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

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ISSUE 3

"America's
Favorite Newsletter"

MARCH 2011



Our 46th Year

CONTENTS:

COLD CASE

We're usually called on to melt ice, not this time TEAM AEF goes to work on a landmark hockey rink.

VERY CLEVER

Central Moloney's clever solution for one customer's problem can make your life simpler too. Find out how.

MAXIMUM CUTE

An exclusive pictorial updates the Young'ns of A.E.F. Three brand new additions, plus updates on the older young'ns.

GUTSY MOVE

Sky high confidence helped the City of Florence and Filippo Brunelleschi do the impossible, 600 years ago.

ASK BERNADETTE

The World's Only Answer Cow helps readers navigate through crazy times.

AEF Sales & the Tale of the Yale Whale

A recent article in the *Wall Street Journal* called the Ingalls Hockey Rink on the campus of Yale University the best designed rink in college hockey. Designed by Eero Saarinen in the early 1950's and completed in 1958, the building is in a sense a giant sculpture.

According to *Architecture Week*: "You either love it or hate it but you can't ignore it." Harry Truman fell in to the latter category, calling it a "nightmare" when he visited Yale.

In 2008 a major restoration and renovation of the rink began. Over the years the original ice slab had been covered with two additional layers of concrete. As part of the restoration, the existing slabs were removed and a new 8" slab installed, bringing the height of the ice surface back to Saarinen's original design. The new slab was installed over an insulation board to help prevent the ground below the slab from freezing and heaving. Since the insulation slows the temperature transfer but does not stop it, a heat source was needed to make up the difference. A.E.F. Sales was asked to prepare a design for the system. (Go to 3)



IT EVEN BRINGS ITS' OWN PAD!
Everything should go this smoothly.

One Heckuvan Idea

Back in 2002, one of Central Moloney's utility customers had a special request: a padmount transformer that came directly from the factory, complete with already installed high voltage bushing inserts, low voltage terminals and elbows, all ready to be set down onto the pad. It would streamline their purchasing, processing, and logistics, and save them a TON of money on installation costs. Could CM do something like that?

Yes, they could. And they even factory-mounted on a composite pad that serves as both a shipping pallet and a permanent mounting pad. Clever, yes? The whole thing came together better than anyone had hoped for, and ten years later Central Moloney ships about 200 of these beauties every month.

Besides the ability (and willingness) to work with their customer, Central Moloney's quality track record gave the utility the confidence to have the units shipped directly to the installation site, knowing that not only would the units be there, but they would be defect-free and ready to install. If you're just not into simplifying, or you actually like spending money unnecessarily, CM's Job Site Ready Padmounts won't do much for you. Whether you need one transformer or one hundred, if you like good ideas that can make your life simpler, give A.E.F. a call for more info.

memo

FROM
PETER FASOLINO

There is something about growing up in New Jersey that prepares you for whatever you might encounter.

Queen Latifah

Science is about knowing; engineering is about doing.

Henry Petroski

When I see your heavens, the works of your fingers, the moon and stars that you have prepared, what is mortal man that you keep him in mind, and the son of earthling man that you take care of him?

Psalms 8:3-4

Raining on parades requires no skill or effort.

P.J. O'Rourke

Politicians like to see themselves as heroic figures grappling with the world's problems but in reality are incapable of achieving anything beyond the misuse of public money.

Leo McKinstry

Yesterday's home runs don't win today's games.

Babe Ruth

Wisdom is, when you know something, knowing that you know it, and when you do not know something, knowing that you do not know it.

Confucius

The first issue of AEF/FYI was mailed out in 1988. It was printed in glorious black-and-white on a dot matrix printer, and the First Class stamps used to mail them cost a quarter. Later on we switched to laser printers. By 1993 we added a second color, and by the late '90's we went to full color. At some point in the early years

production of the newsletter was taken over by my brother Chris, who has handled it ever since -- story selection, copy, editing, layout. With this issue, Chris is passing the torch to the next generation -- the third generation, if you're keeping score at home.

However, the goal of the newsletter -- and the goal of A.E.F. Sales -- will stay the same: to be informative, to be helpful, and to be good company. And if we can share a few laughs together along the way, so much the better. In that regard especially, I think Chris has set the bar pretty high. And he's the only person in the company who is actually in contact with Bernadette, our Answer Cow. I've never met her myself, but she has to be real -- remember the picture of her riding in a gondola in Venice? (And if you think that was faked, then how do you explain all of the receipts on Chris' expense account for that issue?)

The newsletter is not the only task changing hands. The third generation is picking up more and more key company functions every day, bringing new energy, new skills, and new perspectives. That might lead some people to wonder if the next generation will be of the same caliber as the ones that came before.

Now if the family business was a human cannonball act, that would be a critical issue. Fortunately, though, we are in the heater cable business, and I believe the unique skills and personalities of the next generation will move the company forward, while still keeping the same basic principles that my father -- their grandfather -- set for the company in 1964.

Speaking of Next Generations . . .

There have been quite a few recent additions to TEAM AEF's Cavalcade of Cuties of late. So here's an up-to-date who's who, starting with the newest and working back to the old-timers.

Lucy and Ella Bonchick.

The proud parents are AEFer Steven Bonchick and his wife Becky. They made their appearance in January. (Sorry, no deductions for 2010). AEF matriarch Lucy Fasolino is their great-grandmother.

Declan Horne. Son of Josie and her husband Scott (AEFers both), Declan landed in December. Even though Luca Brassi wasn't at the wedding, their first child was a masculine one. Grandparents are AEF major domo Peter Fasolino and wife, Grace.

Ethan and Malachi Monette. Sons of AEFers Brandy and Brandon Monette. Malachi attends kindergarten and works at the AEF warehouse in the off-season. Ethan currently matriculates at Giggles & Wiggles, and yes, he is really as mischievous as he looks. (Seems he takes after his grandfather Tommy.)

Pietro's Girls: Isabella, Gabriella, and Sophia. When you count in his wife, Cindy, Tro is outnumbered 4 to 1, but he doesn't seem to mind. Isabella is in kindergarten, while Gabriella's academic future is still in the planning stages. Newbie Sophia joined the crew in April of last year. That is actually Sophia in the photo, not the Sophia doll that Mattel recently came out with.

EDITOR'S NOTE: A portion of every dollar you spend with A.E.F. Sales goes to supply these adorable children with food, clothing and shelter.





Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

I've got a decent sized hot water maintenance system I'm starting on. Although a very BIG NAME was specified, I decided to go with A.E.F. Sales. Their hot water cable looks like a good product, and over the years I've worked with them they have never let me down. When I told Mr. BIG NAME I was going with A.E.F. he was not happy; actually he got pretty huffy -- told me I would get 'bloodied' on my submittals, since he 'owned New York'. Should I stay with A.E.F., or change gears? L.B.

DEAR L.B.:

First off, I am not aware of anyone owning New York. Secondly when I am confronted by that sort of arrogance I usually go in the opposite direction, just so that behavior of that sort is not rewarded.

Cold Case . . .

Mineral insulated heater cables were used, due to their rugged construction. Frost heave protection is a fairly common application, involving not just hockey rinks, but also commercial freezers, and LNG and ammonia storage tanks. Over the years A.E.F. has designed undertank heating systems for projects around the world.

Using the project Autocad files to insure proper coordination with the other building elements, a layer was added to show the heat tracing installation below the slab. The design included detailed layout drawings, selection of mineral insulated cables to conform to the rink dimensions and provide the required watt density, location of probes, and the selection of a heater control and monitoring system. Following IEEE standards, A.E.F. selected an electronic control system with digital temperature display, current monitoring, and ground fault monitoring.

Some people love the Yale rink and some hate it, but EVERYBODY loves the expertise and service TEAM AEF brought to the project. Put us to work on your next project, even if it's not a landmark.

However, you have many excellent reasons to stick with A.E.F., to wit:

Mr. Big's cable is quite a bit more expensive than the Nelson cable A.E.F. is proposing.

His cable requires that you use oversized insulation, which is a big extra cost. Did Mr. Big offer to pick up the tab for that? I didn't think so.

The reason he needs expensive oversized insulation is because his hot water cable is BIG, like really big. So besides being more expensive, and adding an unnecessary to your insulation costs, his cable is not easy to install on small piping in tight spaces.

I have never known of anyone who compared the cables side-by-side, and then chose Mr. Big's. I may get into trouble for this, but get hold of your favorite AEFer, and ask him for a nice sample of both what they are submitting on, and Mr. Big's monster cable. That should be all you (or anyone else) needs to see.

Do let me know how this turns out.

DEAR BERNADETTE:

I just read that article about Central Moloney's Job Site Ready padmounts. I could really use something like that, but I only need them two or three at a time. Is there a company that will do that for me? B.B.

DEAR B.B.:

Central Moloney will take care of you, even if you only need one! Problem solved!

Wes Ten

A little hard to believe, but March 1st marked Wes Rayburn's 10th Anniversary with TEAMAEF.

Wes' approach to sales isn't fancy -- just a conscientious, service-oriented way of doing things. That fits well with TEAM AEF's style: building relationships and maintaining customers by using the ludicrously old-fashioned method of keeping them happy.

As Wes said ten years ago about keeping customers happy, "You do whatever it takes because A) it's the right thing to do, and B) it's good business practice. A lot of companies don't seem to understand that anymore. A.E.F. Sales does."

Well said, Wes! Happy Anniversary!



**EMPLOYER APPROVED
FOR ON-THE-JOB READING**

The young are always ready to give those who are older than themselves the full benefits of their inexperience.

Oscar Wilde

There are no easy answers, but there are simple answers.

Ronald Reagan

The richest inheritance any child can have is a stable, loving, disciplined family life.

Daniel P. Moynihan

I feel sorry for people who don't drink. They wake up in the morning and that's the best they're going to feel all day.

Dean Martin

If I'd just tried for them dinky singles I could've batted around .600.

Babe Ruth

If you build a better mousetrap, you will catch better mice.

George Goebel

You gotta lose some of the time. When you do, lose right.

Casey Stengel

Gee my life's a funny thing -- am I still too young?

David Bowie



Tiny tourists atop the dome show its gigantic scale.

Bravo!

Florence, Italy 1294. The city council has just approved plans for a new Cathedral. Architect Arnolfo di Cambio's plan topped off the building with a beautiful, enormous dome -- 144 feet across and 295 feet high, but no one had the slightest idea how to build it, or even if it *could* be built.

A thousand years earlier the Roman emperor Hadrian had built the Pantheon in Rome, which had a pretty impressive dome, but whatever techniques the Romans used were long forgotten.

To add an extra degree of difficulty, the top of the Pantheon's dome was 142 feet above the ground; Florence's dome would *begin* 171 feet *in the air*. But saying 'Hey, this is the Renaissance, we'll figure something out', construction went ahead in 1296.

123 years later construction was going along fine, except they still hadn't figured out how to build the dome. Enter Filippo Brunelleschi. Born in Florence in 1377, he was trained to be a goldsmith. Around 1402 Filippo and his buddy Donatello went to Rome to study the ancient Roman ruins; somewhere along the way he figured building was more his line than goldsmithing.

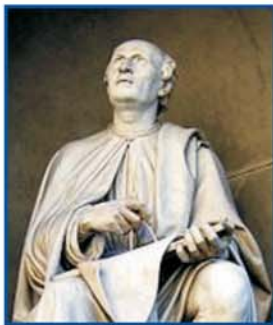
In 1419 a competition was held to determine who would design and build the dome. There were a lot of famous big brains (and big egos) around Florence just then, but finalists were Brunelleschi and Lorenzo Ghiberti. Brunelleschi won (even though he refused to divulge his plans), but the money men figured to hedge their bet by appointing Ghiberti as well. Filippo wasn't happy, and having two bosses instead of one made a tough job that much more difficult.

Finally Filippo had enough; he feigned an illness, and told the workers to take their orders from Ghiberti. Ghiberti soon realized he was over his head, and Filippo gave him two choices: either finish the dome himself, or shut up and let Brunelleschi do it. Ghiberti shut up.

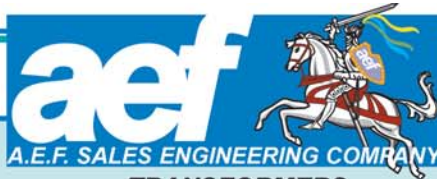
Besides the design problem, the logistics were staggering: 37,000 tons of material, including over 4 million bricks, had to be lifted almost 200 feet before anybody could build anything. Brunelleschi invented hoists to handle that. Work on the dome began in 1420 and was completed in 1436.

Now it was time for the finishing touch, the lantern to sit atop the dome. It must have really bothered Filippo that his rivals questioned his ability to handle that too, and there was *another* competition, which he won. Construction of the lantern began in 1446; a few months later Brunelleschi died. It was finished in 1461.

Six hundred years later the Duomo is still the tallest building in Florence, and still a pretty big deal. Well done, Filippo.



Filippo B.



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Backwords

TEAMWORK

Here at TEAM AEF we appreciate the value of teamwork, so it was nice to read that at least some Federal agencies do too. In December U.S. Immigration and Customs agents teamed up with Homeland Security and the Postal Inspection Service on raids that seized counterfeit Pittsburgh Penguins jerseys. Joseph Klaus, Border Protection Port Director for Pittsburgh said that the main dangers are that the knock-off jerseys would fall apart, and that consumers who thought they were spending money supporting the Penguins were actually supporting the counterfeiters. Scott Best, head of Homeland Security in Pittsburgh, noted the poor quality of the seized jerseys, and warned that 'if the price is too low, then it's too good to be true'. Don't you feel safer already?

ZIG-ZAG

Who you gonna call if you need a zig-zag transformer? An air core reactor? A test application transformer? A portable trailer-mounted transformer? What about a transformer that has to be an exact replacement (same footprint, same connections, same everything) as a unit provided by a manufacturer who can't (or won't) provide it this time? R.E. Uptegraff has you covered. And you thought they only built conventional power transformers, didn't you?

INCONVENIENT

As representatives from 200 countries met in Cancun in December to strategize about saving the planet from global warming, the temperature there hit a hundred-year record low of 54 degrees. (Hold the pina colodas.)