



VOLUME 20
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"America's
Favorite Newsletter"

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High Drama

At seventy-six stories, 8 Spruce Street in lower Manhattan is the tallest residential building in the Big Apple. Designed by celebrity architect Frank Gehry, the building stands out both for its enormous height and its distinctive undulating stainless steel sheath.

A distinctive building should have distinctive heat tracing systems, and it does. TEAM AEF provided two miles of heater cable and six control panels to three different contractors for fire protection, mechanical, and plumbing systems. AEF provided coordination with the electrical contractor who actually installed the cable. (This part of jobsite service saves everybody involved time, money, and agita.)

Architect Gehry has not yet seen the view from the top --- he was leery of riding the construction elevator that's attached to the building's west facade; he's waiting for the building's residential elevators to open. AEFers Wes Rayburn and Pietro Fasolino were braver, taking the ride up to finalize heat tracing for the cooling tower, and provide time-and-money saving installation instructions to the electricians. (Two of the building's six CM monitor panels are installed on the roof.) (Go to 2)



VIEW TO A THRILL: Looking down at the East River bridges (l-r: Willie B and Brooklyn) from the top of 8 Spruce Street. AEFers Wes and Pietro enjoyed(?) many trips on the construction elevator duct taped to the side of the building.

Swiftly Flow the Years

September 1st marked Brandy Monette's 10th Anniversary with TEAM AEF. Customer service has always been a very important part of TEAM AEF's style, but the addition of



BRANDY AND THE BOYS

Brandy holding 3 year old Ethan, with 5 year old Malachi at left. Photo taken during a recent warehouse inspection by AEF matriarch Lucy Fasolino.

Brandy to the team was the first step in getting us to a whole new level. Soon after Brandy came on board we added the warehouse, plus a nifty central server that allows remote users to connect to workstations in Mamaroneck for fast access to company databases.

Our customers have come to know that when they need help with anything, one call to Brandy will take care of it. Checking stock, doing quotes, expediting deliveries, locating wayward AEF salesmen---Brandy gets it done.

Internally Brandy is like AEF's Air Traffic Controller. She is in the loop on every project, and when a salesman is needed on a jobsite Brandy finds the open man and gets him there.

Besides her AEF duties and mom duties, Brandy has chalked up another major accomplishment during her time at AEF---losing 130 pounds! (This is all the

more impressive since employment at AEF Sales is usually associated with weight gain.)

Happy Anniversary, Brandy. And thanks for everything you do.

memo

FROM
PETER FASOLINO

The end of a year is always a good time to look back at the passing year and ahead to the coming year. For AEF Sales, the end of 2010 and the start of 2011 are intertwined, because some of the work begun in the current year will be coming to fruition in the next.

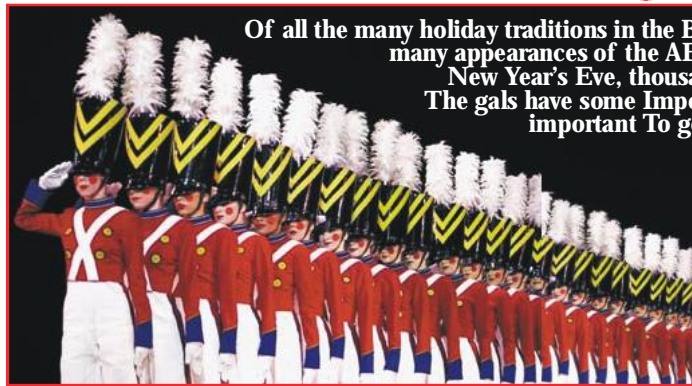
For starters, we have been experimenting between offices with video phone calls as a way to better facilitate collaboration between AEFers in different locations. We've used instant messaging for years, and later added Webex conferencing as a way to share screens. But with our main office in the metropolitan New York area, our warehouse in upstate New York near Lake Placid, and remote workers in New Jersey, North Carolina, and Montana, any edge we can get in communicating is worth a try. So far it's going very well, and we expect to be extending this option to our customers in 2011.

We're also in the process of installing a beta test of a remote gateway panel that will allow us to access and control, via the internet, heat tracing systems that use our more advanced control and monitoring systems. The gateway will allow AEFers to log into an imbedded computer, independent of the customers' network, to proactively monitor conditions and alert in-plant personnel of any problems. On projects where we've provided isometric installation drawings, the relevant drawing would be included with the e-mail, along with a trouble-shooting sequence. It's the next best thing to being there, but a lot faster.

Finally, construction is at long last underway for one of the most unique and exciting projects we've ever been involved with. You'll be seeing more about it in future issues of aef/fyi in 2011.

From all of us at A.E.F. Sales, our best wishes for a great holiday season, and a healthy and happy new year.

AEFettes Continue Big Apple Tradition



Of all the many holiday traditions in the Big Apple among the most beloved are the many appearances of the AEFettes. From the Macy's Parade through New Year's Eve, thousands thrill to their high-stepping routines. The gals have some Important Reminders for their fans why it's so important to get ALL their heat tracing from AEF Sales.

- AEF has an ABSURD amount of heater cable and controls in their Amazing Local Stock.
- We give you the Fastest Heater Quotes on the Planet.
- Legendary Service means the heater cable you need could be on its way while you're still waiting for those other guys to return your call.

High Drama . . .

The CM panel that monitors heat tracing for the rooftop cooling tower seems appropriate for such a sleek, modern building. It's a little surprising to find it sharing the rooftop with a good old fashioned New York water tower, made out of wood, just like they have been since the 1800's. (For more on wooden water towers, see the article on page 4.)

All the material supplied by TEAM AEF was shipped from our warehouse, including the six monitor panels. Having a ridiculous amount of inventory on our shelves meant we were able to make sure everyone on the job had the material they needed, when they needed it.

While we love doing high-profile, landmark projects, we throw everything we've got at every job we do. In a world where no one seems to know what they're doing any more, we do. In a world where no one seems to care anymore, we do.

Make TEAM AEF your heater guys.



See aefsales.com for more info/pics.

I once spent a year in Philadelphia. I think it was on a Sunday.
W.C. Fields

Nearly all men can stand adversity, but if you want to test a man's character, give him power.
Abraham Lincoln

If you wait until the wind and the weather are just right, you will never plant anything and you will never harvest anything.
Ecclesiastes 11:4

If I had my life to live over, I would perhaps have more actual troubles but I'd have fewer imaginary ones.
Don Herold

Never eat more than you can lift.
Miss Piggy

If you take cranberries and stew them like applesauce they taste much more like prunes than rhubarb does.
Groucho Marx

What you can't get out of, get into wholeheartedly.
Mignon McLaughlin

The church is near, but the road is icy. The bar is far, but we will walk carefully.
Russian Proverb

Once the game is over, the king and the pawn go back in the same box.
Italian Proverb



Bernadette
The AEF Sales Answer Cow

DEARBERNADETTE:

I just got a quote for heater cable from an outfit, just a little job, 300 feet of cable and one stat. But besides that they put two in-line splice kits in the quote. I don't need them, I don't want them, and I sure don't want to pay for them. What's the story? Why'd them guys quote me stuff I don't need? N.D.

DEAR N.D.:

Your premise is not quite correct. You may not *want* them, and you may not want to *pay* for them, but you will need them. If you didn't order from AEF Sales, that 300 foot piece you're buying may be 3-100 foot pieces. Most companies do this because it's very convenient for them, letting them get rid of odd lengths; plus they get to sell you the splice kits. Alas, the policy is not so good for you, the customer. Besides the higher initial cost, those extra splices will increase your labor costs during installation.

I'd like to direct you to the fine humans of TEAM AEF for future heat trace requirements. They will ship out only lengths that they know will work with

your as-built pipe conditions. Very considerate of them, don't you think? Is there any reason you should settle for less?

DEARBERNADETTE:

I've been seeing a commercial on TV for a beer in a special bottle; they say it has 'interior grooves' to 'create a vortex' when you pour the beer. Does that really help anything? M.P.

DEAR M.P.:

It actually accomplishes at least one thing, although I am quite certain it was not their intention: it alerts you to the fact that this a beer you should avoid at all costs. Any time the manufacturer (I specifically do not use the term 'brewer') spends a lot of time and money 'informing' the public about peripheral gimmicks, they are inadvertently telling you that their beer is not really worth talking about.

Most people can tell when beer is cold without having mountains turn blue, or other such nonsense. (I very rarely recommend websites to my readers, but you might enjoy beeradvocate.com. Any website where you can purchase a 'Respect Beer' tee shirt is bound to be worth your while.)

Confidential to 'Art Lover': You are quite right. At one point early in his career Mr. Picasso actually created paintings that looked like something. Once he achieved fame, he realized that people would pay for anything with his signature. He further realized that he could churn out 'art' much faster if it didn't have to look like anything.

He was quite right on both counts.

Two heads are generally better than one, but it depends on the heads.
Dooms Madigan

You're going to Florida without ME?
Mrs. Ponce deLeon

I am not bound to win, but I am bound to be true. I am not bound to succeed, but I am bound to live by the light that I have. I must stand with anybody that is right, and stand with him while he is right, and part with him when he goes wrong.
Abraham Lincoln

I want my children to have all the things I couldn't afford. Then I want to move in with them.
Phyllis Diller

The sky is not less blue because the blind man does not see it.
Danish Proverb

An economist is an expert who will know tomorrow why the things he predicted yesterday didn't happen today.
Laurence J. Peter

It isn't necessary to have relatives in Kansas City in order to be unhappy.
Groucho Marx

I'd rather be dead than be singing 'Satisfaction' when I'm forty-five.
Mick Jagger

Easy as 1-2-3 (But Tricky)



When you're lowering a 40,000 pound transformer into place everything better be PERFECT.

When you have a 40,000 pound transformer flying through the air, aiming it for a tight squeeze into its new home in the Meadowlands, that's not a good time to find out your calculations were a little bit off. Which is why Uptegraff's Bill Mlinarcik and AEF's Fred Eigenrauch and Peter Fasolino made multiple trips to the site beforehand.

If you do your homework right (and not a lot of companies are really interested in doing that anymore), everything should be just peachy. And on October 5th everything was peachy.

1. The transformer arrives at the Meadowlands and gets its first peek at the new stadium.
2. It flies through the air with the greatest of ease.
3. It gets hooked up.

If you've got an issue that involves a 10/14mVA transformer (or a smaller one), and you're looking for as little excitement as possible, give us a call. (For more see aefsales.com, click 'Projects'.)



NYC Watertowers



Look out almost any window in New York City and you'll see one of these wooden towers. It's natural to think these are only on older buildings---relics of the past---and some of them are. But they are still being built and installed all over town.

They have their beginnings back in the 1840's, when the city began to require all buildings higher than six stories to be equipped with a rooftop watertower. Barrel-makers around town expanded into this new market, using their ancient techniques. Today's wooden towers are built pretty much the same way: no sealants are used, just wood staves held together with cable. But wouldn't they leak?, says you. They do, when they are first filled, but as the water saturates the wood it swells, and presto---a water-tight tower capable of storing between 5,500 and 11,000 gallons.

Why don't they use steel tanks? Some buildings do, but 99% of the 10,000 watertowers in the city are wood, either cedar or California redwood. The wood towers are quite a bit cheaper (\$30,000 vs. \$120,000), and the wood provides excellent insulation to fend off the effects of temperature fluctuation. After almost 200 years, the wood tanks are still an efficient way to deliver clean water to a building. And it tastes good.

A wood tower can last for thirty-five years, before it needs to be replaced. When a steel watertower comes to the end of its useful life, it is usually replaced with a wooden tower.

And now you know.

Backwords

TOXIC AVENGER

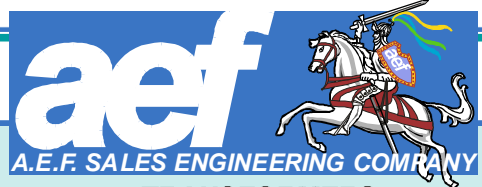
Hydronic snowmelting systems utilize a toxic anti-freeze solution that's similar to what you put in your car. (Go look at all the warnings on THAT label.) Why use that environmentally-terrible stuff when there's a better way? (A MUCH better way.) Call AEF to find out about snowmelting systems that are kind to the planet, efficient* and easy to maintain. *Efficiency claim based on the fact that all the heat generated is generated right under the snow, not in a distant boiler.

CELEBRITY GREEN

There's not really any shortage of hypocritical celebrities who want you to cut back on your carbon footprint while they do their part by having a Prius pick them up at their private jet, but Cheryl Crow is one of the noisiest. Her tour contract specifies biodegradable cups and dinnerware, and napkins made from 100% recycled fiber "to minimize the overall environmental impact of the tour". The same contract advises promoters that her party travels in two 45 foot buses, while her equipment is in two tractor trailers. We're assuming the buses and trucks are all solar-powered.

YOUR CHOICE - OUR NICKEL

As best we can remember it's been around eight years since AEF decided to make all ground shipments FREE, no matter how big or small the order. Now we've upped the ante. Used to be we got to choose how your order shipped (seemed fair enough, since we were picking up the tab). But starting right now, you get to choose FedEx or UPS. Just let us know your preference when you place your order. (Air shipments will still be on your nickel; we're nice but we're not crazy.)



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DO YOU KNOW WHAT KIND OF HEATER CABLE YOU'LL NEED TOMORROW?

Neither do we.

That's why we put a ridiculous amount of heater cable and festive accessories in our warehouse, ready to go.

In fact, we put so much material into our Amazing Local Stock that some people make fun of us. Who'd be crazy enough to put 150 M.I. Heaters in STOCK? That would be us.

But we don't care what people say, as long as our customers get what they need, when they need it. Our customers get heater cable, not excuses.

Remember last winter?

We do; and we're ready.

Now you are too.



Heater cable from TEAM AEF will make your pipes feel like they're in Amalfi. If you're lucky maybe they'll send you a postcard.