

# a.e.f./FYI

*A.E.F. Sales Engineering Company's Newsletter for the Electric Industry*

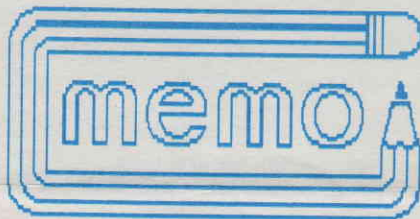
## Spring 1989

Nineteen hundred and sixty-four. The World's Fair opened in Flushing Meadow. The Verrazano Narrows Bridge opened between Brooklyn and Staten Island. Helicopters began landing on the roof of the Pan Am Building in midtown Manhattan.

Beatlemania hit the United States. People were dancing the Frug and the Watusi. Queen Elizabeth had a baby. Fidel Castro's sister defected to the United States. Cassius Clay knocked out Sonny Liston in Miami for the world heavyweight crown. The Yankees won the pennant, and lost the seventh game of the World Series to St. Louis. (The Mets finished in last place, forty games back.)

Seems like a long time ago.

Seems like only yesterday.



Back in 1964, Jack Jacobs was the sales manager at Nelson Electric, and Hans Norberg was the President. On March 1st of that year, they appointed A.E.F. Sales Engineering Company as their metropolitan New York/New Jersey sales agency. It was an honor and a challenge to be responsible for their sales in such an important territory.

Now-- twenty five years later-- upon reflection I realize that there is a

But of all the events of that took place in 1964, around here we're kind of partial to the founding of A.E.F. Sales Engineering Company, on March 1st.

The company opened for business that day in a basement office with one employee, one telephone, a file cabinet, a manual adding machine, and a Smith Corona portable typewriter. Only the employee is still around-- Tony Fasolino, the founder and president of A.E.F. Sales Engineering Company. Just about everything else has changed.

Today the company occupies a suite of offices overlooking the harbor in Mamaroneck, New York. Two branch offices are linked to the main office by phone and fax lines. Computer hardware and software are constantly being upgraded. The A.E.F. Sales team

has grown to five people, and is poised to grow again.

Our mix of products and services has changed as well. We represent nine companies now, instead of one. More than half of our sales today come from products that didn't even exist twenty five years ago.

You might wonder, with all these changes, if anything stayed the same. Sure-- a few of the basics. Enthusiasm. Eagerness. Integrity. A willingness to go the extra mile. And the principle of putting the best interests of our customers first.

Some people think all these things get in the way of selling electrical equipment. And maybe they're right. But we figure we'll try it our way for another quarter century or so, and see how things pan out. ¶

*... from the desk of Tony Fasolino*

very long list of people who have made this possible. I would like them to know that I am aware of their involvement and deeply appreciative of the contributions.

And so this "thank you" note is extended to Ed Chocley for twenty two years of dedicated effort . . . to Peter Fasolino, for fourteen years of youthful enthusiasm . . . to Tony Napolitano, the newest member of the team, for a fast start . . . and to Marion Furci, who manages the office so capably.

The list goes on to include all of you who receive this newsletter. As customers, you have provided the

necessary patronage for our success. Equally important, you have been good friends who have demonstrated personal concern through the years.

We would be remiss not to mention that a prime factor during these years has been the support and help of so many people at our principal companies-- people who by their day to day extra efforts have contributed so greatly to our results.

So to each of you I say, "Thank you." We will work very hard to earn your continued friendship, support, and patronage. ¶

## For Your Information... a.e.f./FYI

### Central Moloney Appoints A.E.F. Sales

Central Moloney, a division of Colt Industries, has appointed A.E.F. Sales as their representative in the metropolitan New York/Long Island area for both transformers and components.

The Transformer Division makes liquid filled single phase transformers in overhead, underground, and padmount configurations. The 300,000 square foot plant in Pine Bluff, Arkansas builds larger kva sizes. Units rated 50 kva and below are built at a 250,000 square foot facility in Arcadia, Florida.

The Components Division has its own factory in Pine Bluff. Originally begun to provide components exclusively to the transformer group, the division now sells to OEMs and utilities across the country and has enjoyed remarkable growth. In recent years, Central Moloney has emerged as a leader on the cutting edge of molded component technology.

"We recognize that being chosen by Central Moloney represents a great opportunity and responsibility for us," Tony Fasolino noted after an orientation session with factory personnel at A.E.F. headquarters. "Their commitment to quality and their attitude on customer service sets them apart from their competition, and we look forward to a great working relationship."

In addition to Con Edison and Long Island Lighting, the A.E.F. Sales team will begin working with OEMs and distributors in our service area. [New Jersey is currently handled by a district manager.] The Central Moloney line of single phase transformers complements the Uptegraff line of

three phase units. The combination of these two principles puts the A.E.F. team in a better position to serve you! ¶

*1964: Sandy Koufax pitches his third no-hitter. Willie Mays hits 47 home runs.*

### Myron Zucker, Inc. Ships State of the Art Capacitrap

What the heck is a Capacitrap? Good question. Why not take a minute and find out?

Capacitrap starts with capacitors. Capacitors have long been used in the correction of power factor problems in industrial and commercial installations. They can cut energy costs, and even reduce capital equipment expenditures by squeezing "hidden" power out of substations and plant distribution systems.

The late Myron Zucker was the first to recognize the advantages of power factor correction at the load, producing small three phase unit cells in readily accessible enclosures. Later on, his company pioneered the use of large "fixed" banks of capacitors, called Capacibanks. A 600 KVAR bank, for example, could be provided by using a total of forty 15 KVAR cells in a single Nema 12 enclosure. Individual cells could be easily and economically replaced when necessary. Banks like this are usually located near a substation, and connected near the utility's meters.

But capacitors work most effectively when they are properly matched with the load, and in many plants loads change

constantly. The capacitor banks recently shipped to a Westchester County water treatment plant address a wide range of daily and seasonal load variations automatically.

An automatic var-sensing controller monitors system power factor continuously and sends signals to an array of contactors which switch capacitors on or off line, as required. "The customer just sets a dial and says, 'This is the power factor we want on the system'", according to Jim Holley, national sales manager for Myron Zucker, Incorporated.

Power factor problems have been around as long as induction motors. But a new generation of controls --Silcon Controlled Rectifiers, or SCRs-- brings a new generation of power problems. And the capacibanks shipped to the treatment plant have a new generation of solution: detuning reactors which will be installed in the capacibanks after a harmonic distortion study is complete. That's what makes them Capacitrap.

"SCRs really chop up the AC sine wave," Jim Holley tells us. "But the combination of a capacitor and reactor acts like a trap for harmonic distortion." The capacitor-reactor combination has long been used on medium voltage systems, but Myron Zucker, Inc. was a pioneer in bringing the technology to low voltage systems.

For single motor loads in the fifty to four hundred horsepower range, Zucker builds Caltraps, rated from 30 to 80 kvar. But the whole Myron Zucker line would fill a book-- and we'll be glad to send it to you. Just give us a call and ask for Catalog #886! ¶

*1964: Big hits at the movies are Goldfinger, My Fair Lady, and Mary Poppins.*

## Way Down Yonder in New Orleans

The IEEE/PES Transmission and Distribution Conference and Exposition will be held in New Orleans for five days beginning April 2. Two of A.E.F. Sales principal companies will be participating.

Central Moloney will be at Booth #1722 with a wide variety of transformers and components. Highlighted in great detail will be the "CMpox" molded high voltage bushing.

Nehring Electrical Works will be located at Booth #158. The full spectrum of Nehring products will be on display, featuring the new Alumaclad line.

Attending for A.E.F. Sales will be Tony Napolitano and Peter Fasolino. Watch for their report on the show in the next issue of A.E.F./FYI. ¶

*1964: Crown Prince Constantine is proclaimed King of Greece following the death of his father, King Paul I.*

## Lortec Teams up with IBM AS/400

The new IBM Application System 400 has generated a lot of excitement-- and a lot of confusion about selecting the proper power protection.

Lortec has just made it a lot simpler. Now there's no need to

review the kva rating, power factor, or start up current of every device in the system. There's no need to worry about high crest factors or non-linear loads.

Just give us a call and let us know what model you are using and what racks you plan to install. We'll get back to you with a proposal on a Lortec UPS guaranteed to handle the load. From our model APS/400-S all the way up to our APS/400-T16, we'll take the guesswork and worry out of picking the proper UPS system.

Every APS/400 model comes with factory installed output power breakers and receptacles. Among the array of options is the new programmable Auto-Dialer, to automatically provide telephone notification of any abnormal operating conditions.

Systems are in factory stock for fast delivery. Don't wait for the first outage. Give us a call and put the Lortec team to work for you! ¶

*1964 Touch - Tone phones make their debut at the New York World's Fair.*

## Sports Extra!

At Rye Neck High School's annual sports award dinner, Dana Stern and Paula Barbis were honored as Most Valuable Cheerleaders. Their trophies were donated by A.E.F. Sales Engineering, which has sponsored the award every year since 1967.

Also on the local sports scene, the Company will be sponsoring a Little League baseball team for the first time. Practice begins shortly. Best of luck to our team!

## News from the West Coast

According to an Associated Press report carried in a recent issue of Barron's, the city of Sausalito has declared war on cholesterol. The City Council issued an unequivocal proclamation of their intention to "fight fatty deposits in the blood", according to the AP wire.

Barron's went on to report that, "Following the vote, many fatty deposits were seen leaving the city via arterial highways and reportedly are regrouping at a McDonald's on the outskirts of town."

We'll keep you posted. ¶

*1964: Average weekly earning in electrical manufacturing industry reaches \$102.72.*

## In the next FYI:

- **Electrical Power Systems** begins work on giant Powerhouse.
- **Nelson Electric** introduces its CM2 Panel-- microprocessor based circuit management for electric heat tracing systems.
- **Spotlight on Central Moloney Components Division.**
- **IEEE PES Show Report--live from New Orleans.**
- **What's up with Uptegraff?**

## For Your Information. . . a.e.f./FYI

### Changes in the A.E.F. Sales Lineup

Spring training always brings with it a flurry of roster changes. Here at A.E.F. Sales, we've had a number of such changes since the last issue of our newsletter.

We welcome **Central Moloney** to our lineup, for the New York portion of our territory. Central Moloney makes single phase liquid filled transformers as well as a wide variety of bushings, connectors, and components for the utility and OEM market. They have excellent range, and can hit for power and average.

PACE, which sold automatic and manual transfer switches, has retired from the playing field. The company was a marketing arm for Kohler, which manufactured the switches and will continue to market them under their own name. For those of our customers who bought PACE equipment, warranty and service will be continued by Kohler. If you need help with any PACE equipment you bought from us, give us a call.

We will continue to offer transfer switches and generators through **Lortec**, where these are often part of the emergency power requirements. We can provide equipment or coordinate a turnkey installation.

Finally, International Transformer Corporation has elected to play out its option. Our sales agreement with them has expired and will not be renewed.

All of us at A.E.F. Sales are excited about our current lineup. We hope to hit a few out of the park. And we'll run out those little infield rollers just like we always have.

### *Nelson Electric*

- Firestops: Putty, MultiCable Transit, Caulk
- Heater Cables and Controls
- Switches: Load break oil switches to 38 kv.

### *Electrical Power Systems*

- Low and Medium Voltage Switchgear
- Low and Medium Voltage Motor Control
- Powerhouses: Special purpose buildings with power distribution and control equipment

### *Lortec Power Systems*

- On Line UPS systems to 160 kva
- Specialty Inverter Systems

### *Norberg Industries*

- Current Limiting Fuses, 2.4 kv to 38 kv

### *R.E. Uptegraff Manufacturing Company*

- Liquid filled three phase transformers to 10 mva
- Warranted rewinding and rebuilding services

### *Central Moloney*

- Liquid filled single phase transformers to 500 kva
- Bushings, connectors, epoxy components

### *Nehring Electrical Works* (for Utilities only)

- Bare Copper and Aluminum Cable
- Insulated Distribution and Service Drop Cable

### *Myron Zucker, Inc.*

- Low Voltage Power Capacitors to 600 volts
- Custom Industrial Capacitors to 34 kv

### *AeroMotive*

- Cable, Hose, and Tool Handling Equipment

**PHONE: 914-698-0432**  
**FAX: 914-698-7279**