



THE HARDWARE HERALD

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CLIP STRIP SALE 40% OFF

Look for them throughout store!

	RETAIL.	YOUR COST
Rain gauge	2.99	1.79
TAYLOR Thermometer	2.69.	1.65
Nozzle Blaster: Little Big Water	11.49.	6.89
Made in USA		
100' twist tie w/cutter	3.59.	2.15
HUMANE MOUSE DETERENT	9.69.	5.81

Non kill—just the smell drives them away. Yet pleasant to humans!

NEAL'S BROKEN THUMB SYMPATHY SALE

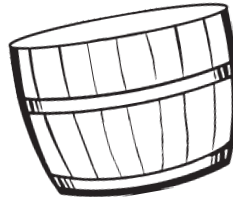
Through March 31st, save **10%** on **any Codel** brand door orders!



GREAT NEWS!!

We've got authentic oak half wine barrels used in NW wineries!

The bad news is that they'll run you \$66 each, but the great news is that we have 108 in stock! Get yours now!



HELP A LITTLE CHILD

Sell your unwanted Orcas vehicle for a \$25 donation to our **Koats for Kids** program. This "Deals on Wheels" gives you the chance to have your ad reach about 1,100 of Orcas' **most** discriminating households (our beloved account holders). A vehicle qualifies if it has a wheel (mower, tractor, car, trailer, etc) and, like everything in our store, it must be priced right! If the Hardware Herald ad sells it—GREAT—if not, you've provided a new insulated warm coat for a little tyke whose family really needs a little help. Match that New York Times!

HOW COLD IS IT?

If you see our flag not at half mast when it should be... maybe the line is frozen to the pole **again!**

OUR HEARTFELT THANKS!

Most privately-held companies tend to be secretive about their company's financial performances. Well, Island Hardware is not most companies. Every time that you choose us, you are contributing to our employees' profit sharing program. Over the years, your loyalty, along with the amazing efforts of our employees, has transformed an ordinary clerk's job into a well-paying position that each of our staff can be proud of. Last year, 2016, was no exception.

A good way to judge a company like ours is to divide the total yearly sales by the number of full-time employee hours. The national average for our type of business is around \$250,000 per employee per year. For the second year in a row, your store has exceeded \$400,000 per full-time employee!!

I want to thank each and every one of you for your support. You are responsible for our families benefiting from a true living wage.

FROM FORTUNE COOKIES:

- A person of words and not of deeds is like a garden full of weeds.
- If you keep busy learning the tricks of the trade, you may never learn the trade.

- If you educate people, you give them the keys to freedom.
- We, the American people, are not each other's enemies.
- One of the secrets of life is that all that is really worth the doing is what we do for others. ~ Lewis Carroll

The voice on the phone said, “I grew up watching your ski movies in Pittsfield, MA, and that is why I just graduated from UCLA film school. I wondered if I could stop by and meet you before I go back to Massachusetts to try and get a job?”

It was spring, and I was not yet into the eighteen hour days of my new annual ski movie so I said “Sure, why not?”

The next day a shy, young man appeared at the door of my editing room and before long I was looking at his short graduation film. It was well edited, cut to music, and was partially a ski movie. When it was over, I complimented him on it and asked him, “Where did you get hold of some of my ski footage which was in your film?”

Honest answers get honest results, but at that time, I didn’t need a cameraman. What I did need was a driver for the daily run to the film labs in Hollywood from my office in Hermosa Beach. Well, Brian Sisselman got the nod as the driver and early the next winter, he got another nod. I got another phone call from a stranger—a man who said, “I have a chimpanzee I have trained to ski. Would you like to put him in your movie?” The deal was struck and Brian was off on his first assignment as photographer for my company.

The only place we could find that would rent a motel room to Brian, the trainer, and the chimpanzee was at Mt. Shasta in Northern California. Brian was gone for ten days on what should have been a two-day shoot at the most. He returned with only two, one hundred foot rolls of the soon to be famous chimpanzee. When I asked him, “How come so few

pictures?” he said, “The chimpanzee was a lousy skier.”

Brian traveled, filmed, and skied for my company for the next 25 years. He partnered with my other ace cameraman, Don Brolin, in bringing back fantastic photos of the white world that I got all of the credit for taking. It was a wonderful 25 years when my crews roamed the white world and covered local resorts in between trips.

One time, Brian was in North Africa where it rained incessantly for a week and a half; he and his skiers were getting discouraged when he called me for some direction. I told him, “Film the rainy skiing and the mud, make it look terrible, and I will weave a story of traveling that far for good skiing, sunshine, powder snow with an African look and instead, this is what we found when we got there.” The result was an outstanding sequence of Mother Nature at her worst.

Brian was also the first cameraman to film the steeps in Valdez, Alaska. When I talked with him on the phone from Alaska he said, “This is the first time I have filmed on the side of a hill that is so steep that my elbow digs into the snow.” That was fifteen years ago and he set the standard for Steep and Deep that dozens of film makers have followed. His was the inspiration for the World’s Extreme Ski Championships.

Brian went off to New Zealand for a month or so with Scot Schmidt and sandwiched even more extreme in on a trip to Antarctica for almost four weeks—camping in tents, climbing and filming on a glacier where the closest people were in South America, an ocean away.

About two years into Brian’s career

working with me, he contracted Giardia, a parasite that sets up house in the intestines. With a severe case of it, his turned out to be incurable and resulted in a colonoscopy. He traveled the world all of those years with a handicap that keeps most patients chained to their house for the rest of their life.

Instead, Brian filmed Japan, China, Russia, and landed in a snowfield at 18,000 feet in the Himalayas. Skiing where no one had ever skied before, he filmed skiers without supplemental oxygen in powder snow that sometimes was waist deep. Just below the 10,000 foot mark, he discovered a small town called Solang where kids by the dozens were all skiing up a storm. This is a town where the median income is about two dollars a month per family. The kids were all skiing on homemade skis that were twenty-four inch long pieces of walnut or cherry wood, about two inches wide and two inches thick, and on the bottom of the skis was a nailed-on piece of a worn out band-saw blade. The blade was turned up on the front for the tip and the skis had woven vines or nylon string for bindings. For boots, the kids all wore rubber galoshes and none of them had gloves. Their poles had no baskets or handles but every one of them had a wonderful smile. Most of them had never even thought about what most skiers call necessary equipment.

Today, Brian owns a successful Madras clothing company in India with headquarters in Maine. I can tell you that his camera is definitely not for sale nor are his last pair of free skis that he received while on the job in Sun Valley.

Woman: Do you drink beer? Man: Yes
 Woman: How many a day? Man: Usually 3.
 Woman: How much is a beer?
 Man: \$5 with a tip.
 Woman: How long have you been drinking beer?
 Man: About 20 years, I suppose.
 Woman: 3 beers x \$5 x 365 days = \$5475 yearly.

For 20 years, that’s \$109,500! Do you realize that if that money had been deposited in a savings account for the past 20 years, you could have bought a new Ferrari?
 Man: Do you drink beer?
 Woman: No
 Man: Where’s your Ferrari?