



aef/fyi

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GIANT Issue



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THE OFFICIAL NEWSLETTER OF A.E.F. SALES ENGINEERING COMPANY

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"America's
Favorite Newsletter"

SEPTEMBER 2010

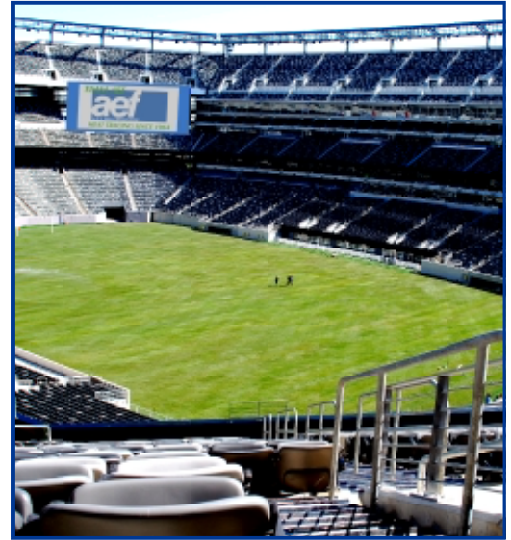
GIANT HEAT TRACE PROJECT

The brand new Giant's Stadium at the Meadowlands is opening this month, but TEAM AEF has been hard at work there for over a year. (AEF founder Tony Fasolino was a giant Giants fan through thick and thin, so there was a bit of poetic justice in AEF working on this project.)

AEF worked with four different sub-contractors, supplying over 20,000 feet of heater cable, and more importantly, the on-site expertise to ensure a fast, smooth installation.

Over the last forty-six years TEAM AEF has provided heat trace and controls for many high-profile projects, from Trinity Church downtown to the GW Bridge, from the UN (at least *something* at the UN works) to the Metropolitan Museum of Art (are we classy or what?). While there's no substitute for experience, it doesn't hurt to have a warehouse with *ninety-five miles of heater cable* in it. Team AEF's *Legendary Service* is the icing on the cake.

We've been proud to work on a lot of big projects, but we figure there's nothing more important than *your next job*, no matter how big or small.



PREVIEW: Aefers Fred Eigenrauch (l.) and Pietro Fasolino (r.) get a field-level view of the giant AEF sign that dominates the new stadium.



HAPPY - BRAVE - NICE

Our 46th Year

CONTENTS:

GIANT HEAT TRACING

TEAM AEF supplies tons of heater cable to the new stadium on the block.

A PERFECT FIT!

Uptegraff builds the perfect replacement transformer for the Meadowlands. Find out how perfect, and what it could mean for you!

AEF'S GOT TALENT!

And a brand new CD to boot!

CENTRAL MOLONEY RIDES AGAIN!

It took TONS of transformers and LIGHTNING QUICK deliveries to save sweltering New Jerseyans. (Jerseyites?)

DEAD END

A quick look at the twenty year history of the iconic New York street kids.

GIANT TRANSFORMER*

*Technically NJSEA Transformer, since this transformer services the entire Meadowlands Complex.

R.E. Uptegraff was recently selected to provide a very special transformer for the NJ Sports and Exposition Authority. The new transformer is replacing an existing 10/14mVA unit, and it had to match the existing unit PERFECTLY, physically and electrically.



Artist's rendering of a Giant padmount transformer built by Uptegraff. (This is NOT the power transformer supplied to NJSEA/Meadowlands.)

Adding to the fun was the fact that while the original had a rectangular core, the replacement was to have cylindrical windings. Cylindrically wound transformers provide more uniform cooling, improved dielectric reliability, and better short circuit strength, but they are generally larger, and more costly, than a similar rectangular wound unit would be. Also the new transformer had to meet critical weight restrictions (40,000 pounds max), and the final submittals would have to include the exact center of gravity, to facilitate the tricky rigging of the transformer into its final location.

Uptegraff's proposal was selected, and engineer Bill Mlinarch and AEF's Fred Eigenrauch headed to the site, where Bill took exact field measurements to ensure that the replacement would fit perfectly. (Go to 2)

Our customers are 'some of the people', and our goal is to please them 'all of the time'.

Chairman Tony

I learned long ago, never to wrestle with a pig. You get dirty, and besides, the pig likes it.

George Bernard Shaw

A true companion is loving all the time, and is a brother that is born for when there is distress.

Proverbs 17:17

The big railroad barons smoking cigars and enjoying pheasant under glass in the dining car on the Atchison, Topeka and Santa Fe thought Henry Ford was crazy.

Mark Steyn

It's amazing what lousy results you can get, if you do things half-heartedly enough.

Dooms Madigan

Ignorant men raise questions that wise men answered a thousand years ago.

Johann von Goethe

To be loved, be lovable.

Ovid

Nostalgia can be a treacherous mistress, because she glamorizes the past and downgrades the present in a way that threatens to make them both intolerable.

John Podhoretz

memo

FROM
PETER FASOLINO

Working in the spring and early summer to pull materials together for our updated website, one of the more interesting tasks was sorting through more than 20 years of newsletters. What struck me was not so much what has changed over the years, but what has remained the same. And the first issue, printed in glorious black on

on blue with a dot matrix printer back in 1988, referred even farther back, to an earlier "MemoBook" message from Tony Fasolino in 1972.

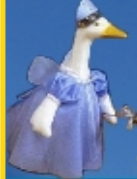
If you remember the monthly MemoBooks we sent our customers for a number of years, you are likely in a small minority of readers of aef/fyi --- we discontinued them over 30 years ago! There are still a few folks on our mailing list that we've been working with since the beginning, but it's a very good bet that most of the people we work with today hadn't even been born yet when A.E.F. Sales opened its doors for business. Even more astonishing to me is the fact that most of the people who work here hadn't been born yet either.

What hasn't changed since that first newsletter --- or since the company started in 1964 --- are the basic principles the company runs on: Treat people right: our customers, the people at the factories we work with, and the people who work here. Work hard. Know your stuff. If something goes wrong, make it right, fast. And try to make sure that every Friday we're a better company than we were on Monday.

If you take a few minutes to look at the back issues of aef/fyi in the News section of our website, you'll see these same themes over and over again. And if you put us to work on your next project, you'll find we still hold to these same ideals every day.

Old fashioned? Yup, and corn as Kansas in Augusts. But so far, so good . . .

**When the temperature drops you need HEATER CABLE, not excuses!
This time of year when you need heater cable you need it RIGHT NOW!
That's why we keep it RIGHT HERE!**



**With over NINETY-FIVE MILES of heater cable in forty flavors on our shelves, along with 400 zesty thermostats and festive electronic controllers, we've got you covered.
(Think of us as a sort of Fairy Godmother for Heater Cable.)**

Transformer . . .

While the original transformer had rectangular windings and the spec called for cylindrical windings, as the project moved along it seemed perfectly suited for an Uptegraff 'Elliptiform' elliptically wound transformer, which combines the best qualities of both types.

To help the customer compare the design options, Uptegraff provided drawings showing the existing transformer layered along with the cylindrical core and the elliptical core units. Team AEF then hosted a webex on-line meeting with all the principals so that this fast-track project kept moving. The transformer is scheduled for shipment in early September. The cutover from old to new will have to be precisely timed, to fit in between events at the new stadium.

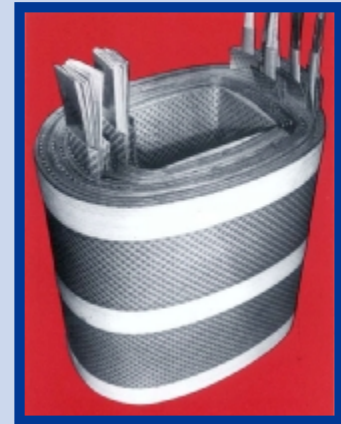
SAD FACT
The transformer that is being replaced was made in Rome, Georgia, but no more.
Now that manufacturer builds transformers like this in Mexico.

Commitment to Quality means a well-designed, well-built transformer should provide forty years of trouble-free service with minimal maintenance.

See you in 2050.

Fortunately it's not something NJSEA will have to worry about anytime soon: Uptegraff's

The Fabulous Elliptiform



Uptegraff's Elliptiform has the best of both worlds: the economical space and material saving of rectangular windings AND the superior electromechanical qualities of cylindrical windings --- short circuit strength and uniform cooling. (Hot spots in rectangular wound units can lead to accelerated aging.)

Is an Elliptiform the right answer for your application? There's an easy way to find out: call us.



Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

What's the difference between green tea and regular tea? Are they from different plants? And is green tea really good for you? J.M.

DEAR J.M.:

Green tea and 'regular' tea (technically *black* tea) come from the same plant, an evergreen that grows in tropical and sub-tropical climates. The difference is due to the way it's processed. For black tea the leaves are air-dried, crushed, allowed to ferment, and then oven-dried; for green tea the leaves are steamed, then crushed, and oven-dried.

Studies show that green tea has many health benefits --- similar to those found from drinking red wine. (The Legal Department has cautioned me against be-

ing too specific, but one big help seems to be in preventing a disease that rhymes with 'dancer'.) So by all means, drink green tea, and red wine!

DEAR BERNADETTE:

Which is better, Mineral Insulated heater cable, or self-limiting? G.V.

DEAR G.V.:

There isn't really a 'better' type of heater cable in a general sense, but there may be a better heater cable for your specific application. There are so many variables in heat tracing: What is the maintain temperature? What is the maximum temp the heater will be exposed to, during steam cleaning, for example?

Is there a better (and cheaper) way to do what you're trying to do? If you use a different cable can you save on insulation (and thus on total installed cost)? Can you eliminate ground fault breakers, or at least minimize how many you need? The right controllers can give you GF protection WITHOUT expensive GFI breakers; a heater cable with lower in-rush current will keep the number of GFI breakers (if you go that route) to a minimum. That'll save you money on breakers AND wiring.

Your best bet is talking to a heat trace outfit with BOTH types of cable and EVERY type of control imaginable, plus know-how, plus integrity.

AEF Sales springs to mind. Call 'em!

The world is full of obvious things which nobody by any chance ever observes.

Sherlock Holmes

Adults are only kids grown up.

Walt Disney

In order to get power and retain it, it is necessary to love power; but love of power is not connected with goodness but with qualities that are the opposite of goodness, such as pride, cunning and cruelty.

Leo Tolstoy

Enlightened statesmen will not always be at the helm.

Thomas Jefferson

An ass may bray a good while before he shakes the stars down.

George Eliot

I always wanted to be somebody, but now I realize I should have been more specific.

Lily Tomlin

There are some people you like immediately, some whom you think you might learn to like in the fullness of time, and some that you simply want to push away from you with a sharp stick.

Douglas Adams

Shall we make a new rule of life from tonight: always to try to be a little kinder than is necessary?

James Barrie

It's Crazy Hot, So Keep 'Em Coming, Boys!



It's been a crazy hot summer, tough on people, tougher on transformers, even tougher on people without power. Fortunately for the sweltering masses of New Jersey, Central Moloney kept the transformers coming, WAY ahead of the original schedules. When the heat hit CM shipped 300 transformers in FOUR days! They kept it going with another 500 units, shipping a truckload a day as they came off the production line. No other transformer company could move quickly enough to meet the utility's needs, but Central Moloney delivered. *Again.*

NFL Named Official Professional Football League of AEF Sales

New York, NY. The National Football League has been named as the Official Professional Football League of AEF Sales. At the award ceremony NFL Commissioner Goodell expressed his thanks to AEF's Director of Corporate Awards, Chris Fasolino.

Quoth Goodell: "We are honored to be here today. We have strived to make the NFL the AEF of professional sports: classy, entertaining, and the best in the business. We may never be able to match AEF in taking care of our customers, but we'll sure keep trying."



AEF's Chris Fasolino (r.) presents award to NFL Commish Roger Goodell.

Dead End



Leo Gorcey, Billy Halop, Huntz Hall

If you think there were a ton of Dead End Kids movies, you're almost right --- there were over seventy-five made between 1937 and 1958. The original Kids made their debut on Broadway, in 1935's *Dead End*. In 1937 they went Hollywood, starring in the movie version for Samuel Goldwyn. The Kids turned out to be a bit too rambunctious for Goldwyn, and he sold their contract to Warner Bros, where they made films with Jimmy Cagney, Humphrey Bogart, and Ronald Reagan, among others.

In 1940 the Kids morphed into the East Side Kids: a little older, at a new studio, but pretty much the same gang. By now Leo Gorcey (as Ethelbert 'Muggs' McInnis) and Huntz Hall (as Glimpy) were becoming more and more prominent.

1946 brought another change; the gang was now the Bowery Boys. Gorcey (now as Terrence Aloysius 'Slip' Mahoney) and Hall (as Horace Debussy 'Sach' Jones) were now the stars, and the films became more slapstick comedy than before. The gritty realism and melodrama of the early days was gone; instead of a dingy basement clubhouse and tough streets, the Bowery Boys hung out at Louie's Sweet Shop, which was presided over by Louie Dumbroski (played by Gorcey's father, Bernard).

Gorcey left the series in 1955, and Stanley Clements was teamed with Huntz Hall till the series finally ended in 1958.

Backwords

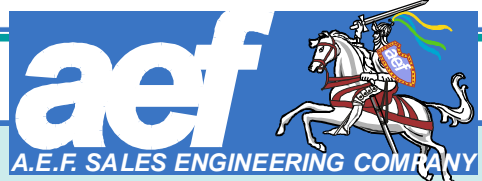
LAWYER'S GROUP DEFENDS HYDRONIC SYSTEMS

The American Trial Lawyers Association (now calling itself The American Association for Justice) has recommended hydronic heating systems for snowmelting and floor warming applications. Citing lucrative settlements for damages caused by leaking toxins, spokesman John Edwards said 'the LAST thing we want is for people to use electrical snowmelting and floor warming systems --- with no leaks and no toxic spills there's no pot of gold for us, I mean, for our clients'.

REVAMPED AEF SITE WINS PRESTIGIOUS AWARD!

We are very proud to announce that Team AEF's fab new website, aefsales.com, has been awarded one of the most coveted honors in webdom. The Lucy G. Fasolino Award is presented to the best website overseen by a blood relative of Lucy G. Fasolino, in this case, Lucy's granddaughter Jo. The website features easy access to product data sheets and manuals for a wide variety of the products and manufacturers Team AEF works with, along with interesting featured projects, and, perhaps best of all, rare archival editions of *aef/fyi*.

While announcing the award, Lucy said: "I don't know anything about computers but they told me Jo did a nice job". The actual prize, one of Lucy's cheesecakes, will be presented at a later date.



TRANSFORMERS Central Moloney

www.centralmoloneyinc.com

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Three Phase Padmounted Transformers
Components: Bushings-Switches-Accessories
JSRP Job Site Ready Padmounts

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Traction Power, Current Limiting Rectifiers
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(CD shown smaller than actual size)

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