



The Smart Choice in Laundry

Spring 2018 Edition of the Herculean



What to expect inside this issue...

- Grand Opening of our Ithaca, NY Laundromat (page 19)
- Trade Show Dates! (page 16)
- Employee interviews...and
- All of our **NEW** and **RENOVATED** Hercules Rooms!



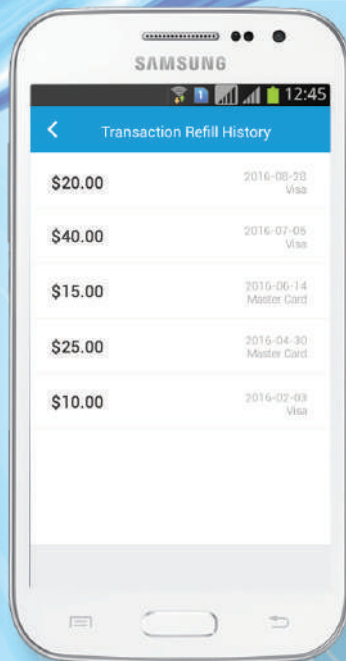
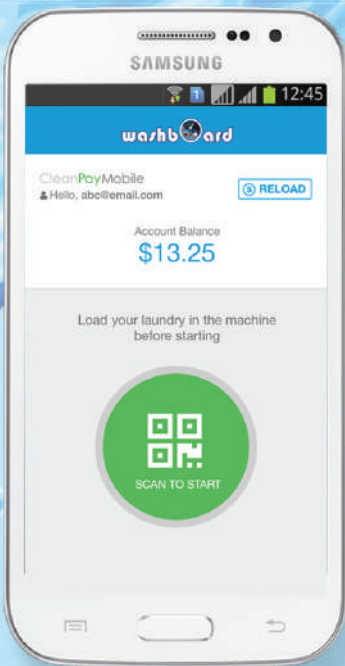


“I’m excited to introduce the newest in technology from Hercules. Just download the app, scan the QR code and start the washer or dryer. It’s that easy!”

Hercules CleanPay Mobile App

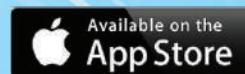
Residents now have everything. At their fingertips.

After downloading the **Hercules CP Mobile App** from the App Store or Google Play, residents can scan the QR Code located on the laundry machine to start the cycle.



Residents can also use the **Hercules CP Mobile App** to:

- Check their account balance
- Purchase laundry credit
- View their transaction history



In Memoriam
Alfred May

January 22, 1930 – March 10, 2018



It is with deep sadness that we share news of the passing of Alfred May on Saturday, March 10, 2018 at the age of 88. Mr. May founded Hercules Corporation in 1959 with an inventory of only two washers, one dryer and an old truck, and built it into the largest family-owned laundry room provider in the country.

Mr. May opened his first laundry facility in the Bronx. Today, 59 years later, Hercules operates laundry facilities in over 5,000 co-ops, condominiums, rental buildings and colleges/universities in New York, New Jersey, Connecticut and Pennsylvania, serving landlords, property managers and co-op and condominium boards throughout the region.

Mr. May's insight and wisdom within the industry was unmatched. Even after retiring to Hallandale, Florida, Mr. May was still deeply involved in the business, calling the office daily, asking for updates and sharing his past experiences with specific industry veterans he had worked with.

Mr. May recently shared a wonderful story about his occupation prior to going into business for himself. Interestingly, he revealed that it was actually his mom's idea who said "Al, go into the laundry business, because it's inflation proof and people will always have to do wash." Mr. May followed his guiding principle in business – give people the attention they deserve, be honest and sincere about what you are doing, and work hard. Mr. May also credits his wife as having had the most important influence on him - "She allowed me to do so many things and she gave me so much confidence, and we really enjoyed our lives together."

Al May will forever be remembered for the love of his family, especially his late wife, Elaine May, who was the love of his life for 47 years. With three children who they loved and adored, along with nine grandchildren and a great-grandson, the family was the most important part of Mr. May's life throughout his years at Hercules and in retirement.

Mr. May will forever be missed by all of the many employees at Hercules. Whether it was talking business, or his love of almost all professional sports, Mr. May lived a full and rewarding life, both personally and professionally.

Donations may be made in memory of Alfred May to the Sandra Atlas Bass Cardiology Centers, North Shore University Hospital, 2000 Marcus Avenue, New Hyde Park, NY 11042. Donations may also be made on line at www.northwell.edu and by following the steps to donate, supporting North Shore University Hospital, and by supporting the Sandra Atlas Bass Cardiology Centers under the Support Centers & Programs link.



EMPLOYEE SPOTLIGHT

GLENN J. SMITH | Account Manager

What was your first job?

I was a stock manager at a woman's apparel store called Barbara Moss.

Favorite album or music you listen to?

Any hits of the 70's and 80's.

What was your favorite TV show of all time?

I don't have just one. I like all comedies and the NFL Network.

What makes up the Smith family (wife, kids, etc.)?

Currently one wife of a year and a half (Kathy) and two boys: Casey, 28 and Ryan, 24.

Do you have a favorite quote that you live by?

Your happiness is intertwined with your outlook in life.

Best vacation ever?

Going to the Grand Canyon.

Where did you grow up and where do you live now?

I was born on Long Island and lived there until the age of 12. I moved to the Hudson Valley and lived there from 1973 to 2016. I now live in Buffalo, NY.

What was one of your most memorable moments?

Coaching my son to a Little League All-Star Championship. He scored the winning run, so I was especially proud.

One place you haven't been but still want to visit?

I'd like to visit New Orleans during Mardi Gras.

Any celebrity encounters?

I saw Howie Mandel in an elevator in Atlantic City.

What's the best thing about living in Buffalo?

Being in a new environment and experiencing something new every day. And snow even in the summertime (kidding).

Do you own a snow blower?

No, but it's on the list. I'm not getting any younger!

What was your first car?

A dark green 1974 Pontiac Le Mans.

Worst summer job that you had?

Working on a farm bailing hay. It was hot and itchy!

Favorite snack or guilty pleasure?

Wings!! (I live in Buffalo!). As for my guilty pleasure...nothing I would admit to!

Household chore that you actually enjoy?

Barbecuing on the grill in the summer.

What can always be found in your fridge?

Liquid refreshments.

Favorite sports player growing up?

Bert Jones of the Baltimore Colts and any of the 1969 NY Mets.

What do you love doing in your spare time?

Any kind of outdoor activity – golf, basketball, fishing and camping. I also love watching sports.

507 West 28th Street The Highline Building



Developed by Lalezarian Properties in 2017, the three-building High Line-hugging rental development at 507 West 28th is comprised of a 35-story tower fronting on Tenth Avenue, and two 13-story towers fronting on West 28th and 29th Streets respectively. Together the buildings have a total of 379 apartments, 75 of which are affordable housing units, complete with state-of-the-art Hercules laundry rooms.

Sculpted in glittering glass and linked by an exclusive passageway under the High Line, the three towers of 507 West Chelsea, as it is referred to, are a striking new addition to Manhattan's cityscape.



HERCULES HAPPENINGS



Hercules employees enjoyed the celebration of a Halloween luncheon, including **Dianne Ramphal** (witch), **Lauren Maese** (Saw horror film), **Sheila Singer** (pumpkin) and **Gina Grimaldi** (dinosaur).



Ray Lee, Hercules Customer Service Representative, spread some Holiday cheer throughout the Hercules office on the Friday before Christmas, handing out Chinese fortune cookies to all Hercules employees. A great time was had by all!



Throughout the month of December 2017, Hercules employees generously donated toys and contributed monetary donations, all matched by Hercules, in support of the NYBKW Charitable Foundation. This past year, the Foundation was able to provide much needed toys to local children's hospitals, as well as being able to purchase several portable DVD players, enabling the children to listen to their favorite music while receiving their chemotherapy treatments and later recovering in their hospital rooms.



Congratulations to **PJ Eisler**, son of **Mark Eisler**, Vice President of Sales at Hercules, on earning his white coat at NYU School of Dentistry, class of 2020.



Geoff Siegel, Hercules Field Service Technician, adopted his fourth dog from the North Shore Animal League of America, back in September. She is a 3-year-old puggle named Cookie. Thank you Geoff for finding a great home for Cookie and for adopting from the North Shore Animal League! It looks like Cookie is resting comfortably with her new family.



When the Blizzard of 2018 hit the east coast on January 4, 2018, Hercules never missed a beat, staying open in support of our customers!



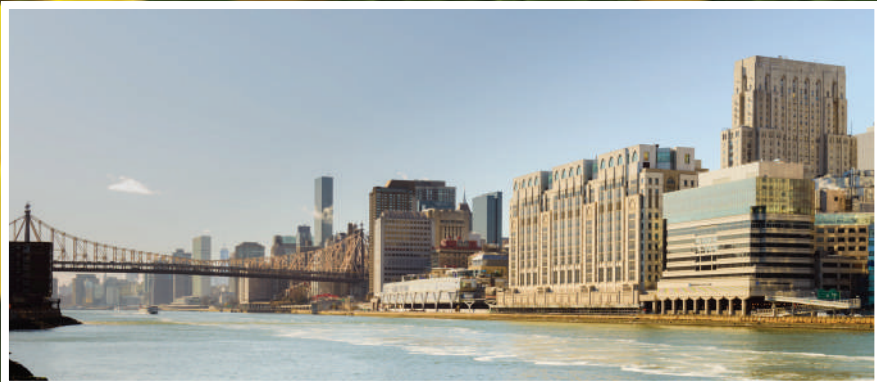
531 Main Street Roosevelt Island



MARK LUBIN
Hercules Account Manager



Rivercross, a 365-unit, twenty floor full-service cooperative located on Roosevelt Island, was designed in 1973 by celebrated architect John Johansen - one of five young Modernist architects known as the Harvard Five - and his colleague Ashok Bhavnani. The two modern Hercules laundry rooms boast brand new Wascomat W-Series washers that combine world-class reliability, energy savings and, water efficiency, with innovative features that allow the residents the ease of doing laundry. Also installed are American Dryer 30-lb dual pocket stack dryers, designed for optimum drying, with easy-to-read LCD screens, with easy-to-read LCD screens, along with the new Hercules CleanPay Mobile app, enabling residents the ability to start the washers and dryers without the use of a Smart Card.



HERCULES EMPLOYEE

Q&A

What is the one thing you have always wanted to do?



Lauren Maese,
Sales Administration

I always wanted to be the one to break the glass on one of those "In case of fire break glass" boxes you see in stores.



Meghan Callahan,
Installation Coordination

In my twenties, I always dreamed of back-packing through Europe for 6 months or more, if possible. Now I'd settle for a 2-3 week stay in 4 Star hotels throughout Europe.



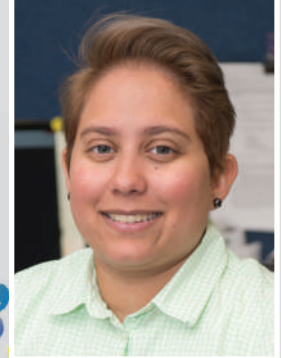
Dan Horowitz, Sales

I'd like to compete in the Cannonball run. It used to be a coast to coast race from NYC to LA. No rules – just whoever gets from one coast to the other first wins. They do it now in a safer format by traveling to race tracks around the country.



Mark Lubin, Sales

I always wanted to go to an automobile factory and watch them build a car. Well, my wish came true and I went in February to Alabama to watch them build a Mercedes-Benz.



Michelle Hartman,
Accounting

I'd like to be the lead singer and play rhythm guitar in a cover band – playing pop, punk, 90's music and top hits.



Jay Osman,
Senior Account Manager

Maybe not always, but now, hang with Anthony Bourdain and crew in a "Parts Unknown" episode. Hopefully not eating insects.



Eshok Stewart, Service

Always wanted to go watch the ball drop in Times Square. Every year I chicken out because of the deep freeze in temperature.



Tom Jepestol, Sales

Backpack the Appalachian Trail in whole – Georgia to Maine. But I don't know how to ask for the 6 plus months vacation to complete the journey.



Gregg Cummings,
Customer Service

I've always wanted to attempt to climb Mt. Everest.



Neal Melandovich, Service

I'd love to be a professional soccer or hockey player.



Robert Siegel, Service
Graduate from college.



Neil Rodgers,
Information Technology

I have always wanted to own horses.



Alan Gonzalez, Service
I'd like to travel the world (all expenses paid).



Dennis Nascimento,
Service

I always wanted to go sky diving.

115 Ocean Avenue Brooklyn, NY



Located in the Prospect Lefferts Gardens neighborhood in Brooklyn, NY, 115 Ocean Avenue is a 6 story, 86-unit high-rise, pre-war building built in 1925.

Managed by Jonas Equities, Property Manager Moshe Rhine worked tirelessly to completely transform the existing laundry room at 115 Ocean Avenue into a clean, inviting and efficient laundry room that the residents would feel comfortable using. Working with Steve Beckerman, Hercules Director of Operations, Rhine saw to it that stairs leading into the new laundry room were replaced with a new walkway, along with the addition of new windows in the laundry room for natural lighting, new ceramic flooring, painting and new Hercules laundry machines, that included Maytag Front Load and Top Load washers, Wasomat Front Load washers and American Dryer 30-lb Capacity Stack dryers.



Hercules 2017 Holiday Party



Hercules 2017 Holiday Party

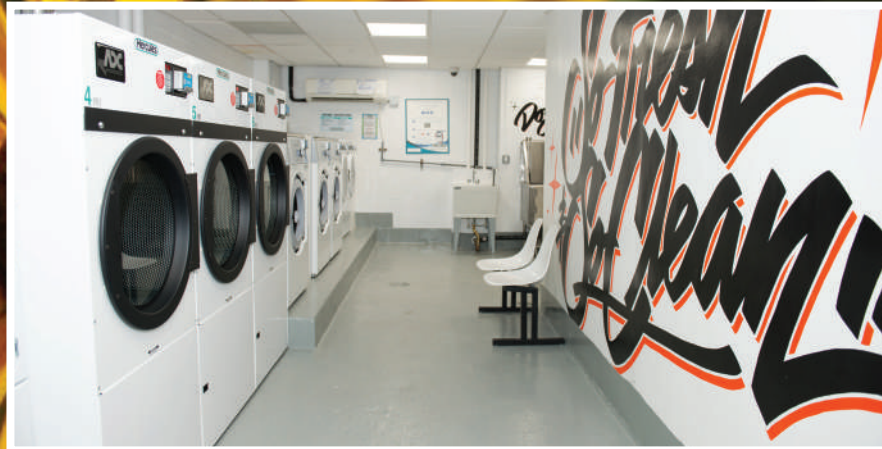


Gotham West 530/550 West 45th Street - NYC



Welcome to Gotham West, Hell's Kitchen's hottest new rental building, completed in 2013 and built by the Gotham Organization.

Gotham West is a 32-story tower at 550 West 45th Street on the southeast corner at 11th Avenue. It is part of a nearly full-block complex of 1,238 rental apartments in total, housed in four buildings, stretching to Tenth Avenue. Residents can enjoy the use of multiple Hercules laundry rooms, incorporating the newest technology from Maytag, Wascomat and American Dryer, throughout the complex including the new Hercules CleanPay Mobile app, enabling residents the ability to start the washers and dryers without the use of a Smart Card.



Knickerbocker Village 10 Monroe Street - NYC

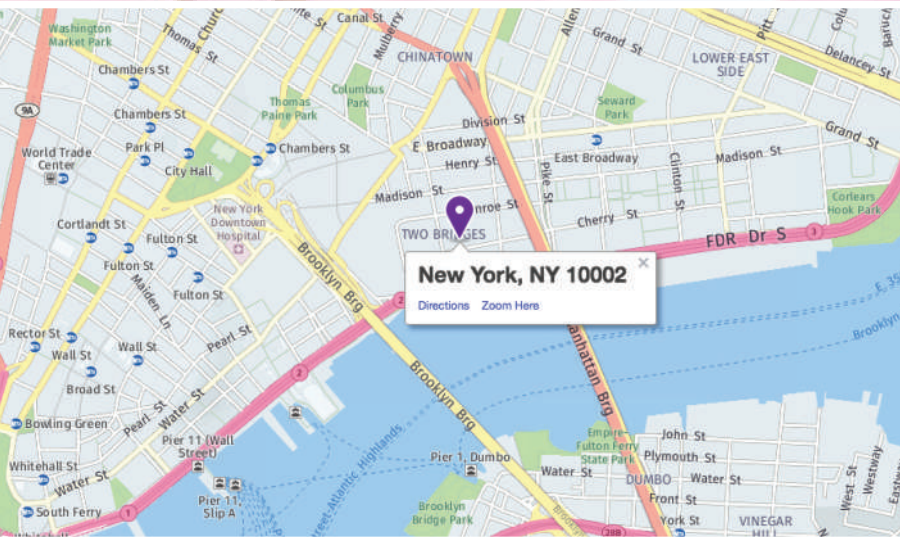


During the late 1920's and early 30's, development of large apartment complexes began in New York City. Knickerbocker Village, the affordable housing complex, was among the first to be developed, between the Manhattan and Brooklyn Bridges, on the Lower East Side of Manhattan. Construction for Knickerbocker Village began in 1933 and was completed in 1934.

The complex consists of 1,590 apartments in twelve, 13-story brick buildings, surrounding two courtyards. Each building houses a Hercules laundry room, with the very latest in Speed Queen, Maytag and Wascomat laundry machines.

INTERESTING FACT

During the 1940's and 50's, the complex was home to Julius and Ethel Rosenberg, who were convicted of spying for the Soviet Union and executed. It would seem that their activities were orchestrated from their apartment.



Cornell Tech Roosevelt Island - 1 East Loop Road



Cornell Tech is an engineering campus located on Roosevelt Island in Manhattan. It is anchored by the Jacobs Technion-Cornell Institute, a joint academic venture between Cornell University and the Technion-Israel Institute of Technology.

The 270-foot-tall residential high-rise, referred to as "The House at Cornell Tech" is a full-service apartment building, not a traditional dorm, using 60-70 percent less energy than typical buildings. Living on campus at The House is on par with the offerings of many high-end residences in NYC, with an abundance of amenities, including a new Hercules laundry room outfitted with Maytag Commercial Energy Advantage Front Load washers and Maytag Commercial Single-Load Capacity Stack dryers, providing convenience and reliability.





**90 LAFAYETTE STREET
NEW YORK, NY 10013**

FROM THE DESK OF CRAIG A. MAYES, CEO GIVING THANKS

For months, the NYCRM’s laundry operations were plagued by a faulty dryer. Repairs and maintenance could only provide temporary fixes, and the expense of a new dryer was unviable. A community partner stepped in to save the day! The NYCRM would like to acknowledge Hercules for their generous donation of two newly refurbished dryers.

“Our commitment to the New York City Rescue Mission is something we believe in, as a company. The donation of the dryers from Hercules is just a small step towards us providing assistance to a very worthwhile organization. When this was brought to our attention, we didn’t hesitate to assist,” noted Andrew May, Hercules President and CEO.

Thank you, Hercules, for blessing our guests and operations team with your donation.



And then I heard
my socks say,
“Let’s play hide and seek.”

COOL YOUR WASH JETS

For most loads, do your laundry in warm or cold, not hot, water. Switching from hot to warm cuts energy use in half; going cold saves even more! Plus, hot water can set some stains and fade colors. For best cleaning results, use a cold water detergent.

Irony.
The opposite of
Wrinkly.

Hercules Milestone Employee Anniversaries



Dan Horowitz	1/21/13	5 years
Naum Krol	3/25/13	5 years
Sam Rozenberg	4/8/13	5 years
Robert Falcones	9/3/13	5 years
Jonathan Pou-Bueno	9/23/13	5 years
Steven Plummer	11/14/13	5 years
Henry Aybar	12/9/13	5 years
Ricardo Mills	3/4/08	10 years
Kareem Culcleasure	5/13/08	10 years
Jeannine Redding	5/19/08	10 years
Vernon Johnson	6/24/08	10 years
Barry Heller	6/30/08	10 years
Roosevelt Parker	8/1/08	10 years
Marcos Matos	8/18/08	10 years
Toni Rubiano	9/15/08	10 years
Hwi Chow	12/1/08	10 years
Georges Cadet	9/28/98	20 years
Matthew Reich	1/4/93	25 years
Alan Gonzalez	8/21/88	30 years



TRADE SHOWS

- Apr 11, 2018:** Property Owners Association Show (POA); Wilshire Hotel, 350 Pleasant Valley Way, West Orange , NJ
- Apr 18, 2018:** Pennsylvania Apartment Association; Valley Forge Casino Resort; 1160 1st Ave, King of Prussia, PA
- Apr 26, 2018:** NY Cooperator Show; NY Hilton & Towers; 53rd St & AOTA, NY
- May 2, 2018:** NJ Cooperator Show; Meadowlands Exposition Center, 355 Plaza Dr, Secaucus, NJ
- May 8-9, 2018:** Buildings NY Show; Javits Convention Center; 655 W. 34th St, NY
- May 16 - 2018:** NY State Association for Affordable Housing (NYSFAFH); NY Marriott Marquis, 1535 Broadway, NY
- May 22 - 24, 2018:** New Jersey Apartment Association Conf & Expo (NJAA); Atlantic City Convention Center, Atlantic City, NJ
- June 12, 2018:** 15th Annual Supportive Housing Network Conference; NY Marriott Marquis, 1535 Broadway, NY
- Sept. 26-27, 2018:** PennDel AHMA Fall Management Conference & Expo; Dover Downs Hotel & Casino, 1131 North DuPont Highway, Dover, DE
- Sept. 27, 2018:** NYSFAFH – Annual Upstate Conference; Albany Capital Center, Albany, NY
- Oct. 11, 2018:** NY Cooperator Show – Fall Edition; NY Hilton & Towers; 53rd St & AOTA, NY
- Oct 17, 2018:** Facilities Management Expo; Hamburg Fairgrounds Event Center, Hamburg, NY
- Oct. 30, 2018:** NY Association of Realty Managers (NYARM); General Society of Mechanics & Tradesmen – Library Pavillion, 20 West 44th Street, NY

My First Car

Dan Horowitz



DAN HOROWITZ, has been working in the laundry industry for more than seventeen years, and celebrating his five year anniversary at Hercules, as an Assistant Vice President of Sales.

WHAT WAS YOUR FIRST CAR?

Dark Green 1994 Toyota Camry XLE V6 - I got it in 1999 with 54,000 miles.

HOW DID YOU ACQUIRE IT?

My mother, father, and grandmother all chipped in to buy it when I graduated from college so I could commute to work. My father knew the general manager of Caldwell Toyota, so we picked from the inventory on the lot and got a deal.

WHAT IS YOUR FAVORITE MEMORY OF THE CAR?

We called it "The Champ," because it never broke down and always delivered. My favorite memory was taking weekend road trips and enjoying the car on the back roads. The V6 gave that car a little bit of punch and the limited slip provided traction in the snow.

WHAT HAPPENED TO IT?

I gave it to my mother when her lease expired and she drove it for a few more years. She sold it with 150,000 miles on it and it still drove like it did new.



HERCULES HAPPENINGS



Kristy David-Ramphal, daughter of **Dianne Ramphal**, Administrative Assistant at Hercules, received her white coat from Hofstra University's School of Medicine. The white coat symbolizes the start of their medical career and interaction with doctors and patients, as they perform routine physical exams and other medical procedures in doctor's offices.



Kimberly Rodgers, daughter of **Neil Rodgers**, Hercules IT Director, participated as a first time vendor in the NY NOW EXPO at the Javits Center, featuring her own Brand "Lost & Found" (www.kirodesign.com) style of furniture and accessories. As a result, Kimberly was recognized by the sponsor, International Furnishings and Design Association and was awarded the "Best in Show" for Green Sensibility. Lost and Found specializes in the purchase and re-design of retro, antique, mid-century and vintage furniture. Items obtained by Lost & Found are commonly re-upholstered, re-finished, reinforced and re-designed to achieve a fresh new look.



Jordana Abraham, daughter of **John Abraham**, Hercules Assistant Vice President of Sales, was a panelist at Cornell University's Women in Media: Finding Your Voice Conference, on January 9, 2018. Jordana is a 2011 Cornell University graduate and co-founder and Chief Content Officer of the Betches website launched in 2011, with her two roommates, while in her senior year at Cornell. Betches has since evolved into a larger niche humor category discussing topics such as celebrities, health and fitness, politics and TV and movie recaps. The Betches Instagram account has over 5.9 million followers.



Aubrey Tyrelle, Hercules Parts Manager, and **Alexandra Hawkins** are now the proud parents of a beautiful baby boy named Justice Sinclair Tyrelle, born on Wednesday night, January 10, 2018, at 10:36PM. Justice "weighed in" at 6 lbs, 4 oz and was 20 inches long. Everyone is doing great!

Congrats!



695 Grand Street Brooklyn, NY



A fully affordable building in the Williamsburg section of **Brooklyn, 695 Grand Street** is an eight-story, 51-unit building developed by St. Nicks Alliance, a nonprofit community development organization with financing by NYC Department of Housing Preservation and Development and NYS Housing and Community Renewal.

Founded in 1975, St. Nicks Alliance is one of the oldest and most accomplished community development groups in NYC. Having developed more than 2,200 units of affordable housing and managing more than 1,400 units for low- and moderate- income families and special needs populations, St. Nicks Alliance seeks to transform lives of low- and moderate-income people through employment, education, and housing. Included in **695 Grand Street** are 12 apartments set aside for the formerly homeless.

The 80,000-square-foot structure is nearing the finish line, and is set to wrap construction by the end of 2018. Hercules will be installing an energy efficient Maytag equipment package for the new centralized laundry room, with new High Efficiency Front Load washers and Single Load Stack dryers, along with the new Kiosoft Smart Card revaluing unit.



Mt. Pleasant Laundromat 993 Dryden Road - Ithaca, NY



Ithaca, New York is home to Cornell University, Ithaca College and now the newly renovated Mt. Pleasant Laundromat, now operated by Hercules.

Just a short distance from both colleges, the new laundromat is already creating quite a buzz throughout the town, with brand new Maytag and Wascomat washers, Maytag and American Dryer dryers, and a new Kiosoft card revaluing unit. With a renovated interior, complete with new flooring, new countertops, new lighting and all new painted walls, the early feedback from the students and town residents has been even better than anticipated!

The new Hercules CleanPay Mobile App is also now offered at the new laundromat, allowing users to scan QR codes located on the laundry machines, to start the washers and dryers. This is an added convenience to the users, as the use of a Hercules Smart Card is now optional.

A Grand Opening Kick-Off, with Hercules laundry bag giveaways and promotional pricing was held on December 6, 2017, as Glenn Smith, Hercules Account Manager along with Adam May and Barry Heller were on hand to welcome new users to the laundromat. Hercules also wishes to thank Tim Robertson and Mike Norton from Kimball Real Estate, for their support throughout the renovation and Grand Opening period.

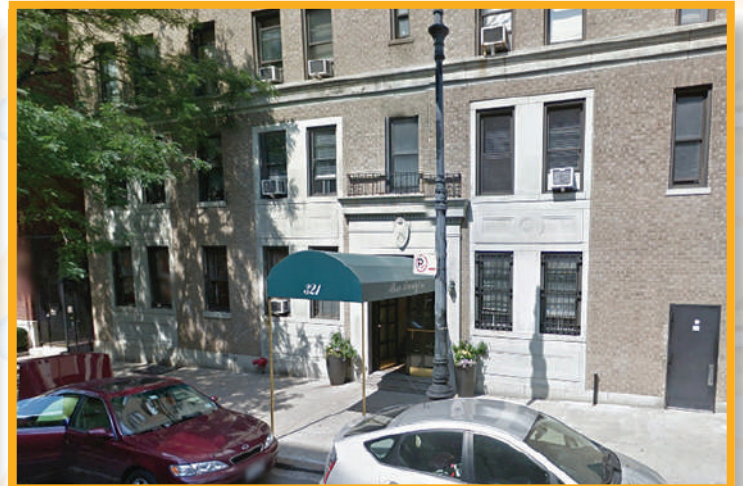


FAMOUS SITCOM RESIDENCES

Famous Sitcom Residences in New York City also use **HERCULES** for their Laundry Facilities:



The Nanny: This Fran Drescher classic involves Queens native Fran Fine (Drescher) becoming the nanny of three wealthy British children on New York's Upper East Side (7 East 75th Street was the building used for exteriors), who eventually falls in love and marries her boss, Maxwell Sheffield (Charles Shaughnessy)



Seinfeld: For all of those unannounced pop-ins at Jerry's apartment, Jason Alexander's character, George Costanza was actually quite a distance away, as he resided at 321 West 90th Street.



30 Rock: NBC head writer, Liz Lemon, played by Tina Fey, lived at 160 Riverside Drive in the weekly sitcom. In later seasons, Liz moved to the non-existent 168 Riverside Drive – perhaps the real building was no longer interested in exterior filming.



Will and Grace: Sitcom characters Will and Grace lived directly across from Liz Lemon, residing at 155 Riverside Drive.



Mad Men (Season 4): The Waverly, located at 136 Waverly Place in Greenwich Village, served as the home of newly-divorced Don Draper.



1-800-526-5760