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# THE LONGO LETTER

APRIL FOOLS

2009

## Longo is surprise beneficiary of Big Three funding



**CURRENT  
EVENTS**

*Joseph M. Longo  
President*

# Longo obtains bailout funds from Government

In spite of a very good 2008, I was pleased to learn that we have become eligible for what has become known as “bailout funds”.

I am writing this from the new Longo office compound in Boca Raton, Florida. In keeping with current bailout practices, it was vital to establish a work-friendly command post to orchestrate the various new projects. While the 6 acre estate in Boca Raton, FL may seem excessive, it is all about having a positive work environment.

A brief conversation with the assistant to the Assistant Under Secretary for Domestic Energy and power seems to have borne fruit. I think she got confused between

electric power, power grid, green power and electric cars. In any case, we look forward to doing our part to restore the economy through creating jobs and green power. As you can see in this issue, our New Jersey wind generator project is underway thanks to the new funding and government assistance.

In order to capitalize on this good work, we have initiated a new and exciting marketing campaign. Our new spokesperson will add instant

credibility to our revitalized marketing message.

*Have a great spring and we will be in touch with our latest projects.*



# Longo hits the road!

Unknown, but to the top management of Longo, a secret project has been unfolding in a small shop near our Linden Servicenter. Longo is building an electric car. At first glance it may seem a bit far fetched, but who has more experience in all the facets of the electrical arena than Longo.

## Timing is everything.

In a chance encounter two years ago, Joseph M Longo, President met with Timothy VanBloem, formerly of the Electisher Golphenkarten Arbeitengeshelshaft in Amsterdam Holland. The idea of a Longo electric car quickly germinated and in the spring of 2007 the Longo Electric Car Company was formed and set up shop. At first, the car was intended to showcase the extent of Longo's capabilities. If one was good why not a fleet of the cars for the Longo sales reps! In the early fall of 2008 the prototype could be seen zipping up and down the back streets of Linden's industrial area.



The specifics of the drive train are still under wraps, but Mr. Vanbloem did mention the car will utilize KERS(Kinetic Energy Recovery System) currently being used by Formula 1 race teams and instead large very heavy batteries it will employ the more economical AA battery system. This is a consumer friendly approach that will allow drivers to obtain new power as close as their WalMart or Walgreen stores.

## Pennies from heaven!

Talk about being in the right place at the right time...LECC will receive funding as part of the automotive bailout, electric power, green power, urban manufacturing bonus, NJ employment bonus, mortgage bailout and lighting and heating subsidies. Preliminary accounting indicates the LECC is profitable without ever selling a car..."only in America" as Don King would say!

## NAME THE CAR...

We need a good name for the Longo Electric Car... something that is charged with the electricity of the open road! Send us your suggestions and we will pick the top ten. If we select your name we will send you a complementary copy of "Maximizing Motor Efficiency" or a Longo t-shirt, your choice! Send your suggestion to [info@elongo.com](mailto:info@elongo.com) with "car name" in the subject line. Look for the winners in the next edition of the Longo Letter.



One of our Linden Servicenter technicians spotted the Longo Electric Car prototype and took a photo with his phone. The two seater coupe looks like a winner!

## Longo goes Hollywood. New marketing

Fresh from the 2009 Longo Sales Meeting in Antigua, BWI, Director of Sales, Dominic DiClementi announced "A portion of the bailout funding will enable us to build a totally new marketing campaign for Longo. We are fortunate to have obtained the services of Ms. Paris Hilton to give the program the kick start it deserves."

Although specific details have not been buttoned down, Paris Hilton will play an integral part of this program as the official Longo



## Paris Hilton is new LONGO spokesperson

spokesperson and Director of Customer Satisfaction. Upon hearing the news, many Longo customers are excited and looking forward to a more hands-on approach.

We are also anticipating new access to the entertainment world through Ms. Hilton. She will use her expertise in this area to promote Longo's switchgear and controls programs.

# Longo to build wind farm in NJ

**Under the government's new "Build anything you want, anywhere you want, as long it makes jobs" program, Longo has received approval to build 250 wind generator towers in New Jersey.**

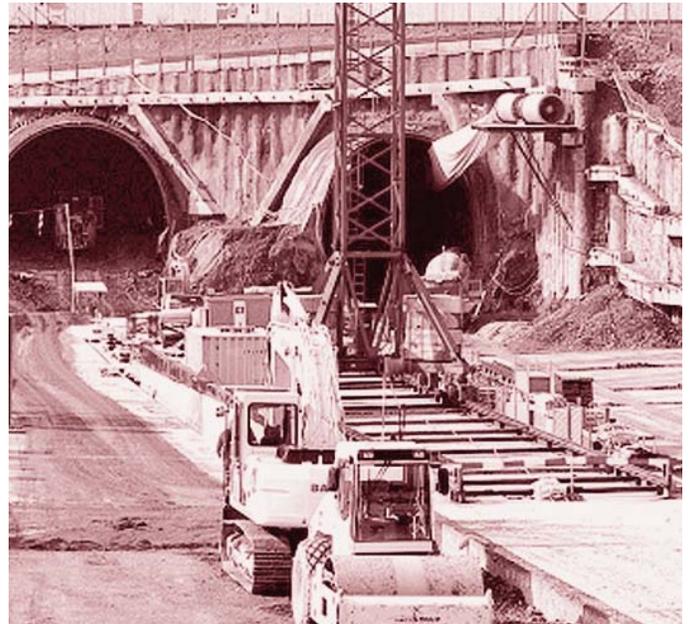
By allocating a specified portion of the bailout funds for job creation, Longo has been given the go ahead to construct 50 MW wind farm above the meridian of both Rt 78 and Rt. 22. Ordinarily this would be a tangled mess of property rights, etc., However, the government has provided assistance by expediting eminent domain along both highways.

Since this area of New Jersey is not a major wind corridor we needed some creativity in the siting of the towers. The wind generators will be facing west in the morning so the traffic flow will create enough wind to keep the blades turning. In the evening hours the towers will rotate and face east capturing the home bound traffic turbulence.

Certain days, however, the towers will face south to capture the hot air when Trenton is in session. In keeping with the "going green" theme, the towers will also dispel any smog or emissions created by the traffic. Longo's experience in the wind generator field will speed the construction and, of course, the servicing should any need repair.

These days construction of the generator towers and their installation has become so common they seem to just appear magically. While the building of the wind farms today is not a problem, the obstacle is trying to get the power from the generators to the grid. The actual release of the power into NJ's power grid is unsure at this time.

There is a conflict between the Jersey Energy Regional Commission (JERC) and the National Utility Transfer System (NUTS). Hopefully any conflict between these two agencies can be handled amicably. Once the JERC's and the NUTS resolve their differences, power from the Longo wind towers will flow into NJ homes.



Longo's Field Service teams are busy rerouting Route 22 to accommodate the new wind tower structures. While the commuters along this crowded artery were severely inconvenienced, they could be seen shouting their support and hand signaling that we were No. 1. The highway portion of the project is expected to be completed by June 1, 2009. The immediate impact of 35 million dollars in New Jersey Jobs Funding was not lost on the smiling faces of PA and DE contractors.



**Longo has been allocated the land and air rights over the eastern section of Rt 78 and 30 miles of Rt 22.**



# \*From ferry boats to freighters!

## De boat, de boat...

Several years ago Longo was proud to have been selected to repair the electric motors on the famous Staten Island Ferries. The circumstances were something a little different for us even if the repairs themselves were traditional electrical service. Today Longo, with servicenters near both Newark and Philadelphia ports, is doing more and more work with these marine facilities. To be more accurate, with the ships in these and other ports around the country.

## Boarding parties

Our ability to diagnose, repair/remove and reinstall within a specific time frame is not a minor point with our marine customers. Some of the work is done right on board ship in the port. Here we are directly involved in the whole process whether on-site service or removal and installation.

On other occasions, we have received motors and generators from ports such as Houston, Texas. The motor/generator will be trucked to our Wharton, NJ facility. There it will be given a priority category as it works its way through our shop until

it is repaired and ready for shipment back to the customer. There have been occasions when we will arrange to have the motor/generator meet the ship at its next port of call.

Recent work in the Philadelphia port area included:

- Repaired a 52 KW steering gear motor for USS Chartering for a ship named The Sea Venture. This job involved a complete rewind, machine work, & bearing replacement.

- Repaired another 53 KW steering gear motor for General Dynamics/Tioga Marine Terminal for a ship named USS Yano. This job involved a general reconditioning, machine work, & bearing replacement.

The Staten Island ferry boats have been around long before going green and water taxis were even an idea. Motorized ferry service between Manhattan and Staten Island began in 1817. Today there are nine ferries servicing this route.



## Getting ship shape

In our Newark Port area we have been assigned to run almost 5,000 feet of ethernet cable aboard a new container ship. You might say it will be from top (the bridge) to the bottom (engine room). The ship is one of the new container vessels of such size that it will not fit through the Panama Canal. Due to the length of time it takes to build these mammoth ships, the specifications and equipment are constantly changing. We are glad to be able to provide this update service.

Our next exciting project is determining what type of field service vehicle to add to our fleet. Some have suggested something like a Maxim 2900 that does 52 knots for reaching our customers in short time!

## The Battle of the Greens\*



The emergence of wind power, specifically wind turbine towers, has spawned some controversy, even among its own proponents. The expanding number of groups promoting green energy and a green lifestyle are experiencing a bit of schizophrenia. Since their origins can be as diverse as the Sierra Club and Clean Coal advocates it is no wonder that conflicts will occur. Their dichotomy has surfaced over an interesting side bar to wind turbines: bat deaths.

The siting of wind farms is determined by a host of technical factors, but there are also environmental concerns as well. Bird flyway and migration routes can come into play. The initial concerns promoted by nature groups, large numbers of dead birds, does not seem to have come to fruition. However, the search for more effective wind farm locations is bringing with it even greater environmental questions. Wind farm proposals off the east coast are being asked to study the possible impact on whales and whether whales will run into the submerged portions of the wind turbine towers.

There is one problem though that is not hypothetical. Dead bats are being found at wind turbine locations. It may seem like an asterisk in the scope of things, but dead and dying bats are becoming a concern to scientists. In New England bats are dying from a mysterious fungus (white nose syndrome) that attacks them during winter hibernation.

At first it was assumed the bats were colliding with the blades during migration. I mean it makes sense that bats caught up in either the droning boredom or migration or the very distracting mating ritual might hit or be hit by the blades. The actual cause of most bat deaths is something called barotrauma. It is damage to the lungs by over expansion. The make up of the bat lung is very susceptible to damage from low pressure and that is what occurs around the wind turbine blades. Birds have a more conventional and stronger lung structure and can handle the low pressure without the terminal effects exhibited by the bats.

As the wind turbine vs the bat is being studied, the cross purposes of the various green groups has surfaced. On one side is the alternative fuel advocates and, on the other, the protect our nature groups. To protect the bats there have been cries of "No more wind towers" which has created a "bats/nature vs clean energy battle" within the green groups.

Whenever we take steps "forward" some part of nature suffers. Here in the East deer and squirrels could have brought the car industry to its knees in the beginning. if we knew the toll cars would take on the animals, not to mention people.

## Electrical- mechanical multi- tasking...

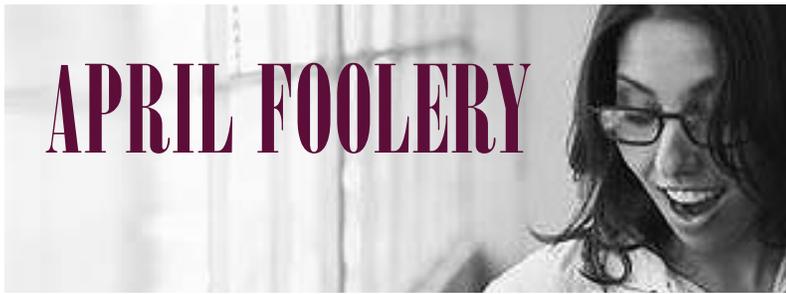
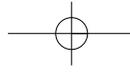
In an effort to provide our customers with improve efficiency and innovation, Longo has launched the Green Pump Program with the introduction of the Wumper. The combination of Longo's pump expertise along with our knowledge of wind power has made this a natural.

Imagine being able to provide pumping capability along with power generation in a simple yet highly effective unit.

The unit itself is constructed of a renewable resource(wood) which makes it very environmentally sound. Replacement of any damaged components is as close as your local home center! Instead of expensive and very tempermental directional guidance controls the Wumper utilizes manual controls. In addition, the blades can be ordered in a variety of colors and patterns or with a company logo.

**The  
Wumper**  
Where the future meets  
the past





# APRIL FOOLERY

## The Left-Handed Whopper

In 1998 Burger King published a full page advertisement in USA Today announcing the introduction of a new item to their menu: a "Left-Handed Whopper" specially designed for the 32 million left-handed Americans. According to the advertisement, the new whopper included the same ingredients as the original Whopper (lettuce, tomato, hamburger patty, etc.), but all the condiments were rotated 180 degrees for the benefit of their left-handed customers. The following day Burger King issued a follow-up release revealing that although the Left-Handed Whopper was a hoax, thousands of customers had gone into restaurants to request the new sandwich. Simultaneously, according to the press release, "many others requested their own 'right handed' version."

**1957** - On April Fool's Day, all of Great Britain was fooled by England's famous newscaster, Richard Dimbleby. As he wrapped up the day's news on "Panorama", the BBC's current affairs program, the newscaster reported on...

- a. The "spring spaghetti crop in Italy."
- b. Soccer was being banned
- c. The queen had married the Earl of Itch

a. The filmed report showed some ten pounds of spaghetti being picked from a tree. Odd as this may sound, many Brits believed him.

**1985** - George Plimpton played an April Fool's joke on "Sports Illustrated" reader. Plimpton introduced the United States to Sidd Finch, a 28-year-old aspiring monk, who could also throw a 168 MPH fastball. It was said Finch would be a free-agent pitcher in the New York Mets' spring training camp; and that he had "learned the art of the pitch" while playing the French horn in his spare time. Later, Plimpton would admit Finch was the figment of his imagination, and no such person existed.

## HOW TO CONTACT US.

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 Wharton, NJ 07885  
 (973) 537-0400  
 (973) 537-0404 Fax

• **New York Facility**  
 829 East 144th St.  
 Bronx, NY 10454  
 (718) 585-5330  
 (718) 585-5337 Fax

• **Linden Facility**  
 1625 Pennsylvania Ave.  
 Linden, NJ 07036  
 (908) 925-2900  
 (908) 925-9427 Fax

• **Philadelphia Facility**  
 1400 F Adams Rd.  
 Bensalem, PA 19020  
 (215) 638-1333  
 (215) 638-1366 Fax

**Please visit our website... [www.elongo.com](http://www.elongo.com)**  
 for the latest information on products and services available from Longo... plus the latest case histories and product literature.

## Turn off your radio. Deejaays love to pull practical jokes on April Fools' Day.

-In 1989, KSLX-FM in Scottsdale, Ariz., broadcast the claim that the station had been taken hostage by Pima Indians, prompting calls to the police.

-WCCC-AM/FM in Hartford, Conn., told listeners on April 1, 1990, that a volcano had erupted not far away.

-San Diego's KGB-FM alerted listeners on April 1, 1993, that the space shuttle Discovery had been rerouted from Edwards Air Force Base to a local airport. Thousands showed up to view the landing despite the fact that the spacecraft was earthbound that day.

—you can't trust NPR, either. Its "humorists" have aired pieces on portable zip codes you can take with you when you move (2004), federal health care for pets (2002), and advertisements projected onto the moon (2000)

## January 16, 1973

This is National Nothing Day, set aside each year for people to sit around for the entire day and just hang out. No celebrating, observing or honoring anything. It was created by Harold Pullman Coffin.

The DaVinci painting of Mona Lisa has...

- a. no eyebrows. b. a mustache c. a hidden tattoo d. an Ipod

a. It was the fashion in Renaissance Florence to shave them off.

This issue has a mix of both real\* Longo news and some April Fools Day news. We hope you enjoyed the change of pace and had some fun reading it

## SPORTS QUIZ

1. In paintball combat which is the 'little thing' that holds the balls and feeds them to the gun? a. There is no real name b. Drive jacket c. Hopper d. Jumper
2. What is the most common type of game played by amateurs? a. Terrorist b. Elimination c. Center Flag d. Gettysburg
3. In rodeo competition...how many ropes are calf ropers allowed? a. Two b. Three c. One d. As many as they want
4. In professional bullriding what do bullriders have on their boots that help them to hang on? a. Ropes b. Glue c. Shackels d. Spurs
5. In fencing what is 'En Garde'? a. What you shout before waving your blade above your head b. The starting posture and position that signals you are ready to begin c. Something you say to signal you are going to step away from the match d. An insult to your opponent

1. c, 2. b, 3. a, 4. d, 5. c