



Volume 12  
Issue 3

# aef/fyi

WINTER  
2001



brought to you by

A.E.F. SALES ENGINEERING COMPANY Mamaroneck, NY Toll-Free (877) 803-9035 Fax (877) 803-9129

"America's  
Favorite Newsletter"

December 2001



Our 37th Year

## CONTENTS:

### MIRACLE PANEL

We take you behind the scenes at a panelogy breakthrough. Genius at work, big-time. More important: it will save you time, money, and unnecessary agita. You need to know about this.

### THREE PHASE PAD DEBUTS AT IEEE SHOW

The undisputed star of the show was Central Moloney's new three phase padmount, (but AEFers Fred Eigenrauch and Mr. Pete made quite a stir in their matching outfits).

### AEF SAVES THE WINTER OLYMPICS !!! A TRUE STORY.

AEF's Amazing Local Stock has saved our customers before, but this is the first time we saved the Olympics. Read on.

### HUMANS RULE!

We don't skimp on technology around here, but Actual Live Humans keep AEF customers happy as clams.

## Zesty New Combo Panel \$aves Tons of Money

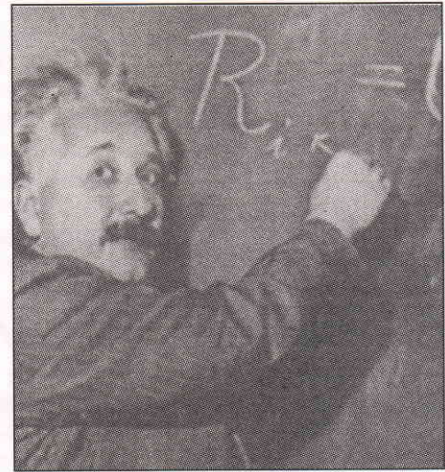
In a stunning breakthrough that combined proven technology with out-of-the-box thinking, Nelson Heat Tracing has introduced a new combination monitor and distribution panel, that, (dare we say it?) changes heat tracing forever.

**Start Smart.** The idea itself was startlingly simple. The starting point was Nelson's line-up of CM1 Monitor Panels. These panels are THE way to continually monitor EVERY controller and heater in any facility.

Today's heat tracing systems are more complex than ever. They can include dozens of circuits utilizing self-regulating cables and MI heaters for freeze protection and process control. The heaters and their associated controllers are typically spread all over the place, usually in the most inaccessible locations imaginable.

With shrinking maintenance budgets, the CM1 has become THE CHOICE for central monitoring of far-flung heater systems, providing 24/7 oversight for every controller and heater in the system. How the heck can you improve on something like that?

**Enter Dr. Snoot.** This is where Dr. Snoot entered the picture. With a standard CM1 panel, there's normally a separate breaker panel providing power to the heaters. Branch wiring from the load side of each breaker then had to be wired to the corresponding sensor module in the CM1 panel. For a 24 circuit panel, that means 48 WIRES THAT HAVE TO BE CONNECTED BETWEEN THE BREAKER PANEL AND THE CM1. This is where the Genius of Dr. Snoot shone through: "Why not put the distribution panel right inside the CM1?" he asked. "Eureka!" everyone shouted. "That must be why they pay you the Big Bucks!" (Continued on 2)



### Dr. Snoot Explains: Time=Money

Dr. Franklin Snoot, Boy Genius and inventor of Nelson's fantastic new Combo-Panel demonstrates the incredible savings in installation costs. Bravo, Dr. Snoot!

## CM's 3-Phase Pad 'Star of Show'

The undisputed star of the 2001 IEEE/PES T&D Show in Atlanta was Central Moloney's gorgeous new three-phase padmount. Although Central Moloney has been building and shipping the three-phase pads since the beginning of the year, this was their first appearance at the IEEE shindig, which was held at the end of October. AEFers Fred Eigenrauch and Mr. Pete helped man the Central Moloney booth and answer questions from showgoers. (Yes sir, they're designed, manufactured, and tested per the latest ANSI and REA standards. Size? We're building three-phase padmounts up to 1000kVA now, and up to 1500kVA in the near future.) The 300kVA unit at the show was a loop-feed unit with bayonet fuses, equipped with low voltage bushing supports, liquid level gauge, thermometer, and pressure-vacuum gauge, but they'll build yours however you want it. Got special requirements? No problem.

The move into production of three-phase pads came in response to customer requests: now customers whose requirements include three-phase padmounts can enjoy the same level of excellence they've enjoyed with CM's single-phase pole and submersible units. Central Moloney keeps on making substantial capital improvements with an eye to the future. We can't wait to see what they'll have at the next big IEEE gig in Dallas, in 2003.



*A lot of things that  
should happen don't.*  
Ward Cleaver

*Any refusal to recognize  
reality, for any reason  
whatever, has disastrous  
consequences.*  
Ayn Rand

*Do not hold back good  
from those to whom it is  
owing, when it happens  
to be in the power of your  
hand to do it.*  
Proverbs 3:27

*In the small hours  
of the night giants seem  
less unlikely.*  
J.R.R. Tolkien

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

*I don't know but I've  
been told it's hard to run  
with a weight of gold;  
other hand I've heard it  
said it's just as hard with  
a weight of lead.*  
Grateful Dead

*Everybody wishes they  
were Cary Grant. I wish  
I was Cary Grant.*  
Cary Grant

*Thirty days hath  
September, April, June,  
and November; All the  
rest have thirty-one,  
except January, which  
has eighty.*  
Unknown

## Several Words from Mr. Pete

*He's our sunshine, our inspiration, our Fearless Leader.  
And he signs our checks. Please read this.*

*Every year seems to go by faster than the year before. And at AEF Sales every year also seems to go better than the year before. pretty uncomplicated filling in the line just to see what this will look like in 2001 brought a significant growth in sales over 2000, which was in itself a record year. Fiscal 2002, which started in the fall for us, has started off at a pace that would eclipse 2001.*

*Equally important as last years' results are the investments made over the year to support future growth. Last summer we undertook a major renovation of our warehouse area to support the higher and broader levels of inventory we have on hand. Preliminary plans are under way for additional facility to support the higher levels of sales growth we are striving towards for the future.*

*In the fall, our main office in Mamaroneck was completely overhauled to allow AEFers based there to work more productively, and to assimilate the electronic backbone that we rely on: network cables, bridges, routers, switches, and a server. And we've begun working with an outside consultant to take that electronic infrastructure to the next level.*

*The purpose of all this investment is simple: to make AEF Sales the best company it can be --- a knowledgeable and committed agency for the manufacturers we represent, and a reliable resource to the customers we serve.*

*To both our manufacturers and our customers: Thanks! And from all of us here at AEF Sales, our best wishes for the coming year.*

## Live Humans = Gruntled Customers

Life can be pretty frustrating sometimes, and landing in Voice Mail Land when you need help RIGHT NOW is no fun. But here at AEF Sales, we take a novel approach. Yes, we've got voicemail, but we've also got Live Humans, and we're not afraid to use them. Here's how you get them.

**Hit the Zero.** If you call your favorite AEF Salesman and get his voicemail, you've got a choice. You can leave him a message, knowing that he'll get back to you as soon as he can, OR you can hit the '0' and get transferred immediately to the Help Desk, where a Live Human Being will pick u Most of the time the voice you hear will be Brandy Monette in Customer Service. She can help you find out the status of an order, check on availability of local stock, or check lead times on factory items. She is also authorized to hunt down your salesman, or get you to one of our other reps if that's better for you. Either way you get what you need, right now.

**Use Our Heater Fax Quoteline.** The fastest heater quotes on the planet can be yours if you fax your requirements to us toll-free at **877-803-9129**. One of our Mavens of Heat is kept chained to that machine during business hours, and he'll get you a quote back before you know it.

We'll keep doing our best to make your life as easy as possible. (At least the part of your life that involves electrical equipment.)

## Culture Corner

*Wherein we at aef/fyi endeavor to satisfy the  
aesthetic yearnings of our readers while  
demonstrating that we got tons of class.  
Here we highlight two poetical forms, Haiku and  
Limericks. Surprisingly enough, the theme of both  
is 'Heat Tracing'.*

*snow falling on  
frozen pipes - call a.e.f.  
my soul is serene*

*It was the tail end of the year-o,  
With the temperature falling to zero,  
Called AEF right away  
They shipped the same day  
Now they call me a Heat-Tracing Hero.*

## Miracle Panel . . .

**Save Big Time.** Putting the distribution panel *inside* the CM1 saves space, and ALL OF THE INTERNAL WIRING IS DONE AT THE FACTORY. That saves 96 field terminations!!! (24 circuits x 2 connections at the breaker panel x 2 connections in the CM1.) In an ambient controlled system (which is typical for freeze protection) it gets even better: there the installer lands one pair of wires from the thermostat, one power connection into the main breaker of the panel, and lands his heater power wiring (2 wires per circuit). IS THIS A GREAT IDEA OR WHAT?

Whoda think that something so simple could save so much Time, Money, and Agita? What are you gonna do with all the money you save?

**EDITOR'S NOTE:** CM1 Panels and the new Combo-Panel can also be easily retrofitted into your existing installation. Call AEF for more detailed information.



*Bernadette*

**Bernadette**  
*The AEF Sales Answer Cow*

DEAR G.B.S.:

Yes, he is still a celebrity. He's actually never been in a profitable motion picture (or a worthwhile one for that matter), but apparently in today's world 'cute' is a major virtue. Sorry.

DEAR BERNADETTE:

Sometimes the bureaucracy in my own company can drive me nuts. A week back I was desperate,

I mean desperate, for some material at the jobsite. I checked with my supplier, and he had it in stock, so I thought I was in good shape; all he needed was a P.O.

That's the problem, by the time I filled in my requisition and tried to get it through purchasing, the material had been sold out from under me. It's hard enough trying to get my job done; I don't need any extra aggravation. Any suggestions? J.D.

DEAR J.D.:

There are some companies that will bend over backwards to help in situations like that, which are as common as they are frustrating. One I know of is AEF Sales. They know that sometimes you need stuff right away (cause the scaffolding is being taken down, or cause the insulators right behind you, or just cause you've got to get off the job).

When that situation comes up for one of their customers, they'll ship whatever's needed, and let the paperwork catch up later. Some people say they're crazy to work that way, but it's not the first time people said they were crazy, and it probably won't be the last. Make it work for you.

*Need Help? e-mail: bernadette@aefsales.com*

## Let the AEF Games Begin!

AEF's Amazing Local Stock has traditionally been for the exclusive use of AEF Customers. But we recently bent the rules a little, with a good reason: We did it to save the Winter Olympics.

Last month we got a frantic call from Salt Lake City, where a thousand feet of one specific cable was needed immediately and desperately, but there was none to be found, and the lead time from the factory was too long. *Could we possibly help? Did we have the cable?*

We could and we did. Partly cause we're nice guys. Partly cause we thought it was kind of neat that the AEF legend had spread so far West. And partly cause we were promised, on the highest authority, that the Salt Lake City games would be officially known as "The AEF Games", and that our logo and the slogan "All You Need To Know About Heater Cable" would be prominently featured right next to those Olympic Rings. So when you watch the Olympics, you can point to our logo and say "I know those guys".

We realize that there are some skeptics who may believe that the games would have gone on anyway, but we at AEF are certain that they would not have. And yes, we've still got a ridiculous amount of cable in our Amazing Local Stock to take care of our customers.

## Former Ms. AEF Weds

It is with great pleasure that we report the wedding of Irma Fripp. Longtime readers will remember that Irma was chosen as our first-ever Ms. AEF back in 1999, as part of our gala 35th Anniversary Celebration.

One of her duties as Ms. AEF involved making personal appearances at trade shows and the like. While she was signing autographs at one such appearance at a supply house in New Jersey, she looked up and saw that the autograph seeker was none other than Merlin Frisby. Irma tells us: "We had gone to junior high together in Sheepshead Bay. I thought he was cute, but then his family moved to Jersey. I thought I'd never see him again." again." Merlin, who is in charge of Accounts Payable for the distributor, normally doesn't attend such promotional gatherings with vendors, but he made an exception that day, hoping to meet Irma and re-ignite the friendship. "It was magic," quips Merlin.

One thing led to another, as they say, and the rest is history. The wedding was followed by an elegant reception for 400 guests at the fabulous Club Howard Beach. The couple honeymooned on the Amalfi Coast ("fantastic", says Irma) and now resides in Lake Hopatcong. "I have so many wonderful memories from my reign as Ms. AEF, meeting Bruce backstage after those Meadowlands concerts, riding with Derek Jeter in the Yankees tickertape parade, but this tops it all. I'm so happy."

And we're all happy for your Irma. Best wishes from all of us here at AEF Sales.



*Irma and Merlin Frisby*

*Even if I did fall--which there's no chance of--the King has promised me to send all his horses and all his men. They'd pick me up in a minute, they would.*  
**H. Dumpty**

*It's amazing what you can accomplish with an unlimited amount of money.*  
**Eve Rostikov**

*The first 90% of a task consumes 90% of the time allotted; the last 10% consumes the other 90%.*  
**Yeats 90-90 Rule of Project Scheduling**

*You can't offend a snake.*  
**Valisha Arnold**

*We can't believe those morons at AEF Sales have that much heater cable in local stock.*  
**Harvard Business Review**

*Now and then for no good reason a man can figure out, life will just haul off and slam him agin the ground so hard it seems like all his insides is busted. But it's not all like that. A lot of it's mighty fine, and you can't afford to waste the good part fretting about the bad --- that makes it all bad.*  
**Jim Coates**

*Let's run, and have some fun, before I melt away.*  
**Frosty**

## AEF's CULTURE CONTEST

We here at *aef/fyi* are happy to announce  
**Our Biggest Contest Ever!**

**Grand Prize:** (The only prize, actually.)

An American Express Be-My-Guest Certificate for Dinner  
at the Restaurant of Your Choice.  
Certificate valued at **\$150.00** to use wherever, whenever.

**How to Play:** Write and submit a 'Haiku' or Limerick  
(see page 2) with the Theme:

**"Homage á AEF" (is that classy or what?)**  
wherein you say nice things about us.

Did we come up with a design that saved you money?  
A transformer you needed but were afraid nobody would build?  
Did we deliver the heaters you needed just in the nick of time?  
Did we slay a dragon? Rescue a damsel in distress?  
Help you cross a busy street?

Put it into a Poem and fax it to us, or e-mail it to  
bernadette@aefsales.com

**One Winner, One Prize. Enter by 12/31/01.**

*The winning entry may be published in our next issue.  
(Appearances on Oprah and Letterman are also in the works.)*

*Bernadette will be the sole judge; her decision is final.*

## Backwords

### Where Have You Gone, Joe Pepitone?

It was 1962 when Joe Pepitone joined the Yankees. He spent his \$20,000 signing bonus on a fancy car and a boat. (That was a long time ago.) He replaced Moose Skowron at first base, and was a popular and colorful part of the Yankees through the 1969 season. He was then traded to the Astros, and later played with the Cubs and the Braves. After that he played three years for the Yakult Sparrows in Japan, but the Japanese were never quite sure what to make of him. Joe, who's now 61 years old, has been seen making promotional appearances on the Jersey Shore.

### The Million Dollar Snake

Work was stopped this fall on the extension of San Francisco's BART system connecting the airport with the city. The problem? A dead garter snake found on a road to the construction site. Work was stopped so that the state, which has the garter snake on its list of endangered species, could investigate. The shutdown, which cost BART \$1.04 million in lost time and extra wages, lasted two weeks. The result: No foul play was involved. "Nobody has been able to find out what happened to the snake," according to the BART spokesman, "There is no evidence that the contractor or anyone was else was directly at fault." Prior to untimely death of this snake, 77 other snakes were captured and relocated. Those snakes will apparently live forever.

### Indecent Proposals

Ever get a quote on a transformer that bore almost NO relationship to your spec? Instead of the impedance you asked for, the paint finish you wanted, the company quoted their 'standard', and gave you a pile of boiler plates so you could try and figure out what their standards were. Who's got time for that kind of nonsense? If they can't quote what you want, how can they possibly build what you want? Does anybody know what they're doing anymore?

Happily, yes. R.E. Uptegraff has been building transformers since 1922. They're still family-owned (President Susan Endersbe is the grand-daughter of founder Roy Uptegraff, Sr.), and they've still got transformer people who know what they're doing and can give you what you need. What would it take to make you happy? Copper windings? Two transformers in one tank? A disc wound unit? A zig-zag transformer? Uptegraff understands. So if your requirements include distribution, specialty, LTC, station service, or small power transformers, you know who to call.

# aef

A.E.F. SALES ENGINEERING COMPANY

### TRANSFORMERS

#### Central Moloney

Single Phase Transformers: Pole Type,  
Padmounted, Vault, and Stepdown  
Three Phase Padmounted Transformers  
Components: Bushings-Switches-Accessories

#### R.E. Uptegraff Manufacturing

Liquid Filled Transformers to 20mva  
Subsurface, Load Center, Station Type  
Rebuilding and Rewinding Services

### HEATER CABLE & CONTROLS

#### Nelson Electric Heater Products

MI Cable for Pipe Tracing & Snowmelting  
Self-Regulating Cable for Pipe Tracing  
Self-Regulating Cable for Roof & Gutter De-Icing  
Thermostats & Controls  
CM-1 Cable Monitoring Systems  
CM-2 Heat Trace Management System

### CLEAN POWER PRODUCTS

#### Rapid Power Products

Power Conditioners, Voltage Regulators  
Isolation Transformers to 1000kva  
Rectifiers, 50kw to 3000kw

### WIRE & CABLE

#### Conex Cable

Aluminum Clad Shield Wire, Guy Wire  
Messenger Wire, and ACSR/AS (AW)

#### Nehring Electrical Works

Bare Copper and Aluminum Cable  
Aluminum Clad Cable  
Weather Proof Copper Wire  
Ground Rods & Accessories  
Cathodic Protection Cable

### - ABOUT THE 2002 CALENDAR -

This is the third of AEF's Millennium Calendar Series. We'll be issuing a special Collectible Calendar for each year of this Millennium. *Collect ALL 1000!*

This year's edition features Bernadette, AEF's Answer Cow. This her second calendar. (The 2000 Calendar featured a photo of Bernadette on vacation in Venice.) The 2002 calendar features a genuine autograph that promises to make it especially valuable to collectors in years to come.

NOTICE: We have been informed that there may be tiny errors in some of the calendars, which are not our fault. (We have had some reports of calendars that are missing the month of April for some reason.)

If you believe you have received a defective calendar, we ask that you please contact our Corporate Director of Calendar Services, at ext 256. (We haven't figured out yet what we'll do to celebrate the Next Millennium. Stay Tuned!)

### - AND IN THE NEXT GREAT ISSUE -

"Alice in Transformerland" with new illustrations  
by John Tenniel, plus an exciting article  
"Heat Tracing on the Amalfi Coast"  
(assuming we can get somebody to spring for it).