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

Adam Boesel

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Permission granted to record Interview

Dan describes his shift from teaching to training

Describes how back and knee pain spark interest in venture

Describes background in in education vs. training

Move here from Seattle with wife

Describes his kids and family dynamics

Age of his child

Describes teaching experience

Interest = Exercise / Environment

Further Discription of personal interest

Definition of sustainability

Identify how american indian culture has shaped his definition

Reference to Al Gore's Inconvienant Truth

Some good things

How to gauge success of sustainability

Vaible buisness model

Easier to learn new things vs. change old habits

Re: assessment - Sustainability means to keep going

Discription of Typical day (Buisnessman and Stay at Home Dad)

Involvement in the Equipment production company Plug-Out

Product Achievements (Backfeed Design)

Green Micro Gym achievements (3-Locations and growing)
Another achievement is the 100's of opportunities
Question re: Impact of the media on your business
Media impact~ rebuttal and other facts
Challenges~ recession and inexperience with business
Other aspects that have changed since starting Micro Gym
Describes meaning of quantifiable understanding
Energy and Waste
Plug-out equipment types and diversity
Q: Where do you envision your company five years from today
Response re: Plug out
Response re: Green Micro-Gym
More than just equipment; its teaching a change in culture
Adam Comments on ironic behaviors in LEED certification
Adam responds to question on equipment use in his home
Comming Soon - partnership with PSU Engineering
Thanks from interviewer and open floor to Adam Boesel
comments (sustainability, nissan leaf, greenwashing)
Comments regarding Jeep Commercial
Ultimately need to continue to try new things
Green Micro Gym Philosophy
Change versus Teach
Closing