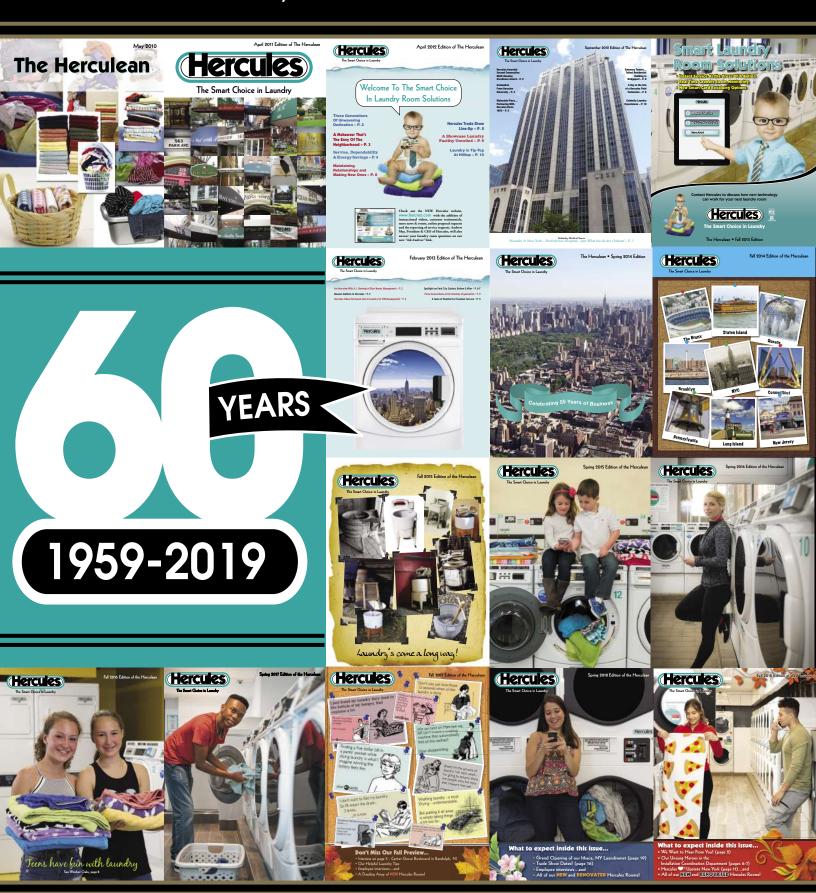


The Smart Choice in Laundry

## **ANNIVERSARY EDITION**





This year, we are celebrating our 60th Anniversary! Building on 60 years of brand loyalty is something we all take very seriously at Hercules. My father, Alfred May, founded the company back in 1959, and never thought that Hercules would evolve into the company it has become today. In fact, back in 1959, he never would have dreamed that the laundry business would be what it is today, with technology being at the forefront within the industry.

Al May passed away exactly one year ago, at the age of 88. He was a true pioneer. He knew, or at least hoped, that when he founded Hercules with two washers, one dryer and an old truck, out of a storefront on Utica Avenue in Brooklyn, and built the company into the largest family-owned laundry room provider in the country, that perhaps he was on to something!

As the CEO of Hercules, along with my son, Adam, we are continuing to take up where Al left off, with a continued commitment of making the overall experience of doing laundry, pleasurable, customer friendly, and for those who embrace technology, offering new and innovative laundry room solutions. Al said it so succinctly when he said "traditional values mixed with hard work has been Hercules' philosophy and has guided us for more than 50 years." Now it's 60 years and counting, with Hercules operating laundry facilities in over 5,000 co-ops, condominiums, rental buildings and colleges/universities in New York, New Jersey, Connecticut, Pennsylvania and Delaware, servicing landlords, property managers, and co-op and condominium boards.

We hope you enjoy the Spring 2019 Anniversary Edition of the Herculean. We remain committed to all of our customers, and welcome the opportunity to continue as your trusted adviser on the design, management and operation of your laundry rooms.

Please consider this an open invitation to share story ideas, laundry anecdotes, feedback and more with us at hercnet.com/ask-andrew/



## 392 Central Park West New York City, NY

CPW Towers, built in 1961, is located steps from Central Park, on the Upper West Side of Manhattan. 392 Central Park West, with more than 400 residences, is a full-service, 19 story luxury condominium with a wide array of amenities and services, including a new modern Hercules laundry room.

Mark Eisler, Hercules Vice President of Sales, worked with On-Site Managment Executive, Judith Buissereth from Akam Associates, in the transformation of the building's new laundry room, with Wascomat 20lb and 30lb capacity Front Load washers, American Dryer 20lb capacity Tumbler dryers and 30lb capacity Stack dryers, and the new Kiosoft Credit Card revaluing machine with Mobile App. Hercules also installed new flooring and freshly painted the walls to the delight of the residents.











## 191 Willoughby Street Brooklyn, NY



University Towers, a gated community of three buildings, is a post-war co-op building located at 191 Willoughby Street. The building contains 182 units, rises 15 stories, and is located in the historic neighborhood and cultural center of Fort Greene, Brooklyn.

Hercules Account Manager, Mark Lubin, worked with FirstService Residential Property Manager, Michael Urena, to provide the building with the latest in laundry room equipment and technology, including Wascomat 20lb, 30lb and 45lb capacity Front Load washers, American Dryer 20lb capacity Tumbler dryers, and the Kiosoft Credit revaluing machine with Mobile App.











# Hercules Joins a Community of Caring in Making the Family House a 'Home'

Gift of Life Family House serves as a "Home Away From Home" for transplant patients and their families by providing temporary, affordable lodging, and supportive services to those who travel to Philadelphia, Pennsylvania for transplant-related care at one of Philadelphia's eight area transplant centers. Hercules received the following letter from Sara Cohen, Development Manager with the Gift of Life Family House.



We had a very special wish granted...

...we have new laundry machines!

This fall, our friends from Hercules, a laundry room equipment provider from Long Island, NY, generously donated five brand new washer and dryer sets to the Family House!

Imagine having to suddenly relocate to a city you've never been to—you have to find a place to stay, food to eat...the last thing on your mind may be where to wash your clothes. You might not even have detergent, a laundry basket, or quarters to put into machines at the laundromat.

Because our guests can take the stairs or elevator right to our laundry room, they don't have to worry about how to get their personal belongings to and from a laundromat. This convenience helps make the Family House feel like "home" and gives our guests more time to focus on what's most important—taking care of themselves and their loved ones.

"What the Gift of Life Family House provides to its residents and their families, in terms of support and inspiration, is truly heartwarming," Andrew May, President and CEO at Hercules, says.

"After our Hercules Account Manager, Tom Jeppestol, brought to my attention the needs of the Family House with respect to their laundry facility, I didn't hesitate for a minute in determining how we could support such a worthwhile organization. The patients and their families certainly have enough to deal with, waiting for transplants and follow-up appointments. It's my pleasure to be able to help make their stay at Family House as comfortable and stress-free as possible."

The new washers and dryers will allow our guests to do their laundry for free during their stay. They can put their clothes in the wash, head back to their rooms or make a snack in the kitchen, and come right back down when they're ready to be switched.

Thank you so much to Andrew and everyone else at Hercules who made this wonderful gift possible!

Are you from an organization looking to give a charitable gift? At the Family House, we can always use a hand to help serve our transplant families. If you're interested in making a gift, please contact Sara Cohen, Development Manager, by email at scohen@giftoflifefamilyhouse.org or phone at 267-546-9800.













## See Gabrini Boulevard New York City, NY

This beautiful co-op building, located in Washington Heights and overlooking the Hudson River, was built in 1942. With 110 units in 2 buildings connected by a breezeway, Mark Eisler, Hercules Vice President of Sales, was excited to again work with Don Wilson of Blue Woods Management, and the President of the building's board, Ivan Hurwitz, in designing the building's new Hercules laundry room. With a combination of Maytag High Efficiency Front Load washers, Wascomat 30lb capacity Front Load washers, Maytag Super-Capacity Stack dryers, American Dryer 30lb capacity Tumbler dryers, Laundry Room Monitoring and Kiosoft card revaluing, the residents could not be happier with their new machines and new technology. Hercules also installed new tiling and freshly painted the walls to complete the overall laundry room transformation.









# HERCULES HAPPENINGS



Hercules Field Service Technician Gabriel Cruz, and his wife, Elizabeth Ciprian, are proud to welcome a new addition to the family — Andres, born on September 6, 2018, at 7lb  $\frac{1}{2}$  oz.



Congratulations to Hercules installer Kevin Barriga, and his wife Allison, on the birth of their son, Jack Liam, at 8lb, 11 oz on October 27, 2018.



Congratulations to Hercules installer, Guillermo Pino and his wife Yesinia, as they are proud parents of 7lb, 6 oz Joshua Pino born on October 20, 2018. Joshua was born at Winthrop Hospital, in Mineola, NY.



Hercules celebrated a wild Halloween with prizes for most original and scariest costume, followed by an office luncheon.



Kevin Membrano, Hercules technician, was crowned the New York State ISKA Welterweight Kickboxing Champion on June 24, 2018, in Wantagh, NY.

The fight card included three title fights. Kevin Membrano headlined the evening, and defeated Tayvonne Thomas for the ISKA (International Sport Kickboxing Association) title. In the main event between Tayvonne Thomas and Kevin Membrano, the two fighters held up to fight fan's expectations as they went toe-to-toe through three two-minute rounds of high-paced action. Membrano won all three rounds in the contest as he continually had the edge in striking.



Congratulations to Hercules technician Micah Bordes, on the birth of his son Greyson, at 7lb, 2 oz on June 19, 2018.



Hercules was proud to participate in this year's Annual Toy Drive, for St. Mary's Kids. Throughout 2018, Hercules employees generously donated toys and monetary donations, all matched by Hercules, in support of the NYBKW Charitable Foundation. NYBKW has been a sponsor of this wonderful and essential healthcare facility for many years.



# Indian Ridge Luxury Apartments 1025 Reynolds Road - Johnson City, NY

Indian Ridge Luxury Apartments, with 274 garden apartments, provides professionally maintained, luxurious apartment living in the privacy of a hilltop setting.

Service is certainly not an issue at Indian Ridge Luxury Apartments, with Hercules' Account Manager, Glenn Smith, stopping over on a regular basis each month to check each of the sixteen laundry rooms, making sure that all of the machines are fully operational. While he is there, Glenn is able to meet with the residents, address any laundry concerns presented to him and meet with Indian Ridge Apartments management. Hercules installed Speed Queen Front Load High Efficiency washers, Speed Queen Stack dryers and provided the residents of Indian Ridge with various Smart Card revaluing options for added efficiency.











Built in 1969, the Camelot, located in the Jamaica Estates neighborhood of Queens, consists of 16 floors and 344 apartments. The Camelot is a meticulously managed, full-service cooperative building.

Mark Lubin, Hercules Account Manager, worked with Property Manager, Bruce Rubel of Northern Management, along with Board President, Winfred Brown, and Resident Manager, Mike Lammen, in the design of the new Hercules laundry room consisting of Wascomat 30lb capacity Front Load washers, Maytag Multi-Load Stack dryers, Maytag High Efficiency Front Load washers, American Dryer 20lb capacity Tumbler dryers and the Kiosoft Credit revaluing machine with Mobile App.





# 149-35 Northern Boulevard Flushing, NY



149-35 Northern Boulevard, is a rental building, built in 1959 with 6 stories and 146 units, located in Flushing, Queens.

Steve Lavelle, Ventura Land Corp Property Manger, and Andy Tegan, Hercules Vice President of Commercial Equipment Sales, designed the new Hercules laundry room with Wascomat 20lb and 30lb capacity Front Load washers, along with Maytag Multi-Load 30lb Stack dryers, and American Dryer 20lb capacity Tumbler dryers, and the Kiosoft Credit Card revaluing machine with Mobile App.





## Hercules Milestone Employee Anniversaries



Edilberto Arvelo	1/20/14	5 years
Eduardo Vicuna	1/27/14	5 years
Eshok Stewart	1/27/14	5 years
Michelle Hartman	3/19/14	5 years
Ursula D'Ambrosio	3/31/14	5 years
Cinthia Engel	6/9/14	5 years
Juan Santana	7/7/14	5 years
Alex Pikovsky	7/21/14	5 years
David Aizic	. 10/13/14	5 years
Ray Lee	. 10/13/14	5 years
John Montalban	. 10/27/14	5 years



Mark Lubin	3/23/0910 years
Lionel Volcy	4/6/0910 years
Marcos Herrera	4/14/0910 years
Angel Cuevas	5/4/0910 years
Zhen Liu	6/15/0910 years
Takur Toolaram	. 6/22/0910 years
Toni Rivara	7/1/0910 years
Paul Finkelstein	7/27/0910 years
Andy Tegan	9/28/0910 years
Michelle Cassese	10/12/0910 years
Bryan Teufel	12/14/0910 years
Bobby Parker	12/21/0910 years



Geoff Siegel	4/16/04	15 years
Devon Snaith	. 8/4/04	15 years



John Abraham	3/1/99	20 years
Timmy Wadhwa	3/29/99	.20 years
Tom Jeppestol	10/12/99	.20 years
Mark Heffler	10/12/99	20 years



Jerome Hampton ......9/27/94 ..... 25 years



 Happy Anniversary!

## My Firest Care

#### **Mark Lubin**



MARK LUBIN, has been an Account Manager since 2009. When Mark isn't reminiscing about his long lost car, he enjoys golf, bike riding and his weekly game of billiards.

#### WHAT WAS YOUR FIRST CAR?

A 1971 Blue Pontiac GTO, 4 speed transmission.

#### **HOW DID YOU ACQUIRE IT?**

I purchased the car from the original owner. I had my eye on the car, years before I had my license.

#### WHAT IS YOUR FAVORITE MEMORY OF THE CAR?

The best times were driving down to the beach with the top down.

#### **WHAT HAPPENED TO IT?**

I sold the car in 1978. I couldn't afford the gas, as it got only 8 miles to the gallon. It also lacked power steering! I paid \$1,350.00 for the car and the car supposedly is now worth in the neighborhood of \$100,000.00 in mint condition.

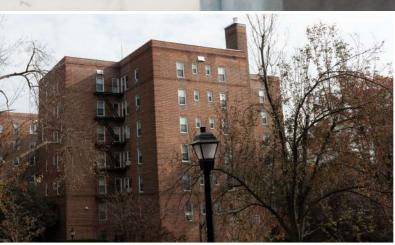
## 5610-5650 Netherland Avenue Riverdale, New York



Netherland Gardens is a post-war co-op building, completed in 1949, in the Bronx's North Riverdale neighborhood. Situated at Netherland Avenue at the corner of 246th Street, Netherland Gardens is a private 462 unit cooperative community, comprised of 11 buildings and 7 laundry rooms.







Hercules installed the very latest equipment in the community's 7 laundry rooms, including Maytag High Efficiency Front Load washers, American Dryer 20lb capacity Tumbler dryers, and a Kiosoft card revaluing unit with Mobile App. Hercules also conducted multiple laundry room open houses for the residents, demonstrating how all of the new equipment operated.





# HERCULES EMPLOYEE Q&A

#### **'WHAT WAS THE MOST MEMORABLE CONCERT YOU ATTENDED?'**

**Ursula D'Ambrosio (Accounting):** 98 Degrees back in 1999 when I was in the 8th grade. I cried because I touched Nick Lachey's hand. I was a loser, I know.



BEATLES

**Sheila Singer (Executive Assistant):** I saw the Beatles at Shea Stadium. I remember that I couldn't hear a single note with all the screaming. I also saw a Tom Jones concert and Tom kissed me!

**George Ledson (Service Manager):** Pink Floyd – Momentary Lapse of Reason on October 6, 1987 at Madison Square Garden. The special effects and lighting along with the music were amazing.





**Heather Winick (Installation Coordination):** I've seen my favorite punk rock band, "Mest" 10 times. I was in my senior year of High School when I finally got to attend a meet and greet for autographs after. I said to the lead singer "OMG I've loved you since the 6th grade" He said "And what are you in 7th now?" I was so offended but still so happy he talked to me.

**Dan Horowitz (Sales):** I remember my first concert, John Mellencamp at PNC Arts Center in NJ. My sister and I borrowed our mother's station wagon and tailgated before the concert. At the time, our parents didn't really sanction the idea of us going to concerts, but they liked that Mellencamp was mainstream and clean-cut.



**Michelle Cassese (Accounting):** John Cougar Mellencamp at Jones Beach Theater, August 1994. He played his whole set in the pouring rain. We got down to the orchestra area and danced in the rain for the whole concert.



**Erik Martinez (Service):** The most memorable concert I've been to was a Billy Joel concert. There was an audience member who was really inebriated dancing with strangers and the audience member was escorted out as Movin Out was being played.

Mara Matos (Intern): The most memorable concert I've attended was my very first. It was a graduation gift, and my mother took me and my cousins to a summer festival at the Jones Beach Nikon Theatre. It's such a vivid memory for me partially because I was out until 12:30 on a school night while only being

in the fifth grade!

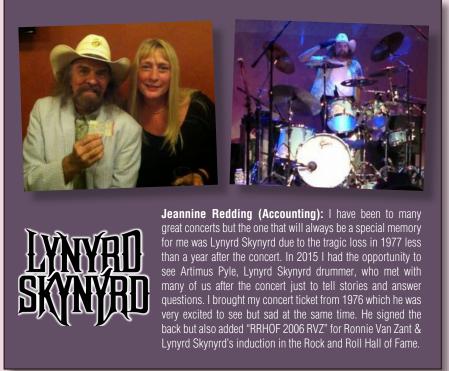
# Doop Purplo

Mark Lubin (Sales): My first concert was Deep Purple in 1974 at the Nassau Coliseum. The guy in the seat in front of us brought his pet boa constrictor (in a pillow case) and he had it wrapped around his neck throughout the concert. I was terrified of snakes then and still am!

**Eshok Stewart (Service):** My most memorable concert was called the Jamaica Summer Festival, also known as 'Sumfest' which was in Montego Bay, Jamaica. The reason for it

being my most memorable, was simply because I got to go backstage and meet some of my favorite artists growing up in Jamaica.





### 6318 City Avenue Philadelphia, PA





6300 City Apartments, in the Overbrook neighborhood in Philadelphia, PA, provides premier off-campus housing with a brand new Hercules laundry room, to surrounding colleges and universities in the suburbs of Philadelphia. The brand new apartments at 6300 City are conveniently located just steps from Saint Joseph's University.

# 4801 Stenton Avenue Philadelphia, PA







Built in 1925, this 53 unit building is located in East Germantown, Northwest Philadelphia. Tom Jeppestol, Hercules Account Manager, worked with the management company of 4800 Stenton LLC, to completely transform the building's existing laundry room into an inviting, and attractive Hercules laundry room with new Maytag High Efficiency Front Load washers, Maytag Super-Capacity dryers, and a Kiosoft credit card revaluing unit.

# Happy Retirement Victor!



On Tuesday, October 16, 2018, Field Service Technician **Victor Hernandez**, retired from Hercules.

Victor had been an important member of the Hercules team for 38 years, and will be missed not only by us at Hercules, but by the many customers throughout New Jersey that Victor supported over the years. Victor had been one of the most popular technicians

in the field, based on his service time and his level of comfort in working with his customers. Victor's hard work, commitment and the many business relationships that Victor had formed, have greatly benefited Hercules.

In retirement, Victor looks forward to travelling and relaxing, and we are confident that Victor will find the same success and happiness in retirement that he had experienced here at Hercules.

We wish Victor the very best in his retirement and he will be missed by everyone.















# Weil Rodgers

Our very own Hercules IT Manager, Neil Rodgers, recently introduced us to his new hobby of beekeeping. Neil answered a few questions for us and for our readers:

1. When did you begin your new hobby? After running into a friend who had

just started beekeeping himself, 8 months earlier, I took a beekeeping class in February 2018.



- 2. Why did you get into it? I had been thinking about it for a while after hearing all of the negative impact on bees between pesticides, colony collapse and other parasite issues. The quantity of bee colonies had been in decline for decades. Honey bees wild and domestic perform about 80 percent of all pollination worldwide. A single bee colony can pollinate 300 million flowers each day.
- **3.** What happens to the bees in the winter? The hive reduces in size for its food supply. They kick out the drone bees. Honey Bees need honey to survive the winter.
- **4.** One crazy, funny or unbelievable fact about the hobby? A honey bee Queen will live between 3-5 years. Worker bees live 3 5 months. Drones die after mating with a Queen. A Queen can lay up to 2000 eggs in a week.





Bee venom is given as a shot for rheumatoid arthritis, nerve pain (neuralgia), and multiple sclerosis (MS), to name just a few medical applications.

- **5. Ever gotten stung?** 5 times so far. My reaction is minimal but, each time I have been stung, it has always been within a few inches of the previously stung spot on my left hand.
- **6. What do you do with the honey?** I add it to yogurt, ice cream and other desserts. I also give it away to friends.









# THE LAUNDRY LOW DOWN



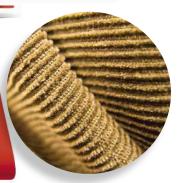
#### **SWEAT STAINS 101:**

The aluminum in antiperspirants combined with sweat causes the ugly yellow stains.
Rinse with cold water, then apply white vinegar. Wash in hot water with an enzyme detergent.

#### **CODDLE CORDUROY:**

To preserve the soft pile, turn corduroy inside out before laundering, ensuring that the garment has room to move.

Never wash with towels or items that shed lint. Iron lightly on the reverse or steam.





# GUESS THE PHOTO

The Herculean is featuring our "Guess the Photo" contest. This year, the contest will run through May 1, 2019. It's easy... the photo on the left is from somewhere taken in New York. Simply guess where, and email Lauren Maese at Lauren. maese@hercnet.com to qualify to win a \$50 American Express Gift Card. Every reader making a correct guess will be entered into a drawing to win one of three \$50 American Express Gift Cards.

FOLLOW HERCULES LAUNDRY ON SOCIAL MEDIA FOR EVEN MORE LAUNDRY TIPS & TRICKS! https://www.facebook.com/laundrybyhercules/



How often should I wash my bedding... and what about bath towels?



A: Your **bedsheets** should be cleaned weekly. But at the very least, wash them every other week. Clean **pillows** and **comforters** two or three times a year. An easy reminder: Wash them when the season changes.



**Bath towels** need a spin in the washer after three or four uses. To keep them from smelling musty between washes, hang them up and give them room to air-dry thoroughly.

## **LAUNDRY 101:** SWEATER SMARTS

#### **Machine-Wash**

Fasten all buttons, turn sweater inside out and place it in a large mesh bag. Choose cool or warm water, a gentle cycle and slow spin speed. Afterward, reshape and dry flat.

#### **Hand-Wash**

Immerse in a mix of cool water and mild detergent. Squeeze suds through; soak 15 minutes. Swish in a cold-water bath to rinse. Squeeze (don't wring), roll in a towel, reshape and dry flat.

# 2019 HERCULES TRADE SHOWS

#### March 22, 2019:

Connecticut Apartment Association Show; Foxwoods Convention Center, Mashantucket, CT

#### • March 27, 2019:

Pennsylvania Apartment Association; Valley Forge Casino Resort; 1160 1st Ave, King of Prussia, PA

#### April 2 – April 3, 2019:

Buildings NY Show; Javits Convention Center; 655 W. 34th St., NYC

#### April 10, 2019:

Property Owners Association Show (POA); Wilshire Hotel, West Orange, NJ

#### April 11, 2019:

NY Cooperator Show; NY Hilton & Towers; 53rd St & AOTA, NYC

#### • May 15, 2019:

NJ Cooperator Show; Meadowlands Exposition Center, 355 Plaza Dr, Secaucus, NJ

#### • May 16, 2019:

NY State Association for Affordable Housing (NYSAFAH); NY Marriott Marquis – Broadway & 45th St., NYC

#### May 21 – May 23, 2019:

New Jersey Apartment Association Conference & Expo (NJAA); Atlantic City Convention Center, Atlantic City, NJ

#### • June 13, 2019:

15th Annual Supportive Housing Network Conference; NY Marriott Marquis, NYC

#### September 2019 – Exact Date TBD:

NYSAFAH – Annual Upstate Conference; Rochester, NY

#### October (2nd week), 2019 - TBD:

NY Cooperator Show – Fall Edition; NY Javits Convention Center, NYC

#### October 23, 2019:

Facilities Management Expo; Hamburg Fairgrounds Event Center, Hamburg, NY

#### October 29, 2019;

NY Association of Realty Managers (NYARM); 500 Eighth Avenue, NYC

#### • **November 6 – November 7, 2019 – TBD:**

Penn Del AHMA Fall Management Conference & Expo; Dover Downs Hotel & Casino, Dover, Delaware