

Fall 2011

RECYCLES



The Newsletter From SDI Laundry Solutions



Al and Ro Mirra of Platzner International Management



Ernesto Vigoreaux and his wife Jennifer wore their new Yankee hats at the game



Matt Kovner of Highpoint Ventures with Jay Mendel and John Benito of Garthchester Management



Carmen and Jose Hernandez of Cortwood Village

Take Me Out to the Ball Game!

SDI treated some of their best customers to a day at Yankee Stadium on September 7th. From the comfort of a luxury suite just behind first base, the view was grand. After a moving tribute to those lost on September 11th, 2001, the team had some great action against the Baltimore Orioles. In spite of some rain showers, the game stayed on schedule (unlike the previous night game, which began after 11 pm and ended after 2 am!) and with the score tied at 4-4 went into extra innings. Unfortunately for the fans, the Orioles pulled out one last run to beat the Yanks in the 11th inning.

But a great time was had by all, including great ballpark food and Yankees paraphernalia. Thanks to all those who joined us at the game. We certainly look forward to another day at Yankee Stadium next season. ■



Tom Caraccio of Viking Management brought his grandson to the game.



The SDI suite featured plenty of room both inside and out where our guests enjoyed great views, food, drinks and company.



Ed Miller of Lemle Wolff with Paul Moore of Exact Capital.



Welcome Elise Culver to the SDI Team!

Customer Service Manager Elise Culver is the newest member of the SDI team.

We are pleased to announce that Elise Culver has joined the SDI Team as Customer Service Manager. She will be working hard to ensure that our customers are completely satisfied with every aspect of their laundry experience.

Before joining SDI, Elise worked in the residential heating oil business. Her extensive background enables her to understand all aspects of our business, from sales to installation to service. She can be reached at 800-945-9274 ext. 154. Elise received her Bachelor's Degree in Business from the State University of New York at Buffalo. ■

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**Check out our videos
on YouTube.com!**

youtube.com/watch?v=0e2PxT0lz9c
youtube.com/watch?v=ElXDmyjehuM&feature=channel



Join us on Facebook for great offers!

Upcoming Events

New York Association of Realty Managers (NYARM) Annual Expo

Wed. September 21

Hotel Pennsylvania
Seventh Ave. at 33rd St.

Visit us at Booth #5
nyarm.org

Bronx-Manhattan North Realtors 10th Annual Real Estate Trade Show

Wed. October 26

The Bronx Zoo
bmar.org

Council of NY Cooperatives (CNYC)

31st Annual Housing Conference & Expo

Sun. Nov 13 8 am - 5 pm

Baruch College
55 Lexington Ave. & 24th St.
cnyc.com

The Laundry Doctor is In



Customer Service Manager Elise Culver, Vice President of Sales Dan Donohue and Sales Support Specialist Nick Kotsidis made a Laundry Doctor house call to Manhattanville College.

SDI has a new prescription for success: The Laundry Doctor! Let our team of white coat professionals make a house call to your property to help you get the most out of your laundry room. The team's first visit was to the beautiful Manhattanville College campus in Purchase, NY where they greeted students for the fall semester, offering samples of laundry detergent and handouts explaining how to use their Smart Cards and how to operate the washers and dryers in the dorm laundry rooms.

Vice President of Sales Dan Donohue, Customer Service Manager Elise Culver, and Sales Support Specialist Nick Kotsidis wore their brand new white lab coats, emblazoned with the SDI logo, and had a great time meeting and talking with the students.

If you need a house call at your laundry room, just give us a call at 800-945-WASH and ask for the Laundry Doctor! ■



QR Codes Tell A Story Find Out What This One says and You Could Win a Prize!

Have you been seeing those interesting little squares appearing on advertisements, signs, even business cards? Are you wondering what they are, or have you already found out? They are "Quick Response Codes" and each one tells a different story.

How? Just download a QR scanning app to your smartphone, point your phone at the square and it will "read" it, redirecting your web browser to any number of interesting informational locations! It may take you to a video, a discount coupon, someone's bio or a website.

Want to try it? Read the QR code appearing right here and go to our Facebook page to tell us what you saw! You'll be entered into a drawing to win our next prize! Past prizes have included an iPad, Smart Cards loaded with money that you can use to run your laundry for free, and other great gifts from SDI. ■

