

HUB

INSIDER

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Short CHANGED

~CHIPOTLE GRILL AND THE PENNY PROBLEM~

WHAT IN THE WORLD
IS PUNKIN CHUNKIN'?

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HUB
INDUSTRIAL SUPPLY

PUNKIN CHUNKIN:

Look out for unidentified orange objects!

By Ross Golden, Industry Specialist

Maybe times used to be simpler. With that said, there are at least some instances where they were way less awesome!



As a kid I remember turning anything into a game. A stick, rock, or even an occasional chunk of mud could turn a lazy Saturday afternoon into a fierce contest to see who could launch the object the furthest. Apparently, we weren't the only ones and, in fact, some of the others seem to have grown up and, instead of abandoning their game, they turned it into an incredibly unique hobby.

As we researched material for this edition of the HUB Insider, we stumbled upon what could be the world's largest group of "adult children" at the annual "Pumpkin Chunkin" contest in Sussex County, Delaware. In its simplest form, it is a contest to see who can launch a pumpkin the farthest. In actuality, it is an ultra-competitive science experiment/fair complete with website (www.punkinchunkin.com), official apparel, and member association.

The event itself held over three days in November boasts sponsors, bands, vendors and more than ten categories of competitors ranging from Youth 10 & Under Human Power Class to Adult 18 & Older Air Class. This year, the event will even be simulcast on the Discovery and Science Channels on November 24th.

The event started pretty much like I described above with one of the founding members stating, "It all started back in 1986. We were playing around one day and somebody started talking about throwing pumpkins. There had been an article in a newspaper or on television about some people throwing pumpkins at Salisbury State, a physics class or something. One of us said that they could throw further than someone else and I threw my hat on the ground." That first contest was won on a throw of 126 feet. 2011's winning shot went more than 3000 feet into a head wind.

As it turns out, the problem with firing pumpkins in November is that it is just too cold to get the maximum possible distance. In 2010, a family team from Pennsylvania determined that September was ideal pumpkin launching weather and hauled their 90-foot compressed air cannon across the country to a dry lake bed near Moab, UT to try and beat their own world distance record of 4623 feet set the previous year. After taking variables like wind, temperature and even hauling their own La Estrella variety pumpkins (because they are the roundest) across the country, they launched nine pumpkins.

Each of the pumpkins travelled more than 4600 feet and probably would have beat their record but they decided to only measure the two longest shots. Using survey equipment it was determined that the furthest shot went 5,545 feet, 5 inches (a mile is 5280 feet).

Whatever you chose to do, do it with all your might!

**Friday, November 4th through
Sunday, November 6th, 2012**

**Royal Farms
18657 Sussex Highway
Bridgeville, DE 19933
www.punkinchunkin.com**



HUB'S ROLL-OVER RAFFLE

**HAVE YOU BEEN PARTICIPATING IN OUR
ROLL-OVER RAFFLE?**

Every Monday, the Prize Patrol draws another name of a company that has done business with us in the previous month. If someone from that company is watching, they can call to claim the prize. If nobody calls by the end of the day, another \$100 gets added to the pot for the next week.

What is the prize? It is a credit toward your company's next purchase with HUB. You can save your company hundreds of dollars just by being an alert participant!

WINNING IS EASY!

- 1. Watch our Monday Morning Minute**
- 2. Listen for the name of your company**
- 3. Call in to win!**



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THE *Penny* PROBLEM

WE JUST DON'T BUY IT



“Chipotle Caught Cheating Customers Out of Pennies,” blared the headline in the Huffington Post. Most other news outlets similarly told the story in sensational terms, using verbs like “bamboozling” and “stealing.”

One of my favorite restaurants encountered some bad press recently when it was discovered that some of their high-volume locations were rounding their bills to the nearest nickel.

I don't think anyone would argue that it was a public relations blunder for Chipotle to enact a policy of this nature without foreseeing the hysterical reaction that would result. Just the same, my own personal reaction to the story is that I am even fonder of this restaurant than I was before. I can't help but admire these folks for at least attempting to do something constructive about the "penny problem."

A long time ago, pennies had buying power. When my dad was growing up, the median household income was \$12,000. There were still a few things a penny would buy then. But there has never been a time in my lifetime where you could actually use a penny to buy anything. They are a nuisance that cost more to mint than they are worth. Really! You can't even buy a penny with a penny!

There are those who fear that eliminating the smallest denominations of currency will only give rise to more inflation. That to me is no different than the guy who still buys 32-inch waist underwear because he refuses to admit to himself that his dimensions have changed over time. "If I buy size 38", he reasons, "then I have accepted the fact that I have grown fat." His increasing discomfort does nothing to change his physique, and the only impact his policy

produces is that friends and family learn to keep their distance every time he has a new pair of underwear to break in!

Canada, whose pennies are worth even less than ours, recently passed a law to remove them from circulation. Following this decision, there was such a hue and cry from merchants who needed more time to change over to a penny-free marketplace that they extended the deadline until after the holiday season. The last Canadian penny to be minted was produced in May.

What U.S. lawmakers are too timid to do may eventually be rendered moot by the increasing transition toward a plastic economy. If everything gets paid for with a swipe, it's not just pennies, but dimes, quarters and twenty-dollar bills that will soon become endangered species.

Chipotle pointed out that they were rounding down about as often as they were rounding up with no net impact on their profits when the "scandal" was first publicized. As a result of the negative publicity this move has created, they announced they were only going to be rounding down in the future.

For what it's worth, Chipotle, you can round me up or down and I would thank you for it!

Have a great month!
GABRIEL ☺

PRESIDENT





HUB FEATURED EMPLOYEE

RACHEL SHAHEEN

Being a busy wife and mother of 3 is seldom a boring life. It might seem a little mundane to go through the motions week in and week out, but for Rachel Shaheen, it all somehow adds up to fulfillment.

Before landing at HUB as a customer service representative last year, Rachel had worked a variety of customer service positions, primarily for call centers that carefully scripted and timed all interaction with customers. Most of her prior situations were either part-time or seasonal. Finding a long-term opportunity at HUB was a big relief for her.

"I really enjoy coming to work," she says. "The environment here at HUB is so agreeable. We still have performance goals and take our work seriously, but it's relaxed at the same time. I feel respected and valued here."



▲ Rachel and her family

Rachel says working in a cubicle within earshot of some of the other veteran inside sales people has provided her with a priceless education in how to help customers.

When not at work, Rachel enjoys crochet and spending time with her family. She and husband Nathan are parents to Justin, 16, Julia, 13, and Erica, 6.

"It's not much of a life to write about," Rachel says. "Helping kids with schoolwork, cooking with Julia, going to church for worship and volunteering to help clean the building—before you know it, it's Monday again and it's time to do it all over again!"

It may not be much to write about, but a life lived in simplicity and contentment is rich.



TWO CENTS

1. Thomas Jefferson first proposed the decimal currency system, which we use today.
2. David Rittenhouse was appointed by George Washington as the first Director of the Mint.
3. The Mint's first delivery of coins occurred in 1793 and consisted of 11,178 copper cents.
4. Legend holds that George Washington donated some of his personal silver to the Mint for manufacturing early coinage.
5. The first Philadelphia Mint used harnessed horses to drive the machinery that produced coinage.
6. The Philadelphia Mint covers five acres of land.
7. The present Philadelphia Mint opened in 1969 and is the fourth facility which has been located in that city.
8. Mint marks, "S", "D", "P", or "W" designate the Mint facility, which produced the coin.
9. By provision of the Coinage Act of 1965, Mint marks were not carried on coins made in 1965, 1966, or 1967.
10. Calvin Coolidge was the first President to have his portrait appear on a coin struck during his lifetime.

CUSTOMER COUNT

8500

HUB Industrial welcomes our 65 new customers this month.

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INDUSTRIAL SUPPLY **7**



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INDUSTRIAL SUPPLY

PO Box 3609
Lake City, Florida 32056
HubIndustrial.com

RIDDLE ME THIS! OCTOBER'S BRAINTEASER

A 16-ft. rope is tied to a mule. The mule is 18 feet from a manger well-filled with hay. How can the mule get to the hay?

Send answer to: gabriel@hubindustrial.com

LAST MONTH'S RIDDLE:

September's challenge was to see how many legal words you could form by rearranging the letters in the word **STRAIN**. Some of you Scrabble veterans enjoyed the opportunity to show off your skills by finding as many as 90 words. Below is a comprehensive list.

2 LETTER WORDS

AI AN AR AS AT IN IS IT NA SI TA TI

3 LETTER WORDS

AIN AIR AIS AIT ANI ANT ARS ART INS ITS NIT RAN
RAS RAT RIA RIN SAT SIN SIR SIT SRI TAN TAR TAS

4 LETTER WORDS

AINS AIRN AIRS AIRT AITS ANIS ANTI ANTS ARTS NITS
RAIN RANI RANT RATS RIAS RINS SAIN SARI SATI SMIT
STAR STIR TAIN TANS TARN TARS TINS TSAR

5 LETTER WORDS

AIRNS AIRTS ANTIS ASTIR NARIS RAINS RANIS RANTS
RIANT SAINT SARIN SATIN SITAR STAIN STAIR STRIA
TAINS TARNs TARSi TRAIN TRANS

6 LETTER WORDS

INSTAR SANTIR TRAINS TIN TIS



HUB KOOLER
10 Winners



**\$50 RESTAURANT
GIFT CARD**
5 Winners

LAST MONTH'S WINNERS!

25-PC MINI TOOL SET

Brian Cunningham
Terry Hayes
Steve Rieth

MINI MAG LIGHT

Jon Dickerson
Maralee Onken
Kim Reid
Al Kuether
Tammy Smith