

Element Grill in Action!

Saturday
May 1 and May 8
see page 12 for details



LADIES' NIGHT

WEDNESDAY MAY 5 5-8 PM
AT OUR MISSION STREET STORE

see page 6 for details

COLE HARDWARE'S Hardware Hotline

May 2010



NEWS AND VIEWS FROM AROUND THE STORES



Small Business Week

May brings Small Business Week (May 15–21) to San Francisco and good reason for us to celebrate locally owned businesses. Longtime readers of the *Hardware Hotline* know we have been ardent supporters—in fact, promoters—of all things local in our great City. An important facet of the City's character is derived from its unique neighborhood shopping areas, which are chock-full of locally owned operations. The neighborhood shops help San Franciscans live a more sustainable lifestyle than their suburban cousins: buying groceries, exercising, dining, laundering your clothes (WHAT would Cole Valley do without the ever cheerful Maggie and David at Cole Cleaners!), and yes, even shopping for your home with us. Shopping locally without driving, often without public transportation—how cool is that?

As cool as it may sound, one shouldn't take our locally owned businesses for granted. They face similar economic challenges as other businesses. Their plight is just not as visible. They need your support and the many daily votes you cast with your pocketbook! And do

continued on page 2...

Our Visit from the State Department

COLE HARDWARE was honored to recently host a group of business leaders from South America as part of the State Department's International



Visitor Leadership Program. This is our third such visit, and the focus of this tour was promoting microentrepreneurship. We find these exchanges extremely valuable for our staff and enjoy the opportunity to act as ambassadors of San Francisco.

The purpose of these exchanges is to increase international understanding by providing professional, cultural and educational meetings between emerging foreign leaders and members of the Bay Area community. Visitors gain firsthand knowledge about the United States, our people, policies and culture, and establish lasting professional relationships.

The exchange programs take place in 44 states, with the San Francisco program, of course, being the largest and most popular. Regionally, the program is coordinated by the Institute of International Education. Visit www.diplomacy.org for more information.

Shortly after the visit, we received this nice note from our new Bolivian friend, Alvaro:

*Dear Rick,
We enjoyed our visit to Cole Hardware and loved the way you do business and the "spirit" of the store. On behalf of my friends and colleagues, thank you very much for sharing your time with us.*

*Your friend,
Alvaro*

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

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Meet Regina Dick-Endrizzi: Small Business Advocate

Regina Dick-Endrizzi, executive director of the Office of Small Business and Small Business Assistance Center, comes to San Francisco by way of Tucson. Her small business skills were honed by her former retail career at Buffalo Exchange, and she gets her city government credentials from a stint in Supervisor Ross Mirkarimi's office.

With a staff of four (including Regina), the Small Business Assistance Center offers constituent services for small business, including everything from assisting start-ups with various filings, licenses and permits, to aiding existing businesses with support services. Since its inception only a little over two years ago, the Center has aided over 4,000 of the City's approximately, 72,000 small businesses to various degrees.

Regina and her crew interface with different City agencies and small businesses on issues that affect small businesses. Both the Office of Small Business and the Assistance Center fall under the umbrella of the Small Business Commission, whose core objective is to strengthen the voice of small businesses.

The Small Business Assistance Center functions as a central location of resources and offers a broad range of free services, including individualized case management, customized check-lists of requirements, site-zoning review and use information, technical assistance,

business training coordination, and tax credit and incentives information. Multilingual assistance from the Center is also provided in Spanish and Chinese.



Working often with nonprofits such as Urban Solutions and neighborhood merchant associations, Regina and her team realize that city policies and ordinances can sometimes be challenging, but resources are available, and they encourage small businesses to take advantage of them. And it's official too: in 2009, Regina was voted by San Franciscans as the Small Business Advocate of the Year in the *San Francisco Bay Guardian's* annual reader's poll.

To learn more about what the Small Business Assistance Center can do for your business, visit their website at www.sfgov.org/smallbusiness.

Meet Scott Hauge: Small Business Champion

Meet Scott Hauge, the president of CAL Insurance & Associates, located in the City's Taraval neighborhood. A fourth generation San Franciscan, Scott's maternal grandfather was both a fireman and a cable car gripman in true City tradition. Founded in 1927, CAL Insurance & Associates was purchased by Scott's father in 1960. After graduating from Washington State University in 1971, Scott worked at the Fireman's Fund and Aetna insurance firms before coming on board in 1975.

Well known in the small business community for his tireless efforts on behalf of locally owned merchants, Scott currently serves on 22 various boards and commissions. Instrumental in the creation of the Small Business Network founded in 1984 and the Small Business Advocates 10 years ago, Scott also worked for 18½ years to get the Small Business Commission passed by San Franciscan voters.



As if that wasn't enough, six years ago he founded Small Business California (SBC), which addresses global issues that involve businesses across the state. A recent survey taken by SBC of businesses across the state found that after the economy, health care, quality education, infrastructure and access to capital are the leading concerns.

Scott was inspired by a story he read in John Kasich's book *Courage Is Contagious* on Dr. Jack McConnell's efforts in creating a Volunteers in Medicine free medical clinic in Hilton Head South Carolina. And ten years ago Scott began the process of launching a free clinic in San Francisco. This fall, Scott's dream will come to fruition as Clinic by the Bay prepares to open its doors. (See article on Clinic by the Bay, next column.) To reach Scott, e-mail him at shauge@cal-insure.com.

Clinic by the Bay

Ten years in the making, Clinic by the Bay will open its doors in the Excelsior neighborhood this summer as the Bay Area's first-ever Volunteers in Medicine (VIM) clinic. Based on this successful national model of health care, Clinic by the Bay will engage retired doctors, nurses and other volunteers to provide compassionate care, free of charge, to the region's working uninsured. Founded in 1992, the VIM model has been replicated in 78 communities throughout the nation.

The clinic will provide primary and preventative care, prescription medication assistance, coordination of specialty referral and some mental health services. Once the clinic is up and running, they hope to eventually provide dental and vision services. Language capacity will include Chinese, English, Spanish and Tagalog.

Project manager Eliza Gibson joined the clinic's start-up team in 2008. With a background in social work, Eliza is charged with getting the clinic up and running. You can imagine the plethora of details needed for such an undertaking to succeed. According to Eliza, "Philanthropic investments at all levels and involvement are needed at this time." Strategic partnerships have been formed with many neighborhood groups including Excelsior Family Connections, Bernal Heights Neighborhood Center and the Filipino Community Center, as well as with some medical groups that include the Latina Breast Health Agency, the San Francisco Medical Society, Operation Access and the San Francisco Dental Society.

At a time when health care is all over the news, Clinic by the Bay recognizes the importance of preventative care and views medicine as more of an art rather than a business. The VIM model works best when the community is involved and takes ownership. Between 75 and 100 volunteers are needed to operate the clinic, including those without medical backgrounds: greeters, receptionists, interpreters, computer assistants and more. Volunteers only need to believe in health care for all and be committed to a culture of respect, caring and community!

To contact Eliza, e-mail eliza@clinicbythebay.org or visit www.clinicbythebay.org to make a donation or for additional information. Clinic by the Bay is a COLE HARDWARE Community Partner #21402. Mention Clinic by the Bay at the time of checkout to donate 10% of your purchase.

