



SDi's Staff Enjoyed Great Food & Camaraderie at the Annual Holiday Party December 21st!

As the year drew to a close, we held our Annual Holiday Party on December 21st where about 65 SDi team members enjoyed a huge buffet of delicious foods and desserts. COO/VP and master chef Steve Jagde outdid himself again this year, preparing a host of delicious dishes from marinated porterhouse steaks to spicy teriyaki salmon. There was fresh venison brought in from the wild by our very own Dan Donohue, VP of Sales and outdoorsman par excellence. Dan Horowitz, VP of Sales, made his signature Mac and Cheese, and many others brought in homemade specialties from baked ziti to roast pork with Spanish rice and hand made Spring rolls.

There were desserts galore to choose from as well. Gifts were awarded throughout the afternoon as we raffled off T-shirts, flashlights, hats and other useful goodies. Thanks to everyone who made the Holiday Party a success. It was a great send-off to the Holiday Season. We wish everyone at SDi and their families all the best for a very Happy New Year! ■



Forget Dragon Tattoo Here Comes the Dragon Boat

While you may have gone out to see "Girl With the Dragon Tattoo" over the holidays, who knew there was an annual Dragon Boat Racing Championship in Tampa Bay, Florida? Our very own Tony Soukhaseum competed in the 10th Annual Championship race, a four-day event last August, and his team of 20 paddlers came in first place!

This amateur water sport has its roots in an ancient Chinese folk ritual of contending villagers dating back 2000 years. The 45-foot-long teak boats are traditionally made in the Pearl River delta region of Guangdong Province in Southern China, where they are raced as part of the annual Duanwu Festival or Duen Ng observance. Modern day Dragon boat racing began in Hong Kong in 1976, and has grown into an international competitive sport. During competition, the boats are rigged with decorative Chinese dragonheads and tails. The 20 paddlers sit side by side in ten rows, while a steersperson stands on a platform in the stern and guides the boats through the water. In the bow, a drummer

Tony Soukhaseum (center in white hat) and his fellow team members display their First Place medals at the Dragon Boat Racing Championship in Tampa Florida last August.



A steersperson handles the rudder in the stern and a drummer beats out the rhythm in the bow for the 20 paddlers who sit side by side in rows of ten in the traditionally decorated teak Dragon Boats.

sits facing the crew, beating the drum to the stroke rate of the paddlers. Each team races three times throughout the day, with a chance to vie for champion of one of seven divisions. The race course is 450 meters long, and teams race from east to west in a straight line.

Tony started working at SDi in 1994, and worked in the collection department until 1998 when he became our first Smart Card technician. Congratulations, Tony! ■

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Hope to see you there!

Film Trivia Contest Winner

How well do you know your film trivia? Try this one: What three films are tied for receiving the most Oscar nominations?* Of all the attendees at the Council of New York Cooperatives (CNYC) Annual Conference in November, just ONE person got the right answer! Carl Tait, board member of his West Side co-op, won our Film Trivia contest and was awarded a Kindle as the prize. Thanks to all of those who participated and who stopped by our booth to say hello. The CNYC show is always a great educational event for co-op and condo board members, and we hope to see you there next year.

*To learn the answer, visit our Facebook page at facebook.com/SDiLaundrySolutions



Joel Katz, one of SDi's Account Representatives, is a big film buff. Here he is congratulating Carl Tait, right, who won a Kindle for getting the right answer in SDi's Film Trivia contest at the CNYC Conference in November.

Laundry Doc Continues to Make House Calls

The SDi Laundry Doctor Team has been making house calls since last summer, stopping by to help our customers learn the best way to get the most out of their laundry room experience. So far the team has visited properties from Manhattan to the Bronx and beyond, and they are happy to come to your building as well. Just give us a call at 800-945-WASH to make an appointment. ■



Nick Kotsidis, Sales Support Specialist, flanked by members of the SDi Laundry Doctor team at a recent House Call to West End Avenue in Manhattan.

Save Money By Switching to High Efficiency Washers

Advances in technology have made old-style top-loading washers obsolete. The new high-efficiency machines save building owners thousands of dollars over the course of their lifetime. With electric, water and gas charges constantly escalating, building owners and managers should seriously consider switching to these high-efficiency machines.

For example, in a laundry room with two traditional washers that are each run four times per day, the cost of water, gas and electric averages \$112 per month*. With the new high-efficiency models, that cost would be reduced to \$38 per month—a savings of \$74, or a 66% reduction in utility costs. In a bigger laundry room, the dollar savings are much greater.

In addition, these machines are more environmentally friendly, conserving water and electricity, while requiring much less soap and thus reducing pollutants.

Our trained service staff is happy to visit your property to do an on-site inspection and analysis, and show you how these new machines can improve your bottom line while providing a better, less expensive laundry experience for all the residents in the building.

In many cases, we can install these new machines at no up-front cost to you, just one pre-set monthly fee that comes out of the laundry room revenue.

Contact SDi today for a free consultation. Call (800) 945-WASH or email our Vice President of Sales, Dan Donohue, at ddonohue@servicedirections.com. For more great tips, check out Ron Garfunkel's blog at

<http://sdilaundrysolutions.com/wordpress/>
*Based on the following utility cost estimates: water \$7.62/ccf; gas \$1.40/therm; electric \$.19/kwh. These charges do not include basic monthly service and delivery charges or sales tax. ■

