

# WHOLESALE

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APR Supply hosted its 11th Annual APR Selling Show this summer in Hershey, Pa. It gave 1,200 trade pros from 650 contracting firms across Pennsylvania, Delaware, New Jersey and Maryland the opportunity to buy inventory at best-of-

year incentives from this 29-branch regional wholesaler. Shown at B.J. Terroni Co.'s booth are (from left) Anthony Reikow of B.J. Terroni; APR's Chairman Randy Tice and EVP John Tice; and John White III of B.J. Terroni. See feature on page 48.

## MSC Holdings, Inc. acquires Farnsworth Wholesale Company

**FORT WORTH, TEXAS** — MSC Holdings, Inc., parent company to Morrison Supply Company — a leading wholesale distributor of plumbing, HVAC and builder products in the Southwest, and Express Pipe & Supply, a leading wholesale distributor of plumbing and builder products in

Southern California — has acquired the assets of Mesa, Ariz.-based Farnsworth Wholesale Company. As one of the largest plumbing supply businesses in the Arizona market, Farnsworth Wholesale Company has five locations and focuses on the Plumbing, HVAC and Waterworks markets. Farnsworth Wholesale will continue to operate under its existing brand name.

Chip Hornsby, Chief Executive Officer of MSC Holdings commented on the acquisi-

tion: "With the addition of Arizona to our business, we have become a formidable supplier from Texas over to Southern California, giving us the opportunity to be a predominant supplier in the Southwest. Our focus will continue to be on servicing our customers at the local level. We look forward to working with Farnsworth Wholesale Company's leadership team to achieve their goals in the Arizona market. The performance of each location is what creates our success today and in the future."

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# HAPPENINGS

BY JOHN VASTYAN  
Special to *The Wholesaler*

“It’s one of the best shows of the year,” said Bruce Carnevale, Executive Vice President for Bradford White Corp. as he and several others from the company answered questions on the show floor. “This event is geared specifically to drive sales, and APR does it very well!”

Carnevale was referring to the 11th annual “APR Selling Show” held by Lebanon, Pa.-based APR Supply at the Hershey Lodge and Convention Center. This year’s event, held Thursday, August 22, brought 1,200 HVAC/plumbing and mechanical attendees from 650 different contracting firms.

## ‘It’s a first-class operation’

Trade pros from across the state, and from Maryland, Delaware and New Jersey came with one key goal: to buy inventory at best-of-year incentives from one of the Northeast’s leading suppliers.

“It’s a very important show for us,” continued Carnevale. “Even some of the national shows don’t give us this kind of exposure to so many contractors. We learn so much from our conversations with contractors at the APR show.”

By design, APR’s event puts buying customers, manufacturers and reps all in one place with a swarm of blue-shirts: APR managers and employees from its 29 branches, all of whom travel to Hershey to support the supplier’s biggest sales event



of the year.

To be at the event, you can’t miss the folks with the bright blue polo shirts; they’re everywhere, visiting booths, answering questions, on the fly and – most importantly – enabling all facets of sales activity. A 100-foot-long bank of computers was managed by sales personnel,

each station labeled by town or territory so that customers served by a specific branch would locate APR’s sales staff familiar to them.

Watching the activity and on the move all day were APR’s President and CEO Scott Weaver and Executive Vice President John Tice. Chairman Randy Tice spoke with them briefly, then made his way to visit B. J. Terroni sales representatives John White III and Anthony Reikow, among others from the rep firm, there at the show to represent Modine, Taco and other manufacturers. Reikow said that “The show was amazing; we were busy doing what we do best – selling.”

“This year was the show’s 11th year,” ex-

plained Terry Ludwig, APR’s Director of Sales and Marketing, a few days after the show. “We exceeded our sales and attendance goals, again making it our biggest, best and most successful – giving us new goals for 2014.”

Ludwig added that with a new branch opening this year in Atlantic City — the first APR branch out of state — the company’s senior managers have set ambitious goals during the past several years, regardless of which way you stack them.

APR’s Outside Sales Representative Sam Rueppel is very familiar to customers of the firm’s headquarters in Lebanon. He often manages counter sales there, but not during the APR sales event in Hershey.

Rueppel’s signature blue polo was among the sea of blue shirts in Hershey. He said that just a few employees were in Lebanon to “hold the fort” that day and that, after all, most of his customers were in Hershey for the big sales event.

Rueppel and APR inside sales representative, Gina Wessner, worked efficiently to complete a sale for Jim Deiter with Hoy Coal Oil Service based in Tower City, Pa. Dieter left the line with a smile. The next customer in line stepped up.

At Modine’s booth, Richard Boothman, Director of North American sales, and Ray Schaffart, Marketing and Sales Support Manager, met with customers and answered



Among the APR management team are (from left): Executive Vice President John Tice, President & CEO Scott Weaver, and Director of Sales & Marketing Terry Ludwig.

questions all day long. “APR really does it right: the way they organize the event and get buyers into the show and the venue,” said Boothman. “They also treated manufacturer sales directors and managers to a great dinner the night before the show. It’s a first-class operation.”

On the show floor, Fujitsu HVAC Sales Engineer Mike Cartelli, Pittsburgh-based J. C. Mottinger Associates Sales Reps John Wszalek and Wayne Warren greeted show-goers Pam Brown and Jill Reidinger

he’s been to all 11 of the APR sales events.

“Although the social networking is fun, we come to the show to buy,” stated Peachey. “I came today to buy 10 Fujitsu ductless heat pump systems; we’ve been installing their equipment for a decade or so. They’re reliable, efficient, and we’ve had no problems with them in all this time – we’re here today to stock up on supplies for the heating season.”

Nick Ciasullo, Sales Representative for Bensalem, Pa.-based R. D. Bitzer Co. Inc.,



Nick Ciasullo demonstrates Watts Radiant products to Amber and Keith Gemmill of W.W. Gemmill Plumbing, Heating & A/C.

from Hummelstown Fuel Oil Service, Inc.

“We were at the show to streamline orders and to answer any product or installation questions,” said Warren. “It’s been a great show for us, and the sixth one of these for me. It’s very well attended; we received steady traffic all day long.”

Nearby, Jeff

Thompson, APR’s Director of HVAC products, met with Greg Peachey, owner of Greg Peachey Heating & Cooling based in Belleville, Pa. Peachey explained that

was busy explaining the benefits of Watts Radiant products to Keith Gemmill, plumber with Stewartstown, Pa.-based W. W. Gemmill, Inc. Plumbing, Heating and A/C, and his wife Amber.

Nearby, Rich McNally, Watts Water

**‘This show is terrific for us because so many of my customers don’t visit showrooms.’**

Technologies Regional Manager, spoke with show-goers about Watts’ preengineered HPX boiler trim-out package.

Down the hall, Tim Doran, Regional Manager for Taco Electronic Solutions, met with Jeff Russo, President of Air Wizard HVAC, Inc. based in Pocono Summit, Pa. “I was surprised to learn about the modular (Turn to Showing ‘em... page 50.)



Future customer Jordyn tries out a Yamaha Big Bear 400 ATV that APR was to give away in a drawing.



Wendy Tice, wife of APR’s EVP John Tice, and their daughter Maddie visit with Bruce Carnevale in the Bradford White booth.



# HAPPENINGS

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iWorx controls solution," said Russo. "We've been looking for a controls solution just like this."

And at the Beckett booth, a steady

rooms," added Ellsworth. "Here, we give them an introduction to the Maax and Aker products. "This show will likely result in sales of multiple truckloads topping well over \$100,000. That's why we



Taco's John White III talks with a visitor to the B.J. Terroni booth.

stream of trade pros stopped in to ask questions of Kevin Beckett, President and CEO, Andrew Olcott, Field Sales Manager, and Craig Butler, Sales Engineer. "It's a great show for us," affirmed Olcott. "APR does a really fine job of bringing in the buyers. It's an important event for us each year."

The largest display on the show floor was the Maax/Aker display managed by Doug Ellsworth, President of Steadfast Sales & Marketing, Inc., a manufacturers' rep based in New Holland, Pa. "Maax is a leading North American manufacturer of bath products known for their compelling designs, innovative features and superior quality," said Ellsworth.

"This show is terrific for us because so many of my customers don't visit show-  
Jill Reidinger and Pam Brown from Hummelstown Fuel Oil Service, Inc. talk with Fujitsu HVAC Sales Engineer Mike Cartelli, and J. C. Mottinger Associates Sales Rep Wayne Warren at the Fujitsu booth.

consider the show extremely important. We'll be back." 🌐



At the event, you couldn't miss the folks with the bright blue polo shirts, here operating a 100-foot-long bank of computers, each station labeled by town or territory for customers' convenience to locate APR's sales staff familiar to them.

## Showing 'em a good time, APR style



Jeff Thompson of APR (right) closes a Fujitsu sale with Greg Peachey.

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# HAPPENINGS

## There's more than chocolate at Hershey, and APR proves it

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Richard Boothman  
of Modine helps a visitor specify a system.



At the Milwaukee Tool  
booth, visitors peruse the latest in cordless technology.

**‘APR really does it right: the way they organize the event and get buyers into the show and the venue. They also treated manufacturer sales directors and managers to a great dinner... It’s a first-class operation.’**