



aef/fyi



Toll-Free 877-803-9035 Fax 877-803-9129

THE OFFICIAL NEWSLETTER OF A.E.F. SALES ENGINEERING COMPANY

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"America's
Favorite Newsletter"

SEPTEMBER 2009

TEAM AEF

aef

HAPPY - BRAVE - NICE

Our 45th Year

CONTENTS:

**NEW YORK HARBOR
CRUISE MARKS 45th**
TEAM AEF celebrates 45
years in business.

MAKEOVER OF THE MONTH

An AEF heat trace project from
the '70's gets an electronic
makeover. Maybe your heat
trace system can too!

EXTRA, EXTRA, EXTRA!

Extra Central Moloney
transformers that is, ready
and waiting for their cue.

WELL PLAYED

The short but spectacular life
of Robert Louis Stevenson.

ASK BERNADETTE

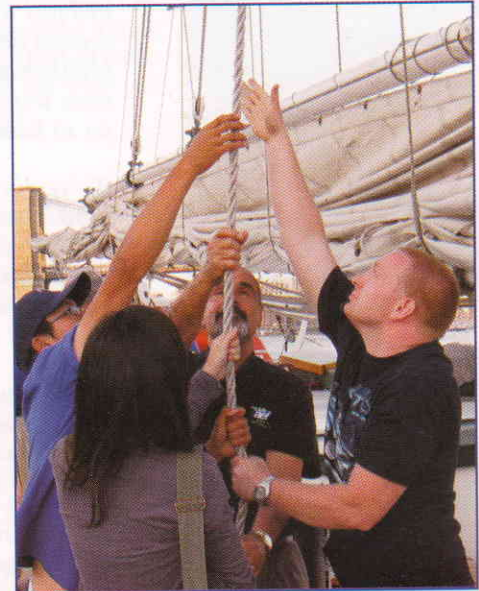
The World's Only Answer Cow
helps readers get through
stressful situations.

Cruisin' at 45

AEF Sales marked our 45th Anniversary on March 1st, but the occasion was celebrated on June 6th with a cruise in New York Harbor on the sloop 'Pioneer'. The weather was perfect as TEAM AEF and company (26 hearties in all) left the South Street Seaport.

Some say the highlight was getting a waterfront view of some big AEF heat trace projects: Ellis Island, Pier 6, the Queen Mary 2's Brooklyn berth, Goldman Sachs' NJ headquarters, Staten Island's ferry terminal, etc. Some say it was just the chance for TEAM AEF and their associates and families to all be in one place at the same time (something that does not happen very often).

In any case, the proverbial wonderful time was had by all.



HAUL ON THE BOWLINE
(At least we think it's a bowline.)

Something Old, Something New

Something Old. In the last couple of months AEF's Pietro Fasolino has been on two different jobs with heat tracing systems his grandfather, AEF's Chairman Tony, laid out back in the '70's. Both were done with good old M.I. Heater cable. The heaters were still going strong, but alas, the years had not been so kind to the old sheet metal mechanical thermostats. In both cases the building engineer also wanted a monitoring system, which leads us to the something new part of our story.

Something New. The answer on both jobs was both simple and elegant: combining the old M.I. Cables with new-fangled electronic thermostats.

The new stats gave the building guys the monitoring they wanted, plus a whole bunch more. More



SOMETHING NEW.
Some new-fangled electronic thermostats
like this one put new life into
a thirty year old heat trace system.

precise temperature control (with increased energy efficiency), high and low temperature alarms, high and low current alarms PLUS ground fault protection (not required by code in the '70's but required now) WITHOUT using expensive ground fault breakers!

Last but not least, the whole retrofit utilized the existing wire and conduit. *Voila!*

One More Thing. Or a couple actually. A job done right is a thing of beauty and a joy forever, and when TEAM AEF does a job, they do it right. Also kind of nice to see the third generation keeping the traditions alive.

You have an older heat trace system that could use updating? Need a new one that you'd like to work perfectly till way after you're retired? We're who you're looking for.

*The older I get,
the less patience I have
with cleverness.*
Thomas Sowell

*Life is not a matter
of holding good cards,
but of playing a poor
hand well.*
Robert Louis Stevenson

*Do not become righteous
overmuch, nor show
yourself excessively wise.
Why should you cause
desolation to yourself?*
Ecclesiastes 7:16

*All generalizations
are dangerous.*
Alexandre Dumas (fils)

*There's more to being
a princess than a crown
and a beautiful dress.*
Cinderella

*You don't pay taxes -
they TAKE taxes.*
Chris Rock

*Every heart that has beat
strongly and cheerfully
has left a hopeful impulse
behind it in the world,
and bettered the tradition
of mankind.*
Robert Louis Stevenson

*I never knew what
happiness was till I got
married, and then it
was too late.*
Art Keyser

memo FROM PETER FASOLINO

One of the dirty little secrets about "continuous improvement" is that it's a pain in the neck for everybody involved. It means extra work, and we've all got plenty on our plates already. But if you have a goal, as we do here at AEF Sales, of being a better company at the end of the day on Friday than you were first thing Monday morning, there's no way around it. Some of the improvements are hard to miss -- our new data center comes to mind. But often it's in the small details. Here's a sampling:

- Some years back the warehouse crew decided we could do away with styrofoam packing peanuts by recycling unneeded documents as shredded paper packing. This seemed like a good idea until one of the outside salesmen was at a cooling tower atop a building in Manhattan on a windy day. After the ticker tape parade that resulted, the warehouse crew went back to work and settled on a kraft paper that protects the material but is easier to handle in the field.
- We've always included a copy of installation manuals and project drawings in every shipment, because all too often everybody has a copy of this information except the person who's trying to install it. But on larger projects with multiple boxes, how do you know which box has the installation documents? Working together, the outside sales team and warehouse crew came up with a large "Open Me First" sticker to identify the box with the secret decoder ring.
- All our quotations include ground shipment in the quoted price, so there's no surprise on the invoice. But how much extra for next day air? To save our customers a call, every quotation calculates the additional cost for UPS Red -- because if you're thinking about overnight shipping, you don't have time to play phone tag.

Okay -- nothing earth-shattering here, but I think this kind of attention to detail makes AEF Sales your best choice for heater cable. Hopefully, you'll agree and put us to work for you!

Smooth Sailing in Stormy Weather for PSE&G Customers

Folks in New Jersey who get their power from PSE&G can rest easy, no matter the weather. PSE&G maintains 'storm stock' --- extra transformers to replace any storm-damaged units, no matter what kind of storms blow in. But what happens if a storm (or storms) were really bad --- bad enough to work right through the storm stock?

PSE&G has another ace in the hole, extra extra transformers that Central Moloney has in their stock in Arkansas, ready for immediate shipment to to PSE&G to replace storm stock units. (Sort of a belt and suspenders thing.)

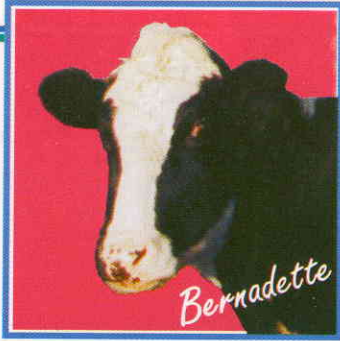
Central Moloney has been supplying polemounted transformers to PSE&G since the mid 1990's, and the team of Central Moloney's Regional Manager Dennis Vanveckhoven and AEF's Fred Eigenrauch keep things running smoothly.

Transformers, Transformers, and more Transformers (and Components). When Central Moloney makes a commitment it's good as gold. Since 1994 Central Moloney has been wholly owned by Central Moloney, so there's no remote Corporate Bean Counters to keep happy. Just a company run by people who know transformers, whose ONLY business is transformers and components. Which means that their ONLY business is serving the electric utility industry.

It may be a little strange these days for a company to be run by people who know about the products they build, and understand their customer's needs, but it seems to be working.



DON'T WORRY!
There's plenty more where that came from.



Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

I'm a mechanical contractor and I find myself stuck between a rock and a hard place over and over again. On every job where it's part of my contract to supply heat trace for the electrician to install, something goes south. I buy the bill of material I'm supposed to buy, but then I get a call from the electrician that there's not enough cable, or that there's a lot of material but he has nothing telling him how to install it. Sometimes everything seems to go smooth, until the next winter when I get a call that a pipe burst because there wasn't enough heat trace on a valve. Like Popeye used to say, that's all I can stand, I can't stand no more. A.B.

DEAR A.B.:

Unfortunately your experience is not unique; it's something I've heard too many times from mechanical contractors, and plumbing contractors too. And unfortunately the same scenario will continue to play out over and over again if you continue to get your heat trace and controls from whomever you have been getting them from.

Most heat trace suppliers will ship whatever you order, and invoice it. Job over.

There is one company, AEF Sales, that does things differently, the right way. By looking at the piping as it is INSTALLED (not the way it looked on the drawings) you get an economical design, and the right cable and controls, in the right amounts. The nice folks at AEF know that regardless of who BOUGHT the material, the person doing the installation needs to know what goes where, or the best laid plans will gang aft agley.

Do yourself a favor next time this comes up: call AEF Sales, tell them you have pipes that need heat trace. That's all you have to do. They take it from there, and make everything happen. End of story. Call them, and then call me and tell me what you thought about their Legendary Service!

DEAR BERNADETTE:

I just spent a pile of dough on a beautiful marble floor for my bathroom. It looks great, but it was supposed to be heated and it doesn't seem to be. Any idea why? Can it be fixed? F.R.

DEAR F.R.:

I'm afraid that whoever did it for you spent a lot of time picking out nice marble and almost no time figuring how to keep it warm. There is (are?) an endless variety of floor warming products available, and sorry to say many of them so cheaply made that one dropped trowel and they're gone.

Using junk like that's like picking your own mushrooms---you can save a little money, but there's a considerable downside. Sorry to have to tell you this, but if you want that floor to be warm that marble has to come up. Mineral insulated cable is what to use: non-aging, so rugged it's used in nuclear plants --- M.I. is the boring way to warm floors, and boring is what you want here.

Need help? E-mail bernadette@aefsales.com



UPTGRAFF POP QUIZ

There are nine types of transformers listed under Uptegraff on page 4. How many can you name without peeking?

Summer Session for TEAM AEF



Clint Explains Things

The first week in June saw a gathering of Heat Trace Mavens at the AEF Warehouse. Nelson's Clint Veit came in from Tulsa and shared his Heater Wisdom with AEFer's Fred Eigenrauch, Wes Rayburn, Steven Bonchick, Pietro Fasolino, and Scott Horne, along with the Warehouse Crew of Brandy, Brandon, and Jackie (Monettes all).

Training sessions to keep TEAM AEF at the top of their game were combined with a bit of golf, and an expedition to nearby Lake Placid.

The American Republic will endure until the day Congress discovers that it can bribe the public with the public's money.

Alexis de Tocqueville

The second day of a diet is always easier than the first. By the second day you're off it.

Jackie Gleason

Never ascribe to malice that which can adequately be explained by incompetence.

Napoleon

If you have it and don't know you have it, you don't have it. If you don't have it but you think you have it, then you have it.

Jackie Gleason

Constantly choosing the lesser of two evils is still choosing evil.

Jerry Garcia

Men willingly believe what they want to believe.

Julius Caesar

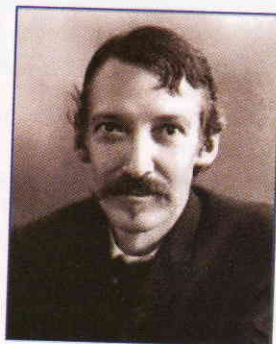
I'm not delusional enough to think that what I do is important to life as we know it on this planet.

But neither is what you do.
Gene Simmons

A Poor Hand Well Played

Robert Louis Stevenson was only forty-four when he died in his home in the Samoan Islands, but he left a legacy in words and by example that few who lived twice as long can match.

Born in Scotland in 1850, he was sickly from the start, prone to coughs and fevers, especially so during the damp Scottish winters. In 1867 he entered the University of Edinburgh, following family tradition and studying engineering, but he had little taste for it, and switched to studying law, eventually passing the Scottish bar.



A complete breakdown in his health in 1873 sent him to the south of France in search of a warmer climate. His repeated sojourns to France led to his first literary successes, travelogues which became popular; they also led to his meeting an American woman, Fanny Osbourne, whom he married in 1880. Around that time he began to write a story to entertain his twelve year old stepson. The little story grew into Treasure Island, his first huge success.

From 1880 through 1888 he suffered with tuberculosis; his health was terrible, but his writing flourished---it was one of the few things he could do as he was mostly confined to bed---'Kidnapped' and 'Dr. Jekyll and Mr. Hyde' were written during these years, along with innumerable essays and poems.

The winter of 1887-8 found him taking the 'cure' in the mountain air of Saranac Lake, NY. (The cottage he rented still stands and is open to visitors.) During that winter and in spite of his physical weakness, he planned a cruise of the South Pacific that he hoped would restore his health. "I have found a yacht. If I can get my health back . . . 'Tis madness; but of course, there is the hope, and I will play big." The change did improve his health, and for the next six years he sailed the seas, eventually settling on the Samoan island of Upolu. In December 1894, at home with his wife, he suffered a cerebral hemorrhage while opening a bottle of wine.

In those last years he had written to a friend: "Sick and well, I have had a splendid life of it, grudge nothing, and regret little".

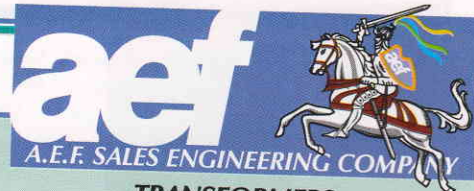
Backwords

Classy Action

Remember a few years back when there were a lot of Ford Explorer roll-overs? Well, a bunch of lawyers in California filed a class action suit on behalf of one million Explorer owners. The result? The car owners each got a \$500 discount coupon toward the purchase of a new Ford SUV. The lawyers got \$25 million, cash. Bet you're not surprised.

Tastes Like Chicken?

Finally, a transformer that's good enough to eat. In response to a transformer required by a utility here in AEF Land (we can say no more) for installation in an extremely environmentally sensitive area, R.E. Uptegraff built a transformer so green that the insulating oil is edible. (We here at aef/fyi do NOT recommend ingesting any part of this or any other transformer, and assume no responsibility attached thereto.) Nice to know there's a company that can handle your oddball-special transformer requirement, yes?



TRANSFORMERS Central Moloney

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AEF's AMAZING, EXCLUSIVE 'WHAT THE HECK THIS IS' LABEL

CATALOG# :	LT23CB, LT23JT, LT23J
SERVICE VOLTAGE	208 TO 277
MAXIMUM SEGMENT LENGTH	650'
MAXIMUM EXPOSURE	185 F
CABLE FT PER BREAKER	
15A BREAKER	460'
20A BREAKER	620'
30A BREAKER	650'
40A BREAKER	N/A

LITTLE THINGS MEAN A LOT

A sunny summer day, the wag of a puppy's tail, a child's smile, and in this case AEF's simple label identifying each and every cable spool we ship out. Shown above at full size and in real time, the label is almost a mini-spec, with the key information that can save time and unnecessary problems for the installer, and money and headaches for everyone else. It's the way we roll --- no effort that can help our customers is too big, or too small. We've been doing things that way for 45 years, and we'll keep doing things that way. That's a promise.