



aef/fyi

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

WINTER
2004



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

VOLUME 15
ISSUE 1

"America's
Favorite Newsletter"

DECEMBER 2004

TEAM AEF



Our 40th Year

CONTENTS:

SING ALONG with FYI!

Our first Musical Article ever, highlighting our Spectacular (or Ridiculous) inventory of heater cable. Let everyone in your office join the chorus!

FLAMING

TEAM AEF is justly famous for their Legendary Service. We present a True Story that shows just how far we'll go to take care of our customers.

MR. PETE SPEAKS

It's been quite a while since our Fearless Leader graced these pages, but he's back!

BUFFALO BILL

The flamboyant showman brought the Wild West to the Big Apple every year --- Read all about it!

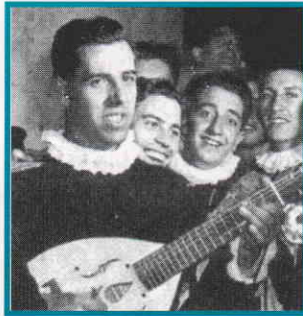
MARK TWAIN and CENTRAL MOLONEY

He doesn't work there, but he would have liked the way they think.

BERNADETTE

The World's Only Answer Cow (as far as we can tell) has, well, answers.

'48 Miles of Heat on the Wall'



Sal 'Sally Boy' Carbone leads the acclaimed AEF Madrigal Singers in 'Canzone Inventorio Immenso'



48 Miles of heat on the wall; 48 Miles of heat;
If one of our customers happens to need a Mile,
47 Miles of heat on the wall.
(Which means we have plenty left for You!)

Here at AEF Sales we've developed a reputation for having (how can we put this politely?) a ludicrous amount of heater cable in our warehouse.

It's a well deserved rep that makes some people laugh at us, and makes our accountant cry. (The last we heard from the poor guy he was mumbling something about 'rate of return on investment' or something; but we hear he's doing better now.) So why the heck do we have so much on the shelves?

The answer is simple. Over the years (40 years last March) we've learned what our customers need. One thing they need is TIME, and while it's not in our power to actually give them time, we can save them time, and money. Having what our customers need on the shelf, ready to ship the same day they place the order --- that's the kind of Legendary Service AEF customers have come to depend on. (True Fact: We ship almost all orders from our Amazing Local Stock, and 95% of those orders ship the same day!) The way we figure it, if it's something our customers are gonna need RIGHT NOW, we better have it RIGHT HERE.

Or as Ali McGraw said, having a ton of heater cable in the warehouse means never having to say you're sorry. Works for us; and more importantly, it works for our customers.

Jump-Thru-Flaming-Hoop Service

An electrical contractor recently ran a head-to-head comparison between AEF Sales and a big-name competitor, to determine if AEF's Legendary Service to its' customers was all it was cracked up to be. The answer: an emphatic YES! Here's a detailed look at this heretofore top secret report.

The test site was a building near the Brooklyn Bridge. There was no detailed spec, and no as-built drawings were available. To add urgency, the test was to take place when the threat of a cold snap was imminent. On December 29th all systems were go, and the test was on.

Dec 29. An identical phone call goes out to two heater cable outfits, AEF Sales and Company X: "We have an urgent heat trace requirement. Please come to the jobsite at 8:00 AM tomorrow morning for a walk-through. Your quote is required ASAP. Thank you."

Dec 30 8:00 AM. The rep from AEF is on the job, reviewing the pipes to be traced with a representative of the building management and the electrical contractor. Using Nelson's Renegade software on his laptop, a design and bill of material is generated. This information is forwarded to another member of TEAM AEF, who prepares a complete quotation.

Dec 30 9:30 AM. The rep from Company X shows up, explaining that he had had a slight problem locating Brooklyn. (Continued on page 2.)



Un-retouched photo of the actual training hoop used by Team AEF.

233 Words From Mr. Pete

*Failure is not an option;
it comes bundled with
the software.*

Unknown

*You can't run away from
trouble. Ain't no place
that far.*

Brer Rabbit

*Every man must be
swift about hearing,
slow about speaking,
slow about wrath.*

James 1:19

*We cannot believe
those morons at AEF
put that much heater
cable in stock.
Harvard Business Review*

*In real life extremely few
bridegrooms jump out
of windows just before
their wedding, for, apart
from other considerations,
it's not a convenient
mode of escape.*

Fyodor Dostoevsky

*If you make people think
they're thinking, they'll
love you; but if you really
make them think, they'll
hate you.*

Don Marquis

*You may have noticed
that the less I know
about a subject, the
more confidence I have,
and the more new light
I throw on it.*

Mark Twain

*Get off my cloud.
The Rolling Stones*

Recently I had a chance to spend some time with my parents at the Old Key West Resort in Disney World. The crew that runs the place --- the Conch Flats Hospitality League --- has a service theme engraved on a brass plaque in the main lobby. I would like to think that AEF Sales Hospitality League has a similar profile. A slightly edited version follows:

"The Conch Flats Hospitality League will create unsurpassed vacation experiences for our guests. In the Disney tradition, we are:

Pioneers, blazing new trails with vision, innovation, and creativity

Family, treating each other and our guest with courtesy, dignity, and respect

Entrepreneurs, striving for continuous daily improvement

Fun seekers, seizing every opportunity to celebrate the moment with our guest and with each other

Business persons, balancing the needs of our guests with the needs of the business

Team Players, going 'off the map' in support of each other as we simply do whatever it takes to satisfy our guests and ourselves."

If you get a chance to visit Old Key West, I would highly recommend it. (If you're good, your mom and dad might take you, no matter how old you are.) If you can't get there, the next best thing would be to buy something from AEF Sales.

On behalf of all of us at AEF Sales, thanks for making the past year our best ever!



Put All Your Eggs in One Basket, and Then WATCH THAT BASKET!

Mark Twain said it, and Central Moloney does it! Transformers and related components are their ONLY business, which means their ONLY business is serving the electric utility industry. That single-mindedness pays off for their customers. How so?

Well, see if this sounds familiar: "Your shipment is being delayed because we're waiting on an outside supplier for bushings (or switches, or whatever). We're trying to expedite them, and as soon as they come in we'll be able to complete your units." Now you know why Central Moloney started building their own components in 1970. Eliminating buy-out items means never having to say you're sorry. The Components Operation now occupies its own 60,000 square foot facility, and CM customers don't have to listen to excuses. Good to know.

Jump-thru-flaming hoops service . . .

Dec 30 11:00 AM. The contractor's fax machine rings. It's a complete quote from AEF Sales. The material needed is all in their Amazing Local Stock. It can ship this afternoon.

Dec 30 11:05 AM. The rep from Company X is still looking at pipes. (Note: Several days later, the contractor had still not received a quote from Company X.)

The first phase of the test was over. There was really no comparison. An order was placed with AEF for about \$9,000 worth of heater cable and controls. The material was delivered to the job and the AEF rep then reviewed the installation and ensured that the electrician in the field knew everything he needed to know to do the job right. Team AEF had been shown to be far superior to their competition. But were they really deserving of their legendary reputation for Conscientious Concern for Customers? It was time for the *Ultimate Test*.

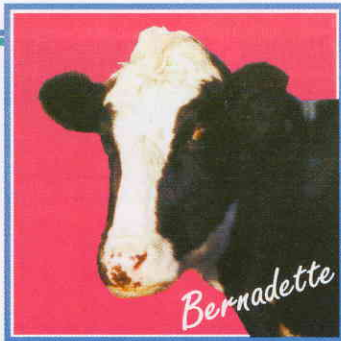
Feb 17:30 AM. An urgent call is made to AEF. "Due to a change in some of the piping, we need a little bit more material to finish up. But this is the last day my guys will be on the job, so I need the stuff RIGHT NOW!" Team AEF had been willing to go the extra mile for a \$9,000 order; but what would they do now, with only \$200 worth of material at stake? Would they still show the same Courageous Compassion for Customers?

Feb 1 9:30 AM. The AEF rep pulls into the jobsite with the needed material.

Certified Findings. While there are other companies who sell heater cable, TEAM AEF has no real competition. Legendary Status for Customer Service: Verified!

Important Note: At no time during this test were any of the participants informed that testing was underway. The superlative service and concern for the customer demonstrated here by Team AEF is just the way they do things, all day, every day.

Can you think of a single reason you should settle for less? We didn't think so.



Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

I can't believe these 'reality' TV shows. Is there anything people won't do to get on TV? S.G.

DEAR S.G.;
Apparently not.

DEAR BERNADETTE:

I'm in the early phase of designing a large snowmelting project. Can I really use self-regulating heater cables for snowmelting? J.L.

DEAR J.L.:

Sure you can! Of course you'll need to run quite a few more circuits, and you'll need to oversize the breakers to accommodate the inrush current, so your power distribution costs will be higher; but on the other hand, the cable will be more expensive!

Snowmelting with self-regulating cable is such an expensive (and creative) misapplication of good technology that I am convinced it must have originated somewhere with the Federal Government, perhaps with that crack design crew that came up with that

\$300,000 two-seater outhouse in Pennsylvania.

Besides the cable and distribution being more costly, it's inefficient. Do yourself (and your client) a big favor --- an MI cable system with a good snow sensing controller is what you want.

DEAR BERNADETTE:

Sometimes the bureaucracy in my company drives me nuts. A week back I was desperate, and I mean desperate, for some material at the jobsite. I checked with my supplier, and he had it in stock, so I thought I was in good shape --- all he needed was a P.O. But by the time I filled out the requisition and tried to get it through purchasing, the material had been sold out from under me. It's hard enough trying to get my job done; I don't need any unnecessary aggravation. Any suggestions? F.F.

DEAR F.F.:

There are some companies that will bend over backward to help in situations like that, which are as common as they are frustrating. One I know of is AEF Sales. They know that sometimes you need stuff right away (cause the scaffolding is coming down or the insulator is right behind you or just because you've got to the off the job).

When that situation comes up for one of their customers, they'll ship whatever is needed, and let the paperwork catch up later. Some people say they're crazy to work that way, but it's not the first time people said they were crazy, and it probably won't be the last. Make it work for you..

Frazzled? Confused? Need Help?
Don't Fret - Ask Bernadette
e-mail her at bernadette@aefsales.com

*Never throw a punch
at a redwood.*
Thomas Magnum

*Penso che abbiamo
perdute La Banane.*
Tonino

*Half the work that is done
in the world is to make
things appear to be what
they are not.*
E.R. Beadle

*Man's favorite pastime
is fooling self.*
Charlie Chan

*What we think, or what
we know, or what we
believe is, in the end,
of little consequence.
The only consequence
is what we do.*
John Ruskin

*You should not confuse
your career with your life.*
Dave Barry

*There are many people
who look at everything
and see nothing.*
Andrea Bocelli

*One of the biggest
differences I've noticed
between cows and people
is that, for the most part,
cows seem to catch on
a bit quicker.*
Bernadette



Can Our Readers Help?

On a recent trip down Memory Lane, the staff here at *aeff/yi* remembered a restaurant called The Hamburger Train where the customers sat around a counter and your burger and fries were delivered by freight train, after which a condiment car stopped right in front of you with ketchup and all that. We know it was in Manhattan and the time frame was late 50's to early 60's, but be-

nd that we are coming up empty. Can any of you dear readers help us out with info on The Hamburger Train? Any help will greatly appreciated, and possibly rewarded.

Culture Corner

Wherein we at *aeff/yi* endeavor to satisfy the aesthetic yearnings of our readers while demonstrating that we got TONS of class.

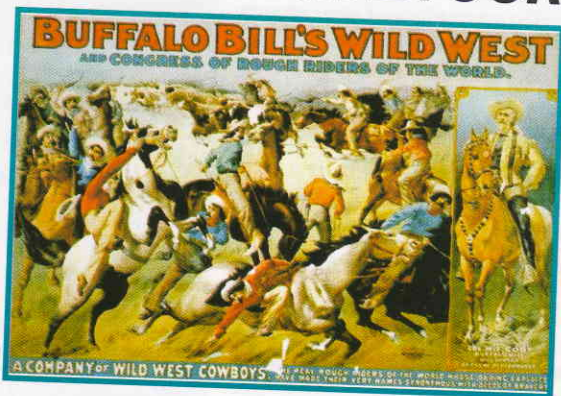
Here we highlight two poetical forms, Haiku and Limericks. Surprisingly enough, the theme of both is 'Heat Tracing'.



*snow falling on
frozen pipes - call a.e.f.
my soul is serene*

*It was the tail end of the year-o
With the temperature falling to zero,
Called AEF right away
They shipped the same day
Now they call me a Heat Tracing Hero.*

Buffalo Bill in Brooklyn



William Cody was born in 1846 and was, at various times, a wrangler, a hunter, and a scout for the US Calvary. He got his nickname hunting buffalo to feed the crews building the Union Pacific railroad. A flamboyant character, he caught the attention of reporters and dime novelists, and before too long he was making a living starring in plays all around the country----playing himself.

In 1883 he launched his famous Wild West Show, which over the years starred Annie Oakley, Sitting Bull, and of course Bill. The show played New York every year, first at Coney Island, and later on Staten Island, where 17 steamboats ferried in 20,000 paying customers a day.

Bill continued to tour almost until he died. On his Farewell Appearance in New York in 1913, he planned to get things started with a parade up Fifth Avenue, as he always did. This time the city fathers refused permission; there were too many automobiles now.

Bill had the parade anyway.

Backwords

Wisdom and Consolation

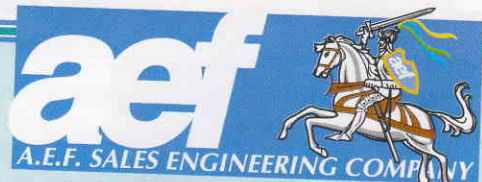
Many denizens of AEF Land were left shocked and bewildered when the Yankees blew a 3-0 lead and lost the ALCS to the Red Sox. While watching the World Series with fans at the Yogi Berra Museum in Montclair NJ, Yogi was asked if he thought the Red Sox would replace the Yankees as baseball's Number 1 dynasty. Quoth Yogi: 'If they win about 20 more I might get worried.' When he was asked if the World Series watching party at the museum was going to become an annual event, the answer was: 'Well, yeah, if we do it every year.' (If some of our readers remind us, this might make a great contest prize next year.) See www.yogi-berra.com for more info.

Author! Author!

Every writer dreams of getting published, and for Nelson Product Manager Gary Waul that dream has come true. The September 2004 issue of Fire Protection Contractor featured an article by Gary on the use of Nelson Type CLT Heater Cable on sprinkler system water filled supply pipes, risers, and feed mains. Talks are under way to bring this story to the Big Screen; rumor has it that DeNiro is set to play Gary in the flick, set for a Fall 2005 bow.

Zig-Zag

Who you gonna call if you need a zig-zag transformer? An air core reactor? A furnace booster transformer? A test application transformer? A portable trailer-mounted transformer? What about a transformer with special impedance, or a transformer that has to be an exact replacement (same footprint, same connections, same everything!) for a unit built by another manufacturer, who either can't or won't provide it this time? R.E. Uptegraff of Scottsdale, PA, that's who! (And you thought they just built conventional power transformers, didn't you?)



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

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

-ANNOUNCEMENTS -

PUBLIC SERVICE ANNOUNCEMENT.

Many of our readers have planned to start the new year off with an exercise and diet regimen, partly to improve their health, but mostly just so they'll look better. We remind them not to start any rigorous program of exercise without first consulting their physician, or at least sending him a check.

FEEDING TIMES. Feeding times for the seals at the Bronx Zoo are 10:30 AM and 3 PM daily. The Seal Pool is on Astor Court, just in from the Fordham Road entrance, across from the Monkey House. If you've never taken your kids to see the seals get fed, take them now, now matter how old they are. Details at www.bronxzoo.com.

COLLECTIBLE CALENDAR. The Official AEF 2005 Calendar included with this newsletter is part of a series. The first calendar published was for 2000, and we plan to issue calendars in this series through the year 2999. You'll want to collect all 1000, as it is anticipated that a complete set will be highly valued by collectors. (Limited numbers of back issues available on request.)