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The Quarterly
Newsletter from
the folks at
A.E.F. Sales
Engineering
Company

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Guido, the AEF
Corporate Seal

April 1997



Our 33rd Year

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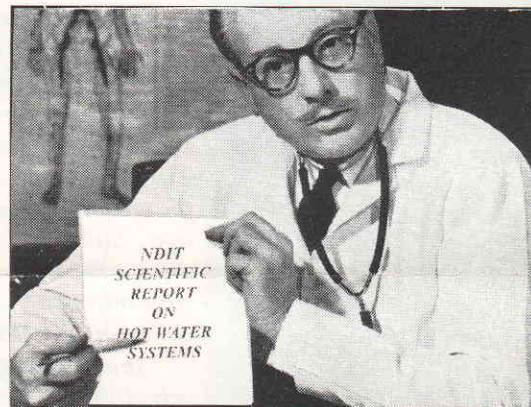
New Scientific Study: Nelson Best at Getting Into Hot Water

Recently, a major study of Hot Waterology was completed by the New Dorp Institute of Technology; the Key Finding: Nelson Electric's LT Hot Water Heating System have been scientifically proven to be the best, the most economical, and the most efficient method of providing hot water. But don't just take our word for it-- here are some exciting highlights from the Institute's Report.

1) The way most buildings today provide hot water is based on technology that's sixty years old! In fact, most buildings are still using a system that looks like it was designed by the Federal Government. Water gets heated in a central boiler, and gets sent through pipes to the 17th floor (or wherever) to whoever turns on the hot water tap. But our study proved THAT HOT WATER HAS A TENDENCY NOT TO REMAIN HOT. Therefore, in order to provide hot water at the tap when needed you've got to have all kinds of return piping, recirculating pumps, and valves to SEND THE HOT WATER BACK TO THE BOILER TO GET HOT AGAIN!!! Is that a waste or what?

And complicated! When we diagrammed it out it looked like Hilary's Health Care Charts, for crying out loud. These wasteful systems were clearly not the answer, but *is* there an answer that makes use of existing technology in a more sensible way?

2) YES, there is: Nelson Electric's system, utilizing proven self-regulating heater cable. (Our study found over 400 MILES of Nelson's self-regulating cables (continued on 2)



Dr. Hobart Frisby of N.D.I.T. at the press conference announcing his findings.

Chociey Family Values

A couple of pretty major milestones passed by quietly the first weekend in March. A.E.F. Sales marked its 33rd anniversary and Ed Chociey passed the 30 year mark as a key part of the AEF team.

It doesn't take a real rocket scientist to see how much the world has changed since Ed's first day at AEF in 1967. (For starters, you could buy a new Mustang for \$2500, the Four Tops weren't making commercials for macaroni & cheese, and George Burns was only seventy.) But for Ed, as for most of us, the big milestones are on the homefront. Back when he started here, Ed was practically a newly-wed; Ed and Pat recently celebrated their 33rd anniversary. Longtime AEF friends can remember the arrivals of Ed, Jr. and Patsy a few years later. Well, *they've* changed a bit too over the years, so we figured it was time to give our readers an update. (WARNING: If you are unaware how quickly time goes by, the following information may shock you.)

Pat. After earning a Master of Arts Degree in Corporate and Organizational Communications from Fairleigh Dickinson University in Madison, NJ, (continued on 3)

*Take what you can use
and let the rest go by.*
Ken Kesey

*Down on your knees,
man; thank God there
are violets.*
William Wordsworth

*O if only you would
actually pay attention to
my commandments!
Then your peace would
become just like a river,
and your righteousness
like the waves of the sea.*
Isaiah 48:18

*Kris Fasolino of
Malone is the new
eleven million dollar
winner!*
Ed McMahon
& Dick Clark

*Peter Fasolino of
Mamaroneck is the new
eleven million dollar
winner!*
Ed McMahon
& Dick Clark

*How easily men judge
harshly, where it would
be just as easy to show
kindness.*
Hans Christian
Andersen

*I would much rather
that posterity should
inquire why no statues
were erected to me than
why they were.*
Cato

*I like long walks,
especially when they are
taken by people who
annoy me.*
Fred Allen

memo from Peter Fasolino

At AEF Sales, most of the products we sell are manufactured by our principal companies. (There's a complete listing on the last page of this newsletter.) These are companies who have contracted us to represent them in our service area. However, over the course of the last thirty-three years we have also developed a network of resources beyond our principal companies, in order to meet a wider range of our customers' requirements. With these companies, as with our principals, we look for partners that share our focus on quality, value, and customer service.

On one recent project, we were working on a requirement for a special 750 kVA dry type transformer for a good customer. The manufacturer on this job was Southern Transformer, a company in Georgia whose plant I had the chance to visit several years ago. Submittal drawings were on time and on the mark; they were approved by the customer, and manufacturing was well under way for an on-time delivery.

Then, the Friday before the unit was scheduled to ship, the customer discovered a problem during a walk-through with the rigging contractor. The transformer, which was 90" high, had to be moved via a freight elevator which was only 84" high. Could the

unit be shipped in elevator-sized pieces for final assembly on site?

The answer in this case turned out to be "No." The transformer included a switch, and the switch, buswork, transformer coil and enclosure were all part of one integral unit. Re-assembly in the field was not the answer. With the scheduled ship date only days away, and the transformer essentially complete, what were the options?

When you're in a situation like this, you'll find out a lot about your suppliers. Too often this sort of snafu becomes an excuse for long delays and exorbitant extra charges, and you're too far down the road to look for other sources.

But working with AEF and Southern Transformer, our customer got the help he needed, and fast. An engineer at Southern saw how he could incorporate the existing core and coils, the switch, and most of the bus work into a new design that would only be 80" high -- well within the newly discovered limit. By Friday afternoon the new design was complete. By the following Tuesday, the customer had revised drawings in hand, with a cost change that was far less than the labor costs that would have resulted from field assembly. As by the following Monday, the transformer was ready to ship, just two days later than originally scheduled and still in time for the customer to complete his project.

If you've been in a situation like this that didn't have a happy ending, I hope you'll remember this story, and make AEF Sales your partner next time around.

New Dorp ...

installed within thirty-five miles of our New Dorp campus!)

Here's how this system works: The water is heated ONCE in the central boiler, then happily begins its ONE-WAY journey to that tap on the 17th floor, kept at the proper temperature the whole time by Nelson's fabulous heater cable. The LT cable makes up heat loss at the proper rate throughout the supply piping to maintain desired temperature at every tap. The cable adjusts its heat output based on actual pipe temperature, so NOT A SINGLE WATT IS WASTED!!!

3) The installation of the system couldn't be simpler, since Nelson's system requires no spiralling of cable, unlike some inferior systems we studied.

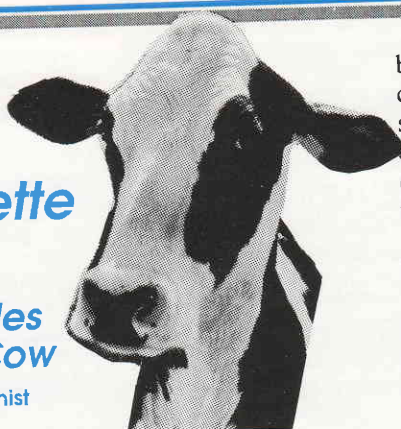
RESOLVED: The New Dorp Institute of Technology recommends that the Nelson system be incorporated into all new construction. We also recommend retrofits of existing systems.

AEF Sales is proud to represent Nelson Electric in the New York, New Jersey, and Connecticut marketplace. If you would like a reprint of the complete N.D.I.T. Report, or literature on Nelson's LT Hot Water Heating System, please let us know.

Bernadette

The A.E.F. Sales Answer Cow

Guest Columnist



DEAR BERNADETTE:

I'm looking at two different problems that need solutions pretty quick. First off, my plant's been paying a power factor penalty for years, but now management wants it eliminated, and they threw it on my desk. Second, I'm always replacing transformers and motors. My suppliers tell me the units are top quality, but they only last about half as long as they're supposed to. If you can help me with one of these I'll be grateful. If you can help me with both of them I'll do anything you say. J.G.

DEAR J.G.:

You don't actually have Two Problems; you really have only One Problem, with two different symptoms. Your power factor penalty, as I'm sure you know, is due to harmonic currents in your system. But harmonics are also causing your premature equipment failures--they cause overheating, and just a 10 degree C rise in the operating temperatures of transformers and motors can cut their life by 50%!!! (You didn't mention it,

but I bet you also have 'unexplained' problems with computers and electronic controls.) The answer is simple: Myron Zucker. They make power factor correction capacitors with special inductors to filter out those harmful harmonics. Myron Zucker has the solutions to *both* your problems. *C'est bon!!*

DEAR BERNADETTE:

When I need a replacement current-limiting fuse, I really feel stuck. These big companies seem to busy to bother with fuses, and the prices seem way high. Is there any other way? M.H.

DEAR M.H.

Quel rats! When those Big Guys put you on hold, hang up on them and call AEF. Ask them for a free cross reference catalog from Norberg Industries. Fuses are their only business, not a sideline. You'll be happy (as long as you don't mind saving quite a bit of money).

EDITOR'S NOTE: Questions to Bernadette may be addressed to Bernadette, c/o AEF Sales, P.O. Box 295, Mamaroneck NY 10543.



*Thanks for the good word,
Colonel Larsen!*

Chociey Family . . .

and a Bachelor of Arts Degree in Communication and Political Science from Boston College in Chestnut Hill, MA, Pat toured Europe for a few months (great idea!), and is now enjoying a rock solid career with Prudential Corporation in Newark, NJ, where she is a Senior Marketing Writer in the company's in-house advertising agency. FYI readers may wish to catch her article "Who's Reading My E-Mail?": A Study of Professionals' E-Mail Usage and Privacy Perceptions in the Workplace, in the current (March 1997) issue of IEEE Transactions on Professional Communication.

Ed. Ed is an attorney at the law firm of Riker, Danzig, Scherer, Hyland & Perretti in Morristown, NJ. He works in the firm's litigation department and has been involved in construction issues, health care cases, and other related matters. Prior to joining Riker, Danzig, he served as the law clerk for the Hon. Freda L. Wolfson, a U.S. Magistrate Judge in Trenton, NJ. Ed graduated summa cum laude from Seton Hall Law School where he was an editor of the Law Review; among his published articles is: "International Law Title VII": Title VII does not apply to American Citizens Employed by U.S. Corporations in Foreign Countries. Ed's undergraduate Bachelor of Arts Degrees at the University of Pennsylvania in Philadelphia, PA are in English and Psychology. Congratulations on 30 Years, Ed! Well done on all counts!

*Don't trust anybody
who says he's doing
something in Your
Interest, except maybe
your mother.*

Dave Barry

*Nothing is too
wonderful to be true.*

Michael Faraday

*Do that which you
judge to be beautiful
and honest, though you
should acquire no glory
from the performance.*

Pythagoras

*I'm not a vegetarian
because I love animals.*

*I'm a vegetarian
because I hate plants.*

A. Whitney Brown

*Not all people wearing
blue oil-stained overalls
are mechanics, even
if they look like
mechanics, even if they
say 'We are mechanics'.*

Steve Whysall

*It does not require
many words to speak
the truth.*

Chief Joseph

*Everybody watch their
own plate.*

Yushi

*All men should try to
learn before they die
what they are running
from, and to, and why.*

James Thurber

Waterloo

On June 18, 1815, the Duke of Wellington defeated Napoleon at the Battle of Waterloo. But what's more interesting is what happened *before* that.

After a long winning streak, Napoleon's luck had turned with his disastrous invasion of Russia in 1812. The Russian winter utterly destroyed his Grand Army. His enemies (and some 'friends'), sensed his vulnerability, and united against him. By the Spring of 1814, he knew he was finished; on April 11th he abdicated his throne, and Louis XVIII was crowned King of France. Napoleon was made 'ruler' of the tiny island of Elba, off the coast of Italy. Exiled forever. End of Story. Almost.

In February of 1815, he escaped from Elba, and headed for France with a thousand men. It was a bold stroke, but he had always been a gambler.

They were no match for any force that might come against them, but on they marched. In the small villages, they recognized him, rushed out of their houses to see him: "The Emperor!" The closer he got to Paris, the greater the rejoicing. Old soldiers joined him, weeping. Generals sent to stop him instead handed over whole regiments to him. In the march from the coast to Paris not one shot was fired against him. Louis XVIII fled, and Napoleon entered Paris and reclaimed his throne. But now he was faced with stronger enemies than ever, and France had been bled dry by years of war.

Sunday, June 18, the opposing armies met. The battle was furious, but the number of the enemy was overwhelming. At last, Napoleon threw his Old Guard into the fray. The British were appalled by the slaughter, and called on them to surrender; "The Old Guard dies! It does not surrender." They died.

On June 18, 1815, the Duke of Wellington defeated Napoleon at the Battle of Waterloo. Napoleon was exiled again, this time to St. Helena, off the coast of Africa, where he died in 1821.

Fin du Journal

Save 30%

What's the simplest way to save 30% on the next big transformer you have to replace? Easy! Just have R.E. Uptegraff rewind your existing unit. It's environmentally correct; and you can get lower losses and more kVA, and a new transformer guarantee while you're saving all that money. Neat, huh?

Cruisin'?

The Queen Elizabeth 2 needs a gallon of diesel to travel fifty feet.

Irish Stuff

Mickey Moran, son of AEF alumna Carole Moran, graduates from Fordham Prep in June, and is headed for Notre Dame. Cool.

Looking Good!

Vladmir Lenin has been one of Moscow's biggest attractions since his death in 1924. So how does he look so darn good? Every year the Tomb on Red Square is closed for two months while the Vladster gets his annual makeover.

More Irish Stuff

St. Paddy's Day may have come and gone, but you can keep those Irish eyes of yours smiling year round. How? By making sure you order all your copper, aluminum, and aluminum clad wire and cable from Nehring Electrical Works in DUBLIN! (Dublin, California, that is.) And may the sun shine warm upon your face, and the rains fall soft upon your fields, until we meet again.

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