

# aef/fyi

WINTER  
2000

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A.E.F. SALES ENGINEERING COMPANY Mamaroneck, N.Y. (914) 698-0432 Fax (914) 698-7244

"America's  
Favorite Newsletter"

January 2000



HAPPY - BRAVE - NICE

Our 35th Year

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Criticized by 'experts', praised by Customers. Who's right? A shocking expose that affects YOU.

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**SOCIETY PAGE**  
Wedding Bells, and some important announcements.

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AEF's Answer Cow (and Calendar Girl) dispenses Bovine Wisdom, along with some controversial opinions.

**TRAVELIN' MAN**  
Not Ricky Nelson, but Venice's own Marco Polo. His adventurous life, in four paragraphs.

## Biz Experts Call AEF 'Fools'!

A panel of hotshot business consultants has just lambasted AEF Sales as, and we quote, 'fools'.

Why the harsh words? Well, it seems that when these self-important bean counters looked at our Amazing Local Stock, they were flabbergasted. "You CAN'T run a business that way-- it goes against EVERYTHING we learned in Business School. You

can't have that much inventory lying around. You've got to analyze Return On Investment, maximize Turnover Of Inventory, minimize Capital Outlays, cut back on Service, keep people on Hold. But mostly you can't have that much inventory. It's just CRAZY!"

When we heard that, we here at *aef/fyi* felt it was our duty to investigate. We wanted to see what could have inspired such passionate ravings from a such a distinguished group of, well, of stuffed shirts. The first step had to be to check the facts at AEF Galactic Headquarters Warehouse: Was there really THAT MUCH heater cable there? We were shocked at what we saw---over 63,000 feet of heater cable!! Eleven stinking MILES!!! Maybe they ARE Fools. But in the interest of fairness and good journalism (and also because they sign our paychecks) we decided to interview a top AEFer to get their side of the story. (Continued on page 3.)



THE PANEL OF EXPERTS  
Famous. Well Respected. Not Happy.

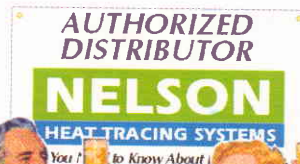
Freeze Protection made so simple  
a Congressman could handle it  
makes Nelson Distributors the

## Toast of the Town!

New Heat Trace QuickKits, available exclusively from Authorized Nelson Heat Trace Distributors, have made heat tracing simpler than ever before possible. So simple, in fact, that a Congressman could handle it. (Probably.) Freeze protection has never been simpler, quicker, or more fun! And you don't even need to know what you need! Yup, you too can be a Heat Tracing Maven. Here's how.

**Mavens of Heat.** AEF Sales, the original Mavens of Heat, got together with Authorized Nelson Distributors to make things easier than ever thought possible. You just call your favorite authorized distributor, and tell him what you want to do, like this: "Hello Distributor! I've got to freeze protect a forty-five foot length of five inch O.D. plastic pipe. It'll get two inches of fibreglass insulation. I've got 208 volts." Pretty simple so far right? Now the distributor says: "Contractor, you need a CLTK-2-50. It'll ship from AEF in Mamaroneck, NY, tomorrow."

Sound too good to be true? Turn the page and FIND OUT! (Continued on page 2.)



The "In Crowd" knows how to make Freeze Protection Swing!



## Announcements

There are mighty few people who think what they think they think.  
Robert Henri

Always remember you're unique. Just like everyone else.  
Unknown

I called, but you did not answer; I spoke, but you did not listen; and you kept doing what was bad in my eyes, and the thing in which I took no delight you chose.  
Isaiah 65:12

It is easy to find a logical and virtuous reason for not doing what you don't want to do.  
John Steinbeck

It is not how fast you go that matters, it is the object of your journey. It is not how you send a message, it is what the value of the message may be.  
Arthur Conan Doyle

Why do big people say "No"? Why are their voices so loud?  
Mr. Rogers

See first, think later, then test. But always see first. Otherwise you will only see what you were expecting.  
Wonko the Sane

Never go to bed mad. Stay up and fight.  
Phyllis Diller



Seth and Yuliet

**HITCHED.** AEF's Seth Lorenz and Yuliet Ladron de Guevara were married October 9th in Naples, Florida. The wedding was performed by Seth's dad, Jack. *Congrats!*

**GETTING HITCHED.** AEFer Pietro Fasolino and the fabulous Cindy Gutierrez have announced that *they're* getting married too. That wedding is set for July 22. *Tanti auguri!*

**ALSO GETTING HITCHED.** Also getting married is--- no, wait... that seems to be it in the wedding department.

**TWO THE SAME!** In the biggest scientific breakthrough since Al Gore invented the internet the AEF's Ed Chociey has just discovered two snowflakes that are EXACTLY ALIKE! Quick! Look! Too late. But they were *exactly alike*.

**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.

**MOVE IT.** Will the owner of the blue 1957 DeSoto that's blocking the loading dock please move it immediately, or you will be towed. Thank you.

## Simple, Speedy QuickKits . . .

But what the heck is a CLTK-2-50? A CLTK-2-50 is a kit that includes EVERYTHING YOU NEED to heat trace that forty-five foot pipe we were talking about: fifty feet of primo industrial quality Nelson Heater Cable, termination components, pipe mounted stand-off bracket and clamps, foil tape and COMPLETE INSTALLATION INSTRUCTIONS. You just supply the labor and a water-tight junction box with 3/4" threaded hubs.

The installation of the cable is simple too: just use the foil tape to attach to cable to the pipe, one foot of cable per foot of pipe, NO SPIRALLING, no fuss, no muss. There's a CLTK kit for almost *any* ordinary (non-hazardous) area, with lengths available of 20, 35, 50, 75 and 100 feet. If you've got 120 volts, you'd get a CLTK-1 of the appropriate length; for 208 to 277 volts, it's a CLTK-2. See, you're practically a Maven *already!*

(There's also a Handy Pak that's got everything you need to handle up to five individual pipes with a total length of up to 250 feet.)

Your Authorized Nelson Distributor is waiting to make you a Hero this winter. All you have to do is call.

**SPEEDY DELIVERY!**



**BUDDY the AEF WonderDog**  
Poised to make a speedy delivery to save the day for another AEF customer.  
(Some deliveries are made by UPS.)

**QuickKits are designed to cover most common freeze protection applications. For hazardous areas, higher maintenance temperatures, larger diameter pipes, or longer heater runs, AEF will promptly provide a design and complete quote.**

## AEF Sales Newsletter Awarded Nobel Prize

AEF's newsletter, *aef/fyi* has been awarded the Nobel Prize for newsletters. The award, presented by Star Search host Ed McMahon and the Swedish King, was accepted by editor Chris Fasolino during a simple outdoor ceremony held in Oslo's world famous Piazza di Frigida.

In a brief, gracious speech, Chris thanked his mother and father--Lucy and Tony,, his wife and son--Stephanie and Chris, Victor Hugo, the employees of the U.S. Postal Service, Nick and Sylvana at CFMB, Bruce Springsteen and the E Street Band, and the entire *fyi* staff, with whom he promised to share the trophy.

But he's keeping the cash.



*aef/fyi* Editor Chris Fasolino proudly holds the Nobel Prize aloft.



**Bernadette**

**The AEF Sales Answer Cow**

Guest Columnist



*Bernadette is a Registered Holstein, and a Notary Public.*

DEAR BERNADETTE:

Are Leonardo diCaprio's fifteen minutes up yet?  
J.M.B.

DEAR J.M.B.:

Let's *hope* so. Certainly the girl from that movie seems to have disappeared, whatever *her* name was, thank goodness. Is it just me, or are today's 'celebrities' more shallow and talentless than ever? And I firmly believe that these self-absorbed twits should not be allowed on talk shows unless they can actually talk. (What I wouldn't give for a young Gregory Peck or Audrey Hepburn right now!) With the 'stars' of today, I think even fifteen minutes is *way* too long, don't you?

DEAR BERNADETTE:

This just has to be my favorite time of year: Watching Nature working her magic, creating little ice sculptures that turn my humdrum office building

*Need Help? Don't fret, ask Bernadette. Write to her c/o AEF Sales, P.O. Box 295, Mamaroneck, NY. 10543.*

## AEF Sales: Wisemen or Fools? . . .

**FYI:** Why in the world do you have that much heater cable in stock? Looks to me like those 'experts' might be right after all.

**Mr. Pete:** What those guys don't understand is all that academic stuff is fine if you're in some corporate Ivory Tower someplace working up graphs and charts, but the real world is a lot more complicated. When one of our customers needs heater cable, a lot of the time they need it RIGHT NOW, especially at this time of year. We'd rather keep our customers happy than those consultants anyday.

**FYI:** How do you go about deciding what to put in stock? How can you know in advance what your customers will need?

**Mr. Pete:** Well, you can't really. We try to look at the last year's sales figures, factor in jobs we think are gonna break, and then get a bunch more than *that*. Not very scientific, but it works. My father (*Ed Note:* AEF Chairman Tony Fasolino) used to cook two pounds of cavatelli for four people--a friend of mine once said a small country could drop by unexpectedly and there'd still be enough. This is kind of the same thing, only with heater cable.

**FYI:** Can you give us a specific example of how this helped an actual customer?

**Mr. Pete:** Sure. Just a few weeks back a New York contractor was in big trouble. He needed about 1800 feet of a certain heater cable. He had placed an order for it with one of our competitors--the delivery they quoted was stock to two weeks. But when he went to release the material, in December, well now it's *six to eight* weeks delivery, and he's stuck. Fortunately they gave us a call. We e-mailed submittal cuts to the engineer on Nelson heater cable. The engineer okayed it, we shipped it from our local stock that afternoon, and the contractor had it on the job the next day.

**FYI:** So while having all that heater cable on hand looks foolish to 'experts', it looks real good to a customer who needs it.

**Mr. Pete:** Right. You know, AEF has always done things based on what's good for our customers. For thirty-five years that's worked out pretty good, so I figure we'll stick with it.

into a little winter wonderland. Isn't it beautiful?  
D.M.

DEAR D.M.:

It's very beautiful, until one of those 'ice sculptures' comes down and lands on the hood of some lawyer's Lexus. Then you'll have a whole 'nother take on things. Really, that ice and snow, although it may look pretty, can cause serious damage to buildings, or worse, damage to people. Nelson Electric makes a special heater cable just to melt roof and gutter ice and snow and prevent that sort of thing. They're designed to be installed right on the roof (or in the gutter) to get rid of snow and ice *before* you have a problem. And cause it's self-regulating, it can't overheat and damage sensitive roof coatings. (You can still enjoy the way things look on *other people's* buildings. But be careful where you walk.)

DEAR BERNADETTE:

What do you think of this year's presidential race? Some pretty great candidates, no? V.A.

DEAR V.A.:

No. There are certain times when I'm particularly glad to be a cow, and one of them is during elections. When I see how excited humans get I'm often reminded of that Peanuts comic strip--you know, the one where Lucy is holding the football for Charlie Brown to kick? But then again, I'm only a cow. *Coraggio!*

*There are people who know everything. But that is all they know.*  
Niccolo Machiavelli

*To handle yourself, use your head; to handle others, use your heart.*  
Eleanor Roosevelt

*When trouble arises and things look bad, there is always one individual who perceives a solution and is willing to take command. Very often that individual is crazy.*  
Dave Barry

*Here today, gone later today.*  
David Lee Roth

*People who want to rule people are, ipso facto, those least suited to do it. Anyone who is capable of getting themselves made President should on no account be allowed to do the job.*  
Douglas Adams

*Reality has exceeded my expectations.*  
Willem van Seijl

*I do the very best I can; and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference.*  
Abraham Lincoln

*Let's run, and have some fun, before I melt away.*  
Frosty



# Marco (Polo)

Marco Polo was born in Venice to a noble merchant family in the year 1254. At the time of his birth, his father and uncle were off on an extended trade mission, during which they journeyed as far as China and met the ruler of the Mongol Empire, Kublai Khan. By the time they finally returned to Venice, Marco was fifteen years old.

A few years later they were off again, this time taking Marco along. They travelled by ship to Hormuz on the Persian Gulf, then headed east by caravan, crossing the Gobi Desert, finally arriving at the imperial court of the Great Khan. The journey had taken four years.

Marco became a favorite of the Khan. He studied the language and customs of China, and along with his father and uncle, was given an important position in the government. The three did not neglect their commercial pursuits, and became enormously wealthy, living in a palace, attended to by many servants. After seventeen years they headed back to Venice, by ship. They arrived in Venice in 1295; the adventure had lasted twenty-four years.

Their relatives were skeptical that the three were who they claimed to be: besides having aged, the travellers wore tattered Oriental clothing, and spoke their native tongue awkwardly, with great difficulty. But when the travellers ripped open the seams of their coats to display a horde of jewels in the linings they were welcomed home.

In 1298, Venice went to war with rival Genoa, and Marco sailed off with the Venetian fleet. He was captured, and thrown into prison in Pisa. There, with time on his hands, he dictated *The Travels of Marco Polo* to a fellow prisoner. It was an immediate success, giving Europeans an accurate and detailed look at another world--with fantastic palaces, the city of Xanadu, and strange things like paper money, black stones (coal), and more. The book is still in print today.

## Backwords

### Specs

The U.S. Standard railroad gauge (the distance between the rails) is 4 feet, 8.5 inches. Why such an odd number? Because that's the way railroads were built in England. Why did the English use it? Because the first rail lines were laid by the same people who built the pre-railroad tramways, and that's what they used. Why? Because they used the same jigs and tools that they used for building wagons, which used that spacing. Why? Because if they tried to use any other spacing the wagons would break on the old highways, since that was the spacing of the old wheel ruts. Why? Because the old highways were the same roads built by Imperial Rome. The original ruts, which everyone who came after had to match so they wouldn't ruin their wagons, were made by Roman war chariots, which were made just wide enough to accommodate the back ends of two war horses.

So the next time you're handed a spec and you're wondering what horse's rear end came up with it . . .

### Noteable Quotes

A engineer evaluating transformer proposals had some bad things to say about most of the quotes he got on a recent job: the quotes offered units of specified size and voltages, but that's where all similarity to the spec ended. "They don't give you enough information, enough detail, to evaluate their proposal, so you've got to keep going back and forth with them for specifics. I don't have that kind of time to waste." The exception was the quote from R.E. Uptegraff: it was all there-- the impedance he asked for, the paint finish he specified. Those folks at Uptegraff had actually READ THE SPEC and met it! If you don't have time to waste, better call Uptegraff!

### Amazin'

In 1962 New York had a brand new baseball team, the Mets, managed by an old familiar face, Casey Stengel, who had just been fired by the Yankees. The Mets were criticized for their first draft pick--a catcher named Hobie Landrith, who had played twelve years in the majors without ever earning a starting role. Casey's explanation: "You have to have a catcher." (The Mets got off to a rocky start that first year, and after nine games found themselves nine and a half games out of first place.)

# 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 15mva  
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



## UPS SYSTEMS

### IPM Industrial Power Group

On-Line UPS 600va to 500kva  
Specialty Inverters, Battery Trackers



## 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)



### Nehring Electrical Works

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



## - AEF MILLENIUM CALENDAR -

### First in the Series!

Enclosed with this issue of aef/fyi is an exclusive, limited edition, valuable Collector's Calendar! The 2000 Calendar is the first in a series of 1000. That's right --- we plan to issue our customers a brand new calendar for every year through the Year 2999!

You'll want to hang on to this one, and the next 999 too, since there's no telling HOW much a complete set will be worth.

## COLLECT 'EM ALL!!!

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