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And westward too, come to think of it. Manifest Destiny, AEF Style.

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aef BRAVE
 NICE
 Our 47th Year!



Onward and Northward

Since 1964, A.E.F. Sales has represented Nelson Heat Trace in the metropolitan New York City area, including northern New Jersey, the southeast corner of Connecticut, and up into Orange and Dutchess counties. We figure the folks at Nelson must like what they've seen so far. Just 47 short years later, they've asked A.E.F. to cover the rest of New York State, and all of New England as well. So as of May 1st, 2011, the A.E.F. team will be covering a geography that extends clear to Caribou, Maine.

The good news is, it gets pretty cold up there, so we figure folks will need a lot of heater cable. And our warehouse in Malone, New York, is just about in the dead center of the new territory, with over 400,000 feet of heater cable ready to ship.

The bad news is that the farthest north you can get on the subway is 241st Street in the Bronx, on the 2 train. So with well over 100,000 more square miles to cover, we figure we'll need a new approach. >>>>>

Meet the newest members of Team AEF. We're glad they're here, and you will be too.

Meet Sean Dolgos

If the name "Sean Dolgos" strikes a familiar note, there's a good reason: you may have worked with him during his five year tenure at Environmental Technologies. (Of course, it's also possible that you know someone else named "Sean Dolgos".) ETI supplies the industry standard controllers used for snow melting applications, as well as the groundbreaking SST2 electronic thermostat for freeze protection applications.

Besides his in depth knowledge of controls and the heat tracing marketplace, Sean has been using his sales and marketing experience to help establish A.E.F. Sales in our new service areas. Having worked with multiple sales channels during his tenure at ETI, he brings existing personal relationships that help introduce new customers to A.E.F.

The timing of Sean's joining the A.E.F. team, just prior to our expansion upstate and in New England, was fortuitous*. Sean came aboard in early April and was a great help in letting us hit the ground running on May 1st.

* *Editor's note: "lucky"*



Meet Stephen Hyde

In June, Stephen Hyde joined the A.E.F. Team. He brings with him over 20 years of experience in the heat tracing business.

If heat tracing was baseball, Stephen would be a five tool player. He can do design work, Autocad drawings, proposals, provide field technical support, and repair heater cable. In addition, Stephen will be heading up our Heat Trace Audit service. (Let's see – does that make him a six tool player?)

In many plants, the original heat tracing system is as old as the plant itself, with additions and changes made over the following years, often without documentation. A heat tracing audit provides an up to date status report on plant heat tracing, with all heat trace runs identified and tested, along with a list of problems and potential problems that need attention. Preventing problems before they occur means the service can pay for itself with the first averted failure.

Stephen originally hails from Tennessee but has also worked in Minnesota and Iowa over the years. From his current base in Charlton, Massachusetts, he is in easy reach of New England and upstate New York.

Onward and Northward (continued from page 1)

>>>>> And new approaches are what A.E.F. Sales does best.

First, we've added two new members to the team here, Sean Dolgos and Stephen Hyde. These gents add over 25 years of experience in heater cable and controls, bringing the on staff cumulative experience in heat tracing to well over 100 years.

Second, we are forming very close alliances with other companies that share A.E.F.'s belief in fanatical customer service and hands on field support. In almost 50 years in the heat tracing business, we've learned that successful installations depend on local and accessible specialists. Our partners and their customers will have full access to A.E.F. inventory, and the energy and enthusiasm they bring have the A.E.F. Team more excited than ever about the future. And with a collaborative effort, we're pretty sure we can work around that little problem with the number 2 train.

Sights to See in A.E.F. Land

Pawtucket, Rhode Island Don't miss the giant statue of Mr. Potato Head.

Fun fact: In May of 2000 the state of Rhode Island claimed Mr. Potato Head as its official "family travel ambassador". (Is Idaho going to stand idly by? We say let them fight it out, and let the chips fall where they may.)

Sherborn, Massachusetts See the final resting place of Emily, billed as a Vegetarian Activist Cow. Emily escaped from a slaughterhouse in nearby Hopkinton in 1995 and eluded capture for 40 days, eventually finding refuge at The Peace Abbey until she passed away in 2004. A life sized bronzed statue of Emily marks the site, flanked by statues of Mother Teresa and Gandhi.

Hancock, Maine "Ray Murphy's Chainsaw Show" runs from June to September every year. A highlight of the show: Ray creates two chainsaw sculptures at once, with a chainsaw in each hand. He will even chainsaw a belt buckle while you wear it. (Thanks, Ray, but we'll pass.)

Lowville, New York Pencil in September 17th this year for the 7th Annual Lowville Cream Cheese Festival. It's free, and the website promises \$5,000 in cash prizes for "wacky competitions". We can't decide between the Costume Contest -- "Open to all animals!" and the "Fill Your Friend's Face Contest". Good thing we have until September.

Montpelier, Vermont "The Venus de Maple" has been described as "a curviciously twisted tree trunk" which is said to resemble the Venus de Milo. We give the Venus de Maple the nod for two reasons: You can't get to the Louvre on a single tank of gas, plus the Venus de Maple still has all her limbs.

If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.

Henry David Thoreau

This country has come to feel the same when Congress is in session as when the baby gets hold of a hammer.

Will Rogers

A man wrapped up in himself makes a very small bundle.

Benjamin Franklin

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.

George Bernard Shaw

Although golf was originally restricted to wealthy, overweight Protestants, today it's open to anybody who owns hideous clothing.

Dave Barry

Forget injuries, never forget kindnesses.

Confucius

The sun don't shine on the same dog every day.

Catfish Hunter

If it is not right, do not do it; if it is not true, do not say it.

Marcus Aurelius

My servant has been quite different since I threw those books at her head.

Ludwig van Beethoven

Every increased possession loads us with a new weariness.

John Ruskin

Don't be too timid and squeamish about your actions. All life is an experiment. The more experiments you make the better.

Ralph Waldo Emerson

I thoroughly disapprove of duels. If a man should challenge me, I would take him kindly and forgivingly by the hand and lead him to a quiet place and kill him.

Mark Twain

All we have to decide is what to do with the time that is given to us.

J. R. R. Tolkien

When you have got an elephant by the hind leg, and he is trying to run away, it's best to let him run.

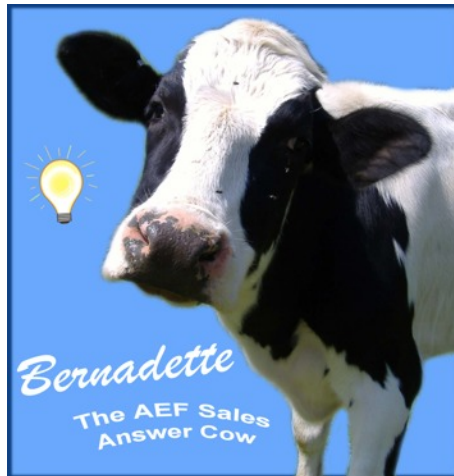
Abraham Lincoln

It doesn't make a difference what temperature a room is, it's always room temperature.

Steven Wright

Have you reckoned a thousand acres much? Have you reckoned the earth much?

Walt Whitman



Longtime readers of AEF/FYI have learned to trust the bovine wisdom of Bernadette, the AEF Sales Answer Cow. While sometimes her advice has been controversial, even her detractors acknowledge that Bernadette is out standing in her field. While Bernadette takes a well-deserved summer vacation, we present here some questions and answers from 1996.

Dear So-Called Answer Cow:

I have been reading your column and let me say I'm not impressed. You think you're pretty darn smart, don't you. Well if you're so smart where'd you go to school, huh? I bet you never did!

Also, every time somebody has a problem, the so-called answer has something to do with this AEF Sales, like they're the answer to every problem. If you ask me, I figure that those AEF Sales guys pay you to give those answers, that's what I think. So what do you say to that? **P.B.**

Dear P.B.,

First of all, I must say that I did not particularly appreciate the tone of your letter – it really doesn't add anything to the discussion, does it? I must also say that I did not care much for the substance of your remarks either. I have never discussed my education, and I will not now; I prefer to be judged by my answers and character, not by some piece of paper on the wall.

Further, I take strong exception to your implication that this cow can be bought. And I have never said that A.E.F. Sales is the answer to all the problems, just electrical problems. Furthermore, they are some of the finest humans I have ever met.

I sincerely hope you can outgrow this hostility; it really is so unhealthy!

Dear Bernadette:

Lately I've just been busier than a one-armed paper hanger. I've just got more to do than time to do it in. When I place an order it's taking me four or five phone calls with some suppliers just to make sure the order's been entered and get a ship date. Any way to save some steps here? **R. Mc.**

Dear R. Mc.,

You can save time (and money, n'est-ce pas?) when you need heater cables by ordering them from A.E.F. Sales Engineering Co. They have a new program you'll love. When you place a heater order with them, you'll get a FAX ACKNOWLEDGEMENT, confirming your PO, and telling you when and how it will ship, and where it will ship from. C'est magnifique!

Editor's Note: Today, AEF customers get tracking emails to update the status of shipments from pickup to delivery.

***Have a question or a problem that leaves you udderly at loss?
Send an e-mail to bernadette@aefsales.com***

Audits That Win Plaudits

You've got questions. We've got answers.

Money is tight now. Why spend it on a heat trace audit?

Good question! In many facilities, the existing heat tracing system is poorly documented. And changes made over the years are often emergency fixes, with no documentation at all. In addition, older systems tend to have antiquated monitoring systems, or no monitoring at all. So how do you know which heat trace segments are working and which aren't?

There are two ways to find out. One way is to conduct a thorough heat trace audit, in advance of the heater season. You'll know the cost of the audit up front, and will have time to make any needed repairs. The other way? Wait and see what freezes up and breaks. Of course, you won't know the cost of this option until it's way too late.

What's included with an audit?

In part, it's just the sort of "good housekeeping" your plant electricians would do if they had the time. Basic electrical testing --- megger testing, current and resistance readings -- are performed on all heater segments. Voltage at the power connection is verified, and all connections are closely inspected.

But an audit from Team AEF gives you an extra edge: a heat trace specialist with years of experience at spotting little problems before they become big problems. Is there moisture in the connection kit? Any signs of arcing within the enclosure? Is there evidence of corrosion?

Are temperature sensors properly located? Fully functional? Are controls all working as intended?

Is the insulation on pipes intact? Is it the correct type and thickness for the application? Is it wet? Are removeable covers in place -- or missing in action?

All the variables that affect whether or not your pipes will freeze this winter are checked, and summarized in a final report. Photographs of problem areas are included in the report to document the conditions and provide a benchmark for remediation work.

How much does an audit cost?

There are a number of variables that determine the cost of an audit.

- How large is the existing heat tracing system?
- Are there dedicated distribution panels for heat tracing or are heater loads picked up at panels throughout the plant?
- How accessible are the heater power connections? Can they be reached from ground level or would lifts, ladders, or harnessed climbs be required?
- Is there a dedicated circuit breaker for each heater segment or are multiple segments combined on a breaker?
- Is there existing documentation on the system? How accurate is it?

As a rule of thumb, it will typically take about a week for two people to complete a field survey of 100 heater segments. Often having an AEF tech work with a plant electrician is a good approach, reducing the customer's out of pocket costs and providing a "native guide" to the AEF tech. Working as a team also helps the plant electrician gain a better understanding of heat tracing. For an AEF tech working alone, the same survey would require about two weeks. In either case, you can expect a final report in two to three working days.

How do I find out more?

Give us a call. We'll arrange for a factory trained heat trace specialist to walk the site with you, get a handle on your system and the level of detail you will want in the report. Based on that walkdown, we'll be able to provide a detailed proposal, with an exact cost. Give us a call!



Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it. Anything invented after you're thirty-five is against the natural order of things.

Douglas Adams

Until one is committed, there is hesitancy, the chance to draw back. Concerning all acts of initiative (and creation), there is one elementary truth that ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way. Whatever you can do, or dream you can do, begin it. Boldness has genius, power, and magic in it. Begin it now.

Goethe

Products and Services

Heat Trace Services

- Heater System Design
- Field Technical Support
- Heater System Audits
- Turnkey Installations

Controls & Monitoring

- Mechanical Thermostats
- Electronic Thermostats
- Microprocessor- Based Controls
- Floor Warming Controllers
- Snow & Ice Sensors and Controllers
- Custom Panels
- Heat Trace Monitoring Systems

Heater Products

- Self-regulating Heater Cable
- Mineral Insulated Heater Cable
- Constant Wattage Heater Cable
- Floor Warming Cable and Mats
- Hot Water Maintenance Cable
- Roof and Gutter De-Icing Cable
- Silicone Tank Heating Panels

Transformers and Utility Products

- Transformers to 20mVA
- Network, Subsurface, Station Power, Zig-Zag Phase Shifting, and Phase Changing Transformers
- Traction Power and Current Limiting Rectifiers
- Rebuilding and Rewinding Services
- Single Phase Distribution Transformers
- Wildlife Guards, Bushings, and Switches