

# Pipeline

THE F.W. WEBB EMPLOYEE NEWSLETTER



Volume 1 – December 2012

## F.W. Webb Storms into Action

F.W. Webb knows what Mother Nature can do. It was just this time last year that we saw Hurricane Irene and Tropical Storm Lee pound Vermont and parts of New York. This past October, Hurricane Sandy packed a devastating blow as it slammed into New Jersey and made its way through parts of Lower Manhattan, its suburbs and Long Island with torrential rains, howling winds and widespread flooding before creeping further up the East Coast. The “super storm” ravaged coastal towns, shut down major transportation, closed government offices, and forced hundreds of thousands to evacuate.

At F.W. Webb’s Central Distribution in Amherst, NH, General Manager Greg Bodlovick keeps a close eye on developing storms. “When I see a storm like Sandy coming, I start thinking about the products our customers are going to need most: water heaters, boilers, boiler parts, sump pumps, flash lights, batteries, generators...you name it.” Greg quickly identifies the list of “emergency products” and calls manufacturers and their representatives to expedite delivery of additional loads of inventory to CD. He emails branch and store managers and suggests that they consider adding onto their usual inventory request. Sometimes he proactively sends out materials to locations that are expected to be impacted the most.

In Waterford, CT, General Manager Brian Domanico recalls the efforts of his team as they prepared for Sandy. “We planned in advance and got help from CD. We got a load of generators and pumps before the storm hit. When we hear a storm is coming we stock the front of the store with the emergency gear and product customers will need.” This syncs up with Greg’s recommendation that managers create emergency product displays near their counters so that customers can see what we have to help them and can grab it quickly. In the Waterford area where many lost power, generators were in hot demand. The branch sold over \$50,000 worth of them in just two days while operating by flashlight and headlamp. *(Continued on page 4)*



*Flooding destroyed homes in the Silver Sands neighborhood of East Haven, CT after Hurricane Sandy hit the area October 30, 2012.*

## Benefit Update

by Ruth Martin, VP, Human Resources

**Life Insurance & Long Term Disability.** Effective October 1, 2012 F.W. Webb transitioned from Lincoln Financial to MetLife as our Life Insurance & LTD carrier. This change was transparent to employees as current coverage and beneficiary information was transitioned directly to MetLife. However as a “welcome aboard” gesture MetLife will be offering employees the opportunity to either enroll in or increase supplemental coverage effective March 1, 2013. Employees will be receiving communication materials from MetLife in the upcoming weeks regarding this special enrollment period.

**Flexible Spending Accounts (FSA).** We recently made an agreement with Benefits Strategies of Manchester, NH to administer our FSA program beginning January 1, 2013. Benefits Strategies provides many added features to our program such as detailed on-line account information for each participant, the ability to upload receipts on-line, claim checks processed twice a week, mobile applications and providing participants with two debit cards at no charge. We are very confident that all employees who participate in the FSA program will be happy with the change in administrator. Our former administrator, Wimberly Associates, will be responsible for all 2012 claim payments and will accept claims up to 3/15/13. FSA forms are due by December 14, 2012.

## Did You Know?

*F.W. Webb’s fleet of 250 trucks travels 30,000 miles per week.*



See page 7 for WebbCam photos

## Our pal and NASCAR champ Brad Keselowski

by Alicia Criniti, Director of Marketing



This past July the new 2012 NASCAR champion, Brad Keselowski, competed in and won the F.W. Webb 200 Nationwide event at New Hampshire Motor Speedway. He was personable and friendly as he accepted the winner's trophy from F.W. Webb President Jeff Pope that afternoon. The popular driver raced on to claim his first Sprint Cup championship beating five-time champion Jimmie Johnson and to deliver the first Sprint Cup championship to Penske Racing on Sunday, November 18, at Homestead-Miami Speedway. At 28 years old, the new king of NASCAR is the eighth-youngest champion in Cup history.

## Promoting Wellness in Woburn

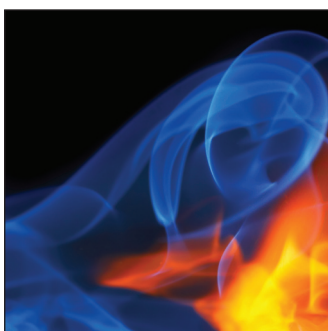
by Ruth Martin, VP, Human Resources



On November 15th, F.W. Webb in Woburn, Massachusetts hosted a Health Fair. For the past five years Human Resources has partnered with a Webb facility to promote wellness by hosting a Health Fair. This year's health fair included cholesterol, blood pressure, vision, and sun damage screenings, body mass index readings, a fitness trainer, seated massage, flu shots, and information on smoking cessation, cancer screenings and nutrition. Representatives from Blue Cross, Delta Dental and KGA were also present to meet with employees and answer questions. And of course there were plenty of healthy snacks!

## Come to Victor for a "Gas Class"

by Pete Dwyer, General Manager, Victor



Most Webbies who bid and design both residential and commercial heating systems have a clear understanding of fuel oil systems. This is the system we all grew up with. Putting together a package for an oil tank or answering basic installation or code questions for customers comes easy.

As many of those same customers switch over to Natural Gas and Propane, our understanding of gas systems and gas distribution becomes increasingly important. Can you recommend a gas tank, line size, and regulator as easily as a 275 gallon oil tank, fuel line, and filter? If you struggle with this you are not alone. Rich Harvey, the Gas Training Manager for Webb, runs classes here at Victor once per quarter. They are designed for inside sales people who are the 'go-to' folks at the branch for gas. If you are interested, please let your

manager know and together you can determine if the fit is right for you.

For information, contact Peter Dwyer, General Manager, Victor Manufacturing at 800-243-9360 or [pete.dwyer@fwwebb.com](mailto:pete.dwyer@fwwebb.com).



## Locations on the Move

### Dover, NH



In early November, the F.W. Webb branch in Dover, New Hampshire moved to a new, bigger location at 218 Knox Marsh Road, right off Route 155. This new facility features 68,000 square feet of open-plan space with full inventory on display for browsing and a 40-seat training room. Dover will also open a Frank Webb's Bath Center in Q1, 2013.

### Malden, MA



In April, our Malden, Massachusetts store moved to a new building located at 700 Broadway. Frank Webb's Bath Center opened at the site in October. We welcome the new showroom team, managed by Erin Murphy. This is an exciting new resource for the community and we wish them the best of luck!

## People on the Move



Congratulations to Scott Brown on becoming the new General Manager in Waterbury, Connecticut. Scott has been with Webb for 5 years and was previously the Operations Manager in Hartford, Connecticut for 2 years.



Hartford, Connecticut welcomes Dwight Harris as the new Operations Manager. Dwight comes from CIP, a Webb program which focuses on improvements to the company's operations. Dwight had been working in the Northampton, MA branch for over 2½ years.

## Business is Sweet in the North Country

by Lee Turner, General Manager, Rutland, VT



Hidden in the forests of the northeast is an industry with a lot of potential for growth. This industry features smoke stacks that hardly ever smoke, piping that hardly ever flows, pumps that are not usually pumping and boilers that only run when the weather is getting warmer.

Maple syrup is the second largest organic sweetener in the world (honey is #1). The climate to grow maple trees and produce maple syrup only exists in the northeast region of the United States and southeastern Canada. It is never going to be produced in China, Japan or Korea.



About 81% of the maple products produced in the USA comes from upstate New York and New England. In this area there are 7,830,000 taps reported to the USDA in 2012. At today's prices that would represent about \$60,000,000 worth of plastic pipe, tube, valves and fittings just in the woods. In a one week sale, two Webb locations alone sold enough pipe to surround three quarters of the state of Vermont. Every tap requires about two gallons of storage for a one day sap run. F.W. Webb sales of plastic tanks in Southern Vermont will be up about \$100,000 this year over last.

Historically most maple piping product was sold direct by one of several manufacturers in the maple business. A few years ago F.W. Webb made an agreement with the largest of them, Lapierre Maple out of Quebec. Our agreement is that we can buy and resell their pipe, tubing and fitting products. This has allowed us to partake in selling specialty translucent pipe, tubing, fitting and even taps for the maple business.

We also sell a lot of water pumps, stainless fittings, water filters, and PVC pressure fittings. We have hardly "tapped" the market for actuated valves with controls, Tri-Clover fittings, Vacuum Pumps, RO machines and a lot more.

Only about 2-3% of the maple trees in Vermont are tapped, even less in most other states. There is a lot of potential for growth. Plus, stocking and delivering is uncommon in this industry so F.W. Webb's distribution capability gives us an edge. The busy season starts as the heating season winds down and continues through spring, during the slower plumbing and heating months. All in all, the maple sugar industry presents a terrific opportunity for Webb. If you would like more information, please contact Lee Turner at 802-775-1922 or [lee@fwwebb.com](mailto:lee@fwwebb.com).

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*(F.W. Webb Storms into Action - continued from page 1)*

CD runs extra inventory to affected areas during and after major storms, adding Saturday deliveries as needed. "We're now running four or more trucks a week to Newburgh, NY which is double the number in usual times," says Greg. Depending upon how catastrophic a storm is, it can be difficult to get new loads of product from manufacturers as distributors across the region may be vying for the same product. "I start to do 'excess recall' of hot items from our branches and stores in non-affected areas who may have surplus, and we strategically redistribute that product to the areas most in need. Of course, along with Webb's Product Managers, we also put pressure on manufacturers to ensure that we are first in line to get fulfilled on needed items."

A month after Sandy, some Connecticut and New York locations are now seeing an influx of business from Northern New Jersey, Long Island and other parts of New York outside of F.W. Webb's traditional footprint. "Business from other areas is coming for water heaters and boilers. Other suppliers are out of product and the demand is high. I've got a contractor coming from Long Island tomorrow," says Brian Domanico. "This is his second trip here. He's picking up 12 boilers and some other material he needs."

## PurePro® – F.W. Webb's Own Label

by John Provencal, SVP, Plumbing and Heating



Many Webb employees have heard the name PurePro. But unless you are involved with the brand on a day to day basis, you may be surprised to know some facts about PurePro:

1. **PurePro is our own exclusive label.** F.W. Webb introduced the PurePro brand in 2003. PurePro products are only available through F.W. Webb.
2. **The PurePro product list is now approaching 1,000 items** in almost every plumbing, heating and cooling category: from high ticket boilers and furnaces to faucets and filters on down to replacement parts, cleaning supplies, chemicals, tools and more.
3. **PurePro is sold only to professional contractors.** It's a nice feature for our customers to be able to supply the "Contractors' Choice" to their customers.

### Why do customers like PurePro?

This past year we had some discussions with customers to find out their thoughts about PurePro and to give them some additional information about the brand. Three words that consistently came up were *quality*, *value*, and *warranty*.

Because F.W. Webb carefully chooses and evaluates every product sold under our exclusive label, our customers can count on the quality. Our pricing is competitive, so that makes good quality an even better value. And most of all, we provide the warranty on these products. If a customer has a problem with a PurePro product, they don't need to track down the manufacturer. They simply go to their F.W. Webb location and we'll make it right. This saves customers time and money.

### Why is PurePro important to Webb?

We like the fact that we can control the quality of these products. Plus, having our own exclusive brand increases the profitability.

It's sort of like buying a new television. If everyone sells the same product/brand, then it often comes down to "how much?" Some people will base their decision on service and relationships, but in the end, even they ask "how much?". By creating a brand that is ours, we control the price, quality, and how we go to market.

### What's in store for PurePro?

PurePro faucets have become a significant part of our plumbing business, yet the selections we offer today are the same ones we started with. Like any product, in order to stay relevant you must meet the changing demands of the market. In our case, this means we have to keep pace with the brand names; Delta, Moen, etc. We're in the process of introducing a dozen new faucets which we expect will be ready for our counters by early spring, and then we plan to follow up with a new line (under a different private label brand) for our showrooms.

On the heating side, now that we've rolled out our Advantage mid-range efficient private label boilers, we're being asked "what about condensing boilers"? This probably won't happen this heating season because when making our selections, we did so based on usage. Oil history showed a considerable amount of midrange efficiency units and even a lot of boilers with tankless coils. On the gas side, again, a majority of our history was for noncondensing, so we moved forward to meet the majority demand. Plus, there are probably a dozen condensing boilers already on the market and we stock most of them.



## Meet the F.W. Webb Mechanical PVF Estimation Team

by Frank Lamparelli, Commercial Sales Manager

Our team is focused on large mechanical and industrial piping contractors. We are versed in mechanical piping systems and are here to help you service your customers.

Here is what we need to complete quotations:

- List of materials
- Specifications
- Your contact information
- Where the project is located
- Due date
- How the material is going to be taken if we get the project
- The release time frame
- Any country of origin restrictions

Email us at **pipe@fwwebb.com** or call anyone on our team.



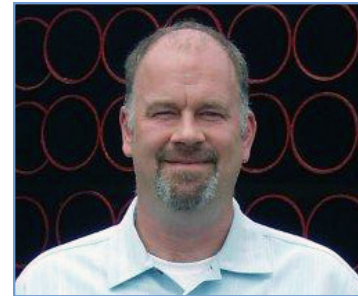
*Frank Lamparelli  
Mechanical Contractor Sales  
Commercial Sales Manager  
Methuen, MA • 603-438-0181*

For the past few years Frank Lamparelli was the New Hampshire based territory manager for this division. Before arriving at F.W. Webb Frank ran the Mechanical operation for the New England customer base for a competitor. Frank and his team of sales and estimating personnel make sure their customers have the pipe, valves and fittings they require when they need them. In addition to providing industrial PVF and related products, this division acts as a conduit for all other divisions of the company offering a complete one-stop solution for mechanical contractors.



*Tim Marchand  
Lead Mechanical Estimator  
Cranston, RI • 401-415-4106*

Tim Marchand was recently named Lead PVF Estimator for our team. Tim has been with F.W. Webb for 11 years. He started his career with a small regional wholesale company in 1988 and has focused on working with mechanical contractors for most of his career. He is familiar with the process of helping contractors manage material and construction document projects. Tim specializes in hard to find and more technical PVF items found in process and plant work.



*Walter Kalisz  
Mechanical Estimator  
Methuen, MA • 781-325-7097*

Walter Kalisz comes to F.W. Webb Company after 18 years of experience working for two of New Hampshire's leading mechanical contractors. Walt was an Assistant Project Manager/ Purchasing Agent handling all of their purchasing, subcontracting, submittal tracking, materials and equipment delivery schedules on jobs from start to finish. With contacts and knowledge gained over those eighteen years, he will be an asset to our Mechanical Estimating Team.

## Webb Spotlight



### Nelson LeMay

#### Webb Vitals:

- F.W. Webb – Concord, NH
- Inside Sales,  
"Heating Go-To-Guy"
- 18 Years at Webb

#### What is the best book you have read?

It's a cookbook that my wife left me, she wrote it in her own hand. I'm just beginning to learn how to use it. She started it before we got married (1967).

#### If you could have dinner with two people who are no longer alive, who would they be?

The first person would be any Sioux warrior that lived in the Dakota badlands. It's him, his horse and a stick with a point on it (spear); that's all. No Wal-Marts, no supermarkets, no cell phone, no L.L. Bean boots.

The second would be the poet Voltaire. He wrote the text I live my life by. "I may not agree with what you have to say, but I'll defend to my death your right to say it."

#### Where is the most interesting place you have visited?

The back-country roads of the Normandy region in France led me to places of grandeur and simplicity. Bed 'n Breakfasts built before my country fired its first shot heard round the world. I saw fields of wild poppies and hedgerows where the free world made a stand against tyranny.

#### What are your hobbies?

I built and operate an HO scale model railroad. The building it's in is a 20' x 20' heated addition to the garage so I spend many an evening out there. Fishing from my canoe on a quiet pond listening to the loons is quite nice. Winters are for snowshoein' and X-country skiin'.

#### If you won a free trip anywhere in the world, where would you go?

I'd travel the Silk Road if I could and I'd do it on horseback. In its hey-day the greatest trading route known to mankind. From Europe heading East to the Pacific, then South to Java, then back to Europe across the land of the Genghis Khan.

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

"Say what you mean, mean what you say" – 'nuff said.

## WEBB CAM

### CD - HALLOWEEN 2012



From left to right: Greg Bodlovick, General Manager; Jim Mansfield, Buyer; Scott Thompson, CD Sales Call Center; John Jannetti, CD Sales Call Center.



Jacob Guild, CD Receiving.



Eric Williams, CD Receiving.

## Congratulations

### December 2012 and January 2013 Anniversaries

#### 5 Years

Adam Foster - Ellsworth, ME  
 Kevin Hewes - Bangor, ME  
 Richard Geneseo - Bellingham, MA  
 Steven Sweetland - Binghamton, NY  
 Luis Salazar - CD, Amherst, NH  
 Peter Sanzo - Hartford, CT  
 Thomas Talcott - Fitchburg, MA  
 Alisha Rose - Ellsworth, ME  
 Luis Cruz - Methuen, MA  
 Peter Kniaz - Corporate, Bedford, MA  
 Ken Powell - Queensbury, NY  
 Joseph Morrill - Nashua, NH  
 Dave Parady, Jr. - Williston, VT  
 Laura Wulff - Warwick, RI  
 David Cockinos - Williston, VT  
 Mike Murgo - Woburn, MA  
 Steve LaChance - Lowell, MA  
 Edwin Conklin - Syracuse, NY  
 Andrey Yurovsky - Springfield, MA  
 David Lapointe - Hartford, CT  
 Patrick Casey - Methuen, MA

#### 10 Years

Bob Vinchesi - Woburn, MA  
 Kenneth Tufts - Woburn, MA  
 Matthew Hancur - Cranston, RI  
 Michael Costa - Cranston, RI  
 John Crispino - Queensbury, NY  
 Gregory Sperrey - Caribou, ME  
 Wayne Valley - Madison, NH

#### 15 Years

Marco Nantel - Dedham, MA  
 Paul Dummitt - Hartford, CT  
 Harry Barker - Queensbury, NY  
 James Christie - Queensbury, NY  
 Brett Finemore - Queensbury, NY  
 Charlie Jaquish - Albany, NY  
 William Gillen - Cranston, RI  
 Michael Russo - Cranston, RI  
 Scott Trudeau - Cranston, RI

#### 15 Years

Jeffery Brooks - Winslow, ME  
 Daniel Lundberg - Winslow, ME  
 Bruce Bisson - Kennebec, Winslow, ME  
 Estelle Bucknam - Kennebec, Winslow, ME  
 Bob Burke - Kennebec, Winslow, ME  
 Charles Clarke - Kennebec, Winslow, ME  
 Michael Cosgrove - Kennebec, Winslow, ME  
 Lorraine Fenlason - Kennebec, Winslow, ME  
 Linda Hayes - Kennebec, Winslow, ME  
 Jeffrey Peters - Kennebec, Winslow, ME  
 Bob Sirois - Kennebec, Winslow, ME  
 Alison Bisson - Kentrol, Winslow, ME  
 Denise Chamberlain - Kentrol, Winslow, ME  
 Gregory Dow - Kentrol, Winslow, ME  
 Gary Jackson - Kentrol, Winslow, ME  
 Wayne McCaslin - Kentrol, Winslow, ME  
 Denzil McCauley - Kentrol, Winslow, ME  
 Jay O'Coin - Kentrol, Winslow, ME  
 Darby Otis - Kentrol, Winslow, ME  
 Paul Paulette - Kentrol, Winslow, ME  
 Scott Pullen - Kentrol, Winslow, ME  
 Scott Varney - Kentrol, Winslow, ME  
 Raymone Wentworth - Kentrol, Winslow, ME  
 Timothy Vandenburg - Newburgh, NY  
 Randy Swan - Barre, VT  
 Christian Mackeigan - CD, Amherst, NH  
 Diane Salerno - Corporate, Bedford, MA

#### 20 Years

Jeff Baird - Northampton, MA  
 Jeff German - Syracuse, NY  
 Bob Buttery - Methuen, MA  
 Gregg Tweedie - Bangor, ME  
 Rhonda Brewster - Rutland, VT  
 John McPherson - Pipe Depot, Canton, MA

#### 25 Years

Rick Wilson - Boston, MA  
 Laura Carroll - Bedford, MA

### Retirements

Edward Googin - Inside Sales  
 Syracuse, NY, 5 years  
 Rene Rivert - Warehouse  
 New Bedford, MA, 8 years  
 Fran Bazanchuk - Office Admin  
 Northampton, MA, 25 years  
 Robert Flynn - Inside Sales  
 Northampton, MA, 38 years  
 Tom Walsh - Outside Sales  
 Northampton, MA, 36 years  
 Ted Pooler - Mechanican Design Engineer  
 Winslow, ME, 15 years

### Births

Caden Dempsey - born 12/3/12  
 Son of Jen Prokop Corkery (Bedford, MA)  
 Victoria Katherine Avery - born 11/11/12  
 Daughter of Carol Avery (Victor, Hartford, CT)  
 Jordan Patrick Cantrell - born 10/13/12  
 Son of Elena Cantrell (Stamford, CT)  
 Charles Michael Fixter - born 11/9/12  
 Grandson of Ruth Lenweaver (Syracuse, NY)

### Weddings

Chip Slattery (Bedford, MA) and Ellen Haley  
 10/14/2012