



Volume 10
Issue 1

aeffyi

"America's
Favorite Newsletter"

spring
1999

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April 1999



Our 35th Year

CONTENTS:

ANNIVERSARY WALTZ

Hard to believe, but
March 1st marked
our 35th Anniversary.
We take a look back.

TEAM AEF TODAY

An actual photo of our
1999 line-up just for you.

CONSUMER REPORT

Is there really a difference
between AEF and those
other people who sell
heater cable? A Metropolis
contractor ran a side-by-
side test. An exclusive
report whose results can
save you time, money,
and aggravation.

ESSAY CONTEST

You can win some great
prizes in our first ever
How AEF Sales Saved
My Life Essay Contest.

Gala Parade Marks AEF's 35th!

*It was 35 years ago today,
Sgt. Tony taught the band to play . . .*

Technically, it was 35 years ago on March 1st. And no one calls him Sgt. Tony anymore. But our 35th Anniversary seems like a good time to look backward, to look forward, and to introduce our readers to the members of the band. It also seems like a real good time to say *Thanks!* Thanks to all our customers, and to all the fine folks at the companies we represent, without whom there'd be no AEF Sales.

Looking Back. Return with us now to those thrilling days of yesteryear. Tony Fasolino, his hair still mostly black, was working for a rep agency who represented, among other companies, Nelson Electric of Tulsa, Oklahoma. Tony was heavy on engineering (he'd been Chief Electrical Engineer for Foster Wheeler before they moved to Joisey), but his sales experience was limited to just a few months. Still, Jack Jacobs, Nelson's Sales Manager, made Tony Nelson's sole representative in the New York area. (Thanks, Jack. See *Memo from Tony on page 2.*) And sole representative he was: a one man band without a lot of sales experience covering the most important market in the country. And so AEF Sales got it's start, setting up its first office in a wine cellar.

(Continued on page 3)



CELEBRATION TIME!

Festive crowds enjoy the excitement as AEF Sales celebrates its 35th Anniversary with a Gala Parade at their Galactic Headquarters in Mamaroneck, N.Y. Approximately 10,000 revelers joined in as bands played and balloons were released to mark the occasion.

Consumer Report: AEF Rated #1

An electrical contractor recently ran a head to head comparison between AEF Sales and a big-name competitor, to determine if AEF's legendary reputation for stellar service to its' customers was warranted. The answer: an emphatic *Yes!* Here's a detailed look at this heretofore top secret report.

The test site was a building near the Brooklyn Bridge. There was no detailed spec, and no as-built drawings were available. To add urgency, the test was to take place when the threat of a cold snap imminent. On December 29th of last year all systems were go, the test was on.

Dec 29. An identical phone call goes out to two heater cable outfits, AEF Sales and Company X. *"We have an urgent heat tracing requirement. Please come to the jobsite at 8:00 AM tomorrow morning for a walk-through. Your quote is requested ASAP. Thank you."*

Dec 30, 8:00 AM. The rep from AEF is on the job, reviewing the pipes to be traced with a representative of the building management and the electrical contractor. Using Nelson's Renegade software on his laptop, a design and bill of material is generated. This information is then forwarded to another member of Team AEF, who prepares a complete quotation.

Dec 30, 9:30 AM. The rep from Company X shows up, explaining that he had had a slight problem locating Brooklyn.

(Continued on page 2.)

*A ship in harbor is safe,
but that is not what ships
are built for.*

John A. Shedd

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

Kin Hubbard

*Wicked men and
imposters will go from
bad to worse, misleading
and being misled.*

2nd Timothy 3:13

*The world is a kind of
spiritual kindergarten
where bewildered infants
are trying to spell God
with the wrong blocks.*

E.A. Robinson

*The reason grandparents
and grandchildren get on
so well is that they have a
common enemy.*

Sam Levenson

*The typical Nintendo
game involves
controlling a little man
who runs around the
screen trying to stay alive
while numerous powerful
and inexplicably hostile
forces try to kill; in other
words, it's exactly like
real life.*

Dave Barry

*Happiness is a virtue.
You cannot be wicked
and happy. Triumphant,
perhaps, but not happy.*

King Arthur

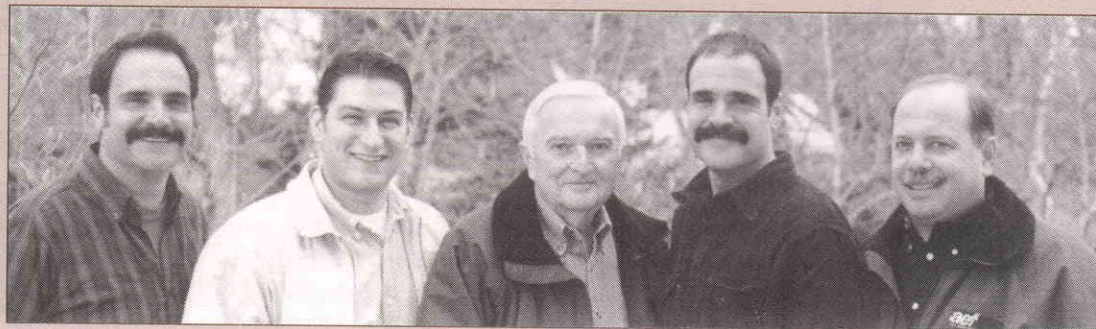
memo FROM TONY FASOLINO

As part of our Anniversary Edition of aef/fyi, we are happy to bring our readers a message from Chairman Tony. Tony now spends most of the year in Florida, where he is enjoying good health, as well as sunshine, orange juice, playing golf (he plays regularly with Henry Madruga from Foster Wheeler), and picking tomatoes. Easiest way to contact him is calling AEF Sales at (914) 698-0432. Tony is at Extension 1.

Reflecting on our 35 years, it is obvious that AEF Sales has had the good fortune to have a very loyal customer base, principal companies that produce quality products, have concern for their customers, and people dedicated to providing the information, products, and advice to solve customers' problems and challenges.

For me, I owe a great debt of gratitude to Jack Jacobs as Marketing Manager, and also to Hans Norberg as president of Nelson Electric, for having the confidence to allow me to be their New York representative, despite the fact that I did not have any real sales experience, or even an established company.

This was the beginning, but today's operations at AEF, the management and the guys in the trenches, along with our customers' continued loyalty, are what really makes a company thrive and grow. Thanks.



TEAM AEF - SPRING 1999

AEF's current lineup: from left to right: Chris Fasolino, Seth Lorenz, Ed Chociey, Peter Fasolino, and Fred Eigenrauch III. Ed's been with AEF for 32 years, Mr. Pete for 24 years, Chris for 18, Fred for 9, and Seth for 1 year: a total of 84 AEF Years! (How can they have all that experience and still look so young?)

Photo was taken just before lunch, which explains the smiles. *Staff photo by Jo Fasolino.*

Consumer Report . . .

Dec 30, 11:00 AM. The contractor's fax machine rings. It's a complete quote from AEF Sales. The material needed is all in their Amazing Local Stock. It can ship this afternoon.

Dec 30, 11:05 AM. The rep from Company X is still looking at pipes. (Note: Several days later, the contractor had still not received a quote from Company X.)

The first phase of the test was over. There was really no comparison. An order was placed with AEF for about \$9,000 worth of heater cable and controls. The material was delivered to the job by the AEF rep, who then reviewed the installation and ensured that the electrician in the field knew everything he needed to know to do the job right. AEF had been shown to be far superior than their competition. But were they really deserving of their legendary reputation for Conscientious Concern for Customers? It was time for the *Ultimate Test*.

Feb 1, 7:30 AM. An urgent call is made to AEF. "*Due to a change in some of the piping, we need a little bit more material to finish up. But this is the last day my guys will be on the job, so I need the stuff RIGHT NOW!*" AEF had been willing to go the extra mile for a \$9,000 order, but what would they do now, with only about \$200 worth of material at stake? Would they still show the same Courageous Compassion for the Customer?

Feb 1, 9:30 AM. The AEF rep pulls into the jobsite, with the needed parts.

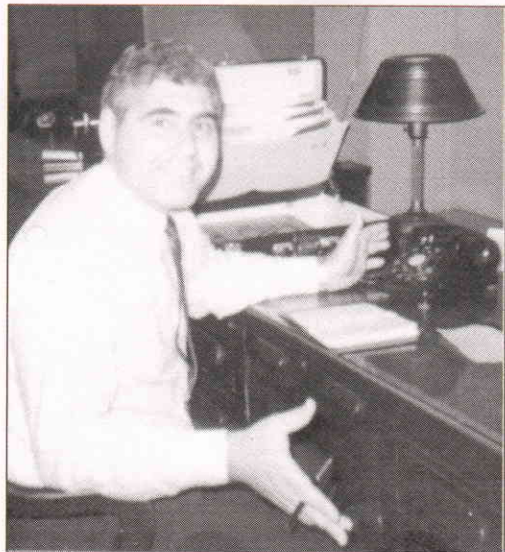
Certified Findings. While there's other companies out there who sell heater cable, AEF Sales has no real competition. Legendary Status for Customer Service: Verified!

Important Note: At no time during this test were any of the participants informed that testing was underway. The superlative service and concern for the customer AEF showed here is just the way they do things, all day, every day.

Is there any reason you should settle for less?

Anniversary Waltz . . .

FUZZY MEMORY



LOOK, MA! I'M IN BUSINESS!
Tony Fasolino back in '64, with his desk, his briefcase, and his phone. At the time this phuzzy photo was taken, this was the whole company. There's more of us now.

like the design. But that's another story.) Anyway since Tony had a lot of respect for Ed's judgement, he called him and asked if he knew of anybody who might be interested in working for AEF Sales. Ed thought of and named about a half dozen people, who for one reason or another didn't quite fit the bill. Finally, almost as an afterthought, Ed said: "What about me?" And so, on March 1, 1967 Ed joined the band.

As Tony and Ed worked the territory, from Piscataway to New Dorp, from Ho-Ho-Kus to Ozone Park, they realized two things. First, there's a lot of places with really funny names around here. And second, they were kind of old-fashioned even in 1964. There's never been any shortage of smooth-talkers and fancy-dancers around; but straight talkers, folks who know what they're talking about, and mean what they say, and keep their promises have always (sadly) been a rather rare commodity. And they worked hard. Contractors who were used to salesmen making appointments for ten o'clock (and *still* being late) were a little shocked, in a nice way, to see guys who were on the jobsite at 7:30, ready to climb cooling towers; guys who were just as easy to get hold of *after* they got the order as they had been before.

More Company. So it went till 1967, when Tony felt that AEF was ready to take on another principal company--a transformer line would be great. Tony lined up an interview with R.E.Uptegraff Mfg. of Scottsdale, PA. His appointment was with Jack Steele, the Sales Director, but when Tony arrived he learned that Mr. Steele had been unexpectedly hospitalized, so there couldn't be an interview. But all wasn't lost: Roy Uptegraff, who owned the company, said "I'll interview him," and he did, and AEF became Uptegraff's rep.

Over the years more companies were added (and a few subtracted), until today, when we represent seven companies, and many of the products we sell didn't even *exist* thirty-five years ago.

Epilogue. FYI recently obtained an exclusive interview with Ed Chociey, and asked him what's different about AEF Sales today, and what makes AEF just plain *different*. "In a way many of our customers take us for granted--they expect a quick response from us, cause that's how we operate. And we get things done. We've got a good long track record with the people at the companies we represent, and we use that to help our customers. We've made good use of new technology, with heater designs using Renegade software, with our computers--and customers (the new ones, anyway) are surprised at how quick we can respond, and then ship them what they need right from our own stock."

Recently one of our customers paid us a nice compliment: "You have never let me down. I've never been disappointed with AEF Sales." Thanks! We'll try to keep things that way for the next 35 years. And thanks again to all our customers, all all the fine, dedicated folks at the companies we represent. *Mille grazie!*

Yes, in a wine cellar. For years this was where Tony's father-in-law had made and stored his wine. Now everything went, the winepress, the barrels, and unfortunately, the wine. (Note: the winemaking operations continued in another location, and 1964 was a very good year.)

Next came an office in New York, on Fifth Avenue, right across from the Library. (Classy or what?) There Tony had space in a room with six other people, plus a desk, a filing cabinet, and one of those big old black phones that weighed about twenty pounds.

Tony ran hard. From his Foster Wheeler days he had met a lot of engineers at meetings and shows, and now he called on them, along with contractors. Things were okay, but soon he came to a realization: New York is a very big place. He needed help.

Enter Ed. Ed Chociey had been a salesman (a darn good one, too) for Appleton for twelve years. He and Tony had been acquainted for some time. (They actually met when Ed had gotten a switchrack order from Foster Wheeler, and then lost it because the engineer, Tony, didn't

A person who is nice to you, but rude to the waiter, is not a nice person.

Dave Barry

If man evolved from apes, why do we still have apes?

Dennis Miller

Men, it has been well said, think in herds. It will be seen that they go mad in herds, while they recover their senses slowly, and one by one.

Charles Mackay

Since we reap what we sow, you'd think we'd pay more attention to what we sow.

Dooms Madigan

AEF Sales has never let me down; I've never been disappointed with them.

Abraham Lincoln

An ass may bray a good while before he shakes the stars down.

George Eliot

Everything should be as simple as possible, but not simpler.

Albert Einstein

Knowledge is through learning, and wisdom is through doing.

Dave Vincent

BUON GIORNO, PRINCIPESSA!

Guido Orefice

The First Ever How AEF Sales Saved My Life Essay Contest!

Here's your chance to win *Breakfast at Tiffany's*, and we're not talking about a styrofoam cup of coffee and a bialy on the corner of 5th Avenue and 57th Street. We're talking your own personal copy of the classic movie starring Audrey Hepburn---that's First Prize. Second Prize is the Andrea Bocelli CD, *Romanza*. (This is as close as you can come to hearing an angel's voice.) And every single entry will win a valuable, classic, collectible AEF Coffee Mug left over from our 25th Anniversary, since we just came across a whole bunch of them and we've got to do *something* with them.

What do you have to do to win? Listen up. Over the past 35 years we've built our business by putting the customer first, and going to great lengths to make sure their needs are met. Sometimes it's meant shipping material that was needed in a hurry, *before* we actually got an order. Sometimes it's burning the midnight oil so that quote you *bad* to have is on your desk first thing in the morning. Sometimes it's getting you information on a product we don't even sell, if that's what you need to solve your problem.

Have we ever gotten *you* out of a jam? Hand delivered urgently needed material the same day? Slain a dragon? We'd love to hear about it. Your story might be made into a major motion picture, or it might be featured in our newsletter, you never know. Just fax it to us (914.698.7279), or e-mail it (chris@aefsales.com). Any number of words is OK, spelling won't count, and grammar don't matter. Entries must be received by April 30th, 1999. Decision of the judges will be final. Void where prohibited.



Yes, that was AEF's Fred Eigenrauch III on the Today show on January 19th. Fred, wearing his AEF jacket, was spotted while Al Roker did the weather. Fred's next appearance is rumored to be a guest shot on ER, or possibly Martial Law. Stay tuned!

Backwords

The Big Easy

If you're headed to the IEEE/PES Conference in New Orleans you should know that AEF Sales will be there, represented by Peter Fasolino and Fred Eigenrauch III. Three of our principal companies will be there too: Conex Cable, Nehring Electrical Works, and Central Moloney. CM's booth will feature an assortment of transformers including a subway, a padmite, a CSP pole, as well as CM components including bushings, tap changers, dual voltage switches, and the new Retrofit Shedmount Wildlife Guard. The famous Central Moloney Beer Keg Transformer will not be on display at the show, but will be on display at their Hospitality Suite. So head on over to the Hilton Riverside hotel, and tell them Mr. Pete sent you.

Can't Buy Me Love

Henrietta Howland Green lived on cold oatmeal, in order to save the money that would have been required to heat it. Her son had his leg amputated because of delays in finding free medical treatment. When she died in 1916 she left an estate worth \$95 million.

ET Phone Home

Wonder how that pipe that CAN'T be allowed to go below temperature is doing RIGHT NOW? Why not retrofit it today with one of Nelson's new-fangled ET Electronic Thermostats! It'll let you know if there's ever a problem--ANY kind of problem. Sure it'll holler if the pipe temperature gets too low, but it'll also let you know if a breaker's been tripped or left off, if there's a problem with heater continuity, or even a problem with the sensor. It'll send setpoint and actual temperature to a programmable controller, and provide DC or AC alarm output for remote indication. Think of it as a custom control panel in an eight inch by six inch box! Call AEF Sales right now! Operators are standing by!



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

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



Congratulations, Irma!

Here she comes,
Ms. AEF

As part of AEF's Anniversary Celebration, Irma Frupp of Sheepshead Bay has been crowned Ms. AEF. Irma, who was the unanimous choice of the judges, enjoys macrame and professional wrestling. She will represent AEF at trade shows and other events throughout the year. If you'd like Ms. AEF at your upcoming event, contact Chris Fasolino in Public Relations.