



**ROUTING SLIP**

Review and Pass on as indicated

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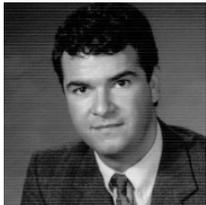
# THE LONGO LETTER

Spring 2004

*Putting all the pieces together....*



## Our Mechanical Advantage



**CURRENT EVENTS**

Joseph M. Longo  
President

**Definition: The ability to leverage existing inputs (skills) for greater output (benefit).**

It's time to dedicate our entire issue to touting Longo's **Mechanical Advantage**. Over the last couple of years we have experienced tremendous growth in the sales and service of pumps, fans, and other mechanical devices. To ensure we continue to exceed your expectations, we have added highly skilled technicians and world class manufacturers to our offerings. In the following pages you will see the extent to which we have gone to enhance our ability to service your mechanical needs.

**THE RIGHT PEOPLE**

The Longo Mechanical Advantage starts with skilled craftsmen who are dedicated to performing at the top level of their trades. With over 130 years of experience in the

mechanical service industry, our mechanical team is rarely surprised whether the unit is high tech or a relic more at home in a museum than in a production facility. New materials and techniques are integrated into the process, but it is a sense of pride in our work that makes the difference.

Providing quality repairs comes down to having the experience to know how to do the job right and the determination to ensure that each detail is executed correctly. And that is exactly what we do.

**THE RIGHT RESOURCES**

While service is the heart of our business, we now have an excellent complement of sales and in-house personnel to provide intelligent solutions to all your mechanical requirements.

We have also partnered with several

well-recognized manufacturers so we can provide you with the right equipment for your application.

This can be a direct replacement or, as more and more companies are doing, investigating upgrades in both efficiency and performance.

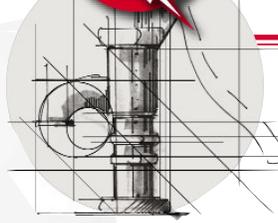


*The advantage to many of our customers is that there is one source for their work.*

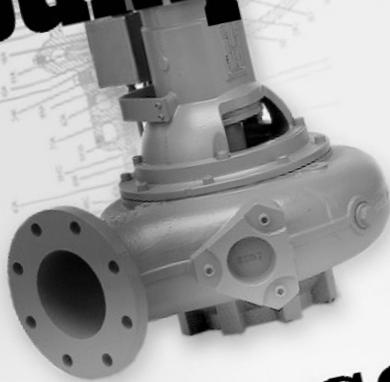
No longer is your pump out at one shop and the motor at Longo. We take responsibility for your rotating equipment and eliminate any confusion over who worked on which piece of equipment.

*This is what the Longo Mechanical Advantage is all about: The choice that provides confidence and peace of mind that your mechanical service is done right.*

# PUMP TEAM



**We sell,  
remove,  
repair,  
install,  
test,  
balance,  
field repair  
pumps**



**LONGO**

Longo has established a comprehensive group of experienced people who, by themselves, have impressive pump credentials. As a team, they are a unique resource for all your pump concerns.

**Robert Provine, Product Manager, Mechanical Equipment**

Bob's 38 years in the rotating equipment business provides across-the-board expertise from application and design engineering to detailed account management and customer service, with a background that includes Worthington Corporation, EG&G, and Alfred Conhagen.

**Richard C. Kaltenhauser, Vice President Engineering**

As V.P. Engineering for Longo, Richard brings administrative, technical and hands-on experience to all our customers' work. A Class A machinist for 5 years, a CAD designer/programmer, as well as Plant Manager of the Wharton facility for eleven years. He is also Longo's certified ISO Officer and a member of the Longo Quality Management Team. Education: Rutgers University, BS-Mechanical Engineering.

**Lee Ma, Pump Application Engineer**

Lee has 25 years experience as a pump engineer with extensive experience in the service of rotating equipment. Lee's background includes working with the top pump companies such as Worthington, Ingersoll Dresser, Warren Pumps, Hazelton, Sulzer and Goulds Pro shops. Education: Rutgers University, BS-Mechanical Engineering.

**Scott Sanders, Manager, Field Services**

Scott has 14 years of field experience as a Field Service Supervisor and Field Services Manager. Scott manages a staff of 12 service technicians that perform on-site repair/replacement of all types of pumps and mechanical equipment. Membership in NJWER and North Jersey Water Conference since 1995, S1 and C1 licenses. Education: Middlesex County College, Associate Degree Electrical/Mechanical Engineering.

**Richard Kane, Sales Engineer**

23 Years of pumps and fluid management and controls means Richard provides not only exceptional customer service, but technical answers in the development phase, as well as on-site/field concerns. Background includes Ingersoll-Rand, Hitachi, and Flowserve among others. Education: William Peterson College, Bachelor of Science

**Michael Magera, Sales Engineer**

Mike has over 35 years of industry electrical-mechanical experience, including the last five as Sales Engineer of Longo. An impressive background of technical expertise and customer satisfaction includes working with companies such as Worthington Corporation, J.R. Engineering, and UnitedField Maintenance. Education: Newark College of Engineering, BS-Mechanical Engineering

**James M. Leifer, Mechanical Technician**

James has 25 years experience as Lead Mechanic for ITT-Goulds Pro Shops in the repair of pumps and compressors. His expertise reaches all aspects from multi-stage boiler feed pumps and barrel type pumps to centrifugal compressors. James maintains top level industry certification through courses in ISO 9001, Vibration Analysis, and Dynamic Balancing, as well as courses from Amarillo Gears and Tuthill M+D Blower Training.

**Anthony Lowry, Mechanical Technician**

Tony has over 30 years experience as a pump mechanic with Longo working on vertical turbine, split case, submersible and hydraulic pumps of all manufacturers, both domestic and foreign.

**Elijah "Donnie" McDuffie, Mechanical Technician**

20 years with Longo has given Donnie a wealth of knowledge, and his excellent physical skills enable him to repair almost every type of pump and motor. Flygt mixers are his specialty, as he has repaired close to 100 of them in the past two years. Donnie can complete turnkey motor and pump repairs including balancing.



**Mr. Lee Ma**, Longo's newest member of the Pump Team, is our Pump

Applications Engineer. Lee's specialty is hydraulics engineering and he has 15 years of industry experience behind him. When he becomes involved in one of our customers' projects, the results are specific and to

the point. He will conduct an analysis of the current problem and then, based on our customers' needs and specifications, Lee will provide specific recommendations, even comparing the cost of rebuilding versus the purchase of new pump. Lee has the advantages of field service and shop crews that can provide quality work on repairs, either on site or off, as well as the choice of several manufacturers to choose from. He has all the tools to ensure our customers receive the right solution to their problems.