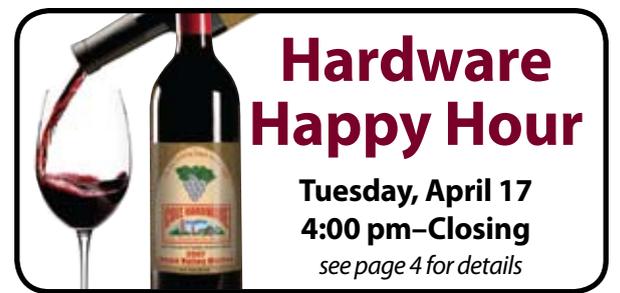




Send Us Your Recipes!
Let us include your favorite recipe in our COLE HARDWARE Community Cookbook! E-mail your recipe to Tessa@colehardware.com.

COLE HARDWARE'S
Flash Friday
ONE-DAY DEALS
It's easy to sign up: simply send us an e-mail at hotline@colehardware.com with "Flash" in the subject line.



Hardware Happy Hour
Tuesday, April 17
4:00 pm–Closing
see page 4 for details

COLE HARDWARE'S
Hardware Hotline
April 2012
NEWS AND VIEWS FROM AROUND THE STORES

The Annual Earth Day Inventory of Our "Quadruple Bottom Line"

We are proud to present to you our sixth annual Earth Day inventory of our environmental and social bottom lines. We started tracking our social, environmental, and workplace endeavors not only to document our commitment to you, our crew members, our City, and the environment, but also as a way to keep us on track to excel in these areas.



While many companies report on a triple bottom line, we created our own "quadruple bottom line" based on these areas of importance to us:

- Environmental advocacy
- Social advocacy
- Workplace advocacy
- And to operate a profitable business, too

Although we faced challenges like every other local, small business, the year 2011 also gave us many reasons to celebrate our good fortune: Dave Karp's 95th birthday, our 50th anniversary, and our amazing and diverse crew, to name just a few. Your support has helped us maintain momentum in every facet of our business and has allowed us to employ more than 100 crew members. Your loyalty and patronage are greatly appreciated.

Our commitment to our quadruple bottom line finds us constantly challenging ourselves to discover new opportunities. We're ever mindful of our pursuit to excel. You'll see that we've added some new initiatives in the past year worth noting. However, not listed

continued on page 5...

Davos Debriefing

In late January, COLE HARDWARE enthusiast and director of the Business Council on Climate Change, Katherine Michonski, traveled to the World Economic Forum's annual meeting in Davos, Switzerland, to participate in the conference as a "Global Shaper"—a new community of under-30 professionals with great potential for future leadership roles in all sectors of society.

As an independent international organization committed to improving the state of the world, the World Economic Forum (WEF) gathers business, political, academic, and other leaders for its annual meeting each year in Davos to shape industry agendas. The Forum was founded in 1971 by Professor Klaus Schwab on "the precept that business cannot operate in a vacuum, and that the great challenges facing humankind need to be addressed by all stakeholders of society."

Recognizing the importance of incorporating youth perspectives in global decision-making processes (50% of the world's population is under 27), the Forum launched its first under-30 community of Global Shapers this summer. "We are becoming increasingly aware that solutions to our global challenges must purposefully engage youth at all levels—locally, regionally, nationally, and globally," noted Professor Schwab in a recent WEF press release, "This generation has the passion, dynamism, and entrepreneurial spirit to shape the future."

As the inaugural year for the Global Shapers community, 2012 was also the first time the World Economic Forum invited a youth contingent to Davos. The 70 Global Shapers attending the conference played an active role throughout the five-day event, participating

on panels, leading discussions, and informally sharing their experiences as millennials growing up in a fast-paced, dynamic world. There were also two special Shapers events: an opening plenary with Archbishop Desmond Tutu to inaugurate the Shapers community and a closing plenary on millennial challenges with Grameen Bank founder Muhammad Yunus.

The Shapers boasted another "first" at Davos: the



COLE HARDWARE friend Katherine Michonski speaks at the World Economic Forum in Davos, Switzerland.

group was the first Forum community to achieve gender parity. (The next largest group was the Young Global Leaders, with 42% women.) Despite an effort by the Forum to attract more women, the conference achieved only 17% female representation!

Drawn from 44 hubs and 36 different countries, the Global Shapers group included a 24-year-old mayor from the Philippines, a professor of nanoelectronics,

continued on page 2...

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Davos Debriefing

...continued from page 1

the founder of “founders,” the COO of dosomething.org, and 20 CEOs, including the CEOs of the Israeli start-up BillGuard and the “Gilt Groupe” of Turkey (Trendyol), among many others.

“Attending Davos was absolutely surreal,” said Katherine. “But hands-down the best part of the conference was getting to know the other Shapers, who are doing amazing things in cities around the world. I’m really looking forward to learning from the experiences of the group, while hopefully contributing some of what I’ve learned working with so many stellar San Francisco businesses—COLE HARDWARE included!”



Katherine enjoyed meeting Desmond Tutu in Davos.



Dave Karp presents Friends of the Urban Forest's Dan Flanagan with a check for \$572.06 from our January spare change collection.

Win a Zero-Waste Lunch Kit!

In honor of Earth Day this month, win a zero-waste lunch kit. One lucky winner at each of our locations will receive a COLE HARDWARE retro red lunch pail that will include a S'well™ hot/cold

beverage bottle, a LunchBots stainless steel tin, a reusable sandwich wrap, a bamboo utensil set, a cloth napkin, and an ice pack. Enter through Earth Day, April 22. Drawings to be held on Monday, April 23.



Entry Blanks

Win a Zero-Waste Lunch Kit!

Name _____

Phone _____

E-mail _____

One lunch kit will be given away at each store.
Drawings will be held April 23, 2012.

Spare Change Collection

Thanks to your generosity with your spare change when checking out at our registers, our collection jars have raised over \$5,000 to date. Our February collection was earmarked for WOMAN, Inc., a community-based, multiservice agency serving survivors of domestic violence in San Francisco and the larger Bay Area, and we're pleased to report that we raised \$661.

Nature in the City benefits from our spare change collection in the month of March. As the only nonprofit organization dedicated to restoration and stewardship of San Francisco's natural heritage, Nature in the City plays a critical role in securing our City's wild lands for future generations. We'll report those numbers next month.

In April, our spare change collection beneficiary will be Groceries for Seniors, a community-based nonprofit organization that provides free food to low-income seniors in San Francisco.

The City has 27,159 seniors with incomes below the federal poverty line (2000 U.S. Census) who live with the daily threat of hunger. This condition can worsen chronic health problems that can lead to the hospitalization of the senior. Food is a basic human need: without an adequate diet, people cannot fight off disease and infection. Low-income elders must often choose between purchasing food to stay well or buying needed medications. This pantry program distributes nutritious, fresh food to approximately 1,188 seniors every week. Without their help, many seniors would go to bed hungry.

The mission of Groceries for Seniors is to provide elderly clients with the food they need to stay healthy and remain living independently in the community. It's easy for you to participate, too. Simply drop any spare change returned from your transaction into one of the jars at our cash registers!



"Our commitment to you: Your satisfaction guaranteed. Period."

TRY A VENDOR THAT'S LOYAL TO YOU

COLE HARDWARE Commercial Supply

We offer competitive pricing and incomparable service to property managers, contractors, municipalities, and anyone else needing project quantities.

With our expert research team and free delivery throughout the Bay Area on most items, we give you personal, customized, on-site service.

And because we're COLE HARDWARE: Your satisfaction guaranteed. Period.



COMMERCIAL
SUPPLY

415/647-1800

FROM THE GARDEN CENTER

Visit our garden centers at the Cole Street, Polk Street, and Missions Street stores.



In the Garden with Rick

Rick can be found at our Cole Street nursery or reached at rnick@colehardware.com.

April Garden Tasks

After the springlike winter we had this past season, will our spring be more winterlike and produce April showers? The month of April usually marks the onset of our driest months to come, but it seems as though they never left us from last fall. The longer daylight hours allow us to enjoy the early evening walking in Golden Gate Park or working in our gardens.

✓ **Summer vegetables:** This is one of the best months to plant your summer vegetable garden: arugula, beans, carrots, Swiss chard, cucumbers, peas, and radishes can be sown directly into the ground. When planning your summer garden, remember that leafy vegetables need at least 6 hours of direct sunlight per day to develop fully. Fruiting vegetables such as tomatoes, peppers, squash, and eggplant require 10 hours.



✓ **Garden Pests:** Slugs and snails can still be problematic, so deal with them now.



✓ **Mulch:** This is a good time to apply a 3-inch layer of mulch around trees and shrubs.

✓ **Soil amendments:** Consider treating your garden soil with an amendment of organic matter such as peat moss, wood chips, compost, or manure. Inorganic amendments can also be used to amend soil. These are either mined or man-made and include dolomite lime, perlite, pumice, and vermiculite.



✓ **Easter lilies:** Keep these beauties blooming for a longer period by keeping them in a cool, sunlit room and pinching off the anthers after the flower opens. After the blooms have faded, plant lilies in a sunny, well-watered garden spot with good drainage to enjoy for years to come.

✓ **Spring bulbs:** All of our garden centers have assorted bulb variety packs in vibrant color themes.

Choose from yellow, purple, red, orange, and pink. Bulbs in the assortments include Asiatic lilies, ranunculus, dahlias, gladioli, and allium. Each assortment contains from 15 to 25 bulbs. (Sku 700921-5, \$12.99)



See you in the garden!



Beneficial Insects Maintain the Balance of Nature

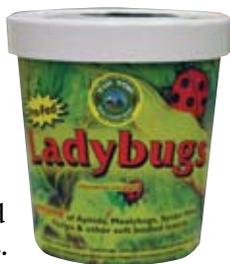
Pest insects have always been with us and so have beneficial insects to maintain the balance of nature. Beneficial insects fill two main roles in the garden ecosystem: pollinators of plants and predators of pest insects.

When natives and other desirable plants are allowed to bloom, they attract beneficial insects with their nectar and pollen. Try planting the following to make your garden more beneficial-insect friendly:

- Parsley family: parsley, fennel, coriander, dill, and chervil
- Flowers: chrysanthemum, sunflowers, daisies, asters, zinnias, and cosmos
- Natives: sweet allysum, native buckwheat, baby blue eyes, tidy tips, yarrow, California poppy, and monkey flower

You can also buy beneficial insects to add to your garden:

Ladybugs add attractive color to a garden while fighting pests! Release them at night (so they don't fly away), at the base of plants. They naturally climb up plants and will eat aphids, mealybugs, leafhoppers, and other destructive insects. They continue until the bad guys are gone, laying their own eggs in the process. When new pests arrive, fresh ladybugs will be waiting. (Sku 701166, \$8.99)



Praying mantids eat a wide variety of insects—virtually any pest that moves. Since they don't fly, they stay right in the area where they are released. (Sku 701167, \$9.99)



Beneficial nematodes assault flea larvae in soil, bark, or ground litter. They also attack more than 230 kinds of garden pests, including cutworms, gypsy moth larvae, cabbage root maggots, and white grubs. They do not affect humans, animals, or plants.

An effective flea-control program attacks fleas in three places: on pets, in carpet and upholstery, and outside in the soil. Beneficial nematodes actually eat and thrive on flea cocoons and pre-adult fleas in the yard and garden. Beneficial nematodes are a 100% natural, live product. One container contains millions of microscopic beneficial nematodes, *Steinernema carpocapsae*. Here in the Bay Area, you can apply beneficial nematodes any time of year.



To kill flea larvae, simply mix the nematodes with water and spray on soil and lawns (see directions included in package). They begin to work within 24 hours of application and remain effective for about two years (although we recommend annual application). One container covers up to 2,000 square feet. (Sku 701172, \$22.99)

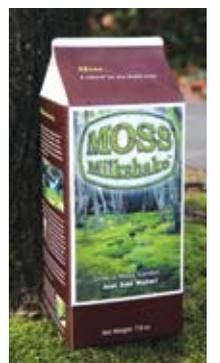
Live Moss

The color green has been proven to reduce stress, and there are few if any shades more vibrant and revitalizing than those found in cool, lush moss. For centuries, the Japanese have known what we are finally realizing—gardening with moss adds an amazing degree of serenity and timeless beauty to any garden.

Moss is utilized in rock garden design, in conjunction with water gardens, ponds, or ferns or simply in that shady spot where grass won't grow. Growing moss has fast become an increasingly desirable and low-maintenance alternative to grass lawns and conventional shade gardening plants.

COLE HARDWARE now offers Moss Acres live moss garden pack, which covers 2 square feet of ground. Live mosses are for the gardener who wants an instant moss garden. The mosses are dried and dormant and will rehydrate, turn vibrant green, and start growing as soon as they are watered. Planting is as easy as dunking each piece in water and tamping on the ground. The moss requires no watering once established, nor does it ever require fertilizers, herbicides, or pesticides. (Sku 747748, \$29.99) Moss Milkshake, a dry mix that just needs water to activate, is also available. (Sku 747747, \$19.99)

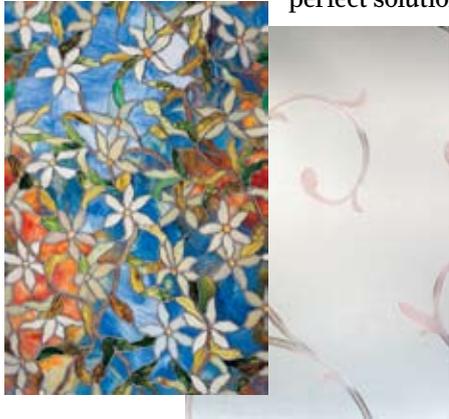
With Moss Acres, growing moss has never been easier!



WHAT'S UNIQUE?

Light Effects® Window Film

Our City living affords us unlimited culture and diversity, while at the same time, the close proximity to our neighbors can leave us yearning for more privacy—whether looking out or in. Light Effects is a thin, flexible film that refracts light and simulates the sparkle and clarity of a textured glass window, providing continued privacy for windows in your home or office, while allowing light to enter the room. This translucent, flexible film is the perfect solution for hard-to-cover specialty windows and an ideal accent to any decor.



It is easy to install and remove and does not use adhesives.

How to Install

- Measure window and trim film: On a smooth, flat surface, trim the film to your window size.
- Clean glass: Remove all dirt and debris from the window.
- Spray cold water: Spray a generous amount of cold water with a few drops of dish soap on the window.
- Remove backing: Peel film from paper backing. Keep paper backing dry. Protect film from lint and dust.
- Install film: Position film on the window. Wet textured side of the film and squeegee out excess water with provided squeegee.

Our stores offer assorted patterns in rolls measuring 24 x 36 inches, including a beautiful clematis pattern, reminiscent of a stained glass window. (Sku 5603980, \$25.99) An etched glass pattern provides privacy with a frosted, tasteful design. (Sku 5603998, \$24.99) Clear energy-saving film is also offered in 24 x 48 inches and 36 x 48 inches. (Skus 500100, 543263, \$24.99–\$29.99)



Edie Williams sent us this photo of her husband, Juan Vargas, in Torres del Paine, Patagonia, Chile.

COLE HARDWARE T-Shirts Travel the Globe!

While we're here in San Francisco serving our community, our T-shirts are out gallivanting around the globe. We love to see photos of our shirts in exotic places. Send us a photo of yourself or a loved one sporting a COLE HARDWARE T-shirt in Patagonia or in Poland, and we'll send you a \$5 gift card and publish the photo. Our shirts are available in men's, women's, and children's sizes. (\$9.99)

Hardware Happy Hour

Tuesday, April 17
4:00 pm–Closing

TWO FOR TUESDAY
BUY ONE,
GET ONE
FREE



Celebrate tax season behind us at our Hardware Happy Hour at all COLE HARDWARE locations. Enjoy a free glass of our Cutting Edge wine and sample our gourmet chocolates as you peruse the aisles for your shopping needs. In addition, we will be offering some incredible Two for Tuesday deals—buy one, get one free—on many of the everyday items you purchase regularly throughout the year, along with some one-day-only sales on special items.

Barbecue season will be in full swing at COLE HARDWARE, so you can check out our Weber® Shoppes and all of the new items to make this grilling season your most savory to date.
We hope you can make it!



Raised Garden

Create a garden space practically anywhere with a cedar raised garden kit. The 4-foot by 4-foot raised garden kit assembles quickly by simply sliding the boards into each corner post. Made of natural North American cedar, the kit secures easily with screws (included) and is expandable and stackable with additional kits. Available at our Cole Street, Mission Street, and Polk Street locations. (Sku 7305907, **HOT DEAL \$29.99** Regular price \$40.99)

LIGHT BULB FINDER



FREE MOBILE APP

available for iPhone, iPad, iPod touch, and Android devices.



FIND THE RIGHT ENERGY SAVING LIGHT BULBS FOR YOUR HOME

Dimmable LED Tulip Bulb

This bulb features omnidirectional light distribution and dimmability from 10% to 100%. The state-of-the-art, efficient thermal design allows for an extra-long life rating of 25,000 hours. Mercury-free, the bulb also has no output of ultraviolet or infrared radiation. Available in either a 450 lumens (7.5 watts) light output (Sku 317600, \$24.99) or an 800 lumens (12 watts) light output (Sku 317601, \$29.99).



Regular LED bulbs (left) have limited illumination patterns. The new omnidirectional LED bulb (right) provides a much wider pattern of light.

The Annual Earth Day Inventory of Our “Quadruple Bottom Line”

...continued from page 1

here, but at the core of who we are and what we do, is our passion for doing whatever it takes to create positive dinnertime conversation. We fully realize that, first and foremost, we need to offer you the very best hardware shopping experience each and every time you grace us with your patronage. On behalf of our wonderful staff and their families, we thank you for voting for us with your pocketbooks and buzz.

Our goal is to be able to operate a profitable business, all the while keeping an eye on environmental and social advocacy. And by delineating workplace advocacy, we honor our commitment to making COLE HARDWARE the best retail organization to work for in the City, which in the end helps us to address our ultimate goal—superb customer happiness.

Each year we are excited by the opportunities that this introspective report creates and for yet another way in which we can seek to fulfill our simple mission statement: “Our commitment to you: Your satisfaction guaranteed. Period.” As you’ll read below, we’ve added to our already pretty impressive list, and yet we know that we can do even better. We welcome your suggestions on areas that we can improve this year. Feel free to drop me a note at rick@colehardware.com or mail your comments and suggestions to me at 70 Fourth Street, San Francisco, CA 94103.

COLE HARDWARE’S Inventory: An Annual Report Card

Environmental advocacy: We are committed to minimizing our environmental footprint.

- We stock and promote environmentally friendly products.
- We emphasize consumer awareness of environmental issues.
- We encourage the use of our reusable shopping bags.
- We comply with all standards set forth by San Francisco’s Department of Environment green business program.
- We recycle for our customers: rechargeable and household batteries, old latex paint, spent fluorescent bulbs, cell phones, expired printer cartridges, soft plastic, small propane cylinders, and spent holiday light strands.
- We publicize events concerning conservation and environmental issues for our various Community Partners.
- We’ve purchased renewable energy credits for 100% of our energy usage for the third year in a row.
- We participate in environmental fairs.
- We ceased distributing plastic bags, although not required by the City’s ordinance.
- We mentor other businesses on the green business practices.
- We eliminated Styrofoam from our product assortment and replaced it with earth-friendly products.
- We offer wildly successful e-waste recycling events in partnership with Goodwill Industries.
- We offer a bicycle commuter benefit for our crew members who pedal to work.



- We partner with the California Product Stewardship Council’s Be Paint Wi\$e Partnership.
- We recycled hundreds of pounds of plastic bags for City residents who have no other choice but to dispose of them in the trash.
- We are active members of the Business Council on Climate Change.
- We sit on San Francisco’s Climate Action Plan (CAP) Business Advisory Panel, formed to provide a business perspective on the San Francisco Climate Action Plan.
- We guest lecture to business classes at San Francisco State University and the Family Business Program at the University of San Francisco.
- **NEW:** We discontinued our very popular Clearly COLE HARDWARE bottled water and introduced our Cutting Edge wine as a fund-raising tool for our Community Partners.
- **NEW:** We introduced digital versions of the



Hardware Hotline and *Hardware Hot Deals* for readers who prefer an e-version.

- **NEW:** We worked with Matter of Trust on their Wrap Star excess product packaging awareness campaign.

Social advocacy: We are committed to social responsibility and community involvement.

- We partner with local schools and nonprofit community groups and donate over \$10,000 in gift cards annually to be used at their fund-raising events.
- We have more than 600 schools and community groups in our Community Partners program.
- We publish community event notices.
- We provide a 10% discount to senior citizens, students, and disabled persons.
- We provide chauffeur service for senior citizens.
- We participate in the annual Rebuild-ing Together San Francisco volunteer weekend.
- We actively promote home safety and emergency preparedness fairs.
- We are founding members of the San Francisco Locally Owned Merchant Alliance (SFLOMA), and we continually advocate for the efficacy of San Francisco’s neighborhood shopping areas.
- We support local vendors such as Green Toys and other members of SF Made by offering their products in our stores.
- We support neighborhood organizations working on behalf of quality of life issues within our City.
- We participate in community events and fairs, including these events in 2011:
 - Ghirardelli Goes Green
 - University of California Mission Bay Green Fair
 - Cole Valley Fair
 - Fiesta on the Hill in Bernal Heights
- We offer Community Savings Days when seniors, students, teachers and school district employees, and active members of the military or veterans receive a 20% discount.
- Our Mission Street store gladly welcomes Bernal Bucks locally enriched currency.



- We sponsored a toy drive for the third year in a row for Arriba Juntos’s La Posada.
- We host State Department delegations of business leaders from around the world wanting to learn more about various aspects of a small business.
- We sit on the JVS Retail Advisory Committee to actively place exceptional job seekers in retail positions. Over the years, the JVS agency has become a respected leader in the workforce development community.
- **NEW:** We provide our new Cutting Edge wine to our Community Partners as a tool to raise funds at their events.
- **NEW:** We started our spare change collection program, with each month benefitting a different Community Partner. To date through February, we’ve collected over \$5,100 at our register collection jars, thanks to your generosity.
- **NEW:** We introduced our Community Partners registry so that schools and nonprofits can register for supplies needed for special projects or create an ongoing wish list of products that they are always in need of for running their programs.



Workplace advocacy: We promote and celebrate diversity in our workforce.

- Benefits offered:**
- Medical benefits provided above San Francisco’s Health Ordinance requirement
 - Dental program
 - Benefits offered for domestic partners
 - Nine personal time-off days per year
 - Vacation program for full-time employees
 - 401k pension and profit-sharing program with dollar-for-dollar matches and annual profit sharing bonuses
 - Pretax (cafeteria) plan allows employees to contribute a portion of their salary to a flexible benefits plan for a variety of benefits, including health insurance, medical expenses, dependent day care, and commuter expenses.
 - Competitive wages are offered for both hourly and salaried staff—our minimum wage is much higher than that mandated by the City of San Francisco.
 - Club COLE HARDWARE, a special recognition program for those employed two years or more, provides an additional annual bonus and other benefits.
 - To further encourage great customer service, our employees receive a bonus when receiving customer compliments and perfect “secret shopper” reports.
 - We celebrate success and good news: birthdays, new babies, and accomplished goals are greeted with cakes and treats in our lunchrooms.
 - We offer commuter benefits to encourage our crew members to utilize public transportation.
 - We offer a bicycle commuter benefit for our crew members who pedal to work.
 - Our policy is to promote from within.
 - **NEW:** We doubled our commuter benefit for crew members.
- Measure of success:**
- 8½ is the average number of years worked at COLE HARDWARE (by staff employed 2 years or longer).

What Makes a Great Paint Job?

PART ONE: Preparing and Priming the Surface

Contrary to popular belief, primers are not “cure-alls.” If the existing surface is in very poor condition (peeling, chalking, and so on) you have some work to do prior to priming.

Careful Surface Preparation

- Remove all loose plaster, wood, or peeling paint with a scraper or putty knife. (Be certain it's not lead-based paint. If it is, contact our Repair Referral Service at **415/753-2653 ext. 3** for referral to a properly trained paint professional.) Patch the area and any other surface cracks with spackle, paintable caulk, or a wood-patching product (depending on the type of surface). Let the filler dry thoroughly, sand, and feather sand to hide the edges of the patch. Remember: Surface irregularities will be more pronounced after painting, especially if you are using a semi-gloss or high-gloss paint.

- The surface you plan to paint needs to be both clean and dull. If you're not sure it's free of dirt, stains, soap, and grease, wash it with Jasco TSP No-Rinse Substitute (Sku 1008143, \$9.49), which cleans and deglosses the surface in just one step. Mix with water as directed and wipe the area with a sponge



and measures 7 1/4" x 5 1/8" x 2 1/2". (Sku 1218569, \$4.79)

from the bottom up; then wipe off with a clean cloth, turning the cloth frequently. The super-absorbent ACE Tile and Grout sponge is great for cleaning large areas. It is solvent-resistant

What About Mildew?

Walls or ceilings with mildew need special preparation. Painting directly over mildew just encourages it to grow. Mildew may be indistinguishable from dirt, so first swab a small area with bleach and wait—dirt will be unaffected, but mildew will disappear. If some of the discoloration

disappears and some stays, you've got both mildew and dirt—treat it as follows, and then clean with Jasco TSP No-Rinse Substitute.

To kill the mildew, saturate the surface with a solution of one part bleach to three parts water. (Wear safety glasses and gloves, and NEVER use bleach with ammonia or any detergent containing ammonia—the resulting fumes are poisonous.) Paint within a day or two. We can also add mildewcide to your paint at the time that it is mixed. (Sku 1368406, \$6.99) Increase ventilation in the room—this will diminish the chances that the mildew will reappear.



Deglossing

If the surface is glossy but definitely clean, you have two options:

- Apply Zinsser Bulls Eye 1-2-3® Water-Based Primer Sealer directly to the glossy surface. This interior/exterior primer adheres to gloss, whereas most other primers will adhere to a dull surface only. Bulls Eye 1-2-3 is tintable, in order to match your cover paint as closely as possible so that it does not show through. It is also a stain killer—this is the primer to use if your surface is marred with graffiti. (Sku 16890, \$19.99)



- Rough up the surface with a pole sander, vacuum up the sanding dust or wipe it up with a tack cloth, and then apply a high-quality primer.

Why Priming Is Important

One of the most often overlooked jobs in painting is priming the surface. Priming is not simply applying any type of paint prior to the final coat of paint; using the correct primer for the job will result in a more uniform topcoat and help adhesion. Primers are

quite different from regular finish coat paint: they are specially formulated for sealing surfaces and increasing adhesion, and they are manufactured to have a high percentage of resins or “binders” in order to seal a surface properly.

What Does a Primer Do?

A primer is specially formulated to do two things:

- A primer provides a level, smooth surface for the finish coat of paint to bond to. Paint contains a high percentage of pigment for better coverage but may not contain enough binder to adhere effectively to a porous, uneven surface. A good primer contains a high percentage of binders (has a higher binder-to-pigment ratio than paint), so the primer ensures the top coat of paint will adhere to or “bite into” the surface beneath it.

- A primer seals the surface so the finish coat of paint has a uniform appearance. This is especially important if the top coat is going to be a satin, semi-gloss, or gloss paint.

When Do You Need a Primer?

High-quality paint can be used to seal a surface, but it generally takes two or more coats. A high-quality primer can do the job in one coat. So save yourself some time and money and use the correct primer from the start!

New, unpainted surfaces—bare metal, wood, plaster, sheetrock, and so on—should always be primed before they are painted. A primer should also be applied any time the existing paint surface is of low quality. A primer seals very porous paints, such as low-grade “contractor” paints. Low-quality paints can actually be more porous than a bare surface. If you don't seal down low-grade paint, the new coat of paint may not adhere well to the old paint, resulting in peeling paint at a later date—or you may experience “flashing,” a series of high and low spots that look like blotches on the paint film.

Look for part two (*Finishes*) and part three (*Application*) of “What Makes a Great Paint Job” in the May and June issues of *Hardware Hotline*.



Lead Contamination and Renovation Laws

Federal law requires contractors who disturb painted surfaces in homes, child-care facilities, and schools built before 1978 to be certified and follow specific work practices to prevent lead contamination. The law requires that individuals receive certain information before renovating more than 6 square feet of painted surfaces for exterior projects or window replacement or demolition in any of the above-mentioned facilities.

Lead is especially dangerous to children under six years of age and can affect a child's brain and developing nervous system, causing reduced IQ, learning disabilities, and behavioral problems.



The most common exposure to lead is through dust. Regularly clean floors, window sills, and other surfaces to minimize your exposure to lead.

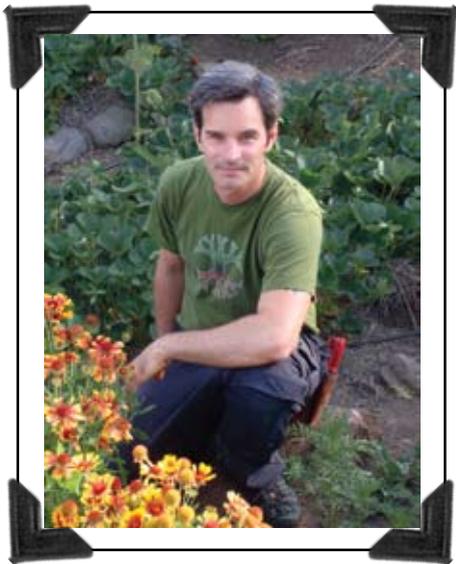
During renovations, repair, or painting jobs, the key to protecting yourself and your family is to employ lead-safe work practices, such as containing the dust inside the work area, using dust-minimizing methods, and conducting a careful cleanup. All contractors and painters in our Re-COLE-mend Repair Referral Service are certified in the new lead laws in effect. For more information, you can visit epa.gov/getleadsafe or call the National Lead Information Center at **1-800-424-LEAD**.

This information is from “The Lead-Safe Certified Guide to Renovate Right” from the Environmental Protection Agency. Renovators must provide you with a copy of this guide before commencing work.

Re-COLE-mend: Locksmith, Home Repair, Design + Build and much more!

Meet David, Our Landscape Gardener

April is the perfect month to work in your garden to enjoy the results all summer. If your garden needs a lot of attention, or you simply don't have the time, meet David, our landscape gardener who excels in just about every phase of landscaping and gardening, rather than specializing in only one area. David says, "No job is too big or too small!" Yes, he does it all. David is a native of Canada, having moved to the Bay Area in early 1999. He arrived as a pruning specialist and gradually increased his skills to include almost every aspect of landscaping and organic gardening.



yard and how they intend to use it. He suggests they "think long term, while being rooted in a step-by-step process." David will ask questions that create a profile of his clients' lives: Do they like to entertain? Do they have pets? Do they need an outdoor area specifically for children? Are they going to take part in the maintenance of their garden? David's number one goal is to create a natural yet refined look. He brings an artistic touch to garden design with lighting, shape, texture, and creative materials. His approach includes developing and implementing more sustainable and environmentally gentle services and products. More and more, the push is toward saving water, eliminating harmful products,

and reducing the impact that caring for and enjoying a garden has on the earth.

We asked David what he specifically does. David says that he's essentially a project manager who loves to get dirty! His company can:

- Perform regular maintenance and general gardening
- Install and repair irrigation systems
- Install patios, stone, retaining walls, water features, or any kind of hardscape or groundwork
- Create low-voltage lighting systems, including LED and solar
- Convert lawns to native and drought-tolerant plants, or eco-lawns

Most customers make the decision to hire David because they feel comfortable with him and can tell that their garden will be in good hands. If you would like David to come out to your home for a free estimate, please contact our Repair Referral Service at **415/753-2653 ext. 3** or homerepair@colehardware.com.

Mobile Locksmith Services

24/7 Emergency Services

Master Locksmith with Over 20 Years of Experience

Contact us at
415/753-2653 ext. 3
or e-mail

homerepair@colehardware.com.



Residential/Commercial Services

- Rekey and Lock Changes
- Installation, Service, Repairs
 - Dead bolts and standard locks
 - Panic hardware
 - High-security locks
 - Electric strikes
 - Keyless-entry locks
 - Mailbox locks
 - Antique mortise locks
 - Safes
- Design, Customization, and Implementation
 - Master key systems
 - Access control systems
- Lock Outs (30 minute reentry in most cases)

Automotive Services

- Lock Outs
- Lock Repairs



Marc, our master class locksmith

Repair Referral Service

COLE HARDWARE'S Repair Referral Service was created to introduce our customers to the finest contractors and tradespeople we know. We have formed alliances with independent businesspeople in order to provide you with the very best in home repair, maintenance, and remodeling. Some jobs may even be performed by qualified members of our staff.

We provide referrals for:

Air Conditioning
Alarms/Security Systems/Access Control
Antique Restoration
Appliance Repair and Installation
Arborist
Architectural Planning
Asbestos Removal
Bath Resurface
Brick and Stone Masonry
Cabinetmaking
Carpentry
Carpet and Linoleum Installation
Carpet Cleaning
Chimney Sweep and Repair
Commercial Kitchen Installation
Computer Data Cabling

Computer Grounding
Computer Repair and Tutoring
Concrete
Custom Closets, Pantries, and Storage Solutions
Decks New/Stain
Design + Build
Disaster Cleanup and Restoration (Flood/Fire/Sewage)
Door Refinishing
Drain Cleaning
Drywall/Lath
Duct and Dryer Vent Cleaning
Electrical 24/7
Emergency Locksmith
Emergency Power Restoration
Faucet Repair and Installation

Fences
Furnace Repair and Installation
Furniture Refinishing and Repair
Furniture Upholstering
Garage Door Repair/Installation
Gardening/Pruning/Tree Trimming
General Contractors
Glass Installation
Grout Restoration
Handyman Services
Hardwood Floors New/Refinish
Hauling
Home and Office Organizing
Home Energy Rating Systems (HERS)
Home Entertainment Systems

Insulation Installation
Intercom Systems
Interior Design, Staging, and Color Consultation
Interior Wood Refinishing and Restoration
Iron and Metal Works/Gates
Kitchen and Bath Remodeling
Landscaping
Lead Inspection and Abatement
Leak Diagnosis/Waterproofing
Lock Installation
Locksmith Service 24/7
Mold Remediation
Moving
New Construction
Painting Interior/Exterior

Pest and Termite Control
Plastering
Plumbing 24/7
Powerwashing, Commercial and Residential Cleaning
Remodeling / Major Remodeling
Roofs New/Repair
Room Additions
Safes
Security Evaluation/Consultation
Seismic Upgrading
Sheet Metal Work
Shutter Installation

Skylights
Solar Energy Installation
Stained Glass Creation and Repair
Stair Lift Installation
Stucco Work
Telephone System Installation
Tile Installation
Wallpaper Application
Water Heater Installation
Welding
Window Cleaning/Repair
Windows and Doors



COLE HARDWARE is a licensed California General Contractor, license number 708403.

Contact us at www.colehardware.com/homerepair

WHAT'S IN SEASON

Great Grilling

Unless we have April showers to make up for our springlike winter, barbecue season will be in full swing even on weekdays with more daylight to enjoy. Whether you prefer the flavors a charcoal grill provides or the convenience of a gas grill, our in-store Weber® shops have you covered. Each type of grill has its benefits and enthusiasts, and Weber offers many grills to choose from to fit your lifestyle.

Benefits of Gas Grills

- Convenient to start with the push of a button
- Temperature control for as long as needed
- Little to no cleanup
- No dirty charcoal to dispose of
- Not affected by wind
- For smoky flavor, wood can be used

Benefits of a Charcoal Grill

- Savory charcoal flavor
- Higher heat from coals for hotter grill temperature
- Usually less expensive than a gas grill
- Traditional summer fun and memories

The March issue of the *Hardware Hotline* focused on some of the charcoal grills in our assortment, and this month we will preview a few of the gas grills that our stores offer.

Weber Gas Grills

Engineered with heavy-walled stainless steel burners for years of dependable service, the grills in this series all feature a porcelain-enameled, cast-iron grate that conducts heat evenly across the entire surface. The push of a single button starts these grills quickly and easily.

Go-Anywhere®: Perfect for the on-the-go lifestyle we enjoy in the City, the Go-Anywhere easily travels to the beach or park and is ideal for a compact City backyard or patio. (Sku 80175, \$59.99)



Q 100: Runs on disposable 14.1- or 16.4-ounce LP cylinders. An optional LP tank adapter hose for a 20-pound tank is available. (Sku 8210502, \$149.99)



Q 200: Includes two handy fold-out tables with clips underneath to store grilling tools. (Sku 8210627, \$199.99)



Q 300: The stationary grill cart with a tank screen keeps the propane tank discreetly out of view. Cook up to 18 hamburgers at one time. (Sku 8195414, \$349.99)



Spirit® E-310™: A stainless steel work surface provides plenty of room for all your grilling needs. The porcelain-enameled steel shroud won't fade or peel. Available at our Cole Street store and by special order at all of our other locations. (Sku 8232993, \$499.99)

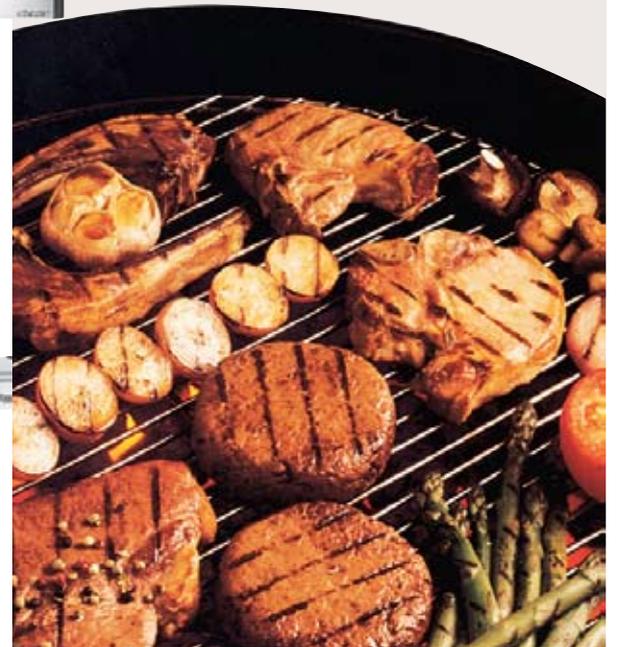


Genesis® EP-310: Stainless steel cooking grates serve double duty—they retain heat evenly and create beautiful sear marks. The unique, angled Flavorizer® bars smoke and sizzle when cooking juices drip down, adding flavor to your meal. (Sku 8295313, \$749.00) Shown here in copper, this grill is also available at our Cole Street store in black, gray, green, and red and by special order at all of our other locations.



Grill Safety Tips

- Don't try to move a hot barbecue.
- Don't add charcoal starter fluid to hot or warm coals, and don't use anything like gasoline to light the barbecue. Store starter fluid away from the barbecue.
- Before lighting a grill, always *open* the lid.
- Don't wear loose clothing while lighting the barbecue.
- Use long-handled barbecue tools and flame-retardant mitts to avoid burns.
- Have a fire extinguisher handy or use baking soda to control grease fires if needed.
- Never leave children unattended near a hot barbecue. Store a hot electric charcoal starter away from bare feet and small hands.
- Always store propane tanks upright, never in temperatures over 125°F, and never beneath a grill.
- Never use your barbecue indoors!



Barbecue Grills: Keeping 'Em in Tip-Top Shape

We all think of our barbecues as indestructible, and that's pretty much true, but you can add years to the life of your charcoal or gas grill by giving it a thorough inspection and cleaning once a year. If your cooking grate is rusty or the charcoal grate burned through, they should be replaced.

Charcoal Grills

Make sure the kettle is cool and coals are totally extinguished; then remove the cooking and charcoal grates and the ashes. Ashes should be removed regularly to ensure that the vents are not blocked. Wash everything with a mild detergent and water. Don't forget the vents: they need to open and close easily. Rinse well with clear water and wipe dry.

Cooking grates can be cleaned very easily after grilling is done. When you've finished cooking, open all the vents and keep the grill at a high temperature for 10–15 minutes. Then use a stainless steel bristle brush to remove any excess

debris left on the grates. This is important because any residue left on the cooking grate could cause food to stick during future grilling. It isn't necessary to wash the cooking grate; the flames and heat will sterilize it before you start to cook. Check the grate for rust; if you find any, replace the grate.

When the lid is warm, but not hot, wipe off the accumulated grease with newspaper or paper towels and wash with warm, soapy water. That flaking stuff on the inside of the lid isn't paint, but carbonized grease, way beyond baked on. To remove it, use Spray Nine® BBQ Grill Cleaner, which dissolves grease, burned-on food, and carbon deposits. It's an EPA-registered product that kills *E. coli*, salmonella, and other germs. (Sku 1147271, \$6.99)



Gas Grills

To clean the cooking grate in a gas grill, close the lid,

turn the burners on high, and leave it closed for 15 to 20 minutes. Then brush off the residue with a wire grill brush. This is called a "burn-off."

Remove and clean the flavor bars and the burner tubes under them with soap and water. When cleaning the small holes in the tube, don't use a scrubbing motion, but rather a tapping motion in order to prevent the tiny holes from expanding. Clean the inside of the tube with a wire coat hanger.

To clean the inside lid, wipe it off when warm. Use warm, soapy water or a stainless scrub pad if the buildup is extensive.

Once your grill is in shape, or if it's new, you may want to invest in some accessories to enhance your grilling experience: a cover will keep the San Francisco fog from causing mildew on the surface of your kettle, charcoal holders are great for the indirect method of grilling, and wire holders are ideal for grilling things like fish and veggies without dropping them in the fire.



ENVIRONMENTAL INFO

GOOD FOR THE EARTH—WE TAKE ACTION FOR THE ENVIRONMENT!

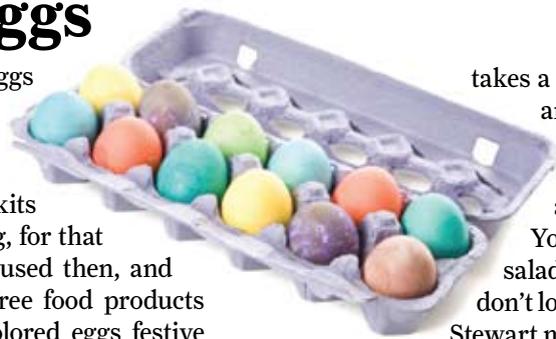
Eco Easter Eggs

The tradition of dyeing Easter eggs dates back to medieval times and is still popular today.

Back then, though, they didn't have the nifty little color dyeing kits to color eggs, or even food coloring, for that matter. Natural ingredients were used then, and your kitchen is full of chemical-free food products that you can use to create fun colored eggs festive enough for any Easter basket.

Eggs can be dyed using a cold dip method in which the dye is produced by boiling ingredients with water, straining, and then soaking the egg. But for richer hues, hot dipping is the preferred method. This involves boiling the eggs directly with the colorant. After hard-boiling your eggs in the colorant of your choice, allow them to continue soaking.

Shades will vary depending on how long you allow your eggs to soak in the color and how much colorant you use. Be patient, as dyeing eggs naturally



takes a little longer than the kits, and darker shades can be achieved by letting eggs soak overnight. Go ahead and experiment.

You can always have egg salad sandwiches if your eggs don't look like something Martha Stewart might have created.

Egg Color	Colorant Ingredient
Blue	Grape juice, canned blueberries
Orange	Onion skins, chili powder
Pink	Beets, cranberry juice, red cabbage
Violet	Hibiscus tea, red wine
Red	Pomegranate juice, canned cherries with syrup, red onion skins
Gold	Dill seeds
Brown	Coffee
Green	Spinach leaves

Recycle at COLE HARDWARE!



Bring to any of our four stores:

CELL PHONES:

Personal cell phones—batteries and chargers not required. PLEASE, no cordless home phones, car phones, walkie-talkies, pagers, or two-way radios.

BATTERIES:

Rechargeable (NiCad, NiMH) and household (alkaline and carbon).



OLD LATEX PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The latex paint containers you bring us should have paint in them!
- The ORIGINAL label on each can must CLEARLY state "latex," "acrylic," or "water-based" paint. No handwritten labels will be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- You must not be a commercial paint user.
- Please limit your drop-offs to no more than 10 gallon-size containers (or 40 quart-size containers or a combination of both) at a time. Containers are counted by size, not by the volume of paint they contain.
- Take paint to the customer service desk.
- PLEASE, no brushes or rags!



PROPANE TANKS:

Small (14 or 16.9 oz.), empty, nonrefillable propane cylinders only. Household only. Limit 5 per visit.



SPENT FLUORESCENT BULBS:

CFLs, tubes up to 8 feet, U- and D-shaped tubes. Drop-off limit is 10 bulbs.



SCRAP METAL:

Copper and brass.

EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

SOFT PLASTIC RECYCLING:

Clean plastic only. Households only. One basketball-size amount per visit please.

For Bay Area recycling resources, visit www.colehardware.com/recycle.htm

Who Are You Shopping For?

April 18th commemorates the 106th anniversary of the 1906 San Francisco Earthquake and Fire. The San Francisco Department of Emergency Management (SFDEM) hopes this anniversary will serve as a reminder to think about our household's earthquake preparedness and inspire us to become better prepared and more resilient as a community. Whether you are shopping for your family, your friends, or yourself, review SFDEM's Emergency Supplies Shopping List for a complete list of household items that are helpful to have on hand during an emergency. And when you visit COLE HARDWARE, look for the listed items that will help you to be prepared.

Another great preparedness resource is the SFDEM's preparedness website www.72hours.org where you can learn how to develop your emergency plan and how to handle any kind of emergency. The good news is you are probably more prepared than you think.



Take Your Preparedness to the Next Level

Register at www.alertsf.org for AlertSF, San Francisco's text-based message system that delivers emergency information to cell phones and other text-enabled devices, as well as e-mail.



Download SF Heroes to your smart phone from www.sfheroes.com and have all you need to know about preparedness on your phone, including a San Francisco emergency services map that is available even if cell coverage is down.



EMERGENCY SUPPLIES SHOPPING LIST

April 18th commemorates the 106th anniversary of the 1906 San Francisco Earthquake and Fire. This significant San Francisco earthquake anniversary is a reminder to build upon your earthquake preparedness. The San Francisco Department of Emergency Management hopes this emergency supplies shopping list will help you identify which everyday household items are important to have on hand should there be an emergency. Whether you are shopping for your family, friends, or yourself, having some extra everyday items on hand goes a long way in an emergency. And you may find you are more prepared than you think.

GET STARTED

Large, weatherproof container to store your disaster supplies (i.e., plastic garbage can with lid and wheels)

FOOD & WATER

At least three gallons of water for each family member. At least three-day supply of food for your family. Consider items with a long shelf life.

- Canned fruit and vegetables
- Peanut butter and jelly
- Crackers, cookies and cereals
- Dry milk and canned juice
- Energy bars and jerky
- Canned meat and soups
- Nuts and dried fruit

PERSONAL HEALTH AND SAFETY

- First aid kit and handbook
- Change of clothes
- Warm jacket or coat
- Sturdy shoes
- Warm gloves
- Hat
- Warm blanket or sleeping bag
- Toothbrush or toothpaste
- Towel or washcloth
- Soap, shampoo and comb
- Feminine products
- Extra/prescribed medications and medical supplies
- Contact lens case and solution
- Eyeglasses
- Hearing aid batteries
- Whistle

SANITATION

- Unscented liquid household bleach
- Eyedropper
- Hand sanitizer
- Heavy duty plastic garbage bags
- Plastic bucket with tight lid
- Toilet paper

COMMUNICATIONS

- Battery-powered radio
- Permanent marker
- Paper and pen
- Local map
- Extra keys for home and vehicle
- Emergency cash in small denominations
- Quarters (for phone calls)
- List of emergency contact phone numbers
- Copy of driver's license and insurance policies
- Photos of family members and pets

TOOLS AND CLEANUP

- Flashlights and extra bulbs
- Extra batteries
- Work gloves
- Dust masks
- Goggles
- Adjustable wrench
- Heavy-duty plastic sheeting or tarps
- Crowbar
- Hammer and nails
- Duct tape
- Bungee cords
- Disposable camera

CHILDREN AND INFANTS

- Entertainment toys, game books, playing cards, art supplies, etc.
- Baby food or formula
- Diapers and baby wipes

PETS

- Pet food (for one week)
- Water (for one week)
- Medicine (for one week)
- Portable carrier
- Extra leash
- Extra litter
- Bowl
- Toys

Pick up your SFDEM Emergency Supplies Shopping List at any COLE HARDWARE location.

—Rick Karp, President, aka Keeper of the Karma

Volunteer on National Rebuilding Day!

Going on 23 years now, hundreds of volunteers will donate their time, labor, and donations to the Rebuilding Day effort, Saturday, April 28, as Rebuilding Together San Francisco provides free repairs and renovations to low-income San Franciscans' homes and to schools, community centers, and nonprofits all over the City.

Rebuilding Together San Francisco is a local nonprofit that has worked in over 1,000 homes and 260 community facilities since their founding in 1989 as a grassroots barn-raising effort following the Loma Prieta earthquake.

Each year they need the support of nearly 1,500 volunteers in order to achieve their lofty goals, which this year includes helping repair the homes of 10 low-income seniors or adults with disabilities and 11 nonprofits, schools, and community centers.

Throughout the month of April and culminating on National Rebuilding Day, Saturday, April 28, they will be fixing up a 90-year-old community center, providing critical safety repairs for a multigenerational home, fixing the stairs for a lupus survivor, and sprucing up a nonprofit that supports veterans with case management, just to name a few of their projects.

The projects provide a joyous, hands-on way to give directly back to your community, providing a tangible impact by the end of a single day's work. The dire need for repairs exists within our communities well before and long after April. So in addition to Rebuilding Day, Rebuilding Together San Francisco's year-round



program, Home Safety, will serve over 240 low-income residents annually by providing safety repairs, weatherization, energy efficiency, and more, all provided free of charge thanks to their volunteers.

It's the compassion of the volunteers, community partners, and sponsors that enables Rebuilding Together San Francisco to do this work. If

you'd like to get involved, please contact them!

For more information about Rebuilding Together San Francisco, please visit their website www.rebuildingtogethersf.org or phone 415/905-1611.

**Saturday
April 28**



Ghirardelli Square Presents Fourth Annual Ghirardelli Goes Green

Saturday, April 21
1:00 pm to 5:00 pm
Ghirardelli Square

900 North Point Street, San Francisco



Ghirardelli Square celebrates Earth Day with Ghirardelli Goes Green, an annual, free event featuring food, live music, and green-themed activities, including a visit from the Bag Monster. Vendors, including COLE HARDWARE, will be present to share information with attendees on how to green their lives.

Ghirardelli Goes Green offers a great family-friendly introduction on how to be green:

- Meet the Bag Monster—Kids can meet the event's plastic bag-clad educational mascot.
- "G" goes Green—The "G" in Ghirardelli Square's famous sign will be lit green with LED lamps donated by Ford Associates Lighting in celebration of Earth Day.
- Chef demonstration and sustainable cooking class
- Eye-opening presentations by local vendors sharing fun facts on how to be green
- Live music from local artists



Locals can rediscover a San Francisco treasure—a short walk from Russian Hill, the Marina, and North Beach and easily accessible on cable cars, Muni, and the F-line streetcar. Stop by and say hi! For more information regarding Ghirardelli Goes Green at Ghirardelli Square, visit www.GhirardelliSq.com or call 415/775-5500.



COLE HARDWARE Windows Blog

To sign up for our new blog featuring our award-winning windows, visit colehardwarewindows.posterous.com.

Starr King Elementary School

Spring Fling

A community celebration and fundraising event

Food! Fun! Music! Activities for kids and entertainment for all! Raffle & Silent Auction!

Sunday, April 29, 1-5pm
Potrero Hill Neighborhood House, 953 De Haro St.

Suggested donation: \$15

Organized by the Starr King PTA, 1215 Carolina Street, SF, CA 94107

Funds raised will support arts and educational enrichment, greening and gardening projects, student wellness programs, and small class sizes.

starr king
a potrero hill public school

COMMUNITY CONNECTIONS

BAY AREA BUSINESSES

Attorney: Practicing 25 years in San Francisco and offering personalized, attentive service, reasonable fees. Advice and representation in residential and commercial tenancy matters—leases, notices, eviction, Rent Board petitions and hearings; drafting/enforcing contracts; formations of business entities—partnerships, limited liability companies, corporations. Free consultation. John R. Weinstein, Attorney-at-Law. Telephone 415/863-5896.

Bed and Breakfast Hosting: If you have an extra bedroom, with or without a private bath, that you would like to rent out on a nightly basis, let us know. Additional income—meet guests from all over the world. Phone: 415/899-0060, e-mail: reservations@bbsf.com, website: www.bbsf.com. Bed & Breakfast San Francisco—since 1977.

Caregiver: I am a licensed LVN who does caregiving for seniors, and I'm available during weekdays. I am dependable, experienced, and can provide references. Hours and rates are negotiable. Please call Josephine at 415/745-5175.

Computer Help: Honest Dave's Affordable PC Housecalls travels to your home or office to fix your computer. Viruses removed, computers speeded up to work like new, hardware and software installed, upgrades, training, TiVo, printers, and full support. 10 years full-time experience. Good Yelp (see Honest Dave). Call 415/271-0369.

Interior Redesign and Feng Shui: Imagine living in a home that you love—a space that supports, nourishes, and inspires you. SpaceTransform creatively re-envision and rearranges your rooms to be beautiful, functional, and comfortable. To learn more, contact Gwen at 415/656-7289 or visit www.spacettransform.com.

Legal Services: Established San Francisco attorney emphasizing Wills and Trusts (including LIVING TRUSTS and irrevocable trusts) and representation of small businesses (formation of corporations and limited liability companies; drafting of confidentiality and trade secret agreements, buy-sell agreements; and copyright matters). Reasonable rates (set fees for trusts). Call 415/221-3000 for appointment. See www.thelawcounselor.com for info.

Orange Dog Manor: Cole Valley Vacation Rental is perfect for housing visiting grandparents or out-of-town friends. Fully furnished studio apartment includes kitchen and private bath. Special discount for weeklong rentals. Visit our website at www.orangedogmanor.com or call 415/753-6886.

Organize Your Home/Home Office/Finances: And feel calmed, inspired, productive. Working together we can bring your space, clutter, paper, and/or finances to order. Member NAPO. Rates sensitive to economic times. Phone for no-obligation consultation, Linda James, at 415/285-3266.

Organizing/Relocating: Overwhelmed by clutter or relocating? As featured on KPIX and NPR, SHIPSHAPE has expertly helped overworked professionals, frazzled moms, and harassed homeowners cut through clutter and restore simplicity and peace of mind to their busy lives. Homes, offices, closets, packing, and more. Free phone consultation. Call 415/425-4204 or visit www.ShipShape.com.

Printing: We print business cards, office stationery and company brochures using the latest technology. Free consultations, easy e-mail prices, and friendly service. Delivery right to you. Call or e-mail On The Mark for graphics, print, and mailing services. References available. Call or e-mail: 415/621-2312 or Sam@printotm.com.

Proofreading: Lurilla has an English degree, a journalism background and was a member of the International Typographical Union for 40 years. She is an excellent proofreader (editing service also). Reasonable rates—unreasonable pickiness! First page free, then hourly rates apply. References available. Call 415/648-1868.

Real Estate: ALL YOUR SAN FRANCISCO REAL ESTATE QUESTIONS ARE ANSWERED AT: 415/308-5902. ZIP REALTY 5th largest REAL ESTATE BROKERAGE IN USA. As a *San Francisco Magazine* Top Ten Realtor, I am here to help you as I have helped others since 1978. If you are thinking of selling your home, condo, or income property, I can show you savings of up to \$15,000.00. Any buyer I represent will receive up to \$2,000.00 License 702525 with 512+ SOLD properties.

Stereo Repair/Home Theater Installation: Gene's Sound Service offers expert component-level repair of home audio systems, as well as audio, video, and home-theater installation and system troubleshooting. Specializing in on-site service at your home, office, or shop. Convenient day, evening, or Saturday appointments available. Many local references. Advice on maintaining your system gladly given. "Gene's honest and knows his stuff. Give him a try." Bobby McFerrin. Call Gene at 415/377-1258. More info at www.genessound.com.

Tax Prep and Planning: Tax services for individuals and self-employed persons. Over 20 years experience, especially in dealing with issues of artists, consultants, and nonfilers. Free initial phone consultation. Please contact Alan Steger, Enrolled Agent, at 415/387-3057.

Writer/Researcher: Published writer in magazines, newspapers, and a hardcover book; marketing and public relations writing. Twenty plus years experience. Bachelor's degree in English; coursework for master's degree; two copy editing courses at UC Berkeley. Fee based on scope of the project. Contact Michelle at 415/989-0158 or wordwise@inbox.com.



Tool Rental Reservations

Visit www.bescrappy.com/register.

Urban Gift Registry

For information, e-mail gift@colehardware.com.



Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit www.colehardware.com/eline.htm.

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**24/7 Locksmith, Plumbing,
and Electrical Services**
Call 415/753-2653 ext. 3 to be
connected to a service person.

COLE HARDWARE proud member of:



Polk Street Merchants District



Haight Ashbury Improvement Association



SAN FRANCISCO
CONVENTION &
VISITORS BUREAU
MEMBER



Russian Hill Neighbors



HANC
Haight
Ashbury
Neighborhood
Council

somba South of Market Business Association

COLE HARDWARE supports organizations working to enhance our great City. If you'd like us to be part of your membership, please contact julia@colehardware.com.

Benjamin Moore® Paint Available at COLE HARDWARE!



Colors that let you create a room that reflects your sense of style, passion, and flair

Choose from over 3,300 Benjamin Moore® colors.



The COLE HARDWARE Calendar - April

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 April Fool's Day	2	3 Hardware HOT DEALS April 1-15 see insert	4	5	6 California Poppy Day Flash Friday DEALS	7
8 Easter	9	10 Giant's Opening Day Flash Friday DEALS	11	12	13 Cherry Blossom Festival April 14, 15, 21, and 22	14
15 SUNDAY STREETS San Francisco Great Highway/ Golden Gate Park	16 Taxes Due	17 Hardware Happy Hour 4:00 pm-Closing	18 1906 Earthquake Anniversary	19	20 Flash Friday DEALS	21 Cherry Blossom Festival April 14, 15, 21, and 22
22 Earth Day	23	24 COMMUNITY SAVINGS DAYS Teacher Tuesday	25 Senior Wednesday	26 Military Thursday	27 Arbor Day Flash Friday DEALS	28
29	30 Student Monday	 COMMUNITY SAVINGS DAYS Special Community Members SAVE 20% see our website for more details			 Flash Friday DEALS To sign up send an e-mail to hotline@colehardware.com with "Flash" in the subject line.	



Our founder Dave Karp, Purveyor of Hardware Wisdom

The COLE HARDWARE credo...

Commitment to savings:
Rewards program members receive a 5% monthly dividend on purchases.

Commitment to the community:
We donate 10% of what you spend to local charities (you get to designate one of our school or community partner beneficiaries).

Commitment to you: Over 90 years of guaranteed customer satisfaction.

Commitment to the environment:
Reducing our footprint by implementing environmentally sound practices in our stores.

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(downtown bet. Market and Mission)
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COLE HARDWARE reserves the right to limit quantities to stock on hand and to correct printed errors. Items are similar if not identical to printed illustrations. If an item is out of stock, we can offer a suitable replacement or a "rain check" for the advertised item. We strive for complete customer satisfaction.

Contact the *Hardware Hotline* at 415/753-2653 ext. 5 or e-mail hotline@colehardware.com.



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E-mail us with any comments or questions at hotline@colehardware.com.

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