



THE QUARTERLY NEWSLETTER FROM
A.E.F. SALES ENGINEERING COMPANY

**SPRING
SUMMER 19
92**

I'm sure that all of us have at one time or another experienced disappointment, frustration, and discouragement. These last few months of economic recession have seemed to be one more agony.

It's at times like these that we need to pause and balance our books. The debits of our bad experiences need to be balanced with our assets. Sometimes we lose sight of them: good health, close friends, great family relationships can more than compensate for the debits.

In business we need the same type of accounting. Sure, business could be better -- that's always true, isn't it? But I'm bullish on A.E.F. Sales, because we have a large number of loyal customers,

a list of principal companies that provide quality products and good value. And the A.E.F. Sales team works with you until the equipment we sell is in place and accepted.

As we approach the fun summer season, I hope that your spirits, enthusiasm, and hopes are high -- and getting higher.

Have a great summer!

memo
from the desk of
Tony Fasolino

In the sixties, when people at Yankee Stadium talked about the Bronx Bombers, they meant the players.

One gorgeous spring day back then -- when the Cleveland Indians were in town-- Moose Skowron hit a screaming line drive down the first base line. Rocky Colavito was playing right field and made a terrific diving, sliding lunge at it. Unfortunately for Cleveland, he missed the ball, and somehow ended up sitting on it -- a fact that was obvious to most of the people in the stadium, but not to Rocky. He continued to sit on the ball.

Exasperated, Indian manager Joe Gordon hollered from the dugout, "For God's sake, somebody tell him to get off the ball before he hatches it!"

Often at A.E.F. Sales, we find that our customers are so close to a problem that, like Rocky, they lose sight of the solution. Sometimes that solution is a product or service we sell. Sometimes we can offer a helpful referral or suggestion. Sometimes we just listen, and in re-telling the problem, the customer finds his own solution.

The next time you've got a problem, and you'd like some help instead of a canned sales pitch, why not give us a call? It might be that, by working together, we'll find the answer is nearer than you thought.

Just ask Rocky!

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BEATING THE HEAT WITH A.E.F. SALES

Do not be too timid or squeamish about your actions. All life is an experiment.

Emerson

Only two things are infinite: the universe and human stupidity, and I'm not sure about the former.

Albert Einstein

To him who is in fear, everything rustles.

Sophocles

Never eat anything whose listed ingredients cover more than one-third of the package.

Joseph Leonard

Always listen to the experts. They'll tell you what can't be done and why. Then do it.

Robert Heinlein

My grandmother started walking five miles a day when she was sixty. She's ninety-five now and we have no idea where the hell she is.

Ellen Degeneria

Lately, scientists have been buzzing about an unusual situation they describe as Boiled Frog Syndrome.

The syndrome is based on the observation of a frog in a container of water. If the temperature of the water is raised very gradually, the frog will not recognize the change until it is too late to react. The water gets too hot, the frog becomes weak and unable to escape, and dies.

The implications for human race are many. Global warming. Acid rain. The disappearance of the rain forests.

At A.E.F. Sales, we are constantly responding to -- and working to stay ahead of -- a perpetually changing business environment. We adopt new technologies early -- fax machines, computers, voicemail -- and we are continually looking for new and better ways to serve our customers.

In the last few months, we've been especially busy. We've moved into new office and warehouse facilities, designed especially for the way we work. Material handling and storage has been designed and built for our specific inventory. Phone systems have been upgraded and internal communications enhanced. Special parabolic

lighting fixtures were chosen to minimize glare off computer screens. Our filing system has been updated and color coded so that we can store and retrieve documents more quickly and accurately. The last of our sub-386 computers has been put out to pasture, and our first 50 megahertz 486 should be on line by the time you read this.

A new accounting system is in place, computerizing and coordinating purchase orders, invoices, and inventory levels. Detailed records of activity -- by customer, salesman, or line item -- are all available instantly, at the click of a mouse button.

But among all these changes, our basic way of doing business has been the same since 1964: Tell the truth. Treat folks fairly. Work hard. Work smart.

Right now, we are pausing for a moment to absorb some of the major changes that have occurred. But not for long. Technology, and the marketplaces we serve, are changing every day. To keep up, to stay a step ahead, requires constant effort. Next on the list? The hardware and software to provide CAD isometric drawings for heater cable as an in-house capability.

Say, is it just us, or is it getting warm in here?



*Whatever you do, or
dream you can do,
begin. Boldness has
genius, power, and
magic.*

Goethe

*It is never too late to
be what you might have
been.*

George Elliot

*In this world you must
be oh so smart or oh so
pleasant. For years I
was smart. I
recommend pleasant.*

Mary Chase

*If we listened to our
intellect, we'd never
have a love affair.
We'd never have a
friendship. We'd never
to into business,
because we'd be
cynical. Well, that's
nonsense. You've got to
jump off cliffs all the
time and build your
wings on the way
down.*

Ray Bradbury

*I have found that the
best way to advise your
children is to find out
what they want to do
and then advise them to
do it.*

Harry Truman

ED CHOICEY CELEBRATES 25TH

On March 1st, A.E.F. Sales staffers, families, and friends gathered at the Arrowood Resort in Rye Brook to celebrate Ed Choicey's 25th Anniversary with the company. The surroundings were elegant, the food was delicious, and spirits were high. Ed told the assembled group the story of how he came to join A.E.F. Sales -- almost by accident. (Ask Ed when you see him -- it's a good story.) And as the celebration came to a close, Tony Fasolino presented Ed with a plaque, set on black marble, engraved with these words:

On March 1st, 1967 you joined A.E.F. Sales Engineering Company as our first truly professional salesman. It was a major step in our growth as a company.

On this occasion of your 25th Anniversary we are pleased to

express our congratulations.

Without question your presence has been a major factor in our success. Our business relationship has been excellent, but our personal relationship over these 25 years is the real achievement. Trust, mutual concern, and friendship have been part of our day-to-day way of doing business.

Your years at A.E.F. Sales can be measured and marked by your children. We shared with you and Pat the joy of the arrivals of Ed and Patsy, and we have shared the pride of their growth and successes as they have become young adults.

On this day, we extend our deepest appreciation and gratitude for your many contributions, and our best wishes for continued success, health, and happiness.

L.E. PHONE HOME

LorTec's LE3000 Series has been a smart choice in three phase UPS since it was first introduced. The on board DSP -- Digital Signal Processor -- monitors 120 vital signs 4000 times every second, and stores up to 1500 events in memory. That history -- plus input and output voltages and frequencies, bypass voltage, output kW and kVA, DC link voltage, and battery time-- are available from the LCD panel on the front of the UPS, or from a remote PC via modem. You -- or a LorTec factory specialist -- can examine the UPS in real time, study its history via the event recorder, and even change operating parameters and test batteries remotely -- without taking the UPS off line.

And the next generation of software -- which will be available to every LE3000 owner -- is even smarter. Smart enough to know when the input current is coming from an emergency generator,

and adjusting both inverter and rectifier as required. Smart enough to use a software trap for 5th order harmonic distortion, instantly adjusting the inverter via the DSP. Smart enough to phone home when it's not feeling well -- literally. If any one of the 120 control points senses a problem, the modem can automatically dial the factory for help from a senior technician. Typically, 80% of all problems can be corrected over the phone. If on-site work is required, a technician can be dispatched immediately-- with the right parts.

And the LE3000 offers a small footprint that saves space and money. The new 225 kVA model is just 63 inches wide. And the 150kva is less than 51 inches wide.

But before your LE3000 can call home, you've got to call A.E.F. Sales. Smart move!



CHANGING OF THE GUARD AT R.E. UPTGRAFF MFG.

March 1st marked a number of milestones in and around A.E.F. Sales: Ed Choicoy's 25th anniversary with the company. The 28th anniversary of the company itself. And on March 1st, 1992, Roy Uptegraff Jr. retired as the President of Uptegraff.

Those of our customers who have had the opportunity to meet and work with Roy Uptegraff over the years can appreciate the man most completely. He is a gentleman, in every sense of the word: a handshake agreement from Roy Uptegraff meant more than twenty pages of legal mumbo-jumbo.

His engineering expertise and adherence to the highest standards of personal and business conduct have been an inspiration, and those same standards have become the hallmark of the R.E. Uptegraff Manufacturing Company.

All of our customers have benefitted from his

integrity and dedication to building the best transformers possible.

Mr. Uptegraff is succeeded as President by his daughter, Susan Uptegraff Endersbe, who most recently has served as the company's Purchasing Agent. She becomes the third generation of Uptegraffs -- and the first woman -- to head the company.

Assuming her new responsibilities, Sue told plant and office workers at Uptegraff that "My grandfather, Roy Sr., would be proud to know that the name Uptegraff still stands for a quality product and is well known in the marketplace."

Roy Jr. will remain on board as an engineering consultant and will continue to be a contributor.

Why not take a minute and write Roy a note? Send it to Uptegraff, P.O. Box 182, Scottdale, PA 15683.

A. E. F. SALES WHO & WHAT

BEST POWER TECHNOLOGY
(Authorized Reseller)
Ferrups Single Phase UPS to 18kva

LORTEC POWER SYSTEMS
On-Line UPS to 225kva
Specialty Inverters

RAPID POWER TECHNOLOGIES
Power Conditioners to 1000kva
Voltage Regulators to 1000kva
Isolation Transformers to 750kva

GLEASON REEL CORPORATION
Cable and Hose Reels
Festoon Systems and PowerTrak

MYRON ZUCKER, INC.
Low Voltage Capacitors to 600 volts
Harmonic Traps

R.E. UPTGRAFF MANUFACTURING
Liquid-Filled Transformers to 15mva
Subsurface, Load Center, Station Type
Rebuilding and Rewinding Services

CENTRAL MOLONEY
Single Phase Transformers: Pole Type,
Padmounted, Vault, and Stepdown
Components:
Bushings, switches, accessories

**NELSON ELECTRIC
HEATER PRODUCTS**
Mineral Insulated Cable for Pipe
Tracing and Snow Melting
Self Regulating Cable for Pipe Tracing
Thermostats
Control and Monitoring Panels

ELECTRICAL POWER SYSTEMS, INC.
Low and Medium Voltage Switchgear
and Motor Control
Powerhouses: Special Purpose
Buildings for Distribution and Control

NEHRING ELECTRICAL WORKS
(For Utilities Only)
Bare Copper and Aluminum Cable
Aluminum Clad Cable
Ground Rods and Accessories

NORBERG INDUSTRIES
Silver Sand Current Limiting Fuses
Type R Motor Starting
Type E General Purpose

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