



# aef/fyi



2008

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

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

VOLUME 18  
ISSUE 2

"America's  
Favorite Newsletter"

DECEMBER 2008

TEAM AEF

**aef**  
HAPPY - BRAVE - NICE

Our 44th Year

CONTENTS:

### GREAT LENGTHS

TEAM AEF goes to great lengths (literally) to make sure our customers can always get what they need, when they need it.

### THE BIGGER THEY COME, THE HARDER THEY HIT

You can't ever be too ready for a hurricane. Read how Central Moloney makes sure its utility customers get back in business muy rapido.

### PATHFINDER

How a landlocked US Navy officer shrunk the world by charting paths that no one thought existed.

### ASK BERNADETTE

Bernadette helps save the planet by steering (get it?) a reader to an environmentally safe MI snowmelt system

## Going To Great Lengths

Heater cable is a strange thing. You never need it till you need it, and then you need it in a BIG hurry. When the weather turns cold, EVERYBODY else needs it in a big hurry too.

Here at Team AEF, we do heater cable pretty much the way Gerber does babies; we never take our eye off the ball, never stop trying to figure out better and better ways to take care of our customers.

We figure our customers are the most important folks around --- they keep us in business. So the problem we faced was knowing that *other people's* customers were gonna need heater cable at the same time as *our* customers. Was there any way we could make sure *our* customers could cut to the head of the heater cable line, every time? Well, here at AEF Sales we figure that by having all the heater cable and controls any of our customers could ever need in our own AEF Stock, on our own AEF Shelves, we'd be in position to make darn sure our customers would be taken care of, come what may.

Going back throught the *aef/fyi* archives, we found a very proud statement from the Fall 1994 issue, announcing that we had almost a mile of heater cable on the shelf. Today that figure stands at 93 miles, packed into the AEF Warehouse, which we believe to be the largest facility of its' kind anywhere in the world (although we really can't say we've checked very hard).

(Go to 3)

How the Heck Am I Supposed to Get 5000 Feet of Heater Cable at the Jobsite By Tomorrow?



## When Hurricanes Hit Hard, Central Moloney Hits Back Harder



Pole Transformers hate hurricanes. By the looks of this photo we're guessing the feeling is mutual.

**EDITOR'S NOTE:** TEAM AEF is very particular when it comes to taking care of customers, so we're proud to say we've represented Central Moloney in AEF Land since 1989, almost twenty years.

Back in 2004, Central Moloney set and met a goal of reducing cycle time, re-organizing (and investing in) physical plant, and re-vamping scheduling protocols, in order to be able to better respond to customer emergencies. Since then, there have been ample opportunities (aka hurricanes) to put Central Moloney to the test, most recently Hurricane Ike. Ike hit Houston hard, resulting in power outages for over 2 million CenterPoint Energy customers in the area. As part of their longstanding alliance with CenterPoint, CM has a specific emergency operating plan, to quickly initiate the supply of transformers, and to keep them coming till power is restored to all CenterPoint's customers.



# Summer School

*An onion can make people cry but there's never been a vegetable that can make people laugh.*

*Will Rogers*

*Don't rely on tips from Nobel laureates to win the office Super Bowl pool.*

*P.J. O'Rourke*

*Do not put your trust in nobles, nor in the son of earthling man, to whom no salvation belongs.*

*Psalm 146:3*

*When trouble arises and things look bad, there is always one individual who perceives a solution and is willing to take command. Very often, that individual is crazy.*

*Dave Barry*

*It's not wise to lie in bed at night asking yourself questions you can't answer.*

*Charlie Brown*

*He who rides the tiger can not dismount.*

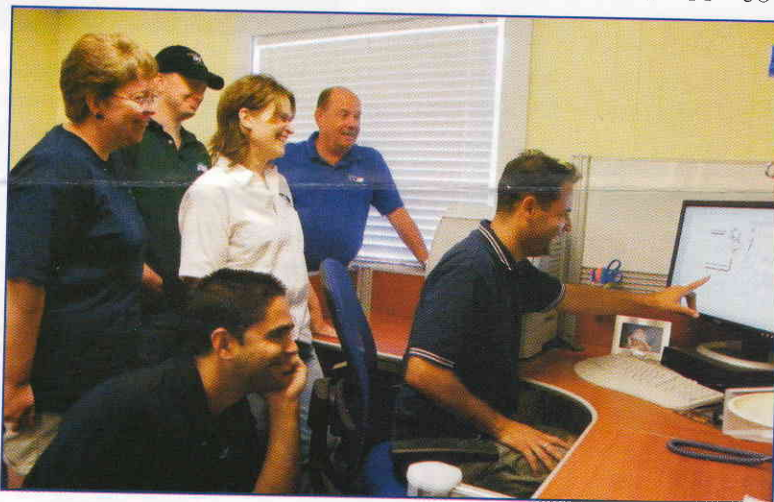
*Charlie Chan*

*Everything in nature seems to speak the praises of the Creator; why should we, who have so much to be grateful for, be silent?*

*James Fenimore Cooper*



The week of August 18th a training session was conducted by the A.E.F. Institute of Heat Tracing Technology, held at the AEF Warehouse. All AEFers were on hand, except Peter Fasolino and Wes Rayburn (*somebody* had to watch the store). Fred 'Better-Late-Than-Never' Eigenrauch landed some time after the above photo was taken, wherein Pietro Fasolino is busy splainin RTD's to the Malone Crew (at left) and newest AEFer Steven Bonchick. Steven came on board May 15th, handling Inside Sales along with Special Projects. Sessions included a PowerPoint presentation, hands on review of controllers, heat tracing software, golf, and beer.



ABOVE: Pietro Fasolino (right) pretends to point out something while Fred Eigenrauch, Brandy and Brandon Monette, Jackie Monette, and Steven Bonchick pretend to watch. (At least you can get a peek at our newly revamped warehouse office.)

RIGHT: Steven gets training on warehouse equipment.



## Hitting Back . . .

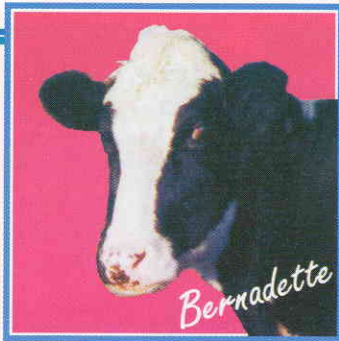
**Lights, Cameras, ACTION!** As soon as CenterPoint said *Go*, Central Moloney went into action. First off, they started shipping units they stocked for CenterPoint, two days before Ike hit, so they would arrive right after the storm passed. CM employees moved into overdrive, working overtime (weekends included), rushing in materials, and modifying production schedules.

The result? Central Moloney beat their time commitment to CenterPoint by two days, and actually shipped almost double the amount of large kVA polemounts as they had committed to.

When it was all over CM Regional Sales Manager Kent Gossage summed things up: 'We recognize customer needs during these times and go above and beyond the call to help customers in every way possible. We take pride in our service to our customers'.

It's been a little while since a big hurricane has hit in AEF Land, but it's good to know that when the need arises Central Moloney will do whatever it takes to the their customers (and their customer's customers) back in business.





**Bernadette**  
The AEF Sales Answer Cow

DEAR BERNADETTE:

I saw on some TV travel show where they had tourists skindiving and feeding stingrays. They said it was perfectly safe, but isn't that what killed that crocodile guy? So are rays safe, or dangerous? W.N.

DEAR W.N.:

Apparently they are not dangerous, unless they kill you. Personally I'd steer clear.

DEAR BERNADETTE:

We're in the process of evaluating two proposals for a fair sized snowmelting system; one uses MI

heater cables, and the other uses heated fluid in buried plastic pipe. I'm pushing for the MI system (I don't really think that plastic pipe will survive the installation process), but the powers that be are leaning the other way. I need ammunition, unless you think plastic pipe's the way to go. S.P.

DEAR S.P.:

Your instincts are just fine; I would definitely go with MI cable. As for ammunition, how about environmental concerns?

In the hydronic system, for heat transfer fluid you've got either ethylene glycol or propylene glycol based fluids, both of which are TOXIC. Call me over-sensitive, but hundreds of gallons of toxic anything makes me nervous, especially when there are other, more environmentally friendly alternatives.

This would be true even in a perfect world (one without lawyers). *With* lawyers one leak could go a long way to ruining the rest of your life. (Hollywood big shot Jeffrey Katzenberg got a \$2.17 million settlement when the system in his Utah vacation home leaked. The supplier of the system went under.) Let me know how you make out!

*Stressed out? Need help?*  
e-mail [bernadette@aefsales.com](mailto:bernadette@aefsales.com)

*It's very difficult to make accurate predictions, especially about the future.*

Niels Bohr

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

Steve Johnston

*When bad things happen it's always nice to have a scapegoat.*

James Surowiecki

*If time is the best medicine, why don't we all feel better than we felt twenty years ago?*

P.J. O'Rourke

*Courage is being scared to death - and saddling up anyway.*

John Wayne

*People who say it cannot be done should not interrupt those who are doing it.*

George Bernard Shaw

*You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you.*

Walt Disney

*Start every day off with a smile and get it over with.*

W.C. Fields

## aef/fyi e-dition

Ever wanted to help save the planet?

Here's your chance. No heavy lifting, no lowering the thermostat, no pesky sacrifices.

Starting with our March Issue, aef/fyi will offer readers the option of receiving aef/fyi electronically. (We haven't got it all figured out yet, but we've still got time.)

If you'd like to be a planet-saving e-dition Charter Member, let us know via e-mail to [jackie@aefsales.com](mailto:jackie@aefsales.com). Then you can take the rest of the day off, knowing you've done your part.

## We Get Letters

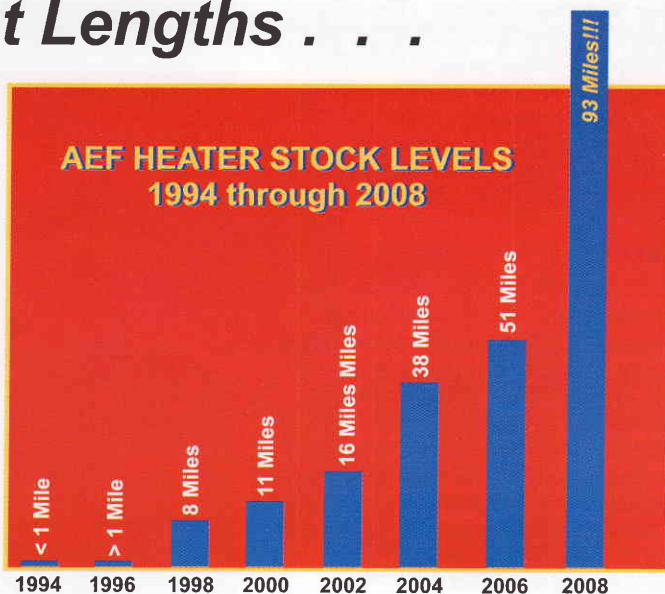
TEAM AEF is known for Legendary Customer Service, and quite often our customers stop to take the time to tell us they appreciate the way we operate. Here's one:

After getting a quote she needed much faster than she thought she could, K.P. wrote: *Thanks so much!! You guys get back to me so fast it's great, and I really appreciate it! I wish everyone was like you!*

Thanks, K.P. (But we're glad they're not.)

## Great Lengths . . .

We asked AEF's Fearless Leader, Mr. Pete, how he decides what to put in stock? How can he know in advance what AEF customers will need. Quoth Mr. Pete: 'You can't really know. We look at last year's sales, factor in what jobs we think are gonna break, and then get a whole bunch more than *that*. Not very scientific, but it seems to work. My father [AEF founder Tony Fasolino] used to cook two pounds of cavatelli for four people - a friend of mine once said a small country could drop by unexpectedly and there'd still be enough. This is pretty much the same thing, but with heater cable.'





# Pathfinder of the Seas

In 1842, U.S. Naval Lt. Matthew Maury was injured in a stage-coach accident. Declared unfit for sea duty, Maury was assigned to the Navy's Department of Charts and Instruments in Washington.

For centuries, ship's captains had kept meticulous log books, recording details of voyages, weather conditions, and currents. Ship's logs dating back to the earliest days of the US Navy, along with logs from American merchantmen, found their way to the Dept. Of Charts, mostly since no one had any idea what else to do with them.

When Maury discovered the existence of these thousands of old ship's logs, he began to painstakingly correlate hundreds of thousands of observations from these logs, hoping to discover 'the paths of the seas.' (Having read of these 'paths' in Psalm 8, figured that if the Bible said there were paths in the sea, there must be paths, and he set out to find them.) By 1848 he was able to publish the *Wind and Current Chart of the North Atlantic*, showing sailors how to use the ocean's currents and winds to their advantage.

The Chart was met with skepticism by most mariners: what could a landbound naval officer tell *them*? Then a Captain Jackson, sailing out of Baltimore to Rio, decided to put the Chart to the test. The trip down to Rio that normally took 55 days took only 38; the return trip which normally took 72 days took only 37 days. Then as now, time is money, and by the mid 1850's Maury's work became the essential guidebook for mariners around the world.

## Backwords

### Hitchin' a Ride

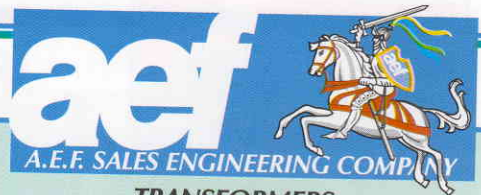
NASA decided that the space shuttles, which first flew in 1981, will be retired in 2010. One tiny problem: the replacement for the shuttle won't be ready till 2015 (or so they claim). The plan had been to buy seats on Russian Soyuz flights for U.S. Astronauts headed for the Space Station, but that isn't looking like a real good plan, so NASA is considering running the shuttles till 2015, which frankly doesn't seem like a real good plan either.

### 99.5% Prefer Free Shipping

In a very Scientific Poll commissioned by **aef/fyi**, over 99% of those polled said they prefer to Never Pay Shipping Charges. (The other 0.5% work for the Federal Government.) When told that AEF Sales never ever charges their customers for ground shipments, 100% of the 99.5% said that was a helluva nice thing to do, and they would be willing to buy stuff they didn't need, just to get the free shipping. When asked why they would want to pay shipping charges, the Government dudes said they didn't care; it wasn't their money anyway. But hey, if you're one of the working stiffs who plays with their own money, call AEF.

### Calamity

Her given name was Martha Canary, but the world knew her as Calamity Jane. She was a hard drinking woman who dressed in men's clothes, and was a scout for the US Cavalry. She was the subject of many tall tales, some of which were actually true, though it's tough to tell which ones. Known for her daring horsemanship and her skill with a rifle, she appeared for a while in Buffalo Bill's Wild West Show. She was also a friend (a very good friend by some accounts) of Wild Bill Hickok at the time of his death in Deadwood, in 1876. She claimed her nickname was given her by an Army officer whose life she saved during a battle: 'I name you Calamity Jane, heroine of the plains'; but it's more likely to have come from her warnings to men that to offend her was to 'court calamity'. She died in 1903 and is buried near Wild Bill.



### 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  
Heat Trace Monitoring Systems  
Microprocessor Based Heat Trace Control  
and Monitoring

Heat Tracing Since 1964

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

## FAB CONTEST!



1964—What a year! The Beatles and AEF Sales both landed in New York. Which makes next year our 45th Anniversary. Which made us think of using all Beatle quotes in our March issue of **aef/fyi**. Which is where you come in.

Send your suggestion from the lyrics of any Beatles' song, or any post-Beatles' song from John, George, or Ringo. (No Paul please; we've had enough of silly love songs.) If we use your suggestion we'll send you a Beatles' CD. Yup, every quote we use is a winner.

That's just the kind of guys we are.

Send your suggestion to [bernadette@aefsales.com](mailto:bernadette@aefsales.com).