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The Quarterly  
Newsletter  
from  
A.E.F. Sales  
Engineering  
Company

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Our 30th Year

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*Yes, Virginia, there really is (or was) a Buffalo Bill.*

**A.E.F. Healthcare**  
*A bold new plan to keep your business healthy.*

## A.E.F. Sales Marks 30th Anniversary on March 1st

March 1964. The Beatles had just conquered America, and in one of the most improbable heavyweight fights of all time a cocky youngster named Cassius Clay had conquered a 7-to-1 favorite named Sonny Liston.

The New York World's Fair was ready to open, and Ford was about to introduce the Mustang (you could have one for \$2368). Idlewild Airport was still Idlewild Airport, and you could get there by taking a helicopter from the roof of the PanAm Building.

New York had a whole lot of newspapers; remember the Mirror, the Herald Tribune, the World Telegram & Sun, and the Journal-American? And there were plenty of Checker Cabs on the street.

A construction worker could make \$120 a week, a McDonald's hamburger cost 15



ROOKIE CARD-Tony Fasolino-March 1964

cents, and the speed of light was only 154,300 miles per second. (Just kidding.)

And A.E.F. Sales was started. In this issue, join us as we take a look backward, and forward.

## Who's Who at A.E.F. Sales

There's an old story about blind men and their perception of an elephant: one feels a leg and figures an elephant is like a tree, another feels the trunk and thinks it's like a snake, and so forth.

Something similar happens to many of our customers: to a distributor in New Jersey, A.E.F. Sales is Ed Chociej checking their inventory; to a consulting engineer in Manhattan, it's Tony Fasolino

helping design a snowmelting system; to a --well, you get the picture.

So we thought this 30th Anniversary Issue of FYI would be a good time and place to let our customers see the whole elephant. So in order of A.E.F. longevity, here she goes.

**Tony Fasolino.** Our fearless leader was all by himself in 1964, representing Nelson Electric of Tulsa, Oklahoma. Tony had

*Continued on page 2*

*For peace of mind,  
resign as general  
manager of the  
Universe.*

Larry Eisenberg

*The person who has  
had a tiger by the tail  
knows about sixty or  
seventy times more  
than the person who  
hasn't.*

Mark Twain

*Hate what is bad, and  
love what is good, and  
give justice a place at  
the gate.*

Amos 5:15

*If there's nothing  
wrong with me, maybe  
there's something  
wrong with the  
Universe.*

Dr. Beverly Crusher

*My dog thinks there's  
no problem that can't  
be solved by barking  
loudly out the window.  
Some people think the  
same thing.*

Alasanor

*Men stumble over the  
truth from time to time,  
but most pick them-  
selves up and hurry off  
as if nothing had  
happened.*

Winston Churchill

*A man may change. It  
is interesting that so  
few do change.*

Louis L'Amour

## memo from the desk of Peter Fasolino

One evening in February of 1964, when I was eleven years old, our family had a guest for dinner. The guest was Jack Jacobs, the Marketing Manager for Nelson Electric. During dinner he announced that beginning on March 1st, Nelson Electric would be represented in the metropolitan area by a brand new company-- A.E.F. Sales Engineering Company.

A.E.F. Sales Engineering Company consisted of one person: Anthony E. Fasolino. Thanks to him--and thanks to you, our customers--we celebrate our 30th anniversary this year.

Back then, the information processing equipment consisted of a Smith-Corona portable typewriter (it's still around here

somewhere), a filing cabinet, and a manual adding machine with a big crank on the right hand side. A.E.F. Sales had one principal company and a small office on Fifth Avenue, across the street from the New York Public Library.

Today we represent eleven different companies, and most of our sales come from products that didn't even exist thirty years ago. We've become a "virtual corporation" with offices and people, hundreds of miles apart, working together electronically. And the future is dazzling.

As much as things have changed, the basic principles that the company started with are still in effect: Treat people right and tell the truth, all the time. Our customers, the manufacturers we represent, and the people who work here are all entitled to that.

That's how it's been for thirty years--and no matter what else changes--that's how it will always be.

## Who's Who *Continued from page 1*

worked as an electrician, and spent a few years with the Marine Corps touring the South Pacific before graduating from Rensselaer under the GI Bill. Before going into sales, he was Chief Electrical Engineer at Foster Wheeler. This background led to an emphasis on good design and plenty of field support, which has remained A.E.F.'s way of doing business. Today much of Tony's time is spent with consulting engineers and contractors in Manhattan, as well as some large constructors in New Jersey and Connecticut.

**Ed Chodcy.** Ed joined A.E.F. Sales in 1967, coming from Appleton. Ed was a salesman's salesman, with an almost encyclopedic knowledge of his products and a willingness to do whatever it took to keep his customers happy.

Ed came to A.E.F. almost by accident.

The business had grown to the point where another salesman was needed to cover New Jersey. Tony, who knew Ed professionally and respected his opinion, asked him if he knew of someone who might fill the bill. Ed thought long and hard, but came up empty. Finally he said "What about me?" He left Appleton and never looked back.

Ed is still on the Jersey beat, covering most of northern New Jersey.

**Peter Fasolino.** Peter (Tony's son) came aboard in 1975, to work Brooklyn, Queens, Long Island, and utility accounts. Over the years he has spearheaded A.E.F.'s efforts to apply computers, and technology in general, to keep A.E.F. up with the times. Today he covers mostly the same base, and also evaluates new manufacturers who may help solve our customers' problems.

**Fred Eigenrauch III.** Fred has been part of our team since September of 1990. His

# Buffalo Bill in Brooklyn

In the summer of 1883 the hottest ticket in town was to see Buffalo Bill's Wild West, which had brought cowboys and Indians, stagecoaches and buffalo, and of course Buffalo Bill himself, to Coney Island.

William F. Cody was born in 1846, and had been a wrangler, hunter, Indian fighter, and scout. In 1867 he hunted to feed the crews building the Union Pacific, killing 4,280 buffalo in eight months. As a scout for the U.S. Cavalry he was awarded the Medal of Honor in 1872. His flamboyant character attracted the attention of reporters and dime novelists, and soon he was starring in plays around the country—playing himself.

In 1883 he launched his first Wild West, out-Barnuming Barnum, and making and losing several fortunes. By 1885 he had added Annie Oakley to the cast, as well as Sitting Bull. (Sitting Bull was perhaps the most famous living Indian, since it was his lieutenant, Crazy Horse, who had defeated Custer at the Little Big Horn. He was paid \$50 a week. When he left the show he returned to the reservation in Dakota. In

1889 a revival of the "Ghost Dance" caused unrest among the Sioux and unease among the whites, who suspected that Sitting Bull was behind it. He was captured and killed in 1890. But that's another story.)

In 1885 the Wild West show played to a million people, and cleared \$100,000. In 1886 Bill set up his show on Staten Island, where 17 steamboats brought in 20,000 people a day. From there it was off to Europe. Queen Victoria, who had appeared at no public entertainment since her husband Albert died 25 years earlier, came to see the show twice. On one occasion the Deadwood Stagecoach carried 4 kings and the Prince of Wales.

Bill continued to tour almost until he died. On his Farewell Appearance in New York in 1913, he had planned to get things started with a parade up Fifth Avenue, as he usually did. This time the city fathers refused permission: there were too many automobiles.

Bill had the parade anyway.

*The preceding article was brought to you without commercial interruption by A.E.F. Sales.*

## More Who's Who at A.E.F. *continued from page 2*

background in power conditioning and UPS systems fits in well with the fastest growing parts of A.E.F. Sales, and his experience working with OEMs, distributors, consulting engineers, end users, and utilities is put to good use today as he covers accounts in New Jersey and Rockland County.

But it takes more than four crackerjack outside salesmen to make A.E.F. run. Our team has two more members.

**Grace Fasolino.** Grace is Peter's wife (sometimes it is who you know) and has been handling secretarial and office matters in the Mamaroneck office for 3 years now. That's Grace you hear when you access the A.E.F. Voicemail system.

**Chris Fasolino.** Chris (another of Tony's sons) is an A.E.F. retread, having been an outside salesman here from 1976 to 1988. He left for greener pastures (literally) and now resides in a little town about 200 miles north of Albany. From this bucolic setting he handles our purchasing and invoicing, order entry, and production and mailing of our newsletter.

**Take Advantage of Us.** For the last thirty years we've been growing (and hopefully improving), adding people, products, and principal companies to better serve you, our customers. It sure would be a shame to let all that effort go to waste. Why don't you pick up the phone right now and give us a call? That's what we're here for.

*The typical Nintendo game involves controlling a little man who runs around the screen trying to stay alive while numerous powerful and inexplicably hostile forces try to kill him; in other words, it's exactly like real life.*

Dave Barry

*Doctors pour drugs of which they know little, to cure diseases of which they know less, into human beings of whom they know nothing.*

Voltaire

*Most folks are about as happy as they make up their minds to be.*

Abraham Lincoln

*Under capitalism man exploits man; under socialism the reverse is true.*

Polish Proverb

*Ooh, eee, ooh ah-ah, ting-tang, wallawalla bing-bang.*

David Seville

*All that is gold does not glitter.*

J.R.R. Tolkien

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

Frosty

# Bold Healthcare Plan

There are enough Health Care Proposals going around these days to make you sick. And when the boys in Washington get finished applying that good old Federal Government know-how to the problem you can bet your wallet won't be quite as heavy as it is now.

But A.E.F. Sales has announced a new health care plan for your business, and it won't cost you a penny. Here are the key points:

**Comprehensive Universal Coverage.** Every order you place with A.E.F. Sales gets cradle-to-grave TLC. From the earliest estimates, through design and quotation stages, through manufacturing, shipment, and installation, we'll be there to ensure that everything goes smoothly.

**Pre-Natal Care Included.** Getting your project off on the right foot is a whole lot easier than trying to untangle problems down the line. We've got thirty years of experience, and we're ready to put it to work for you.

**Freedom to Choose.** Unlike whatever Washington comes up with, you really do have a choice here. You can choose A.E.F. and watch us follow through, or you can take a chance on someone else.

**Not Really New.** OK, it's not really a new program, it's just pretty much what we've been doing for thirty years. But once in a while we like to talk about it.

## 4 Things Worth Knowing

- **Spaced Out.** *The Milky Way (the galaxy most of us call home) is about 600 quadrillion (600,000,000,000,000,000) miles across and contains somewhere between 100 billion and 10 trillion stars. The average distance between stars is said to be 36 trillion miles.*
- **Relief.** *Margaret Milner Richardson, Commissioner of the IRS thanks taxpayers for their cooperation and promises to ensure "that you are treated fairly and equitably, and that our tax system is as simple and understandable as possible". Bet you feel better already.*
- **Low Cost Protection.** *Lortec has just introduced 2, 3, and 5 kva On-Line Inverters. Featuring a continuously rated solid state static switch, LorTec inverter systems provide two sources of power to the connected load for increased system reliability.*
- **That's Engineering!** *Over 2700 years ago King Hezekiah of Judah ordered a water tunnel built. The tunnel was cut by hand through solid rock from both ends, meeting in the middle, and was 1749 feet long and 6 feet high. Visitors to Jerusalem today can walk through it.*

### BEST POWER TECHNOLOGY

(Authorized Reseller)

Ferrups Single Phase UPS to 18kva

### LORTEC POWER SYSTEMS

On-Line UPS to 225kva

Specialty Inverters

### RAPID POWER TECHNOLOGIES

Power Conditioners to 1000kva

Voltage Regulators to 1000kva

Isolation Transformers to 750kva

### GLEASON REEL CORPORATION

Cable and Hose Reels

Festoon Systems and PowerTrak

Workstations and Tool Balancers

### MYRON ZUCKER, INC.

Low Voltage Capacitors to 600 volts

Harmonic Traps

### R.E. UPTGRAFF MANUFACTURING

Liquid-Filled Transformers to 15mva

Subsurface, Load Center, Station Type

Rebuilding and Rewinding Services

### CENTRAL MOLONEY

Single Phase Transformers: Pole Type,

Padmounted, Vault, and Stepdown

Components: Bushings-Switches-Accessories

### NELSON ELECTRIC HEATER PRODUCTS

MI Cable for Pipe Tracing and Snowmelting

Self-Regulating Cable for Pipe Tracing

Thermostats

Controls and Monitoring Panels

### ELECTRICAL POWER SYSTEMS INC.

Switchgear and Motor Control to 15KV

Powerhouses: Special Purpose Buildings for

Distribution and Control

### NEHRING ELECTRICAL WORKS

(for Utilities Only)

Bare Copper and Aluminum Cable

Aluminum Clad Cable

### NORBERG INDUSTRIES

Silver Sand Current Limiting Fuses

Type R Motor Starting Fuses

Type E General Purpose Fuses