



Volume 9
Issue 4



"America's
Favorite Newsletter"

winter
1999

brought to you by

A.E.F. SALES ENGINEERING COMPANY Mamaroneck, N.Y. (914) 698-0432 Fax (914) 698-7279

January 1999



Our 34th Year

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GOLDILOCKS TODAY

After years out of the spotlight, Goldi's back, and FYI's got her. An exclusive interview.

INDUSTRIAL STRENGTH UPS SYSTEMS

IPM and AEF team up to offer North Jersey the toughest UPS around.

AEF NEWS REAL

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

SPORTING LIFE

Jo Fasolino, daughter of AEF's Mr. Pete, ends her High School field hockey career with a State Title.

ASK BERNADETTE

AEF's Answer Cow shares encouraging thoughts with troubled readers.

Goldilocks, PE, Finds Control That's 'Just Right'!

After having gained notoriety as a child, Goldilocks pretty much dropped out of the public eye. She graduated from St. John's with a degree in Electrical Engineering, then earned her P.E., and eventually opened her own consulting firm. Here, in an exclusive FYI interview, she tells all.

FYI: You were really in the spotlight after that whole thing with the bears. Where are they today, and what are they up to?

Goldi: I don't really know. At first we kept in touch, but over time we just sort of drifted apart. I guess we really didn't have much in common. I haven't heard from any of them in years.

FYI: For all this time, you've been content to stay out of the media glare. But now you're doing interviews. Why?

Goldi: Things happened. Partly a little exposure's good for business. But I think there's people out there who can benefit from what I've learned. At least I hope so.

FYI: And what have you learned?

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Goldilocks bams it up in an effort to show her excitement at having discovered Nelson's ET Electronic Thermostat.

IPM: Toughest UPS Anywhere



INDUSTRIAL UPS from IPM
(Artist's Conception. Styles vary.)

AEF reps Ed Chociey and Fred Eigenrauch III have just returned from a sales meeting of International Power Machines (IPM) Industrial Products Group.

The meeting, held in Colorado Springs, emphasized IPM's commitment to building the TOUGHEST UPS anywhere, designed to serve needs of industry; in fact, the ONLY Industrial Strength UPS available.

Most UPSs want some nice, cushy office job someplace: air conditioning, quiet surroundings, no heavy lifting. Not the UPSs from IPM! For them, the tougher the assignment the better. They bravely go where wimpy UPSs fear to tread because they're built to take the industrial heat: they can come equipped with harsh environment cabinets, heavy duty filtration systems, coated boards and more. If your requirement is tough, you need a tough UPS, a UPS with attitude: Industrial Strength UPSs from IPM and AEF Sales!

IPM is also ready, willing and able to configure a UPS system to meet your unusual requirement, even ready to talk about project unique applications! But since we're almost at the bottom of the page you'll have to call Ed or Fred for more info. More in a future issue of FYI, including an exclusive photo of Ed and Fred in front of Pike's Peak!

memo from Peter Fasolino



The burned hand teaches best. After that advice about fire goes to the heart.

Gandalf the White

Art is a wound turned to light.

Georges Braque

Is the Judge of all the earth not going to do what is right?

Genesis 18:25b

Always listen to experts. They'll tell you what can't be done and why. Then do it.

Robert Heinlein

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

David Comins

We have not lost faith, but we have transferred it from God to the medical profession.

George Bernard Shaw

He who rides the tiger can not dismount.

Charlie Chan

Thirty days hath September, April, June and November; All the rest have thirty-one, except January, which has eighty.

Unknown

The start of a new year is always a good time to look ahead, and this year it's especially true.

Along with the rest of the planet, we at AEF Sales are wondering what will happen at the end of this new year. Will Y2K be a catastrophe or a non-event? There is a wide range of expert opinions on the subject. A year from now we'll know who was right.

Also in the coming year, AEF Sales will be celebrating our 35th Anniversary. Look for lots more on this in the spring issue of FYI.

Looking ahead --- and looking back --- where has AEF Sales been, and where do we want to go?

We want to be a company that brings benefits to every individual and every company that we work with. For the people who earn a living here, for the factories we represent, for our customers --- we want each to be able to say that in their dealings with AEF Sales, they have been treated fairly --- and then some. As long as we can be that kind of company, growth and profits will take care of themselves.

On behalf of all of us at AEF Sales, I hope that your holiday season was a good one, and that the new year turns out to be one you will always remember with a fond smile.

Goldilocks, P.E. . . .

Goldi: Choose your friends carefully. When you're on top, people come out of the woodwork, tell you how great you are. It can go to your head---look what happened to Sylvester Stallone. But when the limelight fades and the money runs low, they forget to know you. It's sad, really.

FYI: It sure is. How about professionally? Anything that can help our readers out?

Goldi: Choose who you work with carefully. I'm still amazed by the number of 'experts' out there who really have no idea what they're talking about. Also, stay up on the latest technology; there's new stuff all the time that can help you look good, if you keep your eyes open.

FYI: Such as . . .

Goldi: Well, just recently I was working on a heat tracing system, for process control. There were only a couple of pipes that needed heat, but they were *vital*--- if those lines aren't at temperature, the whole plant shuts down! So I'm looking for a way to monitor them pretty closely. I had used Nelson Electric CM panels before, and they were great! They constantly monitor *everything*: status, continuity, current, voltage, even actual pipe temperature, which is the bottom line, really.

They're great, but the smallest panel is good for twelve circuits. Just wasn't cost efficient for this little job I was working on.

FYI: So you needed something smaller.

Goldi: Right. But the smaller controls out there didn't give me what I needed. You know, they're OK for freeze protection, but I needed more. This is where it gets weird: there I am, the CM panels are too big, the mechanical stats are too small. In walks my AEF rep with the new ET Electronic thermostat, and *it's just right!* Talk about deja-vue!

FYI: Yeah, I've seen those. They look like a regular stat, but they give you control and monitoring of temperature, low current, loss of voltage, plus alot more. They work with both series and parallel type cables and give you local and remote monitoring. Wiring costs are minimized since the unit is mounted close to the cable and pipe, and they're easily retrofitted to existing installations *without* changing the cable or the associated distribution equipment. I bet that'll help *alot* of our readers, probably help AEF Sales too! Thanks, Goldi. And we all hope you'll live happily everafter.

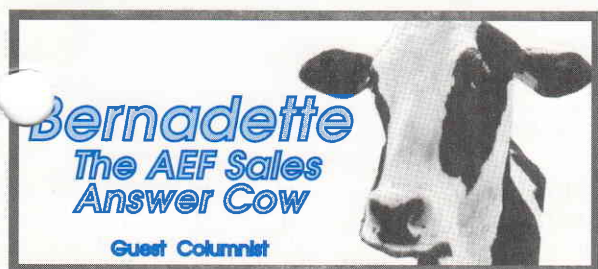
Goldi: Grazie. Ciao!

URGENT INFO FOR CON EDISON DC CUSTOMERS

Con Ed's DC Conversion Incentive Program has been approved by the PSC. For a Limited Time Con Ed will pay YOU to help you not have to pay THEM so much in the future. This has never happened before, and it will probably never happen again! CASH from Con Ed will help DC users to avoid the huge DC rate hike!

TIP: The best, fastest and simplest solution is to install a rectifier. This lets you keep all your existing DC equipment! Just one piece of new equipment installed in one location, with no long disruptions of building services. Call AEF Sales right now for complete information.

**DEADLINE IS
MARCH 31, 1999**



Bernadette is a Registered Holstein.

DEAR BERNADETTE:

What's the real deal with that John Glenn space trip? Was it really important scientific stuff, or just a publicity thing? C.Y.

DEAR C.Y.:

What do you think, Chuck? When was the last time you saw so many bigwigs at a shuttle launch? Yes, it was mostly a Public Relations politicians-in-space gig, with a fig-leaf of medical science experimentation. But it may be that NASA has stumbled onto something--- let me elaborate.

To continue the advance of science, why not use politicians for *ALL* medical research? And we don't even need to send them into space--it would be much more cost-effective to just do whatever needs doing on terra firma! Cool, or what?

DEAR BERNADETTE:

I'm in the early design stage of a heat tracing project in a Division 1 area. Some of the lines definitely need to be traced with MI cable, but my life (and the installation) would be a whole lot simpler if I could use some self-limiting stuff that could be cut to length in the field on some of the pipes. Is there any single manufacturer who makes both types of cable? G.B.

DEAR G.B.:

As a matter of fact there is. Your whole project could be handled very nicely by Nelson Electric of Tulsa, OK. They have both factory fabricated inconel sheathed MI heater cables and Type D1-HLT self-regulating heaters which are cut to length and terminated in the field, and are just *perfect* for your Division 1 requirement. Both types of cable are available at different voltages, and with a wide range of output, so your job gets even *easier*! And Nelson's CM Control and Monitor panels can handle *both* types of cable. Your Nelson rep is AEF Sales, and they've been doing this since 1964, so why not call them?

Questions? Problems? Anxiety? Ask Bernadette!
c/o AEF Sales, Box 295 Mamaroneck NY 10543

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FYI NewsReal: Actual News Items!

NEC Changes Favor MI Snowmelting Systems. The 1999 NEC (Article 426-28) gives MI Cable Snowmelting Systems an exemption from the ground-fault protection normally required for outdoor snowmelting equipment. Ground fault devices increase installation material costs by about \$300 per circuit, but don't try this with plastic cables or electric mats! Only MI cables are exempt!

Air Safety Enhancement. In the never-ending battle to make air travel as safe as possible, the Dept. of Transportation has implemented a new policy directing airlines to create 'peanut-free buffer zones' around passengers who are allergic to peanuts to prevent in-flight allergic reactions. Quite a relief, huh?

AEF Warehouse Seven Miles Long! AEF's Amazing Local Stock is housed in what may be the world's longest building, seven miles long!! The warehouse holds the heater cable and controls that our customers need in a hurry at this time of year. Sorry, we misunderstood. AEF has seven miles of heater cable *IN* the warehouse, but it's coiled onto spools, so the actual warehouse is not, repeat, *not* seven miles long.

Help, We're Melting. According to a recent article in the Wall Street Journal, there's big trouble for folks who've installed in-floor radiant heating systems that pump hot water and anti-freeze through loops of rubber tubing: the tubes can fail, resulting in what the article calls 'black goo' and resulting in hundreds of thousands of dollars in clean-up and replacement and quite a few lawsuits. The tubing was the product of a very famous company (whom the WSJ named, but we won't, cause their lawyers are tougher than our lawyers), from whom the installing contractors and homeowners expected quality. Best way to provide floor-warming under concrete or marble floors? That's easy: just do it with MI Cable from Nelson Electric and AEF Sales!

No matter how old you are, there's always something you have to outgrow.

Ward Cleaver

Confidence grows with ignorance.

Gina Keyser

Where there's life, there's hope; and need of vittles.

The Gaffer

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

W.H. Auden

Don't be afraid to see what you see.

Ronald Reagan

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

Samuel Johnson

There's no way you can tangle with a skunk and come out ahead.

Br. Cook

There's no place like home.

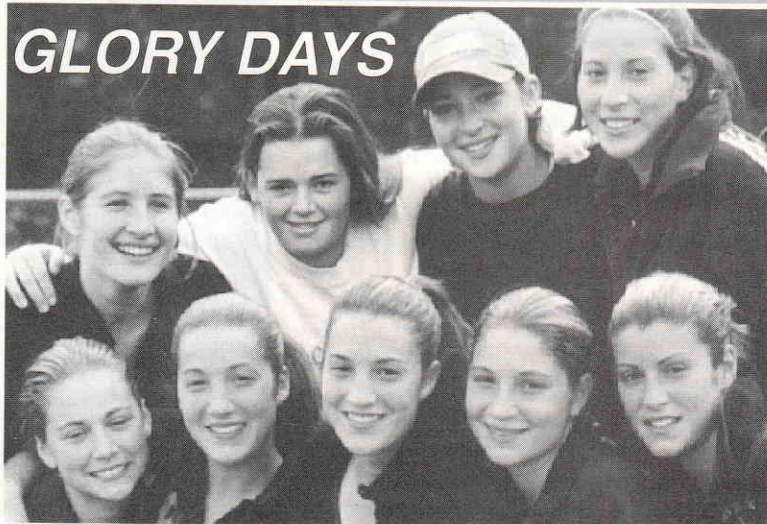
Dorothy

HOW DID YOU DO?

Here are the answers to this issue's Pop Quiz.

- | | |
|-------------------------------------|-----------------|
| 1. Sometimes | 2. Janet Reno |
| 3. 42 | 4. February |
| 5. Andrea Bocelli | 6. Andrea Pozzo |
| 7. Sistine Chapel | 8. Limitrace |
| 9. Snow Geese | 10. Calitri |
| 11. Whitey Gilbert & Larry Mondello | |
| 12. Only Central Maloney | |

GLORY DAYS



Jo Fasolino, daughter of AEF's Mr. Pete, and her Rye Neck High teammates captured the New York State Championship in field hockey, beating runner-up Pierson-Bridgehampton in a 1-0 thriller at P&C Stadium in Syracuse on November 22. The game culminated a 17-1-3 season, and it was also the final game for Jo and ten other seniors, as well as Coach Barbara Lorys.

Jo (aka Josie, top row, second from right in photo, the one with the hat), the goalie, had fifteen shutouts during the season. One of the team's co-captains, she was also named to the All League, All Section, and All Tournament teams. Well done, you!

Editor's Note: Jo is also a very nice person.

Special
Venetian Holiday
Edition.

Backwords



Thanks, Mike. We'll Get Back to You.

In the late 1500's the Ruling Council of Venice decided a new bridge was needed to replace the old wooden one which crossed the Grand Canal at the Rialto. A competition was held, and design proposals were submitted, including one from one of the giants of the Renaissance, Michelangelo. Submittals also came from Venetian master architects Palladio and Sansovino, among others. But in the end the big names lost out to a design submitted by Antonio 'Tony da Bridge' da Ponti. The marble bridge was finished in 1587, and today, over four hundred years later, the Rialto Bridge is still a must-see for visitors to Venice.

Unwind and Save Money!

Technically we should have said "Rewind and Save Money", but "Unwind" had sort of a snappier feel to it. In any event, we would like to call your attention to the many advantages enjoyed by those who have had existing transformers rewound by R.E. Uptegraff. What advantages?, you say. Glad you asked. Right off the bat you save about 30% of what a new unit would cost, while getting a rewind unit that has the same life expectancy, and same guarantee, as a new one would. Plus no re-designing substations, plus being environmentally correct, plus . . .

Paint It Black

Ever wonder why all the gondolas in Venice are black? When Venice was at the peak of its power five or six hundred years ago, it was a city of enormous wealth, and very little shyness about flaunting it. The desire of Venetians to outdo each other extended into gondolas, which began to acquire gilded prows, ornate carvings, and upholstered cabins. In an effort to keep things from getting completely out of hand, a law was passed in 1562 that decreed that all gondolas must be painted black. Today's gondolas have changed little: they are still hand-made from 280 pieces of wood, with a unique design that's curved on one side and straight on the other, so the gondolier can paddle on one side and still go in a straight line. Today's gondolas are thirty-five feet long, cost about \$30,000 each. Riding in one (especially at night) is about as close as you'll ever come to a magic carpet ride.

aef

A.E.F. SALES ENGINEERING COMPANY

TRANSFORMERS

Central Moloney

Single Phase Transformers: Pole Type, Padmounted, Vault, and Stepdown
Components: Bushings-Switches-Accessories

R.E. Uptegraff Manufacturing

Liquid Filled Transformers to 15mva
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 & Control System

UPS SYSTEMS

IPM Industrial Power Group

On-Line UPS 600va to 300kva
Specialty Inverters, Battery Trackers

CLEAN POWER PRODUCTS

Rapid Power Products

Power Conditioners, Voltage Regulators
Isolation Transformers to 1000kva
Rectifiers, 50kw to 3000kw

Myron Zucker, Inc.

Low Voltage Capacitors, Harmonic Traps
Capacibanks and AutoCapacibanks

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

SILVER SAND CURRENT LIMITING FUSES

Norberg Industries

Type E General Purpose Fuses
Type R Motor Starting Fuses

CELEBRATION TIME!

COMING IN APRIL - OUR 35th ANNIVERSARY ISSUE

A Gala Extravaganza featuring
shocking stories about the electrical business,
nostalgia and neuralgia,
clowns, balloons, face-painting, pony rides and
The Giant Cupcake!

ALSO . . . A chance to win PRIZES in our first ever
How AEF Sales Saved My Life Essay Contest!!!
Neat, huh?

