

AWISCO Sales Update

As many of you have seen, the sales activity at AWISCO is picking up and looking better as each day passes. This is due in large part to the efforts of the entire AWISCO team. Remember, we are all “salesman” because each and every one of us touches the customer in some way. Although we have a long way to go to get back to pre-recession sales levels this has been a team effort we can all be proud of. The sales strategy has many different priorities that are finally starting to pay off for AWISCO.

- The Branch Management Telemarketing Program is providing critical feedback from our customer base on market conditions. The first phase of the program was one of gathering market intelligence but we have now moved into the sales phase. Each call should be made with one purpose – to sell the consumer on the value of doing business with AWISCO.

- The sales team has done a great job in covering AWISCO’s top 100 accounts in 2010. Although our overall sales number is behind prior year our top accounts are exceeding prior year. Our top accounts know the value of AWISCO and the service levels we bring to them each and every day.
- We are making great headway into our Fact Based Data initiative. We have tasked the sales force with truly knowing their customer base. This does not mean knowing what their address is but what they buy, who decides what to buy, who is in charge of accounts payable, how much share do we have and many other facts we need to know each day.
- Local grass roots advertising have also been part of the process. We are embarking on a summer full of mini trade shows or vendor days at

the branches. Look for more details at a branch near you.

- Lastly, AWISCO has entered into an exciting advertising agreement with the Sussex County (NJ) Skyhawks professional baseball team. This will greatly improve AWISCO’s visibility in the market.

AWISCO has also been part of many monumental projects in the New York Metropolitan area, including the demolition of Yankee Stadium, Giants Stadium and a large United Nations project which just got underway. Chances are, you will see an AWISCO truck delivering products to any one of many thousands of customers in the New York, New Jersey Metropolitan area. Thanks again to each and every one of our “Sales People” at AWISCO! Let’s keep up the momentum!!

-Jon Ernst

Keion Gets Busy with NYC!

Turns out Keion is one busy guy, he spends his days off with fun trips around New York City, Keion was gracious enough to share his good times and pictures with us. If you need ideas on planning a memorable day just ask Keion for some advice on where to go and places to eat. Let's start with **Central Park**



In case you didn't know there is a spot where you can rent paddle boats and take them out on the water! Keion admitted it was a bit of a struggle for him to steer but he got it done!



You can spend a leisurely couple of hours paddling around enjoying the sunshine or watch the sunset upon the tranquil blue waters

of the lake. If being on the water isn't your thing, you can always rent scale model electric boats and have fun racing them in the water while you stand on dry land! There are lots to do if you bring children there as well, from a whimsical Carousel ride (that has been there since 1950) to swings and slides, bicycle riding and balloon vendors. Lots of activities to fill the day!

Keion turned 23 recently and hung out with friends and family and filled his day off with site seeing, eating, drinking (always expected on a birthday), a boat ride and more eating!! He started his day off with a walk over **The Brooklyn Bridge,**



once on the other side stopped to grab a bite to eat and said it was the "freshest shrimp cocktail" he ever had at **Pacific Grill.**



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After a few drinks... he took a boat ride (The Shark) from the South Street Seaport Dock, Pier 17 and got soaking wet! (**note to anyone going- be prepared to get wet-it will happen!) and finished his day with a nice family dinner at Cheesecake Factory. He said it was a great day and everyone should experience the walk over the Brooklyn Bridge!!



If you're looking for a great Japanese /Thai restaurant he highly recommends "SHI". They have great food and the service was awesome too"

Located at: 4720 Center Blvd Long Island City NY 11109.

For reservations call: 347-242-2450 or check out their website <http://www.eatdrinkshi.com/>

Unfortunately we were rained out of Race Night, thanks to all were coming in support! Hopefully we will get to see Jake drive next year!!

Hope all your birthday dreams and wishes come true.

Birthdays

Matt Theobald	8/3
Juliana Gyori	8/7
Arnie Arboleda	8/8
Felim O'Malley	8/11
Bobby Werner	8/20

AWISCO ANNIVERSARIES

Danny Antequera	4 years
Alyn Brutus	5 years
Ryan Good	1 year
Keion Persaud	4 years
Bob Reddan	5 years
Daniel Wermelinger	3 years
Bobby Werner	7 years

LINDE TRAINING

Felim-Rich-Tom-Steve-Jon-Dennis-Jerry-Dan-Mark-Ernie

ORS TRAINING (PA)

Dennis-Jon-Jerry-Dan-Bill K-Ernie- Mark

AWISCO EMPLOYEE SPOTLIGHT

By: Joe Karnchanabut

This month's spotlight falls upon the West Babylon Branch and our friendly neighborhood counterman **Peter Blandeburgo**. Peter got his start in the industry as a Union Ironworker working at Mount Vernon Iron Works. In April of 2008, Peter brought his ample experience working with various tools of the trade to AWISCO. Peter credits his past work experience for his current success as a counter salesman "It makes my job easier when I'm familiar with so many of the tools and equipment our customers bring to my counter. I've had hands on experience using Metabo grinders, United Abrasive wheels, and Hougen magnetic drills. My experience with these tools makes it easier for me to relate to the concerns and needs my customers bring to me." The most enjoyable aspect of the job for Peter seems to be his role as a "fireman". He states "I really enjoy helping our customers with their emergency situations. It is very satisfying to be able to help a customer out of a jam by providing them with the necessary resources and materials to complete their projects."



Peter likes to spend his time away from AWISCO familiarizing himself with the latest innovations in automotive design. As a car and computer enthusiast, Peter plans on attending the Island School of Drafting Design to earn his Associates Degree in AutoCAD. In his personal life Peter also spends quality time with his Portuguese Waterdog, Allie. Peter is another great example of a well rounded AWISCO employee who draws upon his professional and personal experiences to be a true asset to the AWISCO family and our customers.

Ryan's on the Line

Improving the quality and usability of a piece of technology is a big part of what I do here at AWISCO. The most recent change that I've been able to facilitate is our phone system. I started working at AWISCO almost a year ago, and noticed right away many issues with the phone system. From frequent outages to poor customer service, to general quality of phone call issues. In an effort to solve these problems I was able to move AWISCO to a solution that not only addresses the issues we had, but also allows for us to grow; with many advanced options.

From an *employee standpoint* this system allows you to have more control over your phone calls, voicemail, customer contact information, and many other options that we will be looking at as we develop how we use this technology.

From a *customer standpoint* there are many improvements over the old system. Better quality of calls since the new system uses much less bandwidth allowing for us to have much more dedicated network for the calls themselves. And as we continually seek to find more effective and efficient ways to provide the best quality of service to our customers; many of the tools that M5 offers will become increasingly important.

These are only a couple areas in which this transition is helping to improve the way we use technology at AWISCO. Over the next couple of months I will be working to roll out many of the other options that we have with M5 in hopes that we will all come to embrace the use of these technologies; that we might have an edge on the competition when it comes to the level of service we offer to our customers. – Ryan Good

TRADESHOW TURNOUT IN NJ

Wednesday July 28th 2010

Although the West Orange Trade Show is smaller than our Maspeth Trade Show, the work involved was just as big! West Orange had a great team helping pull everything together, Abel, Jon, Andy, Steve, Ernie, Jerry and Mark spent a lot of time talking to customers and vendors and getting everyone's support on the event. With additional help from Lloyd, Felim, Faisal, Vic, Dennis, and Jen, they worked on pricing and having supplies/equipment shipped to West Orange. Our warehouse employees spent a lot of time helping out with Faisal's requests and gathering up everything in a short amount of time. But it doesn't stop there, when there is an event like this it requires everyone to get involved and we all end up contributing. At AWISCO we generally pride ourselves on "customer service" but after witnessing 2 tradeshow it is with pleasure to say that at AWISCO we also know what teamwork is!

Some of the vendors that attended were: Lenox, Miller, Scotchman, Lincoln, FabTool Technologies, Metabo, UAB, Hobart, MK Morse and Kimberly-Clark. Enjoy the pictures from the show!



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Steve Kotcher



Jerry Beck in his cooking hat!



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Jon's daughters, Payton & Olivia even helped out!





AWISCO customer Vallessa Monk of Monk Designs will proudly wear her AWISCO Flame Jacket, gloves and helmet as she demonstrates her talents on the Do It Yourself Network's show, "Dominator." Her challenge--to compete against two other highly skilled welders and create a twelve foot wide decorative metal gate in just five hours! The specifications—the gate must look great and have a very strong latch. With limited time, the frequent power outages caused by the constant running of the welding machines make it almost impossible to complete. Adding to the frustration, host Chris Grundy tosses in a twist. To test the strength of the latch, a wrecking ball is aimed right at it and the aftermath is observed. The judges take the design, the quality of the welds, and stress test results all into account before awarding the

winner the title of DIY Dominator. Judges include Myron Delgado, certified welding instructor, Ira Sherman, artist, metalsmith and owner of Sherman Sculpture and Dan Spencer, custom metal fabricator/designer and owner of Concept Object Inc.

The show will air on Friday, August 6th at 10PM. Join AWISCO in rooting for Vallessa as she attempts to Dominate the competition!
Friday, August 6th 10PM DIY Dominator!
Direct TV Channel 230, Dish Network Channel 111, Time Warner Channel 145

<http://www.diynetwork.com/diy-dominator/welding/index.html>

