



Volume 12
Issue 4

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aef/fyi

SUMMER
2002

"America's
Favorite Newsletter"

June 2002

TEAM
aef
HAPPY - BRAVE - NICE

Our 38th Year

CONTENTS:

JOURNEY TO THE CENTER OF PENNSYLVANIA

Mr. Pete, Pietro, and a special Guest Star head West, where men are men and transformers are transformers. Come with us now to Uptegraff Country.

LEGENDARY SERVICE

Two recent manifestations of AEF's obsessive (some say ridiculous) drive for the ultimate in customer service. And every word is true.

ASK BERNADETTE

AEF's Answer Cow is black and white and read all over. In this issue she settles a bet for two readers, and supplies wisdom to another.

DEAL!

A brief look at the 1200 year history of playing cards, and the role they played in the untimely demise of Wild Bill Hickcock.

Transformers Like They Used To Be!

Go West, Young Man. That's what AEFers Mr. Pete and Pietro Fasolino did last month, along with a special guest photographer, Mr. Pete's daughter Jo. Not too far West, though, just to Uptegraff Country in Scottdale, PA, where men are men, and transformers are transformers, built right, built to last, by people that know what they're doing, and care.

Return With Us Now, to Those Thrilling Days of Yesteryear. Pardon us if we get nostalgic for a minute.

Remember the good old days? Remember how good Breyer's Vanilla Ice Cream used to be before they changed it? Remember how much that old Lionel engine you had weighed? How many times you could run it off the track onto the cellar floor, and it still kept working? Remember when cars were made out of metal, and you could bump into a parking meter without \$4,000 worth of damage?

Why don't they make things like that anymore? Why don't they build stuff *right*? Build it to last?

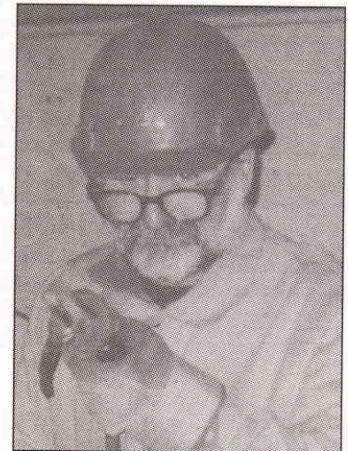
Corporate Thinking. Most manufacturing companies today are owned by Giant Corporations that also own a whole bunch of other businesses. Each little company has to look good to the Bean Counters at the Home Office, *or else*. The people at the headquarters are usually far removed (and sometimes ignorant of) the actual products they make; but they do understand money. Cost cutting increases the bottom line (short term anyway, which is all they're worried about), so the pressure is on to cut costs. That's okay if it doesn't affect the quality and integrity of the product, but sooner or later it usually does. Stuff that used to be 12 gauge becomes 14 gauge, then 18 gauge. Stuff that used to be steel becomes plastic. So things just don't last like they used to.

But when it comes to large power transformers you can turn back the clock. Here's how.

Look into R.E. Uptegraff. You can say at Uptegraff they're a little conservative, even old-fashioned--but the results are worth it. Read on and see why.

Doin' It Right

Harry Tempest at work on a transformer. He's been building Uptegraff transformers for 23 years.



AEF Service: The Legend Grows

Longtime readers (and more importantly, longtime customers) have noticed that **TEAM AEF** seems to put what some might regard as an absurd amount of emphasis on Service: doing whatever it takes to take care of our customers. Here are two recent True Stories.



The AEF Knight, a symbol of heroic service, has been gracing the cover of aef/fyi since 1997, but he has no name, as far as we know. Any suggestions? Write chris@aefsales.com

True Story #1. After providing catalog cuts and operations manuals for a large project, AEFer Pietro Fasolino sent the customer an e-mail to make sure that he had received everything. The response, and we quote: "Yes I did, and I must say that was the quickest response to any inquiry I've made in my 19 years in the business. Thanks for your help."

True Story #2. A contractor who was finishing up heat tracing on a cooling tower in Manhattan called AEF. A last minute change meant they needed another termination kit and eight feet of cable to trace a liquid level gauge. They were working on premium time, and the material had to get there ASAP. AEF's Mr. Pete answered the call: as he approached the jobsite he called the contractor on his cellphone. The contractor came down and met Mr. Pete on the street and got his material. Total elapsed time: less than one hour.

His comment? "You guys are the best."

Several Words from Mr. Pete

*I didn't come here,
and I ain't leavin.*

Roger Miller

*We are here on earth to
do good to others.
What the others are
here for, I don't know.*

W. H. Auden

*Make sure of all things;
hold fast to what is fine.
1st Thessalonians 5:21*

*Live so you can
at least get the benefit
of the doubt.*

Kin Hubbard

*There's one in every
crowd, but for crying out
loud, why does it always
turn out to be me?*

Waylon Jennings

*Almost every man wastes
part of his life in attempts
to display qualities which
he does not possess.*

Samuel Johnson

*No matter how your
heart is grieving, if you
keep on believing the
wish that you make will
come true.*

Cinderella

*To a herd of rams, the
ram the herdsman drives
each evening into a
special enclosure to feed,
and that becomes twice
as fat as the others, must
seem to be a genius.*

Leo Tolstoy

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

I've always liked to think of AEF Sales as a unique kind of company. I don't have a real frame of reference for this, having never worked anywhere else (except as a lifeguard when I was a kid).

But I think one measurable way our company is different from other manufacturers' representatives is in the number of companies that we represent. The conventional wisdom among representative firms seems to be "the more the merrier" when it comes to the number of principal companies they represent. In a way, this sort of works: each principal company adds a certain amount of sales and commission dollars that increase the rep firm's bottom line.

In another way though, representing too many companies becomes counter-productive. A rep may be knowledgeable on four or five manufacturers' product lines --- but can he or she be really knowledgeable about fifteen or twenty lines? And if your aren't knowledgeable enough to be a resource to your customers, you simply become an order taker. What's more, if your sales efforts are divided up among twenty principal companies, it's hard to develop the close, long term relationships with the people out at the factories --- relationships that result in better service for your customers.

At AEF Sales, we've taken a different approach. Over the last half dozen years, we've deliberately trimmed the number of companies that we represent, in order to do a better job both for our customers and our manufacturers. And it works --- for our customers, for the factories we represent, and for our company. We know this because year after year we have maintained double digit growth in our sales --- even in today's economy. And our average tenure with our principal companies is over 23 years.

The key to growing sales while pruning your product lines is simple: it takes a lot of hard work. And a willingness to work hard --- for our customers and our principals--- has been our way of doing business here since we opened the doors back in March of 1964. Why not give us a call and put us to work for you?

Uptegraff Country . . .

Don't Skimp! Uptegraff takes a conservative design approach to insure high quality and long service life. Where aluminum low voltage windings are brought out and connected to copper leads, Uptegraff uses a process called cold welding that bonds the copper to the aluminum on a molecular level. On a unit where two cold welds would be adequate to carry full current, Uptegraff uses FIVE. Where one sheet of insulating paper provides adequate insulation, they use two. Where five mils of insulation would be sufficient, they use ten mils.

All this means that an Uptegraff transformer may be a bit larger or a bit more costly than a similar unit from another vendor, but the payback in reliability and service life is HUGE. Since so many of the transformers Uptegraff builds are one-of-a-kind, customers don't have spares sitting around. The units have to work, period. And they do.

Conservative design is vital, but transformers have to be built by people that know what they're doing. As our intrepid AEFers toured the Uptegraff plant with Rob Endersbe, that's just the kind of people they saw---experienced hands, people that know what they're doing, and care about the finished product. (See photos on page 3. Photos by Jo Fasolino.) But Uptegraff does more than just build new transformers.

Don't Despair, Repair. Many utility customers used to be able to do transformer repairs in their own shops, but due to cutbacks they now rely on Uptegraff to repair units that were originally built by other manufacturers. Repairing and refurbishing transformers they already own makes sense economically, and environmentally too. And every unit re-wound by Uptegraff comes with the same warranty as a new unit, so you really can't go wrong!

So next time you hear someone say 'they don't make 'em like they used to', remember: *Uptegraff does!*

Tony Hits 80!

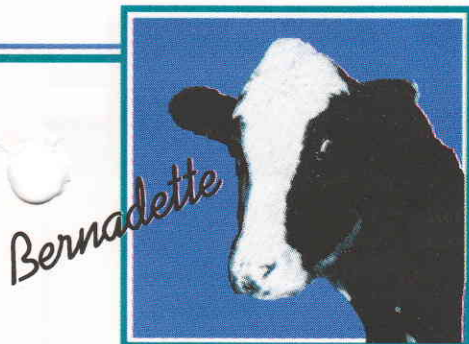
Hard as it is for most of us to believe, AEF's own Chairman Tony Fasolino hit 80 on June 17th. (Not on the golf course, on the calendar.) Tony and Lucy have spent the last few years enjoying the Florida lifestyle, which includes golf a couple of days a week, often in the company of Foster Wheeler alumni Henry Madruga and Len Portnoy.

They are currently in New York visiting family and friends. (There's a very strong possibility that they will be inspecting the new warehouse, so make sure everything is ship-shape, guys!) Tony can be reached at AEF's toll-free number, 1-877-803-9035, at extension 251.

Salute, dude!



Chairman Tony



Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

I really enjoyed that article in the last issue about the Hoover Dam, but I need you to settle a bet. One of the guys I work with says Boulder Dam is even bigger than the Hoover Dam, but I say it's not. Lunch at Rao's is riding on it, so which is bigger? L.J.

DEAR L.J.:

They are exactly the same size, because they are the same dam. When the project was launched in 1929, Hoover was president and the dam was named after him. (Can you say 'schustamato'?) By the time of its completion FDR was in the White House, poor Mr. Hoover was out of favor, and so it was renamed 'Boulder Dam'. The original name was restored by Congress in 1947. Split the bill.

DEAR BERNADETTE.:

I keep reading in this newsletter about AEF's Heater Fax Quoteline where AEF supposedly has the

'Fastest Heater Quotes on the Planet'? Is that on the level, and if it is, how do I use it? E.R.

DEAR E.R.:

Yes, that's totally on the level, as you put it. To use it, all you need to do is put the information on your piping in a fax, and send it to AEF at 877-803-9129 (that's toll-free, by the way). This could be a schedule of piping off a drawing, a hand sketch showing dimensions---whatever you have to work with.

When your fax is received at AEF, one of their Mavens of Heat hops right on it. (I have read claims that one of them is kept chained to the fax machine at all times, but I believe this is hyperbole.) You'll get a complete design, bill of material, and quote, faster than you would have believed possible. And with the ridiculous amount of cable they've got in that new warehouse, the material you need can be on it's way to you the same afternoon---so you can scratch the heat tracing off your list and move on to the next thing. That's good.

Now while this seems too easy, or too good to be true, there's actually a fairly simple explanation. When they talk about *TEAM AEF*, it's not hype, it's the real deal. So while you may have a favorite AEFer who (whom?) you usually work with, the Heater Quote Fax Line automatically lets you 'hit the open man', without even needing to know who the open man is: the first available Maven of Heat takes care of you. *Piu facile cosa non c'e!*

NOTE TO ALL: If you prefer, you may e-mail your heater info instead of faxing it. Send it to sales@aeftsales.com. *Ancore facile!*

Need Help? e-mail: bernadette@aeftsales.com

There are some people you like immediately, some whom you think you might learn to like in the fullness of time, and some that you simply want to push away from you with a sharp stick.

Douglas Adams

If it happened before it will happen again; especially if you don't know why it happened.

Nashman

Be careful of something that's just what you want it to be.

Waylon Jennings

No pain, no pain.

George Carlin

Don't let yesterday use up too much of today.

Will Rogers

Nick nick, bo bick, banana fana fo fick, me my mo mick; Nick.

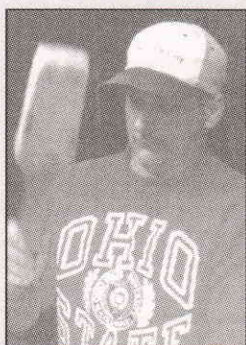
Shirley Ellis

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

Let fortune do her worst! You must not take things too much to heart, but try to repair what you can and let the rest go, as I do, with a light heart.

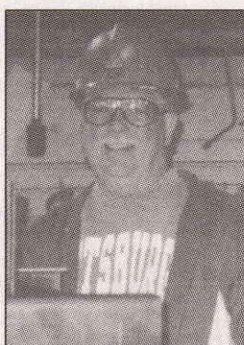
Baldassare Castiglione



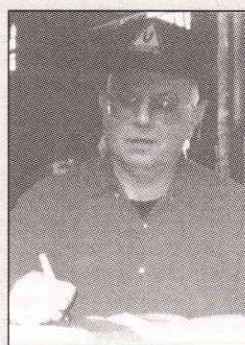
Chris Shallenberger - 24 Years



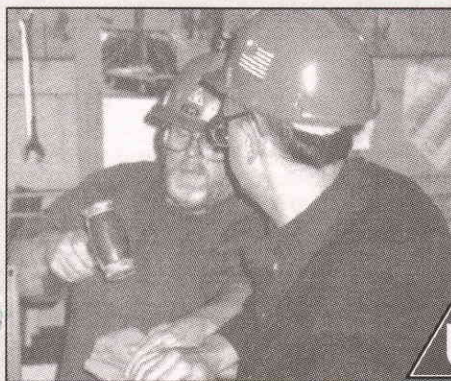
Joe Sottile - 17 Years



Dave Kelly - 13 Years



Robert Beam - 35 Years



Dave Beal - 17 Years and Bob Raygor - 29 Years



Uptegraff's Rob Endersbe with AEFers Mr. Pete and Pietro



Deal

There's a couple of hundred (at least) different card games that can be played with a standard 52-card deck, and people have been playing them for about 1200 years.

The first decks appeared in Hindustan around 800 A.D. By the 13th century playing cards had reached Italy, and a couple of hundred years later all of Europe was playing at cards, and probably cheating.

The decks we use today are essentially unchanged from the ones used in France in the 1500's, with four suits of 13 cards each.

There were two red suits known as 'hearts' and 'squares' (now diamonds), and two black suits: one used a clover-leaf looking shape called a 'trefle', now called clubs, and the other, 'pique', was shaped like the head of a pike. This last is known today, less lethally, as spades.

Some people take their cards very seriously. The poker hand known as 'Dead Man's Hand', owes its name to what may be the most famous card game in American history. Wild Bill Hickock was playing poker in a saloon in Deadwood, South Dakota on the afternoon of August 2, 1876. Wild Bill was holding a pair of aces and a pair of eights, and he was intent on his cards when a man named Jack McCall, with whom he had had an argument during an earlier game, walked up right behind him and shot him in the head, killing him instantly. McCall was tried for murder the very next day, and freed by the jury, but he was later re-arrested, re-tried, and hung.

(Hey you! Keep those hands where we can see 'em.)

Backwords

Patricia Reichardt

Who is Patricia Reichardt anyway? Give up? She's much better known as Peppermint Patty, of Charlie Brown fame. Now you know.

Who Cares?

Who cares the most about how a business is run, the person who owns it, or the person who just works there? Who gives you better service, the owner of a store, or the kid who works a couple of hours in the afternoon? The owner, right? Well, since all salaried employees of Central Moloney have an ownership position in the company, almost anyone you talk to has a proprietary interest in making sure you're a satisfied customer. So if you've got a craving for single phase polemounts, padmounts, or vault transformers, or three phase pads, call AEF. We've been representing Central Moloney since 1989 and we love them. You will too.

Caps and Gowns

This time of year hundreds of thousands of people will be getting dressed in caps and gowns for graduation ceremonies. Why caps and gowns? They seem to date back to the 12th century, when they were adapted from clerical garb to signify the knowledge and high position of the wearer. While styles changed elsewhere, Oxford University in England kept the tradition, and colleges in the rest of Europe, and then the United States eventually followed suit.

The original cap was called a biretta, and was the sort of soft, oversized beret still seen today at college commencements. The origin of the mortarboard that most graduates wear today is a little more obscure. It seems to have started at Oxford sometime in the 1600's, when a mortarboard was added to the top of the biretta, since such educated individuals would all be builders: builders of cities, empires, and builders on the foundation of knowledge.

We figure it was more of a colossal, and very successful practical joke: getting millions of people over hundreds of years to wear something uncomfortable and silly-looking, without the slightest idea of why they're doing it.

In any case, best wishes for all this year's grads from all of us at AEF Sales.



aef

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

This issue of aef/fyi has been

**EMPLOYER APPROVED
FOR ON-THE-JOB READING**

- BIG CHANGES COMING -

Some big changes are coming at aef/fyi.

Here's why.

The number of readers has been steadily growing over the years. It has become increasingly difficult to produce the newsletter as we have been, with each copy being lovingly hand-copied in full color by Capuchin monks in a 14th century monastery overlooking the Bay of Naples. The problem is we need more and more newsletters, and there are fewer and fewer monks.

The staff here at aef/fyi is hard at work on solving this problem. We'll let you know what we come up with in the September Issue. We hope.