



# aef/fyi



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

VOLUME 13  
ISSUE 4

"America's Favorite Newsletter"

JUNE 2003

TEAM AEF

# aef

HAPPY-BRAVE-NICE

Our 39th Year

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### THE COLOR OF HOT WATER

Nelson's LT Heater Cable has approval from NYC, UL, CSA and AEF, and part of your life just got easier.

### MOMA MIA!

There was a special exhibit of Picasso and Matisse at the Museum of Modern Art this spring, but the star of the show was a Nelson Monitor Panel.

### AEF NEWSREAL

In a daring break with FYI tradition, we include some actual news items.

### EVERYBODY LOVES AUDREY

She was way more than an actress. Here's our tribute. Read it and then go watch Roman Holiday and Breakfast at Tiffany's.

### ASK BERNADETTE

The World's Only Answer Cow helps perplexed readers cope with a swiftly tilting planet.

## The Color of Hot Water

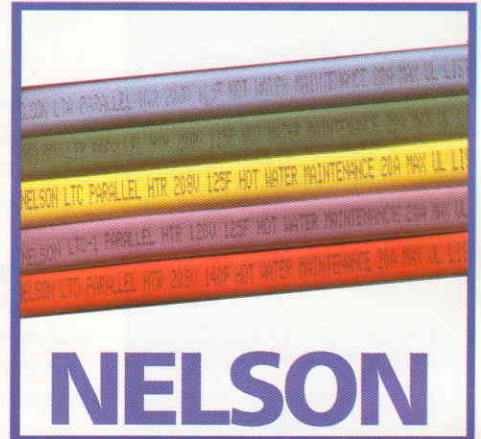
NEW YORK, NY. Nelson's Type LT Domestic Hot Water Maintenance Cable has won New York City approval! And it's on the shelf at the AEF Warehouse and ready to ship.

Nelson's Type LT (available in the five fashionable colors shown at right) forever changes the way to supply hot water at the tap. In days of old, making hot water available quickly at every tap in a building involved heating the water in a central boiler, and then constantly re-circulating and re-heating it using enough pumps, thermostats, controls, return piping, etc. etc., to make the whole set-up look like it was designed by the Federal Government. And all of those parts had to be kept humming, or else no hot water!

Not only that, but heating and re-heating the same water over and over again, and running all those pumps all the time was a giant waste of energy and money.

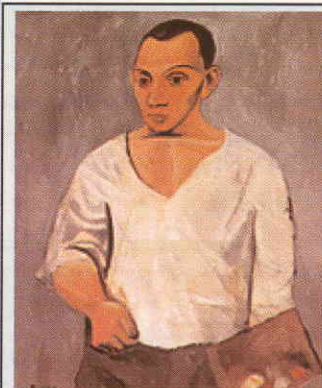
**The New Way.** The New Way to supply hot water couldn't be simpler. It starts out the same as the Old Way, with water being heated in a central boiler and sent happily through the building, but now the water's on a ONE-WAY TRIP. All those pumps and thermostats and valves and return piping are GONE! The heated water travels through the pipes to its destination, where a beautiful piece of Nelson's LT Hot Water cable is waiting, ready to keep it toasty warm and ready to go.

The LT cable is self-regulating, so it automatically responds and provides only the amount of heat needed to maintain the water at the desired temperature. (continued on page 2)



Want the brochure that can make you a Hot Water Expert in no time? Ask your favorite AEFsalesman, or call Brandy at 877-803-9035 ext. 'O'

## MOMA Mia! Crowds Love CM1 (Also Picasso)



Self-Portrait by Picasso, 1906 Philadelphia Museum of Art A.E. Gallatin Collection



CM1-12X-N4, 2003 Museum of Modern Art Cooling Tower Collection

Visitors to MOMA this spring admired Picasso, Matisse and Nelson's CM1-12 Monitor Panel. (Special MOMA Edition shown above.) Editor's Note: Early in his career Picasso painted things that looked like things. Once he got popular and realized people would buy his stuff anyway, he got more 'abstract', so he could churn out 30 or 40 a day, and still take the afternoon off.

NEW YORK, NY. Officials at the Museum of Modern Art, who expected the Picasso-Matisse Exhibit to be the big draw this spring, were surprised to learn that the highlight for most visitors was the CM1 panel that monitors the heat tracing system for the cooling tower.

We weren't surprised: the CM1 is the only patented heat trace monitor system that monitors critical heater functions 24/7 for ALL types of heater cable. (And it doesn't need monitor wires!)

The CM1 is easy to retrofit into existing installations.

## 336 Words from Mr. Pete

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

Ever go to a restaurant where when you needed something --- a clean fork, a refilled water glass, a fresh napkin --- and been told "Sorry, that's not my table"?

Ever go back?

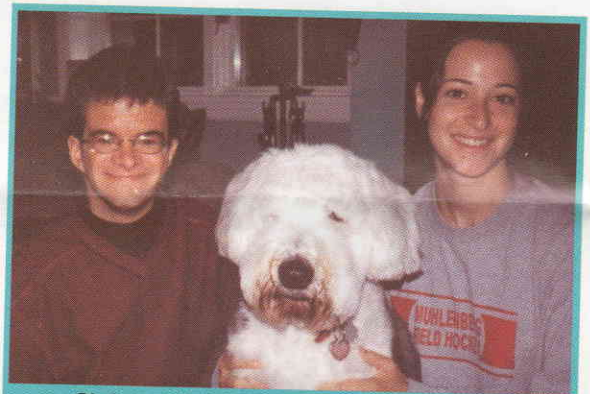
At AEF Sales, we always want our customers to come back, and we try to accomplish that by providing consistently great customer service. To do this over a long period of time requires a *team* of people working cooperatively together. And for years now, our company has been working on just such a "team" approach. The shirts, hardhats, and jackets we wear all bear the logo "Team AEF". But what does it really mean to our customers?

The basic idea is that ALL of us know more than any ONE of us, and that all of us working together can serve our customers better than we could working individually. This helps our customers in several ways. For example, your favorite AEFer is out at a jobsite, but you need a quotation or a design RIGHT NOW. Or you absolutely have to have someone at your jobsite first thing tomorrow morning. With our four outside salesmen working as a team, we have a much better chance of getting you what you need when you need it. (For quotations, order status, and real time inventory information, Brandy and Brandon at our warehouse can also help.)

One of the key tools we use to facilitate teamwork is our information management system.

Quotations, schedules, and key customer support information are stored and updated on our server in Mamaroneck, so every AEFer has access to current data over our virtual private network. The technical data we've accumulated over the years is also stored on the server, in a searchable knowledgebase. By having all this information available to each AEFer, we try to make sure that each of us is not only willing but able to help every customer.

Give us a call and put us to work!



*Chris and Jo being congratulated by Tigger, who did not graduate this year.*

### ... Hot Water

**Color Coding Makes It Simple and Fun!** LT Domestic Hot Water Maintenance Cables are designed to maintain temperatures of 105, 115, 125 or 140 degrees F using color-coded cables. This makes design simple, installation fool-proof, and maintenance and trouble-shooting a breeze.

We'd love to send you your very own copy of the literature that will turn you into an Expert on the Cool Way to Keep Hot Water Hot. Just ask your favorite salesman, or call Brandy at 877-803-9035 ext. 'O', and we'll assign a uniformed representative of the United States Government to deliver it to you pronto!

**Is There ANY Reason to Keep Doing Things The Old Way?** We've been sitting here racking

our brains, and we haven't been able to come up with a SINGLE good reason! With Nelson's LT you get a reliable, energy-efficient system that's simple to design and install, and even simpler to maintain. And you'll be spending your energy dollars on hot water, not on running pumps non-stop, and heating and re-heating the same water over and over again.

Makes a lotta sense, don't it?

Hey, c'mon in! The water's fine!

*We live in troubled times,  
but I am feeling good ---  
about myself, about all  
the nations of the earth,  
and about the future of  
humanity. And I'll tell you  
why: I'm on painkillers.*

*Dave Barry*

*People will accept your  
ideas much more readily  
if you tell them Benjamin  
Franklin said it first.*

*David Comins*

*The ten were cleansed,  
were they not? Where,  
then, are the other nine?*

*Matthew 17:17*

*Almost anybody can find  
Philadelphia who tries.*

*E.B. White*

*The man who has  
a tame dragon is  
naturally respected.*

*J.R.R. Tolkien*

*I have seen wicked men  
and fools, a great many of  
both; and I believe they  
both get paid in the end,  
but the fools first.*

*Robert Louis Stevenson*

*He who befriends donkey  
can expect to be kicked.*

*Charlie Chan*



#### Approvals:

**New York City - MEA**



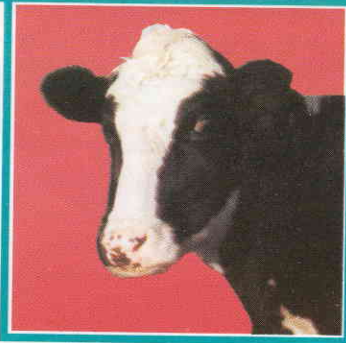
**UL - Ordinary Locations**

Type LT series cables and accessories are specifically approved for hot water temperature maintenance applications.



**CSA - Ordinary Locations**

Type LT series cables and accessories are approved for water temperature maintenance applications.



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

DEAR BERNADETTE:

I enjoy reading your column---you make a lot of sense, and I don't see that much anymore. But it'd be much easier for me if I could get your column on my computer; then I'd have old-fashioned common sense combined with new technology. Any chance of that happening? C.C.

DEAR C.C. (AND READERS!): I think we can arrange it with the powers that be to make this happen. If you'd like this column (and, alas, the

rest of this publication) sent via e-mail, let me know: bernadette@aefsales.com. I'll take it from there.

DEAR BERNADETTE:

I've got a problem that seems like it ought to have been solved by now. The utility I work for has a big blanket for pole type and padmounted units, and we've got a schedule as to when we need them. But instead of transformers, we've been getting excuses. And what's so darn aggravating is it's never their fault! They're waiting on a bushing from somebody or a switch from somebody else --- but we need them transformers, not stories. Is there anybody that's got this thing licked? D.P.

DEAR D.P.:

This problem has been solved, by Central Moloney. They realized that the fewer components you buy out, the more control you have over things, so back in 1970 they started building their own components. The Components Operations has its own 60,000 square foot facility. So if you're tired of excuses, place your next order with Central Moloney. *Facile!*

## NewsReal: Actual News

### *Two Graduations in the Family.*

**Josephine Fasolino.** Jo, daughter of Mr. Pete, graduated from Muehlenberg College in Allentown, PA, on May 18th, with Mr. (& Mrs.) Pete, AEF's Chairman Tony, and various cugini in attendance. Jo majored in English, minored in Art, and will spend the next five months employed at Averill's Flathead Lake Lodge in Big Fork, Montana, after which she swears she'll get a real job.

*Well done, Jo!*

**Chris Fasolino.** Son of *aef/fyi* editor Chris graduated from Plattsburgh State University in Plattsburgh, NY, on May 17th. Chris also majored in English, and is currently a contributing writer for the Plattsburgh Press-Republican. This leaves the staff here at *aef/fyi* in a state of disbelief, since we're practically positive that it was only three or four weeks ago that we put him on the bus to Pre-K. *Bravo, Ragazzo Oceano!*

**Pietro's Climb to The Top.** Last month *TEAM AEF* got a call from a contractor who needed us to go measure pipes on a cooling tower, and right away, please. Nothing unusual about that---we do it every day. What made this a little different was that the cooling tower was at the top of a thirty story office building, and the construction elevator wasn't working! What to do? Send Pietro, the youngest AEF Salesman. The pipes got measured, and the cable shipped that day.

*Moral: What goes up must still come down, but it takes longer without the elevator!*

*Another Moral: When it comes to Service, TEAM AEF's Legendary Service is tops.*

**Around the World in Forty Years.** As the countdown begins to the 40th Anniversary of AEF Sales (next March 1st), preparations are being made for an around-the-world balloon flight by AEF's Chairman Tony. Preliminary plans include stops in Moscow (where the snowmelting system for the Moscow World Trade Center was supplied by AEF); Iceland (where we recently provided a snowmelting system for hangar doors at Keflavik Air Base), and the Santa Lucia neighborhood of Naples, Italy, where we have no heater cable whatsoever, but the best restaurant in the world is there, and we'll probably be hungry by then. Plans call for a Gala Landing in Times Square on March 1, 2004, followed by fireworks over the Hudson River. Stay tuned for details as they develop.

### UPTGRAFF POP QUIZ

*There are nine kinds of transformers listed under Uptgraff on page 4. How many can you name without peeking?*

U

*Dimane penzo e' riebbete.  
Stasera so nu Re.  
Lelluccio a Santa Lucia*

*The path life takes is not always the one we would have chosen, but it can be a good journey if we choose to make it so.*

*Dusty Brown*

*Maybe everything comes out all right, if you keep on trying. Anyway, you have to keep trying; nothing will come out right if you don't.*

*Laura Ingalls Wilder*

*There are two types of people; those who divide people into two types and those that don't.*

*Barth's Distinction*

*No one is ever old enough to know better.*

*Holbrook Jackson*

*Freedom of speech doesn't mean you can't wish somebody would shut up.*

*Jake Vest*

*What if there were no hypothetical situations?*

*John Mendoza*



**A Star Is Born - 1952**

# Audrey

For someone destined to become an international star Audrey Hepburn got off to an unlikely start. Born in 1929 to an English father and a Dutch mother, her dream was to become a ballerina. She was living with her mother in London when World War II broke out, and her mother moved her to neutral Holland, to escape the bombing.

The 'safe' little town they moved to was on the Germans' road to Paris, and Audrey endured harsh conditions and near-starvation under four years of Nazi occupation. When the war ended, Audrey and her mother returned to London to pursue her dream of becoming a ballerina, but met with disappointment: she was too old, too tall, and had missed too many years of training. On to Plan B.

Small dancing parts in London's West End led to bit parts in a few movies. People noticed her. In 1951 she was hand-picked by French author Collette to star in the Broadway production of *Gigi*, even though thus far she had only played small parts, and had no prior experience in live theatre at all. At almost the same time she was selected for the lead in *Roman Holiday*, to begin filming as soon as the Broadway gig ended. She was a smash in *Gigi*, and after the first day of filming on *Roman Holiday* Gregory Peck, one of the biggest stars of the time, called his agent to demand that Audrey get equal billing with him; he figured since she was going to steal the movie anyway he might as well be gracious about it. He was right: Audrey won an Oscar for her role. Among her credits after that were *Breakfast at Tiffany's* in 1961 (filmed in and around Manhattan), *My Fair Lady* in 1964, and *Robin and Marian* with Sean Connery in 1976. Despite her star status, she was best loved for her kind, gentle, and unassuming nature.

From 1988 on her biggest role was as special ambassador for UNICEF, where she used her fame to help bring the world's attention

to the plight of children from Ethiopia to South America to Somalia, and used her warmth to bring smiles to dying children who had no idea who she was. She became ill during her last UNICEF trip in 1992, was diagnosed with cancer. On the day she died in January 1993 Tiffany's put a sign in their front window:

## **Audrey Hepburn 1929-1993 Our Huckleberry Friend**

For more audrey, go to [www.audreyhepburn.com](http://www.audreyhepburn.com)

The website also has information on The Audrey Hepburn Fund for Children.



**Audrey in Somalia - 1992**



### **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  
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 Systems

### **WIRE & CABLE**

(For Investor-Owned Utilities Only)

#### **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

## **Backwords**

### **Voices**

Nightingales are often heard and rarely seen. Spread throughout Europe and northern Africa, the adults weigh less than an ounce, and the young are able to fly by the time they are twelve days old. But it's the song that sets the nightingale apart: they seem to love singing (one has been recorded singing for five hours and 25 minutes), and can sing with their beaks shut, or with a mouth full of food. The nightingales tiny larynx can produce four different notes at the same time, so it can sing its own harmony. Its song has been described as 'pure music - unforgettable'.

### **Another Voice**

James Earl Jones has one of the most distinctive and powerful voices of our time. But as a boy he had such a severe stutter that for eight years he refused to talk, and was functionally mute. A high school teacher finally got him to recite a poem each day in front of the class, and that combined with learning a large vocabulary (so he could stay away from words that gave him trouble) cured him.

### **Generations**

Pietro Fasolino was recently atop the New York Stock Exchange to measure some pipes for a cooling tower renovation. The contractor told him he was the third generation to work on that site; his grandfather (Tony) and dad (Peter) had also climbed those same towers.