webb due to his years in the industry working for a manufacturer and a rep agency, John joined the company as the Plumbing Sales Manager in 2016. With his ready smile and warm personality, he quickly endeared himself to new colleagues. At Webb and throughout the industry, John was respected for his expertise and admired for his integrity and optimistic spirit.

John will be missed by many, especially his wife Andrea and sons Andrew, Jonathan and Sean.

Memorial donations in John's name may be made to: Community Hospice House, 7 Executive Park Drive, Merrimack, NH 03054.

*Pipeline* is the employee newsletter of the F.W. Webb Company. It is published quarterly in January, April, June, and October by the F.W. Webb Marketing Department. Employee submissions – news tips, articles and photos – are welcome and encouraged at [pipeline@fwwebb.com](mailto:pipeline@fwwebb.com). Current and back issues are posted on the company intranet.

*Pipeline* is an internal publication for employees only.

## June, July & August 2017

### Work Anniversaries

#### 5 Years

David Balch  
Amherst MA  
  
William Battaglia  
Auburn MA  
  
Dean Bekkering  
Bedford MA  
  
Tim Bennett  
Queensbury NY  
  
Curt Burgess  
Bedford MA  
  
Dan Cooper  
Lewiston ME  
  
Mike Dargin  
Canton MA  
  
Sharon Fleming  
Waterford CT  
  
Phil Gent  
Springfield MA  
  
Matt Hebert  
Winslow ME  
  
Peter Hemenway  
New Bedford MA  
  
Kendall Hill  
Augusta ME  
  
Xuan Khuu  
Canton MA  
  
Jason Kingsley  
Williston VT  
  
Keith Laing  
Greenfield MA  
  
Scott Leslie  
Woburn MA  
  
Ed McGinn  
Hyannis MA  
  
Mike McKenty  
Hartford CT  
  
Don O'Connor  
Amherst NH  
  
Stephen Richard  
Dover NH  
  
James Sabacinski  
Auburn MA  
  
Cynthia Sproul  
Augusta ME  
  
Jay Trecartin  
Manchester NH

#### 10 Years

James Broderick  
Amherst NH  
  
Scott B. Brown  
Waterbury CT  
  
Diego Cano  
Methuen MA  
  
Ed Chuba  
Amherst NH  
  
Elizabeth Clark  
Gilford NH  
  
Joe Cure  
Exeter NH  
  
Ed Driscoll  
Hyannis MA  
  
William Funk  
Lebanon NH  
  
Mike Gordon  
Bellingham MA  
  
Paul Lawn  
Bedford MA  
  
David Mackie  
Warwick RI  
  
Roger Maffeo  
Woburn MA  
  
Mike Nastek  
Methuen MA  
  
B. Victoria Norvaisa  
Bedford MA  
  
Donna Rivers  
Williston VT  
  
Amy Salisbury  
Albany NY  
  
Nicole Taschereau  
Bedford MA

#### 15 Years

Gordon Bailey  
Winslow ME  
  
Brion Berghaus  
Bedford MA

Dung Vuong  
Canton MA  
  
Dan Williams  
Albany NY  
  
Mike Bishop  
Brockton MA  
  
Tracey Hudspeth  
Albany NY  
  
Jody Luciw  
Lebanon NH  
  
Jeff Mason  
Rutland VT  
  
Janice Mitsmenn  
Cranston RI  
  
Stephen Nason  
Lowell MA  
  
Israel Sarazua  
Amherst NH  
  
James Stevens  
Warwick RI

#### 20 Years

Tom Blades  
Boston MA  
  
Greg Bodlovick  
Amherst NH  
  
Doug Nightingale  
Syracuse NY  
  
Robert Gallagher  
Warwick RI  
  
Frank Levoy  
Woburn MA  
  
Steven Silverman  
Auburn MA  
  
Wendy Zepke  
Northampton MA

#### 30 Years

Patti Lawrence  
Bangor ME  
  
Carl Nantel  
Boston MA

#### 35 Years

Randy McGuire  
Rutland VT  
  
Ed Robicheau  
Syracuse NY  
  
Leonard Tracy  
Bangor ME

### Births

- **Mylaa Adetoye** born on May 9, 2017, daughter of Kolawole Adetoye, Methuen, MA
- **Calvin Chaput** born on April 1, 2017, son of Annie Chaput, Bedford MA
- **Brooke Lucci** born on March 22, 2017, daughter of Rob Lucci, Hyannis MA
- **Nolan Pacheco** born on March 27, 2017, son of Jonathan Pacheco, New Bedford MA
- **Paul Vittozzi** born on April 2, 2017, son of Paul Vittozzi, Malden MA

### Retirees

- **Larry Brooks**, Bangor ME after 18 years
- **Greg Burnham**, Albany NY after 16 years
- **Linda Demelle**, Portland ME after 19 years
- **James Driscoll**, Newburgh NY after 8 years
- **William Errico**, Boston MA after 6 years
- **John Glover**, Rockland ME after 29 years
- **Peter Marshall**, Cranston RI after 13 years
- **Bruce Ward**, Cranston RI after 10 years



*Two-year-old Maeve Dumont cast a wary eye on Wally.*



*It was a family fun day at the corporate office on June 28.*

*Happy Summer to all of Webb-land!*