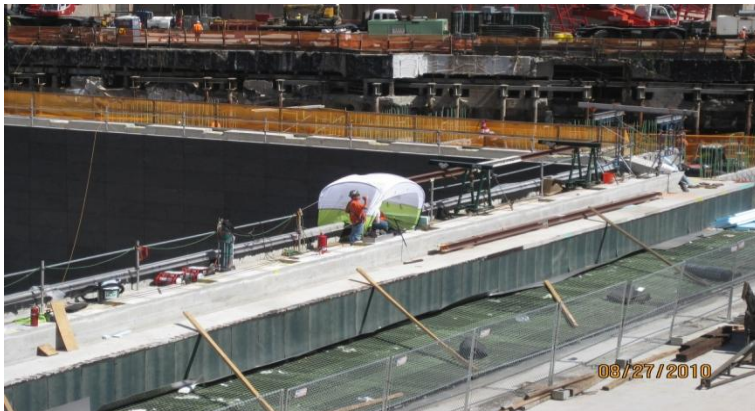


**AWISCO IS PART OF THE WTC MEMORIAL**  
AWISCO customer Fresh Meadow Mechanical is on the job at the 911 World Trade Center Memorial. Supt. Mark Cilla shared pictures with us that show AWISCO products on the job-site being used for daily projects. One of these products is the Economy Welder Work Tent where they are tig welding and sand blasting the waterfall containments. These waterfalls are the foot prints of the original towers. Visit the Memorial Web Site for more information.  
[http://www.national911memorial.org/site/PageServer?pagename=New\\_Home&cvridirect=true](http://www.national911memorial.org/site/PageServer?pagename=New_Home&cvridirect=true)



**In this issue:** WTC Memorial, Birthdays, Introduction to Jeff, Employee of the Month, Halloween Word Search, Training, Lunch with Lloyd, Fantasy Football

## TRAINING



Bob Reddan & Ryan Good attended Computers Unlimited for training on the new Tims 4.0 9/13-9/15/10



This past month we had both In house and off premises training with Thermadyne. Rep. Pete Schuab came into Maspeth on 9/20 and discussed with Adam, Maco, Joe, Jeff, Jesse and Bobby, **Victor Edge Regulators Series 3 & 4 and Victor Torch Outfits with the Edge Regulators.**

Adam Lacku, Mark Gualandi and Jeff Schubert attended training in Vermont on 9/27-9/28/10 for Victor Product Sales.



Roger attended training in Massachusetts on Sept 14- 16<sup>th</sup> at the brand new Lenox Institute of Technology.



As a follow up to Miller On-Line Training that was completed back in April, Miller has set up a series of short tests online for all those employees to refresh their memories and continue to get the most of what they learned.

Those who completed this on-line testing were Arnie, Dennis, Jesse, Roger, Maco, Steve, Bill K, Cliff, Dan W, Matt, Tom, Andy, Jon, Adam, Abel, Aron, Ernie, Bobby W, Alyn, Dani, Mark, Joe K, Kathy.

October 2010						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11 <small>Columbus Day Thanksgiving Canada</small>	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31 <small>Halloween</small>						
<<<		WWW.Printfree.com			>>>	

*Birthdays*

*Danny Antequera 10/18/2010*  
*Lori Francone 10/29/2010*  
*Dana Read 10/5/2010*  
*Hector Rojas 10/23/2010*



*Anniversaries*

*Jennifer Mayer 10/19/2009 -1 yr*  
*Don Meghbaran 10/12/2009- 1 yr*  
*Felim O'Malley 10/14/2002- 8 yr*  
*Nieko Saez 10/22/2001- 9 yr*



**JEFF**  
**SCHUBERT**

We had the pleasure of welcoming Jeff Schubert to the AWISCO family this month. Jeff is going to assume the sales territory of the Bronx, Westchester County and Manhattan for AWISCO. As you know, this territory has been vacant for most of the year and Jeff is the perfect sales person to fill this gap in coverage. The Bronx, Manhattan and West Chester County are key strategic areas for AWISCO as they are right in our backyard. The amount of business to be had in this area is large and logistically easy to service. However, without quality representation the task of coverage has been difficult. As you have seen and heard over recent months our sales are starting to stabilize as a company but much more work needs to be done to bring AWISCO back to pre recession sales levels and beyond. Jeff brings a wealth of business and sales experience from his past eleven years as General Manager of Fastenal's Yonkers branch location. Our goal as a sales force is to bring a high level of professionalism and technical knowledge to the market which will make AWISCO stand out in a crowded field of competitors. There are many sales people in this world but like any other profession, the truly great ones are in limited supply. Jeff makes a great addition to an already improving sales team at AWISCO.

As we continue to move forward implementing AWISCO's sales strategy, the sales process becomes a critical part of our success. Having a solid strategy is only as good as your implementation and the sales process brings it all together. Picture it this way – The Goal is where you want to go, the sales strategy is the map that leads you to the goal and the sales process is the vehicle that you utilize to take you there. Again, please help me welcome Jeff Schubert to the AWISCO family. He will be seeking many of you out over the next weeks, months and beyond so please offer that AWISCO support that separates all of you from the rest. Jeff also brings a wealth of knowledge and best practices from Fastenal so don't be shy about seeking Jeff's knowledge on things that we can utilize to make us the best at what we do.- Jon Ernst

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## HALLOWEEN WORD SEARCH

O E O E B O B O O L C H  
H N I L T R O B H T A S  
B C O D Y A G H O S T G  
D O T M D N R B A T S N  
D H M A C G E O F U T A  
P U O A P E D E F T M F  
M U N U T R I C K O P M  
M D M K S E P H O E A A  
Y D C P H E S R C L R S  
W E I E K R B R D P T K  
N Y N E O I O O E P Y E  
C T F H O W N L U A A S

GHOST SPIDER CANDY CROW BLOOD BROOM  
PATCH HOUSE ORANGE BATS MASK FANGS  
APPLE TRICK PUMPKIN NECK PARTY MUMMY  
BOO CAT

## Lunch with Lloyd

Where:  
Parkside  
Restaurant

When:  
September 16,  
2010

Who attended:  
Lloyd  
Anthony K.  
Arnie Arboleda  
Jerry Ott  
Jennifer Mayer



**Lloyd:** I learned that Jerry spends his free time off-roading on the beach, fishing, going to movies and concerts. He also plans on redoing a boat with some friends and hopes to have it ready for next summer to go out on the water.

**Arnie:** Lunch with Lloyd was quite an informative experience. I learned how the company came to be and how it was built from the ground up. We got to know each other's backgrounds and also got to know Lloyd a little more, including his views on the company. It was a way of everyone getting more comfortable with one another, understanding the departments and the people that make them work.

**Jerry:** Having lunch with Lloyd, Jen, Anthony and Arnie was very nice. It was good to change it up and not talk about work. Everyone had very interesting stories to tell that you would never guess. Lloyd gave us the true history of Awisco and cleared a lot up that we did not know.

**Jen:** Very fun afternoon out with the guys, what was really great was that Lloyd was willing to answer "any" questions we wanted to ask him. It was interesting to learn that if Lloyd had a chance to be doing anything else in life, he would be teaching. Since Arnie is in the repair shop most of the time it was an enjoyable experience getting to know him a little better. He spent 5 years in the Marines and has traveled to Japan and Iraq!

## FANTASY FOOTBALL

Frankie, Alex, Alyn, Danny, Yorki, Paul, Joe, Jason and 4 other outside employees all have joined in a league of their own to play "fantasy football". For those of you who don't know much about this game let me explain it from the beginning (because I had no clue!)

**Fantasy Football** is a fantasy sports game in which participants (called "owners") are arranged into a competitive league, earning "fantasy points" by using the statistics of real football players. The owners of each league draft real-life NFL players, filing a roster containing the various offense or defensive positions on a team, such as quarterback, running back, wide receiver, tight end, kicker and defense. Depending on how well the players on an owner's team do in a given week, the team earns Fantasy Points to compete against the other owners in the league. At the end of the season, win-loss records determine league rankings or qualifications into a playoff bracket. Most leagues set aside the last weekends of the regular season for their own playoffs, which determines the league's champion for that season.

Commissioner Jason has "spent 8 years on fantasy football leagues" he told me, "it's a lot of fun". Although this season has already been set up and is well on the way, he said to "tell anyone interested next year to find him early on and let him you would like to be a part of it". He can only have 12 people on the team so it's a "first come first serve" basis.



## Employee Spotlight

**Lori Francone**



This month's spotlight falls upon Maco Duran. Maco will be celebrating his one year anniversary as an AWISCO Maspeth counterperson this November.

In his relatively short time with us, he has proven himself as an invaluable key contributor to our organization. Maco studied at Wyoming Tech and received an Associate's Degree in Automotive and Diesel which led him to Drag Racing Tec as a shop foreman for over 6 years. With his degree and past experiences, he is able to relate those skills to the welding industry and to AWISCO. His fluency in Spanish has allowed him to help us build a loyal Spanish speaking client base.

Maco was born and raised in Williamsburg, Brooklyn, where he continues to reside with his wife, Carmen and son, Anthony. When Maco is not at AWISCO, he is out enjoying one of his passions, which includes working on cars and spending quality time with his family and friends.

When asked, Maco said the best part of his workday is to be up front and center dealing with the customers every day. It is very rewarding when a customer leaves AWISCO with the products they need and the service they deserve. However, it can also be quite challenging to become proficient in the many different aspects of our business in such a short time. Maco feels that he gains invaluable knowledge and experience with every passing day and every customer he assists.