

Portland State University

PDXScholar

All Sustainability History Project Oral Histories

Special Collections: Sustainability History Project

7-29-2011

Interview with Adam Boesel, Green Micro Gym, 2011 (audio)

Adam Boesel

Follow this and additional works at: <https://pdxscholar.library.pdx.edu/sustainhist>



Part of the [Electrical and Electronics Commons](#), [Exercise Science Commons](#), and the [Sustainability Commons](#)

Let us know how access to this document benefits you.

Recommended Citation

Celestine, Teresa, "Interview with Adam Boesel, 2011 (audio)" (2011). Sustainability History Project. <http://archives.pdx.edu/ds/psu/10759>

This Interview is brought to you for free and open access. It has been accepted for inclusion in All Sustainability History Project Oral Histories by an authorized administrator of PDXScholar. Please contact us if we can make this document more accessible: pdxscholar@pdx.edu.

Portland State University
Sustainability History Project
Interview Index

Interviewee: Adam Boesel, Owner Green Micro-Gyms

Intreviewer: Tracy Sulustien (Could be very wrong about name, please confirm)

Date: 29 July 2011

Location of Interview: Green Micro Gym, 7703 SE 13th Ave, Portland OR 97202

Research Assistant: Donovan L. Jackson

Interview Series: Documenting Sustainable Practices in the Pacific Northwest

Recording Equipment: Digital Recorder (Windows Media Audio File) with an external omnidirectional Microphone

Time:	Note:
00:22	Permission granted to record Interview
00:43	Dan describes his shift from teaching to training
01:23	Describes how back and knee pain spark interest in venture
02:04	Describes background in in education vs. training
02:30	Move here from Seattle with wife
02:40	describes his kids and family dynamics
02:56	Age of his child
03:18	Describes teaching experience
03:52	Interest = Exercise / Envirnment
04:02	Further Discription of personal interest
04:41	Definition of sustainability
05:52	Identify how american indian culture has shaped his definition
06:07	Reference to Al Gore's Inconvienant Truth
06:30	Some good things
07:00	How to gauge success of sustainability
07:30	Vaible buisness model
08:45	Easier to learn new things vs. change old habits
09:00	Re: assessment - Sustainability means to keep going
09:34	Discription of Typical day (Buisnessman and Stay at Home Dad)
10:25	Involvement in the Equipment production company Plug-Out
10:48	Product Achievments (Backfeed Design)
11:38	Green Micro Gym achievements (3-Locations and growing)

11:42 Another achievement is the 100's of opportunities
12:18 Question re: Impact of the media on your business
13:15 Media impact~ rebuttal and other facts
14:11 Challenges~ recession and inexperience with business
14:45 Other aspects that have changed since starting Micro Gym
15:22 Describes meaning of quantifiable understanding
16:07 Energy and Waste
16:33 Plug-out equipment types and diversity
17:43 Q: Where do you envision your company five years from today
17:59 Response re: Plug out
18:22 Response re: Green Micro-Gym
19:15 More than just equipment; its teaching a change in culture
19:30 Adam Comments on ironic behaviors in LEED certification
19:50 Adam responds to question on equipment use in his home
20:24 Comming Soon - partnership with PSU Engineering
21:38 Thanks from interviewer and open floor to Adam Boesel
22:04 comments (sustainability, nissan leaf, greenwashing)
22:50 Comments regarding Jeep Commercial
23:53 Ultimatly need to continue to try new things
25:00 Green Mirco Gym Philosophy
26:40 Change versus Teach
27:00 Closing