



Ballston Spa Becomes Newest Branch of F.W. Webb



It doesn't usually happen this quickly, but our Ballston Spa, NY location is now officially a branch after being in operation barely one year. This location has been very well received by customers, thanks to the Ballston Spa team – led by Mike Bifano, the recently appointed General Manager.

Previously, as the Store Manager, Mike was instrumental in getting Ballston Spa operational as a new location at the beginning of last year. He and his team have done a phenomenal job growing the business by meeting customers' needs.

"When we opened Ballston Spa, we thought in time it would grow into a branch," said COO Bob Mucciarone. "The growth potential there has been much better than we initially anticipated."

In addition to Mike's promotion to GM, Greg Welch has been appointed the new Operations Manager for Ballston Spa. "Greg comes to us with both managerial experience in the service industry and two years as a CIP coordinator in Albany," Mike said. "Since we opened, Greg has been very supportive of our goals and is committed to taking it to the next level as we establish a strong foothold in this market."

Greg Welch also knows beer. After attending the U. of Rochester and before joining F.W. Webb, he was the general manager of MacGregor's Grill and Taproom in Rochester, NY – the flagship pub of a family-run chain specializing in craft beers. Greg is originally from Springfield, MA.

Congratulations Mike, Greg and the entire team at Ballston Spa. Special thanks to our customers in the Ballston Spa area!



(L-R): General Manager Mike Bifano and Operations Manager Greg Welch

THE SCOOP by Bob Mucciarone



As I write this we are still preparing the Financial Statements for 2014. We anticipate the year will be comparable to the previous year's profits, maybe just a little lower. As we invest in people and infrastructure we

try to keep expenses in line with profits. It's a tricky proposition.

Looking forward, we expect great things for 2015. We anticipate at least one new acquisition and there is a possibility of one or two more as the year progresses. We continue to invest in new locations and infrastructure. F.W. Webb is poised to take advantage of an economy that shows signs of growth especially with lower oil prices, as we grow both organically and through acquisition.

The thing that needs to set us apart from the competition is **CUSTOMER SERVICE**. I mean **OVER-THE-TOP CUSTOMER SERVICE**. As we approach the \$1B annual sales mark, keep in mind we have the inventory, the best buildings, the best technology, and the best people in the Northeast.

Did You Know?

1979 was a monumental year for the F.W. Webb Company. Sales exceeded \$1M for the first time in the company's history.



See page 13 for WebbCam photos.

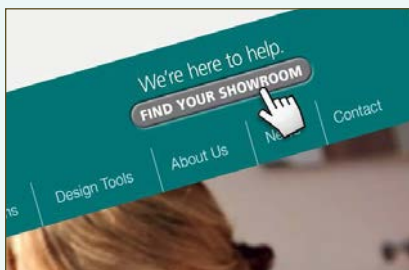


New Website for Frank Webb's Bath Center

The company is delighted to announce the upcoming launch of a redesigned website for our Frank Webb's Bath Centers. With a new, cleaner design focusing on the many wonderful products we carry and the exceptional services we offer customers, this new website provides a fresh, modern online presence for all our showrooms.

With simplified navigation, customers get quick access to the information they want when they visit the site. Individual pages for each showroom allow us to localize the customers' online experience and give them a sense of the personalized service offered at each Frank Webb showroom.

A year in the making, the new site launches the week of Feb. 9. When you have a chance, take a moment to experience the new frankwebb.com, and remember to share our site with all of your friends and family!



This project was a collaborative effort between the Marketing and IT Departments, with design guidance provided by our ad agency, The McCoy Group.

It's About Life...and Our New TV Ad

by Alicia Criniti, Director of Marketing, Bedford, MA

Last month we launched a new, high energy TV ad to promote our Frank Webb's showrooms. It will run on both cable and broadcast TV stations across the Northeast this year.

This new spot showcases an array of stylish, modern bath and kitchen products. To reinforce and build the showroom brand, it will have a similar look, feel and sound as the ad we've been running the past two years.

The ad builds up to the line, "We know your project isn't just about a beautiful bathtub... it's about life." We want to emotionally connect to homeowners and the feelings of joy and relaxation they may experience in their new kitchen or bathroom. With the expert assistance of our showroom associates and high-quality product offerings, the experience of shopping at a Frank Webb's showroom contributes to this emotion.

The ad ends with "Find your Frank Webb's Bath Center at frankwebb.com," directing viewers to our website where they can find locations and details, such as phone numbers and hours. We've seen tremendous growth in visits to frankwebb.com over the past years and have a new website to continue showcasing our brand, showrooms and offerings.

View our new TV ad here: Intranet or go to intranet.fwwebbcorp.fwwebb.com/index.html, click on "Marketing," then "Creative," and then "Frank Webb's Bath Center 2015 TV brand ad."



Boston General Manager Tom Blades fills a free-standing tub before filming.



Tom's granddaughter Amira Barreto and the ad producer on the set of the shoot in the Boston showroom.

New Corporate Video Making an Early Notable Impact

In the last issue of *Pipeline*, we promised to tell you a bit more about how the new corporate video will be used by the company. The Marketing Dept. supplied flash drives of the video to all General Managers, Store Managers, Operations Managers, and Outside Sales Representatives. The video has been shared with several manufacturers recently. The feedback has been enthusiastically positive.

Read what Frank Lamparelli, Mechanical Sales Manager, reported about his use of the video in the field. It's a great example of the impact our visual story can have – and is making – outside the company.

“Peter Stenzi Jr. (Outside Sales Manager, Bergen, NJ) and I used the video during a new customer sales call with the director of purchasing at Worth & Company in Pipersville, PA. Worth is a large, non-union mechanical contractor that employs nearly 200 people. He had never heard of F.W. Webb and its capabilities but agreed to take our appointment based on upcoming work in NJ. After some small talk, we discussed basic business practices and the scope of what we cover as a company. I then asked permission to spend another five minutes to show him how we could further demonstrate our capabilities, and not just hand him a line card and a promise.

“After watching the video he was impressed. In my opinion, the new video made F.W. Webb an instantly credible option for him to consider exploring further. He asked to keep the video to show his colleagues at an internal meeting. Within two weeks of our meeting, he had sent us three requests.”

You can be sure Marketing is sending Frank and Peter more flash drives of the new video!

The video can also be accessed from the fwwebb.com home page or fwwebb.com/14areas.



Play Video ▶

Tips for using the new video with customers and prospects

Why not embed a link to the video in an email to your customers and prospects? As you thank them for their time and consideration after a meeting or phone outreach, invite them to visit fwwebb.com/14areas for a video that will tell them more about Webb's state-of-the-art products, wide ranging solutions, superior expertise, strategic logistics, and much more.

Another excellent and easy way to promote the video is by adding a hyperlink to your email signature using the text, “See us in a whole new light. Check out our new video at fwwebb.com/14areas.”

Contact Chip Slattery in Marketing for flash drives containing the video, assistance embedding links in email text or an email signature, or to borrow small speakers for use in presentations. Reach Chip at cps@fwwebb.com or 781-272-6600, x.254.

Do you have a great customer or prospect story to share? Please send it along to pipeline@fwwebb.com.

GADGET GURU

Push On Ball Valve

A push on ball valve is a handy item in a plumber's emergency repair kit. When a plumber needs to fix a leak and can't shut off the water, he can cut the line and easily “push” this valve into place to quickly stop the flow and repair the leak.

Do you have an interesting gadget or product you'd like to see featured?
Please send to pipeline@fwwebb.com. Put “Gadget Guru” in the subject line.





NASCAR Customer Contest Underway with NEW Grand Prize!

For the 2015 NASCAR Sprint Cup Series season we have a brand new customer fantasy racing contest. For the first time ever, customers who enter the contest will have a chance to win a VIP trip to the 2016 Daytona 500! In addition to this fabulous Grand Prize, we are awarding prizes throughout the season. Our contest leader at the mid-point of the season, for instance, will win a VIP weekend at the New Hampshire Motor Speedway. Throughout the entire 36-race season, which begins on February 14, we will award a weekly prize to a customer randomly selected from all who have registered. For more information, visit fwwebb.com/daytona.

Employees can have some fun, too!

Not to be left out, we have exciting news for all F.W. Webb NASCAR fans. All of our stores have the opportunity to participate in a similar fantasy racing pool this season. Each location will compete as a group and the Grand Prize winner will receive a fabulous race-themed celebration for their employees and customers. Ask your location manager how your team can enter before Feb. 13th!



Here's Why Preventive Exams are Recommended by F.W. Webb

by Samantha Verratti, Benefits Manager, Bedford, MA

Getting a preventive exam (a.k.a., annual physical) saves \$5.00 per week on our company medical plan premium – but it's more than a money saver. Ultimately, the optional Preventive Exam Program is meant to encourage you to establish a relationship with a doctor for better health outcomes.

When you see 'your' doctor at least annually, he/she gets to know you and your concerns, as well as track your medical history. Talking with your doctor regularly might identify a condition that can be treated more effectively with an early diagnosis. If you only seek treatment when symptoms bother you enough, it may require more extreme intervention.

An anonymous employee provided her lifesaving story with the HR department and welcomed us to share it with you:

Thank you for providing the employees at Webb the Preventive Care Program. I have a phobia of doctors, exams and medical tests. This past year I had to have a preventive care exam. During the exam, a lump was discovered in my breast. I immediately had a mammogram, which determined the lump was cancerous. Thankfully it has been removed, the cancer did not spread, and my prognosis is excellent. My manager encouraged me to write to you after I told him Webb's policy saved my life. Thank you for all your efforts and hard work to keep us safe. I have never had to say thank you quite like this before. F.W. Webb is the best thing that has happened to me. I am so lucky to work here.

The Webb medical plan covers preventive care 100 percent (no deductible or co-insurance). To determine if you have a preventive exam on file, check your paycheck deductions (use Kronos self-service if you have direct deposit). More information is available on the company Intranet.

For questions regarding medical benefits, contact me at samd@fwwebb.com or 781-272-6600, x. 214.

F.W. Webb Showcases Another Area of Expertise: Fleet Management

by David Balch, Fleet Supervisor, CD, Amherst, NH



David Balch, CD Fleet Supervisor, at Hanover Insurance

In mid-December, CD driver Roger Crete and I traveled to Hanover Insurance headquarters in Worcester, MA to participate in a two-part Hanover Truck Safety Meeting. We provided a Fleet overview and close-up viewing of one of our CD tractors and 53-foot trailers. This rig represents the nearly 245 F.W. Webb trucks of various models

and sizes delivering Plumbing, Heating, Cooling, HVAC, PVF, ductwork and other products to over 80 store locations across nine states, as well as directly to customer worksites.

In part one we gave a live demonstration of the F.W. Webb tractor-trailer in the Hanover Insurance parking lot. Roger gave a tour, demonstrated the features, and explained DOT Checks.* I gave a description of the vehicle and discussed the safety features and GPS Tracking System.

* Police can perform any or all of six different levels of vehicle inspection checks when they stop a tractor-trailer on the road or at a designated checkpoint, per the Dept. of Transportation (DOT).

For the second part of the meeting, we went inside to a Hanover conference room for an overview of our Fleet operations, including the following topics:

- **Interesting Fleet Facts:** Miles driven, fuel consumed, maintenance stats.
- **Preventive Maintenance:** Strict 10,000-mile preventive maintenance program to extend the life of the vehicles and to minimize issues.
- **Time Management:** Drivers' hours and scheduling are one of the biggest challenges in managing a large fleet.
- **Routing and Planning:** Efficiency can save time, miles and money in the delivery of freight.
- **Repairs:** Dealing and resolving mechanical breakdowns.
- **Drivers:** The challenges of finding and hiring good drivers, including the interview process, importance of road testing, and drug/alcohol screening; Plus post-hire management and communications.

The audience consisted of 25 underwriters, adjusters and other insurance professionals. Roger and I were honored to represent F.W. Webb and present the company's Fleet operations to Hanover Insurance. There was great interest in our presentation and we were able to communicate valuable information to the group, which previously never had a "hands-on" opportunity to see the vehicles they insure for us.

High Purity Division Makes Industry Strides

Do you know F.W. Webb offers components and systems for the high purity industry? Our High Purity Process Division sells products, systems and services to the food, beverage, personal care, pharmaceutical, Bio-Pharm, and similar industries.

To build relationships in the industry and better service customers, F.W. Webb recently joined the Food Industry Suppliers Association. FISA is comprised of distributors and manufacturers who share a commitment to value-added distribution in serving the high purity and sanitary processing industries.

Contact Ted Haley, Sr. to learn more about Webb's work in the Food & Beverage Industry: 401-499-9998, ted@fwwebb.com.



(L-R): Jaymie and Ted Haley, Porter Halyburton, a decorated military hero and former POW, and his wife Marty at the FISA annual conference last Fall.

Changes to Water Heaters will Impact Us All

by Tim O'Connell, Plumbing Products Manager, Bedford, MA



Virtually all residential water heaters manufactured as of April 16, 2015 must meet higher federal energy factor (EF) standards, mandated by the National Appliance Energy Conservation Act (NAECA).

Whether gas, electric, oil or tankless, most water heaters will be redesigned with new technology and additional insulation. This will add to overall tank size and weight. Factors impacted may include cost, transportation and installation – especially for larger units.

Transportation and Installation

To meet the new energy requirements, many water heaters will sport new combustion and venting technology, along with additional insulation and other new features. These redesigned heaters will be taller and wider – with impact for the installation professional and their customers.

Logistical considerations, particularly for larger water heaters, will include transportation and retrofitting. For instance:

- Increased size and weight may require two people to carry one.
- Some models may be too large for the end user's existing utility closet or basement.
- Some may require electricity (120 VAC), a drain for condensate disposal, and/or venting.
- With the addition of fans and blowers, some units will run noisy.

Cost

Changes to water heaters will benefit consumers over the long haul by providing them more energy efficiency. However, upfront product and installation costs are likely to be higher.

- **Unit Price:** Many of the new energy-efficient water heaters will come with a higher price tag.
- **Labor:** Since many of the new units will be more sophisticated, additional installation time may be required.
- **Shipping:** Some models may not fit into a work van and may require delivery by the wholesaler.

- **Unit Placement:** Many new water heaters will require more space and may not fit where an old unit has functioned for years. Space retrofitting and noise mitigation may be necessary.

Older Models

Water heaters manufactured before April 16, 2015 can be purchased and installed before and after this date. However, inventory will be limited.

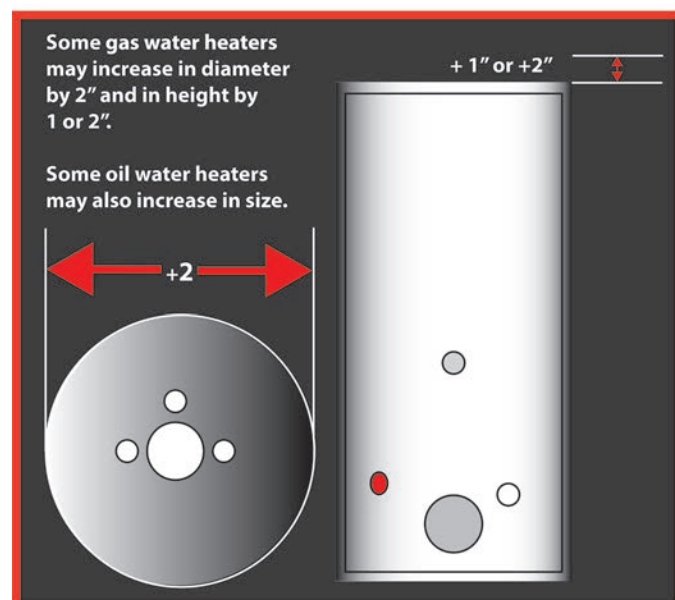
Difficult DIY Project

Since the new energy requirements on water heaters will make the product more complicated to install, do-it-yourselfers may be discouraged. This will increase installation demand for professional licensed contractors.

Training

We will be offering training to contractors on how to properly quote, install and service the new water heaters.

Check fwwebb.com for additional information.



Frank Webb Showroom Gets National Exposure

by Suzanne Brady, Showroom Sales Manager, Bedford, MA



Our Frank Webb's Bath and Lighting Center in Boston was featured at the Kitchen and Bath Industry Show (KBISNeXT) in Las Vegas in January

as a top finalist for an Innovative Showroom Award. This was our first time participating in an awards program of this kind and the response to our Boston showroom was nothing but positive. As a regional company, getting this kind of national exposure and competing and winning against national showrooms was an impressive 'win' for our Boston location and for all Frank Webb's Bath Centers.

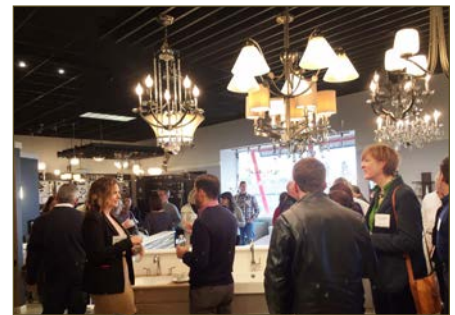
We were among 18 finalists invited to the show to be part of this inaugural KBIS awards program. First, we had to place among the top three in the Medium Multi Location Retail category after Facebook voting last November (we came in 2nd). This category was one of six in which the top three vote-getters in each category became eligible to advance.

We will look for other opportunities to showcase our showrooms and do plan to enter the KBIS awards program again. Thanks to everyone who supported our efforts.



Las Vegas
January 20-22

KBIS 2015



Boston Showroom Welcomes Designers and Architects at "First Look" Event

by Chelsea Albers, Marketing Manager, Bedford, MA

Frank Webb's Bath & Lighting Center in Boston partnered with Design New England (DNE) magazine to host a "First Look" event for the January/February 2015 issue. This industry event was geared specifically for designers and architects in the greater Boston area. Attendees gathered at our showroom on the morning of January 6 where they met industry peers and colleagues, the DNE editorial team, and Frank Webb personnel.

Showroom managers Deb Dumel (Boston – pictured above), Stephanie Cunningham (Bedford) and Kim Lyons (Needham), along with several of their sales associates, networked and mingled with guests, walked them through our product displays, and answered their bath and kitchen questions. DNE representatives and contributing writers offered a "first look" at the magazine before distribution.

A special thanks to American Standard DXV for sponsoring the event catering. We believe we made an impression on the design and architect community in the area and hope they now see us as a resource for their clients.



F.W. WEBB COMPANY
Industrial PVF Specialties Division

Transair Training

by Gary Rose, Product Manager, Industrial PVF Specialties Division, Cranston, RI

The Transair piping system was the topic of a recent “Product Champion Training” for industrial employees in our Albany, NY and Cranston RI locations. Sponsored by the Industrial PVF Specialties Division, 40 Webb associates heard marketing points, product information and installation techniques. Training was provided by two representatives of Parker Hannafin, the Mesa, Arizona-based manufacturer of Transair, along with me, Gary Rose.

Transair piping is a robust system with superior operational efficiency for industrial applications. It consists of aluminum piping, which can superbly handle compressed air and inert gases, such as argon, nitrogen and helium. The product is easy to install and modify, with leak tight performance, which provides significant energy savings for the end user. It also improves flow rates and is a clean eco-friendly product that comes with a full ten-year manufacturer’s guarantee against leaks and defects.

For more information about Parker Transair and other PVF solutions, contact the Webb Industrial PVF Specialties Division.

Case Study: Watts Water Technologies, Franklin, NH

Quadruple Win!

F.W. Webb’s Industrial PVF Specialties Division was instrumental in the construction of a 30,000-square-foot foundry addition for Watts Water Technologies in Franklin, N.H. The company needed to upgrade its facility to meet the new “Reduction of Lead in Drinking Water Act.”

Getting there in the most cost-efficient and quality-conscious manner was a team effort, involving Webb, Watts Water, project contractor Granite State Plumbing & Heating, and pipe manufacturer Parker Hannafin.

Watts Water needed a system to provide compressed air to pneumatically power critical manufacturing equipment. Webb recommended Parker’s Transair aluminum piping as a lightweight yet durable alternative to copper or steel. All four groups collaborated on the installation of 2,200 feet of it.

The Transair aluminum piping was less costly and quicker and easier to install. Most importantly for Watts Water, it met all the specifications, especially heat resistance, as it gets pretty hot in a foundry! The installation was completed ahead of schedule and at a significant savings for Watts Water. A clear win-win for all four groups involved.



WATTS®

Michael Volk Wins Lothar Kartanos Memorial Sales Award

Michael Volk of Webb's Bergen Branch in Elmwood Park, N.J. has been awarded the 2014 Lothar Kartanos Memorial Sales Award, which was presented to him in January. Each year we recognize a Webb industrial salesperson who excels in demonstrating the real value we offer our industrial and institutional customers, and has earned the respect of customers and Webb colleagues alike.



Who is Lothar Kartanos?

Lothar Kartanos was a beloved employee of F.W. Webb who represented us in the industrial marketplace for 25 years and made a significant difference. He truly loved working with customers and was an expert at applying product solutions to each individual customer's processes. Lothar always went the extra mile and was renowned for looking for areas of opportunity that would benefit both Webb and our industrial customers. He epitomized professionalism and was held in high esteem by his customers and colleagues.

In his honor, F.W. Webb presents an annual award to the industrial salesperson who best exemplifies the excellence of Lothar's legacy. Mike Volk is the 7th recipient of this important F.W. Webb recognition.

Previous recipients:

- Devon Craig, Williston, VT
- Steve Perkins, Syracuse, NY
- Daryl Schoellkopf, Winslow, ME
- Chuck Osborne, Bangor, ME
- Gordon Bailey, Dover, NH
- Sharon Inza, Methuen, MA



Mike Volk receiving his award from Ernie Coutermarsh, Senior V.P. of Industrial Development

Congratulations Mike Volk for your excellent work and significant achievement!

Webb Supports Pellet Manufacturer



What rises 80 feet in the air, is five feet in diameter, and weighs approximately 40,000 pounds?

Not your average chimney, that's for sure. We spec'd and provided this massive smokestack in four 20' sections to Queston, Inc., the West Windsor, Vermont-based manufacturer of clean-burning wood pellets. In a previous issue of *Pipeline*, we reported on the two 20,000-gallon water tanks we provided to Queston for a fire suppression system in their newly renovated manufacturing plant. With Queston, we obviously do things in a very big way!

Putting a Face with a Name

It's an old adage that still rings true. As a regional company in nine states, we often communicate with colleagues by phone and email without the benefit of face-to-face recognition. Our employee directory on the Intranet has photos of our colleagues to help us "know them by face" to enhance our business interactions. If you don't have a photo on the directory, please consider posting one by sending it to: intranet.webmaster@fwwebb.com.

Since the images are small, submit a "head and shoulder" shot. It can be taken with a cell phone or digital camera. Include your name, title and location. IT will post it for you.

To find the employee directory, go to: intranet.fwwebbcorp.fwwebb.com/branch.html. Click "Corporate Office" or "Branches" by state/city or branch number.

Manager		
	Marty Cook	Store Manager
Office		
	Stacey Perras	Office Admin
	Dave Ferreira	Inventory Control
Inside Sales		
	John Chillemi	Inside Sales

Electric Hearth Sales on Fire!

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



It took a while for consumers to embrace electric fireplaces. Quite frankly, these units were not very attractive at first. Today's electric hearths are an entirely different story. With new "fire" technology and better design, modern electric fireplaces feature realistic flames and glowing embers. These beautiful units are catching on like a blaze, lighting up sales across the country, especially in the Northeast.

At the Haverhill Hearth & Home Showroom, we offer a variety of selections and sizes - from mantles to recessed wall units, wall hung units to inserts. We carry the top two brands in the industry for aesthetics and electric heat – Dimplex and Modern Flame.

Our models are a great focal point, adding warmth and charm to any room, and cost just pennies to operate. They are versatile, too. With the click of a remote, they operate without the heat and just the flame for a soothing fire experience. And for those chilly nights throughout the region, the 5000 BTU of heat can add an additional layer of comfort.

Aside from their beauty and function, electric hearths are substantially lower in price and installation cost than their

gas cousins. Since they do not require venting, electric hearths can be placed almost anywhere in a home or commercial enterprise. With low to no maintenance, they are popular with hotels and restaurants.

Many consumers are always looking for the coolest trends and latest technology. Dimplex stands out with holographic flames, variable color flames, crackling effects, styles and sizes.

This truly is a brand-new impressive product space. Let Frank Webb's Hearth & Home help you and our customers put the finishing touch on unique living spaces.

For questions about electric fireplaces, contact me at rand@fwwebb.com or 978-373-7222.



F.W. Webb in New Exhibit at Connecticut Science Center



Frank Webb's Showroom Manager Wanda Garay and, to her left, Webb Account Manager John Blades join the ribbon cutting for the new Energy City exhibit in January. (Above) – A rendering of the exhibit space.

Household appliances from Frank Webb's Bath Center are featured in a recently opened "Energy City" gallery at the Connecticut Science Center in downtown Hartford. Within the gallery are a number of exhibits. One called "Smart Appliances" is where visitors will see an Energy Star washer, dryer, refrigerator, oven and dishwasher from GE – all donated by F.W. Webb.

"We worked closely with the Board of Directors and supporters of the Science Center to participate in this project," said Wanda Garay, Frank Webb's Showroom Manager, Hartford. "It reinforces our name and standing in the community and provides the opportunity for children and parents to learn about smart, energy-efficient appliances."

Opened in 2009, the Connecticut Science Center (ctsciencecenter.org) features more than 165 exhibits in ten galleries and provides a fun, educational and interactive experience for visitors.

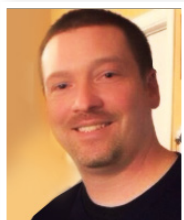
People On The Move



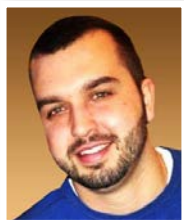
Brian O'Leary has been promoted to Operations Manager in Dover, NH. Brian started his career with F.W. Webb in the warehouse at the Propane and Natural Gas Division in Hartford, CT. Brian was quickly identified for a spot in the CIP Program in Hartford, where he has worked for the past two years. A graduate of St. Anselm College in Goffstown, NH, Brian holds a B.A. in Business and is also a licensed barber in the state of Connecticut.



The new Store Manager in Malden, MA is **Paul Vittozzi**, who began with F.W. Webb while attending Suffolk University five years ago. Upon graduating with a degree in Business Management, Paul spent two-and-a-half years in the Webb CIP program in Methuen, MA. He was then promoted to Operations Manager of the Dover, NH branch, where he has served for the past three years.



Congratulations to **Adam Peterson**, the new Store Manager in Ellsworth, ME. Adam has been with F.W. Webb for almost 15 years, beginning his career pulling orders and loading trucks on the overnight shift in Bangor, ME. After three years, Adam moved to shipping and receiving and then accepted a position at the counter. In 2011 he transferred to Ellsworth as an Inside Sales Rep and has now achieved his goal of becoming Store Manager.



Portsmouth, NH welcomes **Justin Gelinas** as the new Store Manager. An alumnus of St. Joseph's College in Maine, Justin has a B.A. in Business Management. After graduating, Justin worked as a benefits specialist at Unum Insurance. He then entered the Webb CIP program in January 2014 out of Dover, NH. Justin said he appreciates the experienced associates on his team and looks forward to helping the Portsmouth location grow.



Pat McCormack, a 10-year veteran of F.W. Webb is now General Manager for Newburgh, NY. A Siena College grad with a degree in Business Management, Pat started in the CIP program in Rutland, VT and worked in many locations before becoming OM in Canton, MA. After 8 years, Pat hit the road as an Account Manager for Fire Protection & Fabrication in NY/NJ. Pat is excited to build new relationships with employees and customers in the NY market.



Also in Newburgh, **Scott Brown** has been promoted from the counter to Operations Manager. Scott has more than 15 years of industry experience. He started as a picker at Ridgewood Corp. and eventually became a manager. When Ridgewood was sold, Scott accepted – and held for three years – an outside sales position with the buyer Blackman. Motivated to return to operations management, Scott joined F.W. Webb in Newburgh last year.

It Pays to Live on The Cape

The secret to vastly outliving your expected longevity apparently is to reside on Cape Cod – at least if you happen to be a water heater.

This 50-year-old water heater was operational in a summer home in Osterville, MA until last November. One of our customers, South Shore Contracting, brought it back to our Hyannis branch for us to have a look.

The 'guesstimated' lifespan of a water heater manufactured in 1964 is 10-15 years, according to Rich Boynton, General Manager, Hyannis. "Fifty years for a water heater is unheard of," he said. "Its unusual long life could be due to a combination of quality construction and summer use only."

Bradford White, the manufacturer, is taking the venerable heater back as a museum piece. So, although no longer working seasonally on the Cape, it has avoided the scrap heap and will proudly display its Webb logo into retirement.



South Portland Branch Food Drive – Bigger than Ever!

by Paul Grantz, Operations Manager, Portland, ME



This year marked the third consecutive year the South Portland branch held a Thanksgiving food drive to support our local Food Cupboard. To raise money, we sold pre-made food bags and accepted donations from customers and

employees. On the last day of the drive we held a counter day and provided a Thanksgiving feast to our customers to celebrate the holiday and the success of the drive. We deep fried and served 14 turkeys with all the trimmings and for dessert, pies. Many of our vendors participated and the event was well attended.

“Each year your donation is bigger and better! We value this relationship and appreciate the interest you and your employees have in our continued growth.”

– Sybil Riemensnider, Director, South Portland Food Cupboard

The following week we delivered a pallet of food supplies to the South Portland Food Cupboard. Our truck driver Bill Richards did a fabulous job maneuvering through traffic and parked vehicles. On this particular day the Cupboard was distributing food to the area’s needy and serving breakfast. It was very humbling to see so many people in need.

Each year we strive to improve over the previous year. It is a good feeling to do what we can to support our community as well as addicting. So, we plan to continue this relationship for many years to come. Thank you everyone who supports our efforts!



Student Art Builds Community for Maine Store

To enhance its annual customer Christmas Expo, the West Bath, ME store enlisted the help of local elementary school students. Hoping for holiday or Toys-for-Tots themed submissions, Store Manager Mike Blagdon reached out to area schools for student artwork to display at the Expo. An art teacher at one of the schools responded and her 1st and 4th graders produced artwork to adorn the walls during the 12-day event.

“After we hung the artwork it really added to the spirit of the show,” Mike said. “We’re making a strong effort to reach out to our customers and in parallel we see value in reaching out to our community.”

To thank the 50 students who participated, F.W. Webb gave each child an art kit.

“We all have the good fortune to work for a great company and it’s rewarding to share this with others in our community,” Mike added.

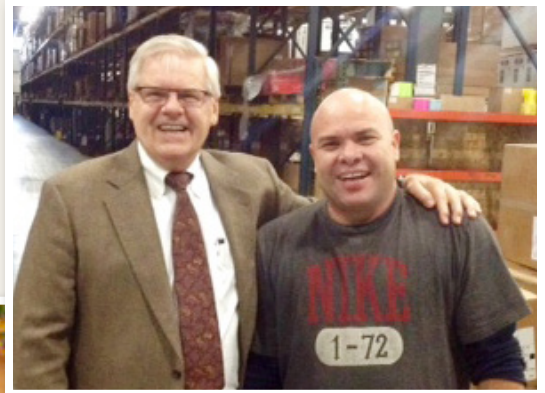


Students, whose artwork was part of the West Bath 12 Days of Christmas Expo, display their new art kits.

WebbCam



◀ From the Bath Center Showroom in Northampton, MA, Bonni DiCarlo (L) Showroom Sales and Wendy Zepke (R) Showroom Manager model "ugly" holiday sweaters.



▲ Ernie Coutemmarsh and Ino Bueno share a smile and friendship during Ernie's recent visit to CD. Ino is a Front Dock Receiver, who also splits his time at the receiving desk batching paperwork and taking phone calls. He joined F.W. Webb in 1996.



▲ Is that Santa or Steve Howard, Inside Sales, Hartford, CT?



▲ Jeff Pope wishes Richie Bernard good luck at his and Dennis Morrissey's retirement party in Manchester, NH.



◀ "Ice" – shot by Webb Merchandising Manager Scott Smith, appeared as "Photo of the Day" in the online version of Photographer Monthly.



▲ Syracuse Warehouse Supervisor Rob Young (L) and Bobby Henderson, Inventory Control (R), race in the annual Chilly Chili 5K in Cazenovia, NY.



F.W. Webb Receives Manufacturer's Award for Sales Milestone

The IPS Corporation, represented by Mike Jaffe (center), presented an award to Webb's Ed Welch, Senior V.P. of Purchasing (left) and Tim O'Connell, Plumbing Products Manager (right) for Webb selling \$1M of IPS products. IPS manufactures adhesives, solvent cements, primers and sealants for all markets, including plumbing.

Photo-taking Tips for *Pipeline*

Pipeline welcomes your stories and photos. Here are a few suggestions for taking good photos with a digital camera or smartphone:

- Zoom in to capture the subject(s) and eliminate distracting backgrounds – unless the background is a vital part of the story. For example, if the scenery helps explain the location or captures the mood, keep it in. On the other hand, don't be afraid to zoom in to capture detail.
- Try to keep distractions out of the picture. Move your subjects or move your camera for a different angle. Remove extraneous items from the scene, such as paper piled on a desk or food items on a table. Also, look for artifacts that could protrude into the photo unnaturally, such as a planter or pipe that appears to sit on someone's shoulder or head.
- Try to shoot in a well-lit location. Light needs to come from the front or sides of the subject, not the back. Reposition your subjects and/or camera if possible. Remember outdoor lighting is generally better than indoors, especially fluorescent lighting which gives off a yellow hue.
- Identify everyone in the photos and send this info with your submission.
- When in doubt submit several different versions and we'll pick the best.



Thank you for your contributions to Pipeline!

Webb Events through April

Feb. 21:	PHCC of Connecticut Annual Trade Show (Plumbing, Heating, Cooling Contractors) The Crowne Plaza Hotel, Cromwell, CT
March 7:	PHCC of Massachusetts Annual Trade Show, Royal Plaza Hotel & Conference Center, Marlborough, MA
March 13-14:	New England Water Well Show, Royal Plaza Hotel & Conference Center, Marlborough, MA
March 17:	St. Patrick's Day
March 20:	PHCC of Maine Annual Exposition, Augusta Civic Center, Augusta, ME
April 1-2:	New England Water Works Association, DCU Center, Worcester, MA
April 6:	Opening Day

The Showroom Hits the Road

Frank Webb's Bath Center has plans to be at more than 40 trade shows and events this year all across our operating region. Two of our larger shows are coming up over the same weekend. Stop by, say hello, invite all your friends and family!

Feb. 20-22:	New England Home Show, Seaport Convention Center, Seaport District, Boston
Feb. 21-22:	Foxwoods Home Show, Foxwoods Resort Casino, Ledyard, CT

WEBB CELEBRITY LOOK-ALIKE



Mike Smith
CIP, Ballston Spa, NY



Mike Maccagnan
NY Jets, General Manager

Submit your nomination for a Webb Employee Celebrity Look-Alike. If chosen, both of you will win a pair of Loew's movie tickets.

Send your nomination to pipeline@fwwebb.com by March 15 for the April Celebrity Look-Alike Contest.

Submitted by: Jeff Cortland, Operations Manager, Bergen, NJ

Webb Spotlight

Michelle Fedock



Webb Vitals

How long you've worked at F.W. Webb:
8 years

Your role at F.W. Webb:
Store Manager

F.W. Webb location where you work:
Manchester, NH

Tell us something about yourself that would surprise us:

I sang professionally for 15 years.

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

At the gym and with my girls.

The best TV show of all time is:
Seinfeld.

The best piece of advice I've ever received is:

Talk less, listen more.
(Thank you KSD.)



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

- **Jean Benoit** – Accounts Receivable Clerk, Williston, VT
- **Michael Bizier** – Selector, Amherst, NH
- **Jesse Bradley** – Driver, Malden, MA
- **Michael Cameron** – Inside Sales, Brockton, MA
- **Dillon Cohen** – Warehouse, Methuen, MA
- **Spencer Dayton** – Receiver, Amherst, NH
- **Bradley Demma** – Tractor Trailer Driver, Amherst, NH
- **John Diaz** – Selector, Amherst, NH
- **Christopher DiRienzo** – Counter, Watertown, MA
- **Michael Ducharme** – Selector, Cranston, RI
- **Steven Finocchio** – Counter, Boston, MA
- **Robert Fontaine** – Receiver, Amherst, NH
- **Shane Kibler** – Inside Sales, Portland, ME
- **Kevin Kowzic** – Driver, Canton, MA
- **Thomas Laier** – Warehouse, Albany, NY
- **Melvin LeBlanc** – Counter, Auburn, MA
- **Paul Lipkin** – Receiver, Amherst, NH
- **Scott Martin** – Driver, Northampton, MA
- **Francisco Martinez** – Warehouse, Methuen, MA
- **Brian McGann** – Counter, Lebanon, NH
- **Jeffrey McNicholas** – Inside Sales, Stamford, CT
- **Kenneth Middleton Jr.** – Tractor-trailer Driver, Methuen, MA
- **Glen Nguyen** – Layout, Canton, MA
- **Hung Nguyen** – Welder, Canton, MA
- **Scott Paine** – Call Center Representative, Amherst, NH
- **Joaquin Perez** – Driver, Watertown, MA
- **Matthew Perkins** – Warehouse, Dedham, MA
- **Hung Pham** – Machine Operator, Canton, MA
- **Joseph Pierce** – General Manager, NJ
- **Branden Prussman** – Counter, Woburn, MA
- **Kristy Race** – Showroom Sales Representative, Albany, NY
- **Esteban Rivera** – Warehouse, Hartford, CT
- **Marc Rousseau** – Driver, Brockton, MA
- **Omar Santiago** – Selector, Amherst, NH
- **Charles Shaver** – Outside Sales, Waterford, CT
- **Michael Simmons** – Warehouse, New Bedford, MA
- **Leonardo Solana III** – Driver, Canton, MA
- **Ross Souza** – Warehouse, New Bedford, MA
- **Robert Thomas** – Commercial HVAC Estimator, Woburn, MA
- **William Trautmann** – Tractor-trailer Driver, Amherst, NH
- **Michael Ward** – Warehouse, Methuen, MA
- **Wayne Wehnau** – Driver, Ballston Spa, NY
- **Scott Wenger** – Inside Sales Trainee, Barre, VT
- **Laurie Willis** – Copywriter, Riverbend Home, Bedford, MA

December 2014 & January 2015

Promotions:

Felipe Aguilera – Driver to Counter, Malden, MA
 Chris Dirienzo – Warehouse to Counter, Watertown, MA
 William Hatch – Driver to Warehouse Supervisor, Hyannis, MA
 Brian O'Keefe – Warehouse to Inside Sales Trainee, Cranston, RI
 Brad Potter – Counter to Inside Sales, Ballston Spa, NY

Retirees

Anne Leclerc – Store Manager, Ellsworth, ME after 7 years
Eileen Kemp – Showroom Sales Rep, Hartford, CT after 8 years
Leroy Roberts – Inside Sales, Augusta, ME after 10 years
Eric Willar – Counter, Auburn, MA after 18 years
Stan Hicks – Inventory Control Clerk, Albany, NY after 16 years
Robert Perry – Inside Sales, Queensbury, NY after 3 years
Michael Larrivee – Inside Sales, Cranston, RI after 17 years
James Hughes – Inside Sales, Syracuse, NY after 7 years
Robert Tully – Inside Sales, Winslow, ME after 9 years

Births:

Cheyenne Dennison born December 5, 2014
 Daughter of Jason & Beth Dennison, Winslow, ME
Lincoln Thomas Read born December, 26, 2014
 Son of Darrell & Sara Read, Williston, VT
Taegan Paige Domain born December, 30, 2014
 Daughter of Jeff & Lisa Domain, Waterbury, CT
Joel Escobar born January 11, 2015
 Son of Louis Escobar & Samantha Savage, CD,
 Amherst, NH
Corben Hayward Jones born January 24, 2015,
 Son of Derek & Brittany Jones, Augusta, ME



Work Anniversaries

5 Years

Michelle Turner, Newburgh, NY
 Darren Smith, Dover, NH
 Ruth Lenweaver, Syracuse, NY
 Charles Goodrow, Dover, NH
 Bruce Pal, Methuen, MA
 John Smith, Auburn, MA
 John Siano, Waterford, CT
 Rachelle Boland, Binghamton, NY
 John McGhee, Hyannis, MA
 Jeff Provencher, Biddeford, ME

10 Years

Richard Casadonte, Williston, ME
 Susan Jarvis, Lowell, MA
 Michael Lewis, Amherst, NH
 Susan Greenwood, St. Johnsbury, VT
 Alan S. Wagoner, Amherst, NH
 Sharon Budge, Bangor, ME
 John Chillemi, Bedford, MA
 John Binette, Portland, ME
 Richard McAllister, Fitchburg, MA
 Daniel Rawling, Amherst, NH
 Tom "Buzzy" Beagan, Cranston, RI
 John Corsetti, Amherst, NH

15 Years

Bonnie Ayers, Williston, VT
 Christine Pascall, Bedford, MA
 Ricky Howard, Bangor, ME
 David Renkowic, Springfield, MA
 Ronald David, Gloucester, MA
 Robert Root, Williston, VT
 Jay Krans, Williston, VT

20 Years

Cynthia Hull, Amherst, NH

30 Years

Michael O'Shea, Dover, NH
 Richard Violette, Bangor, ME
 Gino Martin, Caribou, ME

35 Years

Susan McHardy, Bedford, MA
 James Rose, Pittsfield, MA

CONGRATULATIONS