

The Smart Choice in Laundry

Inside This Issue

Check this out!

TAKE A **Hercules** TOUR
OF
Upstate New York

Page 6

NEW!
**SHORE
TOWERS
LAUNDRY ROOM**
Is A Sure Thing
With Its Residents

Page 9

HERCULES
Is An Advocate
For NEW
**AFFORDABLE
HOUSING**
In The **Bronx**

Page 14

INTRODUCING A NEWLY DESIGNED
HERCULES
OPERATIONS DEPARTMENT

Page 19

HERCULES
CHARITABLE
DONATIONS
INSPIRE
HOPE



Page 2





SINCE MY FATHER **AL MAY** STARTED **HERCULES** BACK IN 1959
 MY WIFE **ABBY** MY SON **ADAM** AND I HAVE GIVEN BACK TO CHARITIES THROUGH MONETARY & SERVICE
 AND THROUGH **ENHANCING THE LIVES** OF INDIVIDUALS, BY SUPPORTING
 SEVERAL **CHARITIES** THAT ARE SO IMPORTANT TO MY FAMILY.

- ANDREW MAY



HERCULES PROVIDES COMFORT AND SUPPORT FOR FAMILIES

Hercules donated new washers, dryers and a lifetime service contract for five laundry facilities at the Ronald McDonald House in New Hyde Park, Long Island, on the campus of the Steven and Alexandra Cohen Children’s Medical Center of NY. The facility provides low-cost accommodations to the families of gravely ill children being treated in the nearby hospitals.



A HERCULES PARTNERSHIP

Hercules is proud to partner with YAI/National Institute for People with Disabilities, a pioneer in life-adjustment, transitional and community-based services for people of all ages with developmental disabilities and their families. Twice a week, five interns from YAI are exposed to a variety of job duties and work environments at Hercules.

HERCULES JOINS A COMMUNITY OF CARING

Gift of Life Family House serves as a “home away from home” for transplant patients and their families, by providing temporary, affordable lodging to those who travel to Philadelphia, PA for transplant-related care. Hercules donated a brand-new laundry room, with new washers, dryers and lifetime service, allowing guests to do their laundry at no cost during their stay.



PROUD TO BE ON THE RONALD MCDONALD HOUSE TEAM

Andrew May, in donating new washers, dryers and lifetime service to the Ronald McDonald House of NY, has greatly contributed to the quality of life for the residents of the RMH. This is the largest RMH in the country and provides temporary housing for pediatric cancer patients and their families.

HERCULES RECEIVES A BIG “PAWS FIVE” FROM ANIMAL SHELTER

After hearing that it’s been a revolving door with laundry machines continually breaking down and not sufficiently cleaning bedding and towels at the Humane Society of Middletown, NY, Hercules stepped in by donating washers and dryers to support the shelter.



HERCULES SUPPORTS MUSEUM OF JEWISH HERITAGE

Andrew and Abby May are supporters of New York’s Museum of Jewish Heritage and sponsored a charity golf outing at Glen Oaks Country Club in Old Westbury, NY. The benefit event raised over \$40,000 to support exhibitions and education and cultural programs at the museum.



HERCULES SERVES AS A COMMUNITY PARTNER TO THE NYC RESCUE MISSION

Andrew May didn’t hesitate to assist the NYCRM’s need for new laundry equipment at its Lafayette Street’s facility. “Our commitment to the New York City Rescue Mission is something we believe in, as a company,” noted Andrew May.



A PARTNERSHIP TO PROMOTE THE AWARENESS OF CRITICAL LIFE SAVING WORK

In recognizing the importance for the preservation of the marine mammal population, Hercules partnered with the Riverhead Foundation for Marine Research and Preservation in creating a more modern and more efficient laundry operation, by donating washers and dryers for washing of towels and clothing worn by the Foundation’s staff.



OTHER CHARITIES INCLUDE:





205 State Street • Brooklyn Law School



Brooklyn Law School operates two student residences, both within walking distance of the campus. Feil Hall, located at 205 State Street in downtown Brooklyn, is the main residence hall for Brooklyn Law School. The resident hall is a 22 story, brick and glass tower with accommodations for 360 hopeful lawyers in 239 furnished apartments, built in 2003 and located in Brooklyn Heights.



Lenox Terrace • 10 W 135th St • NYC



ON OUR COVER:
Robert Witherspoon, under his grandmother's supervision, lends a helping hand, demonstrating just how easy and accessible Hercules washers and dryers operate.

Lenox Terrace is comprised of six buildings with a total of 1,700 apartments, in the centrally located cultural epicenter of Harlem. Back when the first of the six buildings was completed in 1958, the New York Times referred to Lenox Terrace as "Harlem's Best Address" attracting national politicians, famous entertainers and well-known business people. Robert S. Olnick built Lenox Terrace six decades ago and set a new standard with the first luxury property in Harlem.

We Asked Our Staff:



If You Had An ALL-EXPENSE PAID TRIP To Anywhere In The World, WHERE Would You Go and WHY?



1
Disneyland in Paris! I don't think I even need an explanation. It suits me so well!
Heather Winick
Installation Coordinator

2

Trinidad because it's the country where my family is from and they know how to party!

Aubrey Tyrelle - Parts Manager



3
Germany, because my cousin is in the army and he was stationed there. He told me about the great time he had in Germany and ever since then, I've been wanting to go.

Ulysses Taymes - Service Technician



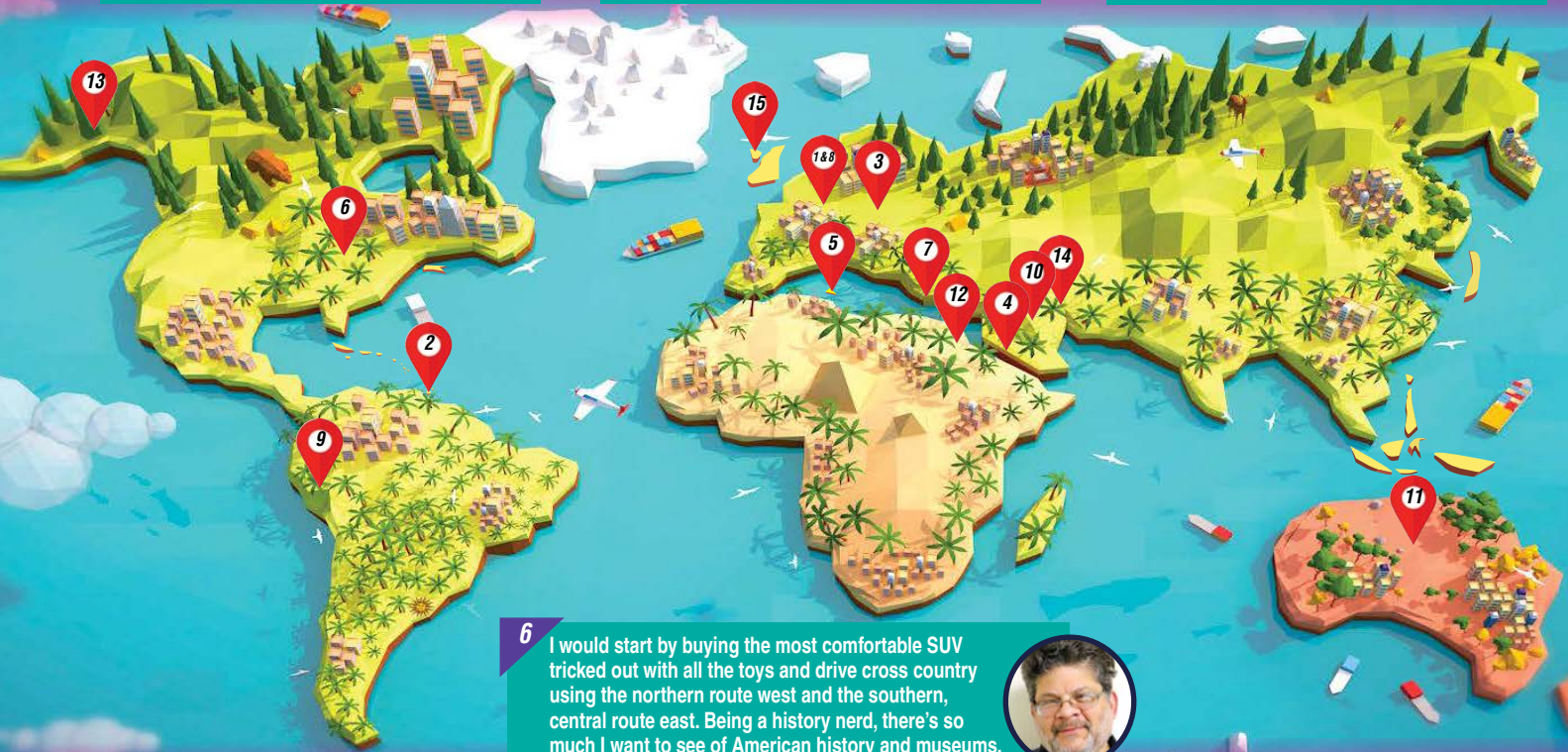
4
I would travel to Saudi Arabia for pilgrimage in Mecca. I was told by many who have made this journey that the experience is like no other you would experience in one's lifetime.

Shazeeda Hack - Accounts Receivable



5
I'd love to go to Europe spending time in each country. European history has always fascinated me. Would love to go to Malta, where my wife's family is originally from and see it first-hand.

Rob Siegel - Service Technician



6

I would start by buying the most comfortable SUV tricked out with all the toys and drive cross country using the northern route west and the southern, central route east. Being a history nerd, there's so much I want to see of American history and museums.

Geoff Siegel - Service Technician



7
I would go to Israel. I would enjoy seeing the historical sites. Then I would stop in Santorini, Greece because I've heard how beautiful it is.

Sheila Singer
Executive Assistant



8
I would go to Paris, as I've always wanted to see the Eiffel Tower and explore the various antiquities and arts within the Louvre Museum.

Raheem Milne
Service Technician



9
I can't pick just one place; I'd like to go to many places starting with Peru for the history of Machu Picchu and then Croatia or New Zealand for the beauty.

Lauren Maese
Administrative Assistant

10

I would go to Abu Dhabi... it's an adult playground.

Alana Gillespie
Customer Service Representative



11

I have no location I feel compelled to visit. Maybe Australia or New Zealand.

Neil Rodgers - IT Manager



12

I would love to go to Egypt to see the pyramids.

Ursula D'Ambrosio
Accounts Payable



13
I've seen pictures of Alaska in the summertime and it looks beautiful. But my visit would definitely have to be in the summer.

Glenn Smith - Account Manager



14
When I first saw pictures of Dubai, I thought it was a beautiful city and that I would enjoy going there. A relative recently went and said it was an amazing experience and city.

Brandon Nascimento - Customer Service



15
Ireland... From the photos I've seen it's a beautiful country. It would be a real blast to go pub crawling with the family, spend time in Dublin and visit my wife's relatives.

Mark Eisler - VP of Sales



NEW **Hercules** UPSTATE NEW YORK

Laundry Rooms!

401 Delaware Ave - BUFFALO



6 East Spring Street - WILLIAMSVILLE



36 Charwood Circle - ROCHESTER



9021, 9029, 9037 Zito Drive - NIAGARA FALLS



175 North Street - BUFFALO



201 W Huron Street - BUFFALO



9502 Marine Memorial Drive - NIAGARA FALLS



56 Clintwood Court - ROCHESTER



1350 Eggert Road - ROCHESTER



1217 Delaware Avenue - BUFFALO





Hudsonview Terrace • 747 Tenth Ave • NYC

747 Tenth Avenue, built in 1976 with 396 units and 38 stories, is located in the West Side Manhattan neighborhood, referred to as Hell's Kitchen. "The new Hercules laundry room is absolutely beautiful. The residents could not be happier. The room is so inviting, with ample space, folding tables, stack dryers, high efficiency front load washers and the new Hercules Mobile App. The Hercules installation team, lead by Steve Beckerman did an outstanding job. We made a great decision working with Hercules!"

Flora Buckley, Property Manager
Empire State Management Company



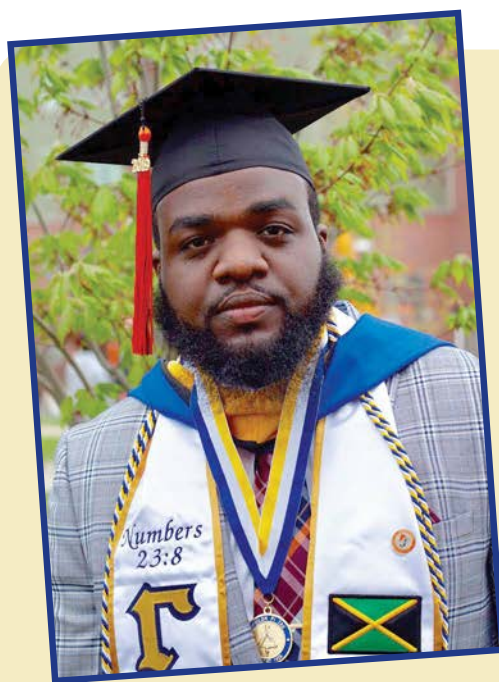
HERCULES Happenings



Hercules employees participated in the 2019 office Halloween Party, with prizes awarded for most original costume, scariest costume and most creative costume. Everyone had a great time, with a pizza luncheon afterwards.



Dennis Nascimento, Hercules Service Technician, and Ashley Hamid, welcomed Zayn Christian, a 7lb 9 oz baby boy on November 1, 2019. Shown above is Zayn with his older brother, Aiden.



On May 18, 2019, Theo Isaacs, Hercules Service Technician, graduated from Buffalo State College with a Masters of Science degree in Industrial Technology.

Congratulations to Theo and his family!



Jonathan Poubuena, Hercules Installer, and his wife Josil Morillo-Pou, were delighted to welcome their daughter Aurora Altigracia, at 6 lb 11 ounces to the family on September 13, 2019.

Shore Towers • 25-40 Shore Blvd • Astoria, NY

Shore Towers is a 415 unit, 23 story high-rise luxury waterfront condominium, built in 1989 and located in the Halletts Cove area of Astoria, beside beautiful Astoria Park.



Shore Towers
CONDOMINIUM

"Hercules and Shore Towers did not know each other when this started. You became a possible purveyor by virtue of strong recommendations from our former and current management companies as well as personal recommendations from customers you presently serve.

When we met with Mark Lubin, I was impressed with his enthusiasm and professionalism. The first meeting was exploratory. At the second meeting, he presented Hercules' plans to deal with the concerns and issues we had raised. His plan seemed right.

Mark remained patient during the many follow up questions and the inevitable delays.

The new Hercules/Shore Towers laundry room is "state of the art" and has opened to "rave reviews". Everyone likes it. It is not often that we get that kind of consensus around here!!

As I told Andrew May, whose wise counsel made all this possible, this should be a start of a beautiful friendship."

Chona Raskin
Board President

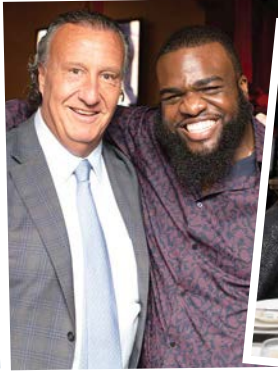
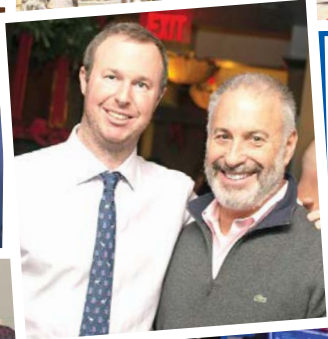


(Left to right) Chona Raskin, Board President with Mark Lubin, Sales Account Manager.



1-800-526-5760

2019 Holiday Party



2019 Holiday Party

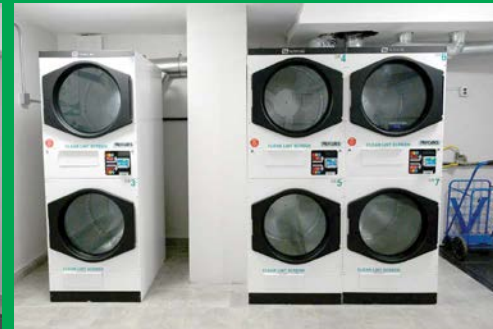




BEFORE & AFTER

142-20 FRANKLIN AVENUE
FLUSHING, NY

AFTER



The Fairmont is a 7-story, 149 unit condominium building, located in downtown Flushing, Queens and near neighboring Queens College, St. John's University and Queensboro Community College.

"I needed a laundry provider that would stand by their work, while also providing exceptional service. The residents are thrilled with the new laundry room, and with the new energy efficient machines and the Hercules Mobile Pay. The previous laundry provider had let the room deteriorate and since we're now with Hercules, we've been able to "win back" previous users who had abandoned the laundry room years ago."

Tal Sharon
Property Manager
Pinnacle Managing Co.



Troubleshooting laundry problems

Questions and Answers

Doing a load of laundry in the washing machine should be easy, but there are a surprising number of caveats that come with cleaning clothes.

BEFORE YOU DO YOUR NEXT LOAD OF LAUNDRY, MAKE SURE TO REVIEW THIS PARTIAL “LAUNDRY LIST” OF...

WHAT *Not* TO PUT IN THE WASHING MACHINE



MEMORY FOAM PILLOWS

Unless otherwise stated on the label, memory foam pillows are not machine washable. When these pillows go through the wash, they turn into soggy messes with no evident structure.



PET HAIR

Sure, a piece of clothing covered in pet hair might come out of the wash clean, but all that fur is going to linger in your machine until it either leaves via other articles of clothing or clogs the drain. We recommend that you take a lint bush to the garment and take as much hair off as possible, before using the washer.



FLAMMABLE STAINS

Yes, the washing machine's entire purpose is to get rid of stains, but there are some that just aren't compatible with the appliance. Things like gasoline, cooking oil, and alcohol are all highly flammable, and putting clothes covered in them in the washing machine can start a laundry room fire.



ANYTHING EMBELLISHED

Embellished items don't belong in the washing machine, as anything with sewn or glued-on details is far too delicate to make it through a wash cycle unscathed.

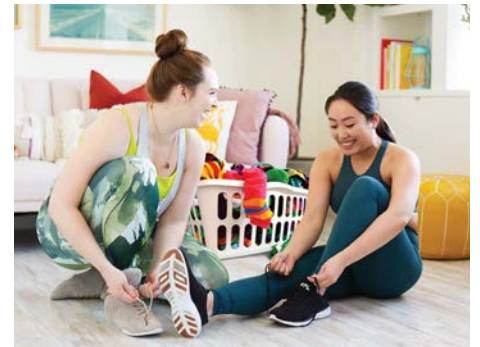


TIES

Ties tend to be made with fine fabrics like silk and wool, and throwing them in the washing machine will lead to shrinkage, damage, and/or color loss. Your best course of action to tidying up your ties is to take them to a dry cleaners.



Q: WHAT IS THE BEST WAY TO WASH AND DRY MY GYM CLOTHES?



A: Clothing that wicks away sweat is typically made of synthetic, nonporous fabrics that don't absorb sweat; that's how it keeps you dry as you exercise. The downside is that while your sweat evaporates, it leaves odor behind.

The chemicals in sweat, sebum, or body oil, are very tough to remove.

Try to wash synthetics immediately after a workout – and turn them inside out so that detergent can easily get at the soils. Choose cold water on a gentle cycle to help prevent fading and preserve the fit. Also – don't put them in with items made of heavy fabrics, such as jeans; the friction can wear down more delicate synthetics.

To clean extra stinky items, don't use more detergent than the directions call for, as excess detergent can cause residue to stay on your clothes and trap odors. Instead, use an extra rinse cycle. And never use fabric softener, as it can clog the fabric pores, inhibiting its wicking capabilities. You're better off to air dry the clothing and lay the clothes flat.

2700 Jerome Avenue • Bronx, NY



"I worked with Dan Horowitz from Hercules on this project along with the entire Hercules team and I could not be more satisfied. They were all so professional to work with. They were willing to adapt to what the project needed and the end result is a new laundry room with energy efficient machines that we're extremely excited about. Looking forward to keep working with Dan and his team."

Heli Pinillos, B&B Urban LLC



Kingsbridge Heights Apartments is a 13-story brand new affordable housing project located at 2700 Jerome Avenue in the Kingsbridge Heights neighborhood of the Bronx. Developed by B&B Urban and L+M Development Partners, the project was financed with support from the NYS Homes & Community Renewal (HCR) and NYC Housing Preservation & Development (HPD). Amenities include a 24-hour attended lobby, a community room equipped with computers and children's library, a fitness room, laundry facilities, and a landscaped rear yard. Construction was completed in the Spring of 2019 and as of January 2020 is fully leased.

The MHG Architects-designed building includes 32 studios, 35 one-bedrooms, 44 two-bedrooms and 24 three-bedrooms. A total of 135 affordable units out of which 40 units are set aside for formerly homeless families with onsite services provided by the non-profit Center for Urban Community Services (CUCS). B&B Urban's mission is not just to create more affordable units for New Yorkers but to help formerly homeless families with young or adolescent children, a category that has increased dramatically as a percentage of the population in the city's shelter system. ■



43-10 Crescent Street • Long Island City, NY



43-10 Crescent Street is a luxury high-rise located at Hunters Point in Long Island City. With construction completed in 2013, this 709 unit, 42 story high-rise rental building offers stunning views of the Manhattan skyline, while sitting within walking distance of the parks along the East River waterfront. ■



GUESS WHO? IS THE BABY

Match the
BABY PHOTO # with the
NAME OF THE
HERCULES EMPLOYEE

The first 3 correct submissions will WIN a \$25 AMEX Card!



Tom
Service



Meghan
Installation



Theo
Service



Toni
Installation



Michelle
Accounting



George
Service



Eshok
Service



Heather
Installation

Submit your answers to Barry.Heller@hercnet.com by May 1, 2020. Winners notified by email.



CAPTION CONTEST

What's your clever one-liner for this photo?
Submit your funniest caption to
barry.heller@hercnet.com
No later than May 1, 2020.
Winners will appear in our next issue!

MAKE US Laugh!



Detergent bottles give amounts to use for medium and large loads. How do I gauge my load size?

A: That's an important question, because in today's supersize machines, if you're skimping on detergent, your items might not be getting clean. The scientists at P&G, maker of Good Housekeeping Tide laundry detergent, follow these guidelines to calculate how much they recommend using for each load size:

If your dry clothes fill the washer drum...

- Halfway = Medium Load
- Three-quarters = Large Load
- Full = Extra-Large Load

(while leaving enough room for clothes to tumble)

To get the best from your detergent, measure out the liquid version, don't just pour it in. We recommend using only ¼ of a cup, for the best laundry results. If you use packs, add more than one if needed.



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

45 Christopher Street, NYC



"Hercules did an outstanding job with our new laundry room, as they installed new ceramic flooring and freshly painted walls. We couldn't be happier! The room is extremely inviting to our residents. We wanted to create an environment where our residents would want to do laundry in a room that was clean, using the most modern and efficient washers and dryers. Working with Steve Beckerman, Hercules Vice President of Operations, and his installation coordination team, including Toni Rubiano, made for a seamless transition from our previous room to our new, modern laundry room. The entire Hercules team was extremely professional to work with, including Mark Eisler, Hercules Vice President of Sales, who worked with us every step of the way and continues to be totally accessible even after the installation."

Frank Cecunjanin

Resident Manager

45



45 Christopher Street is a 17 story apartment building, close to the epicenter of Greenwich Village, on the west side of Lower Manhattan in NYC. This building was erected in 1913 and has 113 apartments and was converted to a condominium in 1986.

DO I NEED TO WASH THIS?

The sniff test may tell you if you wore enough deodorant, but does not always work when deciding if you need to wash your clothes. What you do, the fabric type, the wear and the weather can play a deciding factor. The American Cleaning Institute offers these tips to help determine if it's time to wash those bed sheets, jeans, shirts, socks and underwear.



BATHING SUITS

Should be washed after 3 or 4 wears



BRAS

Can be worn 2-3 times before washing. Be sure to give your bra a rest day in between wearing to give elastic a chance to regain its shape.



BED SHEETS

Should be washed at least every two weeks, more often if you sweat a lot at night.



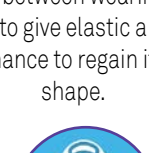
UNDERWEAR & SOCKS

Should be washed after each wearing.



JEANS

Can typically be worn 3 times before washing.



SUITS

Typically can be worn several times during normal use before dry cleaning (3-4 times for wool and 4-5 times for synthetics).



BATH TOWELS

Should be hung to dry between uses and washed after 3 to 5 normal uses. Towels need to be allowed to dry before they are used again.



LEGGINGS & TIGHTS

Should be washed after every wear to get rid of the baggy knees.



PAJAMAS

Should be washed after 3 or 4 wears.

CLOTHES WITH STAINS

should be washed, spot cleaned or dry cleaned as soon as possible – this will extend the garment's life.

Happy Anniversary!

25

CHRISTINE FRANKE
LEV MAKOGON

15

MARK EISLER
BRIAN PERSAUD

10

CHRIS ALBANO
DAN ELKINS
JEFFREY NORMAN
NGUYEN QUACH
WAYNE RICHARDS

5

YELCO ALMONTE
MEGHAN CALLAHAN
ORVILLE CUMBERBATCH
KEVIN JAGDEO
ERIK MARTINEZ
DENNIS NASCIMENTO
GUILLERMO PINO MARTINEZ
DARLING SANCHEZ
AUBREY TYRELLE

Hercules

**MILESTONE
Employee Anniversaries**



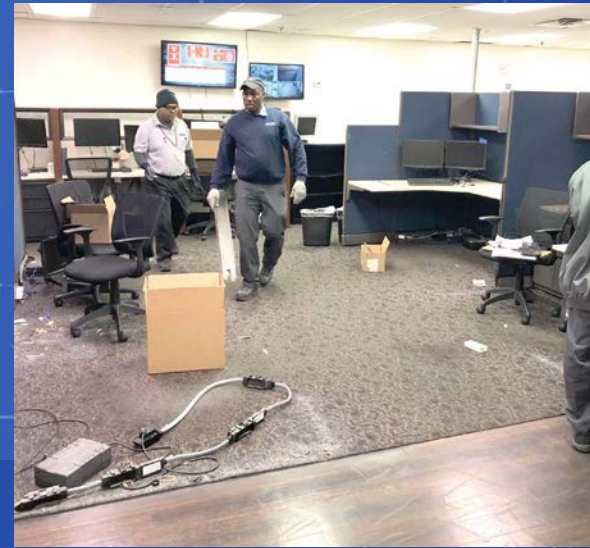
CONGRATULATIONS FROM HERCULES to our winner of the 50" Hitachi Flat Screen TV **TONYA MITCHELL-WESTON** Chief Executive Officer of the Housing Authority of the County of Warren!

As a new member of the NYS Public Housing Authority Directors Association, Hercules is now actively participating in many of the association's conferences and networking events.

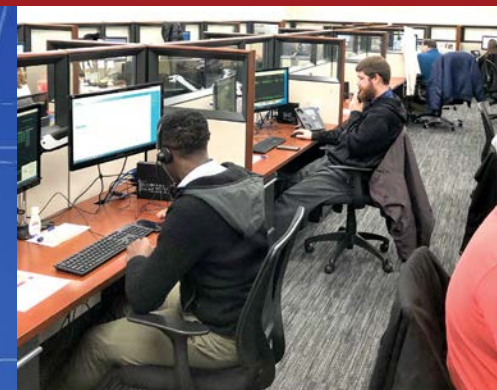
The Future of OPERATIONS at Hercules is NOW!

Back in November 2019, the Hercules Operations Department was completely transformed to ensure that we provide best-in-class customer service to our customers! It started with a new work environment, followed by new product and service training, the hiring of experienced customer service professionals and performance benchmarks that exceed industry standards. We're confident you'll see a difference!

BEFORE



AFTER



How To Avoid Sending Dress Shirts To The Cleaners

Q : I have a number of formal dress shirts, but hate bothering with going to the cleaners. Is there a way I can launder these shirts in my building's laundry room?

A : If you do decide to take shirt care into your own hands, here are your washing instructions:

1. Pretreat any stains prior to laundering, including ring around the collar and cuffs.
2. Wash shirts using cold water to prevent the placket stitching from shrinking, which is what creates that puckered look where the buttons and buttonholes are.
3. When you remove the shirts from the washing machine, grab them by the shoulders, and give them a good snapping shake to uncrumple them.
4. Either transfer the shirts to a plastic or wooden hanger or immediately press them. **Skip the Dryer!** You're going to skip machine drying the shirts entirely. You'll get a better result by allowing the shirt to air dry or by pressing it straight out of the wash.



Regular Detergent vs. High-Efficiency Washer Detergent

Q : I'm using high-efficiency washers in my laundry room, but only have regular detergent on hand. Is it a big deal to just use what I have?

A : High-efficiency machines in Hercules laundry rooms use dramatically less water, so if you use a standard detergent, you're going to struggle with soap residue on your clothes. You might need four or five rinse cycles to get rid of all the suds. If you only have regular detergent, your best bet is to use less than a quarter of the amount you would in a non-HE machine.



Questions and Answers

Look For Us
Exhibiting
At The
Following
2020
INDUSTRY
CONFERENCES
AND
TRADE
SHOWS

- **March 12:** Maryland Multi-Housing Association
• Baltimore, MD
- **March 13:** Connecticut Apartment Association (CTAA)
• Uncasville, CT (Mohegan Sun)
- **March 26:** Pennsylvania Apartment Association (PAA)
• Valley Forge, PA
- **March 31:** New England Condominium Expo • Boston, MA
- **April 2:** Delaware Apartment Association (DAA)
• Wilmington, DE
- **April 22:** Property Owners Association (POA)
• West Orange, NJ
- **April 28-29:** Buildings NY • NYC (Javits Center)
- **May 6:** NJ Cooperator Expo • Secaucus, NJ
- **May 6-7:** NYS Public Housing (NYSPHDA) • Verona, NY
- **May 14:** NYSFAFH (NYC) Affordable Housing Conference
• NYC
- **May 20-21:** NJ Apartment Association (NJAA)
• Atlantic City, NJ
- **June 10:** NY Cooperator Expo • NYC
- **June 22-23:** Pennsylvania Housing Authority Conference (PAHRA) • Hershey, PA
- **June:** Supportive Housing Conference • NYC • TBD
- **August 23-26:** Connecticut Housing Authority Conference (CONN-NAHRO) • Uncasville, CT (Mohegan Sun)
- **September 24:** L.E.A.D.S. East • First Service Residential
• Asbury Park, NJ
- **September:** NYSFAFH (Upstate) • Affordable Housing • TBD
- **October 8-9:** PennDel AHMA Annual Conference • Dover, DE
- **October 21:** Facilities Management Expo • Hamburg, NY
- **October 27:** NY Cooperator • Fall Conference • NYC
- **October:** NYS Housing Authority Fall Conference • TBD
- **October:** New England Rental Housing Fall Conference • TBD
- **November 15:** NY Council of Cooperatives • NYC
- **December:** NYARM • NYC