



aef/fyi



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

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"America's
Favorite Newsletter"

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TEAM AEF



Our 41st Year

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BIG APPLE HOLIDAY

From Rockefeller Center to Herald Square to Times Square, heat tracing and snow melting systems by TEAM AEF are at the top of everyone's Big Apple Holiday traditions.

SUPER AEF WEBSITE GETS SUPER LAUNCH

Read all about it, and then check it out online!

NA⁸, H², GOODBYE

The ironic true story behind one of the catchiest songs ever recorded.

WHAT'S MY LINE?

You can't blame AEF's 'competitors' if they're a bit confused at times.

BERNADETTE

The Answer Cow exudes the common sense so lacking in today's world. Plus she tells readers where to get the BEST cannolis around!!!

Big Apple Holiday

It happens every year.

Happy visitors and starry-eyed kids swarm midtown Manhattan to see the sights and soak up the atmosphere.

In world famous Rockefeller Center thousands of holiday sightseers look skyward, hoping for a glimpse of the Nelson heat tracing system provided by AEF Sales protecting the cooling towers at 10 Rockefeller Center. Maybe, if they've been really good they might also visit the CM-1 panel that monitors the whole system, 24/7!

Next it's on to 30 Rock, where another AEF-supplied system keeps *those* cooling towers toasty-warm. For the Rockefeller Center finale, how about a trip to the newly opened Top of the Rock observation deck, for great views of the World's Highest Snowmelting System, with over 13,000 of MI cable 850 feet over Manhattan. There's almost *too much* to see!!! (Editor's Note: There is also a fairly large Christmas tree nearby, and an ice skating rink.) Now it's on to Dad's favorite tradition, those high-stepping AEFettes! (Go to page 2)



Happy throngs of merrymakers jostle through Rockefeller Center, hoping to catch a glimpse of the festive heat tracing system and zesty CM-1 panel at 10 Rock.



'Super' Launch for aefsales.com



Look for TEAM AEF's blimp high over the skies of Super Bowl XL in Detroit, February 5, 2006!

The fabulous, totally re-designed website for TEAM AEF, aefsales.com, is open for business. The site features info and photos of various AEF projects from Manhattan, the Bronx, and Staten Island, as well as jobs from further afield, like Moscow and Albany.

Projects are broken out by project type, from pharmaceutical plants to office buildings, from stadiums to churches, from hotels to petrochemical plants, from power plants to museums. Projects are also broken out by application (floor warming, hot water maintenance, pipe tracing, roof and gutter de-icing, and snowmelting) and by product type (self-regulating, MI, CM control systems, etc.)

In order to publicize this super website, AEF is rolling out the brand spanning new AEF Blimp, which will be high over the skies of beautiful downtown Detroit's Ford Field for Super Bowl XL on Sunday, February 5th. Since the hits we expect from that exposure might slow things down some, we urge all aef/fyi readers to check out aefsales.com right away. And let us know what you think.

Even when all the experts agree, they may well be mistaken.
Bertrand Russell

I honestly believe it is better to know nothing than to know what ain't so.
Josh Billings

I well know, O God, that to earthling man his way does not belong. It does not belong to man who is walking even to direct his step.
Jeremiah 10:23

Under capitalism man exploits man; under socialism the reverse is true.
Polish Proverb

If we can prevent the government from wasting the labors of the people, under pretense of taking care of them, they must become happy.
Thomas Jefferson

All reformers, however strict their conscience, live in houses just as big as they can pay for.
Logan Pearsall Smith

A universe like ours with galaxies and stars is actually quite unlikely. If one considers the possible constants and laws that could have emerged, the odds against a universe that has produced life like ours is immense.
Stephen Hawking

memo

FROM
PETER FASOLINO

The end of the year always seems to be a time to look back, and a time to look ahead. Not long ago a phone call from a customer led me to do both.

I picked up a voicemail message which referred heat tracing for an address in Manhattan. I checked the quotations database on our server, which lists almost 8000 jobs going back to 1994, but couldn't find a reference for this particular location, a 47 story building on the east side. When I called the customer back, he told me he had "all kinds of Nelson heater cable" at this site, but no idea what exactly was installed or its condition. We set up a time to meet and walk the job together.

The roof of the building was unusual, with the cooling towers in the center and open views in every direction. There was a small waist high railing. The building had no setbacks, so leaning over the railing it was a straight drop to the sidewalks below. The day was clear.

The thermostats on the cooling tower had the old Nelson Electric logo, but were unlike anything I had seen in my thirty years here. The cables were mineral insulated, and by checking the tags we were able to reconstruct what the original layout had been, and what the loads should be so that we could verify what was working and what needed to be repaired or replaced. As we worked, we were able to determine that the system was originally installed in 1968. I was in high school at the time, and the electrician was probably still in short pants. Eventually we determined that one heater circuit, on a make up water line, had to be replaced before winter.

The electrician was called away for awhile, and I was left alone on the roof. It struck me that there, in the Manhattan sky, I was literally picking up where my father had left off almost forty years earlier. And it was a reminder that as a company we always need to focus on the long term, to make sure that the projects we design, the products that we sell, and the service that we provide are not only today's business, but the foundation for the future.

On behalf of all of us at AEF Sales, our best wishes for a wonderful holiday season, and a happy and healthy new year.

Big Apple . . .

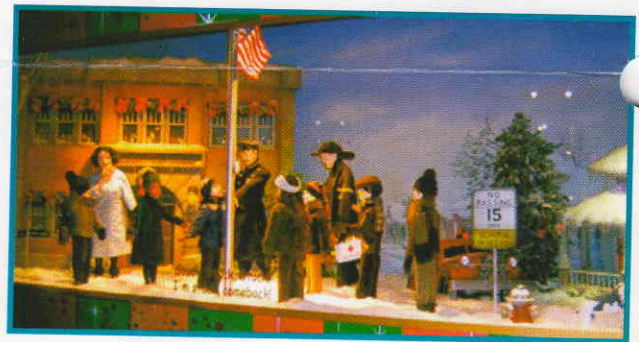
Remember Me to Herald Square!

Now it's time to head down to the biggest store in the world, Macy's in Herald Square. The store has over 2,000,000 square feet of floor space, and some 14,000 employees.


Some love to shop, and some love looking at the beautifully decorated and lit store windows, but we go straight to the cooling towers, where yet another heat tracing system produced by TEAM AEF is on the job.

Next we head over to Times Square. On New Year's Eve the place will be jammed with hundreds of thousands of 'fun seekers' and drunks, but right now it's just the normal hustle and bustle, which gives savvy visitors more time to appreciate being surrounded by AEF heat trace systems at 1, 3, 4, and 5 Times Square, each one continually monitored by a CM-1 panel from Nelson.

After a fun and busy day, the visitors go home and sleep, dreaming happy dreams, and knowing that all those beautiful heat tracing and snow melting systems, with all those clever controls will hard at work, all night tonight, and every night for many years to come.



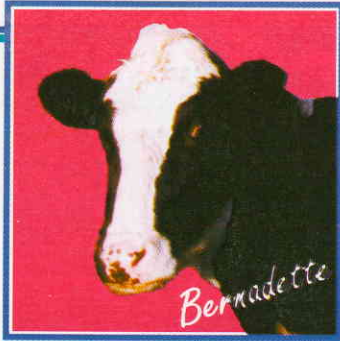
PHILOSOPHER'S CORNER



If a pipe freezes in the middle of the night, when there is no one around to hear it, will it still cause damage, possibly shutting down the plant? And will your boss be all over you like white on rice?

Therefore would it not be the course of wisdom to buy a Nelson CM1 Monitor right now? And would it not be showing love to your fellow man if you buy one for a friend?





Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

What's up today with Bono and Barbra Streisand and all these other showbiz celebrities trying to tell everyone how to run the world. Do they actually have any idea what they are talking about? H.G.

DEAR H.G.:

For the most part they are clueless, living in their own little universe, and often quite hypocritical to boot. You often see various celebrities on talk shows and whatnot extolling the virtues of their hybrid vehicle, when you know darn well they arrived at the studio in a convoy of SUVs.

It almost takes one year for the more sensible approach they took in the Middle Ages, when the entertainers (jesters, as they were known) clearly understood that their function was to entertain. In the meantime the best you can do is listen to the content of what is being said, paying no mind to *who* is saying it. The sooner we all stop paying so much attention to the likes of Ben Affleck and Paris Hilton, the better off we'll be. *Coraggio!*

DEAR BERNADETTE:

We've got a hydronic snow melting system, and we're experiencing some leaks at the manifolds and also I think under the concrete. Someone told me that's a big problem cause the stuff running in there is toxic? Is that true? And if it is why would anyone want a hydronic system in the first place? D.D.

DEAR D.D.:

Yes, that fluid is ugly stuff. It's actually quite similar to the anti-freeze you put in your car. Why not take a quick run out to the garage and read all the warnings on that label. I'll wait right here.

Pretty scary, no? As to why anyone would put in a hydronic system in the first place, I have no idea. And you might want to check with an attorney to see if you have any personal liability at stake. In any case the best (and greenest) snow melting system utilizes MI cable. You might contact AEF Sales for more info on that score. Hope everything turns out OK for you. (In the meantime it might not be a bad idea to put your house in your wife's name, just in case.)

CONFIDENTIAL TO M.C.:

Without doubt the very best cannolis in New York (or anywhere else for that matter) can be had at DeLillo's at 606 E. 187th St., in Little Italy in the Bronx. They also have the best sfogliatelle this side of Naples, plus other great stuff like wheat pie that you rarely can find anywhere anymore. I'm not going to give you a phone number--- you *have* to go there! Have a cappuccino for me!

AEF's Competitors Play a Different Game

For most manufacturer's representatives, it all boils down to a numbers game. The more lines you take on, the better. The more different products you have to sell, the more money you can make.

That's what passes for accepted wisdom with most rep companies, who seem to represent tons of companies, with multiple product lines that don't seem to be all that closely related to each other. But to us AEFers they seem a bit like those generalists, who know less and less about more and more, till they know practically nothing about almost everything. Not so here at AEF Sales: we do Heater Cable and Transformers, period. And we know our products and how to apply them.

By representing just a few companies, we're able to develop close working relationships with the companies we represent. Sometimes this is real handy, and we're able to get answers, and results, that we couldn't get with a company that was the 19th one down on our line list.

So if you need valves, pumps, batteries, lighting fixtures, boilers, variable speed drives, toaster ovens, air conditioners, limit switches and such, we can't help you. But if you need Heater Cable or Transformers, we're the guys you wanna call.



Some of TEAM AEF's erstwhile competitor's as they try to remember all the different companies they represent, without peeking at their line card. The didn't do too well.

There are some people you like immediately, some whom you think you might learn to like in the fullness of time, and some that you simply want to push away from you with a sharp stick.

Douglas Adams

God gives every bird his worm, but he does not throw it into the nest.

Swedish Proverb

A platypus is an animal with a bill like a duck, a tail like a beaver, and a fur coat like a chorus girl.

Ludwig von Drake

A good scare is worth more to a man than good advice.

Edgar Watson Howe

No matter how old you are, there's always something you have to outgrow.

Ward Cleaver

My strategy is always planned out. I'll have multiple scenarios in my head, and usually they all get thrown out because of what happens at the starting gate. Then you go second by second.

Jerry Bailey
Hall of Fame Jockey

Happy trails to you, until we meet again. Happy trails to you, Keep smiling on till then.

Roy and Dale

Na⁸, H², Goodbye

Summer 1969. An incredibly catchy song by a group called 'Steam' hits Number 1: *Na na na na, na na na na, hey hey-ey, goodbye*. Thirty-six years later, besides being a staple of oldies radio, 'Kiss Him Goodbye' is also still heard at almost every football, baseball, and hockey game, and probably will be, till the Twelfth of Never or so.

It's not a very complicated song; the same na na na na line is repeated over and over. And over. There are 234 words in the song, and 79 of them are 'na', 22 are 'hey', and 13 are 'goodbye'. It wasn't written to be a hit, it was written to be a song nobody would ever hear.

Singer/songwriter Gary DeCarlo was on the verge of a career breakthrough: Mercury records had signed him to a deal for four single records. The first one to be released 'It's the Magic in you Girl', had to be a hit. But there was one hitch--- 45's had two sides, so there had to be a song for the 'B' side. Determined that nothing would distract from the impact of 'Magic', DeCarlo and some buddies went in to the studio to record a song they had started writing in 1961 and never finished. The 'na-na-na-nas' had just been filler for lyrics to be written later, but figuring it was only the 'B' side they didn't bother with new lyrics, and just sang the na-na-na's. And just to make doubly sure no radio station would ever play it, they stretched it out to almost five minutes. Poifect.

One problem: Mercury Records loved it, na-na-na's and all. DeCarlo and his buddies considered the song an embarrassment that they did not want their names associated with, so the single shifted over to another Mercury label and released under the name of a non-existent group 'Steam'. The rest of course is the kind of stuff you can't make up: 'The Magic in You Girl' and DeCarlo went nowhere, and 'Steam' rolls on and on. And on.

Backwords

Name Game

Hell's Kitchen in Manhattan, the area between 34th and 59th Streets, from 8th Avenue west to the river has a pretty colorful history to go along with its name. In 1851 work on the new railroad drew thousands of Irish and German immigrants to the neighborhood. By 1860 the population of Hell's Kitchen was over 350,000, and the area was filled with tenements, slaughterhouses, breweries, and factories. Hell's Kitchen was the focal point of riots during the Civil War which claimed somewhere between 2,000 and 20,000 lives. After the war the notorious gangs that were to predominate for years were formed.

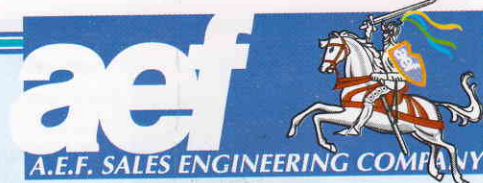
The quaint name is said to derive from a veteran policeman, Dutch Fred the Cop, who with his rookie partner was watching a 'small' riot at 39th and 10th Ave. The rookie said 'This place is hell itself,' to which Dutch Fred replied "Hell's a mild climate. This is Hell's Kitchen."

AEF's Wes Rayburn Released from Sing Sing

Actually Wes didn't do anything wrong, he was just there temporarily, providing AEF's Legendary Service on a job that required heat tracing of lines that connect three flatbed mounted temporary boilers to the prison boiler room. But we're sure glad he's out.

Our Friend, the Sun

Earth gets less than half a billionth of the energy put out by the sun. But that's a some spicy half billionth, amounting to 240,000,000,000,000 horsepower every minute. Sustaining this tremendous output consumes four million tons of hydrogen every second. Not to worry though, there's enough hydrogen fuel to last another couple of billion years.



TRANSFORMERS Central Moloney

Single Phase Transformers: Pole Type, Padmounted, Vault, and Stepdown
Three Phase Padmounted Transformers
Components: Bushings-Switches-Accessories
NEW! 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

Nelson Electric Heater Products

MI Cable for Pipe Tracing & Snowmelting
Self-Regulating Cable for Pipe Tracing
Hot Water Maintenance Cable
Self-Regulating Cable for Roof & Gutter De-Icing
Thermostats & Controls
CM-1 Cable Monitoring Systems
CM-2 Heat Trace Management System
NEW! CM-3 PLC Based Circuit Management System

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BOLD MOVE



Sometimes the smart move requires a little bit of boldness. Like being willing to put over a million dollars worth of heater cable and controls on the shelf, so that you can give your customers what they need, when they need it.

So go ahead. Call us crazy. As long as you call us when you need heater cable in a big hurry.