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Introducing Danny Moore and Susan Bushey

aef/fyi welcomes Danny and Susan, the two newest additions to Team AEF.

DANNY.

Newest member of our sales force is Danny Moore of Bridgewater, NJ. Danny has spent the last twelve years with a major plumbing contractor in New Jersey, both in the field and as a project manager.

Team AEF's Sales Manager, Fred Eigenrauch, is looking forward to the contributions Danny will make to TEAM AEF: "Danny's prior job as a project manager brings a wealth of experience in organizing and dealing with large projects. He is particularly strong in reading plumbing and mechanical drawings for take-offs. He is well organized and is a self starter, and a great addition to the team."

Danny and his wife Michele have two boys that keep them hopping --- Matthew, 7, and Nicolas, 3. Matthew loves football and baseball (Danny helps coach his teams); while Nicolas' specialty (so far) is creating havoc.

Danny is a big Yankees fan, so he should fit in pretty well around here. His take on being an AEFer: "It's a great company, where everyone knows the products, and customer service is the driving force behind everything they do." (Nicely put, Danny. We couldn't have said it better ourselves.)

We're happy to have Danny on the team, and we're sure our customers will feel the same way.



SUSAN.

For a while now AEF insiders have realized that Brandy Monette really needed a helping hand. We've had some amiable part-timers helping hold down the fort for a while (thanks Sarah and Carissa!) but we knew we really needed a full timer; the only question was finding the right one.

We finally did, and Susan Bushey joined the warehouse crew in May. The search was led by Scott Horne, with input from Brandy. Scott felt Susan's experience and personality were key strengths, and Brandy agreed.

Susan lives in Malone, and most recently worked in administration at the local hospital. Her experience on the phones and with computer systems, combined with a great work ethic make her a perfect fit. Susan will usually be the person you get when you call (at least she will be once we finish figuring out the new phone system!) Brandy has been showing her the ropes, of which there are quite a few, but she's proving to be a quick learner.

So far Susan has been most impressed by some of the projects that TEAM AEF works on, such as the World Trade Center Memorial. (Editor's Note: We are currently at work on a new brochure highlighting special projects AEF has been part of --- if all goes well it should go to press before the end of the decade.)

Outside of work Susan is a big Yankee fan, an animal lover (especially her cats), and an enthusiastic traveller. Recent trips have included Prince Edward Island, Scotland and England, and Italy. She's hoping for another trip to Italy in the future. (Make sure Amalfi is on the itinerary!)

Outside of a dog, a book is man's best friend. Inside of a dog it's too dark to read.
Groucho

Don't gamble; take all your savings and buy some good stock and hold it till it goes up, then sell it. If it don't go up, don't buy it.
Will Rogers

You should never be proud of doing the right thing. You should just do it.
Dean Smith

If at first you don't succeed, try again. If you still don't succeed, stop trying. Sit down and think. Persistence is a noble virtue, but it's no substitute for evaluation.
R. W. Janssen

Let everyone sweep in front of his own door, and the whole world will be clean.
Johann Wolfgang von Goethe

If someone tells you 2+2=3 and somebody else says 2+2=5 at least one of them is wrong.
Dooms Madigan

The older I get, the less patience I have with cleverness.
Thomas Sowell

Disappearing Act

Manhole covers from China to France to New York have been disappearing - stolen and sold for scrap. There are hundreds of thousands of manholes in New York City, weighing in at over 300 pounds each. One NYC thief thoughtfully puts up orange safety cones around the open manholes, but according to one expert crooks overseas often replace stolen covers with flimsy substitutes: 'they put a piece of styrofoam over the hole, like that's going to help'.



New SST3 Provides Cost Effective Electronic Control

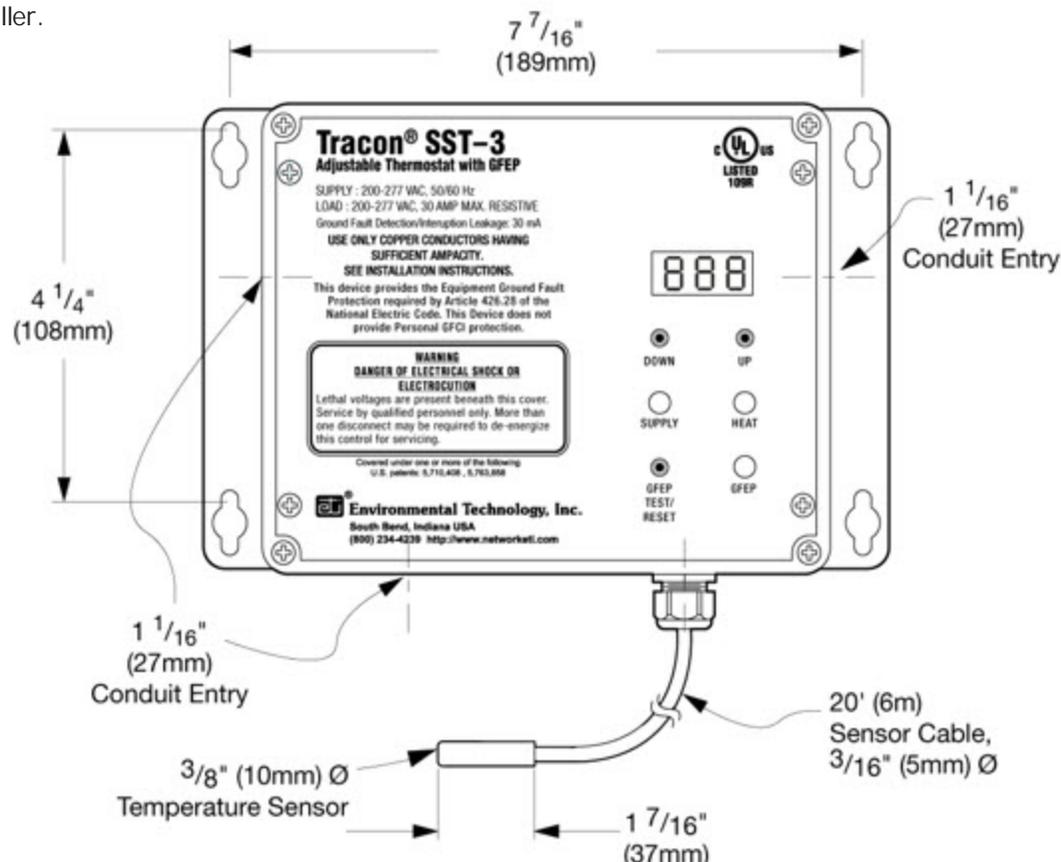
The brand new SST-3 brings precise electronic control to a wide variety of applications. With a set point that is adjustable from 34 degrees to 150 degrees it's perfect for freeze protection, grease lines, hot water maintenance, and light process applications. The set point is easily configured via the front panel. The temperature sensor can be mounted up to 2,000 feet away from the control unit.

The digital display provides real-time pipe temperature, as well as easy to understand error codes. A low temperature alarm is activated if the pipe remains 4 degrees below the set point for 30 seconds or longer. Built-in alarm relays allow interface with building management systems.

The SST-3 provides ground fault protection without the need for expensive GFEPD breakers utilizing a built-in 30 mA GFEP that is digitally filtered to minimize false tripping. The GFEP self-tests every 24 hours.

For critical fire protection systems the SST-3 can be set with GFEP as alarm only, without de-energizing the heater cable, so trouble-shooting can take place without compromising safety.

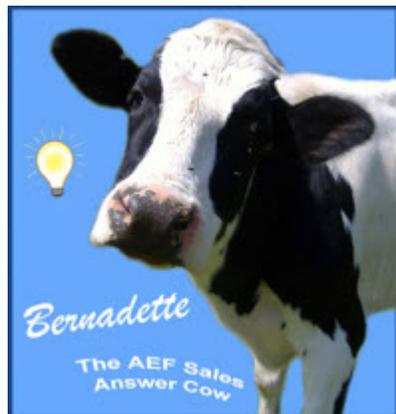
This precise controller energizes heaters when the pipe temperature goes below the set point, and turns them off when the temperature rises 2 degrees F above the set point, saving energy and money. The temperature sensor can be mounted up to 2,000 feet away from controller.



To visit the product page, click here!



The Official Newsletter of A.E.F. Sales Engineering Company



Dear Bernadette:

I am STEAMING right now. I've got two guys installing heat trace on a cooling tower forty stories up, and the only way up there is by the construction elevator, which takes forever. They've got all the material, but when they open up the terminating kit it's short one stinking little grommet thingy they have to have to finish the job. I call the supplier and he says he'll send me one right away, at no charge. Great! I'm gonna have to pay two guys to go back a second day (if I can hold off the insulator) and the supplier thinks sending me a twenty-five cent grommet takes care of everything! Used to be people cared about things; not any more I guess.

M.W.H.

Dear M.W.H.:

Yes, 'for want of a nail'. First off, I hope at least you were able to hold off the insulator --- who knows what that would have cost you. Unfortunately you're right, most people don't really care too much any more, and when something like this happens you realize how costly that can be.

I would recommend that next time you choose AEF Sales to supply your heat trace; they KNOW that 'little' things can cause big problems, so every termination kit is double-checked to make sure everything you need is there when you need it. They also test every electronic controller and pre-fabricated heater cable before they get shipped to a customer, so you'll get no surprise there either.

It is sad that so many companies don't give a hoot; but you can make life simpler if you find a company that does, and work with them.

Dear Bernadette:

I use a lot of heater cable for hot water maintenance. I've been using cable from a real big name company for years: they had one kind for 105 degrees, and another for 140 degrees. Now they're telling me they're going to have just one kind of hot water cable. I don't understand how one cable could maintain either 105 degrees or 140 degrees, unless you start using a whole bunch of expensive controls. What gives?

W.D.

Dear W.D.:

I'm afraid you understand perfectly: they want to sell you a whole bunch of expensive controllers.

Dear Bernadette:

Yeah but the whole point of hot water maintenance cable is to keep things simple! Buying and installing a bunch of temperature controls isn't simpler; it's gonna make my material and my labor costs go up. That stinks!

W.D.

Dear W.D.:

Yes it does, but you have an alternative: hot water cable supplied by AEF works the way you want it to. You can maintain 105, 115, 125, or 140 degrees WITHOUT needing separate controllers. Time to call AEF!

There is no safety in numbers. Or anything else.

James Thurber

If we expect to enjoy our life, we will have to learn to be joyful in all of it, not just at stated intervals when we get time for it or when we have nothing else to do.

Laura Ingalls Wilder

We're all different; and we're all a little strange.

Big Lu from New York

I'm proud to pay taxes in the United States; the only thing is, I could be just as proud for half the money.

Arthur Godfrey

Look not at the face; look at the heart.

Quasimodo

People who know the least always seem to know it the loudest.

Andy Capp

One of the differences I've noticed between cows and people is that, for the most part, cows seem to catch on a bit quicker.

Bernadette

AEF Sales has never let me down; they've always delivered as promised.

Abraham Lincoln

<< PREVIOUS >>

Once Upon a Time in America - or When Did We Lose Our Minds?

Many of our readers have noticed that the world seems to be getting more and more peculiar. They're right.

Our story begins in October 2009 in San Francisco, when Dr. Daniel Gluesenkamp, the Director of Habitat Protection for something called the Audobon Canyon Ranch, noticed a particular bush in an area being cleared for a highway improvement project. At first glance he thought it might be a Franciscan manzanita.



This particular manzanita goes for less than twenty bucks in San Francisco nurseries and is apparently pretty popular in gardens in the area. But the beauty Dr. G noticed in the median strip of the highway was deemed to be the last of its kind 'in the wild'.

To give the plant legal protection, three organizations -- the Wild Equity Institute, the Center for Biological Diversity, and the California Native Plant Society -- filed an emergency petition for protection under the Endangered Species Act.

A biologist from the Presidio Trust and an ecologist from the National Park Service confirmed that Dr. G's discovery was indeed a 'wild' *Arctostaphylos franciscana*.



With admirable cooperation, the Presidio Trust, the California Department of Transportation, the National Park Service, and the California Department of Fish and Game developed a 'Memorandum of Agreement' (MOA) to save the bush. The MOA, titled 'Memorandum of Agreement Regarding Planning, Development, and Implementation Plan for Franciscan Manzanita' was signed on December 1.

The plan spelled out what was to be done, when, and by what agency. Included were plans for removing and transporting the bush, and for 'nurturing and monitoring the Mother Plant in its new location for a period not to exceed ten (10) years'.

All the agencies apparently did their part, because the Interior Department was able to report that 'the translocation of the *Arctostaphylos franciscana* to an active native plant management area of the Presidio was accomplished, apparently successfully and according to plan on January 23, 2010'. Who says the government can't get anything done?

The whole translocation only cost \$205,075.

A final report from the Interior Department in September 2011 wrapped things up. 'A single trampling event could result in the damage or death of the wild plant' so 'the National Park Service and the Presidio Trust have made continuous efforts not to reveal the location of the *Arctostaphylos franciscana*. They are concerned that public knowledge of the A. Franciscana location would attract large numbers of plant enthusiasts who may damage A. Franciscana and compact the soil'. Yup, the little rascal is now safe behind a fence in a secret location.

Gives you a nice warm feeling, don't it?

Don't go around saying the world owes you a living. The world owes you nothing. It was here first.
Mark Twain

If we knew what it was we were doing, it would not be called research, would it?
Albert Einstein

Always do what you are afraid to do.
Ralph Waldo Emerson

We are all of us stars, and we deserve to twinkle.
Marilyn Monroe

Talent hits a target no one else can hit; Genius hits a target no one else can see.
Arthur Schopenhauer

Promise me you'll always remember: You're braver than you believe, and stronger than you seem, and smarter than you think.
A.A. Milne

Have you ever noticed that anybody driving slower than you is an idiot, and anyone going faster than you is a maniac?
George Carlin

I want to stand as close to the edge as I can without going over. Out on the edge you see all the kinds of things you can't see from the center.
Kurt Vonnegut