

# HUB

INSIDER  
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## LOOKING BACK AT 2012

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FLIP VIDEO CAMERA!

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**HUB**  
INDUSTRIAL SUPPLY

# BRIGHT *Lights*

**The holidays are full of traditions. Some are as personal as a specific holiday meal and yet others are so widely observed that they become almost a celebrated holiday in and of themselves.**

Holiday lighting displays are one of the latter. They have been popular for decades but innovations in mass production and technologies have helped the tradition grow to one of mammoth proportions. One theory is that anyone can participate. There are no requirements on how large, how traditional or even what the decorations must be and, it isn't a holiday only for the decorators. There are droves of people all across the country that made their own tradition of venturing out to view the displays and see what the creative minds have dreamt up this time.

The spirit of the season seems to breed natural competition as well. From theme parks to movie plots to neighbors, the desire to have the best display sparks the creative juices.

One of our customers in the Orlando area recently described the thought and effort that goes into his neighborhood's famous lighting contest. Decorations start going up the day after Thanksgiving but the plan starts to develop even before the lights come down in early January. People come from hundreds of miles away and the neighborhood treats it like a job. One story involved a car club calling to confirm the lights were up, a mad dash to get them up, and shortly after the admiring car club members left, power strips erupting into flame.

There are categories ranging from most traditional to most innovative, and they have earned second



place in the citywide contest. The technology comes in to play with many of the displays being digitally linked to music in addition to the use of LED lighting. The importance of the LED lights stems from the fact they require much less electricity to run (meaning you can plug in more strands without them exploding).

Commercial displays take on a whole different dimension with some costing hundreds of thousands of dollars to design and build. Here is a list of the top 10 best commercial displays in the U.S., according to [www.americasbestonline.com](http://www.americasbestonline.com). We're not saying the South is more festive, but come on! Only two of the Top 10 west of the Mississippi River?

1. **Shadrack's Christmas Wonderland – West Knoxville & Bristol, Tennessee**
2. **Silver Dollar City - Branson, MO**
3. **Oglebay Festival of Lights - Wheeling, WV**
4. **Smoky Mountain Winterfest - Gatlinburg, Pigeon Forge and Sevierville, TN**
5. **Trail of Lights - Austin, TX**
6. **Magical Nights of Lights - Lake Lanier, GA**
7. **Holiday Festival of Lights, Charleston, S.C.**
8. **Enchanted Garden of Lights, Chattanooga, TN**
9. **Louisville MEGA Cavern, Louisville, KY**
10. **Southern Lights - Lexington, KY**

There are many more listed in honorable mention and all would be worth checking out!



## TRI CITY AUTO SNAGS \$700 PRIZE

Alert viewer Jon White was watching a recent Monday Morning Minute when he saw the Prize Patrol draw the name of his company. In no time, he was on the phone to claim the \$700 credit off Tri City's next order.

What a way to become the hero to your co-workers! \$700 can buy a lot of supplies. Just think of what your company could do with those savings... You could use it to catch up on other bills or, better yet—splurge on something big like a new polyester strapping system that you've been wishing you had.

What does it take to become the next big winner? Watch the Monday Morning Minute video every Monday and listen for your company's name. You can find the link on our website or Facebook page, or ask your rep to send you an email with the link. Every week the prize goes unclaimed, another \$100 gets added to the pot, so keep watching and listening for your company's name!

### WINNING IS EASY!

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

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

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INDUSTRIAL SUPPLY **3**



## Y E A R I N R E V I E W

**Greetings! As anyone who knows me will confirm, I prefer looking forward to looking back. Yet I do believe that rearview mirrors have their place, and once a year it is an excellent practice to look at where we have been.**

2012 was another prosperous year for our company, thanks to our great customer base who continue to put their faith in us. We added over 700 new customers in the last 12 months, and we are grateful for every one of them. We have simultaneously brought in hundreds of new in-stock items as well as added warehouse facilities in strategic points on the map to get customer's orders delivered even faster.

### INDIANA WAREHOUSE

This summer, we inaugurated our second satellite warehouse, this one to benefit a wide swath of customers in the Midwest and Northeast. As we did with our first satellite warehouse in Las Vegas,



**Andy Carrender (left) visits the staff in Indianapolis. Pictured with him are Charles Marr, Rance Bagby, Erin Wilson and Scott Wilson**

NV, we started out stocking it with items from one of our sub-catalogs and gradually worked it up to where it is now shipping to our customers in several industries in that part of the country. Since every item in our catalogs is guaranteed in-stock, the logistics of stocking each warehouse becomes more complicated because we want to

avoid having to split orders between warehouses. But it's worth it for all our friends in the affected delivery zones that are seeing their packages arrive 1, 2 or even 3 days faster!

## NEW PRODUCTS

2012 saw the launch of some important products exclusively available from HUB. Those were:

- Tru-Galv Ultra Silver cold galvanizing spray paint, a significant improvement over existing formulations
- Nail Shredder bandsaw blades, offering marked performance improvement for pallet recyclers
- Tru-Galv Silver Pro cold galvanizing spray paint
- Private label ear plugs and first aid kits

## PRESIDENT OF YOU'RE THE BOSS

Of all the promotions we've ever run, the one that had the most moving parts and got the most participation from the HUB Nation was far and away our President of You're the Boss Election. The promotion pitted nine candidates against each other for the right to be the face of HUB Industrial Supply for the next year. Marketing had the foresight to schedule the event during the summer months before "election fatigue" had set in across the nation. In the end, Jonny Guinn's Same Day Shipping party prevailed, which is why



every package we ship out these days has his face instead of mine on the cartoon image. Videos and articles from the campaign are still available on [www.vote4hub.com](http://www.vote4hub.com).



## WILL IT LAND?

We started the year with a return to our helicopter contest, where dozens of contestants submitted their amateur videos of HUB copters in flight to be judged in our juried contest. The winner, as well as all other entries, is still available to view at the dedicated website: [www.willitland.com](http://www.willitland.com).

## THE HUB CHAPTER OF THE MUTUAL ADMIRATION SOCIETY

Mainly, we had a great time this year building relationships with all of our great customers, vendors and friends out there. Everything I mentioned above has one purpose in mind, and that is to serve our customer—to save you money, and help make you operate more smoothly. We want to be the friend that never lets you down and who helps you be your best. If we ever fall short of that goal, I personally want to hear about it so we can get even better.

Have a Great Month!

GABRIEL ☺

PRESIDENT





HUB FEATURED EMPLOYEE

## JOEY ROCHE

Some of the things sold at HUB are actually made here as well. This month we introduce you to Joey Roche, one of the guys that work in our manufacturing facility, welding band saw blades together.

Joey has been working at HUB since March of 2011. He came to us after a long career in the plumbing business. When new construction in our area slowed down to a dribble, he decided it was time to try a new career.

When asked what he likes about working at HUB, Joey cites two things: the first is the positive mood that prevails among coworkers. Having experienced the uncertainty of working for a company that was struggling to survive in a down economy, he feels grateful to be part of a company whose outlook is so positive.

### ▲ Joey on vacation with his family

The second thing he likes about his job is that his pay is tied to his performance. He can set his own hours and work as much as he wants because he gets paid for his output. "People ask me if I could do some plumbing sidework for them," Joey says. "I think about all the saw blades I could be welding if I really wanted extra money, and I have to tell them no."

The flipside of performance pay is that if we ship out any blades with defective welds, it comes out of Joey's hide. "I've never had that happen," Joey proudly says. "I've always been very particular about my work even before I came to work at HUB."

Joey has been married to his wife Lisa for 15 years and they have two kids, Kyle, 11, and Abbie, 8.



# ENLIGHTENED

1. Early in their history, Christmas lights were so expensive that they were more commonly rented than sold. An electrically lighted tree was a status symbol in the early 1900s.
2. Electrically lit trees did not become "universal" in the United States until after World War II.
3. Many of the earliest Christmas lights burned so hot that they were about as dangerous as the candles they were advertised to replace.
4. True outdoor Christmas lights were not introduced to the public until 1927-1928, almost 45 years after the first electric tree lights were demonstrated. There were sets offered for sale as safe to use outside before 1927, but they were small, dangerous and extremely impractical for the average family.
5. General Electric was the first company to offer pre-wired Christmas light strings. Prior to this, lights had to be hand wired on the tree. GE was unable to patent their string (or festoon), and suddenly the market was open to anyone who wanted to manufacture the strings.
6. It was a common but incorrect belief in the early days of electric Christmas lighting that Christmas light bulbs would burn longer in an upright position. Early decorators spent a lot of time making sure that the lamps were positioned upright on the tree.
7. Montgomery Wards inadvertently gave the American public two well-known Christmas treasures: the bubble light and Rudolph, The Red Nosed Reindeer. The original story of Rudolph, a bit different than the one we know today, first appeared in a children's giveaway booklet in 1939. The character became a runaway hit. Also, Carl Otis, the inventor of the bubble light, worked as an accountant for the company. Wards did not sponsor Carl's invention, and he eventually sold it to NOMA. It became the biggest selling Christmas light in history up to that time.
8. Many of the earliest figural light bulbs representing fruit, flowers and holiday figures were blown in molds that were also used to make small glass ornaments. These figural lights were painted by toy makers.

## CUSTOMER COUNT



HUB INDUSTRIAL WELCOMES OUR 97 NEW CUSTOMERS THIS MONTH.

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





# HUB INDUSTRIAL SUPPLY

PO Box 3609  
Lake City, Florida 32056  
[HubIndustrial.com](http://HubIndustrial.com)

## RIDDLE ME THIS! DECEMBER'S BRAINTEASER

### The tape measure slide rule trick.

**Step 1:** Fold back the tape until the 12 inch mark lines up with the 100 inch mark. (Hint: Come January, you would perform this trick by lining up the 13" mark with 100)

**Step 2:** Keeping the tape aligned, find the 80" mark and note that it lines up with the 32" mark.

**Question:** If the 80 inch mark represents the year 1980, what will the 32 inch mark indicate?



Send answer to: [gabriel@hubindustrial.com](mailto:gabriel@hubindustrial.com)

### LAST MONTH'S RIDDLE:

#### Why are 2000 pennies worth more than 1966 pennies?

The question attempts a little misdirection in terms of what is meant by the number 2000. If referring to 2000 as a quantity of pennies, then obviously 2,000 are worth more than 1,966. If you took the bait and thought the question was about numismatic value of one year vs. another, you would have a hard time making the case that 2000 is indeed more valuable.

## LAST MONTH'S WINNERS!

**FLIP VIDEO CAMERA:** Terry Hayes

**HONEYBAKED GIFT CARD**

Pat Spaulding

Karl Russell

Michael Charbono

**TRIPOD FLASHLIGHT**

Rachel Thomas

Peggy Thompson

Carlos Zepeda



**\$25 HONEYBAKED  
HAM GIFT CARD**

**3 Winners**



**FLIP VIDEO  
CAMERA  
1 Winner**



**RC COPTER 2 Winners**