

# The Ultimate Customer Experience...

**A pair of tickets six rows from the top in the corner of the end zone or a comfortable suite with some very unique amenities? When you are a Longo customer the sky(box) is the limit.**

In keeping with our dedication to our customer satisfaction program, Longo has made a significant investment in our customers' sports enjoyment. Longo has purchased suites in the new Meadowlands Stadium for *both* the NY Giants and NY Jets for the 2010 season.

It is so much more comfortable in the suites and so much easier to have a conversation, say, about rewinds, pump rebuilds, or drives. No more need to scream out how we can offer a 5% discount on certain brushes and inform the whole section.

While some may say that having suites for both teams home games is bit extravagant, we only want the best for our customers.

**Blue, 34, wide right, tango, z up on two.** Up to now trying to guess the next play has been has been only guess work. Run, pass, draw, etc...However, due to special arrangements with the Jets and the Giants, the signals to Eli or Mark will be piped into the suites. Yes, you will hear the calls as the coaches tell their players on the field which plays to call. And speaking of

calling plays....

**Third and four at the 15, what do you think they will call?**

We all think we can call the right play at the right time. ("Aw jees, that fade route down the sideline was wide open,..) And now through the ultimate customer service fan experience you might just get to do that! During each game one of our customers will be allowed to call a play. Yes, you are the offensive coordinator for one play.

How is this possible? In a very expensive and highly selective Meadowlands guest program we will have a very protected laptop with all the teams plays on it. If you are the lucky customer you will be allowed to look through the electronic playbook and select one play. You have 60 seconds to select the play and then call it down directly to the quarterback's ear phones. How is that! No audibles or changing your play. Imagine calling a touchdown play in a tight game!

Remember, it is called **Customer Satisfaction** for a reason.



## Sometimes it is like throwing a bottle in the ocean...

We recently had a motor returned for service. That in itself is not unusual, but, this one had been out and about for some time.

It had an old Longo paper service sticker on it that showed it was last into a Longo shop 36 years ago! And that shop was in Morris Plains, NJ.

As you can see it had a flexible drive attached to it that may have contributed to its longevity. Our small motor department is giving it the once over and will advise the customer what needs to be done to bring it back to life.

## In addition to April Fools Day, April is...Grilled Cheese Month, the Boston Marathon, Easter and Opening Day.

1. The first man in space orbited the earth on April 12th of which year? a.1960 b.1958 c.1961 d. 1964

2. This state, originally belonging to France, was admitted to the union on April 30, 1812. Which state was it?

a. Le Florida b. Louisiana c. Hawaii d. Neu Joizie

3.. Who reached the North Pole in April 1909? a.Robert Scott b.Roald Amundsen c.Fridjhof Nansen d.Robert Peary

4. This comedic giant was born on April 16th, 1889 in Walworth, London, England. Who was he? a.Harold Lloyd b. Buster Keaton c.Charlie Chaplin d. Stan Laurel

5. One of the most talked about incidents of the 20th century, took place on April 14th, 1912. What was it?

a.The start of the Great War b. The opening of the Panama Canal c. The Titanic struck an iceberg and sank early the next day d. The assassination of Archduke Franz Ferdinand

6. April, 1969 was the birth of what? a. Internet b. Televised hockey c. Rap music d. Breast implants

7. Which of these celebrations in April 1969 are true? a.



**AND THE DAISY IS THE FLOWER FOR APRIL**

1. c 2. c 3. d 4. c 5. c 6. a 1969: The publication of the first "request for comments," or RFC, documents paves the way for the birth of the internet. April 7 is often cited as a symbolic birth date of the net because the RFC memoranda contain research proposals and methodologies applicable to internet technology. When it comes to the birth of the net, 1969, also has its supporters. On that date, the National Science Foundation's university network backbone, a precursor to the World Wide Web, became operational.

## HOW TO CONTACT US.

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## SPORTS QUIZ

1. Who is the only man to play a Major League Baseball game and an NFL game in the same day as well as the only man to play in both a Super Bowl and World Series? A: Jim Thorpe B: Deion Sanders C: Bo Jackson D: Danny Ainge

2. What athlete appeared on the cover of Sports Illustrated a record 49 times? A: Jack Nicklaus B: Michael Jordan C: Muhammad Ali D: Magic Johnson

3. Who holds the Major League Baseball record for most consecutive games with a hit? A: Pete Rose B: Joe DiMaggio C: Ty Cobb D: Paul Molitor

4. On August 26, 1939, Major League Baseball made it's TV debut. What classic ballpark housed the event? A: Ebbetts Field B: Yankee Stadium C: Fenway Park D: Wrigley Field

5. In April 1969 what musical event occurred?  
a. Robert Redford sang "Take me out to the ball game." at a Chicago Cubs game b. Simon & Garfunkel released "Boxer" c. The Chicago Bears sang their Super Bowl rap on the original American Idol Show  
d. Phil Rizzuto made his recording debut in "Paradise by the Dashboard Lights"

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

2010



Joseph M. Longo  
President

## Customer service...to the max

Customer Service. It is the buzz word, the elixir, the universal answer to every company's problems. From reception areas to changing the hold music, companies are trying everything to woo their customers. Frankly, we have always had a suspicion that quality and on time delivery were really over rated. But, does CS really make a difference?

For example, if your car needs an oil change you have choices. The garage downtown is cheap and you can relax on the torn vinyl chair in the office, a vending machine with pretzels, chips, hohos and a pot of coffee on a hot plate. Or...the auto boutique where they serve latte's, fresh Danish and comfy chairs and a 36" tv. So where do you go?

We realized that this is the approach we've been missing...real customer service. How many times have we had customers come in to check the testing of a motor rewind or some other repair and we have nowhere to put them. For that hour or two between test runs it gets a

little awkward. ("How about those Jets...?") So we decided to be an innovator in our industry.

**The Longo Customer Salon.** When there is a break in the action on the shop floor our customers will be escorted to The Salon by our Customer Satisfaction Associate. Plump deli sandwiches, bakery goods and fresh fruit are available and our CSA replenishes them 4 times a day! A series of lounge chairs, each with it's own built-in cooler with a selection of sodas and adult beverages, face three separate 60" LCD's. For those who prefer a little more stimulation we will have a table set up for No Limit Texas Hold'Em'.

So let's review. You have a pump or motor problem and you have choices. Shop A will offer you a tepid diet Pepsi, a choice of three and a half (if you are lucky) bagels left over from this

morning and a seat in an empty office...to wait. If that doesn't work for you there is always chatting with the mechanics on the shop floor ("How about those Jets...?). Or... The Longo Salon.

With the warm weather just around the corner we are planning a pool and lounging area, and a b'ball court. So you can see you clearly have a choice when it comes to electrical-mechanical service...**customer service that is!**



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## THE LONGO LETTER

April Fools Issue



**Medieval.** That is one impression when someone visits one of our shops for the first time. Acetylene torches, cranes, huge tools and men who appear to have stepped out of central casting for a part as a blacksmith. Sights and smells...You know when huge pumps arrive on the shop floor. Encrusted with shells and barnacles, the aroma gives fair warning as to what these pumps have been moving. Overall the scale of the work is quite impressive.

With the employment market as it is, we have been passing over a lot of potentially good applicants. Not because they are unqualified, but they lack the Shop Experience. Dressing in pressed button down shirts and feeding CAD programs to a CDC machine are nasty habits to break. Our craftsmen in the shop are not only expected to have technical and artisan skills, they are expected to look and act the part as well.

Shop work entails a lot more than knowing which wrench to pick up or the right tolerance on a specific bearing. If that is the "Techno" part, there is also the "Team" part. It is important to fit into the shop crew from day one. This is where our training becomes a bit unorthodox.

Neatly trimmed hair is either shaved or allowed to grow long. Hours are spent teaching the newbies the art of grunting and yelling, wielding 4ft wrenches and building just the right shop couture. Grungy Tyvec suits are in fashion here, as carefully smeared and coated with shop evidence as the carefully faded jeans are in other jobs. Like pit crews in NASCAR, gloves mark the individual. Plastic, rubber, cloth with protective inserts, or even stylish versions any NFL receiver would be proud to wear.

This might imply that our shop technicians are all style and little substance. Nothing could be further from the truth. Although they are individuals to the max, their common affliction is a need to show just how good they really are. And that is how the shops figure in our customer service story.



Last year 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 companies. In addition to on site repairs, we have done in shop repairs and then coordinated the return of the motor or generator with the ship's next scheduled port of call. Our Philadelphia Servicenter is now in a similar situation to service the Philadelphia ports.

*\*permission to come aboard...*

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

**There's out of the box thinking and then there is..**



# TRAIN vs. CRANE?

Magetism is on the fine line between engineering and black magic.

With several large repair jobs on the books for 2010 we wanted to increase our lifting capability by adding another 25 ton crane to our main shop in Wharton. After an engineering survey to make sure the building could handle the additional weight, we shopped cranes. At \$75,000 to \$100,000 we decided to go outside the box, as they say.



Someone made a joke that we needed to bring in Chris Angel, the illusionist, and have him levitate these huge motors and pumps. Everyone in the shop engineering meeting stopped laughing at the same time....magnetic levitation!

## MAGLEV

The theory of magnetic levitation turned into reality with the high speed train built in Japan almost 10 years ago. The big difference between the train and lifting huge motors is stability. The forward motion of the train helps maintain stability, where a static lift can present problem. However, this project involves electromagnetism, so who better than Longo to give it a shot.

We chose to follow Len's law and utilize the Litz wire technique which is much more efficient than a single large conductor. This is being buried into the shop floor. The hardware involved is already being put into place. It began with a 6'D x 25'W x 200'L area leading from our main bay door to the center of the shop. This approach will also increase stability of stationary levitation.

With all of this proven technology we are using an interesting, yet experimental item.

## MAGREFRACTURING.

These are special "lenses" that can intensify the magnetic effect, project it and also pinpoint it. While the large pad is great for moving the motors and pumps into the shop, the magrefracting will enable us to concentrate the magnetic forces on the base of 8' x 8' motor increasing the safety and strength of the maglev.

One aspect that tripped us up briefly was the amount of current needed to make this all happen. Since Longo is neither a registered research facility nor a secret government test site, obtaining the current from the utility did not go well. Developing our own power generating plant would sort of negate the whole cost saving idea. Once again our engineers went outside the box and came up with reverse nano technology. We are flipping the nano miniaturization techniques and actually expanding power. By doing this we can pull power from an amazing number of sources including the internet. Since we live with transformers, switchgear, etc. it has been surprisingly simple to get the power we need and have the system up and working.

Being able to utilize our expertise and sense of innovation to resolve this situation has given everyone at Longo a big boost.



Customer service in the wind turbine repair area is a bit different from our other businesses. When we do service the wind towers, they are usually in fairly remote areas of North Dakota, Canada and Texas among other places. First, we rarely meet with the chief engineer or facility manager, most often it is a local mechanic; Secondly, wind farms for the most part are miles from any civilization or town so going for nice leisurely lunch is not in the picture. As such, our focus is on communication.

Being confined 300 feet up in the nacelle with someone you don't know and can't understand can be a big headache. Constantly going, "Huh?, what did you say?"; etc. slows the work way down and misunderstandings can lead to costly mistakes. Before we go any further, most of these guys are damn good repairmen. Of course there are mechanics and there are mechanics. Replacing the bearings on 1.5 KV turbine is a bit different than replacing the rear differential on a John Deere tractor. Add to that 100 degree temperatures in the west Texas plains or -40 degrees in Canada and the situation is ripe for "interpersonal conflict".

We realized early on that a fast talking technician with a Jersey accent and a more relaxed, slower

talking local fellow were not meshing smoothly. To remedy the situation we decided to package a small but effective translation program. Since we weren't negotiating a major financial contract we decided we didn't need a big company like Berlitz. Instead we went to "Your baby can read" people for a simple set of flash cards that would help solve the problem. Each card would have an illustration and the word spelled accurately and phonetically for both parties.

The idea was good, but shuffling through a deck of cards to find the right one was causing frustrating on its own. Not to mention dropping half a deck down 300 feet. Next we tried setting up a program for the laptops, but that wasn't the answer either. Finally one of the younger guys said "Why don't you make it an APP and put it on our phones?". That was it. We tied in a voice recognition program and it



worked. When the local tech said, "awl" both phones showed "oil", when the jersey guy said, "tauwk" both phones showed "torque". Technology to the rescue.

Of course there are things that just don't compute. "Baddabing" and other colloquial idioms, well they are just on their own.

## Fact or Fiction?



## WINDPOWER NEWS BIRDS, BATS, AND NOW BASE?

First it was birds that were being injured, then the wind farms were besieged with claims of bat fatalities. Now, according to Power Energy Solutions magazine, BASE have been casting a longing eye on the wind towers in the USA.

BASE (building, antenna, span and earth) is a growing phenomenon that includes those who climb and jump from skyscrapers, bridges, etc.

These jumpers are distinctly different from skydivers. They have their own specialized equipment and techniques. The jumps are considerably shorter, 300-500 feet, so there is no time for spare shoots or navigating over obstacles. Rotating 90 degrees can be extremely dangerous in not only missing a target the size of a tennis ball, but hitting something like the side of building or worse.

In England they actually had a sanctioned jumping event off a wind tower. The tower is a bit unique since it has an observation area 300 feet up and it was used by the jumpers.

Due to the remote locations of many wind farms in the US and the low security for our wind towers they could be the next challenge for "BASE's".