

Pipeline

THE F.W. WEBB EMPLOYEE NEWSLETTER



Volume 10 – June 2014

Who is F.W. Webb?

Much more than most people think.

by Alicia Criniti, Director of Marketing

As the F.W. Webb Company has grown over time, organically or through acquisition, so has our expertise and list of brands. In fact, F.W. Webb can now boast 14 areas of expertise and an impressive total of 19 brands. *So, who is F.W. Webb?*

With our broad range of expertise, sub-brands, sister brands, and private label brands, the answer is a complex one. This complexity presented an opportunity to revisit the way we define our diverse business and to strengthen the way we express our brands. Our goal? To expand perceptions of the F.W. Webb Company, which is critical if we want to grow business with existing customers and attract new ones.



F.W. Webb's Brand Family

The F.W. Webb Company currently comprises a total of 19 brands.



• A Sub-Brand

is a complementary product or service brand that includes a parent brand (in our case, F.W. Webb) as an endorsement.

• A Sister Brand

is owned by the same company as other brands (in our case, F.W. Webb) but identified independently. One parent company may have many subsidiaries, which are all sister brands to each other.

• A Private Label Brand

identifies products developed for a supplier (in our case, F.W. Webb) and manufactured by a third party under a unique label.

14 Areas of Expertise

More than plumbing, heating, cooling, and PVF, F.W. Webb Company's product knowledge and distribution spans 14 different market disciplines:

1. Plumbing
2. Heating
3. HVAC
4. Refrigeration
5. Pipe, Valves & Fittings
6. Building Controls
7. Propane & Natural Gas Equipment
8. Water Systems
9. Commercial & Industrial Pumps
10. Fire Protection & Fabrication
11. Industrial PVF Specialties
12. Thermoplastic Piping
13. High Purity Process Components
14. Process Controls

Nine of these, #6 through #14, represent specialized extensions of our core plumbing, heating, cooling and PVF business. The nine divisional "sub-brands" have been a focus of Marketing's recent work with managers as we sought language that would define, at a high level, each area of expertise and developed a complementary suite of sub-brand logos.

Our branding highlights the diversity of expertise that exists within F.W. Webb. We want to show customers that all the resources of the company are available to meet their needs.

Continued on page 2

Did you know? CD Sales has sold and exported goods to 63 different countries & territories since it originated in 2006. See page 14 for listing.

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



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The Evolution of F.W. Webb's Sub-Brands	
Former Logos	New Branding
	F.W. WEBB COMPANY Propane & Natural Gas Division
	F.W. WEBB COMPANY Water Systems Division
	F.W. WEBB COMPANY Fire Protection & Fabrication Division
	F.W. WEBB COMPANY Commercial & Industrial Pump Division
	F.W. WEBB COMPANY Industrial PVF Specialties Division
	F.W. WEBB COMPANY Thermoplastic Piping Division
	F.W. WEBB COMPANY High Purity Process Division
	F.W. WEBB COMPANY Process Controls Division
Formerly known as ECS/Br. 69	F.W. WEBB COMPANY Building Controls Division

The new sub-brand logo format features F.W. Webb as the overarching parent company followed by short descriptive language. Our core disciplines – plumbing, heating, HVAC, refrigeration, and pipe, valves and fittings – will continue to be marketed under the familiar F.W. Webb brand logo.

“Wow! I didn’t know F.W. Webb did that!”

This is the reaction we are looking for as we work hard to communicate F.W. Webb’s 14 areas of expertise and expansive brand family. It’s going to take effort on all of our parts to adjust the way we describe all that we do.

If you have any questions, please contact Alicia Criniti at ali@fwwebb.com.



History Corner

This Lucania model toilet, manufactured by F.W. Webb, was installed in the Bixby Memorial Library in Vergennes, Vermont in 1912. After undergoing a renovation, F.W. Webb was able to “buy back” the toilet by making a \$500 donation to the Vergennes Union Elementary School. The toilet will become part of Webb’s historical treasure. Thanks to Darrell Read, GM of Webb’s Williston, VT branch, and Ernie Coutermarsh, SVP of Industrial Business Development, for spearheading the transaction.



Page out of F.W. Webb’s 1911 catalog

He Makes Sure the Price is Fair



You might call Peter Kniaz our Guru of Sales Data. As Strategic Business Development Manager, one of the primary aspects of Peter's job in F.W. Webb's IT department is collecting data on our product pricing across the entire company and running computer models to analyze what we sell, who we sell it to and how much we charge.

Then he identifies pricing adjustments that can help maintain fair pricing. These adjustments may be upwards or downwards—and they are often surprisingly small.

Pricing strategy revisited

Back in 2010, Peter was a member of a multi-disciplinary team including Corporate Staff and Information Technology which got together to rethink our pricing strategy. A strategy was put in place to rebuild and simplify our pricing systems with the aim of providing a fair price to our customers and improving overall trust in our pricing system. After 16 months of joint effort between IT, Product Managers, and Corporate Staff a pricing system based on product pricing groups was completed and ready for implementation. This required new programs in AccuTerm, new analysis algorithms, and new ways of combining products into price groups.

Pricing help for managers

Webb actively stocks about 98,000 products with roughly another 100,000 coded in the system, and we have about 60,000 customers. "It's impossible for branch managers to keep track of every customer and every product," explains Peter. "We help the managers determine fair pricing based on sales history across the company."

Pricing suggestions are based on a complex algorithm that Peter developed working with Corporate Staff and General Managers. In addition to purchase frequency the program includes our cost for items, what different branches charge for a given item, 1-year and 5-year trends, and a lot more.

Rolling out the new pricing system to all the branches was only the beginning. Our competitors don't stop innovating

and neither can we. We continue to analyze pricing and sales to make sure that we adapt our pricing to our continually changing environment. In 12 months, F.W. Webb completes over 11 million transactions, selling products to customers.

All this data, over multiple years, is analyzed to provide clues as to how we should price our products. Our computers sift through price differences between branches, across regions, and between different product classifications to provide insight into our changing pricing needs.

"We help the managers determine fair pricing based on sales history across the company."

— Peter Kniaz, Strategic Business Development Manager

In addition we look at pricing inconsistencies, sales performance by branch and salesman and price group inconsistencies. All of this requires massive amounts of data, powerful computers, and lots of team work. All of these elements are essential in order to be sure our pricing is fair to our customers.

Peter has worked for Webb since December, 2007. He is well equipped for his challenging role, with over 30 years' experience in IT and Strategic Business Analysis, working for distribution, manufacturing, and technology companies. He and his wife Mary live in Hopkinton, MA. They have five children, and Peter's son Ben consults part-time for the IT department.

Peter works with other members of IT and Corporate Staff to support other functions in addition to pricing, such as the Customer Relationship Management system (CRM) and tracking sales representative performance. "The common theme," he says, "is that I spend my days analyzing lots and lots of data."



Peter and youngest daughter, Catherine play music together.



The future of exterior and interior home design is clear: many of us will stay at home as we age, and multiple generations will be sharing space. This means that we will see more and more spaces designed for users with varied ability levels and needs.

This also means that the number of terms used to describe accessibility issues keeps growing, too. That can make it challenging to start planning a build or renovation, shop for products, or communicate with your architect or interior designer.

We'll help you sort things out.

◆ **Accessibility:** dictionary.com defines this as the property of "being able to be used, entered, or reached"; Wikipedia puts the term in perspective of the design community by calling it "the degree to which a product, device, service, or environment is available to as many people as possible." The term can be rather vague unless the context in which it is used defines the population requiring accessibility, such as "wheelchair access".

◆ **Aging in Place:** This term addresses modifications and updates that allow people to remain in their own homes safely and comfortably as they get older. Many people simply prefer this option to assisted living or other facilities. And more and more older homeowners are choosing renovation over putting a house on the market.

In the bathroom, one homeowner might simply install grab bars and a raised toilet seat, while another may anticipate more extensive needs by replacing a tub with a threshold-free shower with a built in seat and installing a wall mount sink that will accommodate a walker or wheelchair.

In the kitchen, storage might be redesigned to be easier to reach without straining and lighting improved, especially for night safety. New designs for familiar appliances can ease access as well, such as pull-out refrigerator, microwave and dishwasher drawers.

◆ **Wheelchair or Handicapped Access:** This more precise terminology makes it clear that wheelchair users will be able to enter the building and/or use the facilities.

◆ **ADA:** This term is probably the most commonly used to designate accessibility, but it really refers to a very specific set of legislative guidelines regarding the requirements for accessible bathroom facilities in public areas.

The acronym stands for the Americans with Disabilities Act, and it can only be applied to products that specifically adhere to the requirements and guidelines of these laws. The designation also serves to identify residential products and fixtures that meet the requirements.

◆ **Universal Design:** This may be the least understood design concept, yet it's probably the most exciting. AARP defines it as: "Universal Design is about creating an attractive, stylish space that everyone, regardless of age, size, or ability, can live in or visit."

In addition, if Universal Design is done correctly, the organization says, people may not even know that special care has been taken in the design.

AARP's kitchen recommendations include raised, front loading clothes and dishwashers; side by side refrigerators; multi-level kitchen countertops with open space underneath to accommodate a seated cook; and easy access storage such as adjustable height cupboards and lazy Susans.

Bathrooms should have comfort height toilets, non-slip floors (in the tub and shower too), and of course, low or no threshold showers with seats. Both rooms should have plenty of task lighting and easy to grasp cabinet pulls.

[Click to read more Riverbend Home blog posts or go to riverbendhome.com.](#)



F.W. Webb's Vermont Expo

by Jay Potter, General Manager, Lebanon, NH



F.W. Webb's Vermont Expo in Barre is iconic in the industry. If you're skeptical, take a look at the writeup on pages 88-90 in April's edition of *The Wholesaler*.

The Expo is truly more than product, education, and tradition on display. It's an event that is cherished by

Webb's customers and Webb's vendors. For our customers the Expo brings to a small city in north central Vermont all the products, gadgets, knowledge, and who's who in the industry.

An educational start to the day

The 21st Annual Vermont Expo looked as if it would be hassled by the weather, but Mother Nature cooperated and the event proceeded without a problem. Here's how it went:

The day commenced with over 400 customers looking to fulfill their continuing educational requirements or further their knowledge in a specific discipline. The seven-seminar schedule included State certification in gas, plumbing, advanced hydronics, boiler teardown, Wi-Fi controls, and ductless split systems. Rounding out the offering this year was a class in refrigeration including compressor teardown. Upon completion of the classes, participants had a sit down lunch and then it was off to the Expo Arena.

On to the arena (and tent city)

The Expo had over 120 vendor booths and five live fire trailers. The BOR Arena, normally hockey mecca to the Vermont Capitol region, hosted the majority of the vendor's latest products and displays. The LP and Tool tent just outside the arena was in itself a small carnival. Many LP products were on display and operational. The LP specialists from Vermont and our Propane & Natural Gas Division were there to answer questions and sell some product.

Just to the left as you entered the tent you found Webb's tool vendors, who work with staff to give customers all the action they want in dickering for tools and accessories. The day concluded with Lenox cutting a car in half while customers won prizes based on the accuracy of their guess on how long this process will take.

Continued on page 6



Customers on the show floor



Left to right: David Guinard and Candice Shumski, Barre, VT; Joyce Luttrell and Jay Potter, Lebanon, NH



New Hampshire Motor Speedway's stock car



Rich McNally, Watts, with customer



Paul "Wally" Sferrezza, Woburn, MA and Joe Ruggiero, Heating Sales Product Manager

Continued from page 5

F.W. Webb's Vermont Expo

Also in tent city, a race car was on display from our friends at New Hampshire Motor Speedway, and a variety of "Made in Vermont" vendor/customers were selling their offerings. On display were True North Granola, Cabot Cheese and Georgia Mountain Maple.

Concluding the tent action was the world famous (or at least Vermont famous) "scratch and dent" sale and the FRIED TURKEYS!

A great opportunity for vendors

For our vendors, the Expo brings an opportunity to see over 1,000 prospective customers in a five hour time frame, reacquaint with business associates, and participate in the traditional activities that surround the Expo. Many of our vendors' and rep agencies' principals and owners attend the Expo religiously.

The business atmosphere is cordial but very active. Laptops, iPads, and iPhones are evident around the arena. Appointments, training seminars, and business activities are scheduled throughout the day. One vendor's comment will give you an idea of the atmosphere: "Just to see the people from Webb makes it more than worthwhile for me to be here."

The importance of tradition

The traditions at the Expo are the heart and soul of its success, such as the fried turkeys and scratch & dent tent which are enjoyed by all. But the traditions that reach deepest occur outside the Expo.

For years the F. W. Webb management has given their time and heart to this event. The dinner and dessert on Expo eve are very special. Dinner starts at Sarducci's, where the cuisine and camaraderie inaugurate the evening events. Participants then make their way up the street to a restaurant run by the Vermont Tech culinary students. Everyone heads to "the cave" for the finest desserts and port wine on the premises. Many stories are told and the floor is open to anyone with a "clean" joke. This portion of the evening closes with John Provencal reminiscing about Expos past and thanking the vendors. One must be there to feel the depth of his sincerity.

In closing, the Vermont Expo is the place to be on the first Thursday of May. A special thanks to all involved—to mention one would mean to forget two!

History Corner



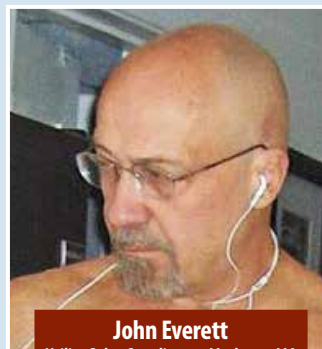
This is a coffee mug F.W. Webb gave out when we opened our first Distribution Center in Merrimack, NH in 1978.

WEBB CELEBRITY

LOOK-ALIKE



Bryan Cranston
Walter White, Breaking Bad



John Everett
Utility Sales Coordinator, Methuen, MA

Submitted by Chip Slattery, Marketing, Bedford, MA

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

Send your nomination to pipeline@fwwebb.com by July 21st for the August Celebrity Look-Alike Contest.



Webb Spotlight



*Randy with wife Nanci
and pooch Jackson*

Randy McGuire

Webb Vitals

- **How long you've worked for F.W. Webb:** 32 years
- **Your role at F.W. Webb:** Counter Supervisor
- **F.W. Webb location where you work:** Rutland, Vermont

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

My brother Larry and my old friend Frank Bioty (Musky).

Tell us something about yourself that would surprise us.

I am one of 10 children.

If you could have lunch with a celebrity, who would it be?

Jessica Biel.

Where is the most interesting place you have visited?

Colorado Springs—Garden of the Gods.

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

Alaska.

Bone Frog Challenge

by Shon Cabrera, Operations Manager, Springfield, MA



The New England Bone Frog Challenge at Berkshire East offers true Navy Seal style training in over nine miles of terrain with obstacles every quarter-mile. It mirrors the obstacle courses that Navy Seals train on.

David Renkowic, our warehouse supervisor, formed a team from his warehouse crew to participate in this challenge on May 17. This was a great team building experience for the guys. Despite the difficulty they all made it to the finish line. One employee was injured but completed the race, and he received the support of another employee who stayed back to help him finish.

Participating were Dave Renkowic, Brandon Spence, Patrick Faye, and Luis Velazquez, who got a Webb logo haircut to support the team the day before the race. Those who are interested can find more information on this event at bonefrogchallenge.com.



*Left to right:
Dave Renkowic,
Brandon Spence,
Patrick Faye, and
Luis Velazquez*

**Congratulations to Allentown, PA
on a successful opening!**



Daikin Training Session



David Chadwick of the South Portland branch ran a successful Daikin training session in Bangor on March 25th and 26th.

“David does an excellent job and the contractors who attended were impressed with the Daikin heat pump line.”

– Kevin Hewes, Operations Manager, Bangor, ME

F.W. Webb Williston, VT Training Session



Sporlan Training Brings 65 Attendees to Williston

by Bryan Tatro, Operations Manager, Williston, VT

On April 24th, Dana George from Sporlan came to Williston to hold a training session for interested technicians in the area. With enough time to plan and promote, we were able to show service technicians that we are dedicated to serving the refrigeration community. The response was so positive that we had to rent a large enough space outside of F.W. Webb to host the training. This first-time training brought in 65 service technicians.

Attendees came to gain an understanding on why compressors fail and how to properly install them. Out of all compressors that fail, approximately 5% are manufacturer defects and 30% are “no fault found”.

Topics covered included super heat, how to set up sub cooling for both A/C and refrigeration, and the proper way to handle a compressor burn out. We also incorporated components like TEV and electronic TEV as well as proper sizing of liquid line solenoids. The class wrapped up with a discussion of crank case pressure regulators.

Once the class was done, we were approached by several of the technicians with positive feedback. Some indicated that it was the best class they have been to in a long time. Technicians with 25+ years’ experience indicated that they learned something from the class.



Dana George, Sporlan, presents to interested refrigeration technicians.

The Washington Post

TUESDAY, APRIL 22, 2014



Double amputee Celeste Corcoran, a victim of last year's bombing, reaches the Boston Marathon finish line after crossing the final two-tenths of a mile with her sister Carmen Acabbo, left, and daughter Sydney, who was also wounded last year.

Recovery and joy in the long run

Corcoran Strong

Celeste and Sydney Corcoran, wife and daughter of F.W. Webb Methuen driver Kevin Corcoran, were featured on the cover of the Washington Post the day after the 2014 Boston Marathon. The Corcorans, wounded in the 2013 Marathon bombing, accompanied Celeste's sister Carmen Acabbo (left) for a “victory lap” of the final two-tenths of a mile.

Frank Webb is “Front and Center” in Binghamton

by Kelli Truman, Showroom Manager, Binghamton, NY

On March 29th and 30th, the staff of Frank Webb’s Bath Center in Binghamton, NY attended the Southern Tier Home Builders and Remodelers Association Home & Garden Show.



As you can see in the photo, once again this year we had the best positioning for our Bath Center banner! Attendees viewed our name FIRST as they entered the show at the Binghamton

University Events Center. Reports have indicated a significant increase in attendance this year and we certainly had several quality leads pass through our booth.

A lot of planning goes into the Home show and we would like to thank the following for their support and contributions: Moen, Slik, Toto, Grohe, Woodpro, Brizo and Delta; our Marketing Department who supplied us with graphics for our newspaper ad, newly printed line cards, coupons, and pens and measuring tapes for give-aways; Moen for supplying us with a MotionSense kitchen faucet to raffle off; our staff in Binghamton for packing, loading and transporting us to and from the show; and a special Thank You to Scott Smith for his help and support over the last several years.

A strong team effort like this can only ensure success. Thank you again to everyone who supported our show!

*Left to right:
Sherry Manning,
Showroom Consultant;
Kelli Truman,
Showroom Manager;
Rachelle Boland,
Showroom Consultant.*



Webb on His Side

By Jason Pentland, General Manager, Newburgh, NY

Tristen DiPoalo, whose parents, Michelle DiPoalo and Bucky Davis, own and operate Elite Plumbing & Heating, approached me for a donation of material for the New York State BOCES (Boards of Cooperative Educational Services) plumbing competition. It was a small list of copper fittings so I said “No problem”.



A few weeks later Tristen came to get the fittings as he was leaving the next day to travel three hours to Syracuse for the three-day competition. His father was staying behind because any outburst or help would penalize

Tristen and Bucky wasn’t sure he could contain himself. We outfitted Tristen in Webb gear, shirts, hats, and a tool bag and sent him on his way.

The next day (the day before the competition) at 3 pm, I received a text then a phone call from Bucky. Tristen forgot copper tubing! He was in Syracuse at a hotel without a vehicle and no way to get product for the following day. Was he going to be able to compete? Was all his hard work going to waste? No, he had Webb on his side!

We reached out to our Syracuse location and Ed and the gang made it happen. Tristen had his tubing by 5:30 pm that night. One of Syracuse’s employees, Paul Stein, took the pipe home with him and dropped it at the hotel on his way home. The following day at 7:30 am Tristen was competing and two days later he had a second place trophy.



Can Engineered Products Be Part of Your Sales Offering?

by Daryl Schoellkopf, General Manager, Process Controls Division, Winslow, ME



Did you know that the Process Controls Division of F.W. Webb has an Engineered Products Group? This industrially focused group of Chemical, Electrical, and Mechanical Engineers designs, fabricates, integrates, and supports custom process skid systems and control cabinets, saving significant time and money for customers. The EPG group has the experience and talent to take a customer concept and produce a fully functioning system that meets the most demanding requirements.

Skid Systems/Control Cabinets are assembled at Webb's Winslow, ME location, using internally-sourced products, the customer's own custom components, or a combination of both. We can deliver ready-to-go completed and tested systems directly to the jobsite.

We service many markets that have a need for our capabilities across North America, including Power Generation, Electrical Transmission and Distribution, Pulp and Paper, and others. Do you think your customers can use our services? Give us a call at 800-452-1928. Or find out more by downloading our [new brochure](#).



Left to right: Craig Joyce, Joyce Sales Group and John Conroy, Brothers Butcher



Thank you, Joyce Sales Group!

To celebrate 25 years as a manufacturers' rep to F.W. Webb, Craig and Cindy Joyce of the Joyce Sales Group treated Webb's Bedford, MA location to a fabulous cookout featuring grilled chicken and steak tips, salads, and Irish soda bread. Craig manned the grill with John Conroy of Brothers Butcher in Nashua, NH.

Craig, an expert on wiring and fiber optic cabling, supplies electrical parts and components to CD and Webb, as well as fiber optic data solutions to Webb's IT department. The Joyce Group also publishes a Webb Electrical mini-catalog for our counter sales team. Craig, a fixture at Webb counter days and Expos, has personally visited every Webb location to thank them. In turn, all of us at Webb would like to say "Thank you" to the Joyce Sales Group for 25 great years!



A Proud Marine Speaks to Recruits

On Friday, May 9th, Senior Vice President Ernie Coutermarsh spoke to 125 Marine recruits and their parents about what the United States Marine Corps has meant to his life and career. "These young men and women are leaving soon for basic training at Parris Island, South Carolina," said Ernie. "It was a pleasure and an honor." The talk took place at the United States Marine Corps Reserve Center in Manchester, NH.



Bergen: One Year Later

by Jeff Cortland, Operations Manager, Bergen Industrial , NJ

For nearly 50 years, Bergen Industrial Supply was a leader in wholesale distribution in Northern Jersey. The family-owned business was known for its integrity, customer service, and loyal customers.

This month marks the first year of F.W. Webb's acquisition of Bergen and its long and successful legacy. During this year we've come a long way, thanks to teamwork on the part of the Bergen employees past and present as well as all the Webb folks (many from the Newburgh, NY branch) who assisted with the transition.

We began upgrading during the acquisition process. We knew that to be successful, we needed to create an environment that would feel welcoming to both employees and customers. The physical plant needed considerable modernization to bring it into line with our other Webb facilities. The then-Bergen employees were awesome. They stayed late and worked weekends to help set up even before they "officially" worked for Webb.

We made many changes throughout the building. Areas were reorganized, beginning with the warehouse, shipping and receiving areas, followed by a complete office makeover. We redid the floors and carpets and brought in new furniture and cubicles. Now Bergen's exterior still has the charm it's displayed since 1965, while inside we have the neat, modern structure that is typical of our Webb facilities.



Left to right: Felipe Sanchez, Andres Casado, Connor Mascolo

Bergen

A Division of F.W. Webb Company



Left to right: Felipe Sanchez, Edison Gomez

Annual golf outing a big success

A major milestone for the blended company this year was Bergen's annual Golf Outing.



Left to right: Mike LaPorte, Joe Romanelli Jr. of Core Pipe

The outing has been going on for over 30 years and is a great opportunity for employees, vendors, and customers to take time out of their busy schedules to enjoy a beautiful May afternoon on the course.

The tournament has seen a great turnout every year and has even featured appearances from celebrities such as Joe DiMaggio. The 2014 Outing was another success, this year including Webb employees from all over, more than 20 vendors that assisted in sponsorships, and 70 customers ready to prove their skills with some friendly competition. The outing was followed by a dinner and some great camaraderie amongst the participants, many of whom have been doing business for many years. The event truly marked beginning of a brand new legacy.



Left to right: Bob Colon, Binsky and Synder; Jeff Pope, F.W. Webb; Bill Lintner, Engineered Mechanical Services (EMS); Mark Matlosz, Glaxo; James LaPorte Sr., Bergen; Robert Armistead Sr., Armistead Mechanical

Webb Cam

Ethan Turner, Rutland, VT and Tim Fox, Bennington, VT slicing the traditional fried turkey at the 21st annual VT Expo



Pete Dwyer, GM of the Propane & Natural Gas Division, hard at work at the Vermont Expo

Future Red Sox Fan, Xavier Mason, grandson of Tom Mason, Power & Energy Market Manager



Bangor General Manager, Tim Largay, grilling for a group of contractors at our traditional Red Sox Opening Day Counter Day in April

Red Sox Opening Day

F.W. Webb's Corporate Office and Bedford location celebrated the Red Sox Home Opener with "Augusta's Chicken on the Road" food truck and ice cream. Employees also participated in the Jimmy Fund Rally Against Cancer raising \$1,700.



Left to right: Tony Bossi, Data Research Analyst; Elaine Graboski, Administrative Assistant; Curt Burgess, Merchandise Manager; and Marc Friedman, Web Developer



A Family Affair: Joanne Giaimo, AIP Assistant Supervision, her daughter Krista McBride, Technical Support Analyst, and Krista's daughters



"Augusta's Chicken on the Road" food truck



People on the Move

In this issue we are happy to report that Operations Managers have been promoted to General Manager in two locations.



Brian Clark has been promoted from Operations Manager to General Manager of F.W. Webb's Commercial & Industrial Pump Division located in Cranston, RI. This fall will mark Brian's 15th anniversary at F.W. Webb. He has been in the Cranston location since he joined the company.



Justin Bednarz takes the reins of the Waterford, CT branch. Justin entered the Continuous Improvement Program (CIP) in 2005 after serving on active duty in the Army and deployment to Iraq and Kuwait. He moved into the role of Operations Manager in Waterbury, CT the following year. Justin took military leave in 2011, returning to Webb in early 2012 as OM in Waterford.

When Waterford GM Brian Domanico chose to step into an Inside Sales role in the Propane & Natural Gas Division, Justin was ready and able to take on the challenge. Justin currently holds the rank of Major in the Army Reserve.

More People on the Move

- **Sean Mannion:** Counter to Inside Sales in Nashua, NH
- **Paul Sferrazza Jr:** Warehouse to Inside Sales Trainee in Woburn, MA
- **Thomas Ryan:** Warehouse to Counter in Warwick, RI
- **Nathan Elliott:** Driver to Counter in Keene, NH
- **Jeff Mason:** Inventory Control to Inside Sales in Rutland, VT
- **Scott Thompson:** Call Center Rep to Inside Sales Trainee in Dover, NH
- **Casey Makovich:** Jr. Copy Writer to Copy Writer, E-Commerce, Bedford, MA
- **Peter Sanzo:** Warehouse to Warehouse Supervisor, Hartford, CT
- **Dan Williams:** Counter to Inside Sales Trainee in Albany, NY
- **John Vancleave:** Outside Sales Trainee to Outside Sales Representative in Pittsfield, MA
- **Leo Pollander:** Inventory Control to Inside Sales Representative, Barre, VT
- **Robert Ross:** Inside Sales Trainee to Inside Sales Representative, Bergen, NJ
- **David Bernard:** Warehouse to Counter in Portland, ME

April & May 2014

Anniversaries

5 Years

Peter Paro - Waterford, CT
Armand Fournier - Dover, NH
Raymond Kallas - New Haven, CT
Mark Caulfield - CD, Amherst, NH
Pierre Maitre - Fire Protection & Fabrication, Canton, MA
Michael Ponte - Waterbury, CT
David Hanson - Syracuse, NY
Martha Osgood-Kelly - Brockton, MA

10 Years

David Sills - Hartford, CT
Keith Sharron - Cranston, RI
Bobby Fortes - Hingham, MA
Kevin Daley - Dover, NH
James Wood - Springfield, MA
John Ferrelli - Methuen, MA
Darrell Read - Williston, VT

15 Years

Tristan Lawe - Industrial, Winslow, ME
Enos Hodgdon - Methuen, MA
Mark Daly - Methuen, MA
Andy Berube - Manchester, NH
David Chadwick - Portland, ME
Peter Dwyer - Propane & Natural Gas, Hartford, CT

20 Years

Rich Larkin - Corporate, Bedford, MA
Aaron Carlson - Fire Protection & Fabrication, Canton, MA
Daniel Demers - St. Johnsbury, VT
Tim Bache - Greenfield, MA
Candice Shumski - Barre, VT

25 Years

Lisa Musto - Corporate, Bedford, MA
John Asquini - Portland, ME

30 Years

Michael O'Brien - Williston, VT
Peter Kelleher - Warwick, RI
Tim Corcoran - Lewiston, ME
Bob Mucciarone - Corporate, Bedford, MA

35 Years

Tom Moore - Methuen, MA

45 Years

Ernest Coutermarsh - Corporate, Bedford, MA

April & May 2014

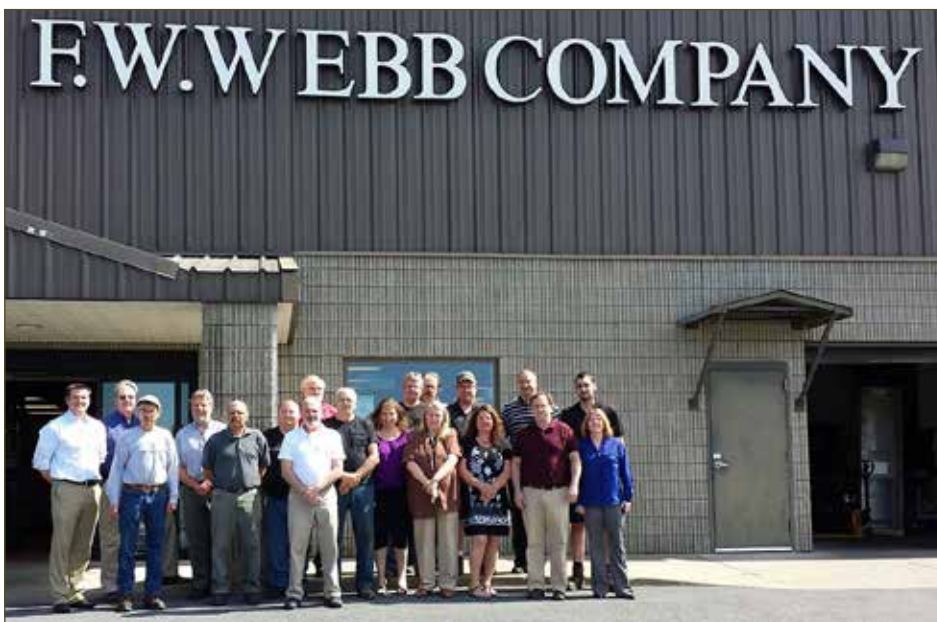
Retirements

F.W. Webb Company thanks you for your dedicated years of service and wishes you the best in all your future endeavors.

- **Thomas Fallon**, Counter, Propane and Natural Gas Division, Hartford, CT after 15 years.
- **Neil Pecoraro**, Inside Sales, Bergen, NJ after 42 years

Births

- **Greyson Mitchell Muzzey**, born April 4th, Grandson of Mitch Olsen, Lebanon, NH
- **Camden Joseph Fox**, born April 8th, Son of Sam and Jacinda Fox, Williston, VT
- **Everett Elliott**, born May 23rd, Son of Nathan and Alison Elliott, Keene, NH



F.W. Webb Queensbury Voted Best of the Best

F.W. Webb's Queensbury, NY store was voted Best Plumbing Store and Best Appliance in the *Post Star* 2014 Best of the Region poll. The readers' choice awards celebrate businesses in Warren, Washington and Saratoga counties. Congratulations to General Manager Cathleen Barry and the Queensbury staff!

Congratulations

Did you know?

CD Sales has sold and exported goods to 63 different countries & territories since it originated in 2006.

Countries & Territories Sold To:

Afghanistan • Algeria • Antigua
 Argentina • Australia • Azores
 Bahama • Bermuda • Bolivia • Brazil
 Canada • Chile • China • Colombia
 Costa Rica • Dominion Republic
 Ecuador • Egypt • El Salvador
 England • France • Germany
 Hungary • India • Ireland • Israel
 Italy • Jamaica • Japan • Jordan
 Kenya • Lebanon • Libya • Mexico
 New Zealand • Nicaragua • Nigeria
 Norway • Oman • Pakistan • Panama
 Peru • Phillipines • Poland • Portugal
 Puerto Rico • Saudi Arabia • Serbia
 South Africa • South Korea • Spain
 Thailand • Tobago • Trinidad
 Turkey • Turks & Caicos • U.S.A.
 United Arab Emirates • Uzbekistan
 Venezuela • Vietnam
 Virgin Islands • Yemen

