

# HUB

**INSIDER**

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## LONG NECKS, LONG ODDS

OSTRICH FARMING'S FINE FEATHERED FLOP

**STANLEY TRIPOD  
FLASHLIGHT**

ENTER TO WIN ON PAGE 8



**HUB**  
INDUSTRIAL SUPPLY



# just my type

## RETURN OF THE CARRIAGE RETURN

The advance of technology brings added convenience and productivity, but it often leaves one with a certain hollow feeling and a wistful nostalgia for the way things used to be. Many music lovers are still conflicted about what was lost when digital recordings supplanted their cherished LP records. Solid state electronics were supposed to make vacuum tubes obsolete, but high-end amplifiers often rely on those "outdated" tubes to produce the warm tones that no microprocessor has succeeded in duplicating. Since the 1980s, the powerful word-processing capabilities of personal computers have rendered typewriters completely obsolete. Or so it would seem.

There is a movement afoot in the industrialized world where people are challenging this premise. They maintain that the typewriter is still the superior tool for composing letters, essays or creative writing. And it's not a bunch of technophobic geezers, either. Many proponents of the typewriter's virtues are from a generation that grew up on computers.

Take Ken Coghlan III, for example. This 24-year-old construction worker divides his leisure time between

pounding out fiction on a manual Olympia and scouring the countryside for worthy specimens to add to his collection. He became interested in typewriters partly out of a desire to emulate his favorite author, science fiction writer Philip K. Dick, and partly because hand writing on a legal pad had become too painful.

"I just knew there was no way I could express myself properly using a computer," Coghlan said. "It all felt too sterile; meaningless in a way. The USB connection between my computer keyboard and the computer could never replace the connection of ink to paper."

Coghlan does use a computer to publish his fiction and essays on a blog that can be found at [www.swingingtypebars.com](http://www.swingingtypebars.com). True to his principles, Coghlan types his posts on one of his many manual machines and uses a scan of the typewritten page so the post may be viewed in its all its handcrafted glory. He never fails to reference which machine was used for each particular post.

Typewriter lovers get a chance to explain their attachment in the recently released documentary film *The Typewriter (In the 21st Century)*. There is also a popular site, <http://www.typosphere.blogspot.com> where modern day typewriter fanciers go to find out more about their passion.



^ Mr. Coghlan and his swinging typebars



## LONG LIVE THE COMPANY COOKOUT!

Citizens all over HUB nation were issued grills as a result of our summer promotion. Those who participated by buying new line items to earn one of three different levels of grills have had ample time to break them in by now. We hope this premium contributes to the happiness and well-being of your staff!

Meanwhile the hard-working folks at Leesburg Concrete in Florida were chosen at random from the pool of participants to be treated to lunch hosted and grilled by HUB president Gabriel Curry! Stay tuned until next issue for photos of that memorable lunch with the men and women of Leesburg Concrete!

Every time our hopper gets loaded with names, Gabriel wants to keep drawing and hand out more prizes. So three other companies were chosen to receive our Jumbo R/C Helicopters.

Congratulations go out to Pallet Services of Tonawanda, NY, LKQ Auto Parts of Hutchins, TX, and IFCO Systems of Pendergrass, FL for being selected to receive these fun machines!

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INDUSTRIAL SUPPLY

# THE SAGA OF A “RHEA” BAD INVESTMENT SCHEME

It seemed like a great investment. If you owned acreage in the South in the 1990's, you were most likely made aware of the opportunity by a wide-eyed friend or neighbor. Many rushed to get in on the ground floor. It wasn't too hard to see how there were three or four great ways to make money raising ostriches.

Breeding pairs were sold for thousands. The meat was poised to compete with beef as a leaner, healthier red meat. Ostrich hides make valuable boots and purses, to say nothing of the commercial demand for feathers.

What could possibly go wrong?

In a University of Florida paper published in 1997, the situation was described as follows:

**Ostrich farming came to Florida around 1990. Early on it was a highly speculative business that had much in common with get-rich-quick pyramid operations. People who owned outrageously expensive breeder birds sold hatchlings to others who sold hatchlings to still others, with those on the ground floor capitalizing on the highest bird prices.\***

The article wasn't entirely negative; it seemed to portray ostrich farming as an industry at a crossroads. While the market had become saturated and was entering a shakeout period, there were also positive indications that held out hope for the eventual maturing of the supply chain. There were plenty of young ostriches, rheas,

and emus ready for market, and a specialized slaughterhouse was opening in central Florida to meet the demand.

Any ostrich farmer reading this article was already aware of one thing: If they had gotten into the ostrich business with dreams of making a lot of money, it was clear that that their investment was going to be a long way away from paying off...

As the new century approached, ostrich farming quietly creaked towards oblivion. It happened with so little fanfare that nobody even bothered to chronicle the plight of the many people who paid top dollar for birds that now weren't worth the feed they were costing. An internet search of ostrich farming activity in the U.S. brings up not a single news item any later than the above-referenced UF story. The ratite slaughter facility mentioned in the article processed birds for a few years, and then shut. There are a few farms here and elsewhere in the country that still offer meat by mail order, but when you attempt to make a purchase, you find the meat is out of stock.

“We were fortunate because we had other means of income to live on than just the ostriches,” said Barbara Furman,



the co-owner of a family-run farm that still raises ostriches in Milton, FL. "It was extremely exciting at the height of it," she said, but the boom also attracted many naïve and greedy entrepreneurs who hurt the prospects of the hard-working, honest farmers. She also suspects the Beef Lobby worked behind the scenes to make it more difficult for ostrich meat to gain any kind of foothold in the grocery business.

"We had three breeding pairs, and never got even one fertilized egg," said Ben Willems, a gentleman farmer from Lake City, Florida who got out of the ostrich game many years ago. Willems compared notes with other farmers and found that they, too, had lower than expected fertility rates in their eggs. "I would have been happy with *lower than expected* fertility," Willems said, "but I didn't even get one good egg." He remembers giving up and selling his last ostrich for \$25.

Dr. Gary Butcher, a professor of the University of Florida's College of Veterinary Medicine, watched the rise and fall of ostrich farming from a safe distance. Despite being encouraged to play a bigger role in the industry by his administration, he said he refused to become involved.

"I felt this was a scam in the making and my belief was demonstrated to be true in time," he said. Despite appearances, Butcher felt there was very little potential for demand to meet the supply of the products—feathers, meat or leather.

As for the meat, it has certainly never risen above an occasional appearance on restaurants that specialize in exotic meats. It had been touted as a healthy, lean red meat that was delicious when prepared properly. One wonders if it



^ These ostrich steaks actually look tasty

really is as good as all that, why it never managed to gain any shelf space next to turkey in the supermarket. America's eating habits change slowly, but they do change when a healthier alternative proves itself. Why not ostrich meat?

Those who have stuck it out through the years retain their optimism. They are either visionaries or unable to admit defeat. They still believe that raising ostriches can become profitable. Barbara Furman noted the price of breeding pairs has been slowly climbing back to favorable levels. It may simply be an opportunity waiting for enough diligent, patient people like Barbara Furman to create the synergy needed to see it through to its success.

\*University of Florida News (Friday, March 21, 1997): Ostrich Farmers Enter Shakeout Period For Industry, UF/IFAS Expert Says



GABRIEL ☺





HUB FEATURED EMPLOYEE

## MARGA ARNOLD

Behind every effective leader, you will find at least one person who has a gift for making things run smoothly. This type of person works behind the scenes attending to the details so the leader can focus on the big ideas. The reward is the satisfaction of a job well done rather than any public recognition.

For HUB president Gabriel Curry, the person who fills this role is Marga Arnold.

Marga projects the kind of confident efficiency that allows the rest of the HUB staff to relax. We know that all the details are going to be taken care of no matter what the project is when Marga is involved.

Marga came to work for HUB in 2005 when she answered a blind ad for an administrative assistant. She was invited to interview on a Saturday and did not realize until she was offered the position that one of the guys who she had engaged her in an informal conversation that day was the president himself. She had previously worked as a personal assistant to a bank president and also to a prominent ophthalmologist.

▲ Phillip, Conner and Marga grab a snack after going scalloping

"I've been very fortunate to be able to work in very positive environments," Marga says. "You can't find a better employer than Gabriel."

Despite her natural tendency to avoid the limelight, Marga did enjoy her moment in the sun as the chief of the Prize Patrol for several months when she would draw names on camera for a Monday Morning Minute prize promotion.

Marga is married with three children and three grandchildren. Husband Phillip grew up in Georgia and is a lifelong Bulldog fan, and Marga is happy to stand by her man. Even though they have a son attending the University of Florida, their loyalty towards the Dawgs has never wavered. They seem to enjoy the give and take they get from all the rabid Gator fans among their friends and family!

In the summertime, Marga likes to go with her husband and 5-year-old grandchild Conner out to the Gulf of Mexico to go scalloping.



1. Marinated steaks are actually safer to eat than non-marinated steaks.
2. The word “barbecue” comes from a Taino word for “sacred fire pit.”
3. In 2008, police arrested a Wisconsin man covered in barbecue sauce from head to toe.
4. Oscar Mayer was a real person.
5. Disgraced baseball player “Shoeless” Joe Jackson ran a barbecue restaurant.
6. The first McDonald’s was a barbecue restaurant.
7. 3 out of 4 American households own a grill and they use it on average 5 times per month.
8. The popular Korean dish “Gopchang” is barbecued pig intestines.
9. Charcoal makes an effective water purifier.
10. President Lyndon Johnson had barbecues installed on the roof of the White House.

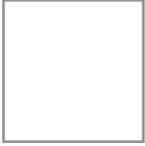
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RIDDLE ME THIS! THIS MONTH'S  
**BRAINTEASER**

**HOW MANY SIDES  
DOES A CIRCLE HAVE?**

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

**LAST MONTH'S RIDDLE:**

**Unscramble this anagram to  
find a two-word answer:**

**unpack my coo too**

**A: COMPANY COOKOUT**

**Last Month's Winners!**

**Jumbo Helicopter: Sabrina Tippet**

**Flip Camera: Tammy Smith**

**75PC Dewalt Drilling Set: Jeffrey DeVries**

**25PC Workforce Set:**

**Jonathan Butts, Mara Wolf & Christine Alaimo**



**Mini Helicopter / 1 Winner**

**Stanley Tripod Flashlight  
3 Winners**



**Bass Pro Card / 1 Winner**



**Irwin Vice Grips / 1 Winner**

