



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

WINTER 92

It's hard to believe that 1991 is gone and 1992 has begun. All of us at A.E.F. Sales wish all of you, our friends and customers, a wonderful new year.

Like most people, I find myself wondering what the New Year will bring. On December 31st of 1992, will we look back with fondness or with regret? Time will tell.

I can tell you, though, that at A.E.F. Sales we are expecting a very exciting year. Plans are underway for a move to new facilities before spring. Over the last few weeks, the usual bustle of activity

here has been augmented by a flurry of architectural drawings, color swatches, and samples of carpet, quarry tile, and glass block. By the time you read this, hammers, dust, and chips of plaster will be flying.

memo
from the desk of Tony Fasolino

A key benefit of the move will be a chance to consolidate office and warehouse operations under one roof. Over the past year, the buy/resell portion of our business has grown dramatically. This move is, in part, a reflection of that growth.

Are we taking a risk? Sure. Will it work? Ask me next December!

Pioneers in the early days of motion picture animation -- just like the pioneers of the old Westerns -- frequently ended up with a chest full of arrows. One poor fellow from Kansas went bankrupt twice before he finally hit the big time with a character called "Oswald the Lucky Rabbit."

When his initial contract was up, he took the train to New York to negotiate a new and better deal. He even brought his wife along to help celebrate. Instead, he learned that the rights to Oswald actually belonged to his unscrupulous distributor-- who had also hired away most of his artists. Before heading home, our pioneer wired his partner: "DON'T WORRY EVERYTHING OK WILL GIVE DETAILS WHEN ARRIVE." On the train, he began sketching, finally coming up with a new character he called Mortimer.

His wife thought the character had potential, but didn't care much for the name. A change was agreed on -- and Mickey Mouse was born.

At A.E.F. Sales, we know --as Walt Disney did-- that the business you start out in may be different from the business you end up in. Most of our sales today come from products that didn't exist when we opened the doors back in 1964. And we know you have to keep working hard and believing, even when things look dark. Because when it gets dark, the stars come out -- and you get to make a wish.

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EPSI POWERHOUSE WINS RAVES FROM TOKYO TO YANBU

1988: a huge petrochemical company seeks to expand their electrical system at a major installation in Yanbu, Saudi Arabia. The site already contains 19 powerhouses, built by Westinghouse. (A powerhouse is a prefabricated structure containing equipment for the distribution and control of electrical power.) Construction is set to begin, but bids come in at nearly twice the estimated cost.

Ordinarily, the customer would have to take one of two options: pay a big premium to maintain compatibility with existing equipment, or introduce a second vendor -- which can lead to problems in spare parts and service.

Fortunately, the consulting engineer on the project -- Triad Consulting Engineers in Morristown, New Jersey -- referred the petrochemical company to Electrical Power Systems. "We felt that EPSI could provide identical switchgear in a superior building -- and at a better price for our client," Ron Regan, President of Triad, told us recently.

When EPSI offered a proposal that was even lower than the original estimate, a team of inspectors was dispatched to EPSI's Tulsa facility. Everyone concerned was favorably impressed with EPSI's people and plant, and the project began to move forward.

Ultimately, the construction was awarded to a Japanese contractor. The inspection of EPSI was repeated, as were

the favorable impressions. After a final negotiating session in Tokyo, Electrical Power Systems was awarded the contract and the hard work began.

"We'd come in every morning, and there would be a stack of faxes from our customer in Japan," according to Vern Lawson, president of EPSI. "We'd work on them all day and fax our answers back before we went home. Next morning, we'd come in and start the whole thing all over again."

Eventually, the powerhouse was completed and ready for final inspection. Eighty feet long and twenty feet wide, the house and its associated transformers -- a total of 25 mva -- was to get a detailed review and test from the Japanese contractor, the petrochemical company, and Triad engineers. A detailed battery of tests, encompassing HVAC systems, pressurization alarms, relays, motor starters, and control interfaces was planned.

On its own, EPSI temporarily wired hundreds of control points to a test stand so that each and every remote input and alarm could be simulated and tested. After a week of testing, only a few minor problems with a third party alarm system were uncovered. According to Ron Regan, "Even the Japanese were impressed."

The huge structure was then trucked, in one piece, to Houston for ocean shipment to Yanbu. An error by the rigger resulted in the structure being swung aboard the vessel at a 45 degree angle, instead of

level as specified. In spite of the unusually severe handling, no damage occurred to the powerhouse. As Ron put it -- "That tells you something about the strength of the EPSI building."

When the powerhouse arrived at the site, it fit perfectly on the piers which had been prepared for it. Bus duct alignment had been carefully checked by EPSI, and the transformers were quickly placed and connected. The onsite contractor connected outgoing cables and alarm points -- interior wiring was all done by EPSI at its Tulsa facility.

Field installation and startup had been allotted four weeks on the fast-track project schedule. The EPSI powerhouse installation was completed in one day.

In 1990, another addition to the Yanbu facility was begun. This time, the powerhouse was specified as "EPSI."

Ron Regan sums it up: "Triad has been extremely happy to be associated with EPSI on these projects. EPSI's dedication to quality, and their relentless striving to give their customers the best products possible makes them really stand out among their competitors."

If it's been a while since you felt like giving one of your vendors a rave review like that, it's time to put A.E.F. Sales and EPSI to work for you.



When I was a boy I was told that anyone could become President. I'm beginning to believe it.
Clarence Darrow

I prefer rogues to imbeciles, because they sometimes take a rest.
Alexandre Dumas

I was to learn later in life that we tend to meet any new situation by reorganizing, and a wonderful method it can be for creating the illusion of progress while producing confusion, inefficiency, and demoralization.
Petronius Arbiter
66 A.D.

It is not what you pay a man, but what he costs you that counts.
Will Rogers

Men occasionally stumble over the truth, but most of them pick themselves up and hurry off as if nothing had happened.
Winston Churchill

LEASE THE BEST FROM A.E.F.

Over the last five years, Best Power Technologies has clearly been the technology leader in single phase UPS. They have built and sold more systems than anyone else -- in the world! They've done it by offering a great product at a great value.

But even a great value doesn't help if you've got no money in the budget to buy a UPS. You just hope you don't have a major outage -- and you pay as you go with the reduced component life and higher service costs that result when delicate electronic equipment is exposed to commercial power.

Now, you can pay as you go on a Best UPS with a new, all-inclusive 36 month lease. Cost of the UPS, shipping, installation, and

extended warranty protection are all covered in one monthly payment.

To get started, just give your A.E.F. sales rep a call. We can issue a new lease quote, or we can revise an old purchase proposal (that one you couldn't get approved) into a lease proposal. When credit information is complete, A.E.F. will fax it to our leasing administrator at the plant in Necedah, Wisconsin. Approval typically takes just two working days. Return the lease form with a two month security deposit, and your UPS is on the way.

For details on how a Best lease can work for you, give us a call. And remember, he who leases Best laughs last!

WHERE THERE'S HARMONICS

What do UPS systems, electric welding machines, personal computers, programable controllers, and fax machines have in common? They rely on SCRs -- silicon controlled rectifiers-- as a vital part of their power supplies. While these SCRs solve one power problem -- for the device they are associated with -- they create real problems for their neighbors on the electrical grid which serves them.

AC electrical power is delivered in sinusoidal form. But SCR loads are non-linear in nature: instead of using the whole wave form, they switch on and off constantly, chopping up the sine wave and introducing harmonic distortion to the electrical distribution system.

How do you know if you've got a problem with harmonic distortion? Excessive utility bills can be one symptom. Premature failure of electrical devices is another. Overheating of neutral conductors and transformers is a third. A fourth symptom: malfunctioning of

electronic controls and computers.

Wouldn't it be great if somebody could provide a better way to detect harmonic distortion? And wouldn't it be great if it was somebody you already knew and worked with? And wouldn't it be great if they brought beer?

Well, we can't promise beer. But we can sell you a simple device -- through your local distributor -- that can be used for in-plant harmonic distortion surveys. That device is the Harmonimeter, made by Myron Zucker, Inc. Housed in a compact, water-resistant polycarbonate case and powered by battery packs, the meter is light enough to be held in one hand. It can be used on systems up to 600 volts, on loads from 10 to 1000 amps.

For more information on harmonimeters, give us a call and ask for catalog HMM02. Wouldn't that be great?



TEN THINGS YOU'LL NEVER HEAR ON VOICEMAIL

In the summer of 1990, after months of in-house testing, A.E.F. Sales first switched its main incoming phone line to a voice mail system.

We felt the it would offer a more efficient way to communicate with our customers, by offering extended hours, greater accuracy and detail, and more effective responses from our field sales people.

Now, some folks aren't as fond of voicemail as we are. "I don't like talking to a machine," is a phrase we hear from time to time.

It's certainly true that a voicemail system lacks some of the warmth and friendliness of a first-class telephone receptionist. But the fact is that 75% of all business call don't reach their intended party on the first try. There are busy signals, times when no one picks up, and times when somebody who finally picks up because the ringing noise is ruining his lunch.

At A.E.F. Sales, we firmly believe that voicemail is the right choice for that 75% of calls. However, lest our readers become overly nostalgic for the old days, we bring you this list of things that you will never hear on voicemail.

Can you spell that?

Is that "S" as in Sam or "F" as in Frank?

Oh. Didn't he pick up yet?

Gee. She was there a minute ago.

Is that "T" as in "Thomas" or "D" as in David?

You mean he still hasn't picked up?

Maybe she's not back from lunch yet.

Is it a long message? Maybe you should try again in twenty minutes.

I don't know. I just answered the phone.

Nobody picked up back there? I gonna kill him when I see him.

A. E. F. SALES WHO & WHAT

BEST POWER TECHNOLOGY
(Authorized Reseller)

Ferrups Single Phase UPS to 18kva

LORTEC POWER SYSTEMS
On-Line UPS to 125kva
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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