

HASTINGS PERSONALITIES

Bill and Gina Cadieux

After Dusty and Jody Hoyt, the current Hastings employees with the longest service are Bill and Gina Cadieux. Both joined Hastingservice in Springfield in 1985. Their stories are like a microcosm of Hastings history over the past 20 years.

Bill came first. He answered an ad for someone with carpentry skills, got an interview, then couldn't locate the old warehouse on Randall Place. "Took many trips down that road, couldn't find it," he recalls. "Finally said to myself, this will be my last trip. If I can't find the location, then it wasn't meant to be." On the next try he found it.

Ray Desmarais interviewed Bill — a six-hour interview for a \$4-an-hour job. "Ray liked to talk a bit, right?" says Gina. Her eyes still fill with tears when she thinks of Ray, a much-beloved, larger-than-life character who died too young. Gina's initial interview, a few months after Bill's, was also with Ray. He took one look at the shy teenager in her Catholic school uniform and said: "Why would you want to work in a place like this?"



The Cadieux explain why: "You walked in and it was family. Everybody was friendly. Everybody took you under their wing." Never mind the bats, birds, and bone-chilling lack of heat in the warehouse, which had once been a gun factory. Grungy old Randall Place had a warm feeling still fondly recalled by those who survived it. Bill even smiles when he recalls the tiny office he shared with Ed Molloy. Together, he and Ed made up Hastings' first architectural department.

When Gina walked in, Bill was actually the first person she laid eyes on. He was building a Perma-door. They quickly became friends; the small Randall Place crew of a half-dozen or so often hung out together. Gina joined Hastings full-time after high school, and friendship developed into love. The couple married in October 1988, the same month Hastings moved to Enfield.

Since then, the Cadieux have seen and been part of all the changes that make Hastings what it is today. They remember when the company drew momentum from its rivalry against a bigger competitor. They also recall the big cultural change when the rival disintegrated and some of their people

came to Hastings. ("It took a while to warm up to them," Bill confesses.) They chuckle at the excitement they felt when early computers had progressed to the point where you could actually use them to create new purchase orders. Through all of it, they built long-term relationships with people at Marvin and customers such as Ring's End in Darien, Connecticut, and Lucia Lumber in Agawam, Massachusetts. "It's like our internal-external family," Gina says. "I call these customers my brothers and sisters."

It's not an exaggeration to say that Bill and Gina love Hastings. "The support we have here, you'll never get it anywhere else," Gina says. "I'd do anything for the company, and I think that's true for a lot of people here," Bill adds. They've communicated their passion for the business to their daughter, Marissa. The little girl adores windows! At age 7, she wrote a story about how she wants to grow up to be a vet and use Marvin windows in her doghouses. Bill had her record it into Gina's voicemail while Gina was on a field trip to Marvin. The message made its way to President Susan Marvin, who wrote back and suggested that Marissa also consider a career in window sales. (Marissa's message and Susan's letter are shown here.) "Marissa read that letter over and over and over," Gina says. "We had to frame it and put it in her play room." Check back in 15 years and you may find another generation of Cadieux giving their best to Hastings.

A. W. Hastings: An Illustrated History

Most company histories talk about CEOs. But how to highlight current workers with long service, beloved retirees, and front-line folks with good stories to tell?

Our solution for this book was "Hastings Personalities," featured in each of the three chapters. Similar sidebars include "Hastings Families" and "Hastings Landmarks."

Long-time employees Bill and Gina Cadieux were naturals, especially because their young daughter Marissa loves Marvin Windows and Doors. (Hastings is the country's largest distributor of that brand, and a letter by Marissa on the next page attests to her devotion.) Here Bill and Gina reminisce about what's changed and what hasn't — "You walked in and it was family" — and also memorialize Ray Desmarais, a much-beloved coworker who died too young.



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