

a.e.f./FYI

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

SUMMER 1989

There's this kangaroo, goes into a bar and asks the bartender for a beer. As the bartender is pouring the beer, he thinks "Hey-- this is a kangaroo. What do kangaroos know about money?" So when he hands the kangaroo the glass of beer he says, "Twenty bucks, please." Kangaroo reaches into his pouch, takes out a twenty dollar bill, and hands it to the bartender.

The bar is quiet, and as the kangaroo is finishing his beer the bartender tries to strike up a

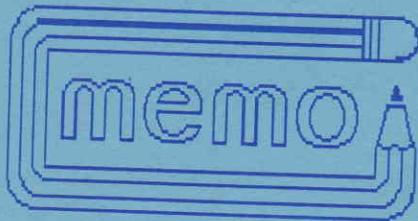
conversation. Finally he says, "You know, we don't get many kangaroos in here." Kangaroo says, "At these prices, I'm not surprised."

Well, unlike the bartender in the story, we at A.E.F. Sales always treat our customers fairly. We believe that what's good manners generally turns out to be good business. And while you're probably an expert in your own field, maybe you're not an expert in heater cable or UPS systems or firestops or transformers. You just have a general idea of what you're trying to accomplish.

That's where we come in. We'll help solve your problem, and treat you with the fairness and respect that you deserve. Proof of the pudding: *we get kangaroos in here all the time.*

Wait-- that's not true, and we're sorry we said it. We *don't* get kangaroos in here all the time.

BUT we will do everything we can to keep our customers **hoppy**. If you're not hoppy with your suppliers, *give us a call and put the A.E.F. Sales team to work for you!*



Since we began this newsletter in March of 1988, most of these "Memo's" have given us the opportunity to spotlight the people, the products, and the philosophy of A.E.F. Sales.

In this newsletter, I want to switch that spotlight around on to you, our customers. I'd like to ask each of you to take a minute and think

... from the desk of Tony Fasolino

about our operation here, as it affects you and your company.

Are you getting all the technical assistance you need?

Are your telephone calls handled courteously and returned promptly?

Are our principal companies getting their deliveries out on time?

Are your shipping instructions followed to the letter?

When there's a problem, is it quickly and courteously resolved?

In short-- we are asking you to let us know how we can serve you better.

I know that you're busy, but I would appreciate it if you would take the time to drop me a note or give me a call whenever you see an area of our company that can use improvement. Your effort will be appreciated, and it could be mutually beneficial.

We try hard and we think we're serving our customers well. But there's always room for improvement-- and **if we can, we will.**

When I was a boy of fourteen, my father was so ignorant I could hardly stand to have the old man around. But when I got to be twenty-one, I was astonished at how much the old man had learned in seven years.

Mark Twain

For Your Information. . .a.e.f./FYI

The reason lightning doesn't strike twice in the same place is that the same place isn't there the second time around.

Willie Tyler

Summer Camp for Office Phone Systems

If you're like most people, you've got your summer vacation plans all set-- maybe a family camping trip or a visit to Walt Disney World. Or maybe a romantic second honeymoon.

Sounds great! Have fun, drive carefully, and send us a postcard if you get a chance. Now-- what about that office phone system? Does it have any vacation plans that you don't know about?

Here's how a telephone system goes on vacation: if the system draws power from your building's electrical service, and the service goes down, so does your phone system. Your customers and clients hear your phones ring and ring and ring . . . but you don't. Without power, there are no lights, no ringing to let you know that someone is trying to get through.

According to a recent article in Fortune magazine, utilities across the country, including some in the AEF Sales service area, are anticipating the toughest summer ever. Voltage reductions, brownouts, and even rolling blackouts will be needed in some areas to survive summer peaks. When that happens, your phones go on vacation.

Even worse may be the thunderstorms that boil up on a hot, muggy summer afternoon. These don't just send phone systems on vacation-- they can mean early retirement.

Now here's the good news: a LorTec Standby Power System can protect your investment in telephone equipment and keep your phones at work all summer long. Whether you have an AT&T Merlin, Spirit, or Comkey -or a system from Panasonic, Northern Telecom, ITT- we have a LorTec SPS that's right for your application.

Here's how it works: give us a call and tell us about your phone system. We'll help you pick the right SPS for your application. Shipment is fast -- usually from factory stock. When the SPS arrives, plug it in to building power, and plug in your phone system to the built in receptacles. It's so simple a salesman can do it.

Then go out and enjoy your vacation. And don't feel guilty about your phones. Give them clean, steady power and they'd just as soon stay in the office and work. No lost luggage, no mosquito bites, no long lines . . .

You know it's not a good wax museum when there are wicks coming out of peoples' heads.

Rick Reynolds

Sports Update

In the last issue of this newsletter, you may have read about A.E.F. Sales sponsoring a team in our local Larchmont-Mamaroneck Little League. The team, nicknamed the "Astros", have just finished a very successful season.

Managed by Mike McConney, the Astros finished the regular season with a 17-3 record, outscoring their opponents by a wide margin. They swept through the semi-finals and finals with a perfect 4-0 record.

"Without a doubt," said Manager McConney, "this is the best team I've ever had. And I've had some good ones."

The Astros overcame several key injuries during the course of the season. Pietro Fasolino missed three weeks with a fractured thumb, and "Moose" Haas suffered a broken antler in the early going. But with the leadership of captains Jeff Ritz and Paul Wurmeth, the team pulled together week after week.

"We had a great bunch of kids," according to A.E.F. Sales' Peter Fasolino, who served as a coach. "Not just in terms of talent, but in terms of attitude and enthusiasm. They played hard, they were good sports, and they always left the dugout clean. What else is there?"

To our manager and players: Congratulations on a great season! We're proud of you!

EPSI Prepares Giant Powerhouse for Overseas Shipment

Electrical Power Systems of Tulsa, Oklahoma, is in the final stages of construction of a giant Powerhouse for export to the Middle East.

A Powerhouse is a prefabricated building which can ship to a jobsite anywhere in the world, with a complete system for the distribution and control of power. The engineers at EPSI have been involved with the concept since 1959. During those years EPSI and their predecessor, the PDP group of Nelson Electric, have shipped more than 1200 powerhouses to every corner of the globe.

The project now nearing completion includes 5 kv switchgear and

motor control centers as well at 480 volt distribution and control, all built by EPSI to match an existing lineup of equipment at the jobsite.

Also included in the house are a central telephone cabinet, racks of batteries, and bus to tie in with the EPSI supplied power transformers.

How can all that fit in one house? Well, this one is 70 feet long, 20 feet wide, and 15 feet high. In fact, special permits will be required to move it over the highways to Houston in one single section. From there it will travel by ship to its destination in the oil fields of the Mideast.

The harshness of conditions at its installation site led to some unique design considerations. First, the powerhouse required central air conditioning and pressurization to survive in a Group D, Division 2 atmosphere. Concerns about corrosion made a galvanized base mandatory, while installation and handling required that the entire 75 ton assembly be designed for a single point lift. "The structural calculations were a nightmare," according to Vern Lawson, the president of EPSI.

Vern has had a "hands-on" approach to the entire project, beginning with overseas travel during the early stages of negotiation. "With our customer on the other side of the world, our day was their night. Every morning when we come in we'd have a stack of faxes to answer to keep the project on track." At last check, Vern noted, the fax file alone was approaching five inches thick.

The customer on this job-- and on every EPSI powerhouse-- receives a complete engineered package. All electrical, mechanical, and structural details are handled by a staff with nearly thirty years of

Powerhouse experience. And every Powerhouse comes with a one year EPSI warranty that covers the house, the equipment, and every component. Without that kind of commitment "warranties become a finger pointing exercise, because no one has unit responsibility."

To put this kind of experience to work for you, just give us a call. Ask us for a brochure on System IV, the fourth generation powerhouse.

It could probably be shown by facts and figures that there is no distinctly native American criminal class, except Congress.

--Mark Twain

IEEE/PES Highlights

Way back in April a large segment of the utility industry converged on New Orleans for the 11th IEEE/PES Transmission and Distribution Conference and Exhibition. Three of A.E.F. Sales principal companies were represented at the show. **Nelson Electric** was part of a sizeable General Signal contingent, displaying a variety of their Class 800 Oil Switches.

Two of the companies-- **Nehring Electrical Cable Works** and **Central Moloney**-- took advantage of the gathering to hold sales meetings for their staffs and representatives.

The Nehring meeting was held in a conference room high above the Mississippi River. Steamboats cruised to and from their docks in the French Quarter below, and the waterfront trolley cars wound up and down their track along the riverbank.

Several new product developments were covered at the meeting.

Aluminum tie wire, copper clad ground rods, and copperclad steel cable all were on display. But the "star of the show" was Nehring's new Alumaclad cable. Aluminum clad steel cable is prized for its high tensile strength, conductivity, corrosion resistance, and relatively light weight. **Best of all, the Nehring product is made right here in the United States. Call us for a brochure on this product.**

Central Moloney also featured some new advances in product design, including a new "radiused" minipad transformer. The new look facilitates improvements in manufacturing and painting processes, and results in reduced "bird bathing".

The Central Moloney booth was manned by a full staff of factory personnel, including president Bill Sanders. On display in addition to transformers were dozens and dozens of components-- and not a single piece of ceramic anywhere. The components operation runs three shifts a day to keep up with demand, and at the top of the heap is the CMpoxo bushing.

CMpoxo molded bushings offer significant advantages over porcelain bushings from a mechanical or electrical point of view. The ability to hold close tolerances and the resistance to breakage mean that our customers get a better product than ever at a cost competitive to old fashioned porcelain.

There are two ways our customers can get these components. First of all, every component in the growing family is available for OEM, utility, and distributor accounts. And if you're buying transformers, make sure you buy them from us!

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Roster Moves

Effective June 23rd, Tony Napolitano has left the A.E.F. Sales team to go back into the electrical consumer market. "Tony had a opportunity he couldn't pass up," according to Anthony Fasolino, president of A.E.F. Sales. "When you've been in business for twenty-five years, you have to look for long term relationships-- with customers, with principal companies, with employees. But it's important that those relationships be beneficial to both sides. Tony was only here a short time, but he made some good things happen, and we wish him well."

In order to ensure continuity of service to our customers in Nassau and Suffolk, Peter Fasolino will resume calling on the key accounts which he covered for a dozen years. "I'm looking forward to renewing some old friendships," he told us. "I like everything about Long Island except the express-way."

Some exciting roster moves are coming up in the near future. Watch for them in the fall issue of FYI.

The A.E.F. Sales Team

- Tony Fasolino
- Ed Chociej
- Peter Fasolino
- Marion Furci

Put us to work for You!

NELSON ELECTRIC

- Firestops, Heater Cable and Controls, Switching Products

ELECTRICAL POWER SYSTEMS

- Switchgear, Motor Control, Powerhouses

LORTEC POWER SYSTEMS

- On Line UPS Systems, Specialty Inverters

NORBERG INDUSTRIES

- Current Limiting Fuses, 2.4 to 38 kv

R.E. UPTGRAFF MANUFACTURING COMPANY

- Liquid Filled Transformers to 10 mva
- Warranted rewinding and rebuilding services

CENTRAL MOLONEY

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

NEHRING ELECTRICAL WORKS for Utilities

- Bare Copper and Aluminum Cable
- Copperclad and Alumaclad Cable

MYRON ZUCKER, INC.

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

AERO-MOTIVE

- Cable, Hose, and Tool Handling Equipment

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