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SPECIAL ISSUE!

40TH
ANNIVERSARY

SPRING 2004



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

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"America's
Favorite Newsletter"

MARCH 2004

TEAM AEF

aef
HAPPY - BRAVE - NICE

Our 40th Year

CONTENTS:

ANNIVERSARY WALTZ

A little hard for us to believe, but March 1st marked our 40th anniversary here at AEF. We take a look back.

TOP TEN

We've gotten involved in a lot of interesting, prestigious, and sometimes dicey projects over the last forty years, but here's the Ten that take the cake.

GALLERY OF PHOTOS

Photos of the members of TEAM AEF in action! Actually not in action.

OUR BIGGEST CONTEST EVER!

A celebration this Big needed a Big contest with a BIG prize!

Gala Parade Marks AEF's 40th!

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

(AP) Technically it was 40 years ago on March 1st. And no one calls him Sgt. Tony anymore. But our 40th 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.

The Way We Were. Return with us now to those thrilling days of yesteryear. Tony Fasolino, his hair still mostly black, was working for a rep agency that represented, among other companies, Nelson Electric of Tulsa, OK.

Nelson's Sales Manager, Jack Jacobs, felt a change was needed, and named Tony as Nelson's sole representative in the New York area: a one-man band covering the most important market in the country. Tony set up his first office in a converted wine cellar, and went to work. (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 the wine. Important Note: Winemaking operations continued in another location.)

The Way We Is. Forty years have brought a lot of changes here at AEF, and everywhere else for that matter. The products we sell have changed; the companies we represent have

and the technology (and the pace of business) have sure as heck changed. We've got four offices with a whole lot more computer power than NASA used to send men to the moon, and a big old warehouse with a ridiculous amount of heater cable on the shelves. (At one point in January we had over twenty-seven miles in stock!) But the core concept of our business is teamwork; TEAM AEF isn't a slogan, it's the way we work, every day.

There Is No 'I' in Heat Tracing. OK, there is an 'I' in Heat Tracing, but there's only one of them and it's toward the end. The point is that when you do business with us, we'll throw everything and everybody into making sure you get what you need, when you need it.

A lot of things have changed since 1964, but the Important Stuff hasn't. Treat people right. Keep your promises. Know what you're talking about. It's worked for us so far, so we'll stick with it for the next 40 Years.



CELEBRATION TIME!

Festive crowds enjoy the excitement as AEF Sales celebrates its 40th Anniversary with a Gala Parade at their Galactic Headquarters in Mamaronock. Approximately 10,000 revelers joined in as bands played and balloons were released.



Look, Ma! I'm in Business!

Tony Fasolino back in '64, with his desk, his briefcase, and his phone. At the time this photo was taken, this was the whole company. There are more of us now.

271 Words From Mr. Pete

*Il giorno del giudizio,
per gli amalfitani che
andranno in paradiso,
sara un giorno come
tutti gli altri.*

Renato Fucini

*I don't know but I've
been told it's hard to run
with a weight of gold;
other hand I've heard it
said it's just as hard with
a weight of lead.*

Grateful Dead

*Make sure of all things;
hold fast to what is fine.
1st Thessalonians 5:21*

*We don't read the Bible
and we don't know
what's in it. We are
paying for it.*

George Gallup

*Let fortune do her worst!
You must not take things
too much to heart, but try
to repair what you can
and let the rest go, as I
do, with a light heart.*

Baldassare Castiglione

*If you drink much from
a bottle marked 'poison'
it is almost certain to
disagree with you,
sooner or later.*

Alice

*No matter how strong
you are, and how fast,
sometimes it just isn't
enough.*

Superman

Forty years ago, Tony Fasolino left a safe and secure position as Chief Electrical Engineer at Foster Wheeler, mortgaged his house, and started AEF Sales. It was a one man operation, with a principal company that believed in him, Nelson Electric. For a man trained as an engineer this was not a logical thing to do.

Perhaps it was the same instincts that made his grandparents come to America, a sense that there was something more out there, and a willingness to take a chance on it. From the start, the idea was that anyone who worked with AEF Sales, --- as a manufacturer we represented, as a customer, or as an employee --- should be better off as a result of that relationship.

That perspective and that foundation has served the company well. To stay in business for 40 years is an achievement. To be thriving and growing after 40 years is remarkable. We still represent Nelson Heat Trace, and for the last two years AEF Sales has been the top rep in the country.

Even more remarkable to me, as Tony's son --- or for Pietro, Tony's grandson --- is that after 40 years we can call on engineers, or contractors, or run into a foreman on a jobsite who will ask, "How's Tony?"

We're happy to answer that Tony is fine, enjoying life in Florida, playing golf a couple of times a week. When he's visiting in New York it's his normal routine to kibbitz in the office, and even call on a few old friends. Thanks, Tony, for taking that leap 40 years ago. And thanks to you all, our customers, associates, and friends, old and new.

AEF Top Ten Heater Cable Projects

In forty fantastic years of heat tracing, TEAM AEF has done a bunch of interesting, challenging, and sometimes wacky projects. Here's a rundown of the Top Ten. Please note that the Ten are not in any particular order; we had enough trouble trying to nar-

--**Ellis Island.** Heat tracing the fire lines for the Ellis Island restoration. All heater cables brought to the island on the 'Captain Nick'. Self-regulating cable used on land, and M.I. cables used to 'gut trace' main feeder pipes as they emerge from the river.

--**Moscow World Trade Center.** AEF worked on the design with engineers in New York, then provided the cable. If we can melt snow in Moscow, we can melt it anywhere.

--**WTC PATH.** This was the fast paced project that just resulted in the re-opening of the PATH trains at the World Trade Center. It required over 38,000 feet of cable, all shipped from AEF's stock.

--**30 Hudson Street.** The new Goldman Sachs headquarters in Jersey City, on the banks of the Hudson, is the biggest building in New Jersey. We've got every type of cable Nelson makes doing almost everything heater cable can do, from warming floors to snowmelting to freeze protection.

--**United Nations.** Installed a new M.I. Snowmelting system for the parking garage, to replace a failed hydronic system. Nice to know that something at the UN works.

--**Metropolitan Museum of Art and American Museum of Natural History.** (OK, we're cheating, this should count as two.) At the Met it's gutter melting for the

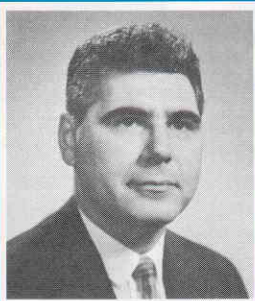
gigantic skylights over the galleries, snowmelting on the ramp at the loading docks, and pipe tracing in the parking garage. At the Museum of Natural History it's freeze protection, watched over by several CM monitor panels.

--**Times Square.** Heat trace of choice in the new Times Square comes from AEF. Self-regulating cables and CM panels on three new skyscrapers draw millions of tourists every year.

--**Trinity Church.** When it was built in 1846 it was the star of New York's skyline. By the time it was renovated a few years back it was dwarfed by its' Financial District neighbors. How do you design roof and gutter snowmelting and de-icing for a Historical Landmark? Very carefully. This job was made even more interesting by the fact that the only access to the roof was via a small circular stone staircase. Nelson's SLT cable was the perfect answer.

--**JFK Terminal One.** As different as could be from Trinity Church, Terminal One with its 60,000 square foot glass roof was an ultra-modern challenge with the same happy solution: SLT cable and AEF. To get to some of the 600 foot long gutters TEAM AEF had to walk around on narrow planking 80 feet up over a concrete floor.

--**Albany Mall.** Designed in New York with AEF, with jobsite supervision by Chairman Tony, it was the biggest snowmelting job ever. How big? The load was over 6000 kW!



Rookie Card

The Way We Were



You could have any type of heater cable you could imagine, as long as you could only imagine 2c/18 copper-sheathed M.I. Cable. Controls? That decision was simple, since there was only one thermostat to choose from.

It irritates me when someone thinks he can fool me as easily as he fools himself.

John O'Sullivan

We all live in a yellow submarine.

The Beatles

I'd rather be a lamppost in New York than the Mayor of Chicago.

Jimmie Walker

It's amazing what you can accomplish with an unlimited amount of money.

Eve Rostikov

The wine and the sun will make vinegar without any shouting to help them.

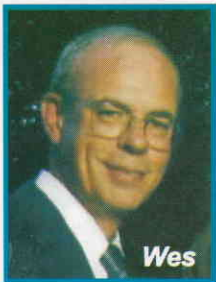
Florentine Proverb

When I went to Rome, they would sit down and they would have a two hour lunch with three full courses and a good wine. They never got anything done, but they knew how to live. That's important: to know how to live, in the little time we have.

G.

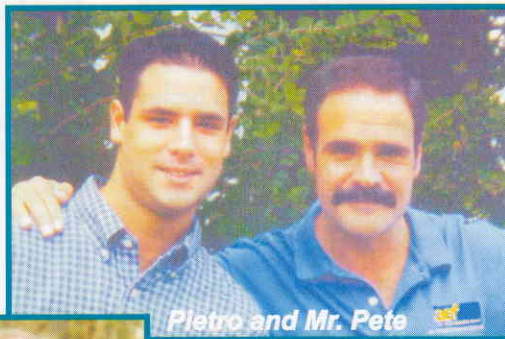
Sometimes the lights all shinin' on me, other times I can barely see; lately it occurs to me--what a long strange trip it's been.

Grateful Dead

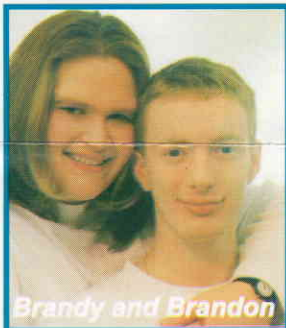


Wes

The Way We Is



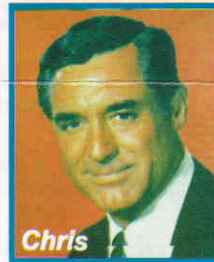
Pietro and Mr. Pete



Brandy and Brandon

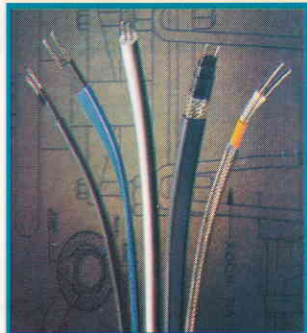


Fred



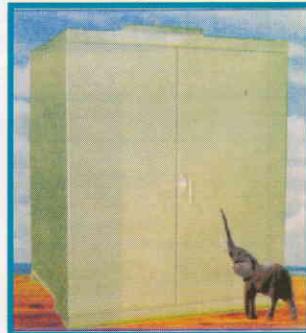
Chris

Our Principal Companies



Nelson Heat Trace

With AEF Sales since the Beginning, today's Nelson is the only company that manufactures self-regulating, constant wattage, and M.I. heaters (all made in the USA). Also the coolest monitoring and control systems on the planet.



R.E. Uptegraff Mfg.

AEF started representing Uptegraff in 1967. Uptegraff has been building transformers since 1922, and is still independently owned and run by Transformer People. Need something a little unusual? Or downright strange? (Like the Giant Padmount shown in the artist's conception above?) Uptegraff has you covered for all types of liquid-filled transformers to 20mva.



Central Moloney

AEF and Central Moloney have been a team since 1989. Employee-owned and run, transformers and related components are CM's ONLY business. If your requirements include polemount, padmount, or submersible transformers, or if you need a reliable source for components, you need CM.

(Action figure sold separately.)

Wire & Cable for Investor Owned Utilities

CONEXI
Conex Cable

Nehring
Electrical Works

Then and Now

Yankees	AEF
Joe Pepitone	Tony Fasolino
Bobby Richardson	
Tony Kubek	
Clete Boyer	
Roger Maris	
Mickey Mantle	
Hector Lopez	
Whitey Ford	
Elaston Howard	

Compare the 1964 rosters of the Yanks and AEF. Who's made more progress over the last 40 years? You be the judge!

Forty years can bring a lot of change, and at AEF we've been working to make sure those changes are good for us, and good for our customers. You don't have to be an expert to tell that while the Yankees don't have too much to show in the way of progress, TEAM AEF sure does!

The Yankees have the same number of players they did in '64, and with the exception of Derek Jeter, the players were better then. On the other hand TEAM AEF has 750% more players than we had then, and today's team is better equipped than ever to take care of our customers.

Here are some other Fun Facts From Forty Years Ago:

The Beatles conquered America, and changed the world, sort of. A cocky youngster named Cassius Clay knocked out Sonny Liston.

The New York World's Fair opened; and the Mets lost the first game in Shea Stadium, to the Pirates.

Ford introduced the Mustang; sticker price was \$2368.

Idlewild Airport was still Idlewild Airport, and you could get there by taking a helicopter from the Pan Am Building. There was still a Pan Am Building, and there was still a Pan Am.

New York had a whole lot of newspapers. Remember the Herald Tribune, The World Telegram & Sun, The Daily Mirror, the Journal-American, and the New York Times?

A construction worker could make \$120 a week, a burger at McDonald's cost 15 cents, and the speed of light was only 148,000 miles per second.

AEF Sales was brand new but already old-fashioned. No smooth talkers, just straight talkers who knew their stuff, meant what they said, and kept their promises.

Backwords

A Transformer Good Enough to Eat!

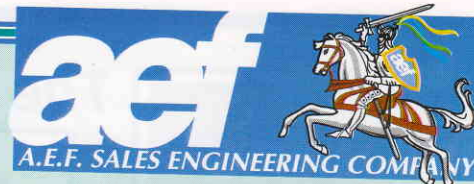
You think you've got special transformer requirements? A local utility here in AEF Land needed some power transformers for a sensitive shoreline environment, with stainless steel tanks to resist corrosion, and transformer oil so environmentally friendly it's actually edible. Uptegraff is building them now.

Thirty Days Hath September

That applies almost everywhere, except on the AEF Calendar for 2004. There, for benefit of our friends who never seem to have enough time, we have provided (for the first time anywhere, we believe) September 31st! We have a vague feeling that instead of just a mistake by our crack Calendar Unit, it may be a sort of Twilight Zone/Groundhog Day type of thing, whereby those in possession of the AEF Calendar may actually get that extra day. Please report any unusual experiences you may have on that day (or days); maybe we're on to something.

ssssssjssllmmssslssssssssss

Growing up our teachers always told us that an infinite number of monkeys banging away on an infinite number of typewriters would eventually write the complete works of Shakespeare. Apparently we were misled. Researchers at Plymouth University in England gave six monkeys a month with a computer; the monkeys failed to produce a single word. At the end of the month they had produced only five pages of 'text'; mostly s's, with a smattering of j's, a's, and l's mixed in.



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

WIRE & CABLE

(For Investor-Owned Utilities Only)

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

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OUR BIGGEST CONTEST EVER!



You Can Win the Ultimate Getaway - Your Own Planet!

And not just any planet. To celebrate our 40th Anniversary in style we're giving away the Biggest Planet in the Solar System: Jupiter!

Just send your Anniversary Wish for AEF's 40th Anniversary to Bernadette@aefsales.com. Entries will be judged on originality, sweetness, and light; feel free to go overboard with it.

Taxes, title, and transportation the sole responsibility of the winner. Employees of AEF Sales and their families are not eligible. Void where prohibited. Your mileage may vary. You should consult with your physician before leaving Earth. Planet may contain traces of peanuts.