

# Who is this fellow?



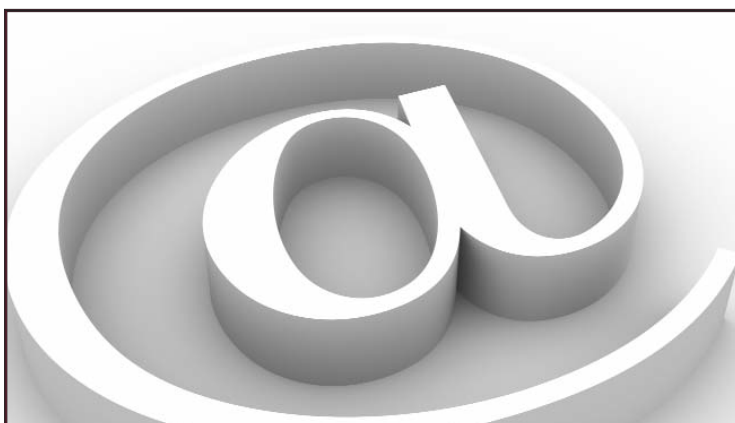
Most people can agree on what Santa Claus looks like -- jolly, with a red suit and a white beard. But he did not always look that way, and Coca-Cola® advertising actually helped shape this modern-day image of Santa.

In 1931, The Coca-Cola Company commissioned Michigan-born illustrator Haddon Sundblom to develop advertising images using Santa Claus -- showing Santa himself, not a man dressed as Santa. In the beginning, Sundblom painted the image of Santa using a live model -- his friend, Lou Prentiss, a retired salesman. When Prentiss passed away, Sundblom used himself as a model, painting while looking into a mirror. After the 1930s, he used photographs to create the image of St. Nick.

For inspiration, Sundblom turned to Clement Clark Moore's 1822 poem "A Visit From St. Nicholas" (commonly called "'Twas the Night Before Christmas"). Moore's description of St. Nick led to an image of Santa that was warm, friendly, pleasantly plump and human. For the next 33 years, Sundblom painted portraits of Santa that helped to create the modern image of Santa -- an interpretation that today lives on in the minds of people of all ages, all over the world.

The Coca-Cola Santa made its debut in 1931 in The Saturday Evening Post and appeared regularly in that magazine, as well as the Ladies Home Journal, National Geographic, The New Yorker and others. The instantly popular ad campaign appeared each season, reflecting the times. One ad even featured Santa in a rocket! People loved the Coca-Cola Santa images and paid such close attention to them, that when anything changed, they sent letters to The Coca-Cola Company. One year, Santa's large belt was backwards (perhaps because artist Haddon Sundblom used himself as a model and painted by looking in a mirror). Another year, Santa Claus appeared without a wedding ring, causing fans to write asking what happened to Mrs. Claus.

Sundblom continued to create new visions of Santa Claus through 1964. For decades after, Coca-Cola advertising has featured Santa's image based on Sundblom's original works.



## Longo e-mail programs & website updates.

### E-MAIL PROGRAM

Beginning this month we will begin contacting many of our customers, inviting you to receive timely information from Longo. The limited number of topics will center around our businesses with information you can use. We are going to keep it simple and to the point. No jokes, cartoons or discount coupons! If you would like to be on Longo's e-mail contact list send an e-mail to [info@elongo.com](mailto:info@elongo.com), subject "e-mail".

*In addition, you can receive The Longo Letter electronically as well, if you would like.*

### WEBSITE UPDATES

**You may want to pay a visit to our website if you haven't or if it has been a while.**

-There is a new fact sheet on submersible pumps for dry pit service.

**-Get A Solution...**a new service of Longo where you can send in a question or problem and receive a response from our Longo engineers and technicians

**-Switchgear and VFD's...**you can contact our Switchgear group by visiting VFD's and Switchgear under Product Sales. If you need some information or are having a problem with any of these units, you can email them at [switchgearinfo@elongo.com](mailto:switchgearinfo@elongo.com).

# 20, 25, 30, 35 years and more...

## Longo customers should be celebrating our anniversaries too!

Back in the 40's, 50's and even the 60's people would get out of high school, college or the army and go to work for a company until they retired. There was an unspoken loyalty between the company and the employee. The 80's and 90's eroded much of that contract and today it is sort of every man, woman and company for themselves...except...



Longo recently celebrated a 30 year anniversary for one of our associates in our Wharton facility. While this might be unique in many company's today, it wasn't that unusual for Longo. In fact, a little less

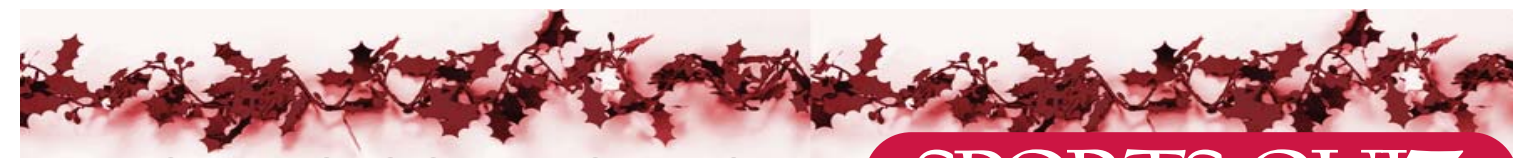
*Joseph M. Longo congratulating Rosina Dolan at her 40th anniversary celebration in our Wharton Servicer.*

than one third of our employees have 20 years or more with Longo with our longevity winner at 43 years.

Longo isn't that big or that magnanimous that we can just carry people out of the kindness of our heart. Not only are these folks hard working associates, they are, along with all our associates, Longo's most valuable assets.

### What is the point?

Having a minimum associate turnover is definitely a plus for Longo, but it also a big plus for our customers. Our customers don't have to suffer newcomers learning new procedures, types of accounts, who does what, etc. Many of our associates have held more than one position over their tenure so that answers to customer questions and inquires are easy to come by. Many of our customers are on a first name basis with our staff and they know that Longo knows how they like to do business. Consistency goes a long way when it comes to customer satisfaction.



## HOW TO CONTACT US.

**Your resource for:  
MOTORS DRIVES CONTROLS  
TRANSFORMERS PUMPS FANS FIELD SERVICE  
SEALS CIRCUIT BREAKERS  
PREDICTIVE/PREVENTIVE MAINTENANCE**

**Wharton Corporate Center**  
1 Harry Shupe Blvd., Wharton, NJ 07885  
**(973) 537-0400**  
(973) 537-0404 Fax

**Linden Servicer**  
1625 Pennsylvania Ave.  
Linden, NJ 07036  
**Tel: 908-925-2900**  
(908) 925-9427 Fax

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

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

Visit our website for the latest information on products and services available from Longo... plus the latest case histories and product literature.

## 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. Shackles 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. b

**LONGO**  
1 Harry Shupe Blvd.  
Wharton, NJ 07885

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East Hanover, NJ  
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# THE LONGO LETTER

## 2009

2009 has been good for Longo and 2010 is looking even better.



Joseph M. Longo  
President

# What a year, looking ahead...

While the financial climate has been interesting to say the least, we have been able to keep moving ahead. Based on the projects coming on line, we will go into 2010 in a very positive frame of mind.

Our concept of "line to load", has become much more than a slogan, it has become a growing segment of our business.. Whether it is because company's have limited in-house assets to manage these projects or the economics are too good to dismiss, the old stigma of putting all your eggs in one basket is disappearing. As we successfully complete these projects our resume just gets stronger.

In this issue we talk about saving customers money. In one instance we repair a volute instead of supplying a

new one...a significant dollar saving. While we like selling big ticket items, we also have the people and experience to salvage seemingly ruined parts. It is just one of our assets customers can take advantage of (Hopefully this doesn't become a habit :)))

Beginning in 2010 we will be sending emails with industry information to our customers and friends (no jokes or 20% discount coupons). Since we have a fairly broad business base we run across a variety relevant information some you can use immediately and others for down the line. We will also offer our Longo Letter electronically. I don't think it will save many trees, just a convenience to those who prefer to receive it that way.

One thing that has stood out this year

in particular... it is our people. I know that sounds a little pollyannaish, but for us it is true. As you can see in this issue we are very fortunate in having a loyal and very effective family of associates.

**On behalf of Longo I would like to wish all of you a happy and healthy holiday. Take enough time to recharge your batteries so you can take advantage of the opportunities in 2010.**



## Another fine mess..

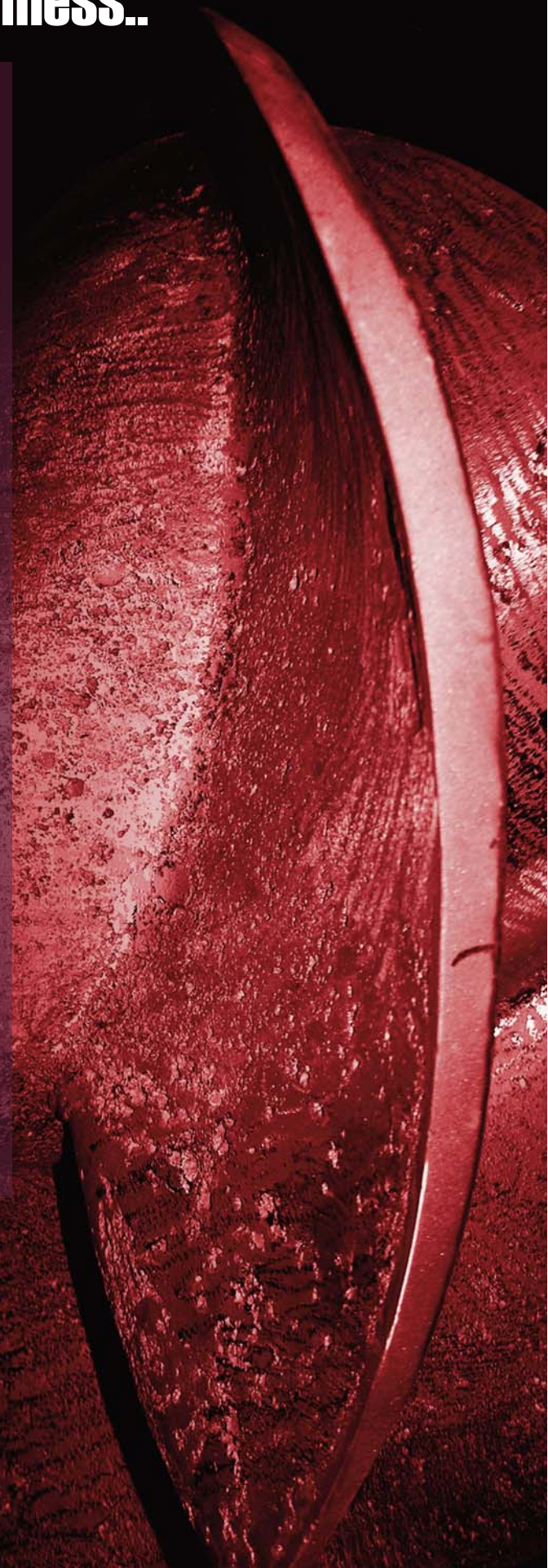
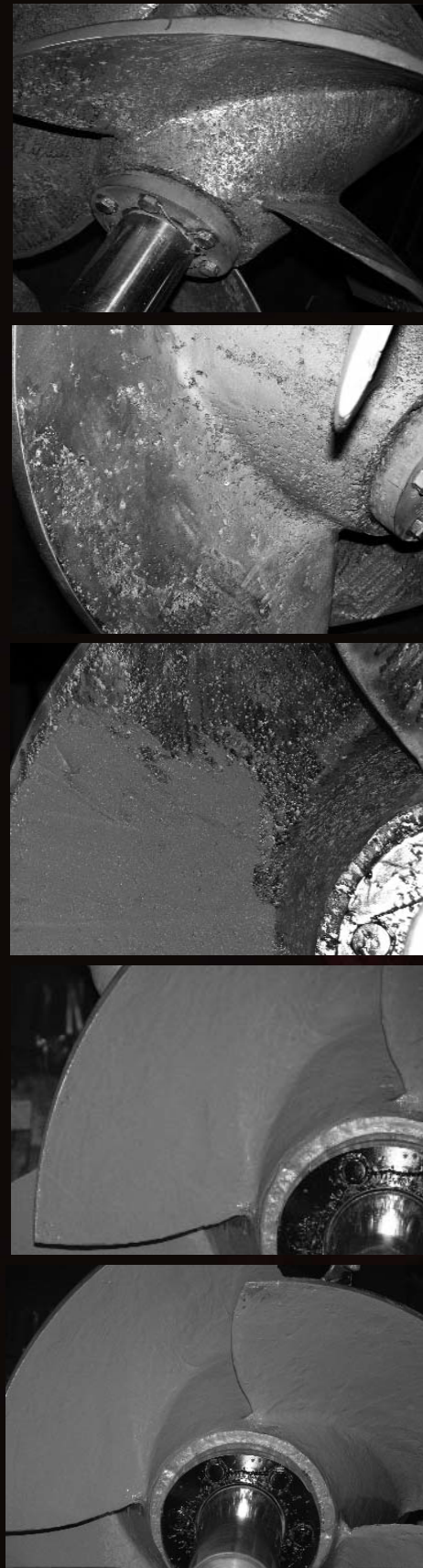
As you know, cavitation can really take a toll on impellers or propellers, etc.. The incessant bombarding of the impeller will create pitting and scarring that only make the situation worse. The only solution to prevent or reduce cavitation and its effects is to modify the pump or its flow. Since that can be prohibitively expensive we can provide an alternative solution.

Here you can see in the top two photos the intensity of the scarring on an impeller recently brought into our shop.

The third photo shows a first layer of a two part polymer coating applied to protect the existing impeller. This coating is applied to fill the voids and smooth the metal surface. It bonds with the cast iron impeller for a long term solution. The coating protects the metal against cavitation because it is hard but flexible polymer that absorbs the impact of cavitation rather than taking the full hit as the bare metal would be doing.

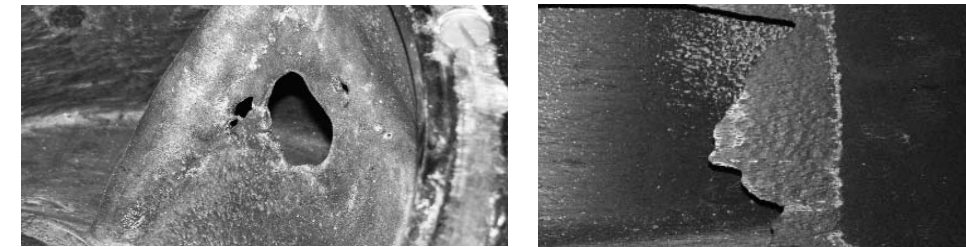
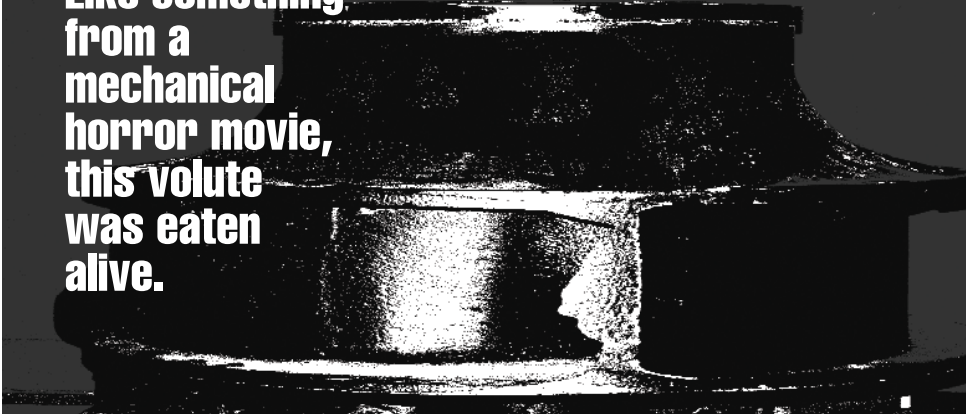
The bottom two photographs show the finished product. This is a coat of a similar polymer which is painted on and chemically bonds with the first layer. It will provide the impeller a very smooth surface. It's corrosion resistant properties combined with its smooth surface will keep this impeller in good shape for some time.

This particular product has been approved by the US Naval to protect propellers on their vessels from the effects of cavitation.



## A Rotten Job

Like something from a mechanical horror movie, this volute was eaten alive.



This volute, part of a 20,000 GPM, 500 hp pump, took quite a beating from waste water laced with sodium hypochlorite. Both the outer edge and the inner surfaces were savaged in spots. The first reaction would be to get a new volute, but that has a few drawbacks. It can take up to 20 weeks and they are very expensive.

We offered the customer an alternative, a repair that would give him another year or so and not hold up the pump for 20+ weeks. In addition to being a quicker turn around, the *cost of the repair would be approximately 1/10th that of a stainless steel volute and 1/5th of a cast iron replacement.*

Not being able to weld patches into the cast iron we adopted a more high tech route. First, a metal mesh was positioned over the holes, the area was then filled with an elasto-ceramic polymer composite that can be molded fill in

voids and cover the most vulnerable areas. This material provides flexibility, abrasion resistance, and shock absorbency.

The worn edges of the output channel were ground even instead of trying to span the open area of the volute. These minor changes in the shape of the opening will have little impact on the pumps performance.

Once that has set we coated the entire volute with another hard, corrosion-resistant 2 part polymer, which provides a ceramic-like finish. This will provide the protection against the toxic liquids for some time.

## Il permesso di venire a bordo...\*



In August we received a call to assist an Italian freighter, MARE DI GENOVA. The ship was anchored in the Verrazano Straight of New York harbor with a burned out auxiliary generator. If the ship was coastal, traveling up and down the US coast line, the authorities would not have held it at anchor pending repair. Since the ship's route was transatlantic they had to repair or replace the generator before they would be allowed underway.

Phone calls between the ship owners in Ravenna, Italy and our Linden facility manager became a little frustrating. Both had good intentions, it was just a matter of being able to understand each other. The gentleman from Ravenna suggested they email since he could write english better than he could speak it. While we are used to e-mailing about soccer games and gossip, finally a use that makes real sense and definitely improves communication across borders.

The ship's owners had already ordered the generator when we were contacted and they were asking Longo to assist the crew with the removal and particularly the installation and wiring. Our field service technician was on the water taxi at 6 pm and was back on solid ground by midnight. The MARE DI GENOVA was repaired and released by ABS to resume her transatlantic trip.

With our Linden Servicenter close to Port Newark we have become a go to source for many shipping company's. In addition to on site repairs, we have done in shop repairs and then coordinated the return of the motor or generator with the ships scheduled port of call. Our Philadelphia Servicenter is now in a similar situation to service the Philadelphia ports.

*\*permission to come aboard...*

## Fish eggs spawn VFD's



While the pumps are fine as is, we will be rewinding the motors to inverter duty level. The VFD's will be housed in a separate temperature building adjacent to the pumps.

Longo's "line to load" capability was a significant factor in obtaining this work. We are able to perform and coordinate all the aspects from the physical motor winding to the electrical installation of the VFD's and probably most important, the programming of the drives.

The interesting part comes when "just connect the VFD's to the existing power plant computer network". Not so fast! If any of you have been involved in setting up or reprogramming VFD's it can be a little touchy. When you add the interface with an existing system it can get even more exciting.

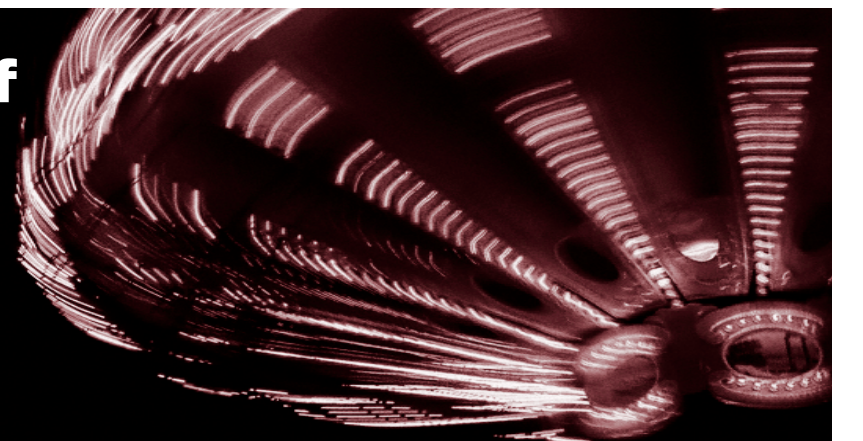
*And the fish eggs...*

A traveling screen with Ristroph fish buckets provides protection and minimal damage to the small fish, eggs, etc. The screen captures the aquatic life and jet of water washes them into the catch buckets and then are washed away from the intake site. What started out as a means to protect the streamside wildlife resulted in the power plant controlling and reducing its water intake and a corresponding reduction in its power needs.

As the project unfolds we will keep you up to date and see if we are patting our backs prematurely!

## There are all kinds of vibrations...

## How do you tell the good from the "Oh s\_\_t!" ones.



10:30pm, Saturday night and a flood insurance commercial flashes on the TV. The next thing you know, you're thinking about that pump in sector 4, the one with the question mark in its last field service check. Nothing specific, just a nagging feeling. You could drive two hours each way in the middle of the night (if you can sell your wife on the pump story...) or drag out one of your techs at off hour, weekend and whatever else over time cost or...

Boot up your lap top, log on and check the pumps real time vibration data before your movie is back on.

This is one example of the ifm Efector Real Time Maintenance condition based vibration monitoring systems. We know there are a lot of factors that come into play when deciding on a Predictive/Preventive Maintenance system. How does the cost of the system compare to lost production, equipment repair or replacement? Not everyone wants or needs a "Saturday Night Special". We, and our customers, find that the modular approach to vibration monitoring is highly effective and can be customized to a host of different applications and needs.

For simple diagnostics the *VK vibration switch* offers two setup dials that rotate to establish vibration switchpoint and response delay time. The *Multiplex*

*Vibration Monitoring System* provides more specific data on internal rotating elements. The system's internal microprocessor tracks up to 20 different machine components.

The *efector Octavis* (or the "Saturday Night Special") provides a more complete system with not only real time vibration monitoring, but analysis as well. It's application range is extensive from processing equipment to pumping stations, compressor monitoring as well as wind turbines. This system is also highly effective with hazardous areas (ATEX).

Longo's background in PdM means we can customize a system that makes sense with your requirements and budget. This why we have found the ifm Efector the ideal PdM program for real time vibration monitoring.

Not every vibration is a death rattle, but you do need to keep an eye on them and watch if and when they change in intensity. It is the surprises that can keep you up nights. For more information on Longo's array of monitoring technologies or to schedule a demo you can e-mail [tegiordano@elongo.com](mailto:tegiordano@elongo.com) or [info@elongo.com](mailto:info@elongo.com) with "vibration" in the subject line.

