



## Webb Kentrol/Sevco: Quiet Success, Steady Growth

### Systemation Acquisition Grows Business in New York State

Did you ever wonder who sells and maintains the equipment that keeps your milk fresh, your municipal water and sewers flowing, and your power plant safe? Or who provides consistency for the manufacturers who produce the things you use every day, such as golf balls, tissue paper and pharmaceuticals?

One company that plays a role in these and many other critical industries is surprisingly close to home: Webb Kentrol/Sevco.

Webb Kentrol/Sevco, based in Winslow, Maine, is a single source provider of process control instrumentation, control valves, over pressure protection devices and analytical measurement products to industrial process plants throughout New England and New York. The division also designs and builds engineered systems comprised of multiple components for customers in the power, oil and gas, chemical and other industries, as well as for municipal facilities.



*Webb Kentrol/Sevco provides process control valves, instrumentation, safety valves, engineered systems and other products that play an essential part in the production of many familiar goods and services.*

If you're not directly involved with Webb Kentrol/Sevco's products and services, this member of the F.W. Webb family certainly seems highly technical. But when you realize that valves, actuation and instrumentation play a major role in hospitals, food and beverage plants, power stations and so many other every-day goods and services, their mission becomes much more accessible.

### Exciting Move Forward

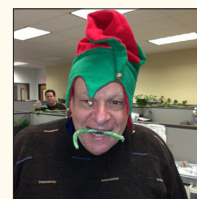
Recently, Webb Kentrol/Sevco announced the acquisition of Systemation, a Fairport, New York-based provider of engineered sales and application solutions for the process control industry from Albany to Buffalo. Systemation provides measurement products and analyzers as well as PC based controllers and software.

"Systemation's knowledgeable team and complementary product lines will augment our instrumentation business in this region and offer significant benefits to the customers of both companies," said Daryl Schoellkopf, General Manager of Webb Kentrol/Sevco. "This new partnership supports our goal to deliver the very best products and services to customers in upstate New York."

*(continued on page 2)*

### Did You Know?

*The first Frank Webb's Bath Center was built in 1995 in Nashua, NH. Today we have 36 showrooms.*



See page 5 for WebbCam photos

## Systemation Acquisition *(continued from page 1)*

“With Webb Kentrol/Sevco’s backing and broad product portfolio we can provide our customers with complete solutions, from product selection and procurement to maintenance and protection,” said Jim Somers, Systemation founder. “Customers will continue working with their Systemation sales and technical teams, but they will now have access to Webb Kentrol/Sevco’s deep resources and expanded offerings.”

Stay tuned – this fascinating Webb division will continue to make its quiet presence known from Northern Maine to Buffalo, New York, serving very diverse industries. And next time you pour a beer, turn on your lights, read a newspaper or take medication, ask yourself if our own Webb Kentrol/Sevco team helped make it possible.

## Achieve Global Sales Training

by Jeff Pope, President



F.W. Webb’s inside and outside sales force is currently going through the Achieve Global Sales Training in order to be even better at identifying opportunities to grow profitable revenue. The training focuses on asking good questions, truly listening to the answers and determining how Webb can be of service.

Everyone has had the experience of dealing with a sales person who either didn’t know their products or just rattled off the features of the product without listening to the customer’s needs. We want to make sure that’s not the case here at Webb.

In the short time that the Achieve Global sales techniques have been put in use by some of our sales people, sizable orders have resulted. One sales person personally thanked me for the training because it has helped that person “sell more stuff and also better the relationship with a customer by learning what’s really important to him”. Another emailed me about landing an order that wouldn’t have happened without the sales training of Achieve Global.

The more the fundamentals are used in this program, the more sales and long standing business partnerships will occur.



### Notes from an Achieve Global Participant

I’d always considered myself a top performer so I wasn’t sure what Achieve Global had to offer me. But not too far into Day One of the class I found myself wondering...do I make “The Great Divide”? Am I a “Trusted Adviser”? Am I really good at what I do?

Little did I know just how much I needed to show up, listen, and ask real questions. Not questions I already knew the answers to, in which to manipulate the conversation to get the results I wanted, but to stay present to the customer’s words instead five steps ahead.

My next conversation with a customer after attending Achieve Global went much differently than previous ones. I asked more questions and had a better understanding. Was I one step closer to being a trusted adviser? I think so. That conversation turned into a \$67,000.00 order. Would it have happened without Achieved Global? Maybe, but it was so much easier with it.

- Outside Sales, ME

## F.W. Webb and Sox Ink Four Year Deal

by Alicia Criniti, Director of Marketing

While most sports news coverage is around the signing of former Texas Ranger Mike Napoli or outfielder Shane Victorino, the real news is that F.W. Webb has extended its sponsorship of the Red Sox and will remain a fixture on the Green Monster for another four years.



### Why does F.W. Webb sponsor the Red Sox?

The Northeast is a region with passionate sports fans. Our love for baseball cuts across all of our customer segments from plumbers, heating, cooling and general contractors, to facility managers, industrial purchasing agents and engineers to the homeowners who shop Frank Webb's Bath Centers. As a Boston-based company with a long history, F.W. Webb has the opportunity to affiliate ourselves with an iconic New England team that has a strong following in many of the geographies we serve.

In a day and age when people are being touched by marketing in so many ways and places, a team sponsorship and the opportunity to activate the sponsorship both inside and outside the ballpark offers a lot of value. Our Red Sox deal offers many great ways for us to interact with our diverse customer base.

We all know that the last two years have been tumultuous for the Red Sox, but as a company that has been around even longer than the team, we've been down this road before and we will not lose faith.



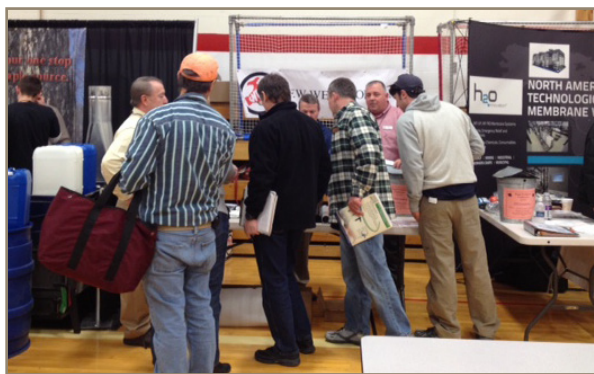
## Maple Conference

by Cathleen Barry, General Manager – Queensbury, NY

On January 5th, 2013, F.W. Webb Company exhibited for the first time at the Verona Maple Producers Winter Conference. Our participation in the Conference was a huge success.

Cathleen Barry and Brett Finemore of Queensbury, Lee Turner of Rutland, and Ed Robicheau of Syracuse attended. Bernie Kistner and Rick Manier from Group One shared the booth with us and showcased Charter plastic pipe. The show drew over 900 attendees, and the F.W. Webb table was very busy. We were able to make a number of great contacts from all over the Webb territory and beyond, and we are already getting orders and inquiries.

The Sugar Producers are now well aware that "We've got it" when it comes to maple pipe and fittings.





## The “Twelve Days of Christmas” – a Huge Success

by Mike Blagdon, Store Manager, West Bath, ME



Maine's West Bath store ended 2012 in style hosting our annual *Twelve Days of Christmas* celebration (which can be thought of as a mini expo). This year we ramped up our efforts from hosting one vendor in a counter event, to hosting twenty-five vendors, trade show style. The customer and vendor feedback was positive and at the end of the day we view this effort as a win for the company. It sends a strong message to our customers about who we are and what we do.



Afterward we were pleased to receive a letter from one of our customers telling us that our trade show was one of the best events he had attended. “You had it well organized and created a fun atmosphere for your customers,” he wrote. “The vendors seemed pleased with the turnout... along with the store looking amazing and full of product, it was great to see your customers enjoying themselves so much.”

## Webb Mechanical Team Enlists Some Plumbing Help

by Frank Lamparelli, Commercial Sales Manager



David Keane

The Webb Mechanical Team has enlisted the help of an experienced mechanical plumbing estimator. Dave Keane has been with F.W. Webb for the past 14 years. He has over 30 years' experience in the Plumbing and Heating Wholesale business. Along with being an account manager for a number of mechanical contractors, he has been estimating bid and spec work his entire career. His knowledge allows him to work closely with both the contractors and fellow Webb employees to help complete their commercial plumbing bids. Dave's primary objectives with the group will be to assist with plumbing buyout requests as well as to manage new remote client requests that cannot be handled by the local branch via geographical restraints. If you have any questions for Dave or need any assistance in completing your commercial plumbing bids, Dave can be reached at 781-828-5559 or drk@fwwebb.com. Please check out the entire team by going to fwwebb.com and clicking on the mechanical sales column on the right hand side. We look forward to hearing from you soon!

## F.W. Webb Employee Earns CPR/AED Certification

by Ruth Martin, VP, Human Resources



Lynn Tennant of the Syracuse, NY branch was recently certified by the American Red Cross as a CPR/AED/First Aid Instructor. Lynn can now go on-site to F.W. Webb locations to conduct CPR/AED/First Aid certification classes. She will be a tremendous resource to the branches, many of which have requested training.

CPR/AED certification training will consist of a four hour session with a six person limit per class. First Aid training is a two hour session with a class size of up to twelve participants. Lynn's willingness to take on this role is greatly appreciated. She will be working with branch management teams to determine if there is an interest in certification training at their respective locations.

## People On The Move



Malden, MA welcomes new store manager **Reed Brown**. Reed has been working in the Auburn branch for 2 years and comes from the CIP program.



Congratulations to **Bobby Arrigoni** on becoming the new store manager of New Haven, CT. Bobby comes from the CIP program and has been assisting CT branches for the past three years.



Bedford, MA welcomes new store manager **Marty Cook**. Marty has been with F.W. Webb for the past five years in inside sales and comes with a strong background in plumbing and heating sales.

## WEBBCAM



*"A big thank you goes out to all of the participants in the Toys for Tots drive this year. Because of you and your generosity, F.W. Webb contributed 14 pallets, roughly 1800 toys, to families who are in need."*



*Congratulations to Diane Moore, Programmer Analyst in Bedford, MA on winning 12 Days of Giveaways from the Ellen DeGeneres show. Contestants entered through Ellen's newsletter and one lucky winner received all the prizes that Ellen gave out on her show during the 12 days.*



*Bedford, MA declared Wednesday, December 19th tacky sweater day. Employees raided their closets or their craft drawers and got to work.*



*Mike Leone, Inside Sales/Commercial Quotes in Methuen, MA embraced the holiday season by bringing a little extra Christmas spirit into the office.*



## The Central Distribution Fleet is Ready To Roll!

by David Balch, CD Fleet Supervisor, Amherst, NH

Every day, the F.W. Webb Central Distribution (CD) truck fleet begins their day with one goal: To provide on-time delivery of stock and sold product from our Central Distribution Warehouse to all F.W. Webb stores. The fleet of trucks and trailers leaves CD daily and is the lifeline for all 77 company locations throughout New England and New York.

The CD fleet is currently staffed with a Supervisor, 18 full time tractor drivers, and one box truck driver. Long-time Supervisor Jim Killpartrick will be retiring in February 2013 after 28 years of service to Webb. David Balch will replace Jim as Fleet Supervisor.

### Meet David Balch, new Fleet Supervisor

David joined CD as Fleet Supervisor in August 2012, bringing over 10 years of fleet management experience with companies such as FedEx and Xtra Lease Corp. David's philosophy is "The customer always comes first" and he manages the fleet with this in mind. David works to maximize the fleet resources by designing efficient routes, using GPS tools to efficiently track the fleet, eliminating wasteful trips and addressing overflow the same day.

### Our drivers take pride in their jobs

Each driver begins their day with a 16-point vehicle safety inspection on their tractor and trailer. Drivers inspect their loads for quantity and accuracy and make adjustments to their trailers based on the quantity and weight of their load to ensure safe operation of the vehicle.

CD drivers arrive at their scheduled locations as early as possible to provide stores with stock and sold materials. Drivers assist store staff with the unloading of the product when needed, review all inter-store transfers and verify accuracy of shipping documents.

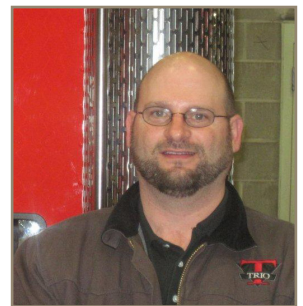
In 2012, the CD fleet had no at-fault driving accidents. To continue this important milestone, the CD fleet will be partnering with Hanover Insurance to provide a variety of training for our drivers in 2013.

Each CD driver maintains their Webb issued vehicle as if it was their own. At the end of a shift, the driver cleans the vehicle, performs a post trip inspection and fuels the vehicle for the next day at our on-site diesel pumping station.

The CD fleet drivers are true driving professionals. With plans to add a 20th tractor to the fleet and one more driver, the CD fleet is looking forward to an exciting 2013.



*Fleet of trailers at the Central Distribution Warehouse in Amherst, NH.*



*David Balch, Fleet Supervisor*



*Driver Mark Amenkowicz performs his daily vehicle inspection*

### CD Fleet Fun Facts:

- The CD fleet delivers 118 separate routes each week supplying all 76 store locations.
- The fleet operates with 19 tractors and 21 53-foot trailers.
- The fleet drove a total of 1,043,137 miles in 2012 for an average of 20,000 miles each week.
- The fleet used 159,643 gallons of diesel fuel in 2012.

## Webb Spotlight



### Jim Killpartrick

#### Webb Vitals:

- Fleet Supervisor, Central Distribution, Amherst, New Hampshire
- Formerly an F.W. Webb truck driver
- Almost 29 years with Webb
- Retiring in February, 2013

#### What jobs have you had at F.W. Webb?

I drove a tractor trailer for about 20 years. I became a fleet supervisor the year before we moved the distribution center to Amherst, New Hampshire, about 8 years ago. I make sure all the trucks and trailers are serviced every 10,000 miles. When a driver comes in with a truck problem I make sure it gets fixed and is ready to roll again the next day. I also do the dispatching. I'm on call all the time...weekends, nights. I have enjoyed it but I'm 70 now and it's about time to give it up.

#### Describe one of your greatest experiences working at F.W. Webb.

Back in the 90s I would sometimes see John Pope in the distribution center yard. For a long time I thought he was another sales guy saying hello to people, but eventually I learned who he was. At a Christmas party, he asked me if I'd take him for a ride in one of our tractor trailers. Of course I said "yes". He followed up and one day he took a ride with me to Lebanon, NH. I didn't know how I'd do, but we are both Navy guys so we had something to talk about. We rode up there, unloaded the trailer, and he bought me a cup of coffee at a truck stop down the road. I didn't think a ride in a tractor trailer would be much of an event but he really seemed to enjoy it. I don't think he had ever ridden in one before and he wanted to see how everything worked. We had a nice day.

#### What is your most prized possession?

My mother gave me a bible that her mother had given her. My grandmother wanted me to have it because I was her first grandson. I still cherish that bible. My grandmother was very special to me.

#### What are your hobbies?

Since the age of 12 I've had a car or a truck. My first car was a 1947 Chevy. I bought it from a neighbor and used to drive it in my backyard. I'd torn it all apart and put it back together by the time I was 16 years old. I went into the Navy in October of 1960 at 18 years old. Just before I went in I got a pickup truck. When I got out I took it apart, put it back together, and traded it for a 1933 Ford Roadster. I turned the Roadster into a hot rod. That was probably my second most prized possession. It's been pickup trucks since then. I have four of them and drive one every day.

#### When you're not at work how do you spend your time?

My wife answers this best for me. When a vacation is coming up she says, "So I suppose I'm going to see your darn feet sticking out from under your pickup truck."

#### What's next?

I will probably get a little part time job to keep me busy near my home or I'll do volunteer work, maybe in a soup kitchen. I like to cook and be around the kitchen.

## Congratulations

### February and March 2013 Anniversaries

#### 5 Years

John Jamerson - Methuen, MA  
 Kevin Keenan - Syracuse, NY  
 Ed Litchfield - Methuen, MA  
 Robert Grennell - Brockton, MA  
 Mark Berry - Hyannis, MA  
 Brian Bradley - CIP/ Rutland, VT  
 Gregory Kelly - CIP/ Portland, ME  
 Jeff Muller - CD, Amherst, NH  
 James Oeinck - Syracuse, NY  
 Cynthia Emerson - Manchester, NH  
 Parrish Lovell - Kentrol, Winslow, ME  
 Mark Daniele - Methuen, MA  
 Ed Lafave - Albany, NY  
 Kerry Daigle - Bangor, ME  
 Beth Richards - Dover, NH  
 Raymond Valcourt - Methuen, MA  
 Maurice Andrew Jr - Rutland, VT  
 Steven Daly - Methuen, MA  
 Jerrold Loring - Lebanon, NH  
 Jim Hanson - Syracuse, NY  
 Heidi Hatch - Fitchburg, MA  
 Shawn Colbath - Kentrol, Winslow, ME  
 Donna Longo - Corporate, Bedford, MA  
 Ed Mannion - Methuen, MA

#### 10 Years

Chuck Fiorino - Woburn, MA  
 Sarah Luoma - Fitchburg, MA  
 Ben Arndt - Cranston, RI  
 Kevin Lusignan - Williston, VT  
 Michael Tubbs - Victor, Hartford, CT  
 Roger Trugillo - Boston, MA  
 Barry Austin - Augusta, ME  
 Robert Fisher - Hartford, CT  
 Pat Brown - Methuen, MA

#### 15 Years

Steve Young - Williston, VT  
 Inocencio Bueno - CD, Amherst, NH  
 Dick Stefanski - Hartford, CT  
 Michele Amidon - Methuen, MA  
 Christine Murray - Woburn, MA  
 Randall Treadwell - Bangor, ME

#### 20 Years

Duncan Gale - Nashua, NH  
 Kelton Sumner - Rutland, VT  
 Paul Hambly - Hyannis, MA  
 Cecil White - Rutland, VT

#### 25 Years

Norman Fine - Methuen, MA  
 Paul Baillargeon - Augusta, ME  
 John Glover - Bangor, ME  
 David Perez - CD, Amherst, NH  
 Rick Levesque - CD, Amherst, NH

### Retirements

Tom Walsh - Outside Sales  
 Northampton, MA - 37 years  
 Jim Killpartrick - CD Fleet Supervisor  
 Amherst, NH - 28 years  
 Thomas Leo - Counter Sales  
 West Bath, ME - 18 years  
 Bikas Sengupta - CAD Operator  
 Controls Div., Woburn, MA - 5 years  
 Gerald Ledger - Truck Driver  
 Victor, Hartford, CT - 14 years  
 John Martin - Counter Sale  
 Warwick, RI - 11 years  
 Ralph Berrett - Driver  
 Boston, MA - 4 years

### Births

Sage Kartanos - born 1/3/13  
 Daughter of James Kartanos (Fitchburg, MA)  
 Cameron Joseph - born 1/12/13  
 Son of Stephanie Fleming (FWBC, Bedford, MA)  
 Carter James - born 12/18/12  
 Son of Kayla Gowell (FWBC, Dover, NH)  
 Allsion Marie - born 12/21/12  
 Daughter of William Streeter (Madison, NH)

### Weddings

Cara Rotondi (Bedford, MA) to Ron Dunn  
 1/19/13

