

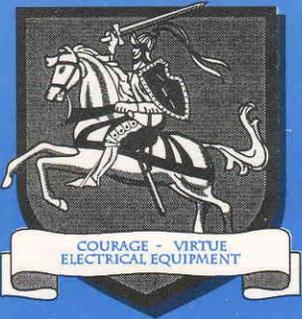
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# aef/fyi

"America's Favorite  
Newsletter"  
A.E.F. Sales  
Engineering Company

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A.E.F. SALES ENGINEERING COMPANY Mamaroneck, N.Y. (914) 698-0432 Fax (914) 698-7279

April 1998



Our 34th Year

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can make your life happier.

EVERYDAY MIRACLE  
How much do we take for  
granted? Lots of things,  
bit and small.

ASK BERNADETTE  
AEF's Answer Cow looks  
at a simple answer to a  
Pervasive Problem, and  
comments on declining  
standards in general.

## Seth Lorenz Joins Team AEF

There's something new here at AEF Sales. We're happy to introduce our readers to the newest member of our team, Seth Lorenz.

Seth, who is Connecticut born and bred, (technically Long Island born and Connecticut bred), will be covering Fairfield, Litchfield, and New Haven counties for us, based out of Danbury. Seth graduated last April from Flagler College in St. Augustine, Florida, where he worked until he returned North in January to join AEF.

He's been learning the ropes by getting involved in every phase of our operation, from packing orders that ship from our local inventory, developing quotations, and climbing around various jobsites measuring pipes and designing heat tracing systems. His training included some time at the manufacturing facility of Nelson Electric in Tulsa, Oklahoma, where he was impressed by the facility, but more so by the *people*, who (whom?) he found to be outstandingly pleasant and helpful. (*That's exactly the way the rest of us, here have felt for the last thirty-four years!*) But quite a bit of Seth's training involves technology that wasn't around twenty years ago, or even five years ago. *(continued on page 2)*



**QUALITY TIME:**  
Peter Fasolino (l) and Seth Lorenz (r) take time  
out to bond with Wilby Daniels, AEF's Senior Dog.

## Find Happiness with a Renegade

*A dark and stormy night. Suddenly a motorcycle roars into view. A musclebound renegade cop with real long hair (played by Lorenzo Lamas) approaches. "STOP!", he shouts. "This article isn't about a ridiculous TV show with bad dialogue! It's about software that helps AEF Sales help their customers!" And he's right.*

**Renegade**, a Windows based program developed by the Mavens of Heater Cable at Nelson Electric, is the latest tool those guys from AEF Sales are using to help their customers live happier lives, at least where heat tracing is concerned.

**Renegade** is fast and accurate. The vital statistics are entered: temperature to be maintained, minimum ambient temperature, maximum exposure temperature; type and thickness of insulation; size and material of pipe, available voltage. Then **Renegade** takes over: it selects a cable and provides an individual line summary, while it continually updates a project bill of material. This bill of material, together with AEF Sales own heater quotation relational database, allows for a quick, complete, and accurate quotation.

**Renegade** also develops information on full load currents and start-up currents to ensure that the distribution system matches the heat trace requirements. (You know how expensive it gets to add breakers after a panel is installed and fully populated.) If and when there are last minute changes, say in voltage or in type of insulation, designs can be modified very quickly. So how does AEF use this very cool tool? *(continued on 3)*

# memo

from  
**Peter Fasolino**

Facts do not cease to exist because they are ignored.

Aldous Huxley

No matter what side of an argument you're on, you always find some people on your side that you wish were on the other side.

Janascha Heifetz

Why do you people keep paying out money for what is not bread, and why is your toil for what results in no satisfaction?

Isaiah 55:2

Everybody is ignorant, only on different subjects.

Will Rogers

We find it hard to believe that other people's thoughts are as silly as our own, but they probably are.

James Harvey Robinson

Here today, gone later today.

David Lee Roth

We should be careful to get out of an experience only the wisdom that is in it—and stop there, lest we be like the cat that sits down on a hot stove-lid. She will never sit down on a hot stove-lid again — but she will never sit down on a cold one anymore either.

Mark Twain



As you may have already read here in FYI, Team AEF has a new member, Seth Lorenz. It's exciting to have Seth coming on board, and it represents a sort of turning point for the company:

this is the first time we've had a full time staffer who is younger than AEF Sales. The company was gearing up for its gala tenth anniversary when Seth first arrived on the planet.

It also marks, I think, the beginning of a new way of doing business. For the rest of us here at AEF Sales, computers have been a relatively recent development. Sure, we have

adopted new technology as it has become available, so that designing a heat trace system or processing an order takes a fraction of the time that it did ten years ago. But the rest of us here came into the business and formed many of our habits long before the personal computer. For Seth and his generation, the technology that was pure science fiction long ago is a given today, and it will shape their vision and the way they work.

Someday, when a salesman hits the road for AEF Sales, he'll have with him, on his laptop, every fax transmittal, every letter, every heater quote he's ever worked on. Dozens of catalog cuts and equipment drawings. Phone numbers and addresses of all the people he's worked with. Even detailed maps of every street in the three states where we work. Punch in a street address and a zip code, and there it is! That's how it will be someday.

And at AEF Sales, someday is right now.

## Here's Seth . . .

Seth will have more computer power at his service to help him help our customers than NASA did when they put John Glenn in orbit. (Computers have come a long way since AEF's first PC was literally snuck in at night sixteen years ago. But that's another story.) The ability to have a world of information at his fingertips, combined with AEF's philosophy of providing old-fashioned service to their customers, and real value for every dollar they spend with us, should get Seth off to a running start. Break a leg, dude!

## Groundbreaking News



SAY 'CHEESE!'  
Left to right: Tony Fasolino, Mickey Mouse, and Lucy Fasolino.

AEF's Tony 'Chairman Tony' Fasolino and wife Lucy got together with Mickey Mouse at an elegant soiree celebrating the announcement of the planned opening of the A.E.F. Pavilion at Epcot Center.

The new attraction will be built on the site of the former General Electric pavilion, and will be 'hosted' by a new Disney character, 'Colonel Thump'.

Opening date was set for the Fall of 1999.

No other details were available at press time.

## DEPT. of CORRECTIONS

The last few issues, in the Memo from Peter Fasolino column, we had been running what we assumed was a photo of Mr. Pete. Well, now it turns out that it was actually a picture of someone



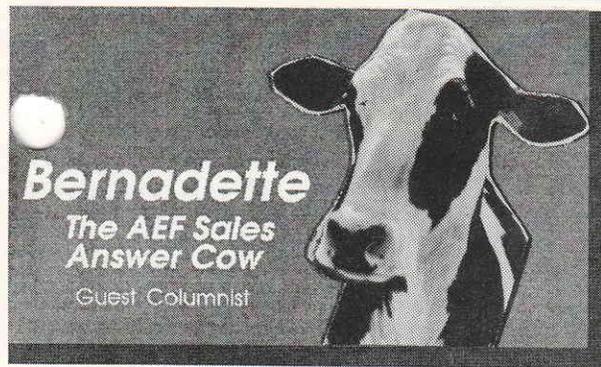
Not Mr. Pete!

named 'Hank', whom we do not know. The problem has been corrected.

Sincere apologies to any of our readers who may have been inconvenienced when the AEF Blimp did not show up at the Super Bowl. This was not our fault. The Flying Weasel Corporation came highly recommended, and we were guaranteed that our blimp would be piloted by the renowned Capt. Fred 'Snake' Torkelson. The rats even kept our fifty bucks!

NOTICE: Any mistakes found in this issue of *aeff/yfi* will be blamed on the printer. (Sorry, Bernie!)

Ignore this space.



why a simple, reliable, cost-effective solution like capacitors seems to escape so many humans.

Besides adding to power costs, think of all the other problems harmonics are causing: insulation breakdown, shortened life of motors and transformers, 'mysterious' malfunctions of electronic controls and computers; there's plenty of reasons to take the capacitor cure. I urge my readers to not be intimidated by harmonics. Ask your Myron Zucker reps (*nice guys*) for a reprint of 'Harmonics 101', so you'll get up to speed. Then call them again and find out how to *solve* the problem.

By the by, your commentary on academic standards (or lack thereof) is unfortunately right on target. Believe it or not, many 'top notch' colleges *no longer require English majors to read any Shakespeare!* What are they teaching them instead? Well, scholars at Georgetown University pay 25 grand a year to take courses like 'The Gangster Film', while students at Duke find enlightenment with 'Melodrama and Soap Opera'.

*What fools these mortals be!*

*Anxious? Perplexed? Stressed Out?*  
 Questions to Bernadette may be addressed to  
 Bernadette, c/o AEF Sales, P.O. Box 295,  
 Mamaroneck NY 10543.

DEAR BERNADETTE:

Seems like anybody you ever talk to complains that their utility bill is too high. Maybe I'm missing something here, but seems to me like lots of folks could cut their power bills down to size if they'd just clean up the harmonic currents in their systems. All's it takes is capacitors in the right places. I mean these things have been around for *years!* Why ain't people *using* 'em? Don't they teach this stuff in school anymore for crying out loud! E.M.

DEAR E.M.:

It's so reassuring to know that at least *some* people are still thinking! It is hard to imagine

## Renegade ...

Two ways actually. First off, they use it when working with consulting engineers at the design stage of a project. Sometimes this is done with line lists that have been faxed into AEF Galactic Headquarters. Sometimes it's done right in the engineer's office, since all of AEF's sales reps have a laptop with the software installed. When a job goes out for bid, everyone knows exactly what is required, so there's no nasty finger-pointing later on! All the particulars of the job are kept on AEF's clever little computers, so when changes crop up the whole shebang can be updated at the touch of a few keys. Neat, huh?

Another way AEF uses this cool technology to help customers was illustrated recently on a large co-generation project handled by AEF's Ed Chociej. We were asked to design and provide heat tracing on the project, providing freeze protection on piping. Some of the pipes had normal operating temperatures of up to 900 degrees; so those lines needed Inconel sheathed MI cables to withstand that heat. Other lines would see maximum exposure temperatures of 225 degrees or so; those lines could be traced using Nelson's self-limiting HLT type cable. And time was TIGHT!

When there were pipes ready to be traced, Ed headed for the jobsite with his measuring tape and laptop in hand. The installed lengths of the pipes were determined, and then Ed settled down with his computer. He told Renegade the particulars: length, pipe size and material, insulation type and thickness, number of valves, pipe supports, available voltage, and so forth. *Renegade* took it from there, selecting the proper cable, operating data, and breaker panel assignment. (*You don't have 277 volts there? OK, then we'll use this cable instead.*) Combining the Renegade information with AEF's quotation database, the contractor had his bill of material, and his costs, in a matter of minutes. In the end the job required over 150 lines to be traced, over the course of 29 separate releases. The result: a job well done; a near impossible schedule met.

Ed sums things up: "I was happy. So was the customer."

*Wouldn't you like to be happy too?*

*I am not young enough  
to know everything.*  
James M. Barrie

*Things happen to us, but  
you can't just sit there  
and let life land on you.  
Yes, we have fears, but  
you can't let that fear  
paralyze you.*  
Gloria Estefan

*Lose your dreams and  
you will lose your mind.*  
Ruby Tuesday

*Don't let anyone tell  
you that the purpose of  
an apple tree is to grow  
apples. Not in May it  
isn't. In May the trees  
proclaim that their  
reason for being is to  
achieve a special glory  
of blossom.*  
Hal Borland

*I hate people who  
are intolerant.*  
Laurence J. Peter

*Almost everyone in  
the world is asleep;  
only a few people are  
really awake, and they  
live in a state of constant  
total amazement.*  
Patricia

*In the game of life  
it's a good idea to have  
a few early losses;  
it relieves you of the  
pressure of trying  
to maintain an  
undefeated season.*  
Bill Vaughn

**FREE OFFER!!!** Want to see actual Renegade printouts? Call AEF and we'll fax you your FREE copy, so you can see firsthand how we use Renegade to help YOU!

## Small Things?

Our days often seem filled with frenetic activity, crises large and small, and what seems like millions of decisions to be made. We rarely find time to stop and smell the roses, let alone really appreciate them. Forrest Gump said: "My mama told me miracles happen every day. People don't believe it, but it's *true*." And he was right; we walk by stuff every day, from babies to stars, without ever appreciating them.

So we recently spent a little quality time with one of those overlooked wonders: an appleseed. It was small---probably take a hundred of them to make an ounce. And it didn't seem particularly alert or interested in its surroundings. In fact you could carry it in your pocket for years and it wouldn't change a bit. But if you took it and put it the ground it would perk up considerably, awakened by the desire to create more apples.

To create apples it first has to build a tree. So the roots go down and the leaves go up (nobody really knows why), and it begins to build a tree, out of sunlight and rain and little invisible things in the dirt. This is a long term project; the first apple is at least six or seven years away. But eventually the job is done, the tree is built: fifteen feet tall, and weighing in at maybe fifteen hundred pounds. Then every year for the next forty years it'll put out eight thousand leaves, and a couple of hundred outrageous smelling blossoms. And, oh yeah, apples.

And maybe, if we pay attention, a lesson of some sort.

## Backwords

### Accordion Love

Roy Bertelli has loved the accordion ever since the first time he heard one, way back in 1927. Roy, who is now 87 years old and lives in Springfield, Illinois, has invested over \$30,000 in a mausoleum that features a 2,000 pound granite tablet engraved with a life-sized accordion, along with his photograph above the inscription "Lifetime Dedication to the Accordion."

### Bad Call

Relying on 'experts' to tell you what the future holds may not be such a great idea. Frinstance, in the late 1940's Alexander Lewyt predicted that nuclear-powered vacuum cleaners would be a reality in 10 years. Famous futurist Buckminster Fuller predicted in 1967 that by the year 2000 'amid general plenty, politics will simply fade away.' (Wrong on both counts, Bucky!) And then there's Hollywood mogul Darryl F. Zanuck's 1946 observation that television wouldn't last, because 'people will get tired of staring at a plywood box every night.' (We probably shouldn't mention Yale economist Irving Fisher, who said 'stock prices have reached what looks like a permanently high plateau. He made that statement in 1929.)

### Good Call, But Late

On March 2, 1998, the last North American approval agency to allow use of non-braided heater cable changed their mind. Now they say 'all heating cable must have a metal sheath or braid regardless of application, for added safety'. That's been the standard at AEF Sales for over twenty years. Since plastic heater cable came into use, every system designed by AEF has included the 'Optional' braid as standard, simply because it was the right way to provide mechanical protection for the cable and safety for maintenance personnel. How'd we get so far ahead of the curve? According to Tony Fasolino (aka Chairman Tony): 'We always figured, when something is wrong, let's point it out so people will know that we're thinking.'

### Not the 'Right Stuff'?

While law school students were taking the bar exam in Pasadena, California, one of them suffered a seizure and collapsed. Two nearby students dropped their pencils and administered CPR for forty minutes till paramedics arrived. When they requested compensatory time to complete the exam, bar officials turned them down.

# aeef

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