

Hercules

The Smart Choice in Laundry

Spring 2015 Edition of the Herculean





(516) 822-9300
(800) 526-5760
FAX: (516) 822-9543

550 West John Street
Hicksville, NY 11801-1039

With the New Year already in full swing, I am thrilled to introduce our newest issue of The Herculean.

In each and every issue, we strive to present enlightening interviews with Property Managers, interesting biographies of Hercules employees, laundry room photo shoots, and of course, our Reader Tip column that provides answers to the most troublesome laundry issues.

With a territory spanning New York, New Jersey, Connecticut, and parts of Pennsylvania, we are always looking to spotlight noteworthy Hercules locations. In this issue, we've highlighted, through photos, laundry rooms on both Long Island and Manhattan. We conducted interviews with K&R Realty Management and focused on their many laundry rooms throughout upper Manhattan. We also share our involvement over the years working with the White Plains Housing Authority.

I'm especially excited to share our in-depth and extremely intriguing interview with Mark Eisler, our Vice President of Sales. This is a must-read, as Mark's background encompasses a very diverse array of subjects, including his experiences in sales for more than thirty years, the arts, family and a host of "out of the ordinary" outside interests.

In our next issue, scheduled for the Fall of 2015, we will spend time with the Yonkers Housing Authority, while again showcasing Hercules laundry rooms throughout the metropolitan area.

The following pages will provide you with a window into the significant events happening within Hercules right now. I hope you enjoy it!

Fondly,

A handwritten signature in black ink, appearing to read "Andrew May", written in a cursive style.

Andrew May
President & CEO

345 E 94th Street, NYC



“Our laundry room at The Chesapeake looks as new today as it did just a few years ago when Hercules installed the new laundry room. We have a great deal of space for the residents to use the machines, fold their laundry and even socialize, as they spend time in the room. We have Maytag High Efficiency washers which reduces our energy costs. I was extremely happy with the installation and I continue to be happy with the overall level of service and responsiveness from Hercules.”

Jarrod Whitaker, Property Manager, Fetner Properties Inc.



Children's Happy Faces Foundation Raises \$600,000 At Golf Outing In Support Of Children's Causes



Ronald McDonald; Bill Sullivan, *President, Ronald McDonald House*; and a very appreciative former patient of the Ronald McDonald House and her mother



Event Chair David Lipson, *Century Management* and Stanley Barry, *Century Management*



Mike Meehan, *Old Westbury Golf Pro*; Howard Butnick; Mitchell Barry, *Century Management*; and David Hochhauser, *Isseks Bros.*



Justin Verret, *Bluewoods Management*; Andrew May, *Hercules Corp.*; Mike Zerka, *Blue Woods Management*; and Jacob Sirotkin, *Century Management*



Steve Birbach, *Vanderbilt Property Management*; Scott Silverman, *Bronstein Properties*; Adam May, *Hercules Corp.*; and Scott Donner, *Real Deal Decorating*

The Children's Happy Faces Foundation charity golf outing raised a record-breaking \$600,000 in support of Ronald McDonald House New York and the Make-A-Wish Foundation® of Hudson Valley. Now in its eighth year, the event has raised a total of over \$3 million in support of families battling pediatric cancer.

"The generous support of Ronald McDonald House New York and Make-A-Wish Foundation fuels the unmatched care for these families who are battling with their children's life-threatening disease here,

at the world's finest hospitals in New York," said David Lipson, CEO of Children's Happy Faces Foundation and Senior Managing Director of Century Management Services, the event's chairman. "All of our efforts throughout the year go towards making the lives of these families an easier and more pleasant experience."

In addition to Title Sponsor, Century Management Services, the fundraiser was also supported by a number of notable organizations that included Platinum Sponsor, Hercules Corp.

White Plains Housing Authority Partners With Hercules to Preserve Public Housing



As the city of White Plains, located in Westchester County, New York, continues to grow and redefine itself, Mack Carter, Executive Director of the White Plains Housing Authority, vows that affordable housing will most assuredly not be left behind.

The mission behind the White Plains Housing Authority (WPHA) is to provide safe and affordable housing for the residents of White Plains. The WPHA strives to assure that Public Housing in White Plains is an integral element of the community fiber of the city, with the quality of life for the residents of White Plains of paramount concern.

The White Plains Housing Authority, located in downtown White Plains, seeks to provide housing assistance to low income residents through the management of low rent public housing. Mack Carter, before becoming Executive Director of the WPHA, served as Westchester County Commissioner of Hospitals, while also having several distinguished careers in Health Care. Having attended Long Island University, Mack has held various executive operational positions at a number of hospitals in the New York City Health & Hospital Corporation, as well as being President and CEO of Westchester Medical Center.

In 2002, Mack Carter was promoted to the position of Executive Director, after serving as Deputy Director for a number of years. The city of White Plains has been on a steady upward trajectory when it comes to Mack's vision for affordable housing. With a goal



to continually replace the infrastructure of White Plains Housing Authority buildings, making them sustainable for the next thirty years, while preserving affordable housing, Mack has also been instrumental in bringing in various social programs for the residents, allowing them to experience greater self sufficiency, through training, job placement and schooling.



Dan Horowitz, Hercules Assistant Vice President of Sales and Mack Carter, Executive Director of the White Plains Housing Authority

Dan Horowitz, Assistant Vice President of Sales for Hercules, has had a steady relationship with Mack Carter and the White Plains Housing Authority for a number of years. Back in July of 2014, Hercules installed new laundry facilities in the seven buildings managed by the WPHA. This includes the 167 unit Schuyler-DeKalb Housing on DeKalb

Avenue, the 95 unit Lakeview Apartments on Lake Street, and the 450 unit Brookfield Commons (formerly Winbrook Apartments), which is comprised of 5 buildings surrounding the offices of the WPHA. Hand in hand with the new laundry facilities, the WPHA has recently undertaken a \$3 million dollar renovation at Lakeview Apartments, that will continue to redesign and rehabilitate the complex for its residents.

So what's next for the city of White Plains and the future of affordable housing in the city? In April of 2014, the WPHA broke ground on The Prelude, the first phase of a neighborhood revitalization project on the Brookfield Commons campus.

The Prelude, rising on the corner of South Lexington Avenue and Quarropas Street, includes 104 new affordable housing apartments, and is the first phase in the redevelopment of Brookfield Commons' 450 public housing units built in 1949. The future phases will replace all of the older, out of date towers with new, green mixed income buildings, planned so that current residents can simply "move" from their existing apartments into the new buildings. "This project is great for the city and, most importantly, our residents. We're providing them with new, modern housing, and it removes the stigma of public housing," said Mack Carter. "This redevelopment project ultimately will allow us to increase the number of affordable housing units on the site and improve the quality of living for our residents at a time when many other housing authorities throughout the country are struggling or even failing to meet the basic needs of its residents," continued Mack.





MARK EISLER

Mark Eisler, Hercules' Vice President of Sales, has a milestone anniversary coming up in December 2015. Mark celebrates **thirty years** working in the laundry industry. Starting his career as a salesman, Mark quickly rose through the ranks as he became both an industry expert and role model/mentor to those just beginning their sales careers. Mark has seen a great deal of change throughout the industry, including coin to Smart Card operated laundry machines, as well as a number of technological changes that have certainly revolutionized the industry.

Working for Hercules for just over ten years, Mark is the true go-to guy for his customers. Whether it's attending co-op board meetings, surveying laundry rooms, presenting the latest Hercules technology, including HercAlert laundry monitoring or the benefits of the Hercules Smart Center, to property managers and management executives, Mark is the consummate professional who has personally been instrumental in countless laundry room installations throughout Manhattan. There's a pride in his work that shines through daily.

FREEDOM TOWER

Mark's favorite structure in New York City is the new World Trade Center, "because I can't believe what the new building represents both symbolically and architecturally. I drive by it on a regular basis when I'm in Manhattan and I believe it represents strength and commitment," continued Mark.



AND THE TONY GOES TO...

Mark has found the answer to dealing with New York traffic — he listens to Broadway's Best on XM Radio. The Broadway show tunes and Broadway actors being interviewed often relax him, and bring Mark "back to his acting roots."



STAR GAZING

Imagine walking out of a Starbucks on the West Side of New York City and coming upon Jerry Stiller sitting on a park bench, welcoming you to join him. That's exactly what happened to Mark and for the next 15 minutes, Mark and Jerry exchanged stories and life experiences. Jerry repeatedly asked Mark "where are you rushing to," as he insisted that he join him in conversation.



LESSONS LEARNED



Many years ago in the 1980s, Mark attended a sales seminar with a motivational speaker who stressed two key lessons in life: always be interruptible and as a salesperson (and in general), listen more than you speak. What he took away from the seminar has proven to be invaluable for him, not only in business but in how he lives his life.

THE GREAT WHITE WAY

Majoring in Theatre, Mark caught the acting bug while attending William Patterson University and appeared in such shows as Hair, One Flew Over the Cuckoo's Nest, Romeo & Juliet and Alice in Wonderland.



Mark Eisler with Andrew May, Hercules CEO

Living in Paramus, NJ for the last twenty years, with his wife, Gerry, and his two children, PJ (age 22) and Brielle (age 16), Mark Eisler has it all, with a family, career and a number of outside interests that are the envy of his friends. Gerry is a Clinical Coordinator at Bergen Community College and a part time Diagnostic Medical Sonographer with Atlantic Health. PJ is in his fourth year of college at Elon University, majoring in Biology. Brielle, a high school junior, is a Varsity track runner and will soon turn her sights towards the college admissions process.



Mark surrounded by his wife, Gerry, his daughter, Brielle, and his son, PJ



M-I-C-K-E-Y...

With a first job after graduating college, Mark worked for the Walt Disney Corporation in Cranford, New Jersey in the Film Distribution and Film Inspection Department. Back then, this consisted of 16mm films, which was right on the cusp of the videotape revolution.



ANOTHER FINE MESS YOU'VE GOTTEN US INTO

For many years, Mark would spend a great deal of his free time attending toy shows, as he continued to add to his extensive Laurel & Hardy collection. Now boasting a collection of hundreds of Laurel & Hardy figurines, toys, puppets, statues, prints, and art work, the next step might be a second display case, unless a new hobby is discovered in time.



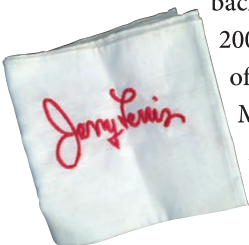
CINEMA

While a fan of today's modern movies, and often taking in a Sunday morning movie with his son PJ, Mark's first love is older movies, including *The Nutty Professor*, starring Jerry Lewis, and *Sons of the Desert* with Laurel & Hardy. *Sons of the Desert* later inspired the "Sons of the Desert" Fan Club for devoted Laurel & Hardy fans, of which Mark is a member.



A SPECIAL SOUVENIR

This personalized, embroidered handkerchief from Jerry Lewis is a souvenir that Jerry presented to those lucky enough to be invited backstage by Jerry after one of his performances in 2001. Mark attended Jerry's comedy show in May of 2001 at Temple Beth Shalom in New York City.



Mark was not only "incorporated into the act" with a steady back and forth dialogue with Jerry Lewis during the show, but

was invited backstage for a personal autograph and photo. Mark is a life long fan of Jerry Lewis, who will be 89 on March 16, 2015.



Mark attending Sons of Desert Convention with his pal Jimmy Murphy

SHOW BIZ PALS

Back in the mid 1980s, Mark became great friends with Jimmy Murphy (through Mark's friend of more than 30 years, Irv Hyatt), who was Stan Laurel's personal friend and valet. "Back in the day" as Mark likes to recollect, Jimmy Murphy was connected to other Hollywood stars including William Demarest, William Frawley, and even Joan Crawford, to name just a few. As Mark became more active in the Sons of the Desert Fan Club for Laurel & Hardy, an introduction to Jimmy Murphy turned into a friendship for life.

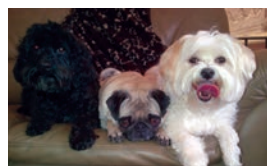


GOOD READS

Before turning off the lights, late nights often consist of reading Stephen King novels. Mark's favorite King book is *The Stand*, which has a plot line dealing with biological testing, the spread of the flu and survival. As to what's on his night table now (or in this case, on Mark's Kindle Paperwhite)...of course King's latest thriller *Revival*.

DIPSY DOODLES

As a child, Mark can vividly remember his mother making him his lunch each day, consisting of an RC Cola, a Boar's Head bologna sandwich and a bag of Dipsy Doodles. His love of this snack has continued over the years.



THE DOG WHISPERER

It's obvious who has the upper hand in Mark's home, as Trixie (left), Gracie (center) and Madison (right) rest comfortably on Mark's living room couch (leather!) at home in Paramus, New Jersey. Always having been an avid dog lover, Mark spends his free time entertaining these three members of the family, with evening and weekend playtime.

145 W 67th Street, NYC



"Our laundry room at 145 West 67th Street is one of the most attractive laundry rooms in all of Manhattan. We went to great lengths to make it inviting for the residents. We needed a company with unparalleled service and quality to supply, install and maintain the laundry equipment. We engaged Hercules for this task due to their outstanding reputation. We worked with Andrew May and the Hercules installation team and could not have been happier with the level of attention we received throughout the process."

Tower 67, a Pan Am Equities, Inc. Managed Property

Hercules Happenings



Gina Grimaldi, Hercules Customer Service Associate, received flowers from a very appreciative resident at 1540 York Avenue in New York City. Enclosed with the flowers was a note of appreciation from the resident, thanking Gina for her help and patience. Thank you Gina, from Hercules as well!



Eileen Bachman, from the Hercules Accounting Department, and her husband, Anthony, welcomed identical twin boys on December 12, 2014. Kyle was born at 2:38AM and weighed in at 3 lbs 14 oz and Ryan was born at 2:40AM, at 3 lbs 4 oz.



Mark Lubin, Hercules Account Manager, held a fun-filled laundry room open house on December 17, 2014 at Ocean Towers, located at 2960 West 24th Street in Brooklyn. Residents were presented with Hercules laundry bags & refreshments and spent time with Hercules representatives learning about the new laundry room equipment.



Mazel Tov to Stacey Singer and Jared Weingast! Stacey—daughter of Sheila Singer, Hercules Executive Assistant to Andrew May, and her husband, Jeff—became engaged in 2014, with an August 1, 2015 wedding. Stacey is a fifth grade teacher in Locust Valley, NY and Jared works for Capital One Bank. Both Stacey and Jared attended Syosset High School, but became reacquainted years later through mutual friends.



In 2014, Casey Jeppestol (left), son of Hercules Account Manager, Tom Jeppestol, with his brother, Tory, achieved the rank of **Life Scout**, the second-highest rank attainable above Star Scout and below Eagle Scout in the Boy Scouts. Life is awarded when a scout serves actively in the troop, team or crew, serves in a position of responsibility for six months, and performs six hours of community service. Another requirement to achieve Life is to earn an additional five merit badges (three of which are required for the rank of Eagle), to make a minimum total of eleven merit badges (including the six previously required for Star).

Hercules 2014 Holiday Party



Sheila Singer and Barry Heller



*Dianne Ramphal, Susan Weissman
and Alicia Eriksen*



Julie May and Adam May



*Toni Rubiano, Maureen Creamer,
and Jeannine Redding*



Ed Aron, Al May, and Andrew May



John Abraham and Tom Hickey



John Abraham, Mark Eisler, and PJ Eisler



*John Clark, Norman Cancel,
and Bryan Teufel*



Jonathan Poubueno and Rafael Poubueno



*Kostiantyn Garmash, Rich Muirhead, Oleg Altshul, Alexander Pikovsky,
and Philip Garmash*



Meghan Callahan, Mark Lubin, Deb Buccellato, and Andy Tegan

Hercules 2014 Holiday Party



Nat Charneco, Dan Elkins, Igor Novochenok, and Philip Garmash



David Wexelblatt, Adam May, Matthew Reich, Mark Lubin, and Mark Eisler



Al May and Julie May



Andrew Chaplin, Mike Plummer, and Ray Lee



Nayeem Khan and Mark Eisler



Lev Makogon, Neal Melandovich, and Oleg Altshul



Rob Siegel and Dan Horowitz



Mark Lubin, Andrew May, and Jeannine Redding



Steve Beckerman and Meghan Callahan



Neal Melandovich and Hans Henke



Timmy Wadhwa and Alicia Eriksen



Paul Finkelstein

Sunrise Gardens Bohemia, NY



"We've been working with Jay Osman from Hercules for a number of years. He's extremely responsive to us, not only for Sunrise Gardens, but for several of our Fairfield Properties locations. Jay knows exactly what we require when it comes to laundry rooms at all of our properties – service is critical! Our many residents demand machines that are always operational and Hercules always meets this requirement. We've installed Maytag High Efficiency washers in our properties and the feedback from the residents is extremely positive. We've been doing business with Hercules for many years and will continue to work with Hercules based on the level of service that they provide to all of our properties."

David Nobile, *Director, Fairfield Properties*



Hercules Employee Spotlight

Alan Gonzalez

There's No Stopping This 25 Year Hercules Veteran!

When it comes to saying "back in the old days," Alan Gonzalez can certainly speak from experience, having just celebrated his twenty-fifth year working at Hercules.

Alan knows a thing or two about laundry, as well as interacting with building residents and superintendents at a majority of Hercules buildings within his service coverage territory of Queens and Brooklyn.

At the early age of seven, Alan was first introduced to Hercules laundry rooms by his Uncle Mario, a Hercules technician for thirty-six years. Fast forward many years later, and Alan, who has seen technology drastically evolve throughout his time at Hercules, credits his ongoing product education and formal product training at Hercules, with keeping up with the times.

"Today's machines often provide help codes that can greatly assist the technicians with diagnosing and troubleshooting problems that can arise. This allows Hercules technicians to focus on specific aspects of the machines, enabling us to provide immediate service, which, in turn, keeps machines up and running to the delight of the many building residents that I interact with each day," explained Alan.

Alan can certainly boast that as a twenty-five year veteran of Hercules, he has personally worked with Hercules' founder, Al May, the current President and CEO, Andrew May, and now the third generation of the May family, Adam May. Never one to resist change, Alan started his career at Hercules working in Borough Park, Brooklyn, which then led to an expansion of his territory to include Queens. Having worked with a number of Hercules residents in many diverse neighborhoods, Alan relishes any opportunity to provide information to residents on the best use of their building's laundry equipment.

So what does a model technician do in his "free time" when he's not representing Hercules in the field? Alan, a devoted family man, with his wife, Andrea, and three daughters, Tiffany, Rachael & Rebecca, makes his home in both Mt. Pocono, PA and in Queens. For the last year, Alan has trained on the bass guitar, while also juggling superintendent responsibilities, as well as Sunday school teaching at his local church, House of Praise Christian Fellowship in Mt. Pocono. Alan is also an optimist each season, cheering on his favorite ball club, the New York Mets, hoping they break their post season drought.



K&R Realty Management

Improving the Neighborhood, One Building at a Time



For over 30 years, Artimus Construction, one of New York's most successful and driven real estate companies, has worked to develop, revitalize, and strengthen New York City's communities. In that time, their mission has been one of neighborhood renewal through the introduction of quality housing and desirable businesses. With a primary focus of work in Manhattan, Artimus maintains a corporate office in Upper Manhattan and several field offices throughout the city, with more than 80 employees.

Artimus has constructed over three million square feet in mid-rise and high-rise projects that include retail, commercial, residential, and mixed-use properties. The company also has extensive experience in gut-rehabilitations, vacant-lot developments, historic buildings, and contextually appropriate design.

The growth of Artimus stems from positive interaction with neighbors and community members, by developing relationships within the community in which it works. This is achieved by employing local contractors, working with local not-for-profit and governmental

institutions, and contributing to the local trade schools.

What differentiates K&R, the property management arm of Artimus, is their ability to develop properties in close proximity to one another, in an effort to attract both residents who live within the area and to attract new residents to the area under development.

With an eye towards more affordable housing, predominantly within the area of Harlem, K&R seeks to provide housing that includes various critical amenities for its residents, including state of the art laundry rooms that incorporate the very latest in technology from Hercules.

Spanning properties from as far east in Manhattan as 200 East 131st Street, just off the FDR Drive, to as far west as 272 Manhattan Avenue, K&R has a vast portfolio of affordable housing, with the majority of buildings being rent stabilized and attractive for all residents within Manhattan. Laundry rooms in these properties incorporate card revaluing units, Hercules Smart Centers, for processing service issues real-time, and include the most energy efficient laundry machines available from Maytag.

When it comes to the management of their properties, K&R prides itself in professionally handling a wide variety of unique issues based on their relationship with Artimus, as the development company. By building upon the developer/management company relationship, K&R is able to work with construction project managers, suppliers, and a vast array of local trades people from the onset of each project. Once the buildings are occupied, K&R property managers conduct quarterly property inspections and provide a greater level of field support in managing their properties and the respective building staff. Building superintendents, many of



*Belkys Severino, K&R Realty Management
Tenant Services Manager and
Dan Horowitz, Hercules Assistant
Vice President of Sales*

whom are specialized in a specific field, are encouraged to share their experience within other properties, thereby fostering a 'family' relationship within K&R.

Belkys Severino, Tenant Services Manager at K&R, who has been with the company for more than six years, expertly handles all resident issues, including the scheduling of any appointments with building superintendents or any outside vendors, emergencies and often serves as the single point of contact not only for the thousands of residents but for K&R property managers as well.

When describing their company's mission, Dan Haron, Chief Operations Officer at K&R, explained, "We like to be the agents of positive change here at K&R Realty Management, as opposed to simply riding the wave of change. A lot of companies say they'll look to develop once the neighborhood improves, but we look to improve the neighborhood. We look to enhance resident's satisfaction and quality of life. It's that level of pride that we take."



How bad is it to fold laundry while it's still damp?

Those freshly washed clothes, towels, and sheets won't smell very fresh if you fold them before they've dried completely. That's because once you stash natural fibers like cotton in a closet or dresser, you have the three ingredients—moisture, darkness, and warmth—that mold and mildew need to grow. If that happens, you'll have to rewash the load in water as warm as the care labels allow, adding chlorine bleach (for whites) or oxygen bleach (for colors) to kill the mold or mildew.



Q: I sat in gum in a new pair of pants!

Instant Fix: Ice it with a cube from your glass of water to harden it, then scrape off as much as possible with a butter knife (or a plastic card from your wallet).

Later Fix: From the back of the material (the side where the gum isn't), pour on liquid laundry detergent; rub it in with your fingers or a scrub brush; wash. Hang dry. Don't put clothing in the dryer until all of the gum is gone.

Celebrity Laundry

From the daytime talk show *The Chew* on the ABC network on January 12, 2015



Sophia Bush (actress from TV shows including *One Tree Hill*, *Chicago Fire*, *Chicago P.D.* and *Law & Order – SVU*) explains her thoughts on doing laundry:

"We're on set 14-16 hrs a day, so for me it's all about avoiding the Monday morning panic of *oh my god, I'm 32 years old, am I going to work with no clean socks!* I need Sundays to do my laundry. I'm totally obsessive compulsive and I color coordinate everything in my whole closet, by section."



Q: I spilled oily salad dressing on my shirt!

Right away: Find a packet of artificial sweetener and dab the fine granules onto the spot—they will absorb some of the oil.

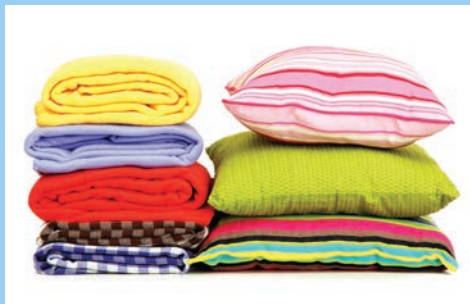
When you're back home: Brush off any granules and pretreat the area with liquid laundry detergent from the BACK of the garment—pretreating it from the front will just push the oil in further. Wash it and let it air-dry. Repeat if necessary.

The ABC's of Clean Bedding

How Often to Wash

Follow this basic sheet-washing scale

- Once a week: Perfect
- Once every two weeks: Perfectly acceptable
- Once a month: Almost acceptable
- Once every six weeks: Nothing to brag about



How to Really Wash Them

Sheets and pillowcases

Generally speaking, you can launder sheets in hot or warm water with any detergent you choose. A strong laundry booster like OxiClean or borax will help cut through and dissolve the oils and skin cells that can gunk up sheets.

Pillows and comforters

Check the care tags, but usually, you'll be able to toss these in the washing machine on a cold-water setting and dry them on a low-heat setting.

Throw blankets

Wash them a few times a year according to the care-tag directions. If you've been sick under the blanket, be sure to launder it once you've recovered.

340 E. 93rd Street, NYC

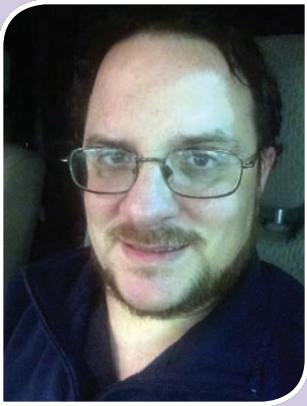


"We recently installed new Hercules machines in our laundry room here at 340 East 93rd Street. Working with Mark Eisler and Steve Beckerman from Hercules, they provided me with exactly what the residents wanted in their new room. The feedback I regularly receive has been outstanding. I have a great deal of confidence in dealing with Hercules - from working with their sales and installation department to working with their service team. Service is important to me and I can see that it's just as important to them."

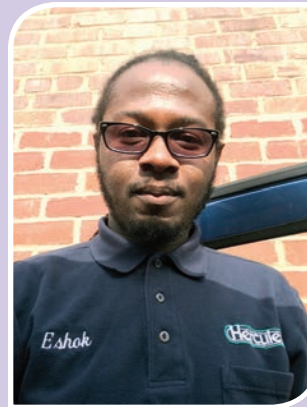
David Dreyfuss, Managing Director, Douglas Elliman Property Management



Welcoming Our Newest Employees at Hercules



David Aizic: David is a new service technician with Hercules, having worked for Sears for more than eight years, servicing a wide variety of laundry equipment. David is an avid reader, competitive darts player and enjoys listening to music in his free time.



Eshok Stewart: Eshok has been a service technician with Hercules for more than one year, supporting various sections of Queens and Long Island, and having a great deal of previous work experience with another laundry company for more than four years. When Eshok is not in the field, he enjoys playing soccer, reading the latest bestsellers and relaxing, listening to music.



Alexander Pikovsky: Alexander is a new Hercules service technician, with a great deal of previous experience in the mechanical field. Alex supports the Philadelphia region and the surrounding areas, along with South Jersey. While not necessarily a sports fan, Alex is a determined sports participant, as he regularly plays competitive ice hockey, tennis, and any action sport. During his free time, Alex devotes all of his time to the important women in his life – his wife and daughter.



Karlos Bonnet: Karlos has performed a critical function with Hercules for the last year, as he participates in Hercules installations of new laundry rooms. His previous background includes working as an installer and driver within the laundry industry for more than eleven years. Karlos' hobbies include drawing and continually adding to his extensive collection of comics, video game systems and Coca-Cola memorabilia.

After a hard day of work at Hercules, Karlos "relaxes" by taking on as much handy work that he can handle around the house, while also spending time with his wife and two sons.



Meghan Callahan: Meghan joined Hercules during the fourth quarter of 2014, and has become an important member of the Hercules Installation Coordination Department. Meghan received her Bachelor of Science degree from Saint Joseph's College, specializing in Organizational Management. She brings professional experience to Hercules from her role as Project Coordinator at IBM for five years, as well as Administrative

experience with Sheet Metal Worker's Local Union 28. Meghan enjoys a wide variety of outside activities from interior design and freelance photography, to her passion for Major League Baseball (Bronx Bombers) and the NBA (Knicks).



2015 Hercules Trade Shows



March 25, 2015 – Pennsylvania Apartment Association
Valley Forge Casino Resort, King of Prussia, PA



April 15, 2015 – Property Owners Association Show (POA)
Wilshire Hotel, West Orange, NJ



April 21, 2015 – NY Cooperator Show
NY Hilton & Towers, NYC



April 28 - 29, 2015 – Buildings NY Show
Javits Convention Center, NYC



May 9, 2015 – NJ Cooperator Show
Meadowlands Exposition Center, Secaucus, NJ



May 13, 2015 – NY State Association for Affordable Housing (NYSFAH)
NY Marriott Marquis, NYC



May 19 - 21, 2015 – New Jersey Apartment Association Conf & Expo (NJAA)
Atlantic City Convention Center, Atlantic City, NJ



June 4, 2015 – 15th Annual Supportive Housing Network Conference
NY Marriott Marquis, NYC



October 29, 2015 – NY Association of Realty Managers (NYARM)
Hotel Pennsylvania, NYC



November 6, 2015 – Connecticut Apartment Association Show
Foxwoods Convention Center, Leydard, CT



TBD – Hudson Valley CAI Show (Community Associations Institute)
Ramada Inn & Conf. Center, Fishkill, NY

Come check us out



What's Wrong With This Picture?

The top photo of the Hercules laundry room at 360 East 72nd St in NY is the original photo. The bottom photo has been slightly modified. Find the six "slight" modifications in the bottom photo and email Barry Heller at barry.heller@hercnet.com with your answers, for a chance to win a \$100 American Express Gift Card.



360 East 72nd Street, New York

Our Strength is Personalized Service



The Smart Choice in Laundry

550 West John Street • Hicksville, NY 11801-1039
1-800-526-5760 • www.hercnet.com