

Join Sloat Garden Center, Mill Valley and Marin County Stormwater Pollution Prevention Program (MESTOPPP) in

## Helping Customers Select Products "Friendly" to People, Pets and Wildlife

July 26, 2011

(an evening with Debi Tidd)

Sloat Garden Center

6:45 p.m.—8:00 p.m.

657 E. Blithedale, Mill Valley

Free Materials to Take Home including:

- Go Native!
- The Ten Most Wanted Bugs for your Garden
- Pocket Guide to Less Toxic Products



What You'll Learn at this **FREE** Program for Employees!

- Latest product information and how they work
- Water quality issues with select products—and available alternatives
- Making gardens pet-friendly
- Identifying pests and beneficial insects
- Where to find answers to customer questions

**FREE REFRESHMENTS!**

\* The instructor, Debi Tidd, is a trainer with the Bay Friendly Landscaping Coalition and has over 25 years experience working in horticulture and directing garden education programs.



**Our Water Our World Partnership Program:  
2012 Marin Employee Training and OWOW Store Set-ups**

Final Report to Marin County Stormwater Pollution Prevention Program (MCSTOPPP)  
July 11, 2012  
Debi Tidd Consulting

**PROGRAM DELIVERABLES TASK 2:**

**Scope of Services:**

- Store managers from 5 different participating stores were contacted to promote the program and arrange for store set-ups and staff attendance at trainings.
- Conduct a minimum of two store set-ups  
Store set-ups were done at the following stores:
  - Sloat Garden Center, 401 Miller Avenue, Mill Valley
  - Goodman's Building Supply, 775 Redwood Highway, Mill Valley
- Conduct up to 3 in-aisle store trainings  
Trainings were given for employees at the following stores:
  - Jackson's Hardware, 435 Du Buois, San Rafael
  - Fairfax Lumber, 109 Broadway, Blvd., Fairfax
  - Ace Hardware, 180 Merrydale Road, San Rafael

**PROGRAM NOTES:**

**Store Set-ups:**

Both stores had shelf talkers left from last year, but there were many new products that needed labeling and labels that were bent, faded etc. and needed replacing. At the Sloat store, the names of products put on the labels were printed out to give the labels a professional look. During the set up at each location, I was able to work with customers on product selection, and answer staff questions about specific new products and the OWOW program in general.

Goodman's Building Supply, Mill Valley: This store stocks an overwhelming number of products, including many of the less-toxic products on the OWOW list. The downside of this is that many of the shelf talkers have to be placed behind the price tag of the product because there is so little room. However, the manager of this store, Feliciano, is very supportive of the program. Due to space considerations, the fact sheet rack is smaller and is mounted on the wall. I restocked the sheets, and it looks like ants and aphids in particular are of interest.

Sloat (Miller St), Mill Valley: This store has a very good selection of less-toxic products, and very few toxic products. The fact sheet rack is in a prominent location near the products, and at the time of my visit there was a large endcap organic fertilizers.

**Store Trainings:**

Three store trainings were held in June. Training content included:

- Goals of the OWOW program, approved product list and resources available
- Watersheds and water quality issues related to pesticides and other garden products
- Identification of pests and beneficial and how to help clients target a specific pest
- Identification of new pests in the area
- Less-toxic products, new products, how they work and how to read a label
- Tips for selling/using products, managing common pests & associated fact sheets

- Pesticides of concern (including pyrethroids and imidicloprid)
- Resources for more information on pesticides, identifying pests, helping customers
- Disposal of unwanted products

Each employee was given a packet of resources that included:

- Growing Gardens From Garbage
- Going Native, Don't Plant a Pest
- 10 Most Wanted Bugs in Your Garden
- Laminated sheets on new pests in the area and how to manage them.
- Brochures on ordering additional materials from MCSTOPPP and program contact information.

Here is more detailed information on specific stores:

- Jacksons Hardware  
Five employees were able to attend this training. They have a good selection of products and the manager, Charlie Zemco, is very supportive of the program and attended the training. Staff here was not aware of the shelf talkers or the OWOW program, and were pleased to have the information provided in the training. They asked a lot of questions about how the products worked, and about specific pest problems that have come up. New lighting was just installed over the pesticide product aisles, making it much easier to find products.
- Fairfax Lumber  
Eight staff attended this evening training. The store manager and the nursery manager at this location are extremely knowledgeable about water quality/pesticide issues and very supportive of the program. Though small in area, there is a good selection of less toxic products, and very few toxic products. Since this was an after work training, I was able to go into a lot of detail about pests/products. Many of the staff did not know about the program or shelf talkers, and there were a lot of questions about managing pests and how to identify pest problems.
- Ace Hardware, San Rafael  
Four staff members attended this training. There is a new nursery manager at this store, Jason Margolin, who is very knowledgeable and very committed to stocking less-toxic products. Though small in area, there is a good selection of less-toxic products here. The fact sheet rack is in a good location, right near the products. This is a new store with a fairly small staff, but they were interested in the OWOW program and the website resources available to them. They have been setting up weekend speakers on a variety of gardening topics for the public, and I was able to recommend some speakers that can talk about less-toxic products and sustainable landscaping techniques.

#### **Program Observations:**

- It is important to make follow-up visits to stores if possible. Because new products come in throughout the season, labeling is an on-going process. In addition, providing staff with continuing support on answering questions that have been coming up would be helpful with buy-in to the program.
- I would recommend trying to schedule a training at Goodman's next year. They have a huge selection of products, and just making their staff aware of shelf talkers and the OWOW program could have a significant impact here.
- Staff turnover, work load, and schedules contribute to employees not knowing about the OWOW program, including the shelf-talkers. Having trainings for store employees is important to foster continued "buy in" of the program from office management to floor staff.

Sloat - Oct 14, 2011

GIFT Card  
SAFeway  
Trader Joes  
SLOAT

Name

June Cilurso Goodmans Bldg. Supply  
Felix Lopez SLOAT GARDENS #2 Trader Joe  
Ashley Tomerlin Sloat #2 — Sloat  
Molly Condon SLOAT #2  
Sue Sayler Sloat #2 — Sloat  
Christina Littlefield Sloat #2 SLOAT  
GINA PURIN MCSROPP  
John Stephenson Safeway Sloat 2  
TYLER Wayne  
LCO Grossman Trader Joes — Sloat #2  
Hartel TTS Sloat #2  
Mike Sakazaki Safeway Sloat #2  
Marianne Lambrecht Goodmans

415-453-1102

FAX# 415-453-1102

"Our Water Our World"

OSTA San Rafael

1. Larry Stevenson

2. Cindy Williams

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JUN 25 2012

MARIN COUNTY PUBLIC WORKS

(2)

3. Jim Pollack

4. Daniel R. Joy

AM

5. Bob Curry

6. Johnny Garcia

7. Penelope Kanakis

PM

8. Joa A.

9. Pamela Bowie

10. Barbara Cooke

11. Gwenn

Grant (Gina)

# "Our Water Our World"

Pini Ace Hardware

1/15/12

1. Lynn Rodich
2. Sonya Willwerth
3. Jim Starns
4. Russ Young
5. Rob Hicks
6. BRANDON T.
7. Gary A
8. Cle Z.
9. Jim Tucker
10. Wayne Desbauer
11. Richard Den
12. D.D.
13. Peter Stonebridge
14. Dennis Sander

grant

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MAY 17 2012

MARIN COUNTY  
DEPARTMENT OF PUBLIC WORKS

Peri Ave

Thruway S-3-12

Brian Arellano  
Eddie Alvarez  
Greg Fletcher  
Bryan Estelle

Our Water Our World Store Training  
Jackson's Hardware  
435 Du Bois, San Rafael  
June 21, 2012

Tim Sasse

Eddie Noriel

Luis Lopez

Charles Zamco

Bob Akins



Our Water Our World Store Training  
Fairfax Lumber  
109 Broadway Blvd., Fairfax  
June 21, 2012

Derek Smith

Catherine Windberg  
Alexis DeWeese

Carol Shuff  
Pat DeLoach

Augie Venezia

Joe FARIA

Kim Bimce

Ace Hardware  
180 Merrydale Road, San Rafael  
June 29, 2012

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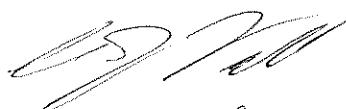
JUL 16 2012

MARIN COUNTY  
DEPARTMENT OF PUBLIC WORKS

SIGN-IN SHEET

MARVIN VEE MARTIN

JASON MARGOLIN



Elizabeth Valenzuela