



# aef/fyi

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



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

VOLUME 17  
ISSUE 4

"America's  
Favorite Newsletter"

JUNE 2008

TEAM AEF

**aef**  
HAPPY - BRAVE - NICE

Our 44th Year

## CONTENTS:

### THE GREENING OF NEW YORK

One Bryant Park is setting new standards in green, with help from TEAM AEF.

### PRIME CUTS

Tired of wasting valuable time trying to wade through submittal cuts that just don't cut it? Help has arrived.

### DIAMOND JIM

A real New York Original. Jim set the bar for living large.

### ASK BERNADETTE

Some practical wisdom for readers whose freight costs are climbing ever upward.

## Green at Work: One Bryant Park

In a sense, One Bryant Park is a northwest extension of the redevelopment of the Times Square area, replacing an improbable, single story building at 42nd Street and Avenue of the Americas.

AEF Sales has already been heavily involved in the redevelopment process, providing heat tracing for 1, 2, 3, 4 and 5 Times Square. At One Bryant Park, AEF Sales is providing heat tracing for cooling towers on the 52nd floor. Material will soon be on its way from our Malone NY warehouse to the center of Manhattan. The Team AEF members working on this project are coordinating the installation with two electrical contractors and two mechanical contractors.

One Bryant Park aspires to be the "greenest" office building ever built, incorporating features like a green roof for insulation and to collect rainwater. The rainwater is filtered and used as "gray water" in the building for cooling and toilets. Using floor ducts instead of overhead ducts for air conditioning means the air only needs to be cooled to 65 degrees, (Go to 3)

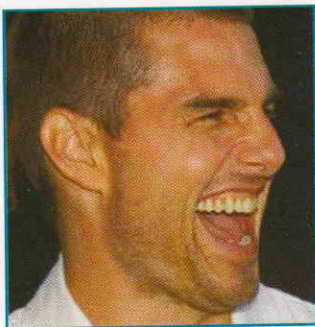


Blue Skies, Green Building

## Prime Cuts

**Submittal cuts from Team AEF  
don't leave you guessing**

If you're like most of AEF's customers you've got a lot on your plate, and not enough time to get it all done. The last thing you need to do is to take what should be a simple task and turn it into a marathon of confusion and frustration. Submittal copies that look like they came off a prehistoric copier, pages that list a whole bunch of heater cables without bothering to mention exactly which ones they're submitting on --- you don't really have time for this nonsense. Can't anybody doing anything right anymore? Does anyone care?



Lousy submittal cuts  
can drive you crazy.

**We Care.** Here at AEF Sales we pride ourselves on doing things right. Submittal cuts shouldn't be mysterious, and reviewing them for approval shouldn't drive you nuts.

Submittal cuts from Team AEF are everything submittal cuts should be, but seldom are. All cuts are created by electronically marking up the original pdf files, with the items being submitted on circled in red, so you can see quickly and clearly exactly what you are being asked to approve.

If you need to make copies the relevant items will still be easy to pick out.

And copies of the submittal cuts are saved on AEF's server, along with other project documents, all just a click away.

Some people think it's too much trouble to do the job right, but at AEF Sales we're happy to sweat the details, to make our customer's lives a little easier. Can you think of any reason you should settle for less? (For a peek at a submittal cut from Team AEF, check out page 2.)



*You can't help respecting anybody who can spell TUESDAY, even if he doesn't spell it right.*  
A. A. Milne

*The longer you live the less importance you attach to things, and also the less importance you attach to importance.*  
Jean Rostand

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

*The person who has had a tiger by the tail knows about sixty or seventy times more than the person who hasn't.*  
Mark Twain

*My dog thinks there's no problem than can't be solved by barking loudly out the window. Some people think the same thing.*  
Alasanor

*Ooh, eee, ooh ah-ah, ting-tang, wallawalla bing-bang.*  
David Seville

*Human beings, who are almost unique in their ability to learn from the experience of others, are also remarkable for their apparent disinclination to do so.*  
Douglas Adams

## memo FROM PETER FASOLINO

Over the past year, there have been a lot of "behind the scenes" improvements here at AEF Sales. Our main office in Mamaroneck was completely renovated last summer, from the carpeting to the furniture, and the space was reconfigured to allow for additional workstations. As readers of this newsletter know, we also

had a major expansion and upgrade of the warehouse, inside and out. That work is wrapping up now with an "extreme makeover" of the warehouse office space. For any visitor to either our main office or the warehouse, these changes are immediately apparent.

Other major improvements are hardly noticeable, at least to the naked eye. A year ago the main office had a single, one megabit DSL broadband connection. Since all key company data is on servers in the main office, this presented a potential bottleneck for the warehouse crew and remote users at satellite offices. And it also meant that if our service provider had a problem, off-site users were unable to access data until the problem was resolved. So among the less visible improvements, we have upgraded broadband at the main office to include two 20 megabit connections from two different service providers. If one of them has a problem, remote users still have access, and when both are in service, the server routes data based on traffic to make the most of both connections.

Every data transaction is mirrored on a back-up drive continuously. Incremental back-ups are made to a third drive every six hours. And if we have a problem with the server, the disks can be swapped to a cold stand-by server --- all this so that when you call us, any AEF staffer will have the information you need, when you need it.

It's the same sort of fanatical attention to customer service that keeps our inventory levels high year round. When you call us, you don't want to hear that the server is down, or that the item you need is out of stock.

At AEF Sales, we go to almost insane extremes to take care of our customers. But it's a nice kind of crazy, and it has kept customers coming back for 44 years, so we'll probably stick with it a good long while.

### The Department of Energy's Final Rule is Coming. . .

## Central Moloney is Ready

They used to say the only sure thing is death and taxes. Now there's one more sure thing: The D.O.E.'s efficiency Final Rule kicks in January 1, 2010. Ready or not, here it comes.

Central Moloney is ready.

Many of their single-phase and three-phase liquid filled transformer designs are already D.O.E. compliant. And timetables have been set to completely implement any needed changes in equipment, design parameters, and critical material supplies, so that Central Moloney transformers will be D.O.E. compliant on January 1, 2009, a full year ahead of the Final Rule deadline.

Will you be ready? You will be, if your transformers are built by Central Moloney. Use their 59 years of transformer experience to handle the Final Rule.

Unfortunately you're on your own for death and taxes.

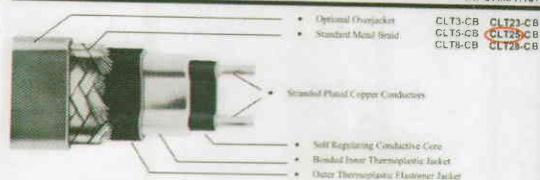
**Central Moloney, Inc.**  
An ISO 9001 Certified Company



### SUBMITTAL CUT, a la AEF

#### CLT SELF-REGULATING HEATERS

INFORMATION



#### Description:

Nelson Type CLT self-regulating heater cable is a parallel circuit electric heater strip. An extruded cross-linked conductive polymer core material is extruded over the multi-stranded, insulated, 18-gauge copper bus wires. The conductive core material increases or decreases its heat output in response to

temperature changes. Two jackets provide extra dielectric strength, moisture resistance, and protection from impact and abrasion damage. The inner thermoplastic jacket is extruded over and bonded to the core material. A thermoplastic elastomer outer jacket is then extruded over the inner jacket.

A tinned copper braid is installed over the second jacket, providing a continuous ground path. An optional UV stabilized polyethylene overjacket is available to cover the braid for wet applications.

#### Principle of Operation:

The parallel bus wires apply voltage along the entire length of the heater cable. The conductive core provides an infinite number of parallel conductive paths permitting the cable to be cut to any length in the field with no dead or cold zones developing. The heater cable derives its self-regulating characteristics from the inherent properties of the conductive core material. As the core

material temperature increases, the number of conductive paths in the core material decrease, automatically decreasing the heat output. As the temperature decreases, the number of conductive paths increase, causing the heat output to increase. This occurs at every point along the length of the cable, adjusting the power output to the varying conditions along the pipe.

The self-regulating effect allows the cable to be overlapped without creating hot spots or burnout. As the cable self-regulates its heat output, it provides for the efficient use of electric power, producing heat only when and where it is needed, and also limiting the maximum sheath temperature.

#### Application:

Nelson's Type CLT self-regulating heater cable is ideal for use in maintaining fluid flow under low ambient conditions. Freeze protection and low wet density process temperature systems such as product pipelines, fire protection, process water, dust suppression systems, hot water and structure anti-icing are typical applications for this product.

For other than metal pipe heating, size appropriate application guide. The base product is supplied with a tinned copper metal braid that may be used in general applications and in dry, non-corrosive areas. It is also used to provide a conductive ground path when cable is installed on non-conductive surfaces, such as plastic or painted pipe.

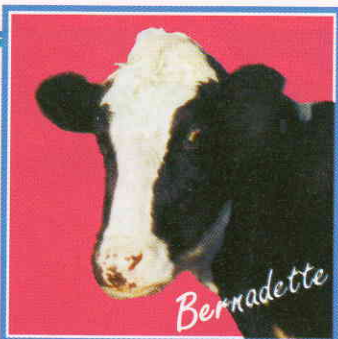
Options: (Order -CB and add) -1T  
A tinned copper metal braid with a modified polyethylene overjacket is available for wet applications. It is also recommended where mechanical abuse is a problem.

#### IMPORTANT REMINDER:

To make sure you get AEF-Style submittals, make sure you order from TEAM AEF!

**LEGAL NOTICE:** The Cash Prize of \$100, which was offered six years ago for 'The First Bonchick to Set Foot in Malone' was claimed on Sunday May 18th by Steven A. Bonchick.





**Bernadette**  
The AEF Sales Answer Cow

DEAR BERNADETTE:

I know gas is expensive but with high freight charges I'm seeing (and surcharges on top of that) I feel like I've got a hole in my pocket. Is there any way to eliminate them? I don't like spending money I don't have to spend, if I can help it. W.S.

DEAR W.S.:

Surprisingly there is, at least where heater cable is concerned. AEF Sales ships every ground shipment freight allowed, every time. If you need overnight shipment, there's no surprises there either: every quote from AEF tells you exactly what next day freight charges will be. When you combine this with no minimum billing charges, you're not only saving money, you're eliminating agita.

You don't have to put up with shabby treatment, at least not for heat trace. You can't change how your supplier does business, but you *can* change your supplier. Next time try AEF Sales, and let me know what you think!

Confidential to T.C.: I would unload him.

This is a team game, and the best games you had all came after he broke his leg. Besides, if your team is in the Super Bowl, you should be on the sidelines with your teammates, not up in the stand drinking margaritas.

*I don't get upset that the federal government doesn't care about me. In fact, I'd be pleased if it forgets that I exist.*

John Hawkins

*I'd rather be the man who bought the Brooklyn Bridge than the man that sold it.*

Will Rogers

*Leave the gun. Take the cannolis.*

Clemenza

*I don't use the word 'amortize' unless I'm trying to prove that something I can't really afford is not just a bargain, but practically free.*

Nora Ephron

*You only get out of it what you put into it.*

Steve Johnston

*Dear Lord: Please keep your arm around my shoulder, and your hand over my mouth.*

Unknown

*Sometimes you just have to put your behind in the past.*

Pumbaa

*Surely God would not have created such a being as man, with the ability to grasp the infinite, to exist only for a day. No, man was meant for immortality*

Abraham Lincoln

## Society Page

**Wedding bells** for Samantha Rayburn, daughter of AEFer Wes Rayburn, who tied the knot with P.J. Silverstein on February 23rd. This exclusive photo of the happy couple also features the youngest Rayburn, Andy, now eight years old.

Unlike his antics at his other sister's wedding when he was only three, Andy was all business, as we can see here.

Congratulations and Best Wishes to Samantha and P.J. from all of us at AEF.



**Retirement!** Best Wishes also go out to Linda Clark, who retired in April after 27 years with Nelson Heaters in Tulsa. (Is time going by faster? Or are we just getting older?) Thanks for all the help over all the years, Linda! This makes us realize how much we rely on the help we (and our customers) get from the people at the companies we work with, so thanks to all of them too!

## Blue Skies, Green Building . . .

rather than 55 degrees. And the building will make ice at night, during low electrical demand periods, to keep the building cool during the day.

Another key feature: more than 20% of the construction materials were sourced from within a 500 mile radius. The self-regulating heaters AEF Sales is providing are made and stocked within 350 miles of midtown Manhattan, a unique combination among heat trace suppliers.

If you are more concerned with the "green" in your wallet than green architecture, AEF's "location, location, location" can still make a difference. Shipping costs have been increasing dramatically over the last several months, but AEF Sales still includes ground shipment at no cost in every quotation. If you look at other vendors' proposals, you'll likely see FOB Shipping Point, Freight Prepaid and Added". So where is your cable coming from? And how much will it cost you? And how long will it take?

With AEF Sales, ground UPS from our warehouse in Malone to the metropolitan New York area takes two days, and well over 90% of our orders ship from stock the day the order is received. If time is money, why not save both?



## Diamond Jim

One of the most unusual characters New York ever spawned (present company excluded) has to be Diamond Jim Brady. Born in New York in 1856, he first worked as a hotel bellhop, and then in various positions with the New York Central Railroad. He then took a job with a railroad supply house (*distributor salesmen take note!*), And he was on his way. He earned huge commissions and was soon a multi-millionaire who set the pace for conspicuous consumption.

And we mean consumption. When it came to eating, Diamond Jim was in a class by himself. He liked to start the day off right. Right in Jim's case meant eggs, pancakes, pork chops, cornbread, fried potatoes, muffins and a steak, washed down with a gallon of orange juice. That held him over till lunch, which usually meant two lobsters, deviled crabs, clams, oysters, beef, and another gallon or so of orange juice. He'd finish up with a selection of pies. Not slices of pie---pies.

For dinner he'd head from his home on West 86th Street over to his favorite restaurant, Rector's, on Broadway. There he'd start with two dozen oysters, half a dozen crabs, six or seven lobsters, two whole ducks, a steak, and five or six venison chops. For desert: a two pound box of candy.

When it came to fashion, Jim knew how important accessories were, and for him that meant diamonds: a giant diamond stick-pin for his tie, diamond cufflinks, more diamonds on his vest and watch chain, and a huge one on the head of his cane.

Diamond Jim was a generous man, lavishing gifts on friends, and Broadway showgirls. But his most spectacular gifts went to Lillian Russell. (A legend in her own right, Lillian was born in Iowa, made her way to New York, and ruled Broadway as 'The English Ballad Singer'. But that's another story.) Her favorite gift from Jim was a gold-plated bicycle, tastefully decorated with rubies and sapphires.

You may have guessed that in his later years Jim experienced some health problems; his lifestyle caught him with him in Atlantic City, when he was sixty years old. His friend, restaurateur Charles Rector remembered him fondly: 'He was my 25 best customers'.

## Backwords

### Sad Goodbyes

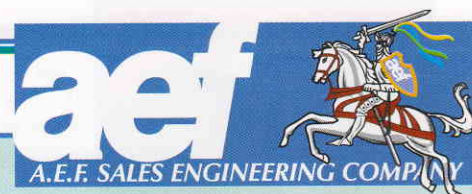
*There are plenty of transformer tears shed when a new Uptegraff transformer is loaded onto a truck to be shipped to a customer. Each Uptegraff transformer knows that only a tiny percentage of them (0.4% to be exact) will ever come back for warrantee repair. Sad for transformers who'll never see home again, but good news for customers.*

### Pipe Down!

*EU bureaucrats have issued an edict requiring bagpipe players to either turn down the volume or wear earplugs when they play; otherwise they will be in violation of European health and safety laws. Bagpipe players protested that bagpipes have no volume switches, and that playing while wearing earplugs would make it impossible to keep in tune, but their pleas fell on deaf ears.*

### GREEN, GREENER, GREENEST

*What's the greenest way to replace a transformer? Have it rebuilt by R.E. Uptegraff. This makes a whole lot of environmental sense, since still useful materials such as the core, tanks, etc., can be re-used instead of being scrapped. Going green like this can save you 30% over the cost of a new unit. Good to know.*



### TRANSFORMERS Central Moloney

*Single Phase Transformers: Pole Type, Padmounted, Vault, and Stepdown  
Three Phase Padmounted Transformers  
Components: Bushings-Switches-Accessories  
JSRP Job Site Ready Padmounts*

**R.E. Uptegraff Manufacturing**  
*Liquid Filled Transformers to 20mva  
Subsurface, Load Center, Station Type  
Rectifier Applications, Zig Zag Grounding  
Phase Changing and Phase Shifting  
Traction Power, Current Limiting Rectifiers  
Rebuilding and Rewinding Services*

### HEATER CABLE & CONTROLS

*MI Cable for Pipe Tracing & Snowmelting  
Self-Regulating Cable for Pipe Tracing  
Hot Water Maintenance Cable  
Self-Regulating Cable for Roof & Gutter De-Icing  
Electronic & Mechanical Thermostats & Controls  
Nelson CM-1 Heat Trace Monitoring Systems  
CM-2 Heat Trace Management System  
Microprocessor Based Heat Trace Control  
and Monitoring*

**Heat Tracing Since 1964**

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

## AEF/FYI VICTIMS OF HOAX!

In our last issue, under the heading "Fun with Science!", we published what we believed to be an accurate and scientifically correct Optical Illusion.

In the graphic, two gray boxes were purported to be of identical size, even though one looked obviously larger. A number of our readers were suspicious, and thorough examinations by them, subsequently confirmed by an exhaustive internal review by our Science Staff, revealed that the box that looked larger actually was larger.

The staff member responsible has been severely dealt with, and will not be bothering anybody again.

We apologize for any problems this may have caused, and we caution our readers and other members of the scientific community to exercise extreme caution when purchasing optical illusions (or anything else for that matter) from anyone claiming to be George Lucas, particularly if he requires that payment be made in cash.

The entire staff of **aef/fyi** has pledged to re-double their efforts to ensure that each future issue is accurate, wholesome, and 100% Not Guilty.

We would also like to point out to our readers that the graphic, as printed, can still be used to *Amaze Your Friends*, if you do it very quickly.