

# Hercules

Fall 2018 Edition of the Herculean

The Smart Choice in Laundry



## What to expect inside this issue...

- We Want to Hear From You! (page 2)
- Our Unsung Heroes in the Installation Coordination Department (pages 6-7)
- Hercules ♥'s Upstate New York (page 11)...and
- All of our **NEW** and **RENOVATED** Hercules Rooms!



# What's on **Your** Mind?



## **We** Want to **Know.**

Our goal is a safer, more efficient and more technologically advanced laundry room for all of our residents. Together we can achieve this goal.

That's why we want your input and feedback.

**Simply contact me directly at:**

**<http://hercnet.com/ask-andrew/>**

**ANDREW MAY**

**PRESIDENT AND CEO**

It's the easiest way to have your say!



# 7 East 14th Street New York City



The Victoria is a classic 1960s white-brick building located on 14th Street between Union Square West and Fifth Avenue. It was built in 1964 and converted to a cooperative in 1986. Approximately 486 units are divided between two wings, with over 22 floors.

In January 2018, Hercules installed a mix of Maytag Energy Advantage Front Load washers, Maytag Top-Load washers, Maytag Commercial Single-Load Super Capacity stack dryers, and Wascomat W-series 30lb washers.

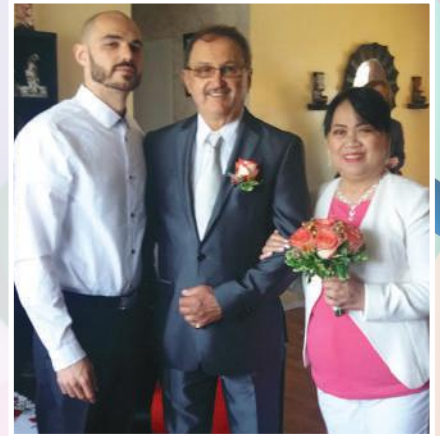


# Hercules Happenings



**MARK EISLER**, Hercules VP of Sales and his son, PJ, attended a performance of *A Man & His Prostate*, starring 7-time Emmy Award Winner and Past President of the Screen Actors Guild, Ed Asner, at the Union County Performing Arts Center in Rahway, NJ on March 24, 2018. *A Man & His Prostate* is based on the true-life experience of Ed Weinberger's vacation to Italy that took an unexpected turn. Dealing with prostate cancer on a personal level, the play was created and written by Ed Weinberger, who, like Asner, has earned numerous Emmy Awards for his television work. After the show, Mark and PJ visited Mr. Asner backstage.

**TRIVIA** – Ed Asner is the only actor to win an Emmy playing the same character in 2 different series on TV (*The Lou Grant Show* and *The Mary Tyler Moore Show*).



**NICK BUNEAU**, Hercules Service Technician, was married to Gloria Escoltos on Saturday, April 28th, at his home in Matawan, NJ. Also shown in the photo is Nick's 32 year old son, Nick Jr.



On May 31st, Hercules was a Pink Diamond Sponsor at the 2018 Maurer Foundation Golf Classic in support of Breast Cancer Health Education, at Meadow Brook Club in Jericho, NY. Golfers from Hercules (left to right) included **JAY OSMAN**, **MARK LUBIN**, **STEVE CALAME** and **BARRY HELLER**. Former 1969 NY Jets center John Schmidt (center of photo), and teammate of Joe Namath, was on hand in a "Beat the Pro" competition.



Caryn Heller, daughter of **BARRY HELLER**, Vice President of Marketing at Hercules, became engaged to Matt Hernandez in April, with a May 2019 wedding planned in California where they reside.



Please welcome to the world Lina Rae Rodgers, born May 25th to parents Simon and Emily Rodgers of Denver, CO. Lina is the first grandchild to new grandparents **NEIL** (Director of MIS) **AND VICTORIA RODGERS**. Congratulations to the Rodgers family.



**SHEILA SINGER**, Executive Assistant to Andrew May, welcomed a new granddaughter on May 6th. Madison Joy joins big sister Carly.



On Saturday, May 19th, **MICHELLE CASSEESE**, Hercules Procurement Manager, and her son Joe, participated in the Survival Race at Long Island Sports Park in Calverton, NY.

# 150 East 39th Street New York City



Dryden East, a 17 story, 135 unit luxury rental building, was built in 1928 and is located in Manhattan's Murray Hill section, between Lexington and 3rd Avenue.

"The residents here at Dryden East are really enjoying their new laundry room! The washers and dryers are easy to use. The room is also inviting to use, which has resulted in more and more of our residents taking advantage of the new laundry room."

Leslie Kiwacz, Property Manager  
Dryden East



# In the Spotlight

TONI RUBIANO  
MEGHAN CALLAHAN  
HEATHER WINICK

## *The Hercules Installation Coordination Team*

### **TONI RUBIANO**

#### **What are the most current books that you've read?**

I'm an avid Knicks fan, so I've read numerous books dealing with the teams of the seventies. But my guilty pleasure has been 50 Shades of Grey & the books in that series.

#### **Most interesting or most unusual summer job?**

I babysat a 7-year-old who beat me up regularly and tortured me daily. I often wonder how he turned out.

#### **Last time I danced?**

This past weekend in my house with my Uncle Michael. When Uncle Michael is around, you dance!

#### **Favorite sports team?**

Everyone who knows me knows the answer – Yankees, Knicks and the Jets.

#### **What would we find in your refrigerator right now?**

Bottled water, eggs, and lots of liquids. Also, every conceivable cereal.

#### **What would you do if you won the lottery?**

I'd go on an endless shopping spree in Manhattan. Who needs vacations! I'm partial to Chanel pocketbooks, although I've never actually owned one...but I'm looking for my first.

#### **Favorite childhood TV show?**

Swans Crossing and I got to meet the entire cast when they filmed the show in Astoria. When I was very young, my favorite show was "The Great Space Coaster."

#### **Favorite snack food or favorite guilty pleasure food?**

Chocolate peanut butter ice cream.

#### **Favorite current or old movie?**

Ocean's Eleven – the original and the new one. What a great looking cast!

#### **What was your first car?**

A silver Toyota Corolla.

#### **Favorite quote?**

"In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing."  
Theodore Roosevelt

#### **If you could go back into the past, where would you go?**

Definitely the fifties! I love the clothes and the styles!

#### **Three companions (alive or deceased) to join you for dinner?**

Barbara Streisand, George Michael and my boyfriend Enzo.

#### **What celebrity annoys you the most?**

Sofia Vergara from Modern Family. I just can't take that loud voice.

#### **If you could be a member of any TV-sitcom family, which would it be?**

I'd definitely be Jack's second wife on "This is Us."



Toni Rubiano, Heather Winick and Meghan Callahan (left to right)

# In the Spotlight

## **MEGHAN CALLAHAN**

### **What are the most current books that you've read?**

The current night time reading in my home is "Goodnight Moon" & "P is for Potty". The life of a toddler Mommy!

### **Most interesting or most unusual summer job?**

I waitressed at a Country Club in Nassau County all through High School. Not extremely interesting but I was able to pay cash for my first year of college!

### **Last time I danced?**

We have a dance party in the car (every morning) on the way to drop my daughter off at Daycare. She loves music!

### **Favorite sports team?**

NY YANKEES – My Grandfather had me at my first game at 3 yrs old.

### **What would we find in your refrigerator right now?**

It's a Monday, so food is prepped and ready to go for the week. Grilled Chicken, Turkey burgers, Brown Rice & Beans, plenty of green veggies... and Strawberries, I must ALWAYS have Strawberries for the little one.

### **What would you do if you won the lottery?**

PAY OFF MY STUDENT LOAN!!!!

### **Favorite childhood TV show?**

90210.

### **Favorite snack food or favorite guilty pleasure food?**

Peanut Butter & Chocolate...Combined is even better!

### **Favorite current or old movie?**

My Favorite old Movie is Gone with the Wind. I watched it every NYE with my Mom. My favorite New Movie is Bridesmaids. I'll watch it every time it's on TV.

### **What was your first car?**

1985 Toyota Camry – It had 289K miles on it when it was handed down to me!

### **Favorite quote?**

"To find, to love, to lose, & if God wills, to someday find again." My Grandfather found this quote during WWII & carried it in his wallet forever. When my grandma passed away, he took the smallest piece of paper out of his wallet and showed it to me. This quote represents the true meaning of soul mates to me.



Heather Winick, Toni Rubiano and Meghan Callahan (left to right)

### **If you could go back into the past, where would you go?**

My early 20s!!! I plead the 5th on what decade.

### **Three companions (alive or deceased) to join you for dinner?**

My Mom, Grandma & Grandpa (her parents) – 3 of the best people in my life and I miss them all dearly.

### **What celebrity annoys you the most?**

I can only choose ONE? Tom Cruise! He irritates me.

### **If you could be a member of any TV-sitcom family, which would it be?**

The Golden Girls!!! I've been watching the show since I'm a little girl! Those ladies feel like family already! And they always have such a blast.

## **HEATHER WINICK**

### **What are the most current books that you've read?**

The Language of Letting Go – by Melody Beattie. It's a daily meditation book.

### **Most interesting or most unusual summer job?**

I used to book appointments for replacement window estimates at summer fairs.

### **Last time I danced?**

I dance all the time in my car.

### **Favorite sports team?**

Mets and Giants

### **What would we find in your refrigerator right now?**

Liquid egg beaters and a bunch of different cleanses. I'm afraid of getting the shell of an egg in things when I bake and I'm always trying to do the newest fad cleanse.

### **What would you do if you won the lottery?**

Buy every Gucci bag in every color.

### **Favorite childhood TV show?**

Full House.

### **Favorite snack food or favorite guilty pleasure food?**

Cucumbers and Hummus, guilty of eating the entire container.

### **Favorite current or old movie?**

Clueless!

### **What was your first car?**

Hyundai Tiburon.

### **Favorite quote?**

"One Day At A Time" – I have it tattooed on me.

### **If you could go back into the past, where would you go?**

A party thrown by The Great Gatsby.

### **Three companions (alive or deceased) to join you for dinner?**

My Daddy (to see him one more time.)  
Channing Tatum (for a little eye "candy.")  
Christian Louboutin (to dress me and pay for the dinner.)

### **What celebrity annoys you the most?**

It annoys me that I'm not a celebrity.

### **If you could be a member of any TV-sitcom family, which would it be?**

A Kardashian! DUH!

# 330 East 46th Street New York City



Ambassador East is a 13-story, 205 unit rental building, built in 1961, in Turtle Bay located between First and Second Avenues.

"The tenants have all commented on how happy they are with the new laundry room. The room is spacious and the washers and dryers work so efficiently!!"

Leslie Kiwacz, Property Manager  
Ambassador East





# Dryer Lint Artist

## Gets Brush with Fame: On "To Tell the Truth" TV Show

On June 17, 2018, Heidi Hooper was a contestant on ABC's "To Tell The Truth" as celebrity judges, including actor and director Mel Brooks, were asked to determine which one of the 3 contestants was the real **award-winning dryer lint artist?**

### How did you first begin working with dryer lint and creating artwork?

I have a Bachelors degree in Sculpture from Virginia Commonwealth University and a Masters in Metalsmithing from Massachusetts College of Art. In 1999, I was afflicted with cancer, with limited use of my right arm. So instead, I started looking for something else to fulfill my artistic needs.

### How do you obtain all the lint that you use for your artwork?

Most of the lint that I get is sent to me from all over the country. I even have lint from London. People see my web page, or they've been in a Ripley's Museum and contact me. I probably average 3-4 envelopes of lint each week in the mail.

### How much lint do you have in inventory at home?

I have 787 large cardboard boxes of colored lint at home, plus several large tubs of gray lint for larger paintings.

### Do you use any special tools or instruments to create your artwork?

The lint is unrolled so it's flat, and it's stored that way. I put it between sheets of paper in storage. Then I use tweezers to separate the lint as I create the artwork.

### Is this a very popular form of artwork that many others also do?

When I first started years ago, there was one other person doing this, and she was retired, based on my research on the internet. Now "recycled art" is much more popular.

### Any preference in what you create with the lint – animals, politicians, abstract art?

I have no real preference, although my artwork seems to focus more on people's pets. I work from a photograph and usually I ask for 3 versions of the pet's head, so I can really capture all angles.

### Where is your artwork displayed?

"Ripley's Believe it or Not" museums are in almost every state and even in many countries. I exhibit with them and in fact, Ripley's opens an average of 25-30 new Ripley's around the world each year.

### What was it like appearing on the new version of "To Tell The Truth" and how did you get discovered?

The show contacted me and then it was more than a year until I heard back. They flew me out to Burbank, CA and we taped the show and then it didn't air for another year. It's been a long process – both exciting and scary. It was great meeting the judges – especially Mel Brooks and Bill Hader. They notified me 2 weeks before the show aired, to tell me the date. Just before I went on stage, they told me to be entertaining but not too entertaining. They also told me to give a good performance but not to ham it up – leave that to the professional actors who were the judges.



Heidi Hooper can be contacted at: [heidihopper@gmail.com](mailto:heidihopper@gmail.com)  
or if you are interested in mailing Heidi any of your dryer lint,  
her mailing address is:  
Heidi Hooper  
P.O. Box 349  
Tannersville, PA 18372

# HERCULES CORPORATION WINS

## Multi-Housing Excellence Award from Maytag® Commercial Laundry



ST. JOSEPH, Mich. (May 31, 2018)—Hercules Corporation, located in Hicksville, New York, was recently recognized with the Maytag® Commercial Laundry Multi-Housing Excellence Award at the brand's 59th Annual Meeting in Providence, Rhode Island. This is the fourth time that Hercules has received this award. This honor was given to Hercules Corporation because of its commitment to outstanding service, and its demonstrated achievements within the multi-housing segment, including co-ops, condominiums, rental buildings, and colleges and universities.

"Hercules Corporation instills a culture in which remarkable service is expected, and providing that level of service to its customers is just part of its everyday business operation," said Trey Northrup, General Manager of Maytag® Commercial Laundry.

"We applaud Hercules for always maintaining a professional image when representing the Maytag® Commercial Laundry brand."

"This is indeed an honor and privilege to accept this award," said Andrew May, CEO and President of Hercules Corporation. "We believe in the Maytag® brand and appreciate the opportunity and products they provide for us to deliver to our customers."

In 2017, Hercules Corporation was a recipient of the Star Performer Award and the Maytag® Red Carpet Service Excellence Award. Hercules Corporation was also honored with the Fred Maytag Award and the Star Performer Award in 2016. With a commitment to customer service, Hercules Corporation is a third-generation family business, and has been in business for almost 60 years.

Andrew May, Adam May, Paul Finkelstein and Andy Tegan were on hand to receive the award, presented by Chad Lange, President of North American Sales for Maytag Commercial Laundry.

## HERCULES EMPLOYEE Q&A

### "WHAT PARENTING RESPONSIBILITY OR ADULT CHORE DO YOU WISH YOU COULD DELEGATE?"



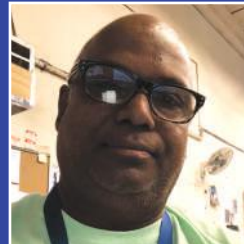
**George Ledson (Service):** I have a number of things I'd like to delegate, including cooking dinner nightly and remodeling my home.



**Roberto Maldonado (Service):** I love being a father but the only thing I dislike is washing and folding kids clothing.



**Mark Eisler (Sales):** I have three dogs. I would like to delegate the responsibility of cleaning up all the dog poop in my backyard on a weekly basis. I hate dog poop!



**Tony Persaud (Warehouse):** I'd like to delegate the responsibility of driving Miss Daisy (my wife) around on Sunday. I hate taking her shopping.



**Christine Franke (Sales):** Living with 8 year old twins equals plenty of dirty clothes. I really dislike laundry (sorry Hercules!) and wish a little Maytag man could do daily wash and fold for me!



**Michelle Hartman (Accounting):** I'd definitely like to delegate the paying of bills. It's something I'd rather not do!



**Ursula D'Ambrosio (Accounting):** Diaper changing...WORST job ever



**Dan Horowitz (Sales):** I'd like to delegate ironing.



**Dan Elkins (Collections):** Trying to convince a parent they shouldn't be driving a car anymore.



**Geoffrey Siegel (Service):** Folding Laundry. As if I don't spend enough time in laundry rooms.

# HERCULES UPSTATE NEW YORK

## 38 Casey Lane Bath, New York

Fairside Apartments is a charming apartment community located in Bath, New York.

"I'm thrilled with the overall look of the new laundry room and the new machines from Hercules. Previously, our older machines from our other laundry provider were constantly requiring service, which created a significant hardship for our residents. I'm especially happy with the new Maytag Front Load washers and our residents appreciate the convenience of using the new Hercules CleanPay Mobile App System."

Julie Reep, Community Manager  
Conifer Realty



## The Delaware Tower Condominium 1088 Delaware Avenue, Buffalo, NY



Neighborhood plays an important part in what the Delaware Tower has to offer its residents. The seventeen story, 155 units plus condominium offers services second to none in the Buffalo area.

"Hercules was able to accommodate our needs for our new laundry room based on the schedule that we jointly prepared. We were working with the removal of our previous laundry provider's machines and it was imperative that there was absolutely no downtime. Our Hercules Account Manager, Glenn Smith, along with the entire Hercules installation team, worked tirelessly to ensure that the overall transition was seamless and our residents were never without the use of the laundry room. Our residents love the new Maytag machines and the room is a hit!"

Joe Urbanczyk, Building Manager  
The Delaware Tower Condominium

# TIPS, TRICKS AND LAUGHS!

## THROW IN THE TOWEL



Into the washer, that is. Towels can breed bacteria and other microbes, contact with which can lead to infectious disease, according to new research. When you dry your hands, germs get transferred onto the towel. "Then bacteria like E. coli and salmonella can grow because of the high moisture content," says Charles Gerba, Ph.D., a microbiologist at the University of Arizona. Use these tips from Carolyn Forte, director of the Good Housekeeping Cleaning Lab.

**Dry 'em out:** Hang towels on rods (not hooks) for faster drying, which will help prevent mildew.

**Switch 'em up:** Bath towels should be changed about every three days, and hand towels every one to two days.

**Wash in hot water:** Many new machines have sanitizing cycles that ensure the proper cycle length and temperature to kill germs and dry at least 45 minutes before folding.

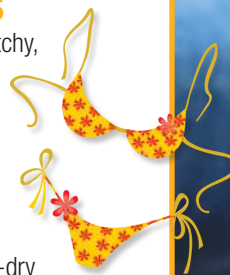


## CAN I WASH MY GARDENING GLOVES?

Yes! Many types, like ones made of 100% cotton or coated with rubbery nitrile for durability, can be machine-washed. Let any mud on them dry, then brush off the loose dirt before cleaning. Use a spritz of prewash spray to help remove set-in stains. Leather gardening gloves should be hand-washed in cold water and mild detergent - just put them on and wash your hands in the suds, then rinse and blot well.

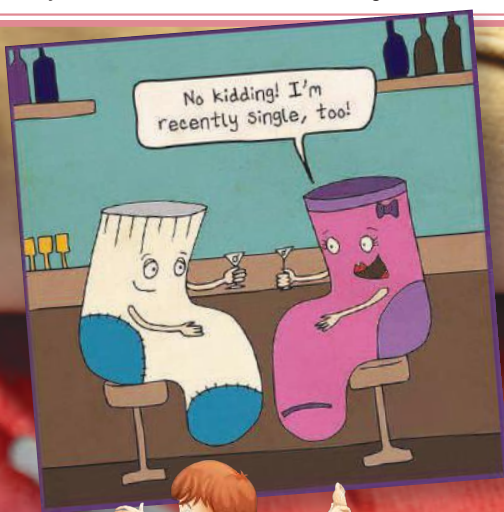
## BATHING SUITS

To keep spandex stretchy, hand-wash suits in cool water with mild detergent or, if you must, machine-wash in a mesh bag on the most delicate cycle. Skip the dryer and air-dry instead.



## SKIP BULK BLEACH.

Bleach can lose its effectiveness after a year, so resist the urge to buy in bulk. Instead, buy the supermarket brand for the best price.



## YIKES! A T-SHIRT BLED ONTO MY FAVORITE WHITE SHIRT IN THE WASH. IS IT RUINED?

**A:** Don't worry, we've got this! A stain like yours (when one item bleeds onto another as opposed to when a garment bleeds onto itself) will be history with Carbona Color Run Remover, a powder that erases color runs from whites and colorfast fabrics. In a sink, mix one pack of Carbona in three gallons of the hottest water safe for your sweater. Immerse the sweater, stir for a minute or two. Rinse, then wash with detergent. For a full load, use two or three packs in your washer.

## WORKOUT GEAR

High-performance fabrics can stink even after laundering. For a deep clean, wash them promptly, inside out, in a small load, in warm water. Pour in an odor eliminator like Febreze with your detergent.



## BLACK-AND-WHITE STRIPED PIECES

Hmmm...do these get washed with the lights or darks? Test a dark stripe with a drop of water to see if it bleeds. All clear? Go ahead and toss it in with the light colors. Wash with other darks, and you risk turning the white stripes to gray.



LAUNDRY DAY IS WHEN I HAVE NOTHING LEFT TO WEAR



EXCEPT MY WEDDING DRESS

# 1787 Madison Avenue New York City

So easy, even a child can do it!



1787 Madison Avenue, a 96 unit, 8 story cooperative building, built in 2003, offers every feature one would expect from one of the best residential buildings in Central Harlem.

"Our residents are extremely happy with the newly expanded laundry room. Hercules renovated and expanded the laundry room, taking advantage of additional space that we had. The new machines look great and operate efficiently."

David DeGidio, Vice President  
Maxwell Kates



# HERCULES 2018



# SUMMERTIME FUN!



# 606 West 57th Street New York City



At the intersection of Hell's Kitchen, the Upper West Side, and the 57th Street corridor, Manhattan's second largest residential rental building, rising 44 stories and managed by TF Cornerstone, 606 West 57th Street redefines riverfront living in midtown. Hudson Yards is the fast-awakening neighborhood situated on Manhattan's far West Side, along the Hudson River, stretching between West 30th Street and West 43rd Streets.

"This building was new construction. We created a new, modern laundry room, with a great deal of space for the residents to comfortably do laundry. Hercules installed new Maytag stack washer/dryers, Maytag Multi-Load stack dryers, and Wascomat Front Load washers along with new room amenities. Our residents are also very happy with the new Hercules CleanPay Mobile App."

Ross Gabel, Property Manager  
TF Cornerstone Inc.





# 4812 University Court Niagara Falls, New York



Riverpointe Townhouses, located at 4812 University Court, sits on a spacious property on the Lewiston-Niagara Falls Border near Niagara University, Canadian Border crossings and Historic Lewiston.

"Our Hercules Account Manager, Glenn Smith, was extremely helpful in working with us to transition from our existing laundry provider to Hercules. Our residents are using the new CleanPay Mobile App and are happy with everything in the new laundry room. The room is clean and extremely inviting to use by our 110 residents, with freshly painted walls, new Maytag machines and the new Kiosoft card revaluing system."

Tracey Gariano, Regional Manager  
Apartments Niagara



# Sarah Lawrence College One Mead Way, Bronxville, NY



Sarah Lawrence College is a private liberal arts college, located in Westchester County, NY.

"Andy Tegan, Hercules' Vice President of Equipment Sales, worked with our Maintenance Director, Anthony Ricci, in the design and overall layout of the new Hercules laundry rooms throughout the campus. The feedback we've received from our students living on the campus has been extremely positive. The rooms received simple, yet beautiful makeovers with each being painted, new flooring installed and new energy efficient washers and dryers, which reduces our school's energy costs."

Maureen Gallagher  
Assistant Vice President For Facilities  
Sarah Lawrence College





Tracy Brickle, behind the counter of his store in Evans, Georgia



**The Green Jacket is, arguably, the most coveted prize in all of golf.**

# FUN FACTS about the MASTERS GREEN JACKET...

**and who makes sure the jackets are in top shape**

## *Did you know...*

- One story about how the idea of the green jacket came to be – Augusta National co-founder Clifford Roberts figured it was a way to identify club members as “reliable sources of information” to visiting non-members – and to let waiters know who got the check at dinner.
- Since 1967, Hamilton Tailoring Company of Cincinnati, Ohio has been the exclusive maker of the green jacket. But don’t even think about trying to order one for yourself – Hamilton Tailoring does not accept orders from the general public for Pantone 342 jackets.
- The only people who have a green jacket are the tournament’s champions and the club’s exclusive (and private) list of about 300 CEOs and power brokers who are members.
- The owner’s name is stitched on the inside label of the jacket.
- Because of all the materials used, it takes roughly a month to make a single green jacket from start to finish.
- Green jackets are kept on club grounds and taking them off the premises is forbidden. There is an exception – the Masters Champion can take the jacket home and return it to the club at the next Masters.
- The green jacket you see the winner slip into on Masters Sunday? That’s just for the presentation. The winner later receives his custom green jacket to wear when on the Augusta National grounds, and is allowed to keep it for one year.
- Tracy Brickle, owner of Brickle’s Cleaners in Evans, Georgia dry cleans the green jackets at Augusta National for \$6.81. He’s just a 15-minute drive from the famed golf club’s Magnolia Lane.
- Brickle’s Cleaners runs the jackets through their massive dry-cleaning machine for exactly 47 minutes and 53 seconds, then uses a pedal-operated steam press to flatten out the wrinkles. They are transferred to a shoulder stand for one final, careful inspection, with Brickle eyeing every crease and thread.
- The green jackets have seen their share of adventures (and stains) - Bubba Watson wore his green jacket while eating at Waffle House; Phil Mickelson took his through the drive thru at Krispy Kreme; Tiger Woods said he brought his to bed; Adam Scott partied so hard with his at an Australian pub, a button fell off, and Sergio Garcia donned it at his wedding, at a Real Madrid soccer match and to ring the opening bell on Wall Street.

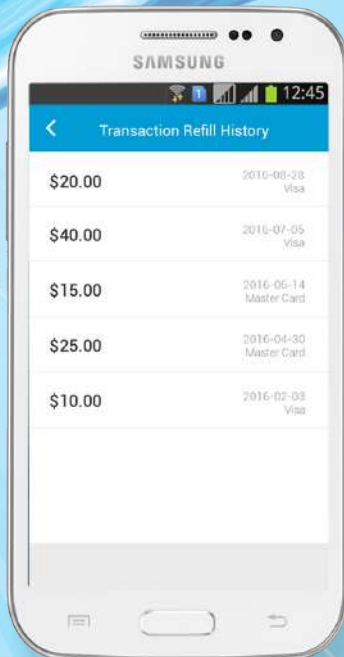
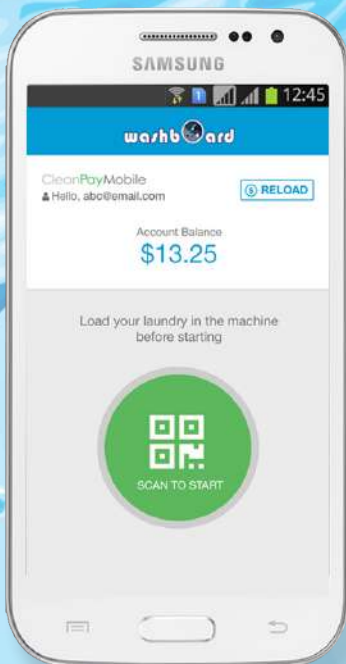


“I’m excited to introduce the newest in technology from Hercules. Just download the app, scan the QR code and start the washer or dryer. It’s that easy!”

# 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

