

HUB

INSIDER

MARCH 2012 / VOL 6 / ISSUE 3

DEEPER THAN DISNEY

THERE'S MORE TO FLORIDA
THAN MONORAILS AND MICKEY



ANSWER TO WIN
A 75-PIECE DRILLING SET
OR 10-PIECE LED SET **p8**



HUB
INDUSTRIAL SUPPLY



TICKLE YOUR FANCY **WHO WANTS A \$500 GAS CARD?**

It pays to be a subscriber to the HUB Insider. We've been handcrafting this monthly newsletter for many years now, and we know from the feedback we get from our Boss (that's you, remember) that many of you look forward to receiving it.

We've written stories for you about calculators and fish and even rubber ducks that are designed to brighten your day, enlighten you, and sometimes even help you in your business.

And we also tell riddles.

We dare say some of our readers look forward to their issue every month so they can answer the riddle and win a prize. If you know someone like that, make sure they see this article, because if it's not on the riddle page, they may not notice it.

Beginning with this issue, we are going to make our riddle prizes even better. Here's what we're going to do:

Every month's riddle will have some prizes awarded to the winners, same as always. But we are going to save the names of every correct answer to the riddle for a BIGGER drawing every three months. This month's riddle answers, combined with the correct entries from April and May's issue, will all be thrown into the hat and the contestant whose name is drawn will win a gas card loaded with \$500!

We will continue this every three months with a valuable prize each time. So put your thinking caps on, fire up your Google page (if you think that might help), and get to work solving the puzzle each month. Your correct answer could pay you handsomely!

On a related note: we know some citizens of HUB nation are restricted by company policy from receiving prizes over a certain value. We are always happy to donate the value of your prizes to the charity of your choice if that works out better for you.



On top of all the other things we do to try to make your life easier and more profitable, you may have noticed that we try to have fun at the same time. Our primary goal is flawless customer service that anticipates your needs. The fun stuff is just icing on the cake.

ICING ON THE CAKE

AND THERE'S A LOT OF FROSTING LOVERS OUT THERE IN HUB NATION

We just finished our Will It Land Again? contest and gave out the top prize to Josh Willems for his highly accomplished helicopter flying. He gave us a lot of reasons to like his video (which is still available for viewing on www.willitland.com), but what really impressed me is the grace with which he executed multiple landings in difficult places. Watching his helicopter lightly touch down on the first attempt—even on top of a beach ball!—fills me with the same kind of wonder that I get watching one of those 10-year-old kids on YouTube playing a complicated song on a guitar and making it look as easy as tying your shoe.

All you folks out there who have experienced the challenge of flying these HUB copters know what I'm talking about. He made it look soooo easy.

Congratulations, Josh! You won an iPad 2!

Another entry we really liked was Gary Williams'. For the second time in as many contests, Gary managed to combine helicopters with his love for fishing in an entertaining way. He couldn't win an iPad with his entry, but at least we were able to find him an appropriate mouse pad as a special mention prize.

All the rest of you, thanks for your entries and keep on practicing. You never know; you might get another chance to fly your way to a valuable prize in the future!

Have a Great Month!

GABRIEL ☺

PRESIDENT

And don't forget to participate in our current election/contest! Go to www.vote4HUB.com for details!

Winner!



Just one of many flawless landings in Josh Willems' video.



Gary Williams' video didn't merit an iPad, but it did earn him a mouse pad.



To Place an Order, Call Toll Free at 1-800-743-9401

HUB 3
INDUSTRIAL SUPPLY

COVER STORY BY ROSS GOLDEN

MORE THAN MOUSE EARS

FLORIDA'S HIDDEN GEMS

If you've ever planned a vacation and told your friends about it, what's the first question they had? My guess would be, "Are you going to Disney World?"

Just like oranges and alligators, the theme park scene has become synonymous with Florida vacations. The theme park that changed everything when it opened in the seventies is so tattooed onto the skin of popular culture that whenever anyone—from athletes to politicians—achieves any honor of significance, their accomplishment is followed by the ritual declaration: "I'm going to Disney World!"

There is no denying the fact that Disney was the driving force behind making Florida's #1 industry tourism and I for one am thankful. Tourism drives our state economy and more importantly keeps us from having to deal with pesky inconveniences like state income tax!

The parks aren't for everyone (including me), but that is no reason to steer your vacations away from the Sunshine State. As a transplant myself I think the thing I like the best about being a Florida resident is that there is literally something for everyone. Life in North Florida for me has been like being on vacation every weekend!

I would consider myself somewhat of an outdoorsman so my picks of where to spend time are typically geared in that direction. Ichetucknee Springs State Park is one of my all-time favorites. The head spring of the 6 mile river was declared a Natural National Landmark in 1972 and, if leaving the HUB headquarters here in Lake City, it's less than a half hour drive down State Highway 47 to the park entrance.

From around the end of May until September, the most popular activity is floating down the crystal clear river which maintains its 72 degree temperature year round. It's incredibly relaxing and can be educational as well (if you need to work that in for the kids).

We plan to keep bringing you a little information every month or two on more of Florida's gems that are, "off the beaten path." In the meantime, feel free to check out some more information on the Ichetucknee River and park at: www.floridastateparks.org/ichetuckneesprings.

Source: www.floridastateparks.org



Ross is an industry specialist at HUB

A little something for everyone.



Two cave divers, equipped with SCUBA gear and guide line, prepare a descent into the Blue Hole cave system during the winter diving season.



Tall trees line the shady banks of the river, while visitors float downstream in rafts.



The vent of the Head Spring is visible through clear, blue water. Several swimmers play in the shallow waters, and many visitors enjoy the sunny banks.



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HUB FEATURED EMPLOYEE

JORGE SOTRES

Talented people seem to be drawn like a magnet to HUB Industrial Supply. Case in point: Jorge (we call him George) Sotres, our IT manager. Jorge found his way here all the way from a little mountaintop hamlet near Mexico City.

Since he began here at HUB in 2006, Jorge has left an indelible mark on so many facets of the HUB culture that they would be hard to list all of them on this page.

As a young man in Mexico, Jorge studied computers and received degrees in systems analysis and programming. He also had a passion for teaching, and he eventually found himself on the faculty at the University of Cancún with the additional responsibility of heading up the university's IT department, with several technicians under his direction.

As contented as he was with his successful career, he longed for a community where he and his wife could raise their two young children in peace and

▲ Are his dreams in English or Spanish? or perhaps MS/DOS?

tranquility. He found the place he was looking for when he visited his brother in Lake City, Florida. Pulling up roots wasn't easy. He worked for a time in his brother's automotive garage before he snagged a job at HUB. Even though his English was still "under construction," Gabriel decided to take a chance and set him up in the company's newly-created marketing department.

From the outset, Jorge became a force to be reckoned with. The marketing department wasn't big enough for Jorge, and pretty soon he was hard at work improving HUB infrastructure. He has been instrumental in streamlining and automating our order and inventory system, changing our phone system to voice over/IP, and a host of other major improvements.

"My passion is God, my family, computers, and cars—in that order," Jorge says. "My interest in computers is about how they can be used to help us be better, as opposed to just playing with machines because they are fun."



GREETINGS FROM SUNNY FLORIDA!

Wish You Were Here

1. Florida's coastline is 1,197 statute miles; 663 of those miles are beaches.
2. No matter where you are in Florida, you're no more than 60 miles from saltwater.
3. Florida is the lowest and flattest state in the U.S.
4. The first golf course in the U.S. was in Florida.
5. Ponce de León called the area la Florida, meaning feast of the flowers.
6. St. Augustine is the oldest city in the U.S. It was founded in 1565.
7. Tourism is Florida's largest industry.
8. Florida's three national forests combined cover more than one million acres.
9. Orange juice became the official state beverage by the Florida Legislature in 1967.
10. There are more than 800 islands that make up the Florida Keys.

CUSTOMER COUNT:

7945

**HUB INDUSTRIAL WELCOMES OUR
57 NEW CUSTOMERS THIS MONTH.**

To Place an Order, Call Toll Free at 1-800-743-9401

HUB
INDUSTRIAL SUPPLY **7**

HUB
INDUSTRIAL SUPPLY

P.O. Box 3609
Lake City, Florida 32056
HubIndustrial.com

All correct entries will be eligible for a \$500 gas card drawing in May!
See page 2 for details!

WIN A
GAS
CARD
FILLED
WITH:
\$500
HUB

RIDDLE ME THIS!

MARCH'S BRAINTEASER

Florida has a rich history of oddball attractions to cater to the curiosity of families on vacation. Which of these attractions never existed within the borders of our state?

- A) Rattlesnake cannery
- B) Flipper's grave
- C) Underwater Post Office
- D) Fountain of Youth
- E) City of Mermaids
- F) World's Smallest Police Station



**10-PC
LED LIGHT
SET**
3 Winners

Send answer to: gabriel@hubindustrial.com

LAST MONTH'S RIDDLE

In 2011, one item eclipsed our Tru-Galv Silver paint to become our highest volume seller. What was that item?
Hint: it's a specialty item that isn't even listed in our main quick-ship catalog.

- A) Hitachi roller chain
- B) Markal F Paintstick
- C) Pallet dismantling reciprocating blades
- D) Sting relief wipes

ANSWER: C) PALLET DISMANTLING RECIPROCATING BLADES



**DEWALT
75-PC
DRILLING
DRIVING
UTILITY SET**
3 Winners

CONGRATS TO OUR WINNERS:

TRIPOD FLASH LIGHT

DONNA GIBSON

MICHAEL MOORE

NYLA BENNETT

DRILL SET

CHRISTINE ALAIMO

JIM WELLS

CARLOS ZEPEDA



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PRIZES!**