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"America's
Favorite Newsletter"

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TEAM AEF

aef

HAPPY - BRAVE - NICE

Our 42nd Year

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From one side of the Big Apple to the other TEAM AEF helps customers out of jams.

WE'RE NUMBER 2!
Government study finds AEF to be Number 2 source of heat on the planet, based on the ridiculous amount of heater cable we stock for our customers.

VERY VERY TEMPORARY
Important stuff to know if you've got temporary piping that needs freeze protection this fall.

ASK BERNADETTE
The World's Only Answer Cow does out common sense and encouragement to readers with problems.

East Side, West Side

All around the town, customers love AEF,
We never let them down.

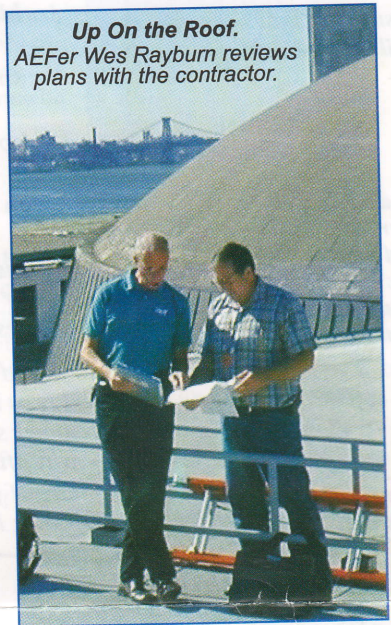
Problem at the UN. OK, there's a lot of problems there. But the one AEF got called in for was a tricky and unusual problem that we think nicely demonstrates why TEAM AEF is known as Mavens of Heat.

The call came in asking AEF to come in and take a look at a snow melting problem.

Sure we would; any drawings or sketches of the area we could look at ahead of time? Nope, no drawings or sketches exist.

Turns out the problem was not a typical walkway or ramp, where mineral insulated cables can be embedded in the pavement: snow was collecting in ventilation wells on the roof, and then getting sucked into ventilation ducts, where it would melt and create water damage inside the building. The problem was complex, with no simple solution. Even getting a handle on the situation wasn't simple; AEFers had to climb in and out of each of twelve ventilation wells, taking measurements and making sketches before they could even start to solve the problem. (Go to 2)

Up On the Roof.
AEF'er Wes Rayburn reviews plans with the contractor.



AEF Named #2 Heat Source

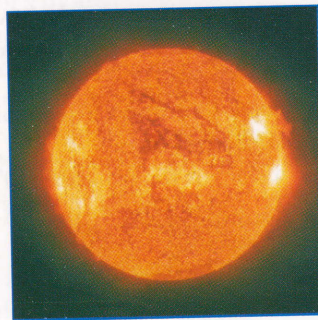
Sun Hangs on to Top Spot

A recent study by scientists at NOAA named AEF Sales the #2 source of heat on the planet, behind the perennial chart-topper, the Sun. The study specifically cited AEF's Amazing Inventory: 'They've got more heater cable than Carter's has pills', according to the report.

Considering the opposition we were pleased with the #2 ranking, but we would like to point out a couple of key areas where we feel we do outperform the famous star.

One-Trick Pony. While there's no denying that Old Sol puts out tons of heat, it's all the same type of heat, and there's no way of controlling it. In contrast AEF provides low and high temperature self-regulating cables, MI cable (from stock), and hot water maintenance cable, plus every time of control imaginable, from simple mechanical thermostats to panels that monitor multiple heater circuits 24/7. It's all in our warehouse, a staggering 1.95 megawatts worth of heaters!

Customer Service. The Sun, like many other big operations, pretty much ignores the whole area of being responsive to customers needs, and never returns phone calls. TEAM AEF, on the other hand, is well known for their Legendary Jump-Through-Flaming Hoop ServiceSM, going to extraordinary and sometimes even ridiculous efforts in order to take care of our customers. Sure the Sun is big, but it couldn't care less about you. So when you need heat, for freeze protection, process control, floor warming, snowmelting, gutter heating, whatever, call #2. We may not be as big, but we never forget that our customers keep us in business.



Still at #1, For Now

memo

FROM
PETER FASOLINO

Men are more wont to be astonished at the sun's eclipse than at its unfailling rise.

Hayim Luzatto

There is no opinion so absurd but that some philosopher will express it.

Cicero

And he will wipe out every tear from their eyes, and death will be no more, neither will mourning nor outcry nor pain be anymore.

Revelation 21:4

Many men manage to persuade the crowds of their own greatness; others only the more naïve, from a distance, and not for long.

Luigi Barzini

The child of a frog is a frog.

Japanese Proverb

There is no rascal who cannot, if he tries, find rascals in some respects worse than himself, and who consequently cannot find reasons for pride and self-satisfaction.

Leo Tolstoy

Why do men open a drawer and say: 'Where is the spatula?', instead of, you know, looking for it?

Susie Walker

Going through some old files in the office recently, I came across a copy of a speech my father had given to a meeting of Nelson sales reps back in the late 1960s. There was no date shown but the folder included a

brochure of Oklahoma tourist attractions, and I'm guessing at the time frame based on the goofy clothes the people in the photos are wearing.

The clothes may have gone out of style but the speech has held up pretty well, I think. Some of Tony's observations:

Customers prefer to trade with people and companies projecting images of responsibility and in whom they can feel confidence.

Customers prefer to trade with salesmen who offer them special service and demonstrate willingness to do the special and unusual even when business is good.

Customers prefer to trade with salesmen who make realistic delivery promises and consistently keep those promises.

Customers prefer not to trade with salesmen or companies who become independent in good times.

The electrical phase of the total project will typically average about 6% to 10% of the total cost. Management takes a rather dim view of problems which affect completion or operation of the facility, particularly when they occur in a portion of the job that represents such a small percentage of the total cost.

I had not read this speech until a few weeks ago, but I would like to think that AEF Sales operates today as if each of the people who work here had the speech committed to memory. It's why we take customer service so seriously. It's why we stock so much heater cable in our warehouse. And I think it's why after over forty-two years we continue to grow our business and our customer base.

If you are already a customer of AEF Sales, I hope you will agree. If you are not already a customer, I hope you will give us a try.

East Side, West Side . . .

The Solution. After the thorough review of the site, and some major brainstorming, TEAM AEF was able to supply the fix, which consisted of an unorthodox combination of infrared heating fixtures, self-regulating gutter melting cables, and a slick control system to run it all.

Once the right approach was nailed down, TEAM AEF prepared a detailed proposal, including selection of quartz lamp infrared heaters, self-regulating gutter melting cable, and a control system. Since each well had a different configuration, each required its own unique design. We also provided the contractor with well-by-well load calculations, so they would have the info they needed to plan for panels, home runs, and all that stuff.

Since the application and the design were so unique, a decision was made to do a complete installation in one well as a test. Everything worked perfectly!

On-Site Help. The other eleven wells got the go-ahead, TEAM AEF got the order, and provided the infrared lamps, the heater cable, and the controls. But if you think we stopped there then you are not familiar with the way we operate.

It wouldn't be nice to ship a bunch of material and then walk away; and we here at AEF are definitely nice. AEFers Peter Fasolino and Wes Rayburn made sure the installation went smoothly.

West Side Woe. We now head clear over the to West Side, where the mechanical contractor working on the Sanitation Pier on 59th had a BIG problem. He had placed the heat trace order for the project with another vendor, which was bad enough, but when he went to release the cable things got worse: the stock cable would ship in six weeks! (This is a meaning to the word 'stock' that was unfamiliar to TEAM AEF, where 'stock' means 'on-the-shelf-we'll-ship-it-today'.)

A frantic call came in to AEF Galactic HQ at 4:30 PM: the contractor desperately needed the first release on-site the NEXT DAY, as he was about to lose access to a buried line located in a trench that was about to be filled in. Could we help? We could and we did. Not only did he have the cable he needed on-site 8:30 next morning, we walked the revised submittals through the engineers office.

Happy Ending. The contractor ordered the rest of the heat trace on the project from TEAM AEF, and everyone lived happily ever after. *The Moral: If somebody other than AEF Sales tells you an item is 'stock', make darn sure of what they mean by 'stock'.*



Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

I'm so impressed with Brad and Angelina and their family. There's already two children from two continents, and then having little Shiloh in Namibia! And they're already talking about their next adoption! What country do you think will be the next? N.R.

DEAR N.R.:

I do not share your enthusiasm. *Au contraire*, I personally would not let those two adopt goldfish, let alone human children, the attention span of self-indulgent celebrities being what it is. And I would think a poor country such as Namibia is would be able to find better ways to allocate limited resources than to pamper and protect 'celebrities'.

DEAR BERNADETTE:

I'm hoping you can help me out here. I'm running a job where we've got a lot of high temperature self-regulating cable. The spec called for type HLT cable from AEF Sales, but my boss went and substituted an 'equal', only it turns out it's not so equal. The GF breakers have to be sized based on cold temperature inrush currents, and the panels were pretty much filled up based on the cable from AEF.

Turns out this other cable has way higher inrush currents, so now I need almost 30% more of those expensive GF breakers, and even another panel. Is there any way around this? My boss is not gonna be happy. F.H.

DEAR F.H.:

Nobody is ever happy about having to spend extra money, especially when it comes as an unpleasant surprise like this. Try to tactfully remind your boss that it was he who decided on the substitution, and then show him the extra costs that resulted from it. I don't think he'll do something like that again.

Confidential to B.W.: Thanks but I'm not interested. I would recommend Oprah's friend.

*To connect the dots,
you have to see the dots.*
Mark Steyn

*If you don't like your
reflection, that doesn't
mean that you should
smash the mirror.*
David S. Kahn

*Gweliz mez ken gwelet
derven, gweliz vi ken
gwelet iar wenn.*
Welsh Proverb

*Never try to teach a pig
to whistle. It wastes your
time and annoys the pig.*
Unknown

*Having a ton of heater
cable on the shelf means
never having to say
you're sorry.*
Ali McGraw

*Nobody ever forgets where
they buried the hatchet.*
Frank McKinney
Hubbard

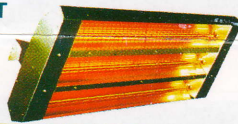
*A hen is only an egg's way
of making another egg.*
Samuel Butler

*When trouble arises and
things look bad, there is
always one individual who
perceives a solution and is
willing to take command.
Very often that individual
is crazy.*
Dave Barry

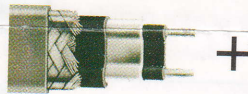
*That's all I can stand;
I can't stand no more.*
Popeye

POP QUIZ for EXTRA CREDIT

The three items at right were mentioned in which article in this issue?



+



+



Temporary Pipes Need Love (and Heat) Too

When the weather turns cold, unprotected pipes freeze.

OK, that's not exactly news. But for a moment we would like you to consider the fact that the unforgiving laws of physics also apply to temporary lines. Sometimes they're temporary because they are needed during construction but will not be part of the final project; sometimes they're temporary in that they run through areas that will be heated, but are not heated yet.

Either way these poor little pipes usually get short shrift. They feel badly enough that they're not part of any contract drawings, that their impermanent nature warrants only rudimentary controls (if any), that the insulation they get is usually slapdash, and that the other pipes won't let them join in any reindeer games.

You can't change any of those things, but you can keep them from harm, keeping them cozy with primo self-regulating heater cable from AEF's Amazing Inventory.

You know how these things work: you'll get a call that 1000 feet of that heat tape stuff will be needed, and, oh yeah, it's got to be on site first thing in the morning.

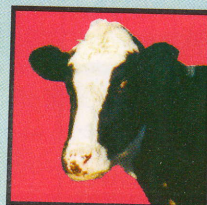
You may have a lot of tough decisions to make, but this shouldn't be one of them. Just call TEAM AEF, tell us what you need, and relax. We'll take it from there.

PEOPLE'S CHOICE CALENDAR!

Work has begun on our 2007 AEF Calendar. We are attempting to incorporate a three-day weekend in July and also an extra weekend in August. And for the first time ever we are letting readers voice their opinion on who should be the star of the calendar. See choices below.



Guido



Bernadette



Write-In

Just let your favorite AEFer know who you want.
Decision of Calendar Department is final.

One Hit Wonder

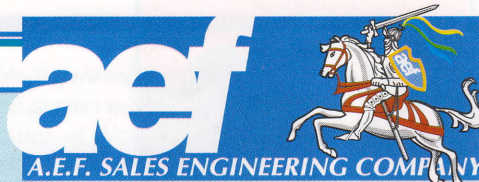
Gone With the Wind, besides being a great title, is one of the most popular books of all time, and was made into one of the most popular movies of all time. And it was the only book Margaret Mitchell ever wrote.

Margaret Munnerlyn Mitchell was born in Atlanta in 1900, thirty-five years after the end of the Civil War, and she grew up listening to stories about the war from her extensive family. In the 1920's she started writing a weekly column for the Atlanta Journal. In 1929, she began writing a novel, while bedridden with a broken ankle. She wrote to amuse herself, and even her closest friends had no idea of what she was up to.

When her ankle healed the not-quite-finished novel was put away, and sat untouched for six years. A chance encounter with a publisher in 1935 led her to let him see the unfinished manuscript. She immediately changed her mind and asked for her manuscript back, but the publisher loved it, and gave her an advance to finish writing it.

The book came out in June 1936 and cost three dollars, pretty steep by depression standards. But it sold 178,000 copies in the first three weeks, and another 2,000,000 during a twenty-one month stint on the bestseller list. (Upwards of a quarter million copies are still sold each year.) In 1939 the movie, starring Clark Gable, became a mega-hit, eventually taking in \$3.8 billion (adjusted for inflation).

Pretty good for her first, and last book.



TRANSFORMERS Central Moloney

Single Phase Transformers: Pole Type, Padmounted, Vault, and Stepdown
Three Phase Padmounted Transformers
Components: Bushings-Switches-Accessories
JSRP Job Site Ready Padmounts

R.E. Uptegraff Manufacturing

Liquid Filled Transformers to 20mva
Subsurface, Load Center, Station Type
Rectifier Applications, Zig Zag Grounding
Phase Changing and Phase Shifting
Traction Power, Current Limiting Rectifiers
Rebuilding and Rewinding Services

HEATER CABLE & CONTROLS

Nelson Electric Heater Products

MI Cable for Pipe Tracing & Snowmelting
Self-Regulating Cable for Pipe Tracing
Hot Water Maintenance Cable
Self-Regulating Cable for Roof & Gutter De-Icing
Thermostats & Controls
CM-1 Cable Monitoring Systems
CM-2 Heat Trace Management System
CM-3 PLC Based Circuit Management System

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Backwords

Widow's Mite?

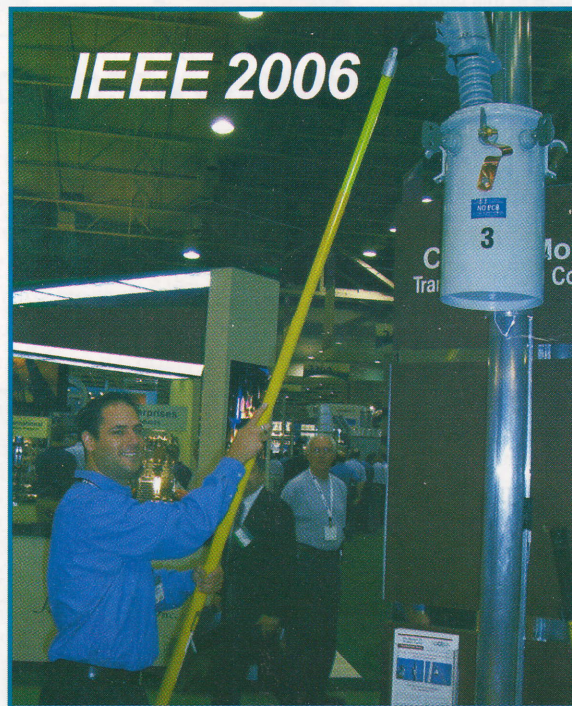
Warren Buffett has announced that he is giving \$37 billion to Bill Gates's charitable foundation. (We would have thought Bill could bankroll that on his own.) Warren, who is 75, announced that he would give 5% of the total every year, starting this year. If our arithmetic is right, that means by the time Warren is 95, he will be down to his last \$7 billion or so, providing he makes no money at all in the next 20 years. And while we do not have access to Warren's books, we're betting that there's some pretty healthy tax savings heading his way. Inspired by the Buffmeister's example, we at aef/fyi have resolved to give away every penny, as soon as we have accumulated a \$7 billion cushion.

Every Submittal Bit Helps

Isn't life complicated enough without having to waste a lot of time and energy deciphering what some folks call submittal cuts? Third generation copies of catalog pages, with nothing to indicate what is actually being submitted on--is that what's getting you down, Bunkie? What you need is submittal cuts AEF-style: electronically highlighted, with the specific items being submitted on circled in red, so you can see clearly and quickly what you are being asked to approve. Don't settle for less. (To make sure you get AEF-style submittals, make sure you order from TEAMAEF.)

House Call?

When a refinery in Jersey needed a replacement for a 1000kVA transformer, they needed one that would fit EXACTLY into the footprint of the old unit AND match up perfectly with the primary and secondary connections of the existing switchgear lineup. They called Uptegraff, who often gets called to build transformers other companies can't (or won't) build. Uptegraff engineer Stan Kostyal went to the site, confirmed all the key dimensions, and the refinery got exactly the transformer they needed.



Aren't You Supposed to be Working?

AEFer Pietro Fasolino helped man Central Moloney's booth at IEEE Show in Dallas. Here he is playing with the new Shedmount TI Wildlife Guard. (He is actually showing how simple it is to operate from the ground, while the transformer is energized!)
Safer AND faster!