

One-Million-Square-Foot CD under Construction

Groundbreaking held with many supporters

Yes, indeed, big plans are afoot for F.W. Webb! The company has officially broken ground for a nearly one-million-square-foot Central Distribution (CD) facility in Londonderry, NH.

A supportive audience of more than 100 people gathered under a bright blue sky for the groundbreaking ceremony on August 30, 2016. With a backdrop abuzz with heavy equipment, preliminary site prep continued unabated as state, local and F.W. Webb officials, along with other supporters, marked the company's biggest milestone in its 150th year of business.

Montage of event photos

[See page 13](#)

New CD fun facts

[See page 2](#)

History of Webb CDs

[See page 2](#)

Hailed as one of the largest facilities of its kind in New Hampshire, the facility will replace and more than double the capacity of the company's current CD in Amherst, NH, which opened in 2004.

"Opening a much larger CD represents a major investment in our operations and a significant commitment to our customers and manufacturing partners," said President Jeff Pope. "This huge, state-of-the-art CD will allow us to offer our customers even more and better products, and reach further into the Northeast."

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Please submit news items and photos with captions to pipeline@fwwebb.com.

THE SCOOP

by Bob Mucciarone



First, I want to thank everyone for being so understanding and receptive to the change in health insurance carriers. While no one likes change, sometimes change is necessary. This is one of those times.

It's an exciting time to be in the industry. Plenty occurring with technology and products, new vendors, new customers, and an ever-changing market. We are contacted quite often by companies looking to sell because they know we'll treat them fairly and, more importantly, treat their employees fairly. Sometimes these deals make sense and sometimes it's bad timing or the wrong situation. Nonetheless, we investigate every opportunity thoroughly and are reviewing a few as I write this.

One recent opportunity, and one we may consider seriously, is an environmental company with which we have done business. While it may seem unrelated to our business, there are some synergies that could be advantageous. The business is profitable and it will also allow us to have an environmental company as part of F.W. Webb, which we could use with all the locations we own. More on this later but if it happens, it will happen quickly.

Meanwhile, we continue to build the sales base being driven by the new sales leadership team. Progress is slow and even more pronounced as we struggle with a slow economy. The upcoming national election leads to uncertainty, and markets and the economy do not like uncertainty.

The lackluster sales should be a motivation to go the extra mile in whatever position you hold at Webb. Customers should be our main focus and completely satisfying them a primary goal. To be better than the competition, we must remember this focus. It will separate us from everybody else.

Did You Know?

The new CD will stock up to 100,000 SKUs.



[See page 12 for Webb Cam](#)

Groundbreaking Ceremony

Continued from page 1



F.W. Webb plans to continue its steady growth through acquisitions, new locations, expansion of existing locations, new manufacturer relationships, and the addition of new products, services and disciplines. The company is currently handling a greater volume of product for a larger number of customers in more locations than ever (90+).

Fun Facts About Londonderry CD:

- Square footage of planned Londonderry CD: **Close to 1M**
 - This includes the mezzanine inventory storage areas of the building
 - The building's exterior footprint will cover close to 800K sq.-ft.
- Acreage of Londonderry site: **75** (most will be left undeveloped)
- Perimeter of building exterior: **One mile**
- Number of employees at Amherst CD expected to move to new CD: **138**
- Number of doors (loading/unloading bays) planned for Londonderry CD: **80**
- Number of SKUs at capacity: **100,000**
- Closest highway: **½ mile to Route 3**
- Recreational amenities: **Volleyball court and indoor gym**

"A new CD is essential to accommodate both present demand and future growth."

—Jeff Pope

In addition to Jeff, other speakers at the groundbreaking event included COO Bob Mucciarone, NH Governor Maggie Hassan, U.S. Senator Kelly Ayotte (NH), and Londonderry Town Manager Kevin Smith.

The new CD is expected to be completed by the end of 2017. Employees at the Amherst facility will be invited to transfer to Londonderry when it opens for business. After vacating the Amherst location, it will be sold or leased.

History of Webb CDs

John Pope opened the first F.W. Webb CD in Merrimack, NH in July 1978. It was a 60,000-sq.-ft. facility with easy access to two major highways. The Merrimack CD was built on Webb-owned property next to the existing Merrimack branch (since closed). John apparently got the idea of a CD from the retail industry. It was a novel concept at the time for a plumbing supply house and there were many skeptics about his plan to do \$60M worth of business out of his new CD. A year after opening Merrimack CD, sales exceeded \$31M and continued growing from there.

Prior to opening the Merrimack CD, local inventory was stored in a 45,000-sq.-ft. warehouse at the company's Burlington, MA headquarters. This facility did not function well as a CD, however, since it did not operate independently and was not scaled large enough to service all branches.

When the company eventually outgrew the Merrimack CD, a new 420,000-sq.-ft. CD was built and opened in Amherst, NH in 2004. A state-of-the-art facility for its time, Amherst, with its 27 loading bays and capacity for more than 26,000 unique SKUs, was expected to be large enough to continue serving the company for 20-25 years. As it turns out, the rapid growth of Webb exceeded the capacity of Amherst in only 10 years. The company had to lease additional space nearby and eventually decided to build its next generation CD — the nearly 1M-sq.-ft. facility under construction in Londonderry, NH.

Today, Amherst CD runs 166 routes per week with 25 drivers. The current fleet consists of 30 tractors, 36 (53') trailers, one (24') box truck and a pickup truck. Weekly runs and deliveries are determined by individual branch sales. CD consistently adds two additional drivers each year, according to CD Fleet Supervisor David Balch. "I see that continuing," he said.



Merrimack Branch and CD, 1978



Dennis Percy of Fred's Energy is recognized in a pregame ceremony.



(L-R): Jeff Pope, Dennis Percy and his wife, Lebanon NH GM Jay Potter, and VP of Sales Tom Santer.



Fenway showcased the winner and Grand Prize – a Ford F-150 pickup truck.

Announcing the Winners of the BIG 150th Anniversary Promotion!

One lucky customer won the Grand Prize in the F.W. Webb 150th Anniversary WIN BIG prize giveaway. The 150th Anniversary Promotion culminated at Fenway Park in Boston on Friday evening, August 12, 2016, with the awarding of the Grand Prize and nine additional 150-themed prizes.

Ten finalists and their guests were invited to the Park for a private tour and delicious buffet dinner. After the meal and before the start of the exciting random draw, the 10 were introduced, along with the prizes. COO Bob Mucciarone pulled a single name out of bucket to begin the giveaway, starting with the 10th winner.

The top prize – a 2016 Ford F-150 pickup truck, valued at \$45,000 – went to Fred's Energy, with offices in Derby, Morrisville and Lyndonville, Vermont. Fred's Energy is a customer of several locations, including St. Johnsbury, VT, Barre, VT, and Lebanon, NH. Representing the winning company and accepting the prize was Fred's Energy employee, Dennis Percy.

The second prize, 150 hours in paradise – a destination vacation valued at \$8,000, was awarded to MDS HVAC/R Inc. of Walden, NY. Third prize went to David Plumbing & Heating of Hampstead, NH – 150 Ulysses S. Grant \$50 bills (\$7,500 value). A list of all the winners and prizes is available on fwwebb.com.

Contest Details

The F.W. Webb 150th Anniversary WIN BIG prize giveaway promotion ran for 17 weeks – from February 15 through June 14, 2016. During this timeframe, customers automatically received one entry into the drawing every time they accumulated \$1500 worth of purchases across participating product lines.

From the more than 47,000 qualifying entries, ten finalists were randomly selected to attend the awards ceremony. Each were then selected randomly at the event to receive a prize, culminating with the Grand Prize. Twenty six manufacturer partners of F.W. Webb helped sponsor the promotion, the largest in F.W. Webb history and certainly befitting the 150th anniversary!



Please submit news items and photos with captions to pipeline@fwwebb.com.

Legacy of Leadership Corner

Ancestor #6: John Pope – Longest Leader of F.W. Webb



John Pope

Early Years

After graduating from Dartmouth College and serving as a lieutenant in the Navy, John Pope, son of Roger Pope, joined F.W. Webb in 1956. John's first job was sweeping the warehouse in the Roxbury headquarters. In the Navy he had led 90 sailors aboard the USS Sperry DD 697. He described his first days at F.W. Webb as "one of the biggest comedowns in my life."

John married Virginia "Jinny" Starr in June of 1955. They lived for a time in Norfolk, VA while John was in the Navy, before settling in Marblehead, MA, where they eventually raised four children: Jeff, Steve, Tracey, and Nanny.



After his brief warehouse stint, John became an Inventory Clerk. Soon after he was handed a price book and sent out (without the benefit of experience or formal training) to cover metro Boston and the South Shore. He quickly embraced his sales role and began learning on the job.

Roger Pope believed employees should not report to relatives, so he never directly supervised John. Father and son did



talk business once a week after dinner though. Roger would listen, but in true Yankee fashion, offered little or no direction.

Fate Intervenes

In May 1961, with only five years of experience at the company, 29-year-old John Pope was elevated unexpectedly to president of F.W. Webb. A month earlier, his father had suffered a heart attack and died suddenly while in San Francisco with his best friend, Jack Douglas. The entire company was shocked and everyone affiliated with F.W. Webb was severely impacted. John inherited a successful company but admitted many years later that he wasn't fully prepared to take over at the time.

As the young new leader, John's top executives were almost twice as old as he was and much more experienced. It was awkward and the learning curve was steep, but he rose to the task immediately. His first challenge was negotiating

and ending a union strike by Boston warehouse employees. The first few years were rocky and he credits his success in those days to Jack Douglas, who served as his mentor. "He was the glue who kept this place going when my father died," John said.

Building on Legacy

Relying on his Naval training and guided by innate business instinct, John eventually developed his own leadership style and plans. He formulated an ambitious strategic vision and assembled and empowered a strong management team. Eager yet humble by nature, he was intent on continuing the pattern of growth started by his father.

Over the ensuing years, and especially in the 1980s, John successfully grew the company by acquiring businesses, opening new branches, diversifying offerings, and adding new disciplines. Firm but fair with a dedicated hands-on approach, John is an advocate of building solid relationships with customers and manufacturers by investing time with them. Attentive account management and good customer relations are central to the company's success, he believes.

Milestones

Careful not to take all the credit, John Pope says the company's two high watermarks under his watch were the establishment of Central Distribution and Employee Profit Sharing.

Opening a Central Distribution facility from which to keep all branch locations stocked with plentiful inventory gave the company significant operational strength and competitive advantage. F.W. Webb was the first wholesaler with a CD – a move believed by many to have been the fuel that perpetuated the company's successful and continuous expansion.



John is particularly proud of the employee profit-sharing plan. He said: "Reward employees and good things happen." He also invested in quality and continuous improvement training. F.W. Webb was the first distributor to achieve ISO-9001 certification.

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Legacy of Leadership Corner

Ancestor #6: John Pope – Longest Leader of F.W. Webb

Continued from page 4

John and his team paved the way for the future by computerizing the inventory management system in the early 1960s with the bold purchase of an Electronic Data Processing System. It wasn't well-received at first by employees, but history notes it improved inventory tracking and fulfillment and was cutting edge.

In 1968, John relocated headquarters from Roxbury to Middlesex Turnpike in Burlington, MA, to a new facility built to Webb specifications. He lost some employees and customers in the process, but again history notes it was a wise move to what is now the heart of the 128 Technology and Innovation Corridor.

For many years, F.W. Webb had a strict "wholesale or no sale" policy. John demonstrated his willingness to make courageous business decisions with the establishment

of retail sales through the Frank Webb's Bath Center showrooms in the late 1990s.

Enduring Presence

John Pope remains the proud owner of the F.W. Webb Company and continues to monitor company developments. Although portraits of both Roger Pope and Frank W. Webb hang in John's office in corporate headquarters to inspire him, John Pope needs no reminder that he is the caretaker of "Frank's Company."

Under his leadership and with a nod to the company's history, John has preserved and furthered his father's legacy, and solidified the company's reputation in the industry. F.W. Webb has flourished and reached its most significant milestone – fully entrenched as the number one distributor of its kind the Northeast.

"We can never assume we know enough about our customers. Information is the currency of this business, and we need to make sure we've got the right facts going forward."

– John Pope



F.W. Webb sales meeting, February 1982. Center of photo, John Pope

The Changing Tide of Purchasing at F.W. Webb



After a 43-year distinguished career with F.W. Webb, Senior VP of Purchasing Ed Welch has announced his retirement, effective spring of 2017. Stepping up to fill Ed's big shoes – and working with him on a smooth transition – is Jeff Thompson, GM in Methuen for the past seven years.

While Ed has spent the past six years evaluating the best products and manufacturers available for Webb and negotiating buying contracts, his commitment to the company dates back to 1973 when he became a management trainee assigned to Boston's pipe division.

Over the ensuing years, Ed has held many sales and branch management roles. The company recognizes one of his greatest accomplishments to be the establishment of the Mechanical Sales Division in 1999. Prior to taking on the SVP of Purchasing role, Ed served as GM of Methuen, MA for four years.

Following Ed from Methuen to Purchasing

With Webb since 1989, Jeff Thompson also began his career as a trainee – in inside sales. Jeff speaks fondly of the rigorous training program run at the time by retired Heating Sales Manager and Webb icon, Ray DiPirro.

**"The markets
are different and
we must protect
our pricing."**

– Jeff Thompson
New VP of Purchasing

Jeff then took on the role of OM in Lowell, MA, where he eventually became involved in Mechanical Sales, handling mechanical inventory and purchasing responsibilities. When Ed moved to the Corporate office in 2010 to head Purchasing, Jeff took Ed's GM role in Methuen, which has included Purchasing responsibilities.

"I often get calls from managers who need input on how to pursue and price large-scale mechanical jobs," said Jeff.

"I like helping them land opportunities that might have slipped away if they hadn't reached out and asked questions." In his new role, Jeff's work in this area will continue on a larger scale.

Looking to the future, Jeff said he'll enjoy the strategic aspect of buying and pricing. "I like the challenge of knowing the different markets where we operate. The pricing we get in NY and NJ, for example, is very different than

the pricing we get in MA, and this requires constant monitoring on our part. We need to know where the markets are different and protect our pricing from moving from one territory to another."

Transition Time

Ed and Jeff will work together over the coming months in preparation for Ed's retirement and Jeff's new role as VP of Purchasing. "Training to close out a year across the branches will be the biggest learning. Understanding the year-end process and how that ties into the company's profitability is essential."

Two Webb leaders, both of whom started as trainees and later served as Methuen GM, one now training the other for the company's important role of head of Purchasing.



Replacing Jeff Thompson (L) as GM in Methuen is Graham Cook (R). See "On the Move" section, page 26.



Justin Bonsignore celebrates winning the F.W. Webb 100.



Jeff and Carmen Pope with the F.W. Webb 100 Winner's Trophy.

F.W. Webb thanks all the manufacturers and manufacturers reps who sponsored our Sunday event:

AKR Associates
 Bradford White
 Bosch/Buderus
 Boyertown
 Burnham

Daikin
 Dan Davis Sales
 Rinnai
 SRGI
 York



Five caps represent our five years of sponsorship.

Customers Crowd 5th Annual Webb-NASCAR Event in NH

More than 1,500 customers and their guests turned out for a great weekend of racing fun in the autumn sun at the New Hampshire Motor Speedway (NHMS) in Loudon, NH.

September 24: On Saturday, a select group of 100 heating customers along with local F.W. Webb personnel attended the F.W. Webb 100 Whelen Modified Tour. The day featured food and drinks at the NHMS Granite Ledge hospitality area at Turn Three and entertainment by Webb's own Michael Goodnow (Inside Sales, Auburn, MA) and his hard-rocking country band, "The Mychael David Project."

The Saturday event was co-sponsored by one of our newest manufacturing partners, Lochinvar – maker of high efficiency stainless steel boilers and water heaters, as a way of introducing our top customers to the impressive Lochinvar line (see more on Lochinvar on page 16).

The Grand Marshall for the F.W. Webb 100 Whelen Modified Tour was F.W. Webb customer Dick Ebacher of Ebacher Plumbing, Heating & Fire Protection, out of Amesbury, MA. Meanwhile, the honorary starter, who enthusiastically waved the green flag, was 13-year-old Vince Criniti, son of Marketing Director Alicia Criniti. The race was won by Justin Bonsignore, who received his moment of glory in the Winner's Circle with the F.W. Webb Trophy presented by Jeff Pope.

September 25: On Sunday, customers who earned tickets with purchases in the F.W. Webb fifth annual "Race to the Race" promotion – and their guests – had a full day of activities, starting with pre-race access to the track and pit road, which put them within feet of the racing cars for selfies and photo ops. Lunch was served, gift bags were handed out, and manufacturers set up exhibits around the area. NASCAR driver Cole Whitt stopped by with his show car, signing autographs and posing for photos with our guests.

After lunch and before guests took off to their grandstand seats for the start of the NASCAR Sprint Cup Series "Bad Boy Off Road" 300, Webb VP of Sales Tom Santer thanked the crowd and introduced special guest, NASCAR driver Aric Almirola. Soon after, it was "Drivers, start your engines" time and the race got underway. Kevin Harvick took the lead from Matt Kenseth with just six laps to go and was able to hang on for the victory.

A good time was had by all!

CRM Continuous Improvements to Enhance Sales

by Michael Michaud, Senior VP of IT, Bedford, MA



F.W. Webb's CRM (customer relationship management) system has been with us for a few years now and is in a period of accelerated importance and improvement as of late. Initially, the system was focused on supporting Achieve Global and other sales initiatives by digitizing our outside sales call report process and our collective "sales calendar." These were really just the first pieces of a broader CRM strategy focused on connecting Webb's robust customer database with new data and tools that support our lofty sales and customer service goals.

**Do your part:
Stay up-to-date on system knowledge and take advantage of trainings opportunities.**

In January, we revamped the tool for mobile usability, improved navigation and search, introduced new reporting, and added event types, activities, and showroom support. This summer, customer and contact features were expanded immensely, including views that cleanly lay out account status, key contacts, sales calls, activity and high-level performance indicators on the go.

Future enhancements are planned to add "pipeline" functionality to better manage and track opportunities, such as quotes and leads. Also, development is underway to provide customized "dashboard" views by user type (managers, outside

sales, inside sales, etc.) to improve focus on key performance indicators that are critical inputs to achieving our profit plans.

The CRM strategy hinges on building the right tech for us that will be universally adopted and seamlessly integrated into how we sell and serve customers at Webb. IT is working closely with Sales leadership and Managers, governed by a "CRM Best" group that is empowered to define system requirements and prioritize the needs of the business for development. CRM Best group members are also expected to champion this initiative with all branches, including feedback collection to funnel back into the group.

Like any tool, CRM is only as good as the quality of the inputs and our ability to consistently leverage its capabilities. Do your part by understanding the CRM expectations for your role and mastering the functionality you need to be successful. As improvements continue to roll out, stay up-to-date on system knowledge and take advantage of trainings offered by IT or locally.

After 150 years, Webb continues to raise the bar for customer service and relationships in this industry, and CRM will remain an integral part of this growth.

Any questions, input and suggestions can be emailed to:
ithelp@fwwebb.com



F.W. Webb Events Calendar – An Important Resource for Customers

Our website, fwwebb.com, has great information for customers. For instance, under "Our Company" on the home page, you'll find Events & Training: fwwebb.com/events/

A comprehensive list of Counter Days, Training Classes and Open House Events are listed here and can be sorted by state. This feature provides useful information to customers. When conversing with them, remind them about our ongoing events and training opportunities – all designed to help them do their jobs better – and the easy way to access the information from the home page of fwwebb.com.

Every location has an events site administrator who can add your customer event to the calendar.

LPG Equipment Training Wows Customers, Sells Product

by Bruce Whitney, Outside Sales, Propane Gas Equipment Division



After discussions with many customers, particularly those in the Newburgh, NY region – including Southern NY, Southwestern CT and Northern NJ – we learned they had a busy summer and their need for technical training going into heating season was higher than typical.

With help from Newburgh GM Pat McCormick and OM Scott Brown, we quickly developed a five-week training program called, “Webb Wednesdays.” Every Wednesday from late August through September, we held a half-day session in the Newburgh location. Nearly 200 seats were filled.

Training topics included:

- Introduction to Propane
- Line and Regulator Sizing, Plastic Pipe Certification
- Liquid Transfer (including Ventur-Evac demo – see sidebar)
- Safety Practices
- Heating and Hearth Products – Installation and Troubleshooting

All training was 100% technical in nature and very well-received. LPG industry technical icon Jack Murdock served as the lead trainer for all these sessions. Evaluations have been over-the-top positive – Highest Value/Highest Quality in all five specific areas of content and presentation measurement.

We are in the process of planning similar training for 2017. Any branches interested in providing input or participating, can contact me at bruce.whitney@fwwebb.com.

SHOUT OUT

The success of the LPG training classes goes to **Bruce Whitney** because he made it happen. He took the proverbial ball and ran it the whole field. The Newburgh branch support was exceptional and this is an example of how our business model can be powerful!

– Rich Fox, Manager, Propane Sales

Ventur-Evac for Propane Tank Evacuation called Revolutionary



F.W. Webb is now carrying one of the most exciting products to emerge from the Liquid Propane Gas (LPG) industry in some time. Considered a game changer, the Ventur-Evac from Jetmark, LLC is a safe, efficient and reliable tool that has revolutionized the process of evacuating liquid propane from domestic tanks.

Product highlights include:

- No moving parts, no pinch points, no belts or pulleys, no guards, and no hot muffler
- Eliminates the ignition hazard created by an engine-driven compressor
- No service truck needed for evacuation
- Easily fits into truck-mounted toolbox
- Fast and easy hookup
- Compact and lightweight design reduces the risk of injury
- Evacuation rates as high as 16 GPM depending on temperature and pressure
- Compatible with newer REGO adapters and current hose kits

For more information on the Ventur-Evac and other LPG products, contact the F.W. Webb Propane Gas Equipment Division at **800-243-9360**.



Bangor Showroom Gets a BIG New Look



F.W. Webb emerged onto the retail scene in Bangor, ME in 2001 when it opened the city's first and only bath fixtures showroom. Over the past 15 years, Frank Webb's Bath Center showroom consultants have worked hard to serve the needs of the community from an admittedly tight 1,600-sq.-ft. space.

All this has now changed. As of August 8, 2016, the dedicated showroom team is operating from a bright, expansive 6,400 sq. ft. space, more than four times the size of the original. The new Frank Webb's Bath & Lighting Center, built adjacent to the wholesale operation, is a true destination for local homeowners with its vastly expanded product offering.

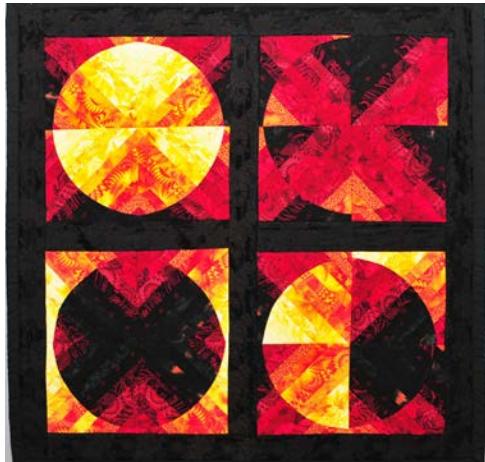
The gleaming showroom now includes more than 100 working displays of the finest bath, kitchen and lighting products, including "Aging in Place" products for homeowners planning for their future or the care of loved ones.

"The reaction to the new showroom from the community has been amazing," said Showroom Manager Heather Gaudett. "Many told me they didn't know what to expect. We've exceeded their expectations, both with trade professionals and homeowners. I can't help but come to work with a smile every day."

Marketing activities are planned to give the showroom a boost heading into the holiday season. Advertising will tout the many reasons why homeowners should take a fresh look at Frank Webb's Bath & Lighting Center in Bangor, ME.



Dover, New Hampshire



FWBC Associate Showcased



Dover, NH Showroom consultant Amy Beth Fournier is a featured designer on the DXV by American Standard website. Amy's passion and acumen for kitchen and bath design clearly is evident in the online posting. Meticulous with details, she enjoys solving problems for her customers. Amy is also a talented art quilter! *Pipeline* encourages everyone to meet and be inspired by Amy through the enjoyable [DXV blog](#): dxv.com/inspiration/decade-15-magazine/leslie-hart/2016/07/25/meet-amy-fournier.



Amy's art quilt beautifies the Dover, NH showroom.

What's Trending?

Part 3 of 3

In this final installment, *Pipeline* looks at innovations and provides design coordination tips.

Q. What's the latest in hi-tech innovations for fittings?

- A. Stacked thermostatic shower valves and accessories, all available within easy reach. The stack can include modules for temperature control, flow, body sprays, hand held sprays, and shelves for soap, shampoo, lotion, etc.

No-touch sensor faucets are now common in the home and available in a wide variety of styles and finishes for both bath and kitchen. The pass your hand over the top of the faucet to activate the flow is especially efficient for kitchen sink needs.

Touch screens and bells and whistles. Fully functional showers come with amenities such as: steam, music, lights, aromatherapy, and chromotherapy (aka, color therapy) -- all controlled by a touch screen located outside the shower.

Q. New eco-friendly innovations?

- A. Toilets from TOTO continue to be on the cutting-edge of eco-friendly innovation. 1G (one-gallon) low-flush toilets feature a CeFiONtect ceramic glaze that is 1000-times smoother than standard toilets. This creates an extraordinarily smooth, ion-barrier surface to help keep the bowl clean with every flush. The rimless, no rim-hole design and tornadic flushing system combine to offer a consistently cleaner, more balanced flush. And, when a toilet is designed to clean itself, there is less use of harsh cleaning chemicals in the home.



The TOTO Neorest toilet is a high-tech choice.



Q. Advice for coordinating fixtures and fittings?

- A. Take time to get a good sense of what appeals to you. Check out home and design magazines and online resources like Pinterest. Tour new-home open houses. See what colors, fixtures, layouts, etc. stand out for you. Bring photos and clippings to your local Frank Webb's Bath Center showroom. This will give the showroom associates an impression of your overall design interests and style preferences, to better work with you on coordinating fixtures, finishes and accessories.



Your F.W. Webb Showroom

Gilford FWBC has fun at Annual Realtors Outing

The Frank Webb's Bath Center showroom in Gilford, NH successfully convinced more than 70 members of the Lakes Region Board of Realtors to sit in a Sax freestanding tub from Maax – in the middle of a golf course!



The showroom sponsored a hole at the group's annual golf tournament and invited the realtors to participate in a ball-toss game. All participants received a FWBC goodie bag but those who successfully hit the mark – an Oakhill toilet from the American Standard DXV line – secured a prize. One gentleman tossed in three in a row and won a kitchen faucet.

The Oakhill toilet, used as the ball-toss target, was donated to the group for a silent auction that evening to raise money for scholarships for local high school students.

Webb Cam

Wally Visits Bedford, MA



Children of Dean Bekkering, Manager of Corporate Projects.



HR Generalist Kayla Gelineau's niece Teagan (above) and nephew Ronan (below) enjoy the fun.



Corporate Mailroom Clerk Brion Berghaus (standing with hat) and his family.

(L-R): Data Research Analyst Vickie Inglis's "kids": Grandson Robbie, Nephew Liam and Granddaughter Lilly.



Another Speedway moment with (L-R) Director of Trade Sales Gregg Leighton, Dover NH GM Mike O'Shea, VP of Sales Tom Santer, NASCAR Driver Cole Whitt, P&H Products Manager Joe Ruggiero, and Plumbing Sales Manager John Fleming.

CD Groundbreaking

Eye on the Future

On August 30, 2016, F.W. Webb broke ground in Londonderry, NH for a new, nearly one-million-square-foot Central Distribution facility.

Here are some snapshots from the ceremony and site.



(L-R): Company Owner John Pope; President Jeff Pope; U.S. Senator Kelly Ayotte (NH)



(L-R): Londonderry, NH Town Manager Kevin Smith; Senior VP of Industrial Development Ernie Coutermash; Senior VP of Operations Brendan Monaghan; U.S. Senator Kelly Ayotte; President Jeff Pope; Company Owner John Pope; Ray DiPirro, Retired Heating Products Manager; NH Governor Maggie Hassan; COO Bob Mucciarone; Andy McBeth, President of Greenleaf Construction.



F.W. Webb President Jeff Pope and NH Governor Maggie Hassan



(L-R): Governor Hassan and Jeff Pope

Londonderry, NH Town Manager Kevin Smith



F.W. Webb COO Bob Mucciarone



Under the watchful eye of an instructor, Syracuse Warehouse Supervisor Rob Young trained on the fire simulator. Rob and his colleagues – Robert Borland, Rob Cornelius, Jake Kuss, and Jason Stevens – all from the warehouse, along with Office Manager Lynn Tennant – are all now OSHA-certified to operate an extinguisher on the job.

Fire Extinguisher Training is Mandatory

by Lynn Tennant, Office Manager, Syracuse, NY

Many people may not realize that OSHA (Occupational Safety and Health Administration) requires employees to be trained and annually certified in the use of fire extinguishers on the job. Recently, six employees of the Syracuse branch were trained and received their OSHA certificate for the use of fire extinguishers.

In a timed session using a fire simulator, the instructor taught us how to properly fire and aim the extinguisher (at the bottom of the fire). We also learned about the composition and different types of fire, along with how to approach and fight them. We studied the various models of extinguishers and learned that we require a special type for use around electrical equipment. An ABC extinguisher, we discovered, is not appropriate for our electrical and computer equipment rooms and would totally destroy the equipment if used in a fire. As a result, we have purchased two Halotron fire extinguishers for these sensitive areas of our facility.

Editor's Note: Lynn Tennant is a certified CPR/AED instructor and forklift operator instructor. Lynn is able to train your people to become trainers at your facility. She can also advise you on how to get employees certified in the use of fire extinguishers. Contact Lynn at lat@fwwebb.com.

Water Works Project

The F.W. Webb Water Works Division is supplying the town of Westborough, MA with HDPE fusion pipe for a major water works project. Division Sales Manager Michael Stanton says the project is a team effort with the Thermoplastic Piping Division.

"John Dodge (Manager, Thermoplastics Piping Division) and his team lined us up with Georg Fischer and guided us from quote to delivery. A lot of legwork by Chris DiPirro (Water Works GM) and Matt Nicholson (Water Works Outside Sales) brought the project home," Mike said.

For opportunities involving water works projects and products, contact Mike Stanton at mike.stanton@fwwebb.com.

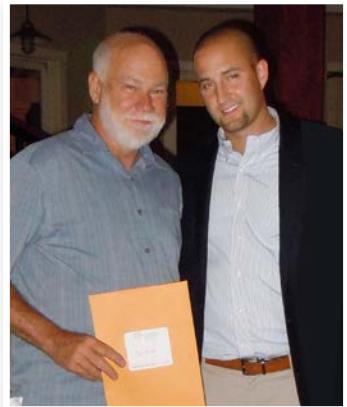


HDPE fusion pipe is joined on the job site in Westborough.



First “Buyer Appreciation Getaway” A Huge Success

by Brian Bradley, GM, Rutland VT



(L-R): Bill Lohsen, Lohsen P&H and GM Brian Bradley. Bill won a weekend trip to Jay Peak Resort.

From April-July, Webb's Rutland, VT branch ran a three-month promotion, whereby customers could earn an invitation to an exclusive vendor show at the luxurious Jackson Gore Resort at the foot of Okemo Mountain in Ludlow, VT. To qualify, customers had to make a minimum of \$20,000 in purchases and have at least a 10% increase in total purchases over the same timeframe last year. The promotion was a huge success with over 40 business owners and their guests attending the two-day event.

We began with a two-hour period for vendors to talk with the owners while their guests were treated to a cocktail hour in our hospitality suite. Each guest received a gift bag with wine, snacks, drink tickets, and door prize entry for our trip giveaways. We gave away a signed baseball bat, weekend trip to Jay Peak Resort, weekend in Boston for a Red Sox game, and trip to Aruba.

There was ample opportunity for our guests to enjoy the resort's amenities and socialize with Webb executives and associates. I personally received many calls from customers and their guests thanking us for the event and saying they cannot wait until next year to qualify again.

In total we sold over \$270,000 worth of product at the show!

Customers Earn Green Getaway



A cheerful group of customers headed to the Green Mountains for a relaxing weekend in early September, courtesy of F.W. Webb and Bosch. The outing was designed to thank them for purchasing Bosch high efficiency heating equipment from F.W. Webb.

Marketed as the *Go Green...Stay Green* promotion, customers earned a trip to the acclaimed Stowe Mountain Lodge in Stowe, VT with their purchase of Bosch Greenstar boilers and Greentherm condensing hot water heaters.

Thirty-five customers and their guests became acquainted at a Welcome Reception Friday evening held on a terrace at the foot of Mt. Mansfield, Vermont's highest peak. The evening set up well for a friendly golf scramble on Saturday morning at the Stowe Country Club. Guests came back together for dinner and dancing in the resort ballroom that evening after spending some leisure time during the afternoon.

Amenities and activities included the resort's pool and spa, along with a gondola ride to the top of Mt. Mansfield, zip line, nearby trails, and quintessentially New England, Stowe Village.

Also attending the weekend event, to ensure customers felt valued and appreciated, were several Webb managers, sales personnel, corporate representatives, and Bosch sales professionals.



Pleasantville Grand Opening as F.W. Webb

by Cory Smith, Store Manager, Pleasantville, NJ



Pleasantville Mayor Jesse Tweedle cuts the ceremonial Grand Opening Ribbon with other officials and F.W. Webb representatives.

Operating under the F.W. Webb brand name now, Pleasantville (formerly Grant Supply) held a successful Grand Opening celebration on Sept. 20th. We had well over 100 people at the event and more than 70 visiting the showroom over the following three days. Everyone on the local team worked very hard and the results paid off. We also appreciated the support of the F.W. Webb marketing team.



Pleasantville Mayor Jesse Tweedle and other city officials joined us for the ribbon-cutting ceremony. We also received a commemorative plaque from Atlantic County. The local newspaper visited us the day before

and published a business piece on us timed to the Grand Opening. We also had a local TV station visit on the 20th with coverage that evening.

Our big moment (what marketing dubbed our “pièce de résistance”) came when the local radio station selected us as their “Workplace of the Day” on Sept. 16, 2016. Special thanks to our Office Administrator Chrissy Rodriguez for nominating us!

All these media exposures – print, radio and TV – before, during and after the event helped drive local residents to the showroom.

With a great turnout of exhibitors and the traveling American Standard demo trailer, we were also able to expose our existing wholesale customers to lines they didn’t know we had. We are making great headway with our key customers and broadening the scope of product we sell to them.

My team here in Pleasantville and I would like to also acknowledge and thank Tim VanDenburgh, Sean Kelly, Joe Fernandez, Mike DelConte, Frank Lamparelli, and Ed Welch for their support.



(L-R): William Dennis, Inside Sales; Shipping and Receiving Manager Warren White; Store Manager Cory Smith; Dianna McNierney, Inside Sales; Chrissy Rodriguez, Office Admin; Showroom Manager Phil Lewis.

New Line from Lochinvar

F.W. Webb is now the largest full-line distributor in the Northeast of Lochinvar, the most comprehensive stainless steel boiler and water heater line in the industry. Lochinvar is a well-established and industry renowned U.S. manufacturer based in Tennessee.

Known for exceptional high quality and energy efficiency, the award-winning Lochinvar boiler and water heater line can address virtually any commercial and industrial need – from 9,000 BTUs to six million.

Lochinvar products are well-engineered and also include pool heaters, storage tanks, controls, packaged systems, and accessories. Among their many features and benefits, Lochinvar products are easy to install and easy to service.



 **Lochinvar®**
HIGH EFFICIENCY BOILERS & WATER HEATERS

Oakland Open House

by Shane Kibler, Store Manager, Oakland, ME

Our recent open house to showcase our new Maine location was a tremendous success. About 200 customers and supporters attended, along with 20 vendors. Customers remarked on the great space of the soon-to-open Frank Webb's Bath Center showroom, and said they look forward to it opening later this year.

Guests were eligible for a prize drawing after visiting six vendor tables and dropping a completed punch card into a PurePro bucket. Prizes included a 55" TV, Milwaukee radio, Lenox & Hilmor bags, and Klein bags and hand tools.

Famous Dave's BBQ of Scarborough, ME provided catering and open bar. We received many compliments on the food – ribs, brisket, chicken, beans, coleslaw, and cornbread. A local band did a great job keeping our guests entertained in the food area. At the end of the evening, we made a large donation of leftovers to the Mid-Maine Homeless Shelter in Waterville.

A number of customers made a point of telling me how much they enjoyed themselves and hinted (rather strongly) that this would be a great annual event!



Historic Big Show has Big Turnout

by Robin Glenney, Inside Sales, Propane Gas Division, Hartford, CT

Hartford went big with the Big Show this year. We had approximately 400 attendees – a record attendance. We also had 43 vendors, including Empire/White Mountain Hearth, Sweeney Rogers and Geraghty (representing Rinnai and Weil McLain), Quality Steel Tanks, Worthington Cylinder, York, Lin's Propane Trucks, and AKR Associates (representing Bradford White). Our first customer event, a two-day affair when we were Victor, occurred in 1990.

At this year's Big Show on Aug. 24, we raffled four tickets to a Red Sox vs. Yankees game, NH Motor Speedway tickets, Sunstar patio heater, and other items. Bears Smokehouse Barbecue provided a pig roast, with dessert from Rita's Italian Ice – a refreshing treat on a very hot day. We received lots of positive feedback on this year's show, from the food, the turnout, and the interaction between customers and vendors. It was a great day!

LeHigh Valley Big Show



The Lehigh Valley Big Show at the Allentown, PA location on Sept. 13 offered the usual vendor displays, food, drinks and giveaways – plus a lot more. The show featured four free training classes, two led by F.W. Webb Gas Training Coordinator, Dave Newman, based in Hartford, CT.

Windham, ME Motorcycle Ride



The Windham, ME store's annual customer motorcycle ride, led by Store Manager Charlie Haskell, logged 250 miles on Friday, Sept. 9 through the western Maine mountains around Sugarloaf and Rangeley.

Waterford, CT Clam Bake



A huge crowd turned out for the Waterford, CT customer clam bake on September 15.

Lebanon, NH Heating Expo



A Webb-sponsored Heating Expo for customers took place in Lebanon, NH on Sept. 1 at the Fireside Inn. More than 40 vendors participated and guests were treated to great food, drinks, raffles and giveaways. Top prizes were a \$1,000 gift certificate to Mt. Washington Resort, \$1,000 Visa card, and two-day/night fishing excursion on Lake Champlain in Vermont.

Fun Fact:

In its 150th year, F.W. Webb has reached an anniversary milestone shared by less than 10% of businesses listed on the U.S. Stock Exchange and even fewer, like Webb, that are privately owned.

Game 6 F.W. WEBB Trivia Game

How to participate:

Preview the multiple choice trivia questions presented on this page.

Online: Click "Game 6" to take the survey online. Respond by the deadline.

By Mail: If you don't have computer access, make a copy of these questions, fill in your name and branch #, circle your answers, and send by the deadline to: Chip Slattery, Corporate Office, Bedford, MA.

Employees are allowed one entry per game. Good Luck!

[Click here to play Game 6](#)



Game 6: Deadline October 31, 2016

Name: _____

Branch #: _____

What year did John Pope join the F.W. Webb Company?

- A** 1950
- B** 1956
- C** 1961

Where did John Pope relocate the Roxbury headquarters?

- A** Nashua, NH
- B** Burlington, MA
- C** Salem, MA

How many loading docks/doors will the new CD in Londonderry have?

- A** 80
- B** 75
- C** 90

When is the new CD in Londonderry slated to open?

- A** Summer 2017
- B** Fall 2017
- C** Winter 2018

What is the name of the new company sponsored health insurance plan?

- A** Maxor
- B** Cigna
- C** Tufts



Wrought Iron Double
Lipped Ladle

Game 5 (August Pipeline) Questions and Correct Answers:

1. Where was Roger Wells Pope born? **Swampscott, MA**
2. Where was Webb's new headquarters when Roger Pope first purchased the company? **Roxbury, MA**
3. What year did John Pope become president of F.W. Webb? **1961**
4. What is the old headquarters in Roxbury now called? **Jackson Commons**
5. With the acquisition of Lincoln Supply, how many locations does F.W. Webb now have in New Jersey? **4**



Game 5 Winners

Congratulations to the five winners of the F.W. Webb Trivia Contest from *Pipeline*, August 2016. Each received a \$50 Visa Gift Card.

Laurie Fenaison

Office Supervisor, Winslow, ME

Rachael Martin

Office Admin, Binghamton, NY

Candice Shumski

Office Admin, Barre, VT

Chris Wilson

Counter Sales, Watertown, MA

Darren Fisher

Showroom Manager, Brockton, MA

They were randomly selected from the batch of correct entries.

Give your Home a Lighting Makeover

by Laurie Willis, E-Commerce Copywriter, Bedford, MA



DIY: Replace and install a ceiling light

The right light can make or break the overall look and feel of a room. Changing out the lighting fixtures is a great way to give any room a quick and easy remodel. Most new light fixtures come complete with mounting hardware, so replacing an existing light is easier than you think.

Remove the old light

To begin, turn off the electricity to the room at the main circuit breaker panel. Test that you cut the power to the correct circuit by turning the light switch on and off and checking the connection with a voltmeter before removing the existing light fixture. Unscrew and remove the canopy of the old fixture until the junction box and wire connections are visible. Remove the wire nuts and separate the supply wires from the fixture's wires, and leave them exposed.

Check the junction box

Examine the junction box to ensure it is securely fastened to the ceiling joist and sturdy enough to support the weight of the new light. If your new fixture is heavier than the old, you can install a mounting strap or support rod next to the junction box to provide added support.

Installing a hanging light

If you are installing a lighting fixture that hangs from a chain, cable, or stem, determine the height you need and select the combination of stems or length of chain needed. Feed the wires through the stem or chain and up to the junction box. Guide the light's wires through the canopy or ceiling pan and the hanging bracket. Strip about a 1/2" of the insulation from both the fixture wires and the supply wires.

Connect the wires

Match up the hot black-sheathed fixture wire to the black supply wire. Twist the stripped, bare ends together and secure the connection with a wire nut. Repeat this step by matching and connecting the neutral white wires together. Twist the green grounding wire onto the supply's bare copper wire or green grounding screw. Carefully tuck all the wires into the junction box. Insert a bulb in the lighting fixture, turn on the circuit breaker, and flip the switch to see if the light comes on and to test the connections. If it works, you can switch it off and turn off the circuit breaker again to continue with the final installation.

Secure the fixture to the ceiling

Screw the ceiling mounting plate to the mounting strap and connect the chain or mounting stem to the canopy. Check to make sure the fixture is hanging at the proper height and the canopy is securely fastened. Slide the canopy or ceiling pan over the mounting hardware and tighten the locknut. Install bulbs into your fixture, turn the electricity back on, and enjoy how your updated fixture brings new life to your room.





Why Volunteer? For at least a dozen reasons!

by Jennie Mucciarone, Summer Intern, Marketing Dept.

Volunteering in your community is both fun and rewarding. People choose to volunteer for a wide variety of reasons. Offering your time or talent is an opportunity to give back to the community or to make a difference in another person's life. Regardless of the motivation, volunteering is beneficial for others and for your physical and emotional health, such as staying engaged with others and reducing stress.

Here are some other positive attributes of volunteering:

- 1. Help others
- 2. Develop new skills
- 3. Expand your horizons
- 4. Practice compassion
- 5. Look outward
- 6. Meet new people and make new friends
- 7. Find purpose and fulfillment
- 8. Feel involved
- 9. Connect with your community
- 10. Pay it forward
- 11. Contribute to a cause you care about
- 12. Make someone smile

Volunteering takes many shapes and forms. Once you find your cause, take action to support, change, transform, donate, explore, intervene, or fight for a cause. Visit VolunteerMatch.org to discover the perfect opportunity. This website allows you to personalize your search based on location and interest. On the local level, find opportunities with your local cancer society, hospital, library, food bank, animal shelter, school, or charity. The possibilities are endless, and so is the enjoyment!

Editor's Note: The Marketing Department thanks Jennie Mucciarone for all her help with Pipeline this past summer, including this archival piece for October, as well as her many contributions to the Department overall. Jennie handled every assignment – big or small – proficiently and with a smile. We miss her and wish her well in her Junior year in college.

Open Enrollment and 401(k) Update

by Stefanie Harrison, Benefits Manager, Bedford, MA

Our open enrollment period is officially over. Thanks to everyone for turning in the Tobacco Affidavits on time!

All benefit changes made during open enrollment will be effective October 1, 2016. If you requested benefit changes during this time period, please review your paycheck on October 7, 2016 to ensure it reflects your selections and new rates.

Effective October 1, Cigna is our medical insurance carrier. Your new Cigna ID card(s) should arrive on or about this date. Don't forget to present your new card at your next doctor's office visit and at the pharmacy. If you have current mail order prescriptions, contact Maxor at 1-800-687-8629 to activate your new mail order account.



Our eligibility to participate in the 401(k) plan through John Hancock has changed. New hires are now automatically eligible 15 days after their date of hire. All employees hired within the last year should have received a mailing from John Hancock with instructions on how to set up an account. Please note: If you do not want to be auto-enrolled, you have 45 days from October 1 to opt out. If you opt out, you will not be eligible for the company match.

As always, please contact me at stefanie@fwwebb.com if you have any questions.

Our new bandana giveaway was a big hit with customers and employees alike.

Who wears it better?



Dan Forlizzi
Denron Plumbing & HVAC
Manchester, NH



Kyle Manni
Inside Sales
Hyannis, MA

Growth of Craft Brewing Creates Opportunities for F.W. Webb

by Phyllis Laorenza, Marketing Dept., Bedford

F.W. Webb is part of a great American success story: the meteoric rise of the craft beer industry.

With approximately two new breweries opening every day across the country, the Craft Brewing Industry continues its phenomenal growth. As of June 30, 2016, according to the Boulder, Colorado-based Brewers Association, "...4,656 breweries were operating in the U.S., an increase of 917 breweries over the same time period of the previous year." The group also reports, "craft beer production volume increased 8% during the first half of 2016" and "approximately 2,200 breweries are in planning."



Across our operating region, many craft brewers turn to F.W. Webb for the products, systems, support, and expertise they need for their processes and infrastructure. F.W. Webb provides the highest quality and industry's best brewery systems and products.

We support every aspect of the brewery business – from the brew house to brew pub and administrative areas in between. Our brewery customers range from the well-known, such as Harpoon, Wachusett and Long Trail, to the up-and-coming like Empire and Good Nature.

We recently produced a brewery brochure for our sales associates as we continue to attract new brewery customers. Have a look at fwwebb.com/expertise/thermoplastic-piping.php.

So, next time you have a craft brewski, raise a glass to F.W. Webb and the entire craft brew industry!

For more information about our involvement with the craft brew industry and to suggest a brewery in your area as a potential new customer, email: jim.matthews@fwwebb.com.



Process control products from top brands, such as Endress+Hauser and Masoneilan, are essential to monitor, measure and control flow, pressure, level, and pH.



The GF COOL-FIT system is the best glycol conveyance system to keep the wort properly cooled during the brewing and filtering stages.



Pumps of all varieties, including sanitary and from top manufacturers like Alfa Laval, Ampco and Standard, move and protect the quality of the wort all the way to the conditioning process.

Sampling of what F.W. Webb offers the Brewing Industry:

- PVF of all types
- Tubing and Hose
- Pumps of all types and pump repair
- Gauges
- Flow meters
- Instrumentation
- MRO services
- Onsite calibration services
- Glycol conveyance systems
- Heat exchangers
- SS Tanks and tank cleaners
- Drainage/waste systems
- Boilers
- HVAC/duct work
- Refrigeration
- Building controls
- Fire Protection Systems
- Sinks and toilets
- Faucets and other restroom/breakroom accessories
- Water fountains and filling stations

"As we've grown over the years, our needs have evolved. F.W. Webb has been able to keep up with what we've needed and supply us a variety of different products. The company is a true one-stop shop for us."

Al Marzi, Chief Brewing Officer
Harpoon Brewery, Boston, MA



Georg Fischer's Angela Sampaio, Market Segment Manager for Cooling, presents information about GF products for the brewing industry.

Tapping into the Brewery Boom

by John Dodge, Manager, Thermoplastics Piping Division, Methuen, MA

On Sept. 21, 2016, our Ballston Spa, NY location hosted a group of sales representatives from throughout our operating region to explore opportunities to sell Webb products to new and existing craft brew customers.

Over the past few years we've had the opportunity to support dozens of brewery customers throughout the Northeast and gain significant expertise on their processes and operations. By cross-training the field, including reps from Thermoplastic Piping, Industrial PVF Specialties, and Process Controls, we'll be better positioned to cross-sell more of our products and services into this booming industry.

Our biggest "foot in the door" is the Georg Fischer COOL FIT system – a piping conveyance system for glycol to keep the brew at the right temperature throughout the various stages of production.

COOL FIT was a topic of discussion, along with the overall Brewery Process and Refrigeration. Reps were introduced to our new brewery capabilities brochure and complementary flyer, which features a profile of customer Jack's Abby Brewing and the Webb products in use at the Framingham, MA brewery.

We also reminded everyone of our "Suds for Sales" promotion, whereby reps can earn a 150th anniversary-branded growler after sales into a new or existing brewery of a certain amount and type.



Precision for Sanitary Processes

F.W. Webb carries only the best, most precise instrumentation products for customers responsible for sanitary processes. On a recent visit to Ashcroft, F.W. Webb Account Manager Matt Hancur visited the manufacturing plant to see how meticulously well-crafted Ashcraft instruments are made. Pictured here, Matt holds an Ashcroft pressure gauge, one in a priority line of gauges and instrumentation available from the F.W. Webb High Purity Process Division in Cranston, RI.



Industry Recognition

Industrial Account Manager Sharon Lewis Inza was one of 13 women recognized recently by Affiliated Distributors for making a difference in the PHCP/PVF industry.

Congratulations Sharon!

Methuen Wins 2016 Company Softball Tournament

On August 13, 2016, teams from eight different F.W. Webb locations came together to battle it out for the highly sought-after company softball championship trophy. The annual double elimination tournament took place at Riverside Park in Haverhill, MA. It was a great day of competitive games but it ultimately came down to Methuen and Woburn in the final matchup. Methuen was simply the better team that day and they hoisted the trophy in victory.

Methuen may be the stars this year but everyone who attended had fun and the camaraderie between employees was the true champ of day. Participating locations included Methuen, Woburn, Bedford, Boston, CD, Dover, Malden and Portland.

Next year the hope is to get back up to 10 teams competing, so start practicing and building your team now!



Rich Chisholm, Outside Sales, Malden, MA (center) with his sons Tyler (L) and Ryan (R).

Team CD



(Front row, L-R): Diana Boisvert, family member; Amanda Taschereau, family member; Natasha Boisvert, family member; Ben Boisvert, Warehouse Associate, Manchester, NH; Eddie Gutierrez, Shipper. (Back row, L-R): Philip Francoeur, UPS Shipper; Chuck Savage, Receiver; John Diaz, Receiver; Angel Rivera, Call Center; Ardel Robinson, Driver; Feliberto Rodriguez, Shipper; Ben Cecenas, Receiver

In honor of the company's 150th anniversary, another trade publication is featuring F.W. Webb on its cover. *Supply House Times* is giving F.W. Webb double recognition. In addition to lauding us for being in business for 150 years, the industry magazine has tapped the company as its 2016 "Wholesaler of the Year." We'll be featured in the October issue, which publishes toward the end of the October and we'll showcase the cover in the December issue of *Pipeline*.

SUPPLYHOUSE
TIMES

Ernie Coutermarsh Receives IPD Award of Excellence



At Pipeline 'press time,' the American Supply Association's Industrial Piping Division (IPD) awarded F.W. Webb Senior Vice President of Industrial Business Development Ernie Coutermarsh the coveted IPD Award of Excellence.

The ASA said Ernie is "well-known and respected by his colleagues and customers as an honorable partner and dedicated professional." ASA acknowledged Ernie's service to our country as a U.S. Marine for four years and his equally impressive loyalty and dedication to F.W. Webb and the industrial PVF industry for nearly 50 years.

"Having held fast to his values – honesty, sincerity, loyalty – Ernie's voice commands respect and his influence is unequaled. His applications of knowledge and exemplary leadership qualities have profoundly influenced decisions and actions that have propelled success for so many people and companies throughout the industry. Ernie Coutermarsh is the embodiment of a true statesman for our industry's proud legacy," proclaimed the ASA.

On behalf of the entire company, *Pipeline* congratulates Ernie for this well-deserved recognition. We are proud and honored to work alongside you!

Editor's Note: *Pipeline* will have photos from the Sept. 28th award event in the December issue.

F.W. WEBB CELEBRITY LOOK-ALIKE



Brian Bradley

General Manager
 Rutland, VT
 and Rutland Youth
 Basketball Coach



Klay Thompson

Guard, 2015 NBA Champion
 Golden State Warriors and
 2016 USA Gold Medal Men's
 Basketball team

Submitted by: Lisa Mooradian, Bedford, 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 by
 November 4, 2016 for the December Celebrity Look-Alike Contest.

Charitable Athletes

Albany and Ballston Spa, NY employees and family returned to play in the 2016 Mud Ball Tournament on Sept. 24 to support the Classie Lassie Girls Softball League, founded in 1974 and serving over 325 girls each year.



(L-R, standing): Steve Belfiore, Mark Bryan, Doug Belokopitsky, Dan Williams, Jeff Williams, Phil Lorica, Kevin Gwinn, Brady Gwinn.
 (L-R, seated): Wyatt Wehnau, Wayne Wehnau, Rita Carrk, Wendy Adams, Sarah Mcfee, Victoria Carrk, Joey Lamariello.



Brian Bradley (L) with the Mill River basketball team

Coach Brian Bradley

Brian Bradley not only resembles a basketball player, he is one. Brian was a shooting guard at Middlebury Union High School and Castleton University. Nowadays, he coaches youth teams and is gearing up for his 2nd season with the Division II Boys Varsity Basketball Team at Mill River Union HS in North Clarendon, VT. In the off-season, Brian coaches two AAU teams and a summer league, plus does a team camp. Previously, he coached at Rutland High School for six years.

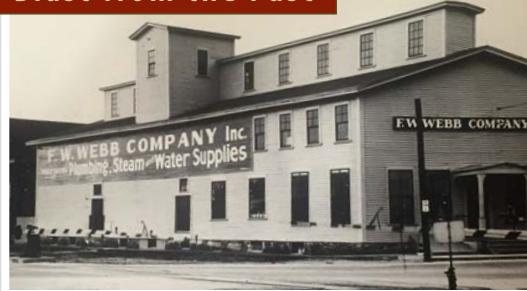
"Playing sports takes dedication, commitment, follow through, strong work ethic, and effort; it's like having a job or completing a project," Brian said. "I love being able to influence kids in this setting in a positive way."

Brian recalled his most exciting and meaningful coaching moments: "Our 8th grade AAU team won a state championship after being so close for three years after setting a goal, trying, and finally coming out on top."

"When the high school season ends, seniors can get emotional after realizing it's their last game. Many have spent more than half their life playing basketball. Sharing this moment with them is difficult yet touching."

Brian's takeaway from coaching is good advice for all: "It's important to remember not to take yourself too seriously and to let the kid out of you sometimes."

Blast from the Past



Nashua, NH
 location, where
 Ernie Coutermash
 started with Webb
 in 1969!

People On The Move



After seven years as the OM in Methuen, MA, **Graham Cook** will be the new *General Manager* there. Before becoming OM, he was in the CIP program for 2½ years in Nashua and Dover, NH. A graduate of Southern NH University, Graham holds a BA in Business

Management and MS in Operations and Project Management. Prior to joining Webb, Graham worked for Eastern Propane and Oil in a variety of roles. He has worked closely with Jeff Thompson, whom he is replacing as Jeff moves into the corporate purchasing role. Off the job, Graham stays healthy with CrossFit and enjoys quality time with his wife and 4-year-old daughter.



Joe Nazzaro has been promoted from the CIP Program to *Operations Manager* of Brockton, MA. Joe had been in CIP at the Fitchburg, MA location since he graduated from Framingham State University in 2012. He holds a Bachelor's degree in Business Management, which is sure to serve him well in this new role. Joe plans to run a tight operation that puts customer service first in his overall effort to help grow sales in Brockton. Away from work, Joe is a sports enthusiast with a love for football and, in particular, the Philadelphia Eagles (even though he grew up in Chelmsford, MA!).



The new *Operations Manager* of the Process Controls Division in Winslow, ME is **Frank Benedict**. With F.W. Webb for over a year as the Inside Sales/Application Engineer in Winslow, Frank joined the company in 2015 after graduating from the Maine Maritime Academy. While in college, he worked with Cote Crane and Rigging as a rigger/mechanic and also did a 60-day rotation as an operating engineer on a fishing trawler out of Dutch Harbor, Alaska. Frank's unique experiences, along with his BS degree in Marine Engineering Technology, will no doubt help him as OM. He says he hopes to grow and improve the Process Controls business and take it to the next level.



Cynthia Moroney is the new *Showroom Manager* in Stamford, CT. Cindy joins F.W. Webb from Best Plumbing, Tile & Stone, where she worked for ten years. She's familiar with the Stamford market and sees lots of potential for the Stamford showroom. Originally from Westchester, NY, Cindy holds a degree in Graphic Design from Rockland Community College in Suffern NY. She has been trained extensively and is certified through many plumbing programs. A people-person, Cindy enjoys skiing, cooking and ocean going.

Wally Enjoys the Bedford Showroom



(L-R) in the Bedford Showroom with Wally:
Brenda Lonardo, Claudia Gillis, Jennifer Dunn-Coen,
Nicole Oliveria, and Brenda Ingersoll

Webb Spotlight

Ben Arndt



Webb Vitals

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

Role at F.W. Webb:
Warehouse Manager

F.W. Webb location:
Cranston, RI

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

I was home in Burrillville, RI one Saturday afternoon about 10 years ago and received a call from my OM, Scott Trudeau. Our customer, International Paper in Jay, Maine, was in dire need of some pipe and fittings for a big shut down at the mill. They needed the material delivered in time to begin work at 7:00 a.m. the next morning, a Sunday.

Scott asked if I was willing to make the five-hour drive there (and five hours home) to deliver the products. I was happy to do it. A Cranston warehouse teammate joined me. The customer was very happy when we got there. We unloaded and immediately left. I got home at 2:00 a.m. on Monday morning.

I arrived at work a short time later that morning, and Jeff Pope came walking through the door. He personally thanked me for taking care of the customer. This has always stuck with me.

Describe yourself in 3 words or less.

Willing to learn

Where is the most interesting place you have visited?

I once took an impromptu family trip to Washington, DC. It was interesting to see the Lincoln Memorial, the White House, and other sights you usually only see on TV.

What hobby do you most enjoy?

Camping...anywhere. I have a trailer and will travel.

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

I volunteer at my local fire department in Pascoag, RI, a village of Burrillville, RI. I am a fan of giving back to the town you live in.

New Employees

- **David Bauer** – Driver, North Brunswick NJ
- **Michael Bedard** – Inside Sales, Auburn MA
- **Dylan Carter** – Inside Sales, South Portland ME
- **Samantha Cerone** – Showroom Sales Representative, Newburgh NY
- **Brian Cole** – Warehouse, Exeter NH
- **Timothy Copson** – Sheet Metal Shop Laborer, Haverhill MA
- **Carl Couture** – Driver, Biddeford ME
- **Colin Cromer** – Inside Sales Supervisor, Elmwood Park NJ
- **Daniel DeCarvalho** – Showroom Sales Representative, Boston MA
- **Xavier Fernandez** – Driver, Plymouth MA
- **John Gautieri** – Receiver, Amherst NH
- **Jordan Gowland** – Warehouse, Rutland VT
- **Nathanael Grady** – Inside Sales, Bellingham MA
- **Jordan Guay** – Tractor Trailer Driver, Amherst NH
- **Natasha Jackson** – Receptionist, Rockland ME
- **Matthew Keil** – Inside Sales, Pittsford NY
- **Susan LaCambria** – Accounts Payable, Bedford MA
- **Christopher LaRoche** – Warehouse Supervisor, Hartford CT
- **Mitchell L'Hussier** – Counter, Bedford MA
- **Brenda Lonardo** – Showroom Sales Representative, Methuen MA
- **Christopher Losada** – Selector, South Portland ME
- **Christopher Maderia** – Inside Sales, Newburgh NY
- **Samantha McFee** – Showroom Sales Representative, Albany NY
- **Timothy Mears** – Driver, Malden MA
- **Laurie Moran** – Accounts Payable, Amherst NH
- **Thomas Pappagallo** – Outside Sales, Newburgh NY
- **Victor Premont** – Driver, St. Johnsbury VT
- **Cheyenne Robinson** – Showroom Sales Representative, Ballston Spa NY
- **James Rollins** – Outside Sales, Fitchburg MA
- **Joseph Rozmus** – Warehouse, Exeter NH
- **Stephen Sauvageau** – Counter, Fitchburg MA
- **Timothy Schroeder** – Driver, Lowell MA
- **William Stocker** – Outside Sales, Allentown PA
- **Gerald Villani** – Counter, Malden MA
- **Shaun Welden** – Inside Sales, Queensbury NY
- **Anthony Wood** – Warehouse, Binghamton NY

August & September 2016

Work Anniversaries

5 Years

Christopher Biron, Amherst NH
 Scott Brosnahan, Bedford MA
 David Burghardt, Binghamton NY
 Dana Carey, Bangor ME
 Victoria Carrk, Albany NY
 Cynthia Cote, Biddeford ME
 Tatiana Dzevenskaya, Bedford MA
 Amy Fournier, Dover NH
 Samuel Fox, Williston VT
 Timothy Fox, Bennington VT
 Charles Harris, Amherst, NH
 Robert Henderson, Syracuse NY
 Richard Lanoue, Albany NY
 Erica Levasseur, Concord NH
 Dennis Mallet, Boston MA
 Jonathan McDonald, Cazenovia NY
 Phyllis Mellon, Brockton MA
 David Velau, Barre VT
 Eric Wieladek, Newburgh NY

10 Years

James Beal, Concord NH
 Eugene Blaisdell, Barre VT

Richard Brown, Lebanon NH
 Christopher Bucknam, Amherst NH
 Garrett Decato, Lebanon NH
 Michelle Fedock, Manchester NH
 Joshua Forget, Bellingham MA
 Phil Francoeur, Amherst NH
 Edward Giacchino, Woburn MA
 Jason Lescarbeau, Gilford NH
 Albert Lemire, Warwick RI
 Robert Lucci, Plymouth MA
 Norman Martineau, Bellingham MA
 Joanne Perry, Auburn MA
 Glenn Prior, Barre VT
 Jason Stevens, Syracuse NY
 Donna Turcotte, Dover NH
 Cindy Wilson, Bangor ME
 Larry Woodman, Amherst NH

15 Years

Daniel Corti, Lebanon NH
 Deirde Devito, Nashua NH
 Joan Marsi, Bedford MA
 Michael Metaxopoulos, Methuen MA
 Krista McBride, Bedford MA

John Mills, South Portland ME

Manuel Neves, Methuen MA
 Timothy Norton, New Bedford MA
 Stephen Perro, Winslow ME
 Jeana Rivera, Bedford MA
 Dennis Wilson, Madison NH

20 Years

Susan Brooks, Bedford MA
 Michael Ferguson, Keene NH
 Neil Labbe, Bangor ME
 Alan Lane, Bangor ME

25 Years

Todd Hallock, Williston VT
 Nicholas Markowski, Rutland VT

30 Years

Paul Favreau, Amherst NH
 Scott McIntyre, South Portland ME
 Bruce Palmateer, Ballston Spa NY
 Denise Sieber, Ballston Spa NY
 Donald Whitcher, St. Johnsbury VT

Promotions

- Anthony Caswell** from Warehouse to Counter, Lewiston ME
- Maurice "Joey" Langlois** from Warehouse to Counter, Lewiston ME
- Charles Osborne, Jr** from Warehouse to Counter, South Portland ME
- Brandon Prussman** from Warehouse to Inventory Control, Nashua NH
- Justin Roman** from Warehouse to Counter, Malden MA
- John Smith** from Driver to Counter, Fitchburg MA
- Jeff Souza** from Warehouse to Inventory Control, Plymouth MA
- Antonio Torres** from Driver to Warehouse, Haverhill MA

Retirees

- Elizabeth Dilliplane**, Pleasantville, NJ after 1 year
- Timothy Dilliplane**, Pleasantville, NJ after 1 year
- Stephen Fehl**, North Brunswick, NJ after 1 year
- Norman Guertin**, Fitchburg, MA after 15 years
- Wayne McMullin**, North Brunswick, NJ after 1 year

Births

- Skyla Johnson** born July 24. Daughter of Timothy Johnson, West Bath ME
- Owen Wagoner** born July 30. Son of Alan Wagoner, Amherst NH
- Athena Kern** born August 2. Daughter of Dustin Kern, North Brunswick NJ
- Hunter Rowley** born August 2. Son of Eric Rowley, Lewiston ME
- Jaxson Kline** born August 5. Son of Matthew Kline, Syracuse NY

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Pipeline is an internal publication for employees only.