

# a.e.f./FYI

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

## Winter 1990

A short time before his death, Thomas Edison was asked the secret of his success. Edison replied that, in addition to his knack for inventing things, there were two other important factors.

"One was good luck," he explained. "The other was that nobody was ever able to convince me that it was unfair to my fellow workers to put forth my best efforts in my work."

"I'm glad there was no such thing as the eight hour day when I was a young man. I won't say it isn't a boon to others-- but if my own life had been restricted to eight hour

days, I don't think I would have accomplished a great deal."

"This country wouldn't be where it is today if the young men of fifty years ago had been afraid to do more work than they had been paid for!"

All of us at A.E.F. Sales -- and most of our customers and principal companies as well-- earn their daily bread in fields pioneered by Thomas Edison. And all of us would do well to keep in mind the great inventor's advice.

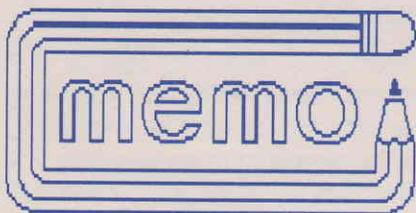
At A.E.F. Sales, we know that our company's growth and prosperity depend on the day to day best efforts of everyone on the team. After all, if

you have your eye on the clock, you can't keep your heart and mind on the task at hand.

That task is simple: take good care of our customers. Be honest. Be fair. Care. Think.

Since we opened our doors in 1964 a great deal has changed, and we expect more new and exciting changes in the decade ahead. Some of these changes have already begun-- you can read about them in the pages of this newsletter.

But, through all the changes, we will be guided through the 1990's by the same ideals that got us through the 60's, 70's, and 80's.



A New Year . . . A New Decade . . . a time for resolutions and optimism. Seemingly we start with a new slate, with new plans and high hopes. It is refreshing and exhilarating.

I'm sure most people have made personal resolutions -- to lose weight, to make better use of time, and so forth. So we at A.E.F. Sales have business resolutions: to find new ways to provide you with better service, more attention, more and

improved products.

It is true that many times our efforts to provide "added value" to the products we offer are unappreciated. Our contribution in the engineering phase and field installation phase are not always evaluated in the purchasing phase.

But there are those glorious times when a customer says, "We want your company in on this project because we know how you can help." We are even optimistic that more people will hear our message and favor us with their business.

We can't promise no disappoint-

ments, but we can promise a dedicated effort to get things right. High hopes? Sure we have them, because our team is getting better-- including a new addition this month-- and our product lines are getting broader.

For all of us at A.E.F. Sales, we wish you a Healthy, Happy, Prosperous New Year and New Decade. And we hope you include us in your business activity.

*... from the desk of Tony Fasolino*

**INSIDE A.E.F./FYI . . . Meet Peter D'Ostilio . . . A.E.F. PC Update . . .  
. . . . . Introducing Rapid Power Technologies. . . And More!**

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## Dem Old Federal Budget Blues



A few months ago, syndicated columnist Dave Barry asked the American people for suggestions on how to cut the Federal deficit. Barry noted that "our congresspersons have been unable to work on this [the deficit] because they've been busy passing an ethics bill, under which we're going to pay them more money, in exchange for which they're going to try to have some ethics."

A few of our favorites:

"The U.S. Government should sell its secrets directly to the Russians and cut out the middlemen." *Leslie Price, Hibbing, Minnesota*

"Rent the Stealth bomber out for proms." *Jimmy Muth, Haverstraw, N.Y.*

"Substitute politicians for road barriers." *Steven Lenoff, Deerfield Beach, Florida.*

*They say such nice things about people at their funerals that it makes me sad to think I'm going to miss mine by just a few days.*

*--Garrison Keillor*

## LorTec UPS Survives Frisco Earthquake

One evening last fall, just as the nation was settling back to watch the World Series, the earth shook and everyday life came to a halt. Vital services were cut off without warning. And with power gone, the data and communications lifelines we all depend on were gone, too.

All except for one large bank, which had placed its critical computer systems in the care of a LorTec UPS. When the power went out, the LorTec unit kept key equipment up and running until emergency diesel generators came on line.

LorTec's simple, rugged design and quality construction make them the most reliable units you can buy. In fact, LorTec enjoys a measured MTBF of over 17 years-- longer than most UPS companies have even been in business. If you'd like to put that kind of reliability for your critical application, give us a call!

## Rapid Power Technologies Taps A.E.F. Sales

A.E.F. Sales has been selected to represent the High Tech Products Division of Rapid Power Technologies in the Metropolitan New York/New Jersey area. Rapid, based in Brookfield, Connecticut, manufactures a complete range of power conditioning devices, from isolation transformers to solid state and ferroresonant power conditioners which combine isolation with precise voltage regulation.

"Commercial power can really do a number on the electronic circuits found in computers and communications equipment," according to Fred Eigenrauch III, sales manager for Rapid. "People buy our products and let them take a beating instead of those circuits."

The first level of protection comes in the form of isolation transformers. These are transformers which contain one, two, or three electrostatic shields made of pure copper and wound into the coils of a transformer to protect loads from electrical noise and transients. Noise can not only damage hardware-- it can corrupt data as well. For instance, electrical noise from a fluorescent light fixture or air

conditioning unit could create a noise pulse that your computer interprets as a valid data bit.

The next level of protection comes with Power Conditioners that isolate from noise *and* provide tight voltage regulation over a wide variety of input voltage conditions.

"Voltage problems are a lot more common than blackouts," according to Mike McConney. "In some cases, we've been talking to customers who can't remember the last blackout, but whose voltage on a 208 volt circuit can vary from 180 volts in the summer to 235 volts in the winter. A power conditioner may be the perfect solution in a case like that."

Rapid's line of power conditioners includes both solid state and ferroresonant designs, with standard sizes to 1000 kva. "It's a natural addition to our line list," Tony Fasolino told us. "The LorTec UPS line brought us into contact with customers with power problems. Between Rapid and LorTec, we can offer the right answer to just about any power problem our customers run into. If you've got a problem, give us a call."

# For Your Information

## A.E.F. Sales Taps Peter D'Ostilio

Effective January 29th, Peter D'Ostilio has become part of the A.E.F. Sales Team. Pete makes his home in Monroe, in Connecticut's Fairfield County-- near the border of New Haven County-- together with his wife Marie and their two boys, Tony and Brian. His responsibilities will include handling all A.E.F. Sales activity in Connecticut, as well as selected accounts in Northern Westchester and Manhattan.

Pete brings an impressive background to the company. His academic training culminated in an M.B.A. at Fairleigh Dickinson University in 1978, and he has actively pursued a variety of professional development opportunities while in the work force.

His sales experience includes six years with Harvey Hubbell Wiring Device Division and ten years with Micro Switch, a Division of Honeywell, Inc. Both jobs involved extensive work with OEMs, end users, contractors, and engineers, selling direct and through distribution. Most recently, Peter has been with Hesco, a large Connecticut based electrical distributor.

"With Pete coming on board this month, we feel that we have in place the sales team that will take A.E.F. Sales well into the new decade," reports Tony Fasolino, president of the company. "We will be able to service our customers and our principle companies better than ever."

Welcome aboard, Pete!

## EPSI Develops Starter

A high voltage explosion-proof vacuum starter for major refineries and petrochemical installations has been developed by Electrical Power Systems, Inc. of Tulsa, Oklahoma.

The unique, compact unit is designed for refineries, chemical plants, offshore drilling platforms-- anywhere a high capability starter is needed in a potentially explosive atmosphere.

For more information on these starters, or other products from EPSI, give us a call!

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*Often, the surest way to convey misinformation is to tell the strict truth.*

---Mark Twain

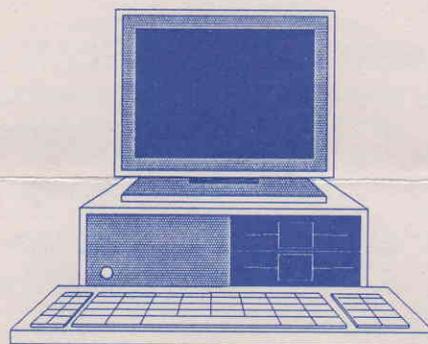
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## New 80386 Personal Computers On Line

A.E.F. Sales has recently purchased a trio of powerful new 386 based personal computers to assist the sales force and to better serve our customers. These units will supplement the existing installed base of 286 and 8088 based machines.

Why the big investment? "In terms of the applications we run today, we probably could have done just as well with some fast 286's," according to Peter Fasolino of the sales staff. "But for tomorrow's applications, the 386 may well be the only way to go. This is an investment in the future-- long term as well as short term."

Today's applications include the use of data bases to track orders and



manage mailing lists, and spreadsheets used to prepare quotes. Word processing and time/task management software round out the day to day applications, along with a special program developed by Nelson Electric for heater cable design.

Tomorrow's applications will include Computer Aided Design, voice mail,

and graphics-based word processing. Plans are also under way to link the individual PCs into a Local Area Network.

To help protect this investment, each new computer is protected by a LorTec Standby Power System. Each SPS stands just over four inches high and protects a computer from spikes, surges, and outages. "It only takes a fraction of a second to lose a hour's worth of work," Ed Chociej of the A.E.F. Sales New Jersey office notes. "The SPS prevents that from ever happening."

If you've got an investment in PC hardware, why not consider adding a LorTec SPS to your system? It's so easy to install, a salesman can do it.

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## One Good Turn, and Another

A.E.F. Sales recently was involved with a corporate "good turn" as a Boy Scout from Troop 2 here in Mamaroneck earned the highest honor that Scouting holds -- the rank of Eagle Scout.

Kevin Stephani chose for his Eagle service project to create a directory of local businesses for use by disabled citizens. Under Kevin's direction, Scouts from the troop canvassed local shops checking access routes, measuring doorways for wheelchair passage, examining store layouts, payphone locations, and restroom facilities.

Kevin compiled the results of the survey into a booklet that will be circulated throughout the community. As its part of the project, A.E.F. Sales loaned computer time, programming assistance, and the use of a laser printer to give the booklet extra "readability" and a professional look.

The Eagle Board of Review was very impressed by Kevin's work-- and so are all of us here at A.E.F. Sales.  
*Congratulations, Kevin!*

On another front, A.E.F. Sales has been donating empty heater cable spools to the F.E. Bellows Elementary school. The spools, which normally come into our local stock with one thousand feet of heater cable wound around them, are the perfect size for stools for second and third grade reading groups. Teachers paint them and add a cushion-- and the reading groups get up off the carpet.

Now the choice of heater cable

### RAPID POWER TECHNOLOGIES

- Computer Grade Power Products to 1000 kva

### NELSON ELECTRIC

- Firestops, Switching Products
- Heater Cable and Controls

### ELECTRICAL POWER SYSTEMS

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### LORTEC POWER SYSTEMS

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### NORBERG INDUSTRIES

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### R.E. UPTEGRAFF MFG. COMPANY

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- Liquid-filled Single Phase Transformers to 500 kva
- Bushings, connectors, epoxy components

### NEHRING ELECTRICAL WORKS for Utilities

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### MYRON ZUCKER, INC.

- Capacitors to 600 volts
- Custom Industrial Capacitors to 34 kv

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suppliers is easier than ever: you can order a top of the line product from a company with more than twenty five years in the business-- or you

can let a second grader sit on a cold, drafty floor.

There--that was easy, wasn't it? Give us a call!