

The Smart Choice in Laundry

## A LETTER

From  
**HERCULES**  
Vice President  
of Business  
Development  
**ADAM MAY**

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## HERCULES

Newest  
Laundry Rooms in  
**PENNSYLVANIA**

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## HERCULES

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Field Service Technician  
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*Wash This...  
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# Hello Friends of Hercules!

Our Hercules Field Service Technicians and Installers have shown their commitment and diligence throughout these challenging times. Our priority since March 2020 has been to keep our laundry rooms trouble-free and operating at peak efficiency, while we also continue to install new laundry rooms.

Covid-19's impact at Hercules created a severe shortage of parts and materials resulting in a significant impact on the installation and the time to repair of our laundry equipment.

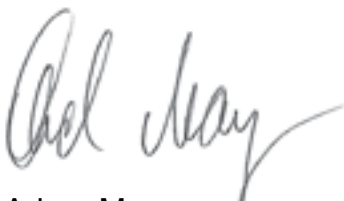
The scale of this disruption has affected not only our business, but overall has had a significant impact on production, demand, and supply chains. Delays in product deliveries are now widespread. As a result of these shortages, Hercules is dealing with unprecedented demand combined with the fallout from parts and equipment shortages.

As you are also certainly aware, many of the very same manufacturing industries that we deal with and rely on each day, are struggling, as they are facing a growing skilled labor shortage. This has had a significant impact on our business as well, resulting in the production shortages that we have been experiencing.

Please understand that we are continuing to do everything that we can to work around all of these challenges. Our suppliers are looking to boost capacity by adding staff, while also incorporating new safety mandates throughout all of their factories, in an effort to maintain steady production. We appreciate your feedback and expect that our service and equipment installation time frames will be at more acceptable levels soon, but please be patient in the interim.

Thank you for your understanding, and of course, we will continue to keep you updated.

Sincerely,



Adam May  
Vice President of Business Development

245 East 54th Street, NYC

“Hercules went above and beyond for a seamless transition from our previous laundry provider. The new machines and app allow for residents to have such an easy time doing laundry. The new laundry room looks great and so modern.”

Ingrid Dziedzich  
Property Manager  
Douglas Elliman Property Management



The **BREVARD**

1-800-526-5760

# HERCULES Happenings



Kristy David-Ramphal, daughter of Hercules employee, Dianne Ramphal, graduated the Zucker School of Medicine on May 10, 2021 and is now doing her internal medical residency program at Warren Alpert Medical School of Brown University, RI Hospital. Kristy plans to become an oncologist. She is also an alumni of the University of Pennsylvania.

High school sweethearts, Kristy and Michael Corcoran tied the knot on April 17, 2021 at a small covid-free ceremony in Lindenhurst, NY with family and friends and was officiated by their high school teacher.

Parents, Dianne and David are extremely proud of their daughter, who has worked so very hard to fulfill her dream. She said she knew she wanted to become a doctor since 7th grade. With hard work and much dedication, she did it.



Kevin Barriga, Hercules Installation technician, and his wife Allison, welcomed Leah Peyton into their family on May 17, 2021. Congratulations to the Barriga family!



On March 30, 2021, Rob Siegel, Hercules service technician, and his wife Kristina, became new homeowners in Greece, NY (suburb of Rochester). Rob, who previously was a Hercules technician handling the Queens, NY territory, moved to Upstate NY to support Hercules service in August 2019.

The new homeowners also reside with two children, two cats and one dog that they own as well as opening their new home as a foster family to a local dog rescue and currently have a foster dog as well.



On March 19, 2021, Noelle Celine Nascimento was born at 8lbs and 7oz to Hercules Network Supervisor Dennis Nascimento and Ashley Hamid. Congratulations!



Steve Calame, Hercules Account Executive, and his wife Brittany welcomed Avery Charles Calame into their family on June 30th. Mazel Tov to you and the family!

# 345 West 58th Street, NYC



The Coliseum, with a total of 554 co-operative apartments is comprised of two buildings: 30 West 60th Street and 345 West 58th Street. The two buildings, each with a brand new Hercules laundry room, are connected through a two-acre private garden. This co-op is conveniently located next door to the Time Warner Center, and only one block from Central Park.



The building's residents use the Hercules CP Mobile App to start all of the laundry machines, as well as viewing washer and dryer availability and receiving notifications about laundry status.



**900 N. Elmer Avenue  
Sayre**



**502 Church Street  
Athens**



**125 Colonial Drive  
Towanda**



**250 Race Street  
Westfield**



**131 Colonial Drive  
Towanda**



Glenn Smith, Hercules Account Executive, worked tirelessly with the Tioga Bradford Housing & Redevelopment Authority, headquartered in Mansfield, PA to upgrade laundry rooms at sixteen of their locations throughout Pennsylvania.

Working with Sean Sember, Executive Director, of the Housing Authority, Glenn upgraded each laundry room from coin operated machines to Smart Card machines, along with new Maytag Front Load washers and dryers and the new Hercules App for the added convenience of the residents.

The Housing Authority is dedicated to affordable housing and safe living for its residents, that includes family buildings and buildings for the elderly and disabled throughout both Tioga and Bradford Counties.

# 60 West 23rd Street, NYC



The Caroline is an exquisite, 22-story, 'white glove', 361 unit residence located in the heart of Chelsea. Since construction was completed in 2002, the building has cemented its reputation as one of the most prestigious rental buildings in New York City.



# LAUNDRY LAUGHTER



"YOU REALIZE ONE OF US IS NOT COMING BACK."



"Well, if you've got 'nothing to wear', why am I constantly doing laundry?"



## EMPLOYEE ANNIVERSARIES

*Happy Anniversary!*



ROBERT WENGLER



HERBERT ARGUELLO



DESMOND LEE  
SHEILA SINGER



STEVE BECKERMAN  
TYRELL BROOKS  
PHILIP GARMASH



GABE FERNANDEZ  
JOHNY GODOY  
DIANNE RAMPHAL  
WAYNE RICHARDS  
ROBERT SIEGEL  
DASRATH DOUGLAS



JASON ALLEY  
STEVE CALAME  
RENJITH MATHEW  
PATRICK PARJOHN  
WILFREDO BAEZ

## One Thing Leads to Another...

I needed to do laundry, but then I realized I was out of detergent, so I went to write a shopping list and realized how unorganized the junk drawer was, and started checking pens for ink. When I went to toss all the junk, I saw that the trash was full but before I took it out, I wanted to get rid of



the old food in the fridge. That's when I realized a juice jug had leaked so I needed to clean up but when I went to grab a rag, I saw that the pantry closet was a nightmare, so I started organizing it. And that's how I ended up on the floor looking at my old photo albums from 1990's and *not doing laundry.*



# EMPLOYEE Spotlight:

## ALEXANDER PIKOVSKY HERCULES FIELD SERVICE TECHNICIAN

### What do you enjoy doing in your spare time?

I enjoy spending time with my family.

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

I grew up in Kiev - Ukraine.  
Currently live in Cherry Hill NJ.



### Favorite vacation spot?

I really enjoy taking a vacation on a cruise ship.



### One place that you haven't been to but would love to visit?

Israel.



### What did you do before coming to work at Hercules?

I am a "Jack of ALL trades"  
Please don't say "And master of none"  
I bring a lot of skills to a Hercules family:  
A Tech, Mechanic, Mortgage Broker,  
Programmer, Business Analyst.  
And lots of other secondary skills.

### I get home from work and I do what?

I kiss my wife,  
my daughter and  
wonderful Chihuahua-Daisy.



### Celebrity or sports figure you'd like to have dinner with?

None. I look up to no-one and don't look down on anyone. Every Human Being is important to me. I love and respect everyone I meet.

### Favorite TV show or movie?

Movie - The Matrix.  
What a powerful flick.



### Household chore I actually enjoy?

I enjoy every moment of my life.  
Even when I do chores that I have resistance to.  
There is a LEARNING OPPORTUNITY in every moment.

### Personal accomplishment you're most proud of?

Pride is a form of fear. No thank you.  
My accomplishment is:  
Feeling the Joy of every breath I take.



### Favorite sports team?

Not a fan. I am a player.  
Mostly tennis and roller hockey.



### Favorite sports player growing up or now?

When I was young,  
I guess Oleg Blokhin.  
He was the best soccer player in Europe in 1975.  
Yes, I am going deep into history.



### Most interesting or most unusual summer job?

There were no summer jobs back in Ukraine when I grew up. In the US every summer job was

interesting and unusual and tough and rewarding. I had a big language barrier when I came to the US. I guess it comes with the territory.



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

First - Enjoy financial freedom for a bit,  
then - Make the world a better place for one person at a time.



### Best part of the job?

Interacting with people.  
I told one Grandma. - You're probably thinking I am in business of fixing washers and dryers. No. - I am in business making people happy! And she started grinning from ear to ear.

# The Fountains

BROOKLYN • NY

Dan Horowitz, Hercules Assistant Vice President of Sales, worked with Alex Arker and his construction team at The Arcker Companies and Perry Parker with Progressive Management of NY in creating new Hercules laundry rooms for the Fountains, a new Affordable Housing Development.

The Fountains, comprised of six buildings with a total of 1,163 units, will provide high-quality, energy-efficient homes and supportive services to those who need them most. The buildings were also designed to meet the standards of Energy Star Multifamily High Rise and Enterprise Green Communities programs to achieve maximum energy efficiency. Hercules provided new Energy Advantage Maytag Front Load washers, Maytag Super Capacity dryers, and the new Hercules Mobile App for the convenience of all of the residents.

10 Schroeders Walk

10 SCHROEDERS WALK



702 Vandalia Avenue

702  
VANDALIA AVENUE



881 Erskine Street

881  
ERSKINE STREET



# Troubleshooting laundry problems

## Questions and Answers

**Q:** DO YOU HAVE ANY TIPS TO KEEP WORKOUT WEAR SMELLING FRESH?

**A:** Before we tackle washing tips, here's why workout wear can smell funky: Tightly knit athletic fabrics have dense textures to help wick away sweat, but if not washed correctly, they can hold on to body soils and odor-causing bacteria even after being washed. Then the next time you wear your leggings or sports bra and start to sweat, the fabric expands and releases those trapped odors.

The best way to keep these hardworking fabrics smelling fresh is to air them out after wearing them and launder them promptly.

Wash them separately using the cycle and water temperature recommended on the care label. You should also be sure the washer isn't overloaded so the items can move freely.

**Q:** WHAT DOES "MOISTURE-WICKING" MEAN?

Is it necessary in work-out clothes?

**A:** Moisture-wicking fabrics take the sweat off your skin and dry quickly so you'll stay comfortable and cool. While this feature is essential in everything from sports bras to leggings, not all activewear is truly moisture-wicking: Some fabrics absorb sweat and then stay wet, while others dry quickly but keep



sweat stuck on you. To check yours, place a drop of water on the inside of the fabric where it touches your skin. The liquid should quickly be absorbed and spread out. If it beads up or sinks in but doesn't spread out, chances are that the item will leave you soaked during your sessions.



## Wash This, NOT THAT

Here's What You Actually Need to Dry Clean.



**wool**

Wash by hand  
Use cold water  
Dry flat



**rayon**

Wash by hand  
Cold water only  
Air dry



**polyester**

Wash by hand  
Use cold water  
Dry flat



**silk**

Wash by hand  
or delicate cycle  
Air dry



**cotton**

Machine wash cold  
Dry on low heat



**acetate**

Don't wash it!  
Dry clean only

# 500 Centre Street, Long Beach, NY



“The Long Beach Housing Authority, located a short distance from the famous Long Beach boardwalk, provides safe, secure, affordable housing for our community residents. I worked with Mark Lubin, Senior Account Executive at Hercules, as we completely upgraded our five laundry rooms with new Maytag machines and the Hercules Mobile App. Our residents love the new machines and the many options they now have with the App.”

Mike Cruz  
Executive Director  
The Long Beach Housing Authority



# Clothesline Farm Animals Graze Countryside in Playful Illusions by Helga Stentzel

Helga Stentzel is a Russian-born visual artist, known for her 'household surrealism' series which uses her household objects in her art, particularly laundry and food to create characters and scenes. She works across a wide range of media including illustration, photography, video and stop motion animation.



Smoothie

Pegasus

Hang On!

Instead of tossing an old pair of pants or T-shirt, Helga Stentzel puts her tired garments out to pasture. So far, the London-based artist has added Pegasus and Smoothie, a pair of clothesline equine and bovine, to her herd of playful interventions hung in bucolic landscapes. Stentzel's practice, which she terms "household surrealism," is derived from her childhood in Siberia, where she spent hours surveying her grandmother's carpet, birch logs, and random objects for recognizable forms, including "a stack of buckets resembling the tower of Pisa."

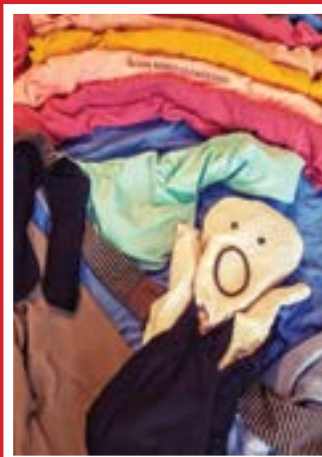


Lighten the Load

## Teacher Creates Stunning LAUNDRY ART During Quarantine:

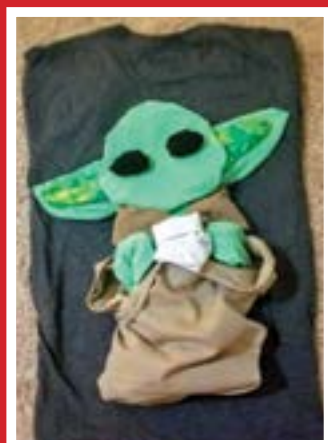
**'I want to remind people to look for beauty and humor in everyday life.'**

"It's no surprise the recent coronavirus outbreak has caused dramatic shifts in every day life. Life as we know it has been put on hold, or in most cases, dramatically changed."



"If only one thing is certain during this time, it's that not even a global pandemic can stop the massive flow of LAUNDRY."

Amanda Mast



said Amanda Mast, a mom from Ozark, Missouri who used the pandemic as an opportunity to spread some light and joy.



Amanda Mast, a K-5 art teacher currently practicing social distancing, is using her time during quarantine to turn stubborn heaps of laundry into stunning works of art she is calling "laundryscapes."

When asked why she choose to create laundry art, she responded, "This is your daily reminder to find beauty and humor in the little things." She continued, "I wanted to give kids, teachers, and parents something to smile about."

Her laundry art has been inspired by popular artwork like Leonardo da Vinci's infamous Mona Lisa, Grant Wood's American Gothic, and even baby Yoda from the Star Wars franchise. Because, why not?

Mast added, "There were so many creative teachers and students who were stuck at home, but that doesn't mean we stop creating. I want to challenge them to find new ways of looking at situations and the world we live in. We're in this... TOGETHER!"

We Asked  
Our Staff:

People Would Be

# Surprised If They Knew This About You!



In college, I formed the Circus Arts Club, along with some school friends. Each had a hidden talent including juggling, fire breathing and plate spinning. We put on a number of performances at school events and nursing homes. I mastered the Unicycle!

Robert Guerra - Installation



I started singing and playing guitar in bands when I was 15 years old. I met my husband playing in a band... and the rest, as they say, is history.

Dawn Nagle - Marketing



I've been writing song lyrics for many years. I get my inspiration from people I meet and things that I experience in my life. I hope to be recognized one day for my talent!

Toni Rubiano - Installation



I have a black belt in Kempo Jujitsu and self-defense. My father had me take it from when I was in second grade through high school. He felt I needed to be able to defend myself.

Michele Hartman - Accounting



I love trains, freight trains, foreign trains and "N" gauge model trains. I even have air powered train horns in my truck. I once had 2 track side by side going around the perimeter of my house, going through walls into other rooms.

Michael Paparo - Information Technology



I used to work on weekends at a hair salon in Queens. I'm no longer there but now I work on friends and family, often creating new styles that everyone seems to love.

Ursula D'Ambrosio - Accounting



People would be surprised to know how easy going I am and how much I love my work.

Rihn Harry - Service



I am completely enamored with cars, and have been since childhood. I also have a passion for cooking family dinners.

Daniel Horowitz - Sales



When I was a junior on the Walt Whitman High School golf team in Huntington Station, I made a hole-in-one. I used a Mizuno gap wedge on the 122 yard, par 3, hole number 3 on Sunken Meadow's Blue course.

Jason Saslaw - Sales



I'm an avid reader and read several dozen books every year. I'm mostly a fan of fantasy and science fiction.

Rich Muirhead - Service



He may be small, but he is my best friend.

Todd DiGiovanni - Service



When I lived on LI, Brian Setzer from the Stray Cats Band (later with the Brian Setzer Orchestra), lived next door to me. He would swim with me in my backyard pool on a regular basis. One day, Robert Plant from Led Zeppelin was picking up Brian to drive to the airport, to work on an album together. He introduced me to Robert and this is a memory I'll always have.

Mark Lubin - Sales



I had 2 invitations to try-out for the NY Yankees in the 1980 and 1981 seasons; I'm a cigar aficionado and in my free time enjoyed riding motorcycles for over 25 yrs. I've owned over 12 different models. My newest endeavor is Mountain Biking, trail and bike park riding.

Gabe Fernandez - Service



I have no musical ability to play instruments but, since age of 15, for my own enjoyment, I have been writing lyrics/song poems. In my collection of over 200, a specific one is my daughter's sweet 16, that has been put to music.

Neil Rodgers - Information Technology



I enjoy baking especially with my daughter.

Robert Siegel - Service



I love yoga, bike riding, leaf picking in the Autumn, HGTV and documentaries. Also cooking, good food and drink and going to unexpected places by just taking drives.

Jay Osman - Sales



# 1351 South Clinton Street, Baltimore, MD



AHEPA Senior Apartments in Baltimore, MD provides its residents with a host of amenities, especially a brand new Hercules laundry room, installed in April of 2021, complete with new Maytag washers and dryers and the Hercules Mobile App for the added convenience of the building residents.



FALL 2021 EDITION OF THE HERCULEAN



**Hercules**  
The Smart Choice in Laundry