

HUB

MAY + JUNE 2014 / VOL 8 / ISSUE 4

INSIDER



Coffee. ^{P4} CULTURE

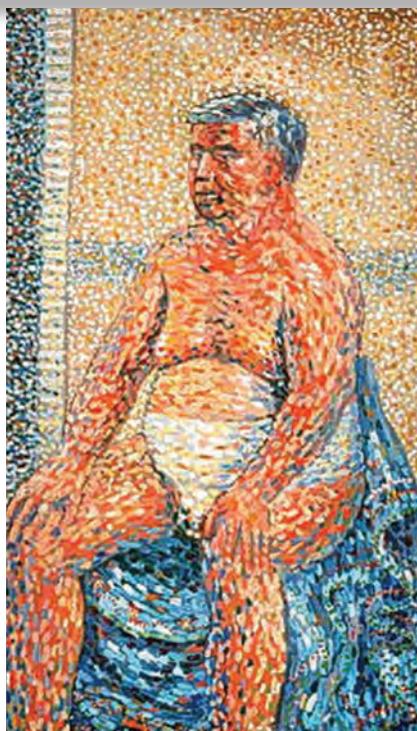
FROM MR. COFFEE TO STARBUCKS

SEE
PAGE
8

WIN ONE
OF OUR
'COOL' BEACH
PRIZES!



HUB
INDUSTRIAL SUPPLY



Lucy (top left) shares her infamy with a collection of other portraits at the MOBA

ART SO BAD, IT'S GOOD

Appreciation of art is a highly subjective thing. As hard as we may try, it is simply not possible to explain the subtle difference between a masterpiece and an uninspired effort. Words may fail us, but we all know what we like and what we don't like.

There is good art and bad art. The really good art is proudly displayed on walls and in museums while the bad art looks for a home in a flea market.

Then there is art so remarkably bad that it acquires a different sort of collectability—art that has the power to make a person stare despite his better judgment urging him to look away...

This is the kind of art you can expect to view at the Museum of Bad Art in Somerville, MA.

The museum houses a collection of works that have earned their place in the museum by possessing some kind of fatal flaw in an otherwise noble effort at expression. The curators of MOBA reject most of the works submitted because they do not rise to the level of “badness” desired. “To be included in MOBA’s collection,” according to the MOBA Wikipedia page, “works must be original and have serious intent, but they must also have significant flaws without being boring.” Also excluded are children’s paintings and kitschy genres like black velvet.

The museum owes its existence to one particular painting which founder Scott Wilson recovered from the trash. The portrait of an elderly woman that Wilson dubbed Lucy in the Field with Flowers drew such a reaction from all who saw it that Wilson made it his life’s avocation to become a collector of bad art. Thus was born the MOBA.

CUSTOMER SERVICE **QUICKSHIP** 114 HITS THE STREETS WITH A 365-DAY RETURN POLICY

HUB Proudly announces the release of our latest Quickship catalog. This issue is bigger and better than ever, and we've added even more awesomeness with the introduction of our no-hassle return policy. You now have a full year to return any unused Quickship items you purchase. We will even prepay the shipping! See the catalog or our website for terms and conditions.

If you haven't seen our latest Quickship catalog, call us for your complimentary copy!



NEW FACES AT HUB

As we expand, we have augmented our staff with several new positions since the beginning of 2014. Chance Cooke joins us after spending the last couple of years on the oil frontier in North Dakota. He is going to manage our burgeoning band saw welding center.

Ryan Tenneboe has come on board to manage our shipping operations. He had previously been an inside manager of a regional HVAC service provider.



Chance Cooke



Ryan Tenneboe



Brandy Britt
Summer Intern



Macy Wells
Summer Intern

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HUB
INDUSTRIAL SUPPLY

THE RISE OF THE *coffee* CONNOISSEUR

.....

WE GOT A NEW COFFEE MAKER RECENTLY FOR OUR BREAK ROOM.

.....

The machine it was replacing had dispensed 30,000 servings of coffee in two years, and it was starting to require more maintenance. We decided it was a good time to try to sell it while it still had value—kind of like trading in the family car before the mileage got too high.

That's a lot of coffee. We probably drink more with this machine than we would if the coffee didn't taste so good. On the other hand, I believe it is better for our productivity because the staff is less likely to take time off work to run

to Starbucks to get their coffee fix.

When did good coffee become a need instead of a want? It wasn't that long ago that coffee was a commodity that you bought in a grocery store, and your choices basically boiled down to Hills Bros. versus Maxwell House. People have become so sophisticated in their appreciation of good coffee; it's not uncommon to hear friends engage in vigorous debates about the superiority

of one coffee house versus another.

In my grandparent's day, coffee was generally prepared with a percolator. Boiling water would slosh around inside a closed vessel and through a basket filled with ground coffee. There was a sight glass in the lid to monitor the progress of the brew. The product tended to be bitter. In the 1970s, the country saw the introduction of the first Mr. Coffee machines, and soon





everyone replaced their percolators with drip coffee machines. The improvement in taste seemed to inspire a quest for more and more advances in coffee enjoyment.

At some point, coffee went from being a tonic to drive away drowsiness to a beverage that was savored for its own sake.

You know the rest of the story. Starbucks opened their original

coffee house in Seattle in 1971. They weren't the originators of the coffee house, but they were extremely successful in the way they packaged it. They joined the other coffee houses that were springing up all over the country. Almost overnight, a nation of coffee enthusiasts accepted the new standard and reconciled themselves to the added costs. What used to be a minimal expense had now grown to equal what a lot of people used to

spend on their entire lunch.

From 1995 to 2000, consumption of specialty coffee in America rose 700%, according to AccuVal, a business valuation company. In the last 15 years, the growth curve has leveled off, which means that the market has matured but is holding steady. I think it's safe to say that specialty coffee has become part of the fabric of our society

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Ryan processes a shipping order while making plans to roast more coffee beans

FEATURED EMPLOYEE

RYAN TENNEBOE

One of the new faces around HUB is our shipping supervisor, Ryan Tenneboe. Ryan came here a few months ago when it was determined that our growing team of warehouse workers needed an additional layer of management to meet our production goals.

“I came here for the culture,” Ryan explains. “I had worked my way up in my previous job, but I knew that moving to HUB was a chance to further my career. I really enjoy the challenges and positive work environment here and the fact that we are a fast-growing company.”

Ryan just celebrated his first wedding anniversary to his wife Brianna and spends his free time going on adventures with his wife and roasting coffee beans.

That’s right—his hobby aligns quite nicely with the theme of this newsletter. While he disclaims being an expert on the subject, his study into the topic of roasting coffee at least must qualify him as an associate professor.

“I don’t like your typical black coffee,” he says. “I believe adding cream and sugar takes away from the coffee taste.”

With the same visionary fervor that led others to invent the light bulb or prove the existence of the atom, Ryan has

been seeking to prove his theorem that a great-tasting cup of coffee, gloriously complex with its cocoa, sugars, floral accents and fruity notes can exist in the real world, unsullied by the bitterness that most coffee drinkers have accepted as the thorn that accompanies the rose. And what’s more, he believes he has proved his theorem in some of the trials he has conducted in his kitchen. Other HUB staffers who have sampled his results agree that it is some of the best coffee they’ve tasted.

He orders unroasted (green) coffee beans online and roasts them in a popcorn popper. The device has a stirring arm so the beans are agitated and evenly exposed to the heat source. By varying the roasting time and temperature of the roasting, vastly different flavors result in the final brew.

“Roasting is just one piece of the puzzle,” Ryan says. “There are lots of other factors such as where the beans were grown, grind, brewing method—storage climate, even. It’s as deep as it is wide, but that’s what’s so exciting.

“No two plants will produce the same crop year after year. No two farmers will harvest and process the exact same way and no two roasters will roast the same way. The result is you never have to settle for a mediocre or even good cup of coffee; you can have excellence.

“You can have your own version of perfection. That’s coffee. That’s exciting.”

DID YA KNOW?

FUN FACTS



COFFE STATS

Percentage of Americans over the age of 18 that drink coffee every day	54%
Average size of coffee cup	9 oz.
Average price of an espresso-based drink	\$2.45
Average price for cup of brewed coffee.....	\$1.38
Percentage of coffee drinkers who prefer their coffee black.....	35%
Percentage of coffee consumption that takes place during breakfast hours.....	65%
Total amount of money spent by importing coffee to U.S. each year	\$4 billion
Total percentage of coffee Brazil produces of entire world's output	30%
Total amount of cups of coffee (9 oz.) a coffee drinker consumes daily	3.1
Average amount spent on coffee each year per coffee drinker	\$164.7

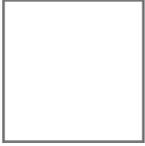
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Last Issue's Winners:

\$50 Amazon Gift Card
Renee Perrotta
Eddie Christian

Starbucks Card
Beth Taft

Darden Card
David Shingler

Bass Pro Shops Card
Jesse Saldivar

Skywalker Quadcopter
Michael Mcdonald



Rio Beach Portable Sun Shelter

RIDDLE ME THIS! THIS MONTH'S
BRAINTEASER

Send your answer to gabriel@hubindustrial.com

Forward I am heavy, but backward I am not. What am I?

Last Month's Riddle: Why can't a man who is living in Amsterdam be buried in the United States?

Answer: If the man is living, it would be illegal to try to bury him.



Coleman 40-Quart Wheeled Cooler



VMI Folding Chair with Umbrella



Franklin Sports Volleyball Set

1
WINNER

1
WINNER

1
WINNER

1
WINNER