

LOCAL NEWS

Castleton man is tops in North America

Lawson Products District Manager had a banner year

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Last year was a banner year for Castleton resident Ted Westbrook. Known locally for his exploits on the ball diamond, Ted was honoured by the Kent Automotive Division of Lawson Products as its top District Manager in all of North America.

The award came as a surprise; Ted had made all the conceivable bonuses for the year, but he knew there were others in the group of 25 managers who had excelled as well.

He and his team of four salesmen beat their sales goals by a whopping 27 per cent. Their goal was \$795 thousand. They sold well over \$900 thousand. And this year they have raised the bar even higher, matching the company's goal of attaining a 12 per cent improvement over 2002. Those sales increases and ideas he has developed in modulation were enough to earn him the award.

He's been developing a game plan to pull in body shops and Canadian Tire franchises. Recently the company secured the Boyd group of body shops out west, and the American Stirling group owned by Allstate. Fixit Auto uses one of their modules too.

Ted has been with the company 15 years. Thirteen of those years he has been District Manager. He and his sales staff cover most of Ontario outside of Toronto.

Kent supplies fasteners, chemicals, cutting tools, electrical products and auto

maintenance supplies. Ted covers his personal territory from Ajax to Kingston, using an office in his basement as his base.

This isn't the first award he has won for his sales expertise, but 2002 was a certainly one of his best. Last year he was named 'Star Performer' for making a sales plan that exceeded objectives. He was also a 'Top Dollar Producer', placing eighth in North America in sales volume. He currently sells about \$300 thousand in product each year. The Team Canada District Manager's Award was his last year too, as was the Team Canada Regional Award for his work modulizing all businesses. By modulizing, he helped market his products and made customers more profitable.

This is a long way from his beginnings in the hotel industry. He credits his experiences there for teaching him how to deal with people.

He suggests that you have to be tactfully aggressive in this business. The company expects its sales force to see every customer, show them every possible product, work every day and show new products.

His sales philosophy seems to be simple; If you're in sales you should be there to help people, whether it's to make greater profits or to be more productive. If you're not, you're in the wrong business.

Ted and Christine live with their two children, 12-year-old Tyler, and nine-year-old Jessica, in the home they designed here in 1994. Both parents are active in a variety of local activities.



PHOTO BY BOB OWEN

Ted Westbrook of Castleton shows off some of the hardware garnered from his top-notch performance.

St. Mary's Choir impressed Belleville couple

The voices of the St. Mary's Roman Catholic Church, Grafton, Youth Choir have impressed people in Belleville.

Early in August, the choir sang at St. Michael's Church,

Belleville.

A young couple attending so enjoyed the music, they immediately hired the young voices for their wedding just five days later, Randy Mills reports.

Singing were Maryanne Wayland of Colborne, Robert and Kristina Padzior of Vernonville, Chelsea Manley of Grafton and Chris Berrigan and Jacob Childerhose of Port Hope.