



Volume 11
Issue 4

brought to you by

A.E.F. SALES ENGINEERING COMPANY Mamaroneck, NY Toll-Free (877) 803-9035 Fax (877) 803-9129

aeef/fyi

SPRING
(almost)
2001

"America's
Favorite Newsletter"

March 2001



Our 36th Year

CONTENTS:

NEW KIDS ON THE BLOCK

Introducing the newest members of TEAM AEF.

SNOWMELTING SENSE

We undertake an exhaustive look at the wacky world of hydronic snowmelting systems.

THAT'S ENGINEERING!

The feats of the engineers of Ancient Rome never cease to amaze.

AEF's BRAND NEW TOLL-FREE NUMBERS

Now we're just a FREE phone call away!

PLUS BERNADETTE

The World's Most Famous Answer Cow has Vital Advice for Con Ed customers who are getting clobbered by the new rates for DC.

RED ALERT!!!

Information you have to have to make sure you get our next exciting issue. Vital info.

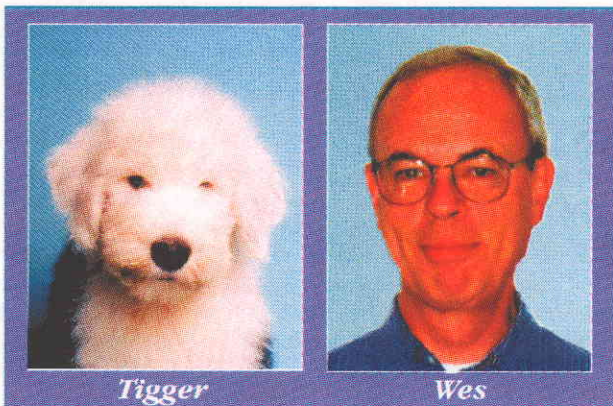
New Additions to Team AEF

It's been a busy couple of months here in AEF Land, and we're happy to introduce our readers to the newest AEFers, Wes Rayburn and Tigger Fasolino. Wes will be joining the sales force, while Tigger seems to be specializing in barking at the UPS guy. Both are part of our never-ending efforts to provide our customers with the best service possible. Here's how they got here.

We hate to say it, but Tigger working at AEF is nepotism, pure and simple. (We're actually pretty big on nepotism here.) Wes, on the other hand, is here on his merits.

Wes and AEF pezzanovante Mr. Pete have actually been neighbors (and friends) for the last nine years. In the course of things, they often talked about 'how business was' in a general friendly way, but with no inkling that Wes would become an AEFer.

Wes has a lot of sales experience (most recently with pumps) in markets that are similar to ours, dealing with engineers to design and specify equipment, and with contractors on jobsites. So far, so good. But more important to Mr. Pete was Wes' approach: a conscientious, service-oriented way of doing things, with no razzle-dazzle. The goal: building and maintaining customers using the ludicrously old-fashioned method of keeping them happy. Which happens to be the way *we've* been doing things for thirty-six years. (Continued on 2)



New Kids on the Block: Wes Rayburn, Sales Rep, and Tigger, UPS Liason Manager. (Not shown actual size.)

Snowmelting Sensibility

There's a whole lotta good reasons to utilize snowmelting systems: they keep areas clear of ice and snow without costly labor; they prevent salt-induced structural damage, and interior damage caused by tracked-in salt and slush; and they prevent personal injuries and lawsuits. (Important Note: All those lawyers you saw traipsing across your TV for most of last November and December now have a lot of free time on their hands. Even as you read this, they are sitting in their offices, waiting for you to mess up.)

It's vital to choose the RIGHT snowmelting system, and sadly we here at **aeef/fyi** have heard of some misguided souls who have gotten involved with hydronic systems. In a spirit of selfless public service we offer a few caveats to any of our readers who may be entertaining such an ill-advised course.

Ancient History. Hydronic systems involve running a heated fluid (water and anti-freeze) through plastic piping embedded beneath the surface. The process was actually widely used by the ancient Romans over 2000 years ago, but of course that was because the ancient Romans had NO ELECTRICITY! We're almost positive that if you could bring an ancient Roman engineer into today's world and get him up to speed on available snowmelting techniques, and then showed him a contemporary hydronic installation, he would say: "FACCIUM QUESTI PIPIO INFERNI?", which, roughly translated means "Why are you fooling around with all that stupid piping?" If we then showed him all the associated manifolds, circulating pumps, re-circulating pumps, air vents, drains, and thermostatic controls to monitor the temperature of the fluid, he'd probably fall on his sword. (Continued on 3)



*We can't all,
and some of us don't.*
Eeyore

*Women like silent men.
They think they're
listening.*
Marcel Archaud

*Do not become righteous
overmuch, nor show
yourself excessively wise.
Why should you cause
desolation to yourself?*
Ecclesiastes 7:16

*An expert is someone
who learns more and
more about less and less
until he knows
practically everything
about almost nothing.*
Unknown

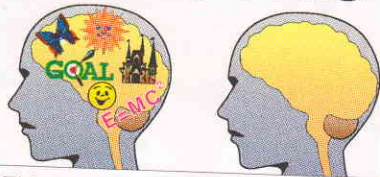
*There is no opinion
so absurd but that
some philosopher
will express it.*
Cicero

*All I have seen teaches
me to trust the Creator
for all I have not seen.*
Ralph Waldo Emerson

*My doctor told me to give
up wine, women, and
song. I asked if that
would help me live
longer. He said no, but it
would seem longer.*
Henny Youngman

*Men willingly believe
what they will.*
Julius Caesar

Could This Be Your Last Issue?



This is your brain. **This is your brain
without aef/fyi.**

In a recent study by the CDC in Atlanta members of the group who read aef/fyi regularly were found to be more emotionally stable, more respected by their peers, and enjoyed a greater sense of well-being than a control group who were not allowed access to aef/fyi. When the study was completed the aef/fyi group went on to achieve financial success and enjoyed high levels of job satisfaction. The control group stayed in Atlanta.

we've got planned for this year, we need to hear from you. Just pick any ONE of the following options, and you're in.

1. Place an order with any one of our principal companies (see listing on page 4) before March 30th for \$50,000 or more.
2. Send \$200 in tens and twenties to Editor, aef/fyi, P.O. Box 295, Mamaroneck NY, 10543.
3. Call us Toll Free at 877-803-9035, ext 256, and tell us that you'd like to stay on the mailing list. Or fax us Toll Free at 877-803-9129. (This would be a great time to let us know if any change should be made to your mailing address. Or if you'd be interested in an electronic edition.)
4. E-mail us (chris@aefsales.com) with the same info.

Astute readers will realize that Options 3 and 4 are FREE, but we're hoping at least a of you will go for Option 1 or 2. Either way, don't wait! Act now! Operators are standing by.

HERE'S OUR NEW TOLL-FREE NUMBER
877-803-9035
GETTIN' EASIER ALL THE TIME!
Now there's a TOLL FREE NUMBER to get whatever you need from AEF. So pick up the phone, talk to your sales rep, check a delivery, get a quote, or get Live Human Customer Service. Why do we do it? Because we love you! (There's a TOLL FREE FAX too: 877-803-9129)

New Kids . . .

While Mr. Pete was making observations about Wes, Wes was making his own observations about the way AEF does business, and he liked what he saw. "Fervor, and service, service, service. People being treated with respect," he told **aef/fyi** in an exclusive interview. "A willingness to do whatever was necessary to make sure promises are kept."

It all dovetailed nicely with what Wes had come to believe after years and years of experience. "Anybody can make a sale. The question is, can you keep that customer over the long haul. You can, if you live up to your obligations; once you've committed to something, you've got to deliver, no matter what."

"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. AEF Sales does."

What lies ahead now for Wes is training; product training in heat tracing, and getting up to speed on AEF's computer and intranet systems. In the not too distant future he'll be heading out to Nelson in Tulsa, to get a first hand look at things, and to meet the people we depend on day in and day out.

Plus ça change, plus la même chose. That's French for 'the more things change, the more they stay the same. (At least we *hope* that's what it means.) What we're trying to get at is that despite the new faces we've added and all the new technologies we've incorporated here, the important stuff hasn't changed: Treat people right. Keep your promises. Know what you're talking about. Give us a call, and see what that kind of thinking can do to make *your* life easier.

Welcome aboard, Wes!

Bernadette

The AEF Sales Answer Cow

Guest Columnist



Bernadette is a Registered Holstein, and a Notary Public.

DEAR BERNADETTE:

The building I run in Manhattan uses DC to run the elevators, some fire pumps, and machines. But now Con Ed has raised my DC rates through the roof! For me, that's an extra \$5,900 every month!! It's gonna kill me. Is there a way out of this mess? J.G.

DEAR J.G.:

There are actually two ways out. 1) Convert your building and equipment over to AC, or 2) install an AC rectifier between the building's AC feed and your DC equipment.

Your next question would be: Is converting the Whole Building to AC as complicated as it sounds? Yes, worse actually. Every DC motor in the building would have to be replaced, from those big old things running the elevators to all the smaller ones running machines or pumps or whatever. You don't even

Need Help? Don't fret, ask Bernadette. E-mail her: bernadette@aefsales.com

Snow Job . . .

That Roman engineer would probably point out a few other problems.

1. Structural Integrity. The OD of that plastic pipe is pretty big, so you might need to add thickness to the slab, which adds to overall cost. Even then that plastic surface isn't exactly *simpatico* with the concrete around it--that's another potential problem, a good chance for severe cracking to develop. (*Editor's Note: MI Heater cable, with it's small OD, doesn't present a problem, and it's metal surface goes great with the slab: to the concrete it looks just like the re-bar it's tied to.*)

2. Energy Efficiency. The further that heated fluid gets from the source of heat, the cooler it gets. To illustrate this, we performed a simple experiment.

We obtained the services of two lawyers. On the morning of January 4th we sat one lawyer down on a bench in Bryant Park, while we took the second one into the McDonald's around the corner, and sat him at a table. Then we got two large cups of black coffee. We poured one cup onto the lap of the lawyer inside: he immediately launched a lawsuit against us, McDonald's, the building owner, the manufacturer of the cup, and probably you. We then went outside and walked several hundred feet through that cold New York day and poured the second cup onto the lap of the second lawyer, AND HE DIDN'T EVEN GET MAD! No lawsuits, no nothing! Thus we proved that heated liquids, as they travel through a cold environment, lose heat. When a hydronic system needs to provide 1500 BTUs in the snowmelted area, it has to generate enough heat to provide that, PLUS MAKE UP FOR ALL THE LOSSES ALONG THE WAY. What a waste!

Plus that hydronic system is trying to provide heat by running heated fluid through plastic pipe. HELLO-O! Plastic is a THERMAL INSULATOR! Doesn't that sort of defeat the purpose? And waste more energy? (*Editor's Note: MI Heater cable PUTS THE HEAT EXACTLY WHERE IT'S NEEDED, and it's a GOOD conductor of heat, and that's the whole point of a snowmelting system!*)

3. Toxicity. While the anti-freeze used in hydronic systems isn't exactly the same as what you use in your car, it's pretty close. Now go read all the warnings on *that* label--we'll wait right here.

Pretty scary, wasn't it? Now, do you really want umpteen gallons of that stuff floating around on *your* say-so? Even that mellow second lawyer in Bryant Park is starting to get worked up:

"Did you realize how toxic that material was? Weren't there *other* approaches to snowmelting you *could* have used? In fact, if you'd have used inconel-sheathed MI cable from Nelson Electric that cat would still be alive today? Isn't that *true*, sir?"

Not a pretty picture is it? If there's a snowmelting project in your future you'd better call the *Mavens of Heat* at AEF Sales. They've got a ton of experience, and it's yours for a toll-free call.

want to *know* what that would cost. And the cost isn't even the worst of it--says one expert: "This is big and it's complicated. It's not something you start on Saturday morning and have it done by Monday." He likened the project to highway construction, with most of the lanes shut down. Would you really want to spend a few months like that? I thought so.

Installing a rectifier would be simpler, cheaper, and faster. Simpler: instead of buying who-knows-how-many motors, and probably some panels, you buy and install ONE RECTIFIER to convert AC from Con Ed into the DC you need. Faster: just one piece of new equipment in one location, with no long service disruptions. Cheaper: see Faster and Simpler above.

I would recommend that you call AEF Sales at 877-803-9035 as soon as possible. They'll be able to get you set up with a rectifier built by Rapid Electric that will save the day. Rapid has been building DC power supplies since 1944, combining the latest electronics and power technology with old-fashioned quality. You'll be just fine.

DEAR READERS:

My next column will discuss the Theory of Evolution, which doesn't make much sense to me, and in fact, seems to be Science's Sacred Cow. (You should pardon the expression.) Don't miss it.

It's never safe to be nostalgic about something until you're absolutely certain there's no chance of it coming back.

Bill Vaughn

I conceive that the great part of the miseries of mankind are brought upon them by false estimates they have made of the value of things.

Ben Franklin

Never order Chinese from a place called Ralph's Pagoda.

Lois Lane

An ass may bray a good while before he shakes the stars down.

George Eliot

Don't go where the road don't go.

Ringo Starr

Our inability to see things that are right before our eyes until they are pointed out to us would be amusing if it were not at times so serious. We are coming to depend too much on being told and shown instead of using our own eyes and brains, which are likely to be just as good as anyone else's.

Laura Ingalls Wilder

Where there's life, there's hope; and need of vittles.

The Gaffer



Of all the amazing feats of engineering and construction standing through the ages as monuments to the genius of the Roman Empire, one of the most stunning must be the Pont du Gard, spanning the Gardon River in France.

Built around 19 B.C. the bridge is part of a twenty-five mile long aqueduct built to supply water to the city of Nimes. Over the full length the engineers managed to maintain a gradient of between just 0.25% and 0.5%.

The bridge itself is over nine hundred feet long, and one hundred and sixty feet high. (See if you can see the people in the picture, on the middle tier.) The three-tiered structure is built entirely of large stone blocks. No mortar was used. It is believed that the Romans used block and tackle to raise six-ton stones up to the top tier.

Do not write in this space.

Backwords

Empire State

What do Paris, Mexico, Madrid, Barcelona, Vienna, Egypt, Greece, Rome, Amsterdam, Athens, Belgium, Liverpool, Cairo and San Remo all have in common? They're all towns in New York State.

Bad Name

While driving recently outside Lake Placid, in the middle of upstate New York's Adirondack Park, we passed a sign for what may be the worst-named business in the world: "The Forever Wild Development Corporation".

Biggest Warehouse in the World!

The biggest warehouse on the planet is at AEF Sales Galactic Headquarters in Mamaroneck, NY, where we keep eleven miles of heater cable, mountains of festive thermostats and accessories, and from which we ship most orders the SAME DAY! (Correction: We have just been informed that it is NOT the biggest warehouse in the world. But everything else is true.)

Express

The Pony Express opened for business on April 3, 1860. With 80 riders, 400 fast horses, and 190 way-stations placed 10 to 15 miles apart, they could deliver mail from St. Joseph, Missouri, to Sacramento, California in less than ten days, compared to three weeks by stagecoach. The riders carried a specially designed mailbag, plus two pistols and a knife. It took less than two minutes to transfer to a fresh horse at the way station, and 75 miles was a day's work, before the next rider took over. Only one rider was killed by Indians. The completion of the first transcontinental telegraph made the Pony Express obsolete, and it closed forever on October 26, 1861. Quite a bit of legend for such a short existence.

aef

A.E.F. SALES ENGINEERING COMPANY

TRANSFORMERS Central Moloney

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



R.E. Uptegraff Manufacturing

Liquid Filled Transformers to 20mva
Subsurface, Load Center, Station Type
Rebuilding and Rewinding Services



HEATER CABLE & CONTROLS

Nelson Electric Heater Products

MI Cable for Pipe Tracing & Snowmelting
Self-Regulating Cable for Pipe Tracing
Self-Regulating Cable for Roof & Gutter De-Icing
Thermostats & Controls
CM-1 Cable Monitoring Systems
CM-2 Heat Trace Management System



CLEAN POWER PRODUCTS

Rapid Power Products

Power Conditioners, Voltage Regulators
Isolation Transformers to 1000kva
Rectifiers, 50kw to 3000kw



WIRE & CABLE

Conex Cable

Aluminum Clad Shield Wire, Guy Wire
Messenger Wire, and ACSR/AS (AW) **CONEX**

Nehring Electrical Works

Bare Copper and Aluminum Cable
Aluminum Clad Cable
Weather Proof Copper Wire
Ground Rods & Accessories
Cathodic Protection Cable



AWARD-WINNING CALENDAR!



At the beginning of January many of our readers received our award-winning 2001 Calendar featuring Guido, AEF's lovable Corporate Seal. This is the second in the series of 1000 calendars, since we are planning to issue a new one for each year of the Millennium. (You'll want to collect them ALL, since there's no telling what a complete set will be worth!!!)

We did have a change-over of our mailing list database, and it is possible that some of you did not receive your calendar. If that's the case, call our toll-free number, 877-803-9035, extension 256, and we'll send one right out to you.