



# aef/fyi

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0 Grams Trans Fat



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

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"America's  
Favorite Newsletter"

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TEAM AEF

aef

HAPPY - BRAVE - NICE

Our 44th Year

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## PIER PRESSURE

An aircraft carrier sized headache was waiting for one contractor unless he could get a whole bunch of heater cable in a big hurry.

## GREEN MEANS GO!

If the green light's on, everything is hunky-dory. Tracemates can make your winter much less exciting.

## DREAMING BIG

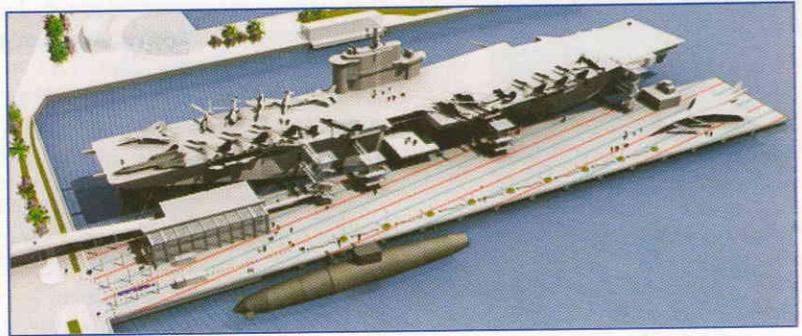
Walt Disney had a lot of foolish dreams, but he had a knack of making them come true.

## ASK BERNADETTE

Bernadette weighs in on the Great Electronic vs. Mechanical Stat Debate. Her impressive insight may help you decide what's best.

## Pier Pressure

Since it opened in 1982 the USS Intrepid's home on Pier 86 has become one of the most visited sights in New York. In 2006 a major project to refurbish the Intrepid and re-build the pier was begun. Beneath the



Artist's Conception of Intrepid and Pier 86. (Shown smaller than actual size.)

red and blue striped deck of the pier there are water and waste pipes running the full length of the pier, which need freeze protection. The pipes run in a chase that is covered by pre-cast concrete slabs, four inches thick and four feet wide.

Not surprisingly for a project of this scale, there have been some unforeseen circumstances, one of which involved the heat tracing of these pipes. A change in scheduling meant that the contractor responsible for the heat trace and insulation found out that a section of the pre-cast slabs were going to be put in place a whole lot sooner than anyone expected, meaning that he had to finish heat tracing those sections FAST, or else he'd get hit with back charges to remove and re-install all those concrete slabs. Fortunately they knew how to get a whole lot of heater cable fast, by calling TEAM AEF and getting everything they needed shipped the same day, from their Amazing Local Stock. 'How amazing?' says you. Read on, friend. (Go to 2)



## Life Gets Simpler

"Can You Hear Me Now?" We've all seen those TV commercials, but for heat tracing the question is "Is It Working Now?" And with Nextron's Tracemate, if the green light is on, everything is A-OK, everything is working fine---simple as that.

For years TEAM AEF has recommended a pre-winter check for heater circuits controlled by mechanical thermostats, and that's still a good idea. But a better idea (much much better) is to replace old mechanical stats with Tracemates. A pre-season check on heater circuit can tell you that everything was OK in September or October, but a Tracemate tells you it's OK right now, whenever right now is. (That's cause the Tracemate exercises dormant systems every 24 hours, so you know they're good to go.)

**More Good News.** With Tracemate you don't need a GF breaker, since it has built-in GF protection. And if you're one of those unfortunate souls forced to live with a heat trace system that wasn't supplied by TEAM AEF, the Tracemate is fully compatible with every type of heat trace out there.

Can you think of one good reason not to replace your old mechanical stats right now? Neither can we, so call now. Operators are standing by.

The most remarkable thing about my mother is that for thirty years she served the family nothing but leftovers. The original meal has never been found  
Calvin Trillin

What a world of gammon and spinnage it is, ain't it!  
Miss Mowcher

Do not marvel at this, because the hour is coming in which all those in the memorial tombs will hear his voice and come out.  
John 5:28

You can observe a lot just by watching.  
Yogi Berra

In a crisis don't hide behind anything or anyone. They are going to find you anyway.  
Bear Bryant

I'm at that age where multitasking is watching television and sleeping.  
Dooms Madigan

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

# memo FROM PETER FASOLINO

You can tell a lot about a person by how far they back their seat on an airplane.

Some people tilt it back a little bit, trying to get comfortable themselves but understanding that there is another human being right behind them. Some people tilt the seat all the way back, usually at about 50 miles an hour, oblivious to the fact that there might be one or two other people on the plane with them.

One of the goals for A.E.F. Sales as a company has always been to be considerate of the guy behind us. Sure we want to get comfortable --- we want to grow, and we want to make a profit. So do the companies we work with.

The factories we buy from, and the people who work in them, need for A.E.F. Sales to represent them well in the marketplace, to buy at a fair price, and to pay our bills on time. The companies that we sell to need to get the right product for their specific application, great service, and good value for their dollar.

You can't pick who you are going to sit behind on your next flight, but you can pick the heater trace supplier on your next project. I hope you'll pick A.E.F. Sales. Lots of companies do, and they keep coming back, year after year.

## Pier Pressure . . .

**Ridiculously Amazing Inventory.** At last count AEF's warehouse contained 492,137 feet of primo heater cable in every type you could imagine, including 148 MI heater cables, 377 electronic thermostats, and 392 mechanical thermostats (including a couple of dual thermostats we bought by mistake one time), plus control panels of various shapes and sizes and every accessory you'd ever need. Sure it's ridiculous, but if a customer calls and says he needs 10,000 of high temperature self-regulating cable at 20 watts per foot right away, and we tell him it will ship today he really doesn't care how ridiculous it is, he's happy.

So shipping the cable for Pier 86 was no problem.

**Fun Fact, Unrelated to Heater Cable.** Each link in the Intrepid's anchor chain weighs 27 pounds.

**Fun Fact, Related to Heater Cable.** Your job may not be Intrepid-sized, but if it's important to you, it's important to us.

## JUST Transformers!

### WARNING SIGNS



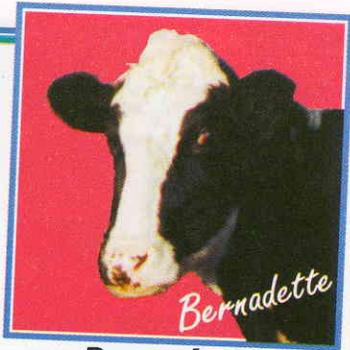
If your transformer suppliers are part of a Giant Conglomerate, these warning signs should be prominently posted and included in every proposal.

At AEF we're pretty picky about the companies we work with. Our good reputation is based on our product knowledge, our customer service, and integrity, as well as the quality of the equipment we sell. We work with principal companies who share our goals and our standards, which is why we're proud to work with two Independent Transformer Companies, R.E. Uptegraff and Central Moloney.

These companies are **owned and run by people who know transformers**, and who care about being responsive to customer needs. A detailed proposal that actually corresponds to your spec? Sure. An unusual application nobody else wants to help you with? Let's talk. That happens when people know their stuff.

Another thing *you can count on is their commitment*. You don't have to wonder whether some shift in distant corporate winds will mean that a promise is 'no longer operational'. You don't have to worry about the consequences of any spinning off or downsizing or merging.

Sounds pretty old fashioned, but then so are we.



**Bernadette**  
The AEF Sales Answer Cow

DEAR BERNADETTE:

I was just listening to Sergeant Pepper's Lonely Hearts Club Band, that song where they say 'now they know how many holes it takes to fill the Albert Hall'. That's my question: how many holes *does* it take? T.W.

DEAR T.W.:

Those were the days, my friend. The wit and the humor that permeated the Beatle's music is sorely lacking these days. But to your question: there is not really an exact numerical answer; the number of holes it would take to fill the Albert Hall would depend on the size of the holes!

DEAR BERNADETTE:

I'm hearing a lot about how I should replace my mechanical stats with electronic stats. But all my mechanical stats have a pilot light right in the thermostat enclosure already, so why would I need to replace them? Besides, we check every heater circuit in September, so we know everything's working. P.B.

DEAR P.B.:

Checking all your heater circuits in September is a wonderful idea---everyone should do it. But when it's freezing in February knowing that everything was hunky-dory in September isn't going to help you

much, is it?

Pilot lights in mechanical stats help, but not much. Depending on whether the light is wired ahead of the switch or behind it, the light being on or off could mean a whole bunch of different things. If it's ahead of the switch the light on will tell you that there is power available at the stat, but it won't tell you anything about the heater cable or the stat. Are *they* working? Who knows?

If the light is behind the switch there's even more confusion. If the light's off it means the stat is not calling for heat, OR it means there's a breaker open. If the light's on you've got voltage and the stat is calling for heat, but you have no idea about the status of the heater cable, or most importantly, the pipe temperature. (It reminds one of an Abbott and Costello routine, yes?)

Plus with mechanical thermostats you have to have GF breakers. Much as I strive to not have 'pet peeves', the ridiculously high cost of those GF breakers is something I find most annoying.

To top it all off, there are electronic thermostats out there that cost LESS than their mechanical counterparts. Do yourself a big favor, and look into this today. TEAMAEF can tell you all about it.

DEAR BERNADETTE:

I'm all for saving the planet, but it seems to me all that ever happens is replacing one problem with another one nobody thought about.

All you hear is you're supposed to replace all your light bulbs with these compact flourescent bulbs. But all those bulbs have *mercury* in them, for crying out loud! After people throw away a few million of them, we'll be drinking mercury in our tap water. What the heck are we supposed to do with them when they don't work anymore? J.H.

DEAR J.H.:

Personally I think we should send them all to Al Gore; I'm sure he'll know what to do with them.

What say you, Readers? Shall we?

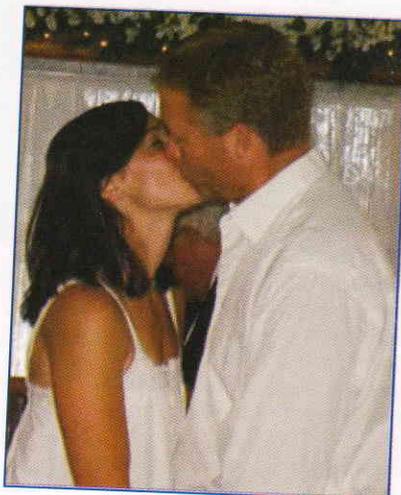
## Society Page

### Yee-haw! Josie Gets Hitched!

Out West, when a feller and a gal has a hankerin' to get hitched, why they head off to the preacher man, simple as that; none of your Eastern folderol and la-de-da. And that's pretty much the way Jo Fasolino, Mr. Pete's daughter, done it.

Jo has been working for the past few years at Flathead Lake Lodge in Montana. She met Scott Horne, who also works at the Lodge, six years ago, and when the friendship turned romantic, danged if they didn't head out to the Hitchin' Post Wedding Emporium in Idaho and tie the knot! July the 29th, to be precise, and yep, it really took place at The Hitchin' Post.

**Happy Trails, you two!**



*I intend to live forever.  
So far, so good.*  
Steven Wright

*The more you observe  
politics, the more you've  
got to admit that  
each party is worse  
than the other.*  
Will Rogers

*The difference between  
playing the stock market  
and playing the horses  
is that one of the horses  
has to win.*  
Joey Adams

*To love someone  
means to see him as  
God intended him.*  
Fyodor Dostoyefsky

*Finding good players is  
easy. Getting them to play  
as a team is another story.*  
Casey Stengel

*Some ideas are so stupid  
that only an intellectual  
could believe them.*  
George Orwell

*The more they overthink  
the plumbing, the easier it  
is to stop up the drain.*  
Scotty

*This here civilization we  
got is a mighty flimsy  
thing.*  
Louis L'Amour

*Drink your ale, lads,  
and shoulder the sky.*  
Townsend

# Dream Come True

How long does it take for a dream to come true? It depends. For Walt Disney, Disneyland was a dream dancing around in his head for about twenty years. Started out to be an eight acre park right next to his studio, but by the time the dreaming was though it was gonna take a lot more land, and a whole lot more money than anyone had figured on. "I could never convince the financiers that Disneyland was feasible," Walt recalled, "because dreams offer too little collateral." So Walt cashed in his life insurance policies, and talked his brother Roy into betting the whole company on his dream.

The land they bought in Anaheim was all flat, just 180 acres of orange trees in the middle of nowhere. Walt put together a team of 'imagineers' to make the dream come to life.

Walt gave his team instructions: Build a turn-of-the century Main Street, with horse-drawn trolleys, with a railroad station at one end and a castle at the other. Carve out a river and put a paddle-wheeled steamboat on it. Transform an orange grove into a jungle, and fill it with believable wild animals. And, oh yeah, we've only got a year to build it.

Ground was broken on July 21, 1954, with Opening Day set for July 17, 1955. On live TV. They made it.

Disneyland was a huge and immediate success; everyone wanted to go there---Kings, movie stars, little kids, big kids. Soviet Premier Nikita Khrushchev threw a fit when he found out he couldn't go. Walt loved the fact that, unlike his movies, he could keep making the park better and better, 'plussing', he called it.

While it still existed only in his head, Walt said that to step through the portals of Disneyland would be like entering another world. It is. Visit there and it's safe to say you'll never be quite the same again. If you ever get the chance to go there, go!

Thanks, Walt.

## Backwords

### The Actual Major Deegan

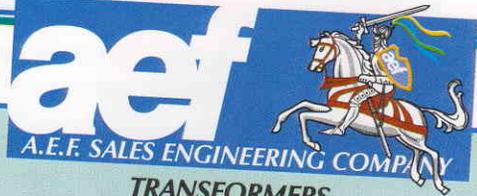
Every New Yorker is familiar with the Major Deegan Expressway in the Bronx, but where'd the name come from? Turns out the Deegan is named after William F. Deegan (1882-1932), who was a Major in the Army Corps of Engineers. Who ever named anything after an engineer? says you. Well, the Major was a pal of Mayor Jimmy Walker, and a bigwig in the Bronx Democratic Party. That splains that.

### WWF and DOE Proudly Present "The Final Rule"

The Ultimate Pay-Per-View: Many competitors enter the Steel Cage, but Only One will --- wait, sorry, that's a different "Final Rule". The one we meant to talk about is the DOE's dramatically named policy establishing efficiency levels for liquid filled distribution transformers manufactured January 2010 and beyond. Central Moloney is more than ready, they're a full year ahead of the DOE; CM transformers will all comply with the Final Rule by January 2009! Take that Mr. McMahon!

### There EU Go Again!

Just when we think those wascally bureaucrats in the EU can't get any zanier, they do. In an effort to protect Europeans from non-standard fruit, any fruit that is not up to snuff must be destroyed. The good folks of Bristol, England, were protected from kiwis that were 1 mm smaller than the rules allowed.: 5,000 kiwis were deep-sixed---they couldn't even be given away. Bananas must be at least 14 cm long, and the acceptable CURVATURE is defined thusly: "The thickness of a transverse section of the fruit between the lateral faces and the middle, perpendicular to the longitudinal axis must be 27 mm at a minimum".



A.E.F. SALES ENGINEERING COMPANY

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### Seen Too Much of These Guys Lately?



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Cut Charges. Fuel Surcharges. More Fuel  
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When you get your heater cable from  
TEAM AEF you won't get nickel and dimes to  
death. You pay for material, period. NEVER  
any cut charges, NEVER any freight charges  
for regular ground shipments. And ALL our  
orders get Special Handling.

You may have to put up with a lot of  
nonsense from your bank, the Feds, and  
some of your suppliers, but there's no reason  
you have to take it from your heat trace  
supplier, not if you make AEF your Source.

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