

# a.e.f./FYI

*A.E.F. Sales Engineering Company's Newsletter for the Electric Industry*

## FALL 1989

Back in the days of the French Revolution, a farmer, a priest, and an engineer were being trundled off to the guillotine for crimes against the people.

The farmer was led to the guillotine first, and given the choice of lying face up or face down. "All my life I have been looking down at the land, but today I will look up," he declared. The signal was given, the blade was released-- but it became stuck and did not drop. According to the law, the farmer was released.

Next the priest was brought up.

"All my life I have looked up, and I will look up again today," the priest announced. Again the signal was given-- and again the blade failed to release. The priest became a free man.

Finally, the engineer was led to the guillotine. Reasoning that a "face-up" approach had resulted in a favorable outcome, the engineer decided to take the same position. He lay looking up at the blade, awaiting the signal. Suddenly he shouted, "Wait a minute! I think I see the problem."

**Well, here at A.E.F. Sales, "Engineering" is our middle name.** Our customers don't

always come to us to buy a particular piece of equipment-- they come to us with a problem to solve. If we have the right solution in our growing mix of products and services, we're happy to tell them so.

But if we don't have the right solution to their problem, we tell them that, too. And to try steer them towards someone who does have the right solution.

We're not as happy-- but we aren't as badly off as the engineer in the story, either. Sure, we lose a sale now and then. But we keep our self-respect -- and we keep our customers. **Thanks!**



A successful equipment installation is really the success of three distinct phases of a project, each as necessary as the correct handling of a baton in a relay race.

**First**, the engineering must be as thorough and complete as possible, based on data, requirements, and customer preferences. Specifications and drawings need to be accurate and detailed to identify quality products and expert installation. Considering

the expected life of the project, it is penny-wise to specify less.

**Second**, the level of product quality should be maintained throughout the process of submissions and approvals.

**Third**, contractors must obtain field support and instruction from suppliers so that field staff have good information and direction for professional installations.

Take a minute to reflect on what I believe to be the elements needed for favorable completion of a project. If you agree, then you will have convinced yourself to do

business with-- or continue to do business with-- A.E.F. Sales Engineering Company.

We don't chase ambulances or try to make low priced, low quality substitutions to specs. We spend many hours in engineering offices assisting in the application and selection of our products.

The fun in our job is the completion of each project to the satisfaction of the owner, the engineer, and the installer. Are you getting less?

*Tony Fasolino*

**INSIDE A.E.F./FYI . . . Meet Mike McConney . . . . Uptegraff Update . . .  
Lortec Powers 3X Expo . . . Computer Controlled Heaters. . . And More!**

## For Your Information

### Mike McConney Joins AEF Sales Team

Effective September 1st, Michael D. McConney has joined the A.E.F. Sales team as a full time sales associate. Mike brings a sales background and entrepreneurial experience to the team.

Careful readers of FYI will find the McConney name familiar. That's because Mike was featured in our last issue as part of an article on A.E.F. Sales championship Little League baseball team. Mike was the manager of that team-- assisted by Peter Fasolino of A.E.F. Sales.

"I've seen Mike coach for two years, and had the opportunity to work closely with him this past year," Peter told us recently. "I often wondered what Mike's kind of energy and enthusiasm could do for our company. Now we'll get the chance to find out."

A large part of Mike's time and training so far have been devoted to LorTec, since UPS and computer power products have become an important part of the A.E.F. Sales mix of products and services. Over the longer term, Mike is beginning product orientation in transformers, firestops, and heater cable and controls.

A native of nearby Larchmont, Mike is based in A.E.F. Sales main office here in Mamaroneck. "From the point of view of providing training, there's a real advantage to Mike's being based here," according to Tony Fasolino, president of A.E.F. Sales. "And down the road, we feel that he will be able to take advantage of the resources we have here-- the people, the

computers, the fax, the catalog library -- to be a real asset to our company and our customers."

From all of us at A.E.F. Sales--  
**Welcome aboard, Mike!**

---

*The longer I live the more I see that I am never wrong about anything, and that all the pains I have so humbly taken to verify my notions have only wasted my time.*

---George Bernard Shaw

### Uptegraff Ships Jumbo Padmounts

What's ten feet tall, weighs twenty tons, and is green? No, it isn't that new lineman for Packers. It's one of two 7500 kva padmounted transformers recently shipped to New Jersey by the R.E. Uptegraff Manufacturing Company.

The silicone filled units were custom built with a host of customer specified accessories-- including fans to boost ratings to over 10,000 kva.

Sure they're big, you think. But are they fast? Recently, Uptegraff transformers have been clocked at 18 weeks. That's slow for an offensive lineman, but for a transformer company it's pretty darn good.

It's especially good when you consider that Uptegraff is no young rookie. **The company has been building transformers in its Pennsylvania plant since 1922.** And over that time, Uptegraff has achieved a reputation for integrity and innovation -- including a number of industry "firsts".

Uptegraff was the first manufac-

turer to use strip windings -- back in 1958-- to achieve a more rugged and efficient transformer. And eight years later, when copper was in short supply, Uptegraff was the first to completely convert its transformer production to aluminum conductors.

Today, aluminum conductors are the industry standard. But if you have an application that calls for copper windings, Uptegraff can handle that, too. In fact, the more unique the requirement, the better we look. If you have applications for liquid filled three phase transformers up to 10,000 kva, give us a call. Pick the transformer company that's been leading the league ever since the Canton Bulldogs were tearing up the NFL.

---

*If you ever hear of me dropping dead on a tennis court, you'll know I was crossing it to get a Scotch and soda.*

---Beardsley Ruml

### LorTec Powers 3X/AS400 Expo

Every year in September, people from the midrange computing community converge on New York's Sheraton Center for the Systems 3X Expo. Hardware and software are up and running, vying for the attention of the midrange specialists. It takes a sizable investment to be part of the show, and a power outage -- even one that lasts only a fraction of a second-- can spell disaster.

That's why, for the fourth year in a row, the show's managers chose a LorTec UPS to power and protect the show's vital hardware and

# a.e.f./FYI

software. A quiet 5kva UPS in the LorTec booth let exhibitors and visitors forget about power problems and concentrate on the work at hand.

If you'd like that same kind of peaceful productivity in your office, give us a call. Whatever type of midrange you run, we have a system for you. And if you work in the ever-expanding AS400 world, LorTec offers a complete range of products especially for your hardware configuration.

If you're just starting out with a B10 or B20 model, LorTec can provide standby power with 15 minutes of backup time in a plug-in package that's just eleven and a half inches tall --and costs less than \$1600. For larger AS400 systems, LorTec offers a complete range of on-line UPS models up to the T16, a three phase system able to handle a fully configured Model B60.

**"Wait a minute," you say. "If the AS/400 requires only single phase power, why should I choose a three phase UPS?"**

Good question. And we've got a good answer. IBM has responded to its customers' needs for faster tape drives with interfaces that support models 3422 and 3430. These faster drives require three phase power. **So if you've got a LorTec three phase UPS, you've got the upward mobility that attracted you to the AS/400 in the first place.**

If you missed seeing the LorTec UPS that kept System 3X Expo up and running, don't worry. We'll be happy to deliver one right to your office! Just give us a call!

*We should be careful to get out of an experience only the wisdom that is in it -- and stop there; lest we be like the cat that sits down on a hot stove-lid. She will never sit down on a hot stove-lid again, and that is well; but also she will never sit down on a cold one anymore.*

---Mark Twain.

## Heater Control Enters Computer Age

For more than 20 years, Nelson Electric has been putting the power of computers to work in their pipe tracing systems. The first efforts ran off a mainframe, and produced a giant spreadsheet with thousands of mineral insulated heater configurations. As the computer revolution advanced, Nelson kept pace by using PC's and pocket computers for heat loss and heater design applications.

Today, the computers have moved out of the engineering department and into the field with the Nelson CM-2 Heat Trace Monitoring System. The system is microprocessor based to continuously scan up to 40 heater circuits "for just about every pipe tracing function you can imagine," according to Dusty Brown, Nelson's manager of engineering.

**"The last generation of computer control put the system out of reach of field operations and maintenance people. The CM-2 is human engineered to go to work in every day plant operations."**

Unlike some electronic devices, this rugged unit is designed for

installation in plant environments. It can even be installed in hazardous Division 2 areas without purge systems or bulky cast enclosures. The CM-2 will continuously display pipe temperatures and monitor every critical function -- high and low temperature limits, circuit faults, power failure, sensor failure-- anything the customer requires. "Hardwired changes are costly and lock the customer in," Dusty continues. "When all these functions are in the software, you can customize them."

Many plants today work on a variety of processes, with different heat tracing requirements for each one. The CM-2 panel can reconfigure the entire heat tracing system at the touch of a button-- for up to ten separate processes.

**Best of all, the CM-2 is ideal for retrofitting. It will work with all types of heater cable-- mineral insulated, self-limiting, or constant wattage.** "Nelson's philosophy on heater cables has always been to match the product to the application," according to Dusty. "We take the same approach with control. If you need a state of the art microprocessor based controller to monitor forty circuits and miles of cable in a process plant, we can do it. If you want a simple bulb-and-bellows thermostat to control 75 feet of freeze protection, we can do that, too."

For a color brochure with complete system specifications, give us a call!

*To travel hopefully is a better thing than to arrive.*

---Robert Louis Stevenson

# a.e.f./FYI

## *A.E.F. Sales Engineering Company's Newsletter for the Electric Industry*

### FALL 1989

Back in the days of the French Revolution, a farmer, a priest, and an engineer were being trundled off to the guillotine for crimes against the people.

The farmer was led to the guillotine first, and given the choice of lying face up or face down. "All my life I have been looking down at the land, but today I will look up," he declared. The signal was given, the blade was released-- but it became stuck and did not drop. According to the law, the farmer was released.

Next the priest was brought up.

"All my life I have looked up, and I will look up again today," the priest announced. Again the signal was given-- and again the blade failed to release. The priest became a free man.

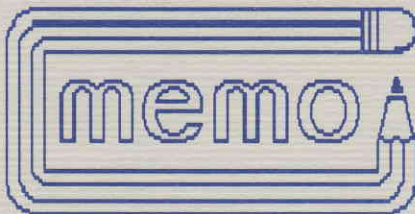
Finally, the engineer was led to the guillotine. Reasoning that a "face-up" approach had resulted in a favorable outcome, the engineer decided to take the same position. He lay looking up at the blade, awaiting the signal. Suddenly he shouted, "Wait a minute! I think I see the problem."

**Well, here at A.E.F. Sales, "Engineering" is our middle name. Our customers don't**

always come to us to buy a particular piece of equipment-- they come to us with a problem to solve. If we have the right solution in our growing mix of products and services, we're happy to tell them so.

But if we don't have the right solution to their problem, we tell them that, too. And to try steer them towards someone who does have the right solution.

We're not as happy-- but we aren't as badly off as the engineer in the story, either. Sure, we lose a sale now and then. But we keep our self-respect -- and we keep our customers. **Thanks!**



A successful equipment installation is really the success of three distinct phases of a project, each as necessary as the correct handling of a baton in a relay race.

**First**, the engineering must be as thorough and complete as possible, based on data, requirements, and customer preferences. Specifications and drawings need to be accurate and detailed to identify quality products and expert installation. Considering

the expected life of the project, it is penny-wise to specify less.

**Second**, the level of product quality should be maintained throughout the process of submissions and approvals.

**Third**, contractors must obtain field support and instruction from suppliers so that field staff have good information and direction for professional installations.

Take a minute to reflect on what I believe to be the elements needed for favorable completion of a project. If you agree, then you will have convinced yourself to do

business with-- or continue to do business with-- A.E.F. Sales Engineering Company.

We don't chase ambulances or try to make low priced, low quality substitutions to specs. We spend many hours in engineering offices assisting in the application and selection of our products.

The fun in our job is the completion of each project to the satisfaction of the owner, the engineer, and the installer. Are you getting less?

*Tony Fasolino*

**INSIDE A.E.F./FYI . . . Meet Mike McConney . . . Uptegraff Update . . . Lortec Powers 3X Expo . . . Computer Controlled Heaters . . . And More!**