



Mourning the Passing of our Revered Leader

JOHN D. POPE

(1931 – 2018)



F.W. Webb employees and industry colleagues join with the entire Pope family in grieving the loss of company owner and emeritus President and CEO John D. Pope. Mr. Pope passed away peacefully at his home on January 9, 2018 at the age of 86. Although he had been ailing from Parkinson's disease, he continued until just recently his weekly trip to his office in Bedford to catch up on business.

John, as he preferred to be called, was the longest owner/leader of F.W. Webb Company and arguably the one whose vision and strategic decisions had the most impact on the company's impressive trajectory. When he assumed leadership in 1961 after his father died unexpectedly, the company had seven locations and \$5M in annual sales revenue.

Today, F.W. Webb is a \$1B+ industry powerhouse – the largest distributor of its kind in the Northeast, with an ultra-modern 1M-sq.-ft. CD, \$320 million in available inventory, more than 90 locations in nine states, and 2,200+ employees.

John was a giant in the distribution industry, earning the respect of countless friends, acquaintances and associates over the years. He touched the lives of thousands of customers and employees – past and present. His impact on F.W. Webb was monumental. He will be greatly missed and long remembered.



A memorial service is scheduled
on January 27, 2018
10:30 a.m.

F.W. Webb Central Distribution
10 Webb Drive*
Londonderry, NH 03052

*Address for GPS:
52 Pettengill Road

For more on the life and legacy of John Pope, visit fwwebb.com.



The BIG Move is On

by Brent Dumont, Senior Marketing Manager, Bedford, MA

Over 18 months ago, ground broke in Londonderry, NH for the new F.W. Webb Central Distribution facility. Since then, thousands of “man” hours have gone into the construction of the nearly 1M-sq.-ft. building. Now, at last, move-in is at hand.

“I pull up to the building and I’m excited every time,” said Brendan Monaghan, Senior VP of Operations. “It’s like buying a new house. You just want to get in there.”

The CD move involves large-scale logistics. Planning has been in the works for months.

The new facility will carry 50,000+ SKUs initially. To maintain consistently high inventory, CD did not miss any single pre-season buy opportunity in 2017. So, there’s lots to be moved. As of early January, CD Amherst has approx. \$60M in products. Pre big move, excess inventory has begun shipping out of Amherst to Londonderry.

Dry Run

The team had a dry run in November when the 160,000-sq.-ft. “overflow” storage facility that Webb has been renting in Merrimack, NH was emptied. Over three days, a team of 28 drivers and 76 CD team members loaded and transferred 471,000 pieces of material to Londonderry. It took 196 truckloads to transport the \$21M worth of product. The move averaged \$100,000+ in inventory per truckload.



Rebecca Segovia, CD Receiver, moves inventory into the new CD.

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THE SCOOP by Bob Mucciarone



Our new year begins on a sad note with the passing of John Pope, who dedicated his career to pushing Webb forward. As we reflect on his extraordinary leadership and prepare for his memorial service, it’s also a time to review the year past and year ahead.

Certainly the biggest 2017 event for the future of Webb was the construction of our brand new 1M-sq.-ft. Central Distribution facility. We are putting the finishing touches on it and will be operational in Londonderry by the end of February. This building will allow Webb to sustain its growth and profitability for many years to come.

In 2017, Webb completed two acquisitions, Master Supply and Harbor Supply. We opened a number of new buildings, including our new 70,000+ sq.-ft. Piscataway, NJ facility. We expanded our sales leadership team, made a strong leap in our Water Works Division, and dramatically expanded our B2B e-commerce reach and capabilities. We rebranded our showrooms and reexamined our product lines to include more in-demand and lucrative offerings.

We are excited for 2018, as we believe Webb is well positioned to accelerate our sales and profit goals. The new tax legislation recently passed in Congress will lessen Webb's tax liability and allow us to invest more in the company and our employees.

The new CD facility comes with an additional expense burden, so it will be essential to grow sales and profits to pay for it. We think we have the plan to accomplish this.

We continue to seek new opportunities that we believe make sense. There are a couple on the table under serious consideration and may trigger soon. There also will be a continued focus to upgrade our older buildings. There is much cause for optimism.

Final 2017 results will be available in a few weeks. We did \$90M more in sales in 2017 than we did in 2016. Unfortunately, growth in expenses outpaced growth in Gross Profit. How it all shakes out is yet to be determined but we expect good results after we put it all together. Look for Jeff Pope's profit sharing announcement in a few weeks.

Let's make 2018 a "focus-on-the-customer year," in a way that makes every customer stand up and take notice!

Did You Know?

It was -24°F in Caribou, ME on Jan. 3, 2018.



See page 17 and 22
for more Webb Cam.



Continued from page 2

Real Deal

Empowered by the Merrimack run, the much larger move from Amherst to Londonderry, a distance of 23 miles, is expected to go smoothly. Brendan anticipates 2,400 truckloads will move inventory over a seven-day period, covering a total of over 100,000 miles. All the loading, unloading and driving will be done at night to minimize delays caused by daytime traffic. All inventory will be

placed in its proper place in the massive warehouse during the day.



CD entryway foyer is ready for visitors.

"Each load has to be picked strategically as the new warehouse will be filled starting at aisle one," Brendan said. "It is imperative that the correct products get on the correct trucks for the correct aisles."

First CD crew to receive material in Londonderry. ▼

Maintaining Stock Levels

During the week of inventory transfer, CD essentially will be shut down. Larger branches will stock up on certain products in advance to serve as regional hubs for surrounding locations.

"Service levels and location needs will be handled throughout the move to minimize the impact at the store level," Brendan said. "Going forward, we'll work with the sales team to immediately add 10,000 more SKUs to CD to position F.W. Webb for growth."

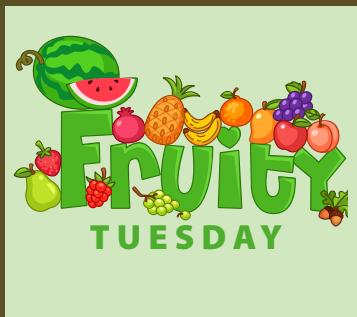
It truly will be a company-wide effort to complete this impressive undertaking.

To make the process more efficient, 25 additional trailers will be brought in for the three-step process:

- (1) A loaded truck will leave Amherst for Londonderry and be left at one of the 80 bays for unloading.
- (2) Driver will take an empty truck from Londonderry back to Amherst for refilling.
- (3) Driver will pick up another loaded trailer in Amherst and head back to Londonderry.



Editor's note: as of publishing deadline, the move-in date is expected to be around the end of February.



2017 YEAR IN REVIEW



F.W. Webb wraps up another exciting year.

2017 HIGHLIGHTS INCLUDE:

CD Topping Off; Piscataway Hub opens;
Frank Webb Home rebranding;
Water Works and Gas Divisions expand;
TRIO Boiler at 10; Best of Boston Home;
Industrial tank fabrication;
Thermal Solutions Group; New showrooms;
Emergency spill response;
Fruity Tuesdays; Two Acquisitions;
Sports sponsorships; and more!





(L-R): Greg Sperry, Warehouse; Jerry Castonguay, Outside Sales; Kyle Whittle (green cap), Driver; Lee Roy, Inside Sales; and Colby Johnson, Counter.



Northern Star: Caribou, ME

With a population just over 8,000 and a January temperature average of merely 10°F, Caribou, Maine may be rural, cold, and snow-covered in the winter, but this northernmost outpost in Webb territory is home to the company's "Northern Star." Only five miles from the Canadian border but 170 miles from the nearest Webb location in Bangor, ME, the Caribou location is lean and efficient with six full-time employees, including Store Manager Gino Martin.

Aside from supplying much of the region's general residential plumbing needs, the F.W. Webb location in Caribou unsurprisingly sells a lot of heating supplies. The store's largest customer is the Maine-based Dead River Co., which distributes propane and heating oil throughout New England. The presence of Dead River has prompted many area homes and businesses to switch to propane for heat. This has meant a steady stream of boiler sales – especially the PurePro TRIO boiler line.

Things have been busy in Caribou with the recent extreme cold snap. On the last selling day of 2017, with the outside thermometer reading a bone-chilling minus 12°F, Gino reported a busy counter humming with contractors stopping in for boiler replacement parts. Keeping customers supplied as they deal with the anticipated "no-heat" calls is an average day for the counter during winter.

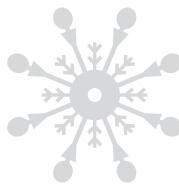
Over the heating season it's not all work and hibernation for our Northern Star Webb colleagues. When the day or week is done, the crew takes to the pristine Northern Maine countryside via its legendary snowmobile trails or ice fishing on any of the region's abundant frozen lakes and ponds. It may be cold but our Caribou crew handles it with ease!



Caribou GM Gino Martin



Driver Kyle Whittle clears ice and snow from the Caribou delivery truck.





DIVISION DOWNLOAD



Location / Phone / Email

Hartford, CT – Headquarters
800-243-9360 or 866-999-1075

Sales leads/questions: propane@fwwebb.com

Technical questions: gastech@fwwebb.com

Team (Hartford-based unless indicated)

Management

Rich Fox, Sales Manager
Rich Harvey, Product Manager

Training Coordinators

Dave Newman
Adam Scheuritzel

Inside Sales

Brian Domanico
Robin Glenney
Paul Mercready (Manasquan, NJ)
Howard Schneider (Manasquan, NJ)

Outside Sales

Jennifer Hutchinson
Jayson Schneider
Shawn Somma
Robert White

Office

Carol Avery, Admin
Liliana Castro, Receptionist
Darren Juan, Purchasing Expeditor
Emma Sewell, Inventory Control

F.W. Webb Propane Gas Division

by Phyllis Laorenza, Marketing Dept., Bedford, MA



In 1998, F.W. Webb Company began selling propane and natural gas equipment and parts with the acquisition of Victor Manufacturing and Distribution Co., a New England distributor of gas products based in East Hartford, CT. With its excellent reputation for quality, service and expertise, Victor – and a solid ensemble of talented Victor associates – gave F.W. Webb an immediate foothold in the marketplace. Many of those associates are still with F.W. Webb today.



Underground gas tank inventory at Syracuse, NY location

The Propane Gas Division is headquartered in Hartford, CT but has been decentralized under the direction of Hartford GM Phil Vultaggio. A great team is in place and propane/gas products and inventory are in all Webb locations, with widespread expertise across the footprint to support all gas customer needs.

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(L-R): Representatives of the Hartford-based Propane Gas Division: Emma Sewell, Inventory Control; Liliana Castro, Receptionist; Robin Glenney, Inside Sales; Darren Juan, Purchasing Expeditor; Brian Domanico, Inside Sales; and Rich Harvey, Product Manager.



F.W. WEBB COMPANY
Propane Gas Division



DIVISION DOWNLOAD

Key Gas-powered Products

- Appliances: Generators
- Dryers, Stoves Grills
- Boilers/Furnaces Hearths/Fireplaces
- Camping/Outdoor Lighting/Lamps
- rec equipment Vaporizers
- Heaters: patio, Vehicles: Forklifts,
- pool, space, water Lawn mowers

Key Supplies/Accessories

- | | |
|----------------------------------|---------------------|
| • Compressors | • PVF and Tubing |
| • Cylinders | • Pumps |
| • Gauges, include
Remote Read | • Regulators |
| • Hose | • Tanks |
| • Meters | • Vaporizers/Mixers |
| | • Venting |

Services

- | | |
|---|---------------------------------|
| • Consultation | • Project sizing/
management |
| • Digital ordering | • Quoting and
spec'ing |
| • Hazmat cleanup/
environmental
services* | • Training |
| • Inventory
solutions | • 24/7 emergency
services |
| • Job take offs | |

*Through Webb's Alliance Environmental Group

Applications/Industries

- | | |
|-----------------------------------|------------------------------|
| • Commercial and
Residential | • Hearth |
| • Cooking | • HVAC/R |
| • Cutting/Welding/
Fabrication | • Hospitality/
Recreation |
| • Farming/
Agriculture | • Laundry |
| • Hardscaping and
Landscaping | • Manufacturing |
| • Heating | • Off-grid |
| | • Power/Energy |
| | • Transportation |
| | • Construction |

Customers

Over the years, the gas products business for F.W. Webb has grown substantially. Today, the company has the largest inventory of propane and natural gas products, parts and accessories in the Northeast.

Customers include propane distributors; residential and commercial heating contractors; commercial, industrial and institutional professionals; power companies; manufacturers; fuel depot operators; landscapers; hearth retailers; and others.

"If it touches, moves or burns propane or natural gas, we've got it," said Product Manager Rich Harvey, a former Victor employee and 30-year industry veteran. "F.W. Webb is truly a one-stop shop for gas-related products and accessories."

Diverse Products

All Webb locations carry or have access to a variety of gas-related products from the industry's top manufacturers. Categories include:

- | | | | |
|--------------|--|---------------|-----------------|
| • Boilers | • Humidifiers | • HVAC/R | • Space heaters |
| • Cylinders* | • IAQ systems
(indoor air
quality) | • Meters | • Tanks* |
| • Furnaces | • Irrigation | • Piping | • Valves |
| • Gauges | | • Pumps | • Vaporizers |
| • Generators | | • Regulators* | • Venting |

* For safety, F.W. Webb sells gas regulators only to licensed gas contractors. Additional gas product sales restrictions are listed on fwwebb.com.



New Markets

Newer and growing segments of the gas market include hearth and home,** hardscaping, and outdoor recreation. Appealing for the ambiance they create, **hearth and home** products are popular with homeowners and hospitality businesses (e.g., restaurants, bars, hotels, nightclubs, etc.).

- | | |
|-------------------------------------|---|
| • Hearths | • Outdoor lamps, torches and
heaters |
| • Fireplaces (indoors and outdoors) | • Mosquito eliminators |
| • Fireplace inserts and log sets | |
| • Fire tables and fire pits | |

** Frank Webb's [Hearth and Home showroom](#) sells all products listed above.

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DIVISION DOWNLOAD

Meet the Trainers



Dave Newman has been in the Propane industry for 30 years. He is experienced in residential, commercial and industrial applications. Among his many certifications, Dave is licensed in multiple states and certified

with the NFI (National Fireplace Institute) for service and installation. He lives in New Hampshire and covers MA, ME, NH, RI and VT. Dave can be reached at **603-722-8713** or dave.newman@fwwebb.com.



Adam Scheuritzel joined F.W. Webb last year with 15 years of experience servicing and installing nearly every type of gas appliance, piping, and associated equipment. Previously, Adam was a firefighter for

25 years, including nine as a certified Fire Marshal in Connecticut. Adam resides in Connecticut and covers CT, NJ, NY and PA. He can be reached at or **860-508-3306** or adam.scheuritzel@fwwebb.com.

The F.W. Webb LP (Liquid Propane) Council, with 20 representative members of inside and outside sales reps involved with the gas business, gather quarterly to share ideas, listen, and discuss customer needs and market trends. "Good to great" principles are adopted to work cooperatively and optimize business. ▼

To complement landscaping, home construction and renovation projects often include careful attention to **hardscaping** – the “non-plant” design elements of a yard. This trend supports bringing the indoors out. An elaborate paved patio area can feature lighting, torches, heaters, built-in grills, ovens, and refrigeration, along with comfy seating around fire pits/tables. Gas pool heaters keep the pool and spa tub warm and inviting.

In the **outdoor recreation** market, F.W. Webb has an entire catalogue of propane-powered and related products for customers “off the grid.” These can include cabin operators, fishing and hunting lodges, vacation homes, RVs and RV parks, snowmobile and ski areas, etc. Off-grid customers typically rely exclusively on propane to operate generators, lighting, heaters, refrigeration, washer/dryers, stoves, grills, and even toilets!



Training Critical

The F.W. Webb Propane Gas Division is dedicated to staying ahead of the latest trends, regulations and products, as well as those on the horizon. The team is active with industry associations and regularly attends trade shows. A Webb LP Council of about 20 gas sales reps meets quarterly (see photo/caption below).

"The Gas Team's knowledge and experience in the market, as well as our intensive customer and employee training programs, make us standout from the competition."

– Rich Fox, Sales Manager, Propane Gas Division

Proper installation and use of propane and natural gas products are essential for safety. Webb's Gas Training Coordinators continuously train employees and customers who install, service and use gas products in residential, commercial and industrial applications.

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DIVISION DOWNLOAD

Key words for cross-selling

- Bulk plant/storage facility equipment
- Bobtail/transport truck equipment
- Gas lines (underground/indoor)
- Hearth (indoor/outdoor)
- Space heaters/infrared heaters
- Temporary heat/construction heating

Top Brands

DORMONT

GENERAC



QUALITY STEEL
Because Quality Steel Means Quality Tools
★ Thank You for Supporting USA Manufacturers ★



WHITE MOUNTAIN HEARTH
by Empire Comfort Systems

RESCO



Rinnai



OmegaFlex

Webb's Adam Scheuritzel and Dave Newman cover the entire territory with classroom and field training. Topics range from basic to advanced LP/gas properties, including: selection and sizing of tanks, regulators and pipe; equipment installation; and service. Many of these sessions are NFI-certified (National Fireplace Institute) and all are offered free of charge.



Autogas filling station (tank provided by Webb)

For “startup” customers – those new to the LP/gas industry – specialized safety and technical training is provided for customer service reps, drivers, service techs, and managers. “This type of extended outreach and training strengthens customer relations and builds trust,” Dave said.

Appeal of Propane

Readily available in the U.S., the popularity and production of propane gas has grown exponentially. It is now the 3rd most common engine fuel in the country. It is recognized in the EPA's Clean Air Act of 1980 as an environmentally friendly energy source. With low greenhouse gas (GHG) emissions, propane burns cleaner and has a lower carbon footprint than other energy sources, such as heating oil. Visit propane.com for more info on propane gas.



Radiant construction heater

Call to Action

For more information, to share a lead or trend, or to help a customer, call 866-999-1075 or email rich.harvey@fwwebb.com or richard.fox@fwwebb.com.

New PurePro Tankless Water Heater

F.W. Webb has introduced a high-efficiency, ENERGY STAR®-rated tankless water heater for residential and light commercial customers. The **PurePro TL-Pro** family of water heaters is available in both condensing and non-condensing models; natural or propane gas. All models offer great efficiency and speedy delivery of hot water, with an energy factor of up to 0.95. For commercial applications, up to 24 units can cascade together to deliver a maximum of 199 gallons of hot water per minute.



New Product





2017 Fleming 5K “Either Way I Win.”

The Fleming 5K was held at the new CD in Londonderry, NH on Oct. 15. A one-mile Kids' fun run preceded the 5K run/walk.

It was a beautiful autumn day set aside to memorialize John Fleming, a good man and dedicated colleague. Over 300 people participated, some running, some walking, others cheering and volunteering.

\$5,800 was raised for the Jesus Film Project, John's favorite charity. All who spoke recalled John's life principles and kind spirit.



Jeff Pope addresses the crowd.



John's son Jonathan spoke.



David Bradley, John's best friend with the Jesus Film Project.



John Fleming's family listens to the moving tributes.



14-year-old Laney Powers, daughter of Melissa Powers (Office Admin, Hyannis, MA) sang the National Anthem.



Ruth Martin with John's youngest son Sean.



Runners in the one-mile kids' fun run at the start line.



Webb Hires Mechanical Seals Expert

F.W. Webb sells pumps in most major markets, including municipal, commercial and industrial. An integral part of most pumps is a mechanical seal, which we carry from premier manufacturer, Flex-A-Seal. When selected properly, a mechanical seal can increase pump life, prevent leakage, and save energy costs.

To improve service to pump customers and expand business, the F.W. Webb Commercial & Industrial Pump Division has hired a Mechanical Seal Sales Specialist for New England. Michael Sullivan joined F.W. Webb in September with more than 40 years of industry experience.

Mike is calling on power, pulp and paper, waste water, chemical, pharma, and general industrial facilities. He is solving customer problems, bringing new solutions and ideas to the market, and working closely with Webb colleagues in the field.

Contact the Pumps Division (Br. 50) in Cranston, RI with customer questions and leads for pumps and seals – sales and service.



(L-R): Mechanical Seal Sales Specialist Michael Sullivan with Pumps Division Outside Sales Reps Edgar Aguilar and Mark Dee at a recent trade show.

New Instrumentation Manufacturer Signed

The F.W. Webb Process Controls Division (PCD) based in Winslow, ME is now representing KROHNE, a world-leading manufacturer and supplier of industrial process instrumentation. KROHNE, with U.S. headquarters in Peabody, MA, came onboard effective Jan. 1, with a wide variety of process measurement and analysis instruments to monitor and control:

Flow • Level • Temperature • Pressure • Viscosity • Gas • Steam

PCD Outside Sales Rep, Mark Braatz, has a key role in launching the new line. "Mark is the point person helping integrate KROHNE products into our offering and maintaining the relationship with KROHNE moving forward," said Process Controls Division General Manager Corey Post.

Industrial customers that require measurement instrumentation in their operations include pulp/paper, food/beverage, power generators, waste processors, manufacturing facilities, etc.



KROHNE
► measure the fact

NESCA "Meet the Engineers" Event

Tom O'Hare (left), Outside Sales, Water Works Division, at an NESCA "meet the engineers" event in Latham, NY. NESCA is the Northeastern Subcontractors Association, a trade association representing 500+ subcontractors, specialty contractors, and material/equipment suppliers in Northeastern NY.



F.W. WEBB COMPANY
Water Works Division



...And the Winner is The Boston Showroom!

by Alicia Criniti, Marketing Director, Bedford, MA

What a way to kick off 2018! The *Frank Webb Home* showroom in Boston has been named “**Best of Boston Home**” in the Bath Supply category. The news appears in the winter edition of *Boston Home* magazine.

BEST OF BOSTON HOME 2018

AWARDED BY BOSTON MAGAZINE



Boston Showroom Manager Deb Dumel and GM Tom Blades are “best” and “winners!”

See Q&A with Deb Dumel on page 13.

The Boston showroom team celebrated at the Boston Design Center on Dec. 14 at a spirited event for winners of the prestigious 2018 “Best of Boston Home” award.



Taste of Bellingham

The Bellingham, MA showroom hosted another successful “Taste of Bellingham” event with samples from local restaurants and food and beverage providers. Sponsored by the Bellingham Business Association (BBA), the event was open to BBA members along with local businesses and the general public. A crowd of more than 150 people paid the admission fee to attend, enjoy, and see the showroom at the same time. A local radio station broadcasted live as well. The event is in its 10th year; 2nd year in a row at the Frank Webb showroom.



(L-R): Store Manager Josh Forget and GM Norm Israelson



Q&A

Deb Dumel, Boston Showroom Manager,
on the Best of Boston Home Award

Pipeline: Where were you and what was your reaction when you heard the news?

Deb Dumel: On vacation sleeping. LOL. Tom [Blades, Boston GM] called me at home. I was shocked and never thought it would happen this year. I was completely caught off guard.

Pipeline: Why do you think the Boston showroom was selected?

Deb Dumel: We have all the right products for the Boston market. We are within a mile radius of the top architects and designers in Boston. We have the most knowledgeable staff compared to the competition. We have free parking and access to public transportation. We have the best pricing for both consumer and trade.

Pipeline: How significant is this for you and the Boston team?

Deb Dumel: This is one of the most highly recognized and sought-after awards in Boston. We have already seen results by attracting some of the top designers that for years we had been seeking to visit our showroom. Names like Paula Daher, Amanda Pratt, and Bill Trifone International.

Pipeline: What feedback have you received from your customers?

Deb Dumel: Our customers have complimented us on our achievement. They are feeling even more confident that we are the showroom to shop.

Pipeline: Will this be helpful in attracting new prospects?

Deb Dumel: Absolutely, as I mentioned we are getting many more high-end designers and have experienced more appointment requests.

Pipeline: What does the award mean for the company and the entire showroom enterprise?

Deb Dumel: This award and exposure are not just for Boston. It reaches all of New England and puts all the Frank Webb Home showrooms in the highest regard. It tells customers to shop a Frank Webb Home showroom ahead of all others.

Pipeline: How did we secure this designation?

Deb Dumel: Tom and I participated in all the Boston Magazine events and interviewed with the magazine staff on why we are the Number One resource for consumers and trade professionals in the Boston area.

Pipeline: Where do we go from here?

Deb Dumel: We have signage with the award placed prominently inside the showroom and at the entrance. We must continue the same formula that earned us the award. Keep our showroom updated with displays of the newest, most innovative products. Respond quickly to our customers with quotes and timely delivery.



(L-R): Michele French, Concord, NH Showroom Manager, and Karen McNamara of the Crisis Center of Central New Hampshire.

Showroom Designer Event Turns Charitable

by Michele French, Showroom Manager, Concord, NH

We had a fun holiday-themed event with designers this fall. They came to the showroom for a CEU course given by Lani Smith from Moen. After the class, we enjoyed food and beverages (Mashtinis, etc.) and then each designer or designer firm decorated a Christmas tree.

The trees went on display in our showroom and our customers voted for their favorite one. The top three winning designers or design teams received a prize.

The best part of the event came later when we reached out to the Crisis Center of Central New Hampshire to see if they could use any of the wonderfully decorated trees in their shelter for the holidays.

Karen McNamara from the Crisis Center came in and picked out three trees she said would work well in their space. It felt great to turn this designer outreach event into something even more fun and meaningful than originally planned!



Two New Showrooms Open; One Grand Reopening

Two new showrooms debuted last year. Opening in early fall, the Piscataway, NJ showroom was the first official showroom bearing the new moniker, Frank Webb Home. A Grand Opening with 200 people followed on Nov. 1. The spacious 7000-sq.-ft. destination location features stunning displays of trending bath, kitchen and lighting products.

Quite a bit further north, the 3700-sq.-ft. Oakland, ME showroom opened. There was a small breakfast gathering for customers on Dec. 5 to introduce the new showroom. A larger event to mark the Grand Opening is planned for this quarter.

Hartford Showroom Reopens with Style

Oct. 12 was an evening to remember as 175 guests browsed the new Frank Webb Home showroom in Hartford, CT during a stylish grand opening celebration. The beautiful 6000-sq.-ft. remodeled showroom is in space formerly occupied by the Propane Gas Division.

Showroom Manager Wanda Garay was the genius behind the design of the showroom and it literally sparkles and overflows (no pun intended!) with extraordinary bathroom, kitchen and lighting displays. Guests were captured and inspired the minute they walked in the door.

To stage the event, Wanda and Hartford Showroom Consultant Erin Entner worked closely with Hartford GM Phil Vultaggio and Outside Sales Rep John Blades to make every detail spectacular – from quality catering, jazz band, elegant decorations, and red carpet.



A silent auction at the Hartford event raised more than \$4,200 to benefit an independent, interfaith, tuition-free middle school for local girls from underserved families.

Piscataway, NJ



VP of Sales Tom Santer welcomes the crowd at the Grand Opening of the Piscataway showroom.

Oakland, ME



The 3700-sq.-ft. Frank Webb Home showroom in Oakland is open for business.

Hartford, CT



(L-R): At Hartford Grand Reopening: Erin Entner and Kira McKenna (both Showroom Sales Consultants), GM Phil Vultaggio, Showroom Manager Wanda Garay, and Sales Consultant Nancy Sachereck.



Pleasant in Pinkville

by Christina Rodriguez, Office Admin, Pleasantville, NJ

In honor of Breast Cancer Awareness Month this past October, the Pleasantville, NJ location ran the “Show some Love with Lochinvar” promotion as a way to give back. For every Lochinvar boiler purchased between Oct. 16-31, our location donated \$50 to the Susan G. Komen Foundation.

On the final Thursday of the month, we hosted a BBQ counter day with our Lochinvar partners. From 11:00 a.m. – 2:00 p.m., we invited customers to participate in Lochinvar live-fire boiler demonstrations, but the catch was they had to donate to our breast cancer fundraiser to participate.

Throughout the month we also had “Pink Fridays” where employees wore pink. We were proud to unite with our customers and with Lochinvar to raise funds for breast cancer research – a total of \$500.

This cause is extra special to us in Pleasantville. We have a five-year breast cancer survivor on our Inside Sales team, Dianna McNierney. We are all very proud to be on #TeamDianna!

GO PINK!

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Concord Collects Food

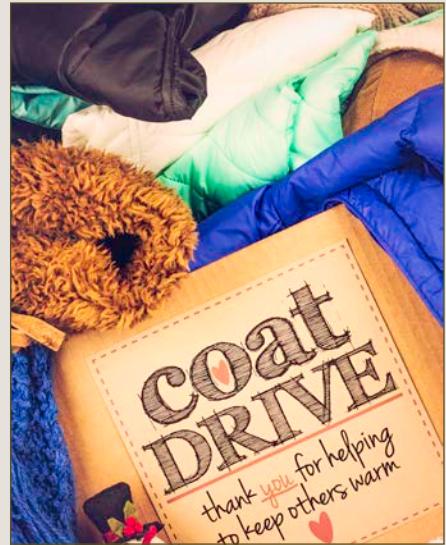


Shout out to customers and employees of Concord, NH for donating a cornucopia of food items to the local food bank this past Thanksgiving.

Coat Drive Delivers!

With the extreme cold snap, a warm coat can be a lifesaver. More people and children will have a warm coat this winter thanks to generous donations to Donna Longo's annual coat drive. Donna (Accounts Payable, Corporate Office) said 354 coats were collected for her Lion's Club drive greatly surpassed last year's number of 125, thanks in part to donations from Webb colleagues, including a stack from the Nashua, NH branch.

Donna thanks everyone who gave and is especially grateful to Marianne Tragakis (Marketing Manager, Corporate), who donated almost 100 children's knit hats, lovingly and skillfully made over the past year by her recently deceased mother Ann Tragakis. Coats collected by Donna are dry cleaned for free by Anton's Cleaners and distributed to those in need via local social service agencies.



Way to go, Donna, great results that will have a meaningful impact!



An EnLIGHTening Evening

by Dan Soroken, Showroom Manager, Nashua, NH

This past fall, the Frank Webb Home showroom in Nashua, NH had the pleasure of partnering with lighting rep, Walker and Willis, on a CEU-accredited (Continuing Education Unit) training class specifically for designers. Walker and Willis represents many lighting brands including Hinkley, Hubbardton Forge, and Quorum. They are very knowledgeable and were terrific co-hosts for this event.

The training dinner was held in nearby Merrimack, NH at Buckley's, one of the area's best steakhouses and location of many past showroom events (we keep returning because it is that good!). A dozen designers attended this specialty event and all found the lighting education helpful. We hope to earn more of their business when their clients are in need of lighting for their homes and businesses.

Showroom Shows:

March 3-4:

Eastern CT Premier Home Show,
Mystic Marriott, Groton CT

March 15-18:

Syracuse Home & Garden Show,
NYS Fairgrounds, Syracuse NY

March 17-18:

Home, Garden & Lifestyle Show,
Barnstable High School, Hyannis MA

March 18:

Granite State Designers Show,
Radisson Hotel, Manchester, NH

March 18:

Upper Valley Home Life Expo,
Leverone Field House, Hanover NH

March 22-25:

Western Mass Home & Garden Show,
Eastern States Exposition,
West Springfield, MA

Showroom Finds Value in Working with Chamber

by Brian Bradley, General Manager, Rutland, VT

Again this year, the Rutland, VT showroom opened its doors to local businesses by hosting a Chamber of Commerce event. Over 50 businesses were represented and many new potential customers were introduced to our retail business and product offering.

Many of them were pleasantly surprised to learn that they didn't need a contractor to purchase from us. There is a misconception among some in the community that homeowners cannot walk in and buy directly from the showroom. Events like these present an opportunity to change that mindset.

Hosting these events is a great marketing and lead generation tool for us. During the evening, our team spoke to five different people preparing to renovate their bathroom; all said they would return to work with us during their projects.

Positive word of mouth from a trusted source is invaluable. Many people turn to their local Chamber for business recommendations. Certainly, Chamber members rely on each other for local recommendations. Being an active member allows Frank Webb Home to be top of mind for bath, kitchen and lighting products to many people in the community.

Working with your local Chamber of Commerce is a worthwhile investment of time and money. Membership fees are reasonable while the returns can be high, especially the opportunity to build quality relationships with other businesses. I strongly encourage all showrooms to join their local Chamber and participate actively. There's much to gain and nothing to lose!





Webb Cam



Six of our colleagues in Hartford, CT participated in a Chili Cook-off there: (L-R): Mike McKenty, Inside Sales (tied for 2nd place); Jennifer Anderle, Outside Sales – WINNER!; Emma Sewell, Inventory Control; Matt Lisella, Warehouse; Brian Domanico, Inside Sales (tied for 2nd); Lily Castro, Receptionist.



The company name flies around the track when Wayne McCaslin (Warehouse, Process Controls Division, Winslow, ME) races his red Chevy in local stock car races.



The Rutland, VT location participated with a haunted sugarhouse-themed Webb float in the city's annual nighttime Halloween parade – the largest in the Northeast with 10,000+ attendees.



Ernie Coutermarsh, Senior VP of Industrial Business Development, went back to the future and returned with a "Best in Show" award after entering his wife's DeLorean in a car show at the Lanam Club in Andover, MA this fall.



(L-R): Cathy Votto (Office Admin, Salem, MA) and Lisa Musto (Accounts Payable, Corporate) ran into retired Red Sox designated hitter David Ortiz in Salem, MA over "Halloween Month" – dressed as himself!

Alex Steenbergen, Counter Sales, came in 1st in the Concord, NH carving contest.



Dave Perez, CD Warehouse Manager, opens the new CD in Londonderry for the first time.

Steam and Condensate Basics Training



F.W. Webb Energy Systems Sales Manager Daryl Schoellkopf presented “Steam and Condensate Basics” to members of the CNY ASHRAE chapter at the Syracuse, NY location this fall. Daryl said, “Special thanks to Mark Yonnick (Outside Sales) and the (Syracuse) Webb team for coordinating a well-attended event.”

AFE Granite State Chapter Annual Vendor Night



Representing F.W. Webb at the AFE Granite State Chapter annual Vendor Night this fall at the Viega Training Center in Nashua, NH were: (L-R) Gordon Bailey, Rich Chown, Ed Giacchino, Dennis Ford, Steve McGlynn, Tarad Nadeau, Mark Dee, and Daryl Schoellkopf. Dennis serves as Chapter Vice President and Daryl conducted a class on Steam Fundamentals.

Calling all Photographers

In addition to sending photos to Pipeline for consideration, send your business event photos to KLM@fwwebb.com for immediate posting on the Intranet. Batches of 10mb or less transmit best.

ISPE-Boston Show



Spotted in the Webb booth at this fall's annual ISPE-Boston Show at Gillette Stadium in Foxboro, MA: (L-R) Armstrong Northeast Director Mike Calogero, Armstrong Smart Services Group Business Development Manager Philippe Moock, and F.W. Webb Process Controls Division Senior Technical Sales Specialist Mark Braatz.

DAY 1 SHOUT OUT

Remarkably, even the principal of a large heating oil company can be without heat.

When his home boiler stopped during the brutal cold of New Year's Day and his company didn't have the necessary parts to fix it, this owner picked up the phone and called his closest contact at F.W. Webb, Heating Product Manager **Joe Ruggiero**.

Joe remotely assessed the issue and available inventory. He was able to locate universal replacement parts in stock in Seabrook, NH to meet the need – luckily not far from the customer's home in Newburyport, MA.

Joe contacted Dover, NH General Manager **Mike O'Shea**, who in turn made arrangements for **Erick Tashereau** (Seabrook Counter Sales) to open the store. The oil company owner got his parts, heat was restored, and the end result was a deeply grateful – and warm – customer.



Welcome to a Healthy New Year!

By Stefanie Harrison, Benefits Manager, Bedford, MA

New FSA deductions

If you (re-)enrolled in the health or dependent care FSA accounts, check your FSA payroll deductions.

Friday, January 5 was the first pay period for these new deductions and it is important that you review your paycheck to make sure your election is reflected correctly.

Also remember there is no longer a grace period for the health care FSA. Instead, all remaining 2017 FSA health care funds, up to \$500, will automatically rollover into your 2018 FSA account. On the other hand, the grace period is still available for dependent care expenses.

You can check your balances and enrollment by logging into the Benefit Strategies website at benstrat.navigatorsuite.com.

Smoking Cessation

For many, this is the time to tackle new goals, such as quitting smoking. Help is available through both our Employee Assistance Program (KGA) or a Cigna personalized health coach.

To get set up with a Cigna health coach, who will help you develop a program, stick to it, and remain smoke-free, log onto mycigna.com or call 888-992-4462.

Similar resources are also available if your goal for the new year is weight loss or reducing stress.

Wellness 2018

Our Wellness Program is now entering its second year and I hope everyone has enjoyed learning more about nutrition, fitness and exercise, preventive care, and stress reduction.

We are kicking off the first quarter of 2018 with our Financial Wellness topic. Financial wellness can alleviate a lot of other health issues, such as stress, and as a result, obesity, high blood pressure and anxiety.

Watch for materials with information to help you learn to budget, deal with debt, and plan for a secure future.



Happy 1st Birthday Webb Wellness!



New Location in New York

To reach more customers in the New York Metropolitan Area, F.W. Webb recently opened a location in **Mamaroneck, NY**. The company welcomes new employees and customers of Harbor Plumbing & Heating Supply. Only 25 miles from New York City, this location is in Westchester County, the Empire State's second most populous county and headquarters to many Fortune 500 companies. Mamaroneck will be led by new Store Manager Patricia Streppone (see "On the Move" section, page 29) and be a twig of Newburgh, NY.



2018 Calendar Photo Contest Winners

Congratulations to the 12 winners of the 2018 F.W. Webb Calendar Photo Contest, which included employees, family of employees, and a customer. Each winning photographer received \$200.



"Appalachian Trail" by Eric Wieladek,
Inside Sales, Newburgh NY



"Barnegat Lighthouse" by William Dennis,
Inside Sales, Pleasantville NJ



"Perfect Morning Edgartown" by Ken Hughes,
Inside Sales, Hyannis MA



"Frozen Bubble" by Vickie Norvaisa,
Data Research Analyst, Corporate, Bedford MA

Trade Shows and Events:

January 16:

Empire State Ground Water Winter Mtg., Turning Stone Casino, Rome NY

January 22-24:

AHR Expo, *McCormick Place, Chicago IL

January 25:

Webb Outside Sales Meeting, **Woburn MA

February 8:

HVAC Dealers Show and Vendor Summit, **Foxwood Resort, Ledyard CT

March 10:

PHCC-MA, Royal Trade Center, Marlboro MA

March 16-17:

New England Water Well Expo, Best Western, Marlboro MA

March 24:

PHCC-ME, August Civic Center, Augusta ME

April 4-5:

New England Water Works Association (NEWWA), DCU Center, Worcester MA

* Attending, not exhibiting

** Invitation Only

See a Full Listing of Events at fwwebb.com/events.

To post events on the customer calendar, see your branch admin.

Images from the following F.W. Webb employees, family members, and customers appear in the calendar:

January	April	July	October
Megan Tufts Showroom Consultant, Needham MA	Tristian Hale Son of Scott Hale, Driver, Madison NH	Bob Mullen Credit Manager, Corporate, Bedford MA	Laurie Fenlason Office Supervisor, Winslow, ME
February	May	August	November
Amanda McGuire Daughter of Randy McGuire, Counter Sales, Rutland VT	William Dennis Inside Sales, Pleasantville NJ	Keith Boyer Customer of Oakland, ME location	Eileen Murray Office Administrator, Bennington VT
March	June	September	December
Eric Wieladek Inside Sales, Newburgh NY	Ken Hughes Inside Sales, Hyannis MA	Mary Osborne wife of Charlie Osborne, Outside Sales, Bangor ME	Vickie Norvaisa Data Research Analyst, Corporate, Bedford MA



Members of the U.S. Marine Corps



Brent Dumont, Marketing Dept.,
announcing prize winners.

12 Days of Christmas

By Brent Dumont, Senior Marketing Manager, Bedford, MA

The F.W. Webb store in West Bath, Maine hosted its sixth Annual “12 Days of Christmas” event to support Toys for Tots of Central Maine, and it was another great success. Continuing the tradition he started last year, Store Manager Mike Blagdon again asked his loyal customers and dedicated vendor partners to donate bicycles in addition to toys. They held up their end of the bargain by donating over 50 bikes, while also stuffing five donation boxes with toys. Four Marines in their crisp dress blues attended to personally thank customers for their generosity, making the event that much more meaningful.

Mike rewarded his generous customers with the usual F.W. Webb swag of hats and t-shirts along with a spectacular array of raffle items. Every toy donation earned a single raffle ticket and a bike donation earned 10 tickets, leaving attendees with numerous opportunities to win. Lucky customers walked away with TVs, grills, ice fishing equipment, YETI coolers, Red Sox memorabilia, and even a kayak!

It was a festive atmosphere with an abundance of holiday cheer that reverberated throughout the store and warehouse. And per usual, no one left hungry as Famous Dave’s BBQ provided a robust lunch spread.

West Bath really knows how to celebrate the holidays in a way that rewards customers and, more importantly, local kids in need. If you have the chance to attend, Mike and his team would be happy to see you. Planning has already started for this year’s 7th annual 12 Days of Christmas event: Dec. 13, 2018.

Dover, NH Toy Donation



The Dover, NH location collected and donated toys for local kids this holiday season. (L-R): Mike Edwards, Inside Sales and a South Berwick, NH volunteer firefighter, and General Manager Mike O’Shea.



Santa (retired Webb employee Don Bergeron) had presents for all the good children at the employee Christmas party in Concord, NH.



Holiday Webb Cam



Carol Morris (Data Governance) and Nikki LaFountaine (IT), Corporate



3rd time participants, 3rd time winners: Concord's float in the NH Capital's annual Christmas parade featured cardboard gingerbread houses and an effigy of Walt Kalisz (Inside Sales) sporting a "Naughty" cap! Inset photo: Showroom Manager Michele French holding the award. ▶



Carol Rosinski (Marketing) and her significant other, Rick Stadelmann



William Dennis (Inside Sales, Pleasantville, NJ) and his wife

(L-R): Falmouth, MA crew in local holiday parade: Chelsea McLaughlin (Showroom Manager), Linda Del Sol (Showroom Sales), Chris Souza (Inside Sales) and wife Sammie (in green), Kelley Colon (Office Coordinator), James Miller (Counter), Eric Souza (Warehouse), Anthony Dineen (Store Manager), and Cam Alexander (Counter)



Tragakis cousins: Jim (Outside Sales, Boston) and Marianne (Marketing) with Jim's wife Beth (left)



Warren White (Warehouse Manager, Pleasantville, NJ) and his wife



Chantheary Sok (Credit Clerk, Corporate) and friend Dara Sok



Poetry Contest Winners

Congratulations to all our poet laureates!

Here are the results of the *Pipeline* Poetry Contest:

1st Place: **Bill Cappella**, Showroom Sales Consultant, Nashua, NH (\$100 LL Bean Gift Card)

2nd Place: **Jean Parrish**, Office Admin, Woburn, MA (\$50 Amex Gift Card)

3rd Place: **Dennis Hennessey**, Inside Sales, Albany, NY (\$50 Amex Gift Card)

Honorable Mention: **Laurie Fenlason**, Office Supervisor, Br. 62 Winslow, ME (Webb Hoodie - \$40 value)

Honorable Mention: **Jacquelyn Wehtje**, Corporate Credit Clerk, Bedford, MA (Webb Hoodie - \$40 value)

WARRANTY

by Jean Parrish

2

A thankless job, some people might say.
But I choose to see things in a different way...

A master problem solver; each day I'll be,
for homeowners, contractors and my fellow Webbies.

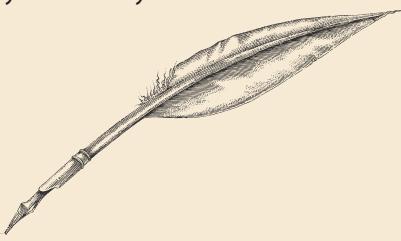
The Queen of York warranties I have been dubbed;
just a small part of Branch 55's busy hub.

A perpetual pile of papers adorns my desk;
sometimes creating an unsightly mess.

Serial number nomenclature and service letters fill my head.
Keeping track of all, cause other's dread.

From Allentown to Caribou and all branches in between;
bequeathing credits and part dispositions I do for the team.

It is all in a day's work at F.W. Webb I say...
and, hopefully, someone is delighted because
I solved their warranty issue today!



Continued on page 24

HAPPY 150th FRANK!

by Bill Cappella

1

F.W. Webb recently celebrated a big birthday
And renamed its showrooms to Frank Webb Home –
these two major milestones
undeniably earn the right for a poem.

Whether shopping for a boiler
or that perfect faucet to fill your sink –
The friendly professionals throughout our company
All form the perfect link!

Walk inside one of our gorgeous showrooms
And you'll find an array of toilets, tubs and lights –
From traditional, transitional and contemporary
We're definitely soaring to new heights!

Need help on how to fix your furnace?
Or maybe advice on filters and pumps.
Then head on over to the counter
Where they'll help smooth out all the bumps!

With stores throughout New England and beyond
Central Distribution is now busting at the seams –
We'll soon say goodbye to our Amherst facility
and welcome Londonderry to our teams.

For the consumer looking for a vanity
There's Woodpro, Strasser and Ronbow to name a few –
With dozens of styles to choose from
we'll design a look that's right for you!

We're known throughout our industry
And have definitely hit the mark –
From our commercials on network television
to the Green Monster at Fenway Park.

Let's spend a moment on toilets
Also commonly referred to as "the throne" –
You'll find American Standard, Mansfield and Toto's
In colors white, linen and bone!

Plumbers, contractors and tradesman
depend on the folks in Inside Sales –
They help diagnose and solve problems
and their experience always prevails!

We're now a billion dollar company
with a crew that continues to soar –
For plumbing, heating and renovation ideas
who would ask for anything more?!



CLASSIC “NANTUCKET” LIMERICK

by Dennis Hennessey



There once was a man from Nantucket
Who made beer with his PurePro bucket
If the beer was okay
He would drink it all day
And if it wasn't that good he'd just chuck it.

Dennis' limerick came with his late entry into the *Pipeline* spring bucket challenge. For the record, he uses PurePro buckets to make home brew. Note: no on-time bucket entries received, so no prize awarded for the bucket challenge.



F. W. WEBB CELEBRITY LOOK-ALIKE



Scott Maloney
Account Manager
Pleasantville, NJ



Shane Smith
Businessmen, Billionaire,
Founder of Vice Media

Submitted by: Cory Smith, Store Manager, Pleasantville, NJ

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 for consideration in a future issue.

Webb Spotlight

Kimberly Thurber

Webb Vitals

How long at F.W. Webb:
12 years

Role at F.W. Webb:
Inside Industrial/Plastic Sales Associate

F.W. Webb location:
Albany, New York



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

I consider myself very fortunate that my father Cliff Thurber was a General Manager for many years at the Albany location. With his company and industry knowledge, he has been a resource for helping me understanding the wholesale business, achieve personal sales growth, and further my professional career at the company.

Tell us something about yourself that would surprise us.

I have an Associate's degree in Baking and Pastry Arts from Johnson & Wales University. Baking was my passion growing up. Learning to bake professionally was a dream come true. I spent my early 20's working in a bakery and then chose a different career path after I was married and had my son. The hours in the bakery are not conducive to family life.

What hobby do you most enjoy?

My hobbies include participating in triathlons and road races, working out, and baking for friends and family, of course.

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

I recently returned to college to earn a degree in Leadership in Organizational Studies at the University of Southern Maine. Currently, all of my free time is spent reading, studying and writing papers.

I can't go a day without [?]:

Coffee! Without my morning coffee, I am someone not to be reckoned with.



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

- **Christopher Adams** – Selector, Cranston, RI
- **Brian Allen** – Warehouse, Hingham, MA
- **James Balerna** – Warehouse, Dedham, MA
- **Jeffrey Barnes** – Selector, Cranston, RI
- **Kelley Bartlett** – Showroom Sales Consultant, Methuen, MA
- **Dustin Bowden** – Driver, Ellsworth, ME
- **Amya Bridges** – General Clerk, Hartford, CT
- **Brendan Bruno** – Motor Fan Assistant, Woburn, MA
- **Alexander Cabrera** – Counter, Gloucester, MA
- **Steven Class** – Warehouse, Hartford, CT
- **Dylan Coffey** – Warehouse, Brockton, MA
- **Michael Comire** – Showroom Support Rep., Bellingham, MA
- **Robert Cox** – Driver, Methuen, MA
- **Luis Cuevas** – Selector, Hartford, CT
- **Andrew Cupan** – Staff Accountant, Bedford, MA
- **David Deandrade** – Machine Operator, Water Works Malden, MA
- **Freddie Diaz-Rivera** – Driver, Hartford, CT
- **Will Edgecomb** – Selector, Amherst, NH
- **Jonathan Freeman** – Showroom Support Rep., Bedford, MA
- **Christian Fumasoli** – Counter, Mamaroneck, NY
- **Jason Gagnon** – Custodian, Amherst, NH
- **Danon Gaspard** – Warehouse, Stamford, CT
- **Emmanuel Gil** – Driver, Malden, MA
- **Joshua Goodrich** – Inside Sales, Brockton, MA
- **Eric Gravel** – Warehouse, St. Johnsbury, VT
- **Alicia Griffis** – Accounts Receivable Clerk, Rutland, VT
- **Jose Guevara** – Driver, Watertown, MA
- **Lisa Hodgkins** – Sales Support Associate, Williston, VT
- **Christopher Holowiak** – Counter, Mamaroneck, NY
- **Kyle Hughes** – Outside Sales, Springfield, MA
- **Gerald Johnson** – Web Developer, Bedford, MA
- **Eduardo Jovel Arias** – Warehouse, New Bedford, MA
- **Jason Kelleher** – Warehouse, Exeter, NH
- **Peter Kelley** – Warehouse, Augusta, ME
- **Benjamin Kenausis** – Warehouse, South Portland, ME
- **Neil Kirschbaum** – General Manager, Location Pending
- **Joseph Knoff** – Driver, Trenton, NJ
- **Anthony Lafleur** – Warehouse, Falmouth, MA
- **Robert Lane** – Warehouse, Waterford, CT
- **John LeBlanc** – Warehouse, Woburn, MA
- **Donna Leger** – Inside Sales, South Portland, ME
- **Michael Lombard** – CIP, Waterbury, CT
- **Matthew Lubas** – Counter, Springfield, MA
- **Olga Lynch** – Showroom Sales Consultant, Springfield, MA
- **Bianna Mannion** – Receiver, Methuen, MA
- **Alec Marks** – Warehouse, Hyannis, MA
- **Harold Marquez Arriola** – Warehouse, Boston, MA
- **Christopher Marulli** – Outside Sales, Woburn, MA
- **Kristin McAdams** – Accounts Payable, Woburn, MA
- **Allison McLaughlin** – Receptionist, Bedford, MA
- **Virginia Meaney** – Office Administrator, Water Works Malden, MA
- **Jose Mercado** – Warehouse, Elmwood Park, NJ
- **Brian Meyer** – Warehouse, Warwick, RI
- **Dominic Minghella** – Warehouse, Falmouth, MA
- **Edward Morea** – Inside Sales, Mamaroneck, NY
- **Kenneth O'Neill** – Warehouse, Dedham, MA
- **Kelly Pienkos** – Warehouse, Hingham, MA
- **Dale Reese** – Inside Sales, Pleasantville, NJ
- **Victor Rivera** – Machine Operator, Canton, MA
- **Aaron Rocha** – Warehouse, New Bedford, MA
- **David Sanborn** – Network Administrator, Bedford, MA
- **Stephen Santucci** – Piggy Back Driver, Springfield, MA
- **John Sayles** – Inventory Control Clerk, Canton, MA
- **Tiago Silva** – Showroom Sales Consultant, Piscataway, NJ
- **Kobe Souza** – Warehouse, New Bedford, MA
- **Colin Spain** – Inside Sales, Dover, NH
- **Brian St. Louis** – Driver, Auburn, MA
- **Gary Sullivan** – Warehouse, Canton, MA
- **Norman Thompson** – Driver, Cranston, RI
- **Eileen Tyner** – General Clerk, Haverhill, MA
- **Joseph Unsworth** – Principal Engineer, Alliance Environmental Group, Warwick, RI
- **Charles Wade** – Driver, Piscataway, NJ
- **Kelley Wells** – Counter, Keene, NH
- **Nicholas Wendell** – Warehouse, Pittsfield, MA
- **Richard Wing** – Inside Sales, Boston, MA
- **Robert Young** – Selector, Amherst, NH



Welcome Aboard



With nearly three decades of distribution experience across different industries, **Jeff Henderson** is the new *Operations Manager* of Central Distribution. Jeff joins F.W. Webb at a monumental time as the nearly 1M-sq-ft CD facility in Londonderry, NH is about to open. Jeff will be actively involved in operational efficiency and process improvement of the warehouse, CD Sales, accounting and purchasing, with the intention of “making CD run better, year after year.” A native of Buffalo, Jeff studied management at Central Connecticut State University and began working in distribution at the age of 18. He and his family enjoy camping, hiking and kayaking – aka, the Great Outdoors.



NJ native **Michael Hetrick** is the new *Operations Manager* of Hartford, CT, which houses a full-service counter, the Propane Gas Division, a separate Water Works counter, and newly renovated and expanded Frank Webb Home. As OM, Mike is focused on enhancing customer service and impacting market growth. He comes to Webb after two years with Hajoca. Previously, he served as an area/general manager for Hertz. A graduate of Rutgers University, Mike enjoys the outdoors and had a special holiday season with his wife and their 9-month-old baby.



Water works expert **William Hopper** is the new *Product Manager* for the F.W. Webb Water Works Division. With 40 years of industry experience and a degree in Civil Engineering from Union College in Schenectady, Bill joins Webb from Vellano Corporation. He is focused on securing the best water works products to meet the ongoing and emergency needs of municipal and commercial water works customers throughout New York and New England. Based in Webb's Ballston Spa, NY location, Bill's leisure-time activities include reading, golf, bowling, and coin collecting with his grandchildren.



He has been told he “eats, drinks and sleeps water works.” How fortunate then for the F.W. Webb Water Works Division to have industry veteran **Bill Alois** now serving as *Store Manager* in the Londonderry, NH Water Works location. Bill joined Webb this past June after 36 years with Vellano Corp., where he started as a driver in Latham, NY and eventually became the assistant branch manager in Raymond, NH. For the past 14 years, Bill has served as chair of the Central Hooksett Water District. He is forklift-certified, married with three sons, and enjoys fishing and golf. His goal is to help the F.W. Webb Water Works Division grow into one of the best in the industry.



Bedford, MA has a new *Store Manager*. **Dominick Mitchell** joined F.W. Webb this fall after three years with the Granite Group, where he started as a management trainee and left as an Operations Manager. In Bedford, he will focus his operations and customer service expertise on generating increased sales and providing exceptional service. Dom played D1 collegiate football and studied communications, business and sociology at Bryant University. A native of Silver Spring, MD, Dom is an avid bowler and enjoys golfing in his spare time.

Industry Appointment



Mike Leander, *Director of Industrial Sales*, has joined the Executive Council of the American Supply Association's Industrial Pipe Division (ASA-IPD).

Mike will serve as a voice to industrial pipe manufacturers.

His term runs through fall 2018.



Twenty, One-Eight
is out of the gate.

For you and yours,
hope it is great.

For more poetry,
see pages 23 and 24.

Dan Lorenz Promoted to Director of Showrooms

New Director of Showrooms **Dan Lorenz** has 33 years of industry experience, a discernible passion for the business, and a plethora of showroom-enhancing ideas. In his new role, Dan will lead the Frank Webb Home showroom enterprise with a focus on the right product mix and superior customer service to drive sales and grow profitability. He joined F.W. Webb last year as a Regional Showroom Manager for metro Boston.



The self-described “showroom guy” at Peabody Supply/Hajoca Corp. for 20 years, Dan established a solid track record of successfully managing showroom profit centers.

Prior to that long stint, he worked as a manufacturers’ rep and regional sales manager for Kohler and Swan Surfaces (manufacturer of Swanstone). Active in the industry as a member of NARI¹ and BRAGB², Dan also sits on the Editorial Advisory Board of KBB³.

“Dan will be a valuable asset for Webb as a sales leader, teacher, and most importantly as a supportive team member.”

—Tom Santer, F.W. Webb Vice President of Sales

In addition to his passion for showrooms, the Connecticut native and father of three sons is a koi fish aficionado (he has 44 of them!). Dan is a graduate of Eastern Connecticut State University with a Bachelor’s degree in Business Administration and Management. He and his wife Tina reside in NH.

Congratulations Dan and may everything go swimmingly for the newly rebranded showrooms under your directorship!

¹NARI = National Association of the Remodeling Industry

²BRAGB = Builders & Remodelers Association of Greater Boston

³KBB = Kitchen and Bath Business magazine



Race to Daytona Winner Crowned

There’s a checkered flag on the annual “Race to Daytona” customer promotion. More than 350 customers registered for the fantasy racing challenge, based on the 2017 NASCAR Monster Energy Cup Series season. After 10 months and 36 races, the Grand Prize goes to Gary Cote of Rene L. Cote & Sons, a customer of our Springfield, MA location. In February, Gary and his guest will enjoy an all-expenses paid, three-day VIP trip to the 2018 Daytona 500 at the Daytona International Speedway. Congrats to Gary and thanks to all employees who supported this promotion!

Jim Henderson Illuminates Showrooms



Jim Henderson is lighting the way for Frank Webb Home as the business diversifies and expands its offering beyond the bath to whole home. Jim was recently appointed the *Lighting Specialist* responsible for adding upscale, trendy,

modern and decorative lighting fixtures to the enterprise-wide, home-product mix for showroom customers.

A native of Bethlehem, CT and graduate of Naugatuck Valley Community College, Jim has more than 20 years of experience in showrooms. He joined Webb five years ago as the Showroom Manager of Waterford, CT. His prior experience includes sales and managerial roles at two different lighting showrooms. As a manufacturers’ rep, he received extensive product exposure and training at factories throughout North America.



Jim is a member of the American Lighting Association (ALA) and holds ALA certifications in lighting design, dimming and controls, and outdoor landscape lighting design. He and his family enjoy spending as much time as possible on the Connecticut coast.

In his new role, Jim plans to increase profitability and enhance aesthetics of all Frank Webb Home showrooms by introducing attractive, sought-after lighting and collaborating with showroom managers to train showroom consultants on new lighting products. He will be based in Waterford, CT.



On the Move



F.W. Webb has appointed **Patricia Stroppone** as the *Store Manager* of the recently opened Mamaroneck, NY location. Patricia joined F.W. Webb early last year as an Inside Sales Rep in the Newburgh, NY location. Starting in the industry as an admin 25 years ago, she worked her way up to

managerial positions and spent 13 years at Palermo Supply and a decade at Ferguson. Employing her in-depth customer service and mentoring skills, Patricia is planning to work with her team to make Webb's entrance in the NY Metro market a huge success. A native of New Jersey, she and her husband enjoy hunting and spending time at their Vermont cabin with their two sons.



Thanks to his uncle for initially introducing him to F.W. Webb, **Joseph Botto** has become the new *Store Manager* in Pittsfield, MA. With a sales background and passion for customer service, Joe joined Webb at the counter two years ago.

A strong work ethic and competitive spirit have fueled his success. Joe is eager to grow sales in Berkshire County and "give the competition a run for their money." A sports injury prevented Joe from playing semi-professional soccer in Italy out of high school, but he still enjoys playing soccer, along with being with family and making art from wood burnings in his spare time.



With nearly 20 years of experience in residential/light commercial water treatment, sump, sewage, and pumps, **Phillip Gent** is the new *Water Systems Sales Manager*. Before joining F.W. Webb five years ago as an Account Manager in MA and NH, he worked as a manufacturers'

rep and for a pump wholesaler. In his new role, Phil wants to elevate sales of water systems throughout the region by stressing their importance. He studied business management at Greenfield Community College and enjoys time with his family, cheering the Patriots, and riding his Harley. Phil is also devoted to helping find a cure for Type 1 diabetes in juveniles (JDRF). He will remain based in Springfield, MA.



Robert Shedd is the new *General Manager* of Williston, VT, where he previously served in the CIP program for two years. Before joining Webb, he was an account executive for Canon Solutions America. Bobby studied HVAC/R technology at a technical high school and graduated with a Bachelor's degree from Johnson State College. He played professional basketball for the Vermont Frost Heaves in the Premiere Basketball League for two years, and still enjoys hoops, along with golf, in his leisure time. Bobby plans to lead his "great staff to becoming a staple of excellence."

Promotions

- **Josh Bower** from Counter to Inside Sales, Brockton MA
- **Jesse Bradley** from Warehouse to Data Analyst, Bedford MA
- **Paul Christophersen** from Warehouse to Call Center Rep
- **Lisa Daviau** from Counter to Inside Sales, Auburn MA
- **Mike Desrochers** from General Clerk to Inventory Control Clerk, Dover NH
- **Diana McNierney** from Office Admin to inside Sales, Pleasantville NJ
- **Kyle Morgan** from Selector to Warehouse Supervisor, Cranston RI
- **Laurie Orvis** from Showroom Sales to Inside Sales, Rutland VT
- **Allen Quinones** from Counter to Inside Sales, Hartford CT
- **Scott Thompson** from Call Center Rep to Inside Sales, Fitchburg MA

Births

- **Elyse Blaney** October 11. Daughter of Kayla Gelineau, Bedford MA
- **Thomas Parrott** October 26. Son of Bryan Parrott, Hartford CT
- **Eamon Hughes** November 13. Son of Craig Hughes, Cranston RI
- **Byrson Macie** November 23. Son of Dan Macie, Albany NY
- **Emery Grace** November 26. Daughter of Brian O'Leary, Dover NH
- **Philip Labonte** December 4. Son of Phil Labonte, New Haven CT



December 2017 • January 2018 • February 2018

5 Year Anniversary

Dominic Baraiolo, Gloucester MA
 Shawn Barth, Albany NY
 Sheri Bertrand, Amherst NH
 Adrian Beaudoin, Augusta ME
 Lorrie Bennett, Lebanon NH
 Tyson Brooks Utica NY
 Ken Brown, Cranston RI
 Chad Bliss, Queensbury NY
 Richard Caselden, Hingham MA
 Tom Dao, Dedham MA
 Joe Dipirro, Dover NH
 Karen Egan, South Portland ME
 Kayla Gelineau, Bedford MA
 James Henderson, Waterford CT
 Hung Hua, Canton MA
 David Lewis, Bangor ME
 Gerald Loescher, Waterbury CT
 Hannah Michaud, Nashua NH
 Loi Nguyen, Canton MA
 Tien Nguyen, Canton MA
 Mark Safford, Barre VT
 Jeremy Umlah, Amherst NH
 Stephen Wayne, Bedford MA

10 Year Anniversary

Mark Berry, Hyannis MA
 Brian Bradley, Rutland VT
 Pat Casey, Woburn MA
 David Cockinos, Williston VT
 Shawn Colbath, Winslow ME

10 Year Anniversary (Continued)

Kerry Daigle, Bangor ME
 Mark Daniele, Amherst NH
 Heidi Hatch, Fitchburg MA
 John Jamerson, Lowell MA
 Kevin Keenan, Syracuse NY
 Steve Lachance, Lowell MA
 Ed Litchfield, Bedford MA
 Donna Longo, Bedford MA
 Parrish Lovell, Winslow ME
 Ed Mannion, Methuen MA
 Joe Morrill, Nashua NH
 Mike Murgo, Woburn MA
 James Oeinck, Syracuse NY
 Dave Parady, St. Albans VT
 Beth Richards, Dover NH
 Ray Valcourt, Methuen MA

15 Year Anniversary

Ben Arndt, Cranston RI
 Patrick Brown, Methuen MA
 John Crispino, Queensbury NY
 Chuck Fiorino, Bedford MA
 Robert Fisher, Hartford CT
 Kevin Lusignan, Williston VT
 Greg Sperrey, Caribou ME
 Michael Tubbs, Hartford CT
 Roger Trujillo, Boston MA

20 Year Anniversary

Michele Amidon, Methuen MA
 Ino Bueno, Amherst NH

20 Year Anniversary (Continued)

Mike Cosgrove, Winslow ME
 Greg Dow, Winslow ME
 William Gillen, Cranston RI
 Charles Jaquish, Albany NY
 Daniel Lundberg, Oakland ME
 Christian Mackeigan, Amherst NH
 Denzil McCauley, Winslow ME
 Christine Murray, Woburn MA
 Diane Salerno, Bedford MA
 Richard Stefanski, Hartford CT
 Randy Swan, Barre VT
 Tim Vandenburg, Queensbury NY
 Scott Varney, Winslow ME
 Steve Young, St. Albans VT

25 Year Anniversary

Rhonda Brewster, Rutland VT
 Gale Duncan, Nashua NH
 Paul Hambly, Hyannis MA
 John McPherson, Canton MA
 Kelton Sumner, Rutland VT
 Gregg Tweedie, Bangor ME
 Cecil White, Rutland VT

30 Year Anniversary

Paul Baillargeon, Lewiston ME
 Laura Carroll, Bedford MA
 Richard Levesque, Amherst NH
 David Perez, Amherst NH
 Eric Wilson, Malden MA

Retirees

- **Gerald Brislin** after 8 years, Rutland VT
- **Daniel Demers** after 23 years, St. Johnsbury VT
- **Richard Thiel** after 1 year, Trenton NJ
- **Deborah Vetter** after 2 years, Piscataway NJ

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.

Current and back issues are posted on the company intranet.

Pipeline is an internal publication for employees only.