



aef fyfi

FALL
2005

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

THE OFFICIAL NEWSLETTER OF AEF SALES ENGINEERING COMPANY

VOLUME 15
ISSUE 2

"America's
Favorite Newsletter"

SEPTEMBER 2005

TEAM AEF

aef
HAPPY - BRAVE - NICE

Our 41st Year

CONTENTS:

BIG MISTAKES IN THE BIG APPLE

They say if you're smart
you learn from your mistakes.
But if you're REALLY smart
you learn from other people's
mistakes. (Less embarrassing,
and much cheaper.)

CENTRAL MOLONEY TO THE RESCUE!

Florida had a tough time last
year, what with all them
hurricanes. Would have been
a lot worse if Central Moloney
wasn't so Central Moloneyish.

THE LAST AUTOMAT

A little bit of New York history.
Or a little bit of New York
nostalgia, depending on
how old you are.

BERNADETTE

The Answer Cow helps
readers save money and
make their lives less stressful.



AEF Loses Order! AEF Gets Order!

TEAM AEF recently lost a big heater order. But after experiencing major problems the customer called in AEF to set things straight. In order to save other folks from repeating his error, he has agreed to a no holds barred exclusive interview, on condition of anonymity.

FYI: Thanks for talking with us today.

Mr. X: No problem. If I can prevent even one person from the agita I had to put up with, it will be worth it.

FYI: Would you give us some background, and tell us what went wrong, and why?

Mr. X: Sure, the first job was a very large floor heating system at a big museum here in Manhattan. Everything went fine, till the floors needed to be heated. Then nothing worked, and I mean nothing! Not the heater cable and not the stinkin' control system. I thought I was okay since I placed that order with a really big-name outfit, like really big-name.

FYI: So what happened? How did you know you had a problem?

Mr. X: They started getting condensation on the floors and mullions. The floors were getting slippery cause of moisture, and they worried about the potential for mold. To make it worse, the heater cable was buried in concrete, with finished terrazzo floors on top of that. The heater and controls cost us a bundle, so I called the supplier.

FYI: And what did he do for you?

Mr. X: Not a darn thing. You'd think with a big, high-profile project like that they'd want to set things right. But no one ever showed up at the job, not even once! And when we asked about that expensive controller (piece of junk I call it) they actually said 'we don't know anything about it'. Can you believe it? That's when I called in AEF Sales. (Go to page 3)



Mr. X: Two the hard way.

Central Moloney: Quick Reflexes



In 2004 Central Moloney set and met the goal of reducing cycle time, re-organizing physical plant and scheduling protocols, in order to be better able to respond to customer emergencies. No sooner was the re-organization accomplished than Mother Nature arranged for a test: last year's hurricane season saw four major storms batter the state of Florida.

Then Came Charley. The area of Gulf Coast Florida served by the Lee County Electric Cooperative was particularly hard hit. As the magnitude of the damage sunk in, they called Central Moloney to ask for the impossible. In order to re-

store power to their 160,000 customers as quickly as possible, could Central Moloney ship out 600 25 kVA pole-type transformers, in one week? And then could they ship another 400 pole-types of various sizes the following week?

This was a pretty tall order: ship out 1000 transformers in two weeks. But CM is willing to do everything they can for their customers, so they went to work. (Go to page 2)

365 Words From Mr. Pete

*We have not lost faith,
but we have transferred it
from God to the medical
profession.*

George Bernard Shaw

*Everybody is ignorant,
only on different subjects.*

Will Rogers

*I tell everyone there
among you not to think
more of himself than it is
necessary to think.*

Romans 12:3b

*It would be a swell world
if everybody was as
pleasant as the fellow
who's trying to skin you.*

Frank McK. Hubbard

*If all the economists in
the world were placed end
to end, they wouldn't
reach a conclusion.*

Arnold Glasow

*We are in constant
danger of acquiring
too much knowledge
and too little wisdom.*

George Roche

*Sunday's on the phone to
Monday, Tuesday's on
the phone to me.*

The Beatles

*Taurelilomea-
tumbalermorna,
Tumbaletaura Lomeanor,
that is what they used
to say. Things have
changed, but it is still
true in places.*

Treebeard

From reading aef/fyi you might get the impression that with our sales and support team, our inventory, and our willingness to go the extra mile, that we get every heater cable project out there. Unfortunately, this is not the case.

However, it turns out that some of the other folks in the heater cable business have the idea that once the boxes have been shipped out and the invoices have been paid, the job is over. We don't think that's the case. This is a specialty business. The work needs to be coordinated in the field, and adjustments often have to be made on-site to accommodate changes in as-built conditions.

Over the last few months, AEF Sales has been called in on two high profile jobs that we did NOT get. In one case a large floor-heating project supplied by another manufacturer never worked, and AEF was called in to design and provide material for a complete retrofit. (When the customer called to ask the supplier about a problem with a special controller, he was told 'we don't know anything about it'.)

On another project, some critical details were left out of the original design that severely impacted the installability of the heater cable. The company that supplied that material limited their support to a few phone calls and a vague suggestion or two. Finally the GC called in AEF Sales (we had worked with him on another project), and a factory-trained heater cable specialist was on the site the next day to help the construction crew arrive at a real world, installable solution to the problem.

Whether you are a consulting engineer, an installer, or an end user, I hope that you will call AEF Sales first. For consultants we offer thoughtful design assistance, and on-site support to help avoid extra work (and extra costs). If you are installing the material, our fast delivery and on-site support help will ensure that the job gets done efficiently and correctly, so you can avoid callbacks. And if you are an end user, you will be living with the equipment for a long time --- so shouldn't you pick a company that has been specializing in heat tracing for over forty years?

If you don't have the time and money to the job right the first time, where are you going to find the time and money to do it over?

A Special Note: Sometime this past spring (no one knows exactly when) Mr. Pete completed 30 years of service at AEF. Well done, bro!

Quick Reflexes . . .

Here They Come! The first truckload of transformers was delivered to a staging area in Fort Myers, to power crews who were waiting for them. The crews immediately set to work, restoring power to emergency shelters, nursing homes, and neighborhoods. (LCEC was so appreciative of the effort made by Central Moloney and its employees that they later presented them with a Superior Service Award.)

Having shipped out 1000 transformers to help out a customer with an emergency, the good folks at Central Moloney, could take a deep breath and relax. That is until Frances, Ivan, and Jeanne came along. In all CM expedited transformer production for seven utility customers in Florida during last year's hurricane season.

It's been a little while since a big hurricane has hit in AEF Land, but it's good to know that if and when the need is there Central Moloney is ready and willing to do whatever it takes to get their customers (and their customers) back in business.

Hurricane Heroes



**Central Moloney shipped
1000 transformers in two weeks!**

TEAMWORK



*While these particular puppies
have no affiliation with TEAM AEF,
we sure like their style.*

Heading to New Orleans?

IEEE PES
TRANSMISSION and DISTRIBUTION
Conference & Exposition

*Stop by Central Moloney at Booth #2361
and say 'Hi' To AEF's Peter and Pietro!*



Bernadette
The AEF Sales Answer Cow

DEAR BERNADETTE:

In this newsletter they're always making a big deal about how this *TEAM AEF* is always going the jobsite and climbing around cooling towers or whatever. Why do they think that's so all-fired important, huh? A.O.

DEARA.O.:

There are several reasons why it's so all-fired important. Firstly, there's more than one way to skin a cat. (No angry letters from PETA, please.) By seeing how the pipes are run, where power is available, and that sort of thing *TEAM AEF* can come up with a bill of material based on the most efficient design pos-

Want to add pizzazz to your next meeting? Invite Bernadette, Speaker Extraordinaire! Call for available dates.

Two the Hard Way . . .

FYI: And how would you compare AEF with the 'other guys'.

Mr. X: Night and day. Came right down and looked the whole job over from top to bottom. They actually came up with a system we could install *under* the concrete, so we didn't have to pay to tear out all that terrazzo. And they gave us a control panel that worked! One thing's kind of funny though --- that first stinkin' panel that never worked is still sitting right next to the Nelson one AEF supplied. Make a helluva advertisement for you guys.

FYI: There was a fiasco on another big project, wasn't there?

Mr. X: Yup, also in Manhattan. Mullions again, if you can believe it. The design called for heater cables on the mullions, but didn't say anything about how the cables were supposed to be fastened. Nobody could tell us how to do it, so that all that heater cable wound up sitting in boxes for SIX MONTHS, while we tried to get an answer.

FYI: Any help from your supplier this time?

Mr. X: Heck, no. They washed their hands, told me there wasn't anything wrong with the cable. They made a few pretty vague suggestions over the phone, but nobody from there came within a mile of the jobsite, so I called AEF, again.

FYI: Did they provide a whole new system on this job too?

Mr. X: Nope, darndest thing. They came to the jobsite the next day, and helped us figure out how to install the OTHER GUY'S CABLE. I didn't think people like that existed anymore!

FYI: So would you say AEF is one in a mullion?

Mr. X: How droll! But I don't know where we'd have been without them.

FYI: Anything else you'd like to tell our readers?

Mr. X: Call AEF in *first*. They know what they're doing. They return phone calls. And they don't make promises they can't keep. Nice guys too. They're saving me like crazy on littler jobs too. Make sure my guys on the job know everything they need to install the stuff right the first time. The guys don't waste hours sitting around trying to figure out what's in the box and what goes where. And the system works, saves me call-backs. I guess I'm trying to say those guys at AEF don't just sell material, they sell me a complete solution, every time.

FYI: Thanks, Mr. X! We'll make sure our readers get your message!

sible. Secondly, they're able to make sure that the people who will actually install it have all the information they need to make the job go quickly and smoothly. On a typical job, the cost of heater cable and controls is only about 40% of the installed cost of the heat trace system. (40% is labor, and another 20% is related electrical construction materials: conduit, breakers -- that sort of thing.)

When the folks in the field who have to install it have to play "Guess What Goes Where" (at say, \$100 per man per hour) the labor component goes up pretty quickly. And if they 'Guess' wrong, labor costs go WAY up. (If you're lucky, and they find out they were wrong *before* the insulation goes on, you'll only have to pay to have them uninstall the cable and re-install it the right way. If the mistake isn't found till AFTER the insulation is on, well --- several colorful expressions come to mind that could describe that outcome.

I hope you'll agree: the time and effort *TEAM AEF* puts in 'climbing around' is extraordinarily beneficial, n'est-ce pas?

NOTE TO ALL MY DEAR READERS:

A good design based on actual installed piping should also save money on the 20% that electrical construction materials cost, by fully utilizing breaker panels, minimizing conduit runs, and so forth. So choose your heat trace supplier wisely!

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

Alice

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

Cicero

My doctor told me to give up wine, women, and song. I asked him if that would make me live longer. He said no, but it will seem longer.

Henny Youngman

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

Bernadette

Flying saucers are real. The Air Force doesn't exist.

Unknown

You can't always get what you want. But if you try sometime, you just might find---you can get what you need.

The Rolling Stones

If I like someone I want to say 'I like you'. I don't want to die and then to think 'Oh I forgot to tell them I like them'.

George Harrison

That's all, folks!

Porky Pig

Automat



The year is 1902. Joseph Horn and Frank Hardart open their first Automat, in Philadelphia. Ten years later, the first of many NYC location opens, in Times Square.

For readers too young to remember, the food was arrayed in row upon row of little windowed compartments. You made your selection, put in right amount of nickels (later it was quarters), and the door of the compartment popped open so you could take your food and put in on your tray, before moving on to choose your next item. (Almost instantaneously, probably by magic, the item you took was replaced.) Coffee was dispensed from a huge chrome contraption: you set your cup under the spout, pulled the handle and a precise amount of H&H's famous coffee filled your cup.

The automats flourished until the early '60's, and by the '70's they began to disappear one by one, replaced by Burger Kings. The last one, at the corner of Third Avenue and 42nd Street, closed in 1991.

A thirty-five foot section of the chrome and glass cornucopia is on permanent display in the Smithsonian Institution.

Backwords

'AEF-Induced Serenity' Cited in CDC Study

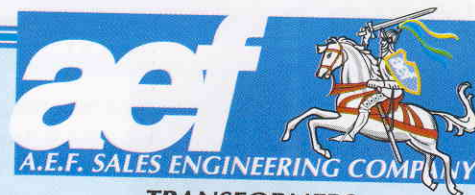
A recent study by the Center for Disease Control compared AEF customers with a control group who got heater cable from other sources. According to the CDC 'while the control group struggled with broken promises and enormous levels of stress, the AEF customers are actually serene. In addition, the AEF customers exhibited more self-confidence, were more respected by their peers, and enjoyed a heightened sense of well-being.'

Tastes Like Chicken

Finally, a transformer good enough to eat. In response to a transformer required by a utility here in AEF Land (we can say no more) for installation in an extremely environmentally sensitive area, R.E. Uptegraff built a transformer so green that the insulating oil is edible. However we here at aef/fyi do NOT recommend ingesting any part of this or any other transformer, and assume no responsibility attached thereto. (See item below.)

Nightmare on Main Street

Earlier this year the U.S. passed a dubious milestone, as America's 1,000,000th lawyer rolled off the assembly line. (Reminder to Parents with children in strollers: Remove Child Before Folding!) This seems like a good place for a lawyer joke: 'You're trapped in a room with a tiger, a rattlesnake, and a lawyer, and you have a gun with two bullets. What do you do? Shoot the lawyer twice.' Note: We at aef/fyi do not condone violence, even when it is directed at lawyers. Really.



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

LADIES & GENTLEMEN

➡ In a **SECRET LOCATION** in
the New York area, AEF Sales has
FORTY-FOUR MILES

of zesty Heater Cable,
MOUNTAINS of
festive Thermostats & Accessories,
and not ONE, not TWO but
EIGHT of Nelson's CM-1 Control Panels

ON THE SHELF

➡ ready to be Delivered
at a moment's Notice

Each issue of aef/fyi is handcrafted by elves in a secret location in upstate New York. These elves are similar to the ones who bake Keebler cookies, but much better looking.