

## **EMPLOYEE OF THE MONTH**

**Written by: Lori Francone & Joe K.**



AWISCO is pleased to have its spotlight shine on James Ingrassellino of the dock and delivery department in Maspeth. James will be celebrating his two year anniversary with AWISCO this September. He was born in Astoria, NY and is of Italian decent. Although James is an only child, he is still close to both his mother and grandmother, so close that they all live on the same street in Long Island City; I guess he couldn't stay away from grandma's homemade sauce!!!!

Outside of AWISCO, you'd be amazed to know that James is a connoisseur of the cultural arts. He enjoys spending time at zoos, aquariums and museums. Hopefully, he is out enjoying these wonderful places with his girlfriend, Michelle. His hobbies also include collecting movie and music memorabilia. His ALL-TIME favorite movie is The Empire Strikes Back. James is a very passionate person and he expresses himself in various ways such as reading and writing poetry as well as with the many tattoos he has. During my interview with him, I noticed several on his arm, leg and knuckles, but he also told me that there are a few more on his back and chest (however, this has not been confirmed)!!!

When asked what James enjoys most about AWISCO, he said that helping customers is very rewarding; however, he also said one of the most challenging aspects at AWISCO is to ensure that all

safety guidelines are enforced and followed by everyone on the dock.

James is very excited to be a part of the AWISCO family and looks forward to taking on new tasks and responsibilities in the years to come.

## **Voyages Luncheon**



For those of you who don't know, Lloyd takes great pride in extending his knowledge of business to different schools and allowing those young adults to come in to AWISCO and meet the people who make-up our company. One of these schools is "Voyages" located in Elmhurst, Queens. We have had about 10 students at a time over a 3 week period come in and walk throughout the company and see for themselves what takes place at AWISCO.

This past month Lloyd had selected a few people to give a brief introduction of themselves and what they do for the company. These individuals included of Faisal, Don, Victor, Joe, Lori, Felim, Jen, Ryan, Richie, Keion and Bob R. They each spent about 5-10 minutes talking about their roles at AWISCO and then the students took turns asking their questions. After each meeting, Lloyd provided a nice sit down lunch which the students thoroughly enjoyed.

**In this issue:**

Birthdays, Anniversaries, Interesting Info, Trade Show Success, Voyages Luncheons, Congratulations, Lunch with Lloyd

**WEDDING BELLS FOR**

*Joe Karnchanabut and Jessica Salvador, married on May 14<sup>th</sup>, 2010.*

*Jennifer Mayer and Jose Fuentes married on May 30<sup>th</sup>, 2010.*

**CONGRATULATIONS!!!!!!!!!!!!!!!**



**FATHERS DAY- JUNE 20<sup>TH</sup>**

**Birthdays**

A simple celebration, a gathering of friends; here is wishing you great happiness, a joy that never ends.

Jake Schlagel	6/4/10
Anthony Kruithoff	6/17/10
Adam Lacku	6/22/10
Bill Kubler	6/26/10
Keion	6/28/10



Congratulations to Alyn and Siomara Brutus on the arrival of their baby girl on May 16<sup>th</sup>, named Alyna Brutus.



**LUNCH WITH LLOYD**

Place: Parkside Restaurant  
When: May 12<sup>th</sup> 2010

**Aron:** It was a fun experience and nice getting a chance to interact with other employees in a leisurely manner and really get a chance to learn a little about the people I work with. Some good stuff that was learned was Bill adores his grandson, Jairo loves to ride motor cycles and hopes to be going on vacation to Columbia with his family soon. Alex had braces on for an unusual amount of time, I think six years.

**Lloyd:** Always a pleasure going to lunch with Awisco employees. The funniest thing I heard that afternoon was that when Bill Kubler "grows up" he wants to be a "manny" (a male nanny)!!!

**Alex:** It was a really nice time getting to know everyone. I loved the food, I had the Aged Prime Steak and would recommend it to anyone to try!

**Jairo:** I had a nice time getting to know everyone better, I learned that Lloyd travels a lot. I got to eat some great food as well!

**Anniversaries**

Jerry Beck	6/14/08- 2 years
John Bluhm	6/4/07- 3 years
Lori Francone	6/23/08- 2 years
Alex Green	6/26/07-3 years
Faisal Khan	6/6/97-13 years
Dana Read	6/3/08- 2 years

## TRADE SHOW SUCCESS

For those of you who were fortunate to make it to our Trade Show this year hopefully you got a chance to get the full potential the show has to offer. Some of this included: meeting the vendors, not only seeing the demonstrations but actually taking part in them, mingling with the crowd and enjoying the food! It was truly a pleasurable time for all those that attended.

We also had the young adults from The School of Cooperative Tec and Voyages stop by, try out some contests, walk around and learn a few things about welding. For the people who didn't get to come out, some of the coolest things we had were the Lenox "car cutting contest" where a car was cut in half both days by one of Lenox's saws and the Lincoln Virtual Welder (Vrtex 360), where people were able to witness firsthand the power behind this machine and all it has to offer. The system allows students and trainees to weld with a virtual reality system that simulates SMAW (Stick), GMAW (Mig) and FCAW (Flux Cored) arc welding with a life-like arc and welding sounds that respond to the user's movements.

[Here are a few comments from our employees on what they had to say about this year's Trade Show:](#)

Jerry: I think this year's trade show went very well, the rain held off and we had great turn outs on both days. I am very proud to work for a company that puts on the best trade show in the metro area. This is a great opportunity for our customers to see all the new products that are out in our industry. We have the help of all our vendors to answer any questions asked by a customer. It is also a great way for our customers to save money on sale trade show pricing and blow sales.

Don: This was my first Trade Show and I didn't know what to expect. I was not sure how things would turn out. But as soon as the show got under way- we started to cruise like a well oiled machine. I was impressed by how our guys got things done- handling the little unexpected variables that always pop up. The trade show was a forum to not only display our products, but it was a forum to show what defines AWISCO. The Teamwork was magnificent. I heard both customers and vendors commenting on it. We really displayed the value Awisco offers- yes, we give you good prices, but we also provide the customer service, the resources that people need.

On a personal note- the show really helped me to see some of the equipment we sell in action. As someone new to the industry this was priceless for my personal development. I came away with an incredible appreciation for the knowledge our sales staff must have. All in all- this was a great experience. I'm looking forward to the next one!

Victor: All AWISCO staff should be proud of the efforts and attitude that result in this kind of praise from not only our vendor partners but also from our customers. You all contributed to the success of Trade Show 2010 both directly and indirectly. The "buzz" that all of you created by talking up the show, inviting customers and making show promotion a major part of the AWISCO culture for the last five months resulted in the largest Trade Show turnout we have ever had! More than **1000** customers, prospective customers and "future customers" (students) enjoyed two days of exciting displays and demonstrations and, of course, our famous "AWISCO" hospitality!

I thank and congratulate **all of you** for making this the most successful show ever!

**GAWDA ARTICLE!!!!**



**Awisco Senior Territory Manager Bill Kubler defends his Nissan Sentra from demolition by AWISCO Inside Sales Manager Joe Karnchanabut.**

**Salesman Sacrifices Car For AWISCO Trade Show**

(Maspeth, NY) • AWISCO veteran Territory Manager **Bill Kubler** is making the ultimate sacrifice for the company. He is donating his black Nissan Sentra to be delivered into the hands of the

executioner at AWISCO's Trade Show 2010 on May 19. "I only regret that I have one car to give for my company," Kubler bravely comments. "I'm a team player and will 'take one' for the team." Kubler's car will be the featured demolition in the Lenox Saw Hackman demonstration, a perennial favorite. Customers will guess the amount of time it will take to cut the car in half using a single reciprocating saw blade. "I won't leave Bill without wheels," reassures AWISCO President **Lloyd Robinson**. "In fact, his replacement car will only have 100,000 miles on it, 99,000 less than the Sentra." AWISCO's annual trade show, which draws more than 900 customers over two days, is the highlight of the company's marketing year



(More pictures of the Trade Show below)

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Here are a few lines of praises from our vendors to the WHOLE AWISCO STAFF...

To the Awisco Team,

Thank you, on behalf of Mark Taylor, Craig and I, for another great Awisco Trade Show. Your efforts and hard work are greatly appreciated. We were able to reach a variety of end users and were very pleased with the reception. Also, by the many people who are now using our product, thanks to Awisco, and who are very pleased with the performance. It was very satisfying to hear.

Thanks again for your support.

I wanted to thank you on behalf of Jim Atkins, Jeri Goede and myself for outstanding hospitality that you extended to us during the 2010 Trade Show. We enjoyed being part of the Awisco team and look forward to your continued success in the years ahead.

Sincerely,  
Steve Brady, Linde, LLC

I just wanted to thank you for having TRUMPF at your show. Your team put together an awesome event. I would like to point out that the enthusiasm and commitment from your **entire** team is impressive!! This kind of spirit comes from the top, so hats off to you guys! I joked yesterday w/Felim that some distributors make vendors feel like it is an "honor" to be a vendor of theirs. After this week, I clearly see your commitment to making us feel like business partners!! I look forward to growing TRUMPF's partnership w/AWISCO.

Best Regards, Chris Ferguson

Thank you for the opportunity to participate in the 2010 AWISCO Open House. It was a wonderful event and the best Open House I have been to and I have been doing this for 37 years.

The AWISCO team was helpful, considerate, and knowledgeable. They made us feel "at home". Please, thank them all for their extraordinary efforts.

Finally, thank you for the invite to the 2011 AWISCO Open House. We will work hard to make The Lincoln Electric Company easy to do business with and profitable for all involved.

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Bob Tabernik  
The Lincoln Electric Company

Check out Dan Wermelinger making his rounds to one of his favorite job sites!!!

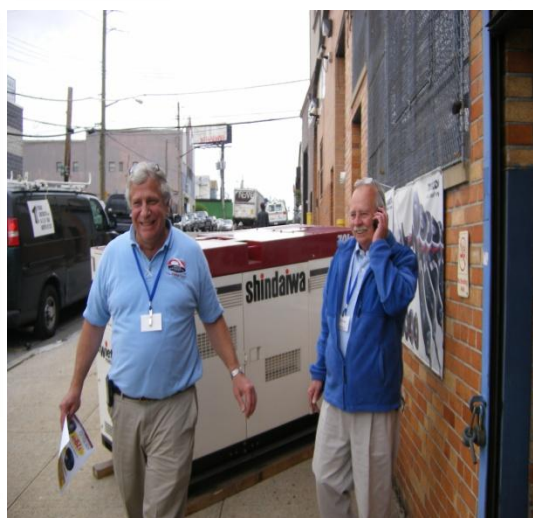
"Ironworkers Union and Operating Engineers alike love sexy Dan and his supreme sales skills"- Dan W.



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**HERE ARE SOME PICTURES OF OUR EMPLOYEES HARD AT WORK DURING THE TRADE SHOW**



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**(DEMONSTRATION OF LENOX CUTTING CARS IN HALF!!!!)**

