



Support Services Campus Moraine, Ohio

Ages: 7+ • 298-piece Lego* model Item # WINNOV22 • Size: 15.1" x 2.1" (LxWxH)



A new sense of place

When people ask me how and where Winsupply began, I take them back to 1956, when three businessmen and boyhood friends from Dayton, Ohio, formed a new business venture based on their original idea: to provide financing and management advice to companies needing help.

Dick Schiewetz, Bob Kuhns Jr. and Hastings Baker invited Steve Wolfe Sr. and Jack Proffitt, friends and fellow investors, to join them as founders. All they needed was a suitable opportunity, which finally came two years later – and gave birth to an entrepreneurial machine.

Since then, hundreds of entrepreneurs from across the U.S. have joined our organization to capitalize on The Spirit of Opportunity™ – the chance to risk a little money, run a wholesaling location and chase the American Dream, with help from Winsupply. We call each location a Winsupply local company.

Today, our purpose at Winsupply is still the same: to eliminate obstacles and provide support to help courageous, capable, hardworking entrepreneurs succeed. Much of this help comes from hundreds of people collaborating daily on our Support Services Campus in Moraine, a south Dayton suburb.

Our campus now has four buildings:

- 3110 Kettering Blvd. our first permanent home
- 3131 S. Dixie Drive the facility we acquired to expand
- 3176 Kettering Blvd. the design-build firm Wilcon Corp., a Winsupply company
- 3300 Kettering Blvd. the new Richard W. Schwartz Center for Innovation and Winsupply of Dayton, a local company founded in 1972

As I look around campus today, I see far beyond the bricks and mortar, much more than concrete and steel. I see the physical symbol of who we've become: one team of people, united in approach, bonded by our shared cause to build entrepreneurs.

But over the years, it wasn't always this way.

Today as we celebrate our new sense of place, it is my hope that this keepsake model and the story here – give you a deeper appreciation for our remarkable evolution.



Richard W. Schwartz, Chairman of the Board Winsupply Inc. | Aug. 25, 2022



How Winsupply came to be

1956

 Primus Inc. is incorporated. Dick Schiewetz is president.

1958

- Primus forms the first local company
 N. O. Nelson Co. of Colorado after purchasing the assets of the Pueblo branch of the N. O. Nelson Co., a construction wholesaler that had suffered a serious fire.
- Some of the founders decided to form a separate company, the N. O. Nelson Administration Co., to purchase the assets of four more struggling N. O. Nelson branches so four new local companies could open.
- Primus and the N. O. Nelson
 Administration Co. begin investing in new local companies and building entrepreneurs.

1963

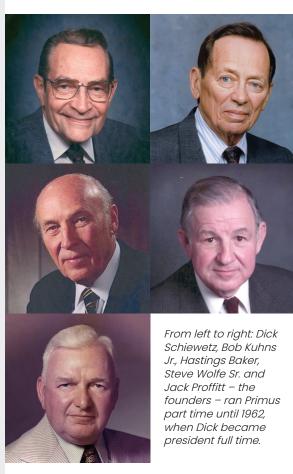
 Dapsco Inc. – the forerunner to Winsupply Support Services today – is created to provide business services to local companies for competitive fees.

1973

• The N. O. Nelson Administration Co. changes its name to N. O. Nelson Inc.

1978

Local companies begin adopting the
Win name after an advertising executive
tells Dick Schiewetz that the initials
N. O. in the N. O. Nelson name might
have a negative connotation, while the
Win name presented a more positive
image. Win-branded local company
names eventually included Winnelson,
Winair, Windustrial, Winlectric, Winwater
Works, Wintronic, Winpump and
Winfastener.



1980

 N. O. Nelson Inc. changes its name to Winholesale Inc. (spelled purposely without the "w" in wholesale).

1998

 After 42 years of service, Dick Schiewetz resigns. Rick Schwartz is elected president.

2005

 Primus Inc., Dapsco Inc., Winholesale Inc. and nine other companies with ownership in local companies are merged and form WinWholesale Inc. (spelled with the "w" in wholesale to eliminate confusion).

2015

 WinWholesale Inc. changes its name to Winsupply Inc. Collectively, Winsupply is known as The Winsupply Family of Companies.

PHILOSOPHY

We eliminate obstacles and provide support to help courageous, capable, hardworking entrepreneurs succeed.

BUSINESS MODEL



Equity Partnerships



Local Owners with Local Autonomy



High-Quality, Low-Cost, Centralized Support Services

5 KEY PRINCIPLES



² <

Timely and Accurate Financials



A Flat, Matrix Organization for Free and Open Communication



Rewards Based on Results



A Code of Conduct: Our Word is Our Bond

The fundamentals of Winsupply

Today, The Winsupply Family of Companies is a collection of 640 independent, locally owned and operated wholesaling locations across the U.S. that altogether produced more than \$5 billion in revenues in 2021.

Winsupply builds entrepreneurs by combining capital from majority and minority shareholders with sweat equity from local companies plus help from everyone in support services.

Ultimately, Winsupply gives entrepreneurs the chance to control their own destiny, change their own lives and earn their own success. Local company presidents and their employees get the pride and satisfaction that come from building a business. The support services and management teams at Winsupply get the pride and satisfaction that come from helping other people succeed – and in turn, they too succeed.

Building entrepreneurs is a complex business. Winsupply has done it by adhering to the organization's fundamentals: the philosophy, business model and key principles.

Housed at rock bottom: in a basement

Primus needed to establish a sense of place beginning in 1962, when Dick Schiewetz left his full-time career as an industrial engineer to devote his energies full time to Primus in his hometown of Dayton. By then there were 10 local companies, and they needed stronger business guidance to continue progressing.

But Dick hated to own real estate.

So instead of buying or leasing office space for Primus, he set up shop in the basement of his father's home, 336 Patterson Road in Oakwood, just south of downtown Dayton.

Like most of Winsupply's founders, Dick chose austerity over opulence, and function over form.

He made his own desktop, laminating a copper plate over plywood, and set it atop two metal filing cabinets. The other part of his desk was an old wooden door laid across two more filing cabinets.





At the edge of his L-shaped desk were two homemade shelves with cubbyholes, where Dick sat a Hammarlund shortwave radio receiver so he could listen to WHIO and the BBC throughout the workday.

From Larrick's Warehouse Outlet, Dick picked up a used, black metal desk for his secretary, Elma Robinette. Rounding out the first office were two bookcases, two desk chairs and a thermal copier.

Running lean was part of the founders' early teachings and the way the organization eventually built sound cost-control processes and a strong balance sheet.

Frugality meant making do

Rick Schwartz joined Primus in 1972 to grow Dapsco, which by then was serving 38 local companies. If Dapsco could provide more help, then Primus could scale and expand the number and size of the local companies.

During the day, Rick did his paperwork in the basement office; in the evenings, he did his computer work at Beeber Pharmacy near downtown Dayton on North Main Street. At the pharmacy, Rick rented computer time to begin automating Dapsco's business processes.

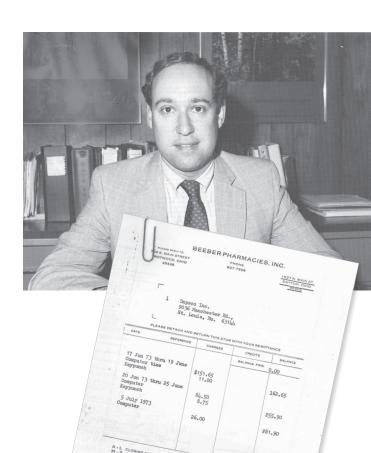
Meanwhile, Dick upgraded the basement office for Rick by adding two black card tables and four card table chairs. (Fortunately, there was enough room to wedge the card tables up against the wooden-door side of Dick's desk.)

But the physical environment was far from perfect.

During rainstorms, water seeped in through channels in the basement floor. The morning after a rainstorm, Rick would find his computer program documentation, draft procedures and working papers sopping wet. (Some paperwork from the 1970s that still exists today is water-stained and wrinkled, proof that it survived floods in the Schiewetz basement.)

In addition, the basement lacked meeting space. The founders either sat on the basement stairs to debate key issues or met at nearby restaurants, which doubled as makeshift boardrooms. Late-afternoon meetings were held at Neil's Heritage House, one of Dick's favorite dinner spots, 2 miles away from the home office.

By 1974, after 12 years in the Schiewetz basement, it was clear that larger, more proper office space was needed if Primus and Dapsco expected to scale and serve the growing number of local companies that had just opened, many in the Northeast.





Down under once again

Figuring out where to lease office space without spending a lot of money was a painful process. Space was needed for employees providing support services and for a massive IBM System/3 computer:

- The CPU was the size of five four-drawer filing cabinets side by side.
- The line printer was as big as a deep freezer.
- Two stacked disk drives (10 megabytes of storage total) looked like a two-drawer filing cabinet, and the magnetic tape drives for data backups were the size of a washing machine.

This system required 220V 60 amp electrical supply with special receptacles, plus additional air conditioning in a dedicated, 40-foot-by-20-foot room. (Despite all these requirements, the IBM System/3 – at a cost of \$1.9 million in 2022 dollars – had 41,000 times *less* processing power than a smartphone today.)

In 1974, when Dapsco decided to lease about 4,000 square feet in the basement of Hills and Dales Shopping Center at 1544 W. Dorothy Lane in Kettering, about 3 miles from the Schiewetz home, it was the right solution for the time.







Although the shopping center, built in 1960, was already aging, it was centrally located with functional space, reasonably reliable HVAC and electrical power, and – most important – low rent. Dapsco's fellow tenants included a nightclub and a library branch.

Like the Schiewetz basement, this basement had no conference room. So most meetings happened across the street at the Golden Nugget Pancake House, another favorite of Dick's, where noisy discussions were the norm as he and the board hammered out difficult decisions.

Because the shopping center basement had no windows, it was impossible to know whether it was raining, snowing or sunny until employees popped upstairs after a long day's work. (Still, they took it all in stride, naming the organization's softball team The Moles.)

A deteriorating environment

In 1976, industry company subsidiaries began serving local companies in separate industries such as plumbing, industrial and electrical. The presidents of these industry companies – former local company presidents who'd always operated with autonomy – remained fiercely independent, advocating insistently for local companies in their respective industries.

During his engineering career, Dick saw how raising expectations and encouraging rivalry increased output on the factory floor. That strategy worked in manufacturing, where employees labored in serial fashion to produce a product. But it was harder to get those results in a service organization, where employees had to work in tandem to innovate.

The physical environment at Hills and Dales only intensified the competitive environment emerging among the industry companies. After Dapsco leased more space downstairs, each company had its own suite, walled off from one another and from support functions in the open office "bullpen." These barriers made free and open communication and collaboration difficult in a matrix organization created to build entrepreneurs. Over time, the industry companies became more isolated and divided on how to serve local companies as a whole.





Meanwhile Rick, who was on the hunt for top talent, told Dick the basement made recruiting tough since NCR, LexisNexis and other local employers had modern offices. ("Then you are not selling the opportunity!" Dick said, so Rick doubled down, gradually training young people with desire and drive who wanted the freedom to innovate instead of just being another cog in a wheel.)

Throughout the 1980s, the organization grew rapidly to about 240 local companies. Meanwhile, Hills and Dales deteriorated just as rapidly.

With 30 people now working in the basement, space was tight. Plus, Dapsco faced plumbing glitches, unreliable power, false fire alarms, vandals – and the chance of eviction if the landlord decided to sell.

By 1989, even Dick couldn't deny the problems. A permanent home was needed. Dapsco would take the next step.



Battle for a building

As Dapsco president in 1989, Rick had to present alternatives for leasing or buying a building.

One day, he saw a For Sale sign by Mark Fornes Realty on the wooded, 3-acre lot next door to the Wilcon Corp. offices under construction at 3176 Kettering Blvd. in Moraine. Lot 4538 was about a mile south of Hills and Dales, the perfect place for a permanent office. But first, Dapsco had to convince Dick that Primus should build and own an office building.

Dapsco said owning real estate would allow the organization to design, control and maintain a physical space aligned with its fundamentals. But Dick was opposed to "getting into the real estate business," which could become a distraction.

To prove why buying and building was practical, Dapsco prepared countless discounted cash flow and lease-buy analyses. (Dick's love of the Socratic method of rapid-fire questioning – while sometimes exhausting – meant every possible outcome was vetted.)

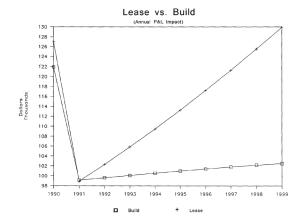
Real estate agent Mark Fornes, who understood Primus and Dapsco, introduced Rick to Dennis Williams, Wilcon's founder and would-be neighbor, to help make the case. A pragmatic entrepreneur, Dennis quickly became a trusted adviser, proving that his design-build firm could construct a

functional, low-cost, high-quality building that worked with Dapsco's lease-buy analysis.

Nevertheless, every time Rick and Dapsco accountant Jack Johnston went back to the Dapsco board to justify the costs, they fell a little short.

At last, a breakthrough: Rick and Jack suggested building a basement to eliminate the cost of renting hotel space for meetings – an idea that paid off. But at the last minute, to get Dick's vote (since he said costs would soar if unneeded employees were hired to fill empty offices), Dapsco decreased the size of the west wing by one-third.

After debating for seven months, Dapsco finally received board approval on May 8, 1989, to purchase the lot and construct an office building.





Form follows function at 3110

The architect for the new building – John Roll of Roll & Associates, a design-build partner with Dennis at Wilcon – got to work in the summer of 1989.

Could a thoughtful office layout make it easier to communicate, cooperate and collaborate? Rick, Jack, John and Dennis thought so. It was the beginning of a concerted effort to set a new tone and refocus everyone as a team on the *responsibility to help* envisioned by the founders.

The design called for two wings at right angles to each other, one extending north and the other west. In the north wing was a small, glassed-in conference room (later called the fishbowl) to give visibility into happenings at Primus, Dapsco and the industry companies – a stark contrast to Hills and Dales. Set about the fishbowl were offices for the industry company presidents.

In the west wing was Distro, the forerunner to Sourcing Services, plus computer programmers and the Data Center. Shared space in both wings – for coffee, meetings, office supplies and a photocopier – plus luncheon space in the basement, would likely spark fortuitous dialogue among the growing number of employees.





Dennis spent Primus and Dapsco's money like it was his own, always proposing functional yet fashionable alternatives that cost less but looked top dollar. Frills, like granite and ornate wood trim, never made it to the table. Instead, if a higher grade selection that cost a little more would last a lot longer, Dennis provided smart counsel on value, as hindsight shows.

Nevertheless, board members kept a close eye on expenses. In a compromise – right before the blueprints were finalized – Dapsco agreed to leave the basement unfinished (providing a low-overhead feel, which Dick preferred).

By year-end 1989, construction of the 17,962-square-foot building at 3110 Kettering Blvd. – roughly half the size it is today – was nearly complete.





Footprint doubles after space squeeze

On Jan. 12, 1990, when Primus, Dapsco and the industry companies moved to 3110 Kettering Blvd. – their first permanent home – the physical barriers they were used to at Hills and Dales were virtually nonexistent. Cross-functional meetings about operating issues, and board meetings with people from across the organization, were finally happening.

The decade brought exponential change: Local companies widely adopted WISE – the enterprise resource planning system built in-house – and launched their first websites. Dapsco kept expanding services to the growing number of local companies, providing on-demand WISE support during workdays coast to coast.

In 1994, to make room for more programmers, the Data Center moved to the basement. Wilcon also finished the basement, complete with a 90-person meeting room, where Primus, Dapsco and the industry companies conveniently held their annual stockholders' meetings through 2004. In that space, traditions were established, including Christmas parties and dinners after annual meetings.







The decade also brought exponential growth: 401 local companies were in business when the new millennium dawned. The 3110 building that some board members originally thought was too big was now too small.

In 2001, Dapsco proposed expanding north on the property, doubling the office space to 37,000 square feet, including a larger basement with higher ceilings and giant windows.

Groundbreaking was March 30, and once again, Dapsco relied on John and Dennis for the design-build, which included more interior glass (and a much larger fishbowl) to further improve sight lines, communication and collaboration.

One obstacle was the huge hill behind 3110. In the 1920s, it carried tracks for the interurban railway from Dayton to Miamisburg. Dapsco paid well to move all that dirt – more than 250 truckloads – to build a bigger parking lot.

The 3110 expansion, completed in 2002, improved efficiencies by making it possible to centralize functions such as payroll, formerly done in regional Dapsco offices.

Prime backyard real estate at 3131

By 2005, the organization now known as WinWholesale had reorganized, eliminated industry company subsidiaries and acquired Noland Company, a large regional wholesaler. Practically overnight, WinWholesale needed space to handle Noland's centralized functions: accounts payable, credit management and vendor relations.

Real estate agent Mark Fornes was on the lookout for suitable space nearby.

Meanwhile, WinWholesale leased 7,000 square feet on the first floor at 3155 Elbee

Road, formerly headquarters for Elder-Beerman Department Stores. (The facility was a throwback to Hills and Dales – inexpensive and convenient – with storage space in the basement a plus.)

But this space, unoccupied for years, smelled like mildew and was far from satisfactory.

WinWholesale painted, replaced carpeting, renovated restrooms and installed a monitored security system. But still, employees found racoons in the ceiling, potholes in the parking lot and spiders in the basement. Heating was subpar, a problem made worse after a car crashed through the building on Jan. 16, 2009 (the coldest day of the year at -14 F).



As it always did, WinWholesale carefully vetted alternatives for more space. One option: moving everyone from 3110 and Elbee Road to Byers Road, near WinWholesale's newly opened distribution center in Miamisburg.

Then in 2013, the 3131 S. Dixie Drive office tower – behind 3110 to the east – came on the market, and Mark was asked to work on a deal.

Originally owned by the family of former Ohio Governor and U.S. presidential candidate James M. Cox, the six-story, 86,000-square-foot building opened to tenants in 1970. By 2013, the building had changed hands several times and needed an overhaul.

Mark and Dennis again provided good counsel. The 3131 building had land mass, a coveted parking lot and space that could be renovated easily to become move-in ready.

On July 15, 2013, WinWholesale bought the 3131 building and began to envision a comprehensive support services campus for helping local companies.



A stake in the ground

Improvements at 3131 began with high-priority replacements: the roof, HVAC system and elevator. Outside, the building was pressure-washed, and the 5-acre parking lot recapped. Inside, renovations began on the sixth floor and proceeded systematically.

Grunder Landscaping President Marty Grunder, a longtime local entrepreneur and another trusted adviser, provided the right guidance to establish a cohesive feel on campus. His company cleared overgrown ivy and honeysuckle to open up the landscape. Consistent plantings, flowers and mulch, subtle but unifying touches, beautified 3131 and 3110, which were connected by a brick pathway.

Meanwhile, WinWholesale's people count was growing – especially in Sourcing Services and Accounts Payable.

In 2015, WinWholesale decided to centralize all support services at 3110 and 3131 and close its six regional accounting offices. Streamlined support became more consistent, and service levels increased. Monthly financial reports were available within three days of month-end close.





As the wholesaling industry consolidated, WinWholesale made more acquisitions to help more entrepreneurs open local companies. By 2015, 575 local companies in 45 states had \$2.7 billion in annual sales, and WinWholesale – now known as Winsupply – was named Supply House of the Year by Supply House Times.

That year, the 3131 building was crowned with a giant Winsupply sign – one of the city's largest landmarks – further proof of Winsupply's commitment to its new campus.





Wilcon joins the family at 3176

On Jan. 31, 2016, the Winsupply Inc. board learned that Dennis was exploring retirement options after 40 years as Wilcon's owner and president. Rick, Winsupply's board chair, and Jack Johnston, then president and CEO, asked the logical question: Would it be wise for Winsupply to submit an offer for its longtime partner and neighbor?

By now, Wilcon had been providing advice and counsel for more than 25 years on Winsupply's construction projects throughout the country – from regional distribution centers to local company facilities. Plus, Wilcon's longtime employees were already handling all of the day-to-day maintenance and occasional remodeling projects on campus.

The board agreed with Rick and Jack's recommendation, and on March 24, 2016, Winsupply acquired Wilcon, including its valuable real estate at 3176 Kettering Blvd. next door to 3110.

Now encompassing three facilities – 3110, 3131 and 3176 – the Winsupply Support Services Campus was taking shape.

Innovation center and Winsupply of Dayton at 3300

Since Winsupply's founding, the 7 acres at the northeast corner of Kettering
Boulevard and Big Hill Road next to
Wilcon had housed a mobile home park,
which by 2018 had few tenants and had become an eyesore in the city of Moraine.

The moment Mark Fornes told Winsupply that this property would soon be up for sale, it became an irresistible opportunity. The site was large – more than twice the acreage Winsupply purchased in 1989 to build 3110 – and would be shovel-ready. Plus, it was accessible from both Kettering Boulevard and Big Hill Road.

Although Winsupply had no plans for the property, it jumped at the chance to

expand its three-building campus for the future, closing on the sale in March 2018, with Mark's help.

Winsupply systematically considered its options for this land. By 2020, a concept emerged:

- What if the support services teams could work side by side, day after day, alongside a local company to quickly develop, test and refine innovations?
- What if these innovations went beyond IT solutions – and included everything from inventory management, warehouse operations, merchandising and product deliveries, to customer communications, vendor marketing and showroom displays?

 And what if these innovations could roll out nationwide to help make every local company more competitive?

Thus was born the Richard W. Schwartz
Center for Innovation and a new home for
Winsupply of Dayton: a busy, profitable, fully
operational local company with 50 years of
history. Winsupply of Dayton would test the
center's innovations in real time while serving
its everyday customers buying plumbing
supplies.

On Sept. 23, 2020, Winsupply broke ground at 3300 Kettering Blvd., with Wilcon once again leading the design-build, and Grunder Landscaping ensuring a consistent campus feel.

A pedestrian bridge and paved walkways connected all four buildings on campus: 3110, 3131, 3176 and 3300. The innovation center was dedicated on Aug. 25, 2022.





United in approach, bonded by a shared cause

From the beginning, Winsupply's founders had a higher calling: to give entrepreneurs the freedom to earn their own success and claim the American Dream.

Everyone providing support services had a responsibility to help. But over the years, as the organization grew and changed, people sometimes worked in serial fashion, independently, in physical environments that did not always foster communication and cooperation.

Today, the mindset at Winsupply – and the physical environment – are much different.

Everyone in support services understands the need to work in tandem and collaborate to serve local companies. This team of innovators has proven there is strength in numbers: When different disciplines with different minds tackle their piece of the same business problem, the solutions are better, and innovations happen faster.

The Winsupply Support Services Campus now personifies this united approach.

And everyone in support services is bonded by a shared cause: to help courageous, capable, hardworking entrepreneurs succeed.

Build what you love

CONTRIBUTORS

Story and images Rick Schwartz, Winsupply

Bill Tolliver, Winsupply

Bruce Anderson, Winsupply

Teresa Zumwald, Zumwald & Company, LLC

Producer Adam Mullins

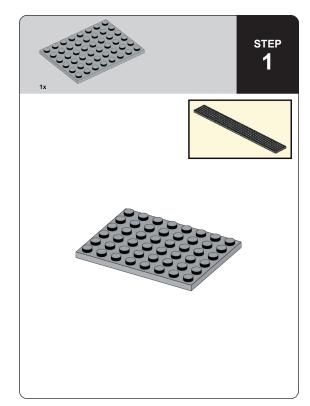
Creative Director **Greg Phillips**

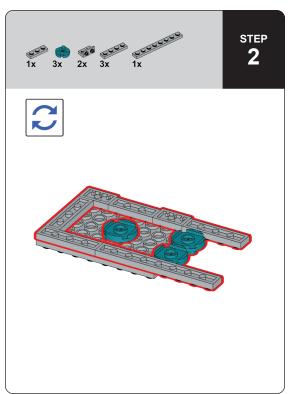
Lead Model Designer Christiaan Beem

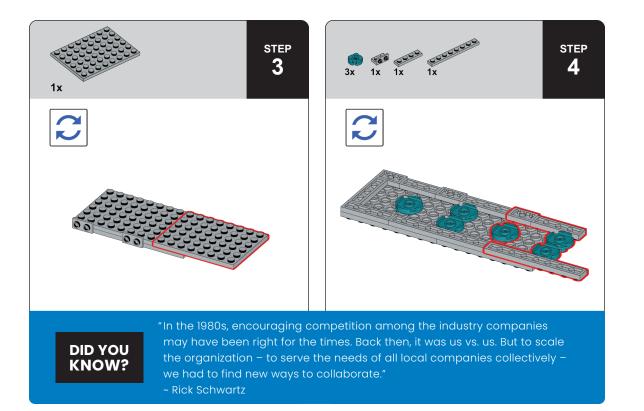
Printed bricks and tiles **OKBrickworks**

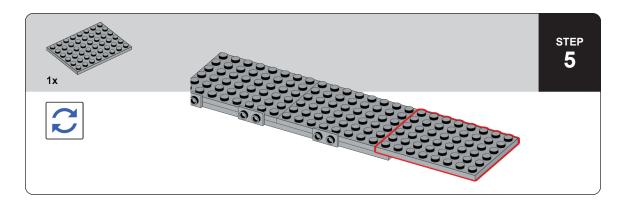


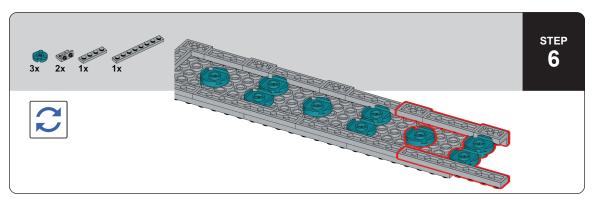


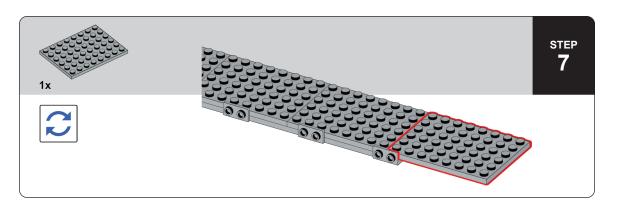


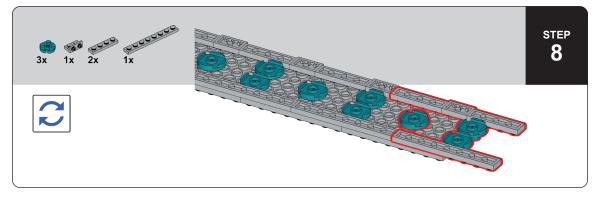


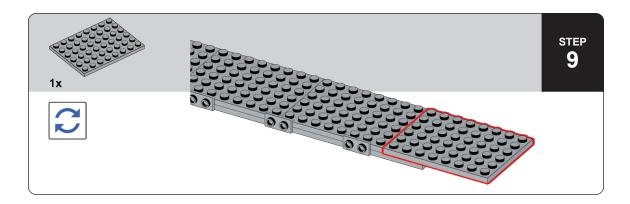


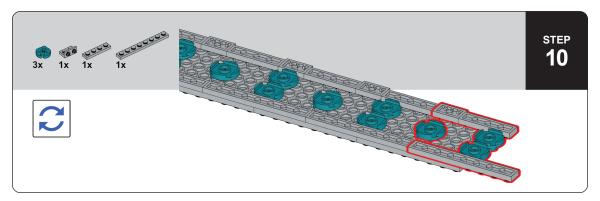


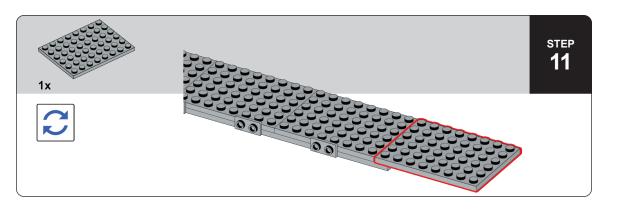


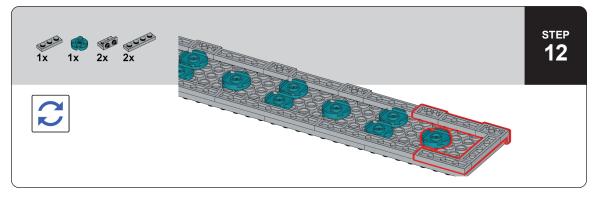


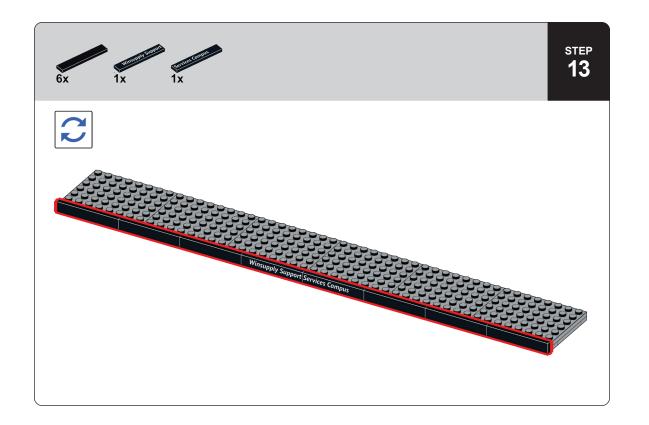


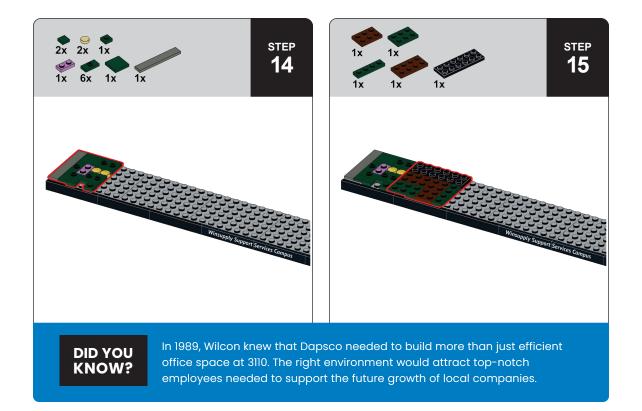




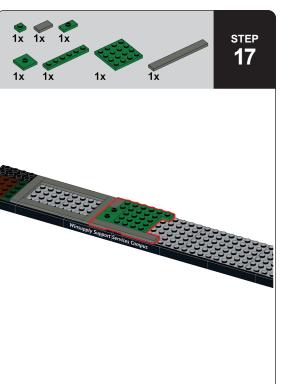


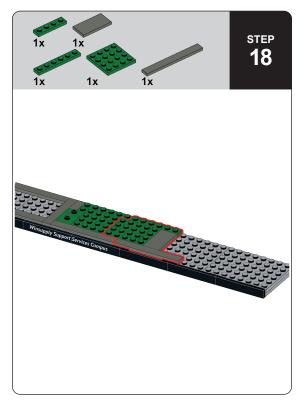




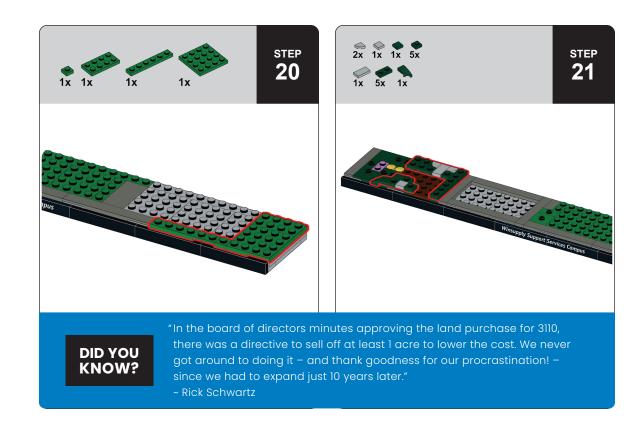










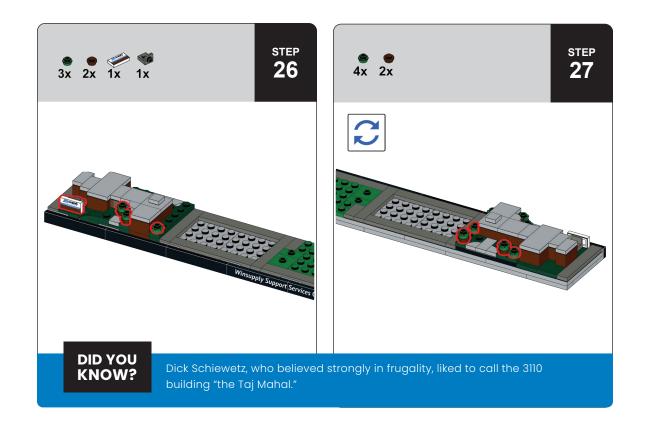


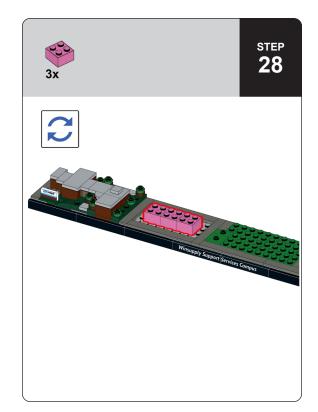


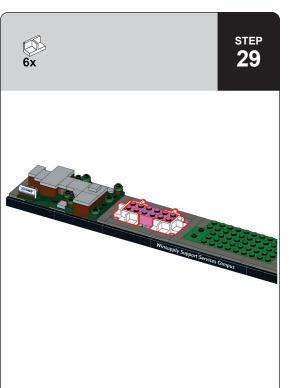


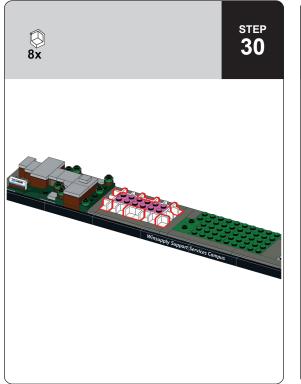


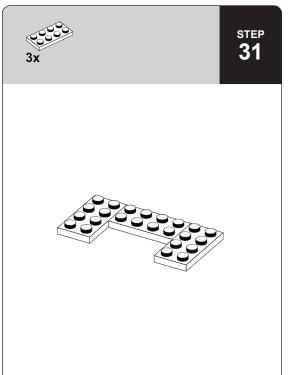


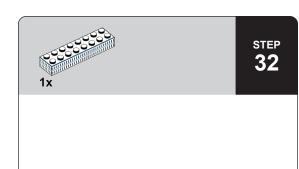


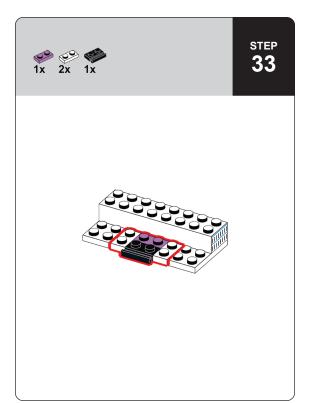


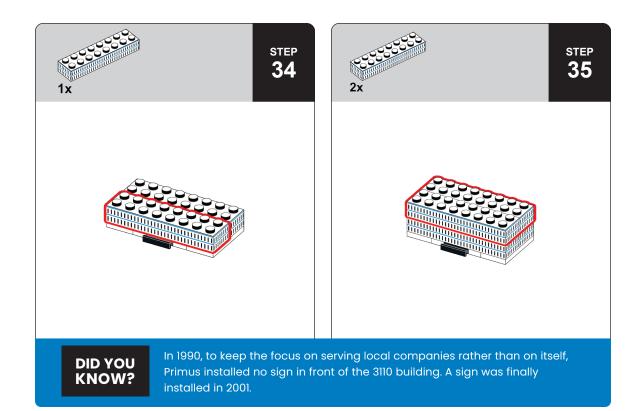


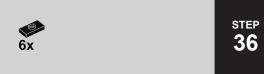
















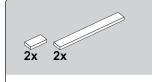




"Dick Schiewetz hated private offices. He said they created silos and reduced the organization's ability to communicate properly."

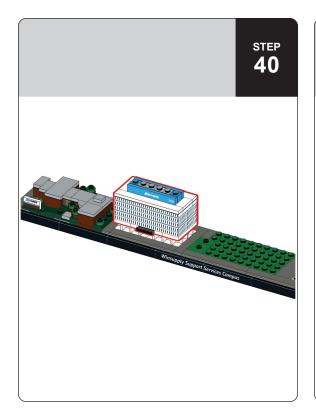
~ Rick Schwartz

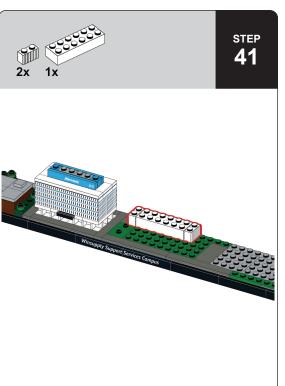


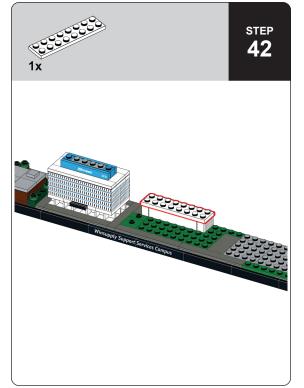


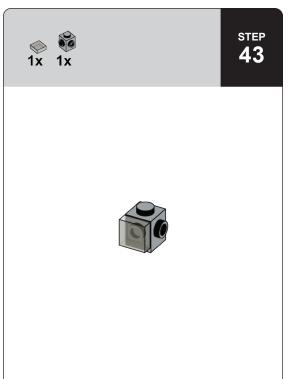


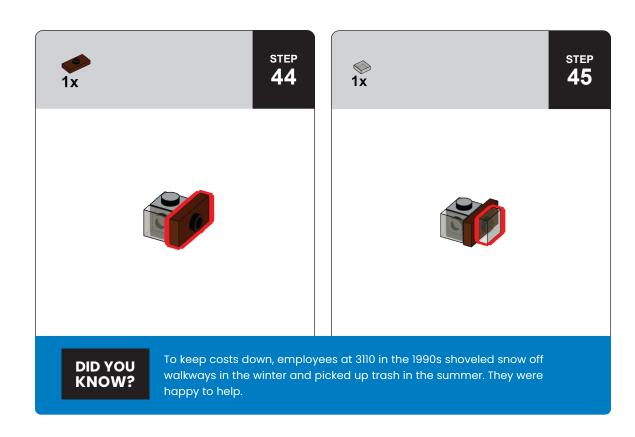


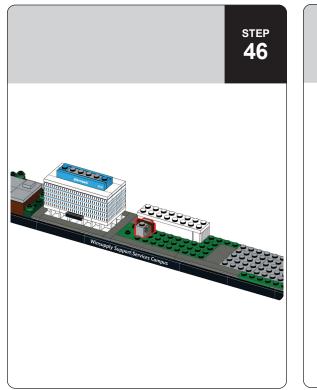


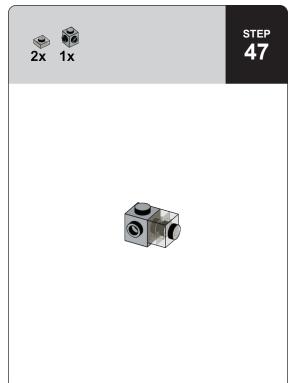


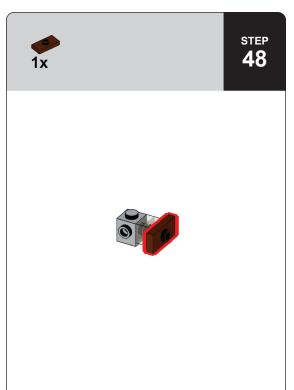


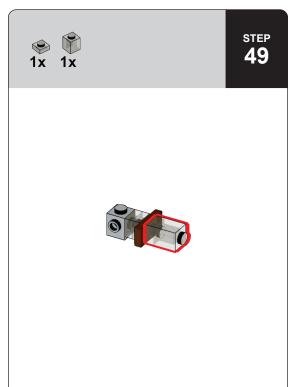


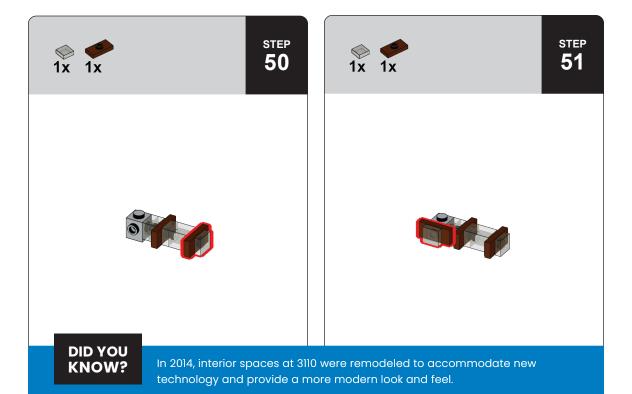




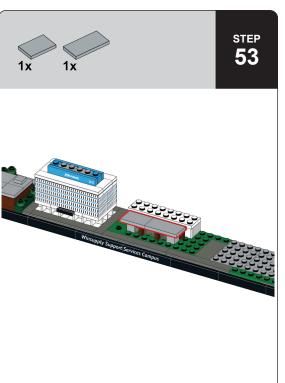


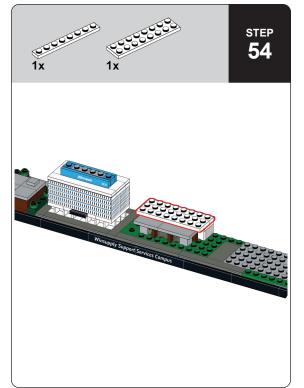


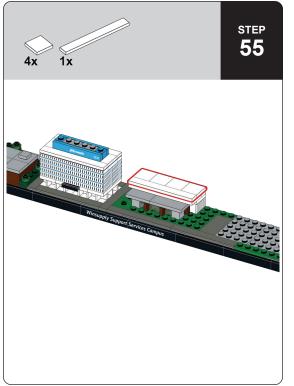


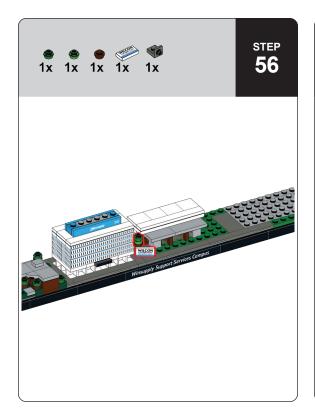


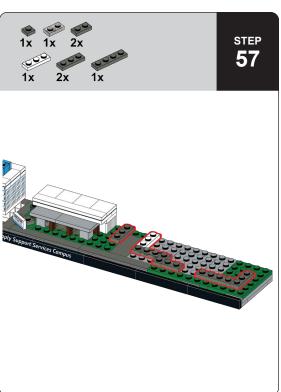


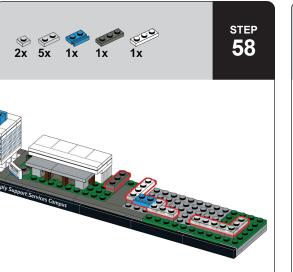


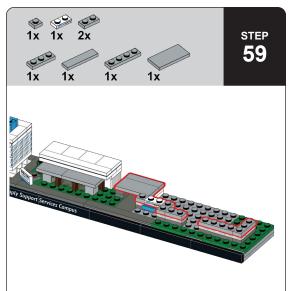






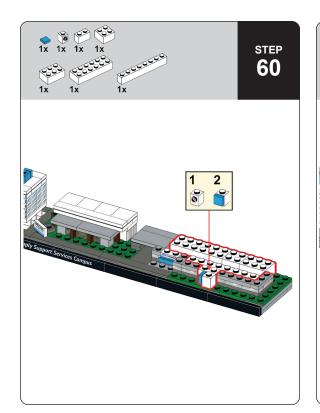


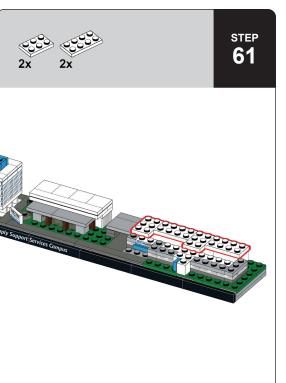


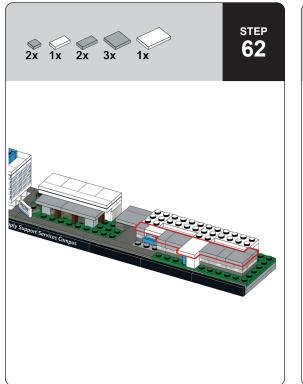


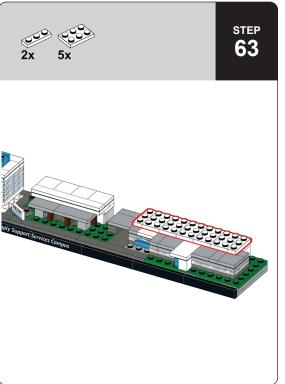


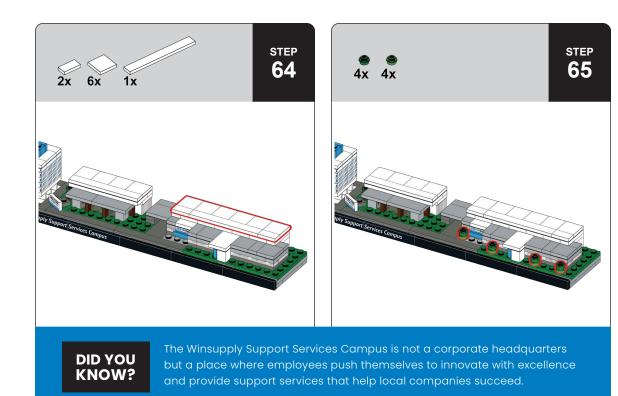
On Feb. 25, 2021 – with enthusiastic support from Moraine City Manager Mike Davis – the name of Big Hill Road between South Dixie Drive and Kettering Boulevard was changed to Schwartz Drive as a tribute to the contributions made by Rick Schwartz and his family to Winsupply and the city.





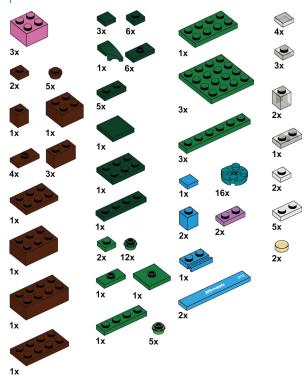






parts list

parts list continued





"No matter the economic conditions, The Spirit of Opportunity at Winsupply calls on everyone here to drive profitable growth.

"There is no room for complacency.

"Year after year – as we build more entrepreneurs nationwide and help them succeed – there will come a time when we will have to expand our Winsupply Support Services Campus once again.

"It's not a matter of if – but when."

RICK SCHWARTZ

Chairman of the Board Winsupply Inc. 2022

