



# COLE HARDWARE'S Hardware Hotline

April 2016  
NEWS AND VIEWS FROM AROUND THE STORES

## Our 10th Annual Earth Day Inventory

This year marks our 10th anniversary tracking our “quadruple bottom line” and *my* 10th anniversary at COLE HARDWARE (celebrated March 1). I knew it was going to be a special place to work when I went to a mixer in my first month working here. Multiple people responded, “I love COLE HARDWARE!” when I told them where I worked. And I have not been disappointed.

One of the first projects tasked to me was getting our stores certified as Green Businesses with the San Francisco Department of the Environment. This has been one of my proudest professional accomplishments. Changing our light fixtures to more energy efficient models was a lot easier than changing our behavior when it came to composting and realizing we could eliminate some of our landfill trash dumpsters in exchange for larger recycling bins. All along the way, the folks at the Department

of the Environment were there to guide us, and we’ve made some great friends over the years.

Last year we were awarded the California Product Stewardship Council’s Infinity Arrow Award for our recycling efforts. (Another career highlight for me!) David Karp and I were humbled and honored to fly to Los Angeles to receive this statewide award on behalf of our warehouse crew members, who deal with the thousands of pounds of recyclables we collect on a daily basis.

Of course, none of this would be possible if Rick Karp didn’t have the vision and foresight to partner with the vibrant Department of the Environment 20 years ago with a spent battery take-back program. This was well before Hollywood jumped on the bandwagon and “earth friendly” became trendy. Over time, we’ve become somewhat recycling experts within the community—we get calls almost

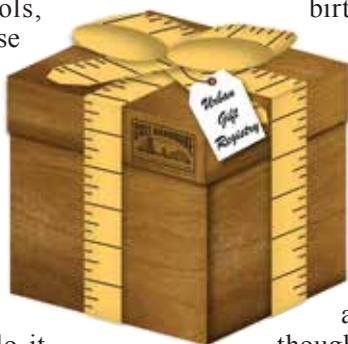


Polk Street assistant store manager, Leo, shows off his store’s Green Business recertification.

daily on how to dispose of hundreds of consumer products. We think it’s pretty cool, too, that COLE HARDWARE is viewed as the go-to place for answers. *continued on page 4...*

## Our Online Urban Gift Registry

COLE HARDWARE is pleased to announce our new online Urban Gift Registry service. Traditionally, gift registries have been the domain of department and home stores; however, we get many requests for a more practical registry of tools, hardware, and garden supplies. Because many couples get married now at an older age than in generations past, they often are merging established households and may not need many housewares. And with a fixer-upper in San Francisco costing a pretty penny, many couples starting out just don’t have a big budget for remodeling after a hefty down payment. They may choose the do-it-yourself route to make their house a home, thus needing a sturdy drill or a gallon of premium



Benjamin Moore® Aura® paint more than a formal set of china.

Registries are also no longer just for weddings. They are now common for housewarmings, birthdays, and first apartments or even for recent high school graduates heading off to college. With the mild weather and casual lifestyle we enjoy in the Bay Area, it’s not unusual for couples to register for a deluxe Weber® grill or Big Green Egg® to entertain their guests year-round or for garden tools for their outdoor areas that need some help. A registry assists friends and family in choosing a thoughtful gift desired by the recipients and allows friends and family far and near to send a gift *continued on page 7...*

## Safer Choice Labels

COLE HARDWARE has always been a leader in stocking and promoting greener products for our customers. As part of that commitment, we are glad to feature products that carry the Safer Choice label from the U.S. Environmental Protection Agency (EPA). Products carrying the Safer Choice label are safer for families, pets, communities, and the environment. All the chemicals in labeled products have been reviewed by the EPA to be the safest possible, using strict criteria for environmental and health safety and verified by an independent third party.

For consumers and purchasers, especially those *continued on page 2...*



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

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

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San Francisco, CA 94110-5009

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# Hardware Happy Hour: Spring Fling

Wednesday, April 27  
5:00 pm–8:00 pm

Kick off the first full month of spring at our Hardware Happy Hour! Enjoy \$10 off a \$20+ purchase while you enjoy a glass of our Cutting Edge wine and a few bites of our gourmet chocolate. It's a great time to stock up on supplies to give your home a thorough spring cleaning or get your garden growing with plants, soil, pots, and seeds from our garden centers.

Spring is an ideal time to undertake a painting project—a simple way to give a room a fresh look. Our paint professionals can help you choose the perfect color and make sure you have all the supplies you need to transform any room in your home.

We hope to see you!





**HAPPY HOUR  
COUPON**

**\$10 OFF**  
ANY \$20+ PURCHASE



**FDEAL**

Valid Wednesday, April 27, 5:00 pm–8:00 pm. Offer does not apply to gift cards, Muni passes, Clipper cards, meter cards, special orders, or sale merchandise. Not valid with other coupons or offers. Must be a member or join our Rewards program. One redemption per household.



## Download the COLE HARDWARE App!



Download the COLE HARDWARE app to your iPhone or Android smartphone. You'll have quick and easy access to our hours and locations. But more important, you can "Ask us anything" right from the app. Press the dialogue bubble, text us your question, and we'll get right back to you! It's free, of course, and just one more small way we are working to fulfill our simple mission: "Our commitment to you: Your satisfaction guaranteed. Period."



## Safer Choice Labels

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with allergies or sensitivities, Safer Choice also awards a "fragrance-free" label to easily identify products that have been verified as free of fragrance materials.

More than 2,000 products, from almost 500 manufacturers, currently qualify to carry the Safer Choice label, including household cleaners, laundry and dish detergents, and floor-care and automotive-care products. A number of well-known consumer brands carried in our stores sport the label, such as Seventh Generation™, CLR®, and Bissell®.

Keep an eye out for the label on products when shopping for safe and effective cleaners for yourself and your family. During the week of April 4, when the EPA officially rolls out the new labels, look for shelf tags highlighting Safer Choice-labeled products at our stores. For more information about Safer Choice and where to find the products carrying the label, check out the EPA's website at [www.epa.gov/saferchoice](http://www.epa.gov/saferchoice).



## J.D. Power Tour Visits COLE HARDWARE

At COLE HARDWARE, good old-fashioned customer service is what we strive to offer to our customers every single day. We're proud to be a part of the Ace Hardware network of independently owned hardware stores, a group that values customer service as much as we do. We're happy to report that J.D. Power, the voice of the consumer, awarded Ace Hardware stores its prestigious customer satisfaction award once again this year!

Ace Hardware ranks highest in customer



satisfaction among home improvement retailers for a ninth consecutive year, according to the J.D. Power 2015 Home Improvement Retailer Satisfaction Study. The study measures customer satisfaction with home improvement retailers by examining five factors: merchandise, price, sales and promotions, staff and service, and store facility.

The J.D. Power tour is making its way across the country, celebrating the unprecedented number of awards that Ace Hardware has received. The tour made its way to our Cole Street location in February, where the actual J.D. Power awards were on hand, and shoppers had the chance to spin the prize wheel for gift cards and other prizes.



Ace Hardware representative Micah brought the tour to Cole Street.

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

# 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  
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  
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  
Plastering  
**Plumbing 24/7\***

## Re-COLE-mend...

### COLE HARDWARE REPAIR REFERRAL SERVICE

Independent contractors and tradespeople for:

- Home, business, and property repairs
- Maintenance
- Remodeling/room additions

Contact us at 415/200-3430  
or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com)



All of the vendors and tradespeople in our Repair Referral Service have been prescreened and carefully selected.

Power Washing, Commercial and Residential Cleaning

**Remodeling / Major Remodeling**

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 services available in San Francisco only at this time. Call 415/753-2653 ext. 3 for after-hours service.

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

## Meet Ricardo, Professional Painter

How did COLE HARDWARE get so lucky to meet Ricardo, one of the top-notch painters in our Repair Referral Service? Ricardo was introduced to us by

another of our fine tradespeople, and he's quickly become part of the family. A member of our Repair Referral Service for about six months now, Ricardo has been generating nothing but compliments on his professionalism, fine work, and fair pricing.

Ricardo has a unique background, coming to the United States from El Salvador. He has a long resume that precedes his paint contracting business, having been an airplane mechanic and earning his EMT certification. A member of two local unions, Ricardo has worked in some of the City's residential skyscrapers.

When considering all that's needed to repair and maintain a home, a new paint job is often the first "go-to" project that is highly cost effective. Ricardo says, "When clients make a decision to paint the exterior or interior of their home, they should always choose a top-quality paint like Benjamin Moore," which is, of course, sold at all four of our COLE HARDWARE stores. According to Ricardo, a paint job will hold up



longer with a top-grade paint, thus adding to both the value and enjoyment of your home.

Ricardo takes great pride in seeing his clients' reactions to a completed paint job. He believes a new interior paint job can be a great mood elevator! If you aren't sure of a color, Ricardo will help you select the ideal shade. Ricardo never schedules more than two jobs at the same time. This allows him to personally oversee all projects, keep overhead low, and pass the savings on to you.

Ricardo has obtained EPA Lead-Safe certification, so he is knowledgeable about the rules and regulations regarding lead paint. Most houses built before 1978 have been painted with lead paint. Ricardo employs a technique for sanding and disposing of lead dust that keeps you and your family safe during the painting process.

When Ricardo is not painting, he parents his two children and coaches professional soccer. If you would like to get a free estimate to paint your home or business, inside or out, contact Ricardo through our Repair Referral Service at 415/753-2653 ext. 3 or e-mail [homerepair@colehardware.com](mailto:homerepair@colehardware.com).



Ricardo and his crew provide great paint results.





**SUPPLIES**

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




415/214-8903 E-mail: [colesupply@colehardware.com](mailto:colesupply@colehardware.com)

# Our 10th Annual Earth Day Inventory

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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**

COLE HARDWARE continues to be the best family-run business to work for, and I am happy to continue to spearhead our environmental and community outreach efforts for the next decade.

—Julia



## 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 the Environment Green Business Program.



- We recycle for our customers: rechargeable and household batteries, old paint, spent fluorescent bulbs, cell phones, expired printer cartridges, soft plastic, small propane cylinders, Brita water filters, 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!



- We partner with the California state initiative Energy Upgrade California and hosted the popular Energy Upgrade California Bear at several events.

- We offer our Rent-A-Tote program so that movers can rent reusable totes instead of buying boxes.
- We label our plants that are Bee Safe—free of neonicotinoids, which are harmful to our suffering bee friends.
- Solar panels installed on the roof at our Polk Street location provide a portion of our electricity for that store.
- **UPDATED:** In 2015, COLE HARDWARE stores collected the following quantities of hazardous waste through our partnership with the San Francisco Department of the Environment, keeping these items from landfills:
  - 1,651 gallon buckets of household batteries (↑153 gallons)
  - 11,293 gallons of latex paint (↑2,595 gallons)
  - 7,174 fluorescent tube lights (↑394 tubes)
  - 1,498 spent propane cylinders
  - 10,999 CFLs (↑2,282 CFLs)



- **NEW:** Our Polk Street store was recertified as a Green Business with San Francisco's Department of the Environment, joining our Cole Street, Mission Street, and downtown Fourth Street locations, which were recertified in 2014.



- **NEW:** We were the recipient of the California Product Stewardship Council's Infinity Arrow Award for our recycling take-back programs in San Francisco. We were astonished to find out that our four San Francisco locations collected 24% of the total waste collected through the Department of the Environment's take-back program.
- **NEW:** We eliminated bee-unfriendly Roundup® weed killer from our shelves.
- **2016 GOAL:** We are now working to become a certified Green Business at our Rockridge location with the Alameda County Green Business Program.

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

- We have more than 800 schools and community groups in our Community Partners program.
- We donate our Cutting Edge wine and Clearly COLE HARDWARE bottled water to our Community Partners to serve at their fund-raising events.
- We partner 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 our communities.
- We participate in community events and fairs, including these events in 2015:
  - Cole Valley Fair
  - Fiesta on the Hill in Bernal Heights
  - Rockridge Out & About
  - Rockridge in the Snow
- 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 seventh 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 fifth year.

- Our Coins for the Community program, benefitting a different Community Partner each month, has collected more than \$45,000 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.



- We collect 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, *continued on page 8*

# 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 Our Garden Guy



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

With longer daylight, April is an amazing time for gardening as we kick off the beginning of spring. Decompress after a long day on the job by working in your garden in the early evening. And if you ever need to escape the hustle and bustle of the big city, come visit the backyard nursery at our Cole Street location, or visit the garden centers at our Mission Street, Polk Street, and Rockridge stores for inspiration. COLE HARDWARE offers all the supplies needed for you to get your garden growing.

✓ **Grow Herbs:** Whether you have a large patio or deck or only a small windowsill, you can grow your own herbs. We offer a variety of pots to help. EcoForms Quadra planters are perfect for an indoor herb garden and look lovely in a window.



If you are fortunate to have a large outdoor space, we have an assortment of larger planters, such as this 26-inch long veranda planter. (Sku 7238298, \$14.99)



✓ **Root Crops:** Start your root crops (beets, carrots, and radishes) and cool-season crops (lettuce, kale) in April. And don't

forget to get those pumpkins and squash planted, so they'll be ready to harvest during the autumn months.



✓ **Summer Annuals:** Plant marigolds and sunflowers this month.

✓ **Seeds vs. Starter Plants:** Whether you enjoy the challenge of starting your plants from seeds or prefer getting a jump start with seedlings, both are available at your closest COLE HARDWARE location.

Our stores stock a large variety of Botanical Interests® seeds as well as six-packs of your favorite vegetables and flowers.



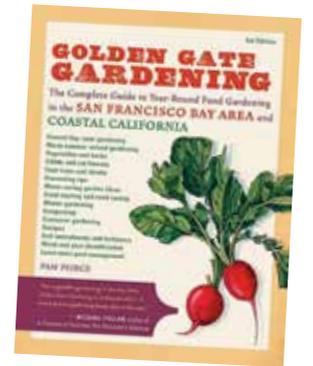
✓ **Indoor Plants:** If herbs and vegetables are not your forte, we can help bring a healthy ecosphere to your dwelling with a wide selection of indoor plants, ranging from our small 2-inch succulents to a 6-foot Ficus fiddle-leaf. We also have favorite plants that help



clean the air, such as spider plants and Boston ferns.

✓ **Glazed Pots:** COLE HARDWARE offers a wide selection of glazed pots to house your newest family member.

✓ **Golden Gate Gardening:** For a complete list of plants that will thrive in the Bay Area, our Cole Street location offers the ultimate local gardening guide: *Golden Gate Gardening* by Pam Peirce. You can special order a copy at



one of our other locations if that's more convenient for you.

✓ **Pests:** Should any unwanted guests/pests show up on your herbs, vegetables, or indoor plants, you'll find a wide selection of earth-friendly products on our shelves, Safer® Insect Killing Soap will help you rid your garden of these critters. (Sku 74805, \$9.49) See you in the garden!



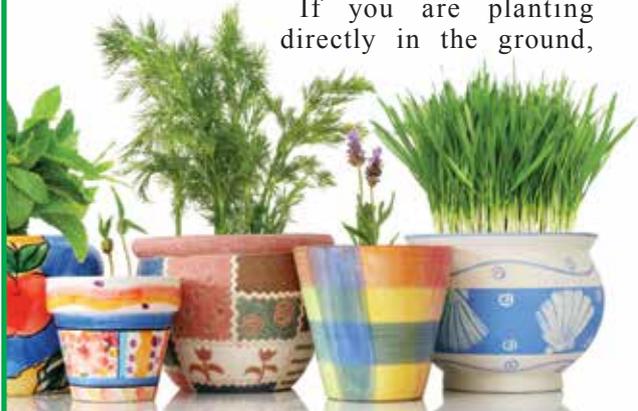
## For Your Gardening and Cooking Pleasure: Grow Herbs!

Herbs can be used in a variety of ways: in the kitchen, medicinally, and ornamentally. For example, basil adds flavor to salads and sauces, chamomile tea soothes the whole body, and lavender will freshen any room with its beauty and scent.

### Cultivation

Herbs can be grown either in pots or directly in the ground. Keep in mind that mint is very aggressive and will quickly take over your garden, so it's best to plant it in containers. Some species of rosemary and lavender form large bushes and will need room to do so.

If you are planting directly in the ground,



choose a site that gets at least six hours of direct sunlight. (Mint can take some shade.) Mix in both compost and sphagnum moss to lighten up the existing soil and provide proper drainage.

Once planted, herbs require little attention. Like most plants, they do not like soil that's too wet, but like just the right amount of water. It is generally ideal for the soil to be slightly cool and moist to the touch. Little fertilization if any is required. Fertilization actually detracts from an herb's flavor.

Herbs rarely suffer from severe disease or insect damage, but in case pests do invade, fight them with an organic method such as ladybugs, neem oil, or one of the Safer® products.

Most of the common herbs will stay with you throughout the years. The exceptions are basil and cilantro, which are annuals and die off each year, and parsley, which is a biennial and lasts two years.

### Watering Herbs

- Frequent watering and feeding: parsley, cilantro, peppermint, chives, garlic chives
- Less frequent watering/regular feeding: basil, dill, oregano, marjoram, tarragon
- Infrequent watering/regular light feeding: thyme, sage, rosemary, winter savory, lavender

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### Mint

Plants in the mint family are especially easy to grow, given sufficient water and light. One caution: mint tends to spread rapidly. You can restrain root growth with a border material or grow in a container. Mint grown around the foundation or entrance to your home is said to deter ants.

### MINT FIZZ

- 1/4 cup chopped fresh mint
- 1 teaspoon sugar
- 2/3 cup boiling water
- Juice of 1 orange
- Juice of 1 lemon
- 1 cup ginger ale or soda water
- 6 ice cubes
- Sprig of mint



Put chopped mint in a pitcher. Add sugar and boiling water and steep for 30 minutes. Add fruit juices. Chill for 2 to 3 hours. To serve, strain out mint and add ginger ale and ice cubes. Decorate with sprig of fresh mint. Makes two or three large glasses. Excellent drink for picnics.

# WHAT'S IN SEASON

## Allergy-Free Days

Allergy sufferers probably realize that weather variations can mean the difference between a bad allergy day and an allergy-free day. Our "Miracle March" brought us an abundance of rain after a pretty dry February, but who knows how much rain the rest of our rainy season will produce. The amount of rain we receive for the season can affect grass, plant, tree, and flower growth down the road, increasing the amount of pollen produced.

Rainy days can aid in relief from allergy symptoms as humidity and rain tend to weigh pollen down, preventing it from traveling in the air. Dry weather conditions can reduce the amounts of allergens, but a dry, windy day can exacerbate allergies.

Time to reinforce the allergy defenses in your home and office. Below are some inexpensive ways to help reduce the allergens in your home.

### Air Purifiers

Air Purifiers can use both a HEPA filter and a carbon odor filter to help capture larger particles and reduce household odors. The purifiers remove dust, pollen, mold spores, and pet dander from the air. They are designed to circulate the air in a room when positioned against the wall. (Sku 6105076, \$89.99)



### Furnace Filters

Specific allergen-reduction filters perform twice as well as standard furnace filters at removing particles less than 1 micron in size. These are the most important to capture because they make up 99% of the particles in the air and can be

breathed deeply into the lungs. These filters are available in a variety of standard sizes to fit most furnaces. Filtrete® Ultimate Allergen filters help reduce airborne allergens. (Sku 4333456, \$21.99)

### Adjustable Window Screens

Window screens keep out dust and dirt, allowing fresh air into your home all year long. Much of the dust and pollen in your house enters through the windows. Take a look at the outside windowsill to see how much. Yuck! (Sku 51336, \$12.99)



### Vacuum Bags

Before you begin spring cleaning, make sure your vacuum has an allergen-

inhibitive bag. When shopping for a bag, look for the words *microfiltration* or *allergen*. These bags will prevent your vacuum from ejecting dirt, dust, and dander back into the air after you've vacuumed. (Sku 1038082, \$9.99)



### Dehumidifiers

During the cold, rainy season here in the Bay Area, the wet weather combined with closed windows and poor ventilation can result in some real challenges. High levels of humidity in the air can cause damage to your home and its contents. Wet stains on walls and ceilings, musty odors, warped wood, peeling wallpaper, rusted tools, blistered paint, and mold growth are potential problems.

Low humidity may make breathing uncomfortable for people with respiratory conditions, but generally speaking, low humidity does not cause health problems on a level that high humidity can. Mold and mildew flourish in damp environments and are

primary contributors to allergy symptoms. Excess moisture can aggravate conditions such as arthritis and rheumatism, too.

House mites are microscopic organisms that live in bedclothes, curtains, rugs, and even the air in a home. They thrive in humid conditions, and dust-mite activity increases the risk of asthma and allergy attacks.

Small children (who spend a lot of time on floors and rugs) can be adversely affected by high moisture levels—the more they are exposed to things to which they have a genetic tendency to be allergic (such as mold, bacteria, or dust mites), the more likely they are to develop allergies.

Indoor relative humidity of about 45% is ideal and can be measured with a hygrometer, an inexpensive tool available at any hardware or garden store.

Dehumidifiers remove moisture from the air, reducing instances of sticking windows, doors, and drawers; dripping pipes;

and musty odors and curbing the growth of mold and dust mites. From paint on the walls to carpet on the floor, things last longer and stay in better condition. Dehumidifiers are especially useful in areas where humidity collects, such as bathrooms and damp garages and basements. (Sku 4520565, \$199.99)



### Allergy-Free Zone

While it is probably impossible to make your entire home allergy-free, it is easy to create an allergy-free zone in your bedroom and enjoy a better sleeping experience.



**Earth-Friendly Cleaning:** Use household cleaning solutions that don't contain a lot of perfumes, scents, chemicals, and additives. Often times, these products will be labeled "free and clear." Everyday household items such as vinegar (Sku 1311430, \$4.49), lemon, and baking soda can also be used to keep a clean home.

**Wash Bedding Regularly:** In addition to bedding where dust mites can thrive, also wash pillow covers and throw rugs on a regular basis. Encase mattresses in allergy-free covers.

### More Tips:

- Keep pets out of the bedroom.
  - Fresh flowers are beautiful, but keep them out of the bedroom.
  - Take off shoes and coats before entering your bedroom.
  - Keep collections and clutter in other areas of the home.
  - Use allergy-free bedding.
  - Vacuum often.
  - Install blinds or shades instead of dust-collecting curtains.
  - Hard floor surfaces are better than wall-to-wall carpeting.
  - Take a shower before going to sleep, especially if you've been outdoors all day.
- Breathe and sleep easy tonight!

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

## Weber® Q® 1200™ Gas Grill

The Weber Q 1200 is full-size fun in a portable package! It's perfect for camping, tailgating, or wherever adventure leads you. Porcelain-enameled cast-iron cooking grates provide 189 square inches of cooking area. The sturdy cast-aluminum lid and body and glass-reinforced nylon frame ensures that your Q will deliver years of backyard barbecues.

And with a variety of vivid lid hues, you can cook in color and express your fun personality at the same time! What does your Weber color say about you?

**Fuchsia:** Energy and excitement are two of your characteristics.

**Red:** You're passionate about your barbecuing.

**Orange:** Knock knock. Orange you fun and whimsical? Or a huge Giants fan?

**Green:** Nature and eco-awareness are important to you.

**Blue:** You're reliable and loyal. True blue is constant and dependable.

**Purple:** Regal and mystical might define you.

**Titanium:** You are strong and precious, like the metal.

**Black:** The color of power, elegance, and formality. Is this you?

(Skus 8432627, 8394777, 8432494, 8432585, 8432577, 8432569, 8432536, 8379422, \$199.99)

Assortment may vary by location. All colors can be special ordered.



# WHAT'S IN SEASON

## Frank: Ready for Anything!

The Loma Prieta earthquake and aftermath of October 17, 1989, demonstrated the importance of civilian volunteers during a disaster. At the Marina fire, volunteers assisted the San Francisco Fire Department in those labor-intensive operations such as leading hose lines by hand over great distances to supply water from the Bay to the fire site. In a larger-scale disaster, the use of volunteers may be even more widespread and more necessary.

Our Fourth Street store crew member Frank is probably more prepared for a disaster than most. He is a Neighborhood Emergency Response Team (NERT) member, an Auxiliary Law Enforcement Response Team (ALERT) member, and a California Highway Patrol volunteer. In addition, he is a licensed ham radio operator and will soon be certified in the National Child Passenger Safety Certification training program, which means he will be able to install child safety seats and conduct child safety seat checks.

We asked Frank to put together a list of items that everyone should have in their home when the “big one” hits. Shown here are Frank’s recommendations for some of the important items to have on hand. This is a partial list, but you can stop by any of our locations and ask for the full list.

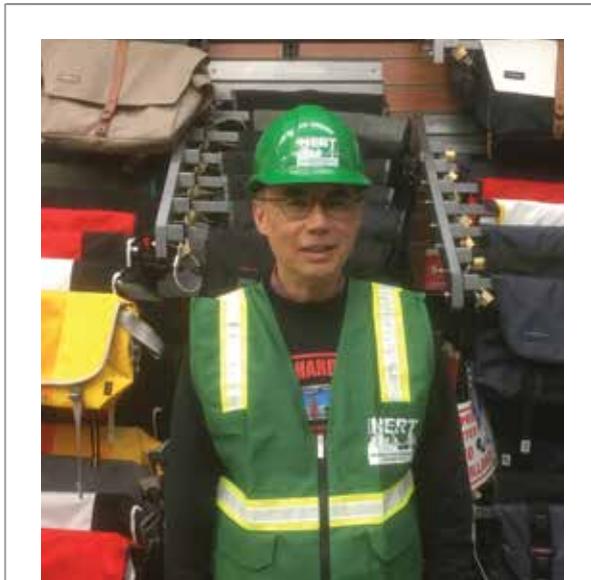
NERT and ALERT are programs offered by the San Francisco Fire Department and Police Department, respectively. East Bay residents can also become certified in the Community Emergency Response Team (CERT) program, a division of FEMA. For more information on any of these programs and how you can become certified, visit these websites:

[www.sf-fire.org/neighborhood-emergency-response-team-nert](http://www.sf-fire.org/neighborhood-emergency-response-team-nert)

[www.sanfranciscopolice.org/alert](http://www.sanfranciscopolice.org/alert)

[www.fema.gov/community-emergency-response-teams](http://www.fema.gov/community-emergency-response-teams)

And feel free to stop by our downtown Fourth Street location for free advice from Frank!



*Frank, our most prepared crew member, is happy to answer all of your emergency preparedness questions.*

**Goggles**  
(Sku 26221, \$5.99)



**First-Aid Kit**  
(Sku 92308, \$5.99)



**Trash Bags**  
(Sku 64059, \$3.99)



**Red Cross Radio**  
(Sku 3287422, \$59.99)



**Nitrile Gloves**  
(Sku 7142581, \$7.99)



**Multi-Tool**  
(Sku 2401362, \$19.99)

**Paracord**  
(Sku 7337587, \$8.99)



**Flashlight**  
(Sku 3208089, \$16.99)

## Quick Dams to the Rescue!

My wife and I were having dinner at the home of friends on Saturday, March 5. You may recall that night. At around 7:00 pm, there was a torrential rainstorm. There were eight of us sitting around the table, laughing and sipping our wine, when the sonic boom of the storm hit. Our friends live on a hill. We turned on the outside lights to witness a raging river running down the street, with massive ponds surrounding the cars that were forming beaver-like dams with their tires scrunched tightly against the curb. We were in awe of the storm and thankful to be inside.

Then just as suddenly, it was as if somebody turned on a shower at full force in the kitchen. Water began pouring onto the floor, streaming out of the recessed lighting. It was unbelievable, particularly since there was an entire floor above us. Where was the water coming from? Our hosts and their guests stood dumbfounded. Then we quickly we got towels, cooking pots, and buckets. But the water was everywhere. And then, the hardware guy stepped in.

“What’s upstairs?” I asked. “The water is traveling from somewhere. Is there a deck or perhaps an open door or window?” It turns out there was a deck. We raced upstairs, went onto the deck, and found water from an even higher roof overflowing onto the deck. The water was pooling near a corner of the house. Clearly, there was a crack in the mortar near the door. “Get some towels quick,” I said. “I have some Quick Dams in my other car at home.” “What,” my friend asked, “is a Quick Dam?” No time to go into detail, I told him it’s like a sandbag, only better.

To the surprise of the rest of the guests, I raced out of the front door into the storm, only to find my car sitting in the middle of one of the aforementioned ponds. I plunged forward, the water beyond my calves. Geez, it was cold!

Ten minutes later, I was back, Quick Dams in hand. Lucky for my friends, I had an extra package in the back of my car, meaning to put it back into stock. Back up to the flooding deck, I swept the water aside with a broom and put four flattened Quick Dams in place over the area in question. They quickly swelled, and just like that, the water stopped pouring into the home! Quick Dams (and I) to the rescue!

Quick Dams fold flat when not in use. But get them wet, and they swell and seal just like sandbags, only better. I’m so glad I never got around to returning that package of Quick Dams to the store. The moral of the story: Keep some Quick Dams handy, as you’ll never know when you might need them. And, it might be a good idea to pack a change of clothes when you go out on a wet winter night. I spent the rest of the evening barefoot with my pants rolled up to my knees!

—Rick



## Our Online Urban Gift Registry

...continued from page 1

to a newlywed or new home owner and feel they are part of the celebration. Community Partners are also welcome to set up a registry for items that they are in need of for their operations.

To set up a registry online, just click on the registry link on our home page. You can also visit our store and handpick the items you would like in your registry. One of our registry attendants will scan the items you choose, and we will set up your registry so that your loved ones can order your gift

online, order by phone, or purchase it in the store. We’ll keep track of what is purchased, too, so overlapping gifts are not a problem, and we will even deliver your gifts in the City for free. Our Urban Gift Registry is available for our tool, garden, and home departments—basically our entire store—whatever your occasion.

To set up an appointment at one our stores or for any questions, simply e-mail [service@colehardware.com](mailto:service@colehardware.com) or call 415/674-8913 ext. 4.



# ENVIRONMENTAL INFO



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

## Urban Beekeeping Part I: How to Set Up a Hive

Saturday, April 30, 10 am–12 noon  
Garden for the Environment  
7th Avenue at Lawton Street, San Francisco  
\$25, or \$15 for GFE members

Our friends at Garden for the Environment (GFE) are thrilled to host local beekeeping instructor Paul Koski of the San Francisco Beekeepers Association for Part I in their Urban Beekeeping series, where you can learn how to manage an urban honeybee hive in the Bay Area. You can keep bees in your own backyard! It is a thrilling and rewarding experience. In this class, you will receive all the tools you need to be informed as you set up your first hive! Paul will teach class participants about:

- Beekeeping supplies and equipment
- Where to get bees
- How to install bees into a hive



The class will also cover basic hive management principles: how to open and inspect a hive and what the beekeeper should expect to see and do for the first few months. You will leave this workshop with the keys to success for keeping honeybees in an urban

area. If weather permits, participants will look into GFE's already active hives.

This is the first workshop in a three-part Urban Beekeeping series. Plan to attend the next two classes in this series:

- Part II: Managing a Healthy Beehive, June 25
- Part III: Extract Your Honey, September 24



## Bee Friendly: Build a Bee Block

The *Flight of the Bumblebee* is now unfortunately the “plight of the bumblebee,” so let’s give our poor bees a helping hand, or a home to be exact! Approximately 30% of our bees are cavity nesting bees that make their homes in dead trees, fallen limbs, and old logs. In urban areas, dead trees are usually removed, making one less nesting place for our buzzing buddies.



Bee nesting habitats are easy to build with just a few materials. Create a bee community by building a nesting block or stem bundle. Using a redwood block, simply drill holes of various sizes:  $\frac{5}{8}$  inch,  $\frac{1}{2}$  inch, and  $\frac{3}{8}$  inch. Holes should be 4 to 5 inches deep, so a 4" x 6" block is a good size to use. The back of the block should be solid, so do not drill the hole completely through.

Another type of bee home is a stem bundle made with hollow branches, such as bamboo stalks. Cut below a node so that one side of the branch is closed.



Bundle the branches and hang horizontally. Bee blocks should be east to southeast facing and protected from afternoon sun, wind, and rain.

Building a bee block is a great family project and a fun way to learn about bees.

## Our 10th Annual Earth Day Inventory

...continued from page 4

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 featured works of art by our talented



crew members in our “Artists in Residence” window.

- **NEW:** With our Rockridge store, we now have over 140 crew members.
- **NEW:** We lowered the threshold employee contribution portion of our health insurance program so that no crew member pays more than 5% of his or her salary.

**Measure of success:**

- $8\frac{1}{2}$  is the average number of years worked at COLE HARDWARE (by staff employed 2 years or longer).



## Recycle at COLE HARDWARE!

Bring to any of our five stores:

**BRITA PRODUCTS:**  
Includes filters, pitchers, bottles, and dispensers.



**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 oz. or 16.9 oz.), empty, nonrefillable propane cylinders only. Households only. Limit 5 per visit. (San Francisco stores only; cannot be recycled at our Rockridge location.)



**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).

# PRODUCT KNOWLEDGE



## Fire Extinguisher ABCs

One of the most important safety items in a home, along with smoke and carbon monoxide alarms, a fire extinguisher is a necessity.

The more places around your home that you can position one, the better. Make sure everyone old enough in your family is familiar with how to operate a fire extinguisher, too. Here's most everything you've ever wanted to know about fire extinguishers.

### Ratings

Fire extinguisher ratings appear as a series of letters and numbers (for example, 2A10BC). The letters indicate the class of fire the extinguishing agent is designed for. Depending on which letter they precede, the numbers indicate either the approximate relative extinguishing potential or the size of fire that can be put out by a trained operator using that extinguisher.

The most reliable rating is that assigned by Underwriters Laboratories (UL)—an independent entity that tests consumer products according to governmental safety standards—which appears on the equipment nameplate. Size alone is not a good measure of extinguisher effectiveness (although generally speaking, the larger the extinguisher, the longer the spray time). The efficiency of nonrated “general purpose” extinguishers is difficult to judge.

### The Letters

Different types of fires require different extinguishing agents. Manufacturers choose the right extinguishing agent (such as carbon dioxide, dry chemical, or foam) for each fire classification. Your job as consumer is to know what type of fire you want protection against and to choose an extinguisher designed to be effective against that type of fire. You do this via fire classifications—the letters (A, B, and/or C) that appear in the rating.



Class A fires are the most common type, involving ordinary combustibles such as wood, paper, cloth, rubber, and plastics.

Class B fires involve flammable liquids (such as gasoline, kerosene, or oil), gasses, and greases.



Class C fires involve electrical appliances, equipment, or wiring, where the electric non-conductivity of the extinguishing agent is important (that is,

when there is a risk of getting electrocuted). Note: When the equipment or wiring is de-energized (unplugged, not live), remaining combustion is Class A or B, and extinguishers designed for those fires may be safely used.

### The Numbers

The number preceding Class A indicates the approximate relative extinguishing potential. This number relates to the square feet of ordinary combustible material the extinguisher can put out and is dependent on the type of extinguisher as well as efficiency of design and use.

The number used for Class B indicates the square footage of a deep-layer flammable liquid fire that a trained operator can put out.

### Choice and Placement

Your choice of extinguisher should be based on potential use. For instance, oil, grease, and electrical fires are likely in the kitchen, garage, and car, so the obvious choice would be a BC extinguisher. However, much can be said for being prepared for any situation, so unless the application is specific, choose the most versatile extinguisher, with the largest capacity, that can be easily handled by potential users. For home use, it may be best to go with heavy-duty rated, multipurpose (ABC) dry-chemical fire extinguisher.

The National Fire Protection Association recommends that you have at least one extinguisher for every 600 square feet of living area. Fire extinguishers should be located on every level of the home—the kitchen, garage, and basement should each have its own fire extinguisher. Do not mount too close to the location where the fire might occur—the user should not risk reaching into a fire or going into a burning area to get a fire extinguisher.

### How to Use

Staying at least 6 feet away from the fire, use these steps for effective fire extinguisher use:

- P** = PULL the pin.
- A** = AIM at the base of the fire.
- S** = SQUEEZE the handle.
- S** = SWEEP at base of fire from side to side.

Actually, we'd add one more to the top of this list: keep your cool (easier said than done). NOTE: Fight only minor fires. In case of a serious blaze, leave the house immediately and notify the fire department from a neighbor's home or an alarm box.

### Maintenance

Choose and install fire extinguishers with a gauge, and check the gauge once a month. If the gauge reading is low, promptly bring it to a professional (listed in the yellow pages under “Fire Extinguishers”) to have it recharged (filled/pressurized). Also be sure to get it recharged after each use.



## 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. 4. In order to participate in our Rewards program, we must have your accurate address to inform you of your Rewards dollars earned.

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

## Professional Knife Sharpening Available at All COLE HARDWARE Locations



see calendar on page 12 for dates and times



# COMMUNITY NEWS

## Coins for the Community

What a generous community we live in! We're pleased to announce that in February, our spare change collection netted \$1,201.06 for A Home Away from Homelessness, a group that believes every child deserves the opportunity to experience safe and supportive spaces that respect and foster his or her strengths, creativity, and abilities. By joining with homeless and formerly homeless families, they help build confidence, skills, and community through educational, social, and recreational opportunities. This brings our grand total to \$46,210.53 since we started our collection program.



Our March collection is earmarked to benefit Copper's Dream Rescue, a group that has a long history of rescuing dogs of all sizes, shapes, and breeds. They are dedicated to the mission of ending the euthanasia of adoptable animals through increasing public awareness, taking legal action benefiting shelter animals, and rescuing dogs scheduled for euthanasia and placing them in permanent and loving homes.



Arbor Day in April, our collection this month will go directly to our local chapters of the California Native Plant Society (CNPS). The native plants of California are unlike any others in the world. From the richly colored expanse of spring wildflowers in the desert to groves of Monterey cypress on the coast, California's wild gardens are immensely diverse and awe-inspiring in their beauty. They define the landscape and offer Californians a sense of place, pride, and stability, and they provide habitat for endemic wildlife species that exist no place else on earth. Since 1965, CNPS has worked hard to protect California's native plant heritage and preserve it for future generations.



It's easy to donate to Coins for the Community! Simply drop your spare change in any of our collection jars or choose the "donate" option when you're checking out at any of our registers. Or bring in that old jar of pennies that's collecting dust on your dresser.

## For Your Gardening and Cooking Pleasure: Grow Herbs!

...continued from page 5

### Harvesting

With most herbs, harvesting the tips ("pinching back") results in new growth and bushier plants. Keep your herb garden as close to your kitchen as possible and have a set of snips or pruning shears on hand, so you can harvest spontaneously while cooking. Most culinary herbs reach peak flavor when the flower buds are just about to open (although herbs in the mint family are generally best in full flower). For peak flavor, harvest in the morning, when the sun is still low. Keep in mind that harvesting more than one-third of any plant may weaken it.

### Simple Preservation

Use herbs fresh or preserve them for future use. If you pick one or two too many stems for the dish you are cooking and prefer to take a more casual approach to preserving the extra, use one of these methods: Lay the extra herb sprigs anywhere in your kitchen where they will get sufficient air circulation and be out of the way. You can use them anytime as they dry. Or cut them into small enough pieces to place in a small glass jar, cover with olive oil, and cover tightly. Use both the olive oil and the herb sprigs to flavor your favorite meal.

### Frozen Herb Cubes

Chop two or more cups of basil or other herb leaves in a blender or food processor. Use a single herb or combine herbs for your favorite recipe. Add enough water to make a thick purée. Pour mixture

into an ice cube tray and freeze immediately. When frozen, remove cubes and store in the freezer in labeled bags. To flavor soups or sauces, simply drop in an herb cube or two. The flavor will be very close to that of fresh-picked herbs.

### Dried Herbs

Drying herbs makes them easy to store and use. When done correctly, dried herbs retain much of their original flavor. Use an oven or dehydrator or air dry. It is easy to overdry herbs in a gas or electric oven; we recommend the microwave for small quantities. Spread several stems on a double-thick paper towel and cover with one layer of paper towel. Microwave on full power for about 1 minute, turn stems over, and dry them on full power for another minute or so, or just until they turn brittle but stay in one piece when touched gently.

Air-dry large quantities of herbs in a dark, dry place. Cut long stems, bundle loosely, and hang upside down. If dust is a problem, drape a thin cloth, paper bag, or tissue paper over the top. Or dry herb stems on a wire rack between two layers of thin cloth or tissue. The key is to insure plenty of air circulation and a low-humidity atmosphere (needless to say, fall is the best time to air-dry herbs in San Francisco).

Once dried, herbs are best stored in a dark, cool place in airtight glass containers. Label and date the containers and check for condensation several days after you put them in storage.

**WILD & SCENIC** FILM FESTIVAL  
where activism gets inspired

**SATURDAY**  
**APRIL 30, 2016**

Historic  
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• SILENT AUCTION • CELEBRATION

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TICKETS ON SALE NOW!

A fundraiser for Rose Foundation for Communities and the Environment

HALL OF FLOWERS 9th Avenue at Lincoln, Golden Gate Park

**2016 Dahlia Plant & Tuber Sale**

Saturday April 16th, 9:30am-12:00noon  
Plants \$5.00-\$6.00, Tubers \$3.00

AC, Abbey, Lulu Island Mom

The Dahlia Society of California is a partner of San Francisco Parks Alliance.

**Big Green Egg**  
The Ultimate Cooking Experience®

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**COLE HARDWARE!**

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# COMMUNITY CONNECTIONS

## BAY AREA BUSINESSES

**Caroline Concierge Services for Seniors and Disabled:** I'm available weekdays and weekends with flexible hours. I can take you to and from appointments and other local errands. Reasonable rates (1-hour minimum). References upon request. Please call Caroline 415/846-9714 or e-mail jahangoodman@gmail.com.

**Cat Sitters Wanted:** Ideal for retirees and seniors in San Francisco. Provide loving, safe care in your home for one or two cats while owner is away. Must have *no* other pets. Perfect for kitty lovers with feline experience. Jobs vary from one day to four months. Must be reliable, honest, and trustworthy! References required. Please call 415/333-1123.

**Custom Websites and Apps:** Need a website or an app? Lost track of your old webmaster and have a site in desperate need of an update? Contact us at [info@Bayrocketmedia.com](mailto:info@Bayrocketmedia.com). Local in the Rockridge area of Oakland. In business since 1998.

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

**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).

**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.

**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).

**Pilates:** Pilates movement exercise group classes now forming in Rockridge. Breathing • Core Activation • Neutral Spine (finding optimal starting position) • Abdominal Strengthening • Lumbo-Pelvic Stability • Strengthening and Mobilizing the Spine • Scapular Stability and Mobility • Correcting Alignment • Release Work • Stretching. Over 10 years experience learning, practicing, and teaching Pilates exercise methods at private studios, gyms, and community recreation facilities. Reasonable rates: \$125 per person for 6-week group series; \$70 private one-on-one sessions; \$55 per person for duet session. Available weekdays, midmorning and early afternoon, at local dance studio. Contact instructor 510/219-8641 (voice or text) or e-mail [iswirving@comcast.net](mailto:iswirving@comcast.net).

**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 415/200-3430 or [homerepair@colehardware.com](mailto:homerepair@colehardware.com).

COLE HARDWARE proud member of:

**somba** 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).

Muddy at Pt. Isabel  
Yosemite camping  
Walking the lake  
Fetch at Estuary  
Hiking in Tilden

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Offering loving care/attention in private home. For indoor cats. Only one person's cat(s) at a time.

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**Henrietta Kitty Cat Pet Sitting AND OTHER SMALL CRITTERS**

10 years experience  
Able to administer oral and injectable medications/fluids  
Available to do other tasks: pick-up mail, take out trash, move car, etc.

References upon request  
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**COUPON**

**FREE**

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**Reusable Shopping Tote**

Reduces your consumption of wasteful disposable bags.

Limit 1 per household.  
Must present coupon to receive offer.  
Valid through April 30, 2016.

**COLEBAG**

# 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
Hardware HOT DEALS April 1-17 see insert					1 April Fool's Day <b>Flash Friday DEALS</b> Knife Sharpening Polk Street, 4 pm-6 pm	2 Knife Sharpening Cole Street, 3 pm-5 pm
3	4 OAKLAND ATHLETICS Home Opener		6 California Poppy Day	7 GIANTS Home Opener	8 <b>Flash Friday DEALS</b>	9 ROCKRIDGE SIDEWALK SALE see page 2 for details
10 SUNDAY STREETS Mission	11	12 Knife Sharpening Rockridge, 4 pm-6 pm	13 Knife Sharpening Fourth Street, 8 am-9 am Mission Street, 4 pm-6 pm	14 <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.	15 <b>Flash Friday DEALS</b> Knife Sharpening Polk Street, 4 pm-6 pm	16 Knife Sharpening Cole Street, 3 pm-5 pm
17	18 Taxes Due 1906 Earthquake Anniversary	19 <b>COMMUNITY SAVINGS DAYS</b> Special Community Members SAVE 20% see our website for more details	20	21	22 Earth Day <b>Flash Friday DEALS</b>	23
24	25 Student Monday	26 Teacher Tuesday Knife Sharpening Rockridge, 4 pm-6 pm	27 Hardware Happy Hour see page 2 for details Knife Sharpening Fourth Street, 8 am-9 am Mission Street, 4 pm-6 pm Senior Wednesday	28 Military Thursday	29 Arbor Day <b>Flash Friday DEALS</b> Knife Sharpening Polk Street, 4 pm-6 pm	30 Urban Beekeeping Class see page 8 for details Knife Sharpening Cole Street, 3 pm-5 pm



**Our founder, Dave Karp**  
Purveyor of Hardware Wisdom  
June 4, 1916–October 25, 2015

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415/200-3344

**956 Cole Street**  
San Francisco, CA 94117  
(at Parnassus—near U.C. Medical Center)  
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Contact the Hardware Hotline at 415/674-8913 ext. 4 or e-mail [hotline@colehardware.com](mailto:hotline@colehardware.com).



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