



aef/fyi



Toll-Free 877-803-9035 Fax 877-803-9129

THE OFFICIAL NEWSLETTER OF A.E.F. SALES ENGINEERING COMPANY

VOLUME 17
ISSUE 1

"America's
Favorite Newsletter"

SEPTEMBER 2007

TEAM AEF

aef

HAPPY - BRAVE - NICE

Our 43rd Year

CONTENTS:

WASTING ENERGY

A Queens man takes a cue from hydronic snow melting and floor warming systems, and plans to let his car run all winter. An idea whose time has come? Or gone?

JACKIE 'O'

The newest AEFer: With a maiden name like Jackie Frost you knew she had to wind up in the heater cable business!

TESTING 1-2-3

It's not what you know or who you know anymore, it's WHEN you know it. Read on, and breathe easier this winter.

GREAT EXPECTATION

The best laid plans of mice and men gang aft agley, this time in California.

Queens Man Plans to Leave Car Running All Winter

Herb Crustacean of Rego Park has come up with a unique way of beating the cold this winter: he plans to start his car up in late December, and keep it running straight through the end of February. "It's gonna be great," Herb told CBS's Katie Couric, "I'll look out the window and watch my neighbors trying to start their cars, and mine will be running, and toasty warm inside. I got one of them classic Cordobas, and if it ain't warmed up good that Corinthian leather is freezing."

After his CBS interview, we here at aef/fyi were able to land this exclusive print interview with Herb.

FYI: With this system of yours you'll always be on time for work, yes?

Herb: Not really, cause I take the bus to work. Usually I only drive the car on Saturdays.

FYI: So you'll keep it running all the time even though you'll only be using it once a week?

Herb: Sure. I have to keep it running so it'll be ready when I need it.

FYI: Of course. How did you come up with your idea?

Herb: I actually got the idea at work. I figure if you wanna be smart, watch what the smart guys are doing and then do the same thing. Simple, huh? (Goto 3)



The Herbster



Jackie Frost Monette
Our Newest AEFer

Introducing Jackie 'O'

Even MORE Customer Service Makes
AEF an 'Agita Free Zone' for our customers

As our readers and our customers know, TEAM AEF takes customer service to almost ridiculous lengths. From our Amazing Local Inventory of heater cable (upwards of 65 miles of it on the shelf!) to our clear and detailed submittal cuts to our job site support, we do everything we can to make our customers' lives easier (at least the part of their lives that involves heater cable). And the newest improvement is Jackie 'O'.

Jackie Monette comes highly recommended, and has undergone rigorous training in all things AEF. Nine times out of ten Jackie will be the one picking up the phone when you call us and press 'O' for immediate assistance. She can check on an order, let you know what we have in stock, and handle all sorts of useful things like that. But wait: there's more! If you need to talk to a specific AEFer who is on the road, Jackie is authorized to use her AEF Secret De-Coder Ring to summon your salesman no matter where he is.

The name 'Monette' should strike a familiar note: Jackie will be based at the warehouse along with the husband and wife team of Brandy and Brandon Monette. Jackie is Brandon's mother. We've always been big on nepotism here at AEF Sales, and it's turned out pretty well, so we'll stay with it. Plus think how much we'll save on monogrammed towels!

So let's have a big AEF Welcome for Jackie! You go, girl!

*All that is gold does not
glitter; not all those who
wander are lost.*

J.R.R. Tolkien

*Being broke teaches you
that money can't buy
happiness, though you
will be happier if they
don't cut off your phone
and your utilities.*

Sinbad

*Do not become righteous
overmuch, nor show
yourself excessively wise.
Why should you cause
desolation to yourself*

Ecclesiastes 16:7

Qualcosa cambiera.

Eros Ramazzotti

*Rabbit's clever. And he
has Brain. I suppose
that's why he never
understands anything.*

Winnie the Pooh

*Our business in life
is not to succeed,
but to continue to fail
in good spirits.*

Robert Louis Stevenson

*Sometime's the lights all
shinin' on me, other
times I can barely see.
Lately it occurs to me,
what a long strange trip
it's been.*

Robert Hunter

*Do the best you can, and
don't take life too serious.*

Will Rogers

memo

FROM
PETER FASOLINO

As we gear up for another heater season, I'm hard pressed to think of a more exciting time in our company's history. We are in the midst of major upgrades for our information systems, and complete renovations of offices and the warehouse (adding enough new warehouse space to handle well over 1,000,000 feet of heater cable).

Over the past year, we've improved both the turnaround time and the quality of the designs and installation drawings that we provide to our customers. And with the addition of Jackie to our warehouse crew, we will be able to support the continued growth of the business and keep customer service at the high levels our customers have come to expect.

The diversity both of the products we stock and the technology that we can provide for our customers also continues to evolve. Architects, consulting engineers, contractors and end users who come to us with the application problems have access not only to what is in our warehouse, but also the knowledge contained in our project archives -- over forty years of real world experience. AEF Sales' involvement in industrial, commercial, utility, and high end residential work brings a cross pollination of ideas that helps us to provide the best possible solution to any application, and our willingness to work hard on unusual applications keeps adding to the resources that we offer.

Today, we can provide our customers with control technology far ahead of what we had available for nuclear power plants back in the 70's -- at costs competitive with mechanical thermostats. And some of the technology we are working with for projects being designed today border on science fiction, taking radical new approaches to old application problems.

I hope that on your next project you will put the energy and enthusiasm of the A.E.F. Sales team to work for you. Give us a call!

Testing 1-2-3

The Future of Heat Tracing is Here, and It's Electronic

July 31, 2007. Hot and sticky; temperature in the high 80's. We join AEF's own Mr. Pete, lounging poolside with a frosty beverage of some sort in hand.

Actually Mr. Pete isn't poolside at all. Instead he is slaving away in the hot sun, troubleshooting a heat tracing system at a large plant in Joisey, in response to a customer's phone call.

OK, if it's 80-something degrees out how did the customer know he had a problem with his freeze protection? Glad you asked friend, glad you asked.

*They used to say it's not what you know that counts, it's who you know. But with today's critical heat trace systems it's not what you know OR who you know, it's when you know it that counts. (See sidebar below.) Hence we find Mr. Pete solving the problem in July, and not in December, when a small problem can turn into a BIG PROBLEM *muy rapido*.*

That's why TEAMAEF stocks a wide range of controls with an automatic test feature. These controllers energize each heater circuit on a regular basis, at least every 24 hours. While the cable is energized they make sure the controller works, the sensor is functioning, current and voltage are within acceptable parameters, and no ground fault problems exist.

No matter how big (or small) your requirement is, one circuit, two circuits, 48 circuits, whatever, we have one just the right size for you.

Of course this will make your winter a lot less exciting, but maybe you don't need that kind of excitement. Call your favorite AEFer for the details.



**WHY
WASTE
TIMETEAM
AEFHASITIT
SHIPSTODAY**

TIMING!

Henny Youngman always said timing was everything. So did the late, great Tommy Dionisio. Tommy was one of those old-time mechanics that don't exist anymore. He never liked it when idiot lights replaced gauges in cars: according to Tommy, the high temperature light comes on just before the engine bursts into flames. Accurate, but not timely enough to really be useful.

Tommy wasn't big on electronic stuff, but we think the auto feature on today's controllers would have gotten the thumbs up.



Bernadette

The AEF Sales Answer Cow

DEAR BERNADETTE:

That article in the last issue on heat trace control panels that can't be installed in areas less than 32 degrees, or couldn't be anywhere where there's any electrical noise came right in time to save me some big headaches. I got enough problems, I DON'T NEED NO STINKIN' DELICATE PANELS!!! Reading about all those special requirements for those panels reminded me of those music meatheads whose contracts say that their dressing rooms have to have white furniture and lilies and blue M&Ms and

Running All Winter . . .

FYI: Sure sounds good. What exactly was it at work that made you decide to keep your car running for 3 months straight?

Herb: See, I work at this building, and summer before last they put in a snow melting system. Let me tell you this is one slick set up. See there's these boilers and they heat up this water that's got anti-freeze in it, and it gets pumped through this tubing that runs under the concrete and warms it up till the snow melts. Anyhow, once this thing was installed, they trained me to maintain it.

FYI: Was it hard to learn?

Herb: You kidding? You got any idea how many valves and pumps and thermostats it takes to keep that thing humming? Gotta be a couple a hundred moving parts, and it's all gotta be just right. Keeps me busy, let me tell you. And that's not even figuring any of the clean-up from the time that valve blew. What a mess that was --- and that's nasty stuff in them tubes. Them lawyers from the EPA were pretty nasty too. But you probably shouldn't put that in your newspaper.

FYI: Probably not. Back to your car --- you see any downside to your plan?

Herb: Yeah, unfortunately. I figure I'm gonna spend a whole lot more on gas this winter, even if I don't do any more driving than I did last year. But there's no way to get around that --- I picked that up at work too. Whenever it got cold we had to run that system on what they call 'stand-by', so it's be ready in case it snowed. But I figure if it's good enough for them big ts at work, it's good enough for me. Know what I mean?

FYI: We sure do. Thanks, Herb!

Evian water. Keep up the good work! S.W.

DEAR S.W.:

I quite agree with you. I find it difficult to imagine why anyone would design (and then try to sell) such a temperamental piece of equipment, but as your experience demonstrates 'knowledge is power'. Let's leave the diva routine out of the electrical business! As you so succinctly stated, you don't need no stinkin' delicate panels, and for that matter neither does anyone else!

DEAR BERNADETTE:

Who was it that said 'Put all your eggs in one basket, and then watch that basket!' C.F.

DEAR C.F.:

It was Mark Twain that said it, and today it's Central Moloney that *does* it. Other companies build the same kind of transformers as CM, but they also build toasters, jet engines, and who-knows-what-else. Central Moloney has chosen to do one thing, to serve the electric utility industry, and they do it right!

A Better Way

With all due respect for the sagacity of Mr. Crustacean's employer, an inconel-sheathed MI cable snow melting system from Nelson Electric offers significant advantages over hydronic systems.

Simplicity. No manifolds, no pumps, no toxic liquids: when the snow detector senses snow, the heater cables are energized and instantly put the heat right where it's needed.

Efficiency. The heat is produced ONLY when it's needed, exactly *where* it's needed.

More Efficiency. No matter how cold it gets, if there's no snow, the system is OFF, energy usage is ZERO. That's a good thing.

Even More Efficiency. The heat is produced right where it's needed. Until someone changes the laws of physics, heating something up and Point A and transporting it to Point B is going to involve losses, and those heat losses mean wasted energy and wasted money.

And in an MI system, all the energy is used to melt snow, not run pumps.

Energy isn't cheap, no sense wasting it.



Herb's Cordoba - Ready to Make History

No man really knows about other human beings. The best he can do is suppose they are like himself.

John Steinbeck

A fool and his money are soon elected.

Will Rogers

The world is full of obvious things which nobody notices.

Sherlock Holmes

Perpetual devotion to what a man calls his business is only to be sustained by neglect of many other things.

Robert Louis Stevenson

Everyone needs a certain amount of money. Beyond that we pursue money because we know how to obtain it.

We don't necessarily know how to obtain happiness.

Gregg Easterbrook

The grass on the other side looks greener --- from a distance.

Unknown

If it looks like a duck, and quacks like a duck, we have to at least consider the possibility that we have a small aquatic bird of the family anatidae on our hands.

Douglas Adams

I'm not coming home.

Bill Bailey

Not Easy Being Green

We may never know why the chicken crossed the road, but the toads of Davis, California crossed the road to get to the pond, for a little toad romance. A lot of them made it, but some always got squished by cars. Survival of the fittest?



Anyhow in 1995 when the road was going to be expanded, a lot of thought was given as to how the toads would be affected by the \$7 million road project. In what was intended to be a storybook ending, an extra \$14,000 was spent on a Toad Tunnel so the little critters could go safely under the roadway, and the people rejoiced.

Today, twelve years after the tunnel opened for business, it seems that no toad has ever used it. With 20/20 hindsight local wildlife specialist John McNerny speculated as to why the scheme failed.

The first problem was that the toads probably had difficulty finding the tunnel opening, and if they did locate it, they would have no way of knowing that this dark, 220 foot long tunnel led to the pond. (Maybe signs would have helped--This Way to Tunnel of Love?)

An additional issue was that since the tunnel was constructed of corrugated steel, the entry ramp, when baked by the California sun, became very hot. "Toads tend not to jump onto a frying pan when they can avoid it," quoth McNerny.

Backwords

'Come and Get Me Copper!'

Conventional wisdom has it that for lower cost transformers you go with aluminum windings. But even with copper at all-time highs, it ain't necessarily so. For some power transformers copper windings can actually cost less, since the extra cost of copper is more than offset by a smaller tank, less oil, and other variables. Would the power transformer you need be more cost-effective with copper? The answer is simple: it depends. You need to ask people who still know how to design transformers. You need to ask Uptegraff.

A Rum Go, That

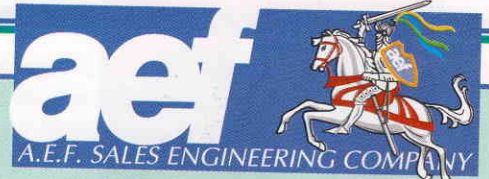
Every day from 1655 until July 31st, 1970, the highlight of every British sailor's day was when the ship's purser distributed the rum ration. Each sailor got a pint every day (one half pint, twice a day); before a battle they got a double ration. By the 1960's the stiff on the Admiralty Board had lowered the day's ration to one-eighth of a pint, and finally in 1970 they decided that there was no longer a place for the daily issue of rum in the modern navy. On July 31st the last rum rations were passed out, and it's said that many old hands opted for early retirement.

Simple Pleasures

AEFer Pietro Fasolino recently received an e-mail from another happy AEF customer, to wit: "I just received the O & M manuals for Project X. Thank you for the extra effort you have shown in getting them out to me. It is very rare that I do not have to hound a vendor for these. Thanks again for reducing my stress level this afternoon." Are your stress levels a tad high? Unless you actually enjoy stress, we suggest you put a little AEF TLC into your life: "Things Go Better with AEF!"

Heads Up!

At AEF Sales we like to take care of our customers in every way possible, therefore we would like to advise you that the increasing use of biofuels has led to increased corn production, and decreased barley production to the degree that the cost of barley has gone up 48% in the last eleven months. Barley being a key ingredient in beer (although we're pretty sure they use it for other things too) makes this a good time to review your liquid assets.



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

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
Heat Tracing Since 1964

Toll-Free 877-803-9035 Fax 877-803-9129

EMPLOYER APPROVED For On-the-Job Reading

