

**Attention Community Partners**  
**Clearly COLE HARDWARE**  
**Spring Water Returns**  
**for Your**  
**Fund-Raising Events!**

see page 4 for details



**Gardening Class**  
**Home Composting**  
**and Compost Teas**



**Sunday, April 12**  
**Rockridge Store**  
 see page 8 for details

**Household Items**  
**and E-Waste**  
**Collection**



**Saturday, April 18**  
**Cole Street Store**  
 see page 2 for details

# COLE HARDWARE'S Hardware Hotline

**April 2015**

NEWS AND VIEWS FROM AROUND THE STORES

## Our Annual Earth Day Inventory

We are proud to present to you our ninth annual Earth Day inventory of our environmental, social, and workplace bottom lines. We started tracking our endeavors in these areas not only to document our commitment to you, our crew members, San Francisco (and now Oakland, too!), 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**

Our commitment to our quadruple bottom line finds us constantly challenging ourselves to discover new opportunities. Your support has helped us

maintain momentum in every facet of our business and has allowed us to employ more than 120 crew members. While we’ve added some new initiatives in the past year worth noting, the core of who we are and what we do is our passion for doing whatever it takes to create positive dinnertime conversation.

We realize that you have a multitude of shopping options in today’s retail landscape, and your loyalty and patronage are greatly appreciated. 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.

Each year we are excited by the opportunities that  
*continued on page 9...*



*Renato, from our downtown location, accepts our Green Business recertification award from the San Francisco Department of Environment.*



*Oakland Councilman Dan Kalb (second from right) did the official honor of cutting the ribbon at our Rockridge grand opening reception on February 20. Joining Mr. Kalb are David, Rick, Tessa, Rockridge District Association’s Chris Jackson, and Adrianna.*

## COLE HARDWARE Artists in Residence

Our loyal customers, as well as out-of-town visitors, often compliment the talents of Noelle, our window dresser extraordinaire, whose wit and cleverness grace our windows. Our downtown Fourth Street store windows allow the most creativity because of their large size. To highlight some of our other multitalented crew members, Noelle will be curating an art exhibit with works by our artists in residence. During the month of April, take a

stroll down Fourth Street (we’re between Market and Mission) to take in our first crew art show. A variety of mediums, including this fish series by Mission Street’s Nick, will be represented.



## Clipper® Cards

**Available at Our Rockridge and Downtown Stores**

If you take public transit, even on occasion, nothing beats the convenience of an all-in-one Clipper card. We have become somewhat of a cashless society, due in part to the versatility of our ATM and credit cards. Scrambling for the exact fare on a bus, train, or ferry is a hassle, too, especially when riding multiple transit lines.  
*continued on page 7...*



**“Our commitment to you: Your satisfaction guaranteed. Period.”**

**Shop online 24/7 at [ColeHardware.com](http://ColeHardware.com).**

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# Goodwill E-Waste and Donation Drop-Off

956 Cole Street  
Saturday, April 18  
10:00 am–2:00 pm

Our Cole Street location will sponsor a donation drop-off day on Saturday, April 18, from 10:00 am to 2:00 pm with our friends at Goodwill. Besides consumer electronics (working or not), we will accept clothing and accessories, home accessories, kitchenware and small appliances, and bicycles. (Sorry, but we cannot accept large appliances, sofas, mattresses, snow skis, auto parts, or furniture.) Goodwill will take almost anything in good, clean, working condition. As a guideline, if you would give it to a friend or hand it down to a relative, it is perfect for Goodwill. This is a great opportunity to recycle outdated phones, computers,



stereos, and televisions properly to keep them out of the landfill. Although we accept small household appliances and small electronics at our stores on a daily basis, this is a great opportunity to bring in any larger electronics, such as televisions.

**SUPPLIES**

415/647-1800 E-mail: [colesupply@colehardware.com](mailto:colesupply@colehardware.com)

- Competitive pricing
- Incomparable service
- Specializing in hard-to-find items
- Free Bay Area delivery on most items

## MEET THE CREW:

Longtime customers of COLE HARDWARE know that a huge component of what makes our stores great is our staff. Throughout our business, there are thousands of details required to keep the stores running smoothly. Whether a crew member is carrying out an obvious task, such as coaching you through a project, or performing a more “behind the scenes” job, such as organizing merchandise in our backstock areas, we all work with the same end-goal in mind: customer satisfaction. In proud recognition of all the vibrantly different folks who make up the COLE HARDWARE family, we would like to offer you the chance to “Meet the Crew” as we introduce the especially dedicated individuals who work hard each day to make sure that your shopping experience at COLE HARDWARE is a great one.

Meet Irma, a part of our global COLE HARDWARE team—global, meaning that her position does not tether her to any one location, although you will see her most often at our Mission Street location where her desk is located. Over her years at COLE HARDWARE, Irma has taken the initiative to educate herself in so many areas of the business that it is

pretty much impossible to come up with a title that accurately encompasses all that she does.

Officially, the title we use most often for her is Staff Training and Development Manager. This is fitting because Irma is usually the first person COLE HARDWARE crew members come to when they have questions about practically anything (whether she likes it or not!). Irma has worked at COLE HARDWARE for about 13 years, ever since she started working one day a week as a cashier at our Mission Street location while in college. Since then, she has been involved in purchasing for our housewares and garden departments, marketing, sales, and interviewing and hiring new employees, and she’s currently learning more and more about human resources. There is literally not one area of the business that Irma doesn’t know at least a little bit about, and with her sharp mind, she is always willing and able to learn more. COLE HARDWARE customers may be interested to know that she is the woman behind our popular Flash Friday Deals, finding time each week among her myriad other duties to come up with items that are good candidates for Flash Deals and distributing stock among the stores appropriately. We are so lucky to have her!

**Hardware Hotline:** You’ve worked at COLE HARDWARE for so long and accomplished so much in your time here. What do you attribute your success in the business to?

**Irma:** Well, although I have worked here since 2002, I sort of don’t count the first few years since I was working only one day a week—cashiering on Saturdays. I think of that as the time that I was paying my dues. Since I’ve been working full time, what do I attribute my success to? I am always eager to learn about whatever I can and happy to add my two cents when I see a way that I can improve something. Also, I was always encouraged to do so and given lots of opportunities.

**HH:** What is your favorite thing about working at COLE HARDWARE?

**Irma:** Hands down, the people. I really love all of the people working here. We have such an amazing COLE HARDWARE family—we’ve got it all: smart, *continued on page 10...*



Irma with her adorable bambinos,  
Jack and Emma

## COLE HARDWARE Rewards

### Rewards member benefits:

- Membership is free, and you’ll receive the Hardware Hotline, our monthly newsletter full of valuable information and promotions.
- Free delivery in San Francisco and Rockridge neighborhood with \$100 purchase.
- New members receive an instant 5% discount on their first purchase for joining and a \$5 coupon toward their subsequent purchase of \$25.
- Attach your Rewards key fob to your key ring—if you lose your keys, they can be dropped in the mail to be returned to us; we’ll notify you when we receive them.
- Lifetime warranty on most products purchased at COLE HARDWARE.
- Receive a birthday discount equal to 50% of your age, up to a \$100 discount.
- We don’t sell our customer list, and all information is kept confidential.

### How points are earned:

- Rewards points are calculated daily and shown on your receipt.
- For every dollar spent, one point is earned.
- Points are converted to dollar value on your Rewards card on the last day of each calendar quarter.
- Points are converted in \$5 increments for every 100 points earned. Points balance is then reduced, and leftover points remain in place with no expiration.
- Rewards dollars are valid for three months once converted from points.
- For us to accurately track all of your purchases, you must identify yourself as a Rewards member each time you shop.

Terms and Conditions: 1. Rewards dollars are cleared after three months if they are not used. 2. Points never expire. 3. Rewards points are not issued for charge accounts or any accounts that receive a discounted selling price under any other program.

For more information, visit  
[www.colehardware.com/rewards](http://www.colehardware.com/rewards)  
or e-mail [service@colehardware.com](mailto:service@colehardware.com).

**Remember to request your Rewards points the next time you are in!**



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

## 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  
Cleaning/Janitorial  
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  
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\***  
Power Washing, Commercial and Residential Cleaning  
**Remodeling / Major Remodeling**  
Roofs New/Repair  
Room Additions  
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

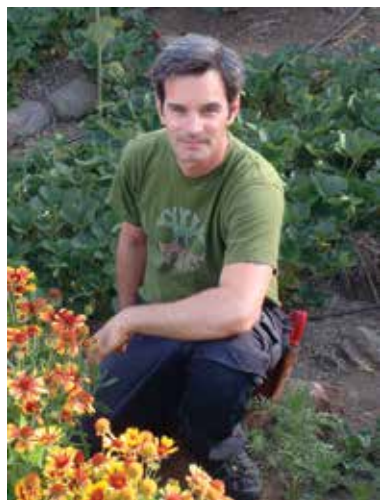
\*24/7 available in San Francisco only at this time

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

Contact us at [www.colehardware.com/homerepair](http://www.colehardware.com/homerepair)

## Meet David, Our Landscape Gardener

April is the perfect month to work in your garden in order 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.

"It's very important when I'm meeting with clients for the first time that we develop a plan," he says. He wants to know what the clients' goals are for their 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 know that their garden will be in good hands. If you would like David to come to your home for a free estimate, please contact our Repair Referral Service at **415/753-2653 ext. 3** or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com).

## Positive Dinnertime Conversation: Frank at Rockridge

Customer Nathan Francis shared this photo of his beautifully, refinished garage door and let us know: "Frank at the Rockridge COLE HARDWARE helped me pick out an orbital sander and other tools to refinish and stain my garage door. Here's the final look."



Customer Nathan Francis's garage door

## Mobile Locksmith Services

**24/7 Emergency Services in San Francisco**

**Residential, Commercial, and Automotive**

Master Locksmith with Over 20 Years of Experience

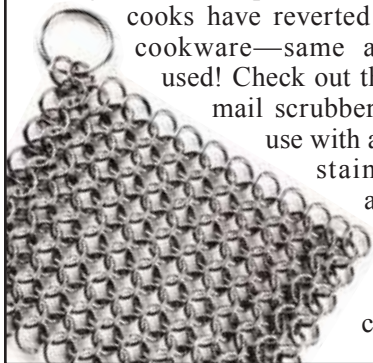
Contact us at **415/753-2653 ext. 3** or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com).



# WHAT'S UNIQUE

## Chain Mail Scrubber

Lately, nonstick coated pots and pans have gotten a bad rap in the news, and many home cooks have reverted to using cast-iron cookware—same as what Grandma used! Check out this nifty new chain mail scrubber that we found for use with all of your cast iron, stainless steel, hard anodized aluminum, and enameled cast-iron cookware, woks, and casseroles.



We find this to be one of the world's best pots and pans scrubber. Cleaning cast-iron cookware with the scrubber is safe, fast, and easy, and well-seasoned cast-iron pans will stay seasoned. Each ring is handmade from 316 grade stainless steel—the highest grade of stainless steel and often used for professional food service applications and surgical instruments.

Run your pan under warm water and scrub. Cooked-on residue will release quickly and easily with the scrubber, and there is no need to use detergents. The best time to clean cast-iron pans is shortly after cooking, when they are just warm to

the touch. The scrubber itself cleans up quickly in hot, soapy water or in the dishwasher.

Nasty burned-on food can destroy a regular sponge, even with a scouring pad, in just one use. So what's better than a lifetime guarantee? We will replace your chain mail scrubber at any time for any reason. Never buy another pot scrubber! (Sku 116013, \$19.99)



## Freshen Up Your Home Composting System with CompoKeeper®

Hopefully, most *Hardware Hotline* readers whose home has either a curbside compost program or a bit of garden space are taking advantage of the opportunity to compost. Composting lessens our collective environmental footprint by taking green waste that would otherwise end up causing pollution in landfills and channeling it directly into a more valuable material. However, sometimes the realities of keeping a compost receptacle in the home kitchen are less than desirable. As the food waste breaks down, it can cause odors and attract fruit flies—not very pleasant additions to the room where we spend our time cooking and eating! The CompoKeeper is a new product that we are loving at COLE HARDWARE, as it has solved many frequent complaints we hear about the unpleasant sides of composting kitchen scraps. What sets the CompoKeeper apart from traditional compost receptacles we've tried?

- Two foot pedals make for a hands-free, cleaner composting experience.
- Its patented bag-sealing technology lock smells in and keep bugs away.
- A generous 6-gallon capacity allows for more storage room and fewer trips outside.
- A sleek design makes it an attractive addition to the kitchen.
- It can easily be set up for under-the-counter or free-standing use in the kitchen.



The CompoKeeper is available at COLE HARDWARE in green or black. Pick one up today and revolutionize your home composting experience! (Sku 740000-1, \$69.99)



## Make City Postcards

Just for fun—for folks of any age—Make City postcard sets designed by Keisuke Saka contain postcards that can be assembled into miniature icons of the great cities of the world. Make City sets for San Francisco and Tokyo are now available at COLE HARDWARE. Inside the San Francisco set, you will find, for example, the Golden Gate Bridge and a tiny bread bowl of clam chowder, while Tokyo lovers can piece together a mini sushi meal and city landmarks to be destroyed by a tiny Godzilla. Each Make City postcard set has five different cards to cut out and assemble. Make City sets are packed in clear plastic sleeves with images of the completed models on the covers. You can make them for a fun indoor activity or mail them to people who left their hearts in San Francisco (or Tokyo)! (Skus 999805-6, \$5.99)



## Attention Community Partners Clearly COLE HARDWARE Spring Water Returns!

We are reintroducing our popular Clearly COLE HARDWARE bottled spring water for your fund-raising events. You'll recall that we introduced our Cutting Edge wine as an alternative to the politically incorrect single-use plastic water bottles for our schools and nonprofits to serve at their fund-raising events. You could say we turned "water into wine," but we also realized that serving wine was sometimes not appropriate for family festivities. So we're happy to announce that spring water is now available to serve at your events.

Our spring water is supplied by a local company

with a zero carbon footprint in bottles now made of 100% recycled, BPA-free plastic. We'll gladly donate up to six cases of water to our Community Partners for local fund-raising events. Just e-mail a request on your organization's letterhead, including the date of the event, to [hotline@colehardware.com](mailto:hotline@colehardware.com). Serve the water to your guests or suggest a donation to raise even more funds!

For Your  
Fund-Raising  
Events!





# FROM THE GARDEN CENTER

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



## In the Garden April Garden Tasks

Tips from Dennis and Bill



Stop by our Cole Street garden center for all your gardening needs. The advice is free from the Garden Guys, Dennis and Bill. E-mail them with any questions: [dennis@colehardware.com](mailto:dennis@colehardware.com) or [blitz@colehardware.com](mailto:blitz@colehardware.com).

Though we have pretty much enjoyed springlike weather all throughout this past winter, spring has now *officially* sprung. While any April sunshine we experience certainly won't feel like a novelty at this point, the lengthening hours of daylight will be welcomed by gardeners eager to spend extra time outdoors preparing for the summer and fall months ahead. Hopefully, the old adage "April showers bring May flowers" will hold true for us this season, as we still have months' worth of catch-up to play with rainfall.

✓ **Weeds:** It is the best practice to remove all weeds in April and then plant vegetables and summer flowers. The weeds are easier to remove when soil is damp, such as after a rainfall. They will be more difficult to remove in the coming months that should, theoretically, have warmer temperatures and drier soil, allowing roots to establish.



✓ **Compost:** Condition soil with compost after weeding and before planting. If you have sandy soil, try adding peat moss. (Sku 7398357, \$9.99)

✓ **Mulch, mulch, mulch!** Mulch will help hold precious water in. Apply an approximately 3-inch layer around plants. Leave trunks and stems bare to prevent crown rot. (Cedar Mulch: Sku 75958, \$6.99)



Wait until the weather warms for heat-loving plants such as aster, zinnia, or dwarf dahlia.

✓ **Fertilizer:** Add fertilizer now to citrus, roses, or summer-blooming shrubs if you did not fertilize last month.

✓ **Tulips and daffodils:** These should be about finished blooming, but do not cut off the fading green foliage. It produces the nutrients needed for next year's blooms.



✓ **Vegetables:** Set out seedlings, particularly for plants that take a long time to develop such as tomato, eggplant, and peppers. Sow seeds for beans, carrots, corn, cucumber, and radishes. When planning the layout of your veggies, keep in mind that leafy vegetables rely on a minimum of 6 hours of sunlight to develop fully. Fruiting vegetables will need 10.

✓ **Roses:** Feed them if you haven't done so already. Apply a high-nitrogen fertilizer; then follow up in a couple of weeks with some Epsom salts around each rose bush, and water in well. This activates plant enzymes that are essential to growth.



✓ **Pests:** Release ladybugs (Sku 701166, \$9.99—minimum of 500 ladybugs) at the bottom of your plants at nighttime to feast on aphids. Keep after snails and slugs. Use earth-friendly



Sluggo or hand pick them on an overcast, damp morning. Don't let these pests get a foothold in your garden.



See you in the garden!



## Sweetwater Nursery Grafted Tomatoes

Enjoy hearty tomatoes from your garden in your salads this summer with heirloom-grafted varieties from our organic grower Sweetwater Nursery. Grafting is the technique of inserting a bud or shoot into the slit of a vigorous rootstock resistant to soil-borne disease. High relative humidity of 90% or more and low light levels in the growing process help strengthen the plants to tolerate extreme cold or hot growing conditions. A high proportion of energy is put into the fruit, resulting in larger and longer harvests of up to 50% more fruit. Choose from an assortment of varieties available in our garden department. (Sku 730197, \$9.99)



## Worm Bins

Worms eat kitchen scraps and create worm castings, which are a valuable soil amendment and plant tonic. A worm bin is a supplement to a compost pile, not a replacement for one. Worms don't consume indiscriminately the way a compost pile does, and they can only eat so much at a time. That said, a worm bin makes a fine green-waste disposal system for an apartment dweller. If you don't have yard trimmings to worry about, worms can handle a good deal of your day-to-day food waste—such as coffee grounds, wilted lettuce, stale bread, and so on—and give you castings in return that you can apply to container plants. Sprinkle castings on potted plants and over garden beds. A little goes a long way. A handful can go into the



bottom of a planting hole to get a plant off to a good start. Unlike nitrogen-rich fertilizers, worm castings won't burn the plant's roots. They can also be mixed with potting soil, in concentrations of up to 20% castings, to make an extra-rich growing medium. (Sku 740740, \$79.99)





# WHAT'S IN SEASON

## Outdoor Entertaining

The mild, Mediterranean-like climate that we enjoy in the Bay Area allows us to entertain outdoors practically year-round. And with many city apartments on the “cozy” side, backyards,

patios, and decks extend our living areas. Entertaining at home can make your dollars go farther, too. For all of your outdoor living needs, visit any of our locations for ideas and inspiration.



## Outdoor Lighting—By the Foot

Give patios and outdoor entertaining areas an immediate facelift with the installation of heavy-duty outdoor string lights. These long-lasting, commercial-grade lights are built to withstand weather and the outdoor elements better than regular string lights. They are of the same quality as those you see on patios and outdoor areas at restaurants and bars. Whether you have an impeccably landscaped backyard oasis or a simple, modestly sized balcony, the addition of these lights will make your space all the more inviting and fun to spend time in. In order to perfectly customize the lighting, we sell the wire light string by the foot for \$1.99 (Sku 957000) and bulbs individually for



\$0.99 each (Sku 957001). Measure your space and stop by any of our stores—we'll get you everything you need to upgrade it into an outdoor entertaining haven in no time!



## Paper Lanterns

Create a festive mood on your deck or in your yard with paper lanterns. Our stores have a selection of 10", 14", and 16" lanterns in various colors. Hang one lantern as a focal point or multiple lanterns for a more dramatic effect. (Skus 622852–622882, \$2.99–\$4.99)



## Outdoor Living Catalog

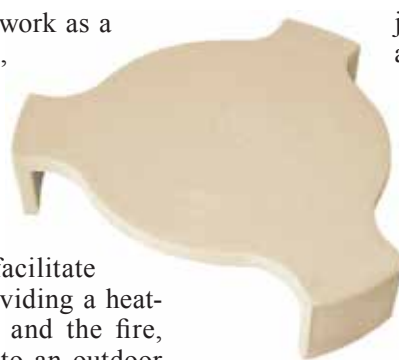
Pick up a catalog at any of our locations featuring a large assortment of outdoor living merchandise, including patio furniture and cushions, backyard fire pits, garden benches, and patio heaters. Available by special order. Delivery in 3 to 5 days.

## The ConvEGGtor™: Indirect Convection Cooking on the Big Green Egg

The Big Green Egg is designed to work as a complete outdoor cooking system, producing unrivaled results whether grilling, roasting, smoking, or baking—and nothing contributes more to the versatility of your EGG than adding a convEGGtor to your “eggcessories” collection.

The convEGGtor is designed to facilitate indirect cooking on the EGG by providing a heat-directing barrier between the food and the fire, instantly transforming your EGG into an outdoor convection oven. The design of the convEGGtor, in conjunction with the thermal properties of the EGG, allows heat to efficiently radiate within the dome while preventing the flames and heat from overcooking the food.

In the mood for a perfect pizzeria-style pizza? There's no need to travel to Italy or buy a high-priced pizza oven—you can bake and roast your way to culinary perfection with indirect heat using the convEGGtor and the pizza/baking stones. How about low-and-slow barbecue? When using the convEGGtor for low-temp cooking with natural wood chips or chunks, the smoke-infused air circulates around your briskets, roasts, whole chickens, or ribs—resulting in



juicy, delicious, and aromatic meats and poultry. And the convEGGtor is the secret recipe for amazing holiday turkey, ham, and roasts of any kind!

You may never cook indoors again once you experience how your Big Green Egg, paired with the convEGGtor for indirect convection cooking, achieves better results—with more intense flavor—than any other oven. It really is the ultimate cooking experience. (ConvEGGtor Small: Sku 869068, \$64.99; Medium: Sku 869069, \$89.99; Large: 869012, \$99.99; Pizza Stone, Medium: Sku 869070, \$49.99; Large: 869014, \$59.99; X-Large: Sku 869013, \$99.99)





# WHAT'S IN SEASON

## Easter Eggs

Decorated eggs predate their Easter association by quite a few years. Adorned eggs dating back 60,000 years have turned up in Africa, and many traditions point to the Persian custom circa 3000 BC, when eggs dyed red were gifted as a celebration of spring. While many of us grew up coloring our eggs with dissolvable capsules, natural ingredients including onion peels, tree bark, and fruit juices were traditionally used and have made a comeback. In addition, painting eggs has become a popular option for expressing creativity.



### Just for fun, here are a few tidbits of trivia on Easter eggs:

- The PAAS® dye packets that many of us grew up with were introduced in 1880 and sold for 5 cents.
- Dolly Madison launched what is now the annual White House Easter Egg Roll in the early 1800s on the lawn of the Capitol. Since 1878, the event has been held at the White House.
- Fabergé eggs are, of course, the most famous and valuable eggs known today. With only 65 created in the late 1800s and early 1900s for the Russian czars of the day, these jewel-encrusted beauties are worth millions.

## Clipper® Cards

...continued from page 1

As an added customer service, our Rockridge and downtown Fourth Street locations both offer Clipper cards and are able to fully load them with transit passes, discount tickets, ride books, and cash value. All applicable fares, discounts, and transfer rules are easily tracked. This lets you customize your card for your own transit needs. You can also use Clipper to pay for parking in a limited number of locations.

The Clipper card can hold multiple passes, ride books, or tickets (which are specific to the transit system being used), as well as up to \$300 in cash value at one time and up to \$250 in parking cash value. Cash value on your Clipper card can be used to ride any participating transit system. You can add value (in the form of both passes and cash value) to your card as you go. Use Clipper on Muni, BART, AC Transit, VTA, SamTrans, Caltrain, Golden Gate Transit and Ferry, and San Francisco Bay Ferry.



## Egglings

Just in time for Easter, precious Egglings have arrived at COLE HARDWARE. The Eggling looks exactly like an extra-large chicken egg, but crack it and discover a garden ready for sowing! The Eggling is made in Japan of white bisque and comes with a peat mixture and seeds already inside, as well as a terra cotta tray and extra seeds. Egglings are available at COLE HARDWARE with seed choices of Petunia, Lavender de Provence, Wild Strawberry, Prickly Cactus, or Basil. After a couple of weeks of watering, the seeds will sprout—creating a charming display that is just as at home on a child's dresser as it is on a grown-up's desk at the office. All Egglings are packaged in a colorful and distinctive box complete with instructions that make them a fun and easy gift item all year round. (Sku 799806-10, \$11.99)



## DriWater™ The Inexpensive, Reliable Plant Sitter

Bringing water to hot, arid places the world over, DriWater is a time-release gel that easily and effectively delivers water to plants.

DriWater is a patented product that consists of 98% purified water and 2% food-grade ingredients. It is bound in the form of a gel-like solid that provides consistent subsurface irrigation to plants for up to three months. DriWater is not a polymer or a wetting agent; it is organic and completely nontoxic.

Widely used in agriculture, revegetation and mine reclamation projects, and to establish plants in erosion-prone areas, DriWater allows plants to flourish in places where they would otherwise not grow at all. (DriWater recently committed to planting over 17 million



trees in a Cairo, Egypt, development. This will allow the growth of many trees in over 35,000 acres in the middle of the Sahara Desert!)

DriWater is good for the health of both you and your plants—you enjoy worry-free watering, and your plants stay healthy with reliable, consistent moisture in the root zone. Use DriWater to conserve water, increase survival rates, and facilitate difficult planting

throughout your landscape.

The **DriWater Tube** and Insert can be used as a permanent source of water for container growing or to establish plants in hard-to-reach places (such as hanging or elevated plants and plants on decks). (Sku 707016, \$4.99)

The **Gel Pac** can be used alone on small potted plants or as refills for DriWater Tubes. When used alone, the Gel Pac will water a plant for up to 30 days. (Sku 707020, \$2.99)



### The DriWater Quart

Carton placed next to the root mass will provide consistent, subsurface drip irrigation to a plant or seedling over a three-month period, regardless of ambient temperature or humidity. Only the treated plant receives water and not the surrounding surface area, greatly reducing competition from undesirable plants and weeds. The window of transplant success is therefore extended through the summer months. (Sku 707015, \$3.99)





# ENVIRONMENTAL INFO

COLE HARDWARE  
GREEN CERTIFIED

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

## Happy 45th Birthday, Earth Day!

Here in the environmentally friendly Bay Area, we really celebrate Earth Day every day of the year with our earth-friendly lifestyles. Still, we look forward to Earth Day on April 22, which has become one of the largest secular holidays in the world, as a way to observe the strides that have been made in recycling, energy-saving technologies, and appreciation of our planet.

Now celebrated in over 192 countries and coordinated by the nonprofit Earth Day Network, Earth Day as we know it was introduced by Wisconsin Senator Gaylord Nelson as an offshoot of “teach-ins” that were taking place on college

campuses across the country.

His idea of a grassroots demonstration to protest what was happening to our environment took hold. Since then, Earth Day has grown into the worldwide movement we now commemorate.

Enjoy the many festivals and events that will take place in the Bay Area on Earth Day, April 22, and on the weekends both before and after!



## Arbor Day

Don't forget that Arbor Day is April 24! Often eclipsed by its more glamorous cousin Earth Day, Arbor Day has been around since 1872 in the United States. According to a Chinese proverb, “The best time to plant a tree was 20 years ago.” But the next best time would be today. And if urban living prevents you from planting a tree, give a little love to a tree you enjoy on your street. Tree basins on sidewalks can collect debris that needs to be removed.



If you have a patio or yard, smaller trees such as dwarf citrus can be planted in large planters or wine barrels. When planting a tree in the ground, make sure you consider the size the tree will eventually become. Sidewalks all over the Bay Area are cracked and erupting by expanding water-seeking tree roots that cause walking hazards and wreak havoc on sewer systems. Choose your planting location carefully.

If you don't have time or space for tree planting or care, just give a tree a hug. We are the Bay Area, after all!

## Malibu Compost Gardening Class

Home Composting and Compost Teas  
COLE HARDWARE Rockridge  
Sunday, April 12, 1:00 pm–3:00 pm

Our friends at Malibu Compost will be leading a class at our Rockridge location on Sunday, April 12, on the benefits of home composting and gardening with compost teas. Composting is the decomposition of food scraps, yard trimmings, and soiled paper products into a rich, earthen material. It's excellent for enriching garden soil and houseplants. It's also a crucial way of reducing the volume of trash that we send to our landfills. As cities and counties across the state work toward a 100% waste diversion goal, it's a simple step to help pitch in.

Malibu Compost offers compost and compost teas that repair your soil's ecosystem, save water, and serve as a source of humus for planting and managing soil health while also emanating energetic life forces to vitalize vegetables, plants, flowers, lawns, gardens, and farms. Their line of Bu's Blend™ products



are handcrafted from a base of dairy cow manure, which is laid in rows to mature and is treated with biodynamic preparations that contain specific plant and mineral materials designed to increase microbial life and nutrients in the soil. The effects of these preparations used in compost have been scientifically shown to enhance the flavor, nutritional value, and qualities of produce, while eliminating the need for pesticides, fertilizers, and other synthetic soil steroids.

Join us for an informative session to answer all of your home composting questions!



**Bring Your Spent  
Fluorescent Bulbs to  
COLE HARDWARE  
for Recycling!**

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



## Recycle at COLE HARDWARE!

Bring to any of our five stores:

### BRITA PRODUCTS:

Includes filters, pitchers, bottles, and dispensers.



### SMALL CONSUMER ELECTRONICS:

Items up to the size of a desktop computer.



### CELL PHONES:

Personal cell phones—batteries and chargers not required.

### BATTERIES:

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



### OLD PAINT:

- Recycle dry, clean, empty metal paint cans through your regular trash pickup. The paint containers you bring to us should have paint in them!
- No handwritten labels can be accepted.
- Be sure that lids are SEALED ON TIGHT and containers are rust-free and don't leak.
- Please limit your drop-offs to no more than five 1-gallon-size containers (or 20 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.



### SCRAP METAL:

Copper and brass.

### SPENT FLUORESCENT BULBS:

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



### EXPIRED PRINTER CARTRIDGES:

Must be in plastic bags to avoid leakage.

### SOFT PLASTIC:

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



For Bay Area recycling resources, visit  
[www.colehardware.com/recycle.htm](http://www.colehardware.com/recycle.htm)



# Our Annual Earth Day Inventory

...continued from page 1

this introspective report creates and for yet another way we can fulfill our simple mission statement: “Our commitment to you: Your satisfaction guaranteed. Period.” As we are always striving to improve, we welcome your suggestions. Please feel free to send me an e-mail at [rick@colehardware.com](mailto:rick@colehardware.com) or mail your comments or suggestions to me at 70 Fourth Street, San Francisco, CA 94103.

—Rick

## 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 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 participate in environmental fairs throughout the area.
- We held three 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 recycled hundreds of pounds of plastic bags for our residential shoppers who have no other choice but to dispose of them in the trash.
- We are a member of the Business Council on Climate Change.
- We guest lecture to business classes at San Francisco State University and the Family Business Program at the University of San Francisco.



- We offer digital versions of the *Hardware Hotline* and *Hardware Hot Deals* for readers who prefer an e-version.

- We are a proud sponsor of the San Francisco Green Film Festival.

- Our staff is continually trained by Suzanne Bontempo of Our Water, Our World on earth-friendly gardening practices to keep harmful chemicals from seeping into our waterways. You'll find Suzanne presenting information at many of our store festivities, too!



- **NEW:** We partnered with Green Citizen to collect e-waste every day at all of our stores.
- **NEW:** We started our successful Brita water filtration collection of spent filters and pitchers.
- **NEW:** We partnered with the California State Initiative Energy Upgrade California and hosted the popular Energy Upgrade CA bear at several events.
- **NEW:** In 2014, COLE HARDWARE stores collected the following quantities of hazardous waste

through our partnership with the San Francisco Department of Environment, keeping these items from landfills:

- 1,498 gallon buckets of household batteries
- 8,698 gallons of latex paint
- 6,780 fluorescent tube lights
- 1,687 spent propane cylinders
- 8,717 CFLs



- **NEW:** We introduced our Rent-A-Tote program, so movers could rent reusable totes instead of buying boxes.
- **NEW:** We label our plants that are Bee Safe—free of neonicotinoids, which are harmful to our suffering bee friends.



- **NEW:** We are happy to announce that solar panels were installed on the roof at our Polk Street location, now providing a portion of our electricity for that store.

- **NEW:** Our stores have for years collected unused latex paint, but we were happy this year to expand our collection services with the introduction of the official PaintCare program.

- **NEW:** Our Cole Street, Mission Street, and downtown Fourth Street locations were recertified as green businesses with San Francisco's Department of Environment.



SAN FRANCISCO  
GREEN  
BUSINESS

- **2015 GOAL:** We are now working to become a certified green business with the Alameda County Green Business Program.

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

- We have more than 600 schools and community groups in our Community Partners program.
- We donate our Cutting Edge wine to our Community Partners to serve at their fund-raising events.
- We partnered with local schools and nonprofit community groups and donated over \$15,000 in gift cards to be used at their fund-raising events, silent auctions, and raffles.
- We publish community event notices.
- We provide an everyday 10% discount to senior citizens, students, and disabled persons.
- We provide chauffeur service for senior citizens to help them get to our stores and home again.
- We actively promote home safety and emergency preparedness.



- 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 of products such as Green Toys™, Nomadic Ground Coffee, and other members of SFMAde by offering their products in our stores.
- We support neighborhood organizations working on behalf of quality-of-life issues in San Francisco, and now in Rockridge, too.
- We participate in community events and fairs, including these events in 2014:
  - 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 host State Department delegations of business leaders from around the world wanting to learn more about various aspects of a small business.

- We sponsored a toy drive for the sixth year for Arriba Juntos's La Posada.

- We collected hundreds of dollars and toys for W.O.M.A.N., Inc.'s displaced family program for the fourth year.

- Our spare change collection program, benefitting a different Community Partner each month, has collected over \$25,000 at our register collection jars to date, thanks to your generosity.



- We host donation drives for women's professional clothing for Dress for Success and both food drives and warm coat drives for St. Vincent de Paul's Vincentian Help Desk program and Groceries for Seniors.



- **NEW:** We sponsored two successful dog adoption events with our friends at Copper's Dream.



- **NEW:** We collected underwear and men's suits for our friends at the St. Anthony Foundation.

**Workplace advocacy:** We support employee development and celebrate diversity in our workforce.

**Benefits offered:**

- We offer health, dental, life, and supplemental insurance programs.
- Benefits are offered for domestic partners.
- Employees receive nine personal-time-off days per year.
- We have a vacation program for full-time employees.
- We offer a 401(k) pension and profit-sharing program with dollar-for-dollar matches and annual profit-sharing bonuses.
- Our 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 higher than that mandated by the cities of San Francisco and Oakland.
- To further encourage great customer service, our employees get bonuses when they receive customer compliments.
- 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.



**Measure of success:**

- 8½ is the average number of years worked at COLE HARDWARE (by staff employed 2 years or longer).





# COMMUNITY News

## Rebuilding Together San Francisco Rebuilding Day

Saturday, April 25

Now in their 26th year, Rebuilding Together San Francisco has hundreds of volunteers who will contribute time, labor, and donations to their Rebuilding Day effort, Saturday, April 25, to provide free repairs and renovations to low-income San Franciscans' homes, 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 300 community facilities since its 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 goals, which this year includes helping repair the homes of 10 low-income seniors or adults with disabilities and 17 nonprofits, schools, and community centers. These 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, their 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 volunteers.

If you'd like to get involved or learn more about Rebuilding Together San Francisco, please visit their website [www.rebuildingtogethersf.org](http://www.rebuildingtogethersf.org), friend 'em on Facebook, or call their office at 415/905-1611.

## Spare Change Collection

Thanks to our February collection of \$401.48 benefitting Project Open Hand, which provides "meals with love" to seniors and the critically ill, our grand total since our spare change program started now stands at \$25,610.72. Our March collection was earmarked for Muttville, an organization dedicated to the rescue, foster, adoption, and hospice of senior dogs. We'll report on those numbers next month.



**MUTTVILLE**  
senior dog rescue

April's spare change will benefit the operations of Loved Twice, an organization that collects and distributes new and gently used baby clothing to newborns in need in Oakland and San Francisco. Just \$50 provides 26 baby blankets; \$100 provides clothing to the infants of 10 mothers in homeless shelters; \$500 provides cozy socks to 900 infants. For more information or to make a direct donation to Loved Twice, visit [www.lovedtwice.org](http://www.lovedtwice.org).



It's easy to donate to our spare change collection! Just drop your change in the collection jars at each of our cash registers—or bring in that jar of coins collecting dust on your dresser!



## Meet the Crew: Irma

...continued from page 2

goofy, passionate, and funny people.

**HH:** What was your work experience before you worked at COLE HARDWARE? Any interesting jobs?

**Irma:** Actually, yes. I worked for a few years as a cashier at a gas station, where I became acquainted with a professional photographer who would come in regularly. After a while of getting to know him, we became friends. He actually ended up doing a free professional photo shoot for me. So I still have some really beautiful pictures that he gave me, with sort of a retro look to them.

**HH:** You are one of us at COLE HARDWARE who isn't very concerned with titles. Therefore, like many of us, you don't really have a title that accurately includes everything you do. You play so many roles around the stores. Do you have a favorite job duty? Or, be honest, how about a least favorite? Doing the Flash Friday Deals each week is very time consuming and repetitive and takes a lot of effort sometimes to come up with compelling items to offer our customers. Maybe that's your least favorite?

**Irma:** No, it's true at times I will complain about the Flash Deals when I feel so busy with so many other things going on. But it has become sort of my go-to task for when I have downtime. Since I've been doing it for a while now, I am so familiar with all the steps of the process that I can easily go to that when my brain feels like it's about to become overloaded. If I'm feeling overwhelmed with something else that I can't quite figure out, it's a nice relief to take a break and work on the Flash Deals for a while. My favorite job duty . . . I don't really have one in particular, but I like it when I can examine the way we do a certain procedure and find a way to improve it by making it more efficient or beneficial. It's a rewarding feeling.

**HH:** You are an SF native, having been raised in the City. Any insider tips on favorite spots you'd like to share with our customers?

**Irma:** I love to go running in Portero Hill on the weekends. The hills make it a great workout, and you get to enjoy amazing City views along the way. Also, here's a fun fact: I went to the same high school as Grandpa Dave! [COLE HARDWARE founder, Dave Karp—they both attended Mission High School.]

**HH:** You are so amazing at what you do here at COLE HARDWARE, and you are also an amazing wife and mom to your family at home. Do you have a secret to doing it all while remaining so calm, cool, and collected? Maybe you have some advice for other working moms who might find it difficult to find the right work-life balance?

**Irma:** Oh, jeez. Well, to be honest, I don't really believe in "having it all" the way people seem to mean it when they say that. I think you just have to find for yourself what your own priorities for your life are, and work hard to support those priorities—and then everything else falls into place. In my case, I prioritize my family first. Family comes before everything. So, I am lucky to have found a company that is supportive of me and of that priority. Sadly, not all companies are.

**HH:** Finally, what favorite items do you and your family find yourselves bringing home from the stores most often? Doesn't have to be anything technical or fancy, just what comes to mind?

**Irma:** Definitely lots of Method cleaning products, especially the hand soaps in the Clementine and the Ginger Yuzu scents. They smell so good. Also, a lot of batteries. My kids are really into their electronic toys lately, so I feel like we are going through more and more batteries.



# COMMUNITY CONNECTIONS

## BAY AREA BUSINESSES

**Accounting/Bookkeeping:** We are an accounting firm specializing in accounting systems for small and medium sized businesses with a focus on QuickBooks and online solutions. Services include setup, training, troubleshooting, cleanup, and ongoing bookkeeping for businesses that want to outsource the accounting. Deborah Lardie is a CPA and Certified QuickBooks Consultant. **415/864-0770, [www.lardiecompany.com](http://www.lardiecompany.com), [deborah@lardiecompany.com](mailto:deborah@lardiecompany.com)**

**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](mailto:reservations@bbsf.com)**, website: **[www.bbsf.com](http://www.bbsf.com)**. Bed & Breakfast San Francisco—since 1977.

**Driver:** Retired gentleman can drive you (in my car) to medical appointments, grocery shopping or on other local errands. I am dependable, very punctual, friendly with a good sense of humor plus a fantastic reference list! I do what taxi drivers don't: wait for you in doctor's waiting room, help you shop (if needed), carry groceries/packages etc. All this for only \$25 an hour (2-hr. minimum). Please call Bill **415/826-3613** or e-mail **[bill311@att.net](mailto:bill311@att.net)**. Thanks for reading my ad!

**Flower Outings:** Join your host, Karen, **415/260-7540**, for a round-trip pleasure outing to the San Francisco Flower Mart. A long-time Mart member, enjoy her warmth, wit, care, and expertise with seniors and flowers. A wonderful outing or gift. Two-hour minimum \$90. **[krmkrm2@aol.com](mailto:krmkrm2@aol.com)**

**Framing:** Custom frames and mats. Personalized design consultation. Have your art framed by a local trusted artist. 30+ years in the design business and competitive pricing. Kingmond Young, 416 Cortland Avenue, **415/206-1680**.

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

**Kitty Bed & Breakfast:** A very personal pet service (since 1998). Offering loving, safe care in a private home with no other pets—your pet exclusively. No cages/kennels, a vacation home away from home. For business trips, vacations, weekend getaways, Kitty B & B is the ideal alternative pet-sitting service. Call Marti at **415/333-1123**.

**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.franklawoffice.com](http://www.franklawoffice.com)** for info.

**Personal Driver/Assistant:** Will drive and assist on various errands: shopping, medical appointments, walks, museums, theater, films, restaurant outings. Minimum: Two-hour shift. About Me: Excellent driving record, educated, responsible, reliable. Integrity matters! Writer/published cookbook author, former San Francisco restaurant reviewer. Love to take you to your favorite destinations. Please call Marti Elizabeth at **415/333-1123**.

**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:** \$2,100 REBATE WHEN BUYING OR SELLING YOUR HOME, CONDO, OR INCOME PROPERTY. Representing all neighborhoods of San Francisco and the Peninsula since 1990. I provide a complete service package for both buyers and sellers through Century 21. Why not compare your Realtor services with mine? Call Mike at **415/742-1199** or e-mail **[Mike.Torres@Century21.com](mailto:Mike.Torres@Century21.com)**. License #01071794. Rebate given at close of escrow.



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## SHIPYARD ARTISTS SAN FRANCISCO

### SPRING OPEN STUDIOS

Saturday and Sunday, April 25 and April 26  
11 a.m. to 6 p.m.

135+ Participating Artists

#### Hunters Point Shipyard

Innes Ave. and Donahue St., San Francisco  
7 buildings at the Hunters Point Shipyard

#### Islais Creek Studios

1 Rankin Street, San Francisco

Free admission and parking

Free valet bike parking

<http://springopenstudios.com/>

DREAM ~ LIVE WITH ART

**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** or visit **[www.StegerTax.com](http://www.StegerTax.com)**.

**Wallpaper Installation:** Over 30 years experience with all types of wall coverings: anaglypta, inlaid wood veneer, glass beads, metallic, natural fiber, hand-printed, murals, and nonwovens. The latest techniques in full-service, quality preparation, removal, repairs, and installation. For projects large or small, contact Susan through COLE HARDWARE's Repair Referral Service at **415/753-2653 ext. 3** or **[homerepair@colehardware.com](http://homerepair@colehardware.com)**.



## Digital Hardware Hotline

To sign up for a digital version of our monthly *Hardware Hotline*, visit **[www.colehardware.com/eline.htm](http://www.colehardware.com/eline.htm)**.

**COLE HARDWARE**  
proud member of:











**som**a**** South of Market Business Association

COLE HARDWARE supports organizations working to enhance our great neighborhoods. If you'd like us to be part of your membership, please contact **[julia@colehardware.com](mailto:julia@colehardware.com)**.

## Follow COLE HARDWARE!





# 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 Passover (begins at sundown) <b>Flash Friday DEALS</b>	4
5 Union Street Easter Parade  Easter	6  Home Opener	7 	8	9	10 <b>Flash Friday DEALS</b>	11
12 Rockridge Gardening Class  SUNDAY STREETS Bayview/Dogpatch	13  Home Opener	14	15  Taxes Due	16	17 <b>Flash Friday DEALS</b>  see page 2 for details	18 Household Items and E-Waste Collection
19	20  Special Community Members <b>SAVE 20%</b> see our website for more details	22  Earth Day	23	24 <b>BIG SPRING 3-DAY SALE!</b> Arbor Day <b>Flash Friday DEALS</b>	25 <b>BIG SPRING 3-DAY SALE!</b> 	
26  <b>BIG SPRING 3-DAY SALE!</b>	27 Student Monday	28 Teacher Tuesday	29 Senior Wednesday	30 Military Thursday <b>Flash Friday DEALS</b> To sign up, send an e-mail to <a href="mailto:hotline@colehardware.com">hotline@colehardware.com</a> 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% quarterly dividend on purchases.

**Commitment to the community:**

We donate 10% of what you spend to local charities (you get to designate one of our Community Partner beneficiaries).

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

**Commitment to the environment:** We're reducing our footprint by implementing environmentally sound practices in our stores.

Five locations serving you every single day of the year!

**2254 Polk Street**  
San Francisco, CA 94109-1820  
(at Green Street on Russian Hill)  
415/674-8913 Fax: 674-8917

**3312 Mission Street**  
San Francisco, CA 94110-5009  
(at 29th Street—near Safeway)  
415/647-8700 Fax: 647-6554

**956 Cole Street**  
San Francisco, CA 94117-4316  
(at Parnassus—near U.C. Medical Center)  
415/753-2653 Fax: 753-0957

**70 Fourth Street**  
San Francisco, CA 94103-3124  
(downtown between Market and Mission)  
415/777-4400 Fax: 777-4453

**5533 College Avenue**  
Rockridge District, Oakland, CA 94618  
(a few steps from Rockridge BART)  
510/463-2653 Fax: 510/852-8216

All stores open every day 8:00 am–8:00 pm

Easter store hours 9:00 am–5:30 pm

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.

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[service@colehardware.com](mailto:service@colehardware.com)

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