



Volume 12
Issue 4

aef/fyi

SPRING
2002

brought to you by

A.E.F. SALES ENGINEERING COMPANY Mamaroneck, NY Toll-Free (877) 803-9035 Fax (877) 803-9129

"America's
Favorite Newsletter"

March 2002



Our 38th Year

CONTENTS:

HEATER HEAVEN

An exclusive look at AEF's new warehouse. Find out what it's all about, and what it can mean for you.

LIVE FROM NEW YORK

AEFers recently converged on Times Square (but it was all business. Really).

DAM

The building of the Hoover Dam was one amazing, gigantic project. We bring you a little piece of history, without commercial interruption.

ASK BERNADETTE

Our helpful Holstein speaks out on issues that affect our readers. More common sense than you thought was left in the world. Must reading!

Heater Heaven



FIRST PHOTO! Exclusive shot of the new AEF Warehouse!!!

Here it is -- the biggest warehouse of heat tracing goodies in the World (as far as we know). Shown smaller than actual size.

AEF Sales kicked off 2002 with our biggest expansion ever: the opening of our new warehouse. Over the past few years we've been building up our inventory to serve our customers better, adding more cable, more stats, more everything, till finally there was no place to put it all. The new facility solves the space problem once and for all.

Why Do You Have All That Inventory? Simple. Over the years (38 years March 1st, by the way) we've learned what our customers need. One thing they need is Time; and while we can't actually give them more time, we can save them time. Having what they need, on the shelf, ready to ship the same day they place the order---that's the kind of service AEF customers have come to depend on.

All in the Family. Once we found the right place, we needed the right person to run the show. We didn't have to look too far: Brandon Monette, the husband of AEF's Brandy Monette fit the bill. In a way Brandon was fated to enter the heat tracing business; his mother's maiden name was (this is true) Jackie Frost.



The Newest AEFer
Brandon Monette

Brandon and Brandy travelled down to AEF Galactic Headquarters in Mamaroneck for training and orientation. Working side by side with the rest of the crew, they learned the secrets behind AEF's Legendary Service. (They also found some time for fun---see photo on page 2). Then it was back to the warehouse, getting things set up.

Virtual Tour. Using the latest newsletter technology, we now take our readers on a Virtual Tour of the new warehouse. Entering through the white door, you could turn right and enter the office; but let's not---let's wander around the warehouse first. The entire back wall of the main bay is lined with spool racks, each one loaded with five spools of cable, ready to be cut, spooled, and shipped to happy customers.

'How Much Cable?' says you. Are you sitting down? **OVER 86,000 FEET OF CABLE IN 41 FLAVORS!!!** That's sixteen miles of primo Nelson heater cable, all ready to brighten the lives of AEF's Customers.

But there's more than just cable: there's over 200 assorted thermostats (including Nema 7 stats), 400 terminating kits, and not one, not two, but three (at last count) of Nelson's fabulous CM1 Monitor Panels. Since you never quite know what somebody's gonna need in a hurry, we figure we'd better have a lot of everything. That strategy seems to work: the first week the warehouse was up and running we got one of those orders where, due to delays beyond the contractor's control, a whole lotta cable and controls were needed in the field immediately. The whole order (over \$28,000 worth of material) shipped complete that afternoon. (Continued on 2)

231 Words from Mr. Pete

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

Careful readers of this newsletter might have noticed that in our last issue I mentioned some 'preliminary plans under way for an additional warehouse'. As you read this issue, you will see that those preliminary plans are now reality --- much faster than I would have guessed or hoped. Like everything else in life there was a little luck involved, but there was also an awful lot of hard work by the crew up in Malone to make it happen. Great job, guys!

The new facility adds a ton of warehouse and office space, designed to help us stock more heater products in a greater variety than ever before, and to ship them faster and more efficiently. It's part and parcel of the whole AEF Sales approach: quick and courteous response to our customers' needs. In a lot of ways, the heater cable business is like a TV game show. First, you have to hit the buzzer fast --- the phone call promptly returned, the design quickly completed, the speedy quote on that job that goes in at 2:00 PM this afternoon.

And then, you have to know the correct answer. Fortunately, the correct answer is always the same: "Yes, we've got that in stock. We can ship it today for you." When we can say that, our customer wins, and our company wins.

And that's our final answer.

Heater Heaven . . .

If You Know What You Need. If you know what you need to solve your heating application, chances are real good it's sitting right here. We've got plenty of the popular stuff (more than a mile each of the fastest moving cables) and plenty of the more esoteric cables as well, including high temperature cables, cables with monitor wire, and cables with special overjackets---stuff you used to have to wait for. Not any more.

If You Don't Know What You Need. If you don't know what you need, you're still in luck. The Fastest Heater Quotes in the World are just a fax away. (A Toll Free fax at that.) Send your requirements to us at 877-803-9129, and one of AEF's Mavens of Heat will be all over it, getting back to you with a complete design and quote faster than you ever thought possible.

Everything we do here at AEF Sales is geared to make your life as easy as possible. (At least the part of your life that involves heater cable.) A lot of the time, when you need heater cable, you need it RIGHT NOW. That's why we keep it RIGHT HERE. Having a big new warehouse means never having to say you're sorry.

Mavens of Heat at your beck and call, Legendary Service, a fabulous new warehouse, plus sixteen miles of heater cable (that's enough heater cable to go from here to --- well, it depends on where you are). What else could anyone wish for?

"Since you never quite know what someone's gonna need in a hurry, we figure we'd better have a whole lot of everything. It's not very scientific, but it seems to work."

*If you can't explain it to your mother or your grandmother, don't do it.
Glen Salow*

*Technology doesn't make you less stupid; it just makes you stupid faster.
Thornton A. May*

*Wicked men and imposters will go from bad to worse, misleading and being misled.
2 Timothy 3:13*

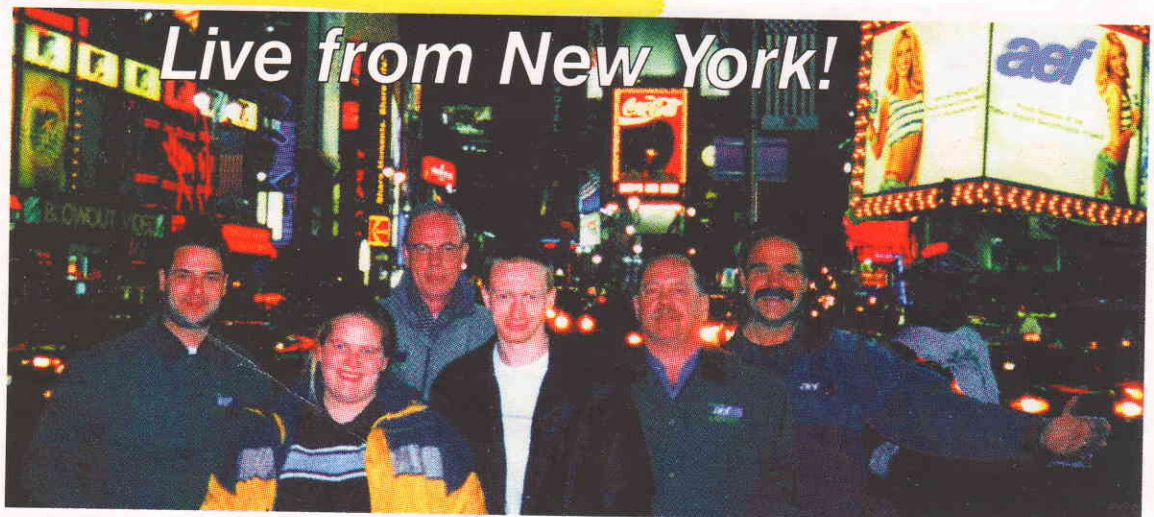
*You can't run away from trouble. Ain't no place that far.
Brer Rabbit*

*The wine and the sun will make vinegar without any shouting to help them.
Florentine Proverb*

*See first, think later, then test. But always see first. Otherwise you will only see what you were expecting.
Wonko the Sane*

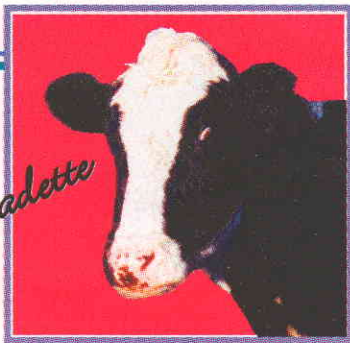
*There is no opinion so absurd but that some philosopher will express it.
Cicero*

*A whole loaf is better than a kick in the head.
New Riders of the Purple Sage*



The Gang's All Here! Some of the gang anyway. Pietro, Brandy, Wes, Brandon, Fred and Mr. Pete (l.to r.) meet up in the Big Apple during Brandon's training session at AEF's Galactic Headquarters. Here they pose in front of the new AEF sign in Times Square, part of our new advertising campaign featuring talented songstress Brittany Spears!

AEF is the proud corporate sponsor of Brittany's "Are My Fifteen Minutes Up Yet?" Tour.



Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

I just read in the paper where Katie Couric was complaining about how early she has to get up--she says the hours are 'brutal'. She's making \$60,000 a show and she's got the nerve to kvetch!?! You usually make sense; what do you think? N.B.

DEAR N.B.:

It is, shall we say, bizarre. Ms. Couric might have read the contract more thoroughly; I'm quite sure it must have mentioned the hours in there somewhere. It also seems to me that the limo driver that takes her back and forth has 'brutal' hours too, and I suspect he's making somewhat less than she is. If she doesn't have the decency to not complain, perhaps she should just head off with Moon Doggie to some beach in California. (She does so remind me of Gidget, from those awful movies: feisty, perky, in-
ipid.) Coraggio, dear N.B.!

DEAR BERNADETTE:

My problem is substation transformers. These substations take up so much space, which is at a premium, plus there's fencing, overhead structures to build and maintain, and on and on. It would be so much simpler if someone would build me what I really could use: a GIANT PADMOUNTED TRANSFORMER. I know I'm dreaming, but it's a nice dream. J.M.

DEAR J.M.: Would that I had such good news for all my readers as I have for you. You are not alone in your dream of a giant padmount, others have dreamed the dream as well. And one of them stopped dreaming long enough to call R.E. Uptegraff. They're now supplying padmount transformers as big as 12mVA, with voltages up to 43.8kV. If you ask nicely, I'm sure they'll build one for you too.

NOTE TO ALL READERS: Perhaps your transformer dream doesn't involve giant padmounts. Maybe yours involves a submersible transformer with stainless steel tanks, or two transformers in one tank, or copper windings. Maybe a zig-zag transformer, or a disc wound one is what you crave. Maybe all you really need is a chance to talk things over with real transformer people, at a company that's been building transformers (and transformers only) for eighty years. Remember, for conventional and special liquid filled power and distribution transformers: R.E. Uptegraff is who you need.

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

It's not wise to lay in bed at night asking yourself questions that you can't answer

Charlie Brown

Life has a funny little way of surprising the hell out of you.

Nash Bridges

Some people never learn, but then some people never intend to.

Christopher Hitchins

I conceive that the great part of the miseries of mankind are brought upon them by false estimates they have made of the value of things.

Ben Franklin

Time flies when you're having beer.

Mr. Pete

Prima di cercare di guarire il mondo, qui si tratta forse di capirci noi. Prima di cercare di quadrare il mondo, c'è bisogno forse di cambiare noi.

Eros Ramazzotti

I think people should watch my life, and do the opposite.

Willie Nelson

I've always been crazy, but it's kept me from going insane.

Waylon Jennings

AEF 38th Anniversary Fun Facts

When Tony Fasolino started AEF Sales back in 1964 . . .

There were just six teams in the NHL. Today there are eighty-two!

Ford introduced their brand new Mustang. You could have one for \$2368.00

Idlewild Airport was still Idlewild Airport, and you could get there by taking a helicopter from the roof of the Pan Am Building.

There was still a Pan Am Building, and there was still a Pan Am.

New York had a whole lot of newspapers. Remember the Herald Tribune, the World, Telegram & Sun, The Daily Mirror and the Journal-American?

Heater cable was copper-sheathed MI cable, available in only two resistances.

AEF's CULTURE CONTEST

. . . And the Winner is . . .

Actually we had Two Winners:

Jim Stephenson of Keyspan and

Richard Marinke of the Frank A. McBride Company

Jim's entry was a classic limerick which made good use of the fact that 'Pete' rhymes with a whole bunch of things. The theme of his poem was that Pete (and all the other AEFers) works fast and furious to take care of all of their customers.

Rich's entry was actually more of an epic poem than a limerick, but it struck such a chord with everyone who read it that many of us had tears in our eyes. His theme, which we can all relate to, was that in the contracting business there's so much pressure, and so little time, that it's a relief to find a reliable and speedy source of Heater Wisdom.

(That would be us.)

Watch for Jim and Rich's appearance on 'Oprah' the week of April 8th. Check local listings for exact time.

A construction worker could make \$120 a week, a McDonald's hamburger cost 15 cents, and the speed of light was only 154,300 miles per second.

AEF Sales was already old-fashioned. No smooth talkers, just straight talkers, who knew their stuff, meant what they said, and kept their promises. (That hasn't changed.)

Dam

It's been called an American Pyramid, a sixty story concrete monolith in the middle of the desert. Many experts said it would be physically impossible to build. But in 1935, when Hoover Dam was dedicated (two years ahead of schedule) it was a symbol of hope of what could be accomplished in a world gone to hell.

In 1929, after years of delay, Congress gave the go-ahead. For a country racked by the Depression, it was a ray of light. The job was so big no one company could handle it, and so difficult that few wanted to try, but a consortium known as the Six Companies, headed up by men like Warren Bechtel and Henry Kaiser, took up the challenge.

As soon as the project was announced thousands of jobless men headed for the closest town, Las Vegas, even though work wouldn't start for almost a year. With no place else to go families camped in the desert, and waited.

The scope of the project was staggering, a massive chunk of concrete (four and a half million cubic yards) seven hundred feet high and over six hundred feet wide at the base. But before they could start on the dam there was the little problem of convincing the mighty Colorado River to change its course for the first time in twelve million years. To do that four diversion tunnels were built at the base of the canyon, blasted through three-quarters of a mile of rock, each one fifty-three feet in diameter. On November 13th, 1932 the river was rerouted, and work could begin on the dam itself.

Five thousand men swarmed over the site, working three shifts, seven days a week. (They got Christmas and the 4th of July off, without pay.) And the work was hard, hot, and dangerous---112 men died building the dam. Men known as high scalers, swinging from ropes eight hundred feet up, used dynamite and jackhammers to prepare the canyon walls. Finally on February 6, 1935 the last bucket of concrete was poured, the diversion tunnels closed, and Lake Mead began to form. A puddle of mud that day, it grew to be 115 miles long and 500 feet deep.

It's hard to fully appreciate today the sense of accomplishment felt by the people who worked on it and the country as a whole. As one man said at the time, "Hell, the country's out of control, the economy's out of control --- but we're controlling the Colorado River!"

Backwords

EU?

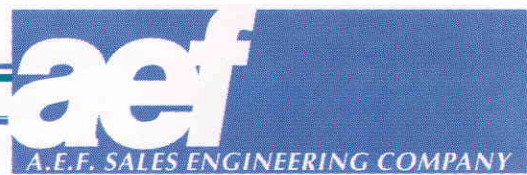
Things got a little rocky at a meeting in December attended by all the nations who make up the European Union. At issue: the location of the headquarters for the new European Food Safety Authority. Several nations proposed Helsinki; but Prime Minister Silvio Berlusconi wanted it to be in Parma, Italy. "Parma is synonymous with good cuisine; the Finns don't even know what prosciutto is." While it seems to us that Berlusconi's argument should have carried the day the countries were unable to resolve the issue.

Do-Re-Mi

When Maria von Trapp sold her family's story to the movies she had a choice between royalties, or \$8,000 cash on the barrelhead. She took the cash. Since then 'The Sound of Music' has grossed over \$250 million.

Seeing Red

Visitors the the Central Moloney booth at last October's IEEE Power Show in Atlanta noticed, among the wildlife protection bushing guards, some snazzy looking ones in red. It's not the latest fashion in transformers, it's a special guard built for one of CM's customers. According to some studies, the color red tends to repel squirrels. Does it work? Do squirrels really hate red? Trials are under way now. We'll keep you posted. (CM has guards especially designed for retrofits.)



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



- APOLOGIES TO OUR READERS -

We had promised our readers that this issue would be devoted to the theme 'Alice in Transformerland' with new illustrations by John Tenniel, but as W.C. Fields once said, 'things happened'.

First we had a breaking story on our new warehouse which just couldn't wait; and second we found out that John Tenniel (who did the original illustrations for 'Alice in Wonderland') has been dead for eighty years.

We're also sorry (very, very sorry) that the 'Heat Tracing on the Amalfi Coast' article had to be scrubbed due to the short-sightedness of the Philistines who refused to approve the budget. We won't give up though, our journalistic instincts tell us that that's a story the must be told. Stay tuned.

In light of the foregoing, rather than promise any specifics about the next issue, it is probably wiser to wait and see what's actually in the next issue, coming your way in June. Or July at the latest.

ALL PURPOSE DISCLAIMER

While every effort has been made to ensure that aefffyi is a legally accurate, wholesome product, nobody is actually responsible for any of it. Some assembly required, batteries not included. May contain small parts which could be dangerous for younger children, therefore this newsletter should not be given to children under three years of age. Do not operate heavy machinery while reading this newsletter. May not be combined with any other offer. Your actual mileage may vary. Consult with your physician before use. Void where prohibited.

DO NOT REMOVE THIS WARNING UNDER PENALTY OF LAW.