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Interview with Marc Gaudin, The Joinery, 2006 (audio)

Marc Gaudin

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Portland State University Oral History Project

Interview Index

Interviewee: Marc Gaudin – The Joinery
 Interviewer: Amber Kinter
 Date: August 8, 2006
 Location of Interview: 4804 S.E. Woodstock, Portland, OR 97206
 Research Assistant: Margie Crawford
 Interview Series: Sustaining Northwest Landscapes & Communities

| Time | Notes |
|-------|--|
| 0:00 | Introduction |
| 0:45 | Born and raised in Montana, firefighter for 10 years, college |
| 1:20 | Came to Portland in 1982 |
| 1:26 | Started The Joinery |
| 2:00 | “Build tomorrow’s antiques today” |
| 2:45 | FSC recently dropped |
| 3:05 | Collins Wood – source for 11-12 years |
| 4:00 | Smartwood SCS (Scientific Certification System) |
| 5:00 | FSC auditors – costly |
| 6:30 | Business goals – certified wood |
| 7:36 | 25% other woods besides “green” |
| 8:10 | Western Walnut acquired on a case by case basis in the Willamette Valley |
| 9:00 | Madrone |
| 9:10 | Sustainable NW / HFHCP |
| 10:10 | Grant from Sustainable NW to promote madrone |
| 10:35 | HFHC involvement – trade shows |
| 11:31 | HFHC promotes partners |
| 13:10 | Goals |
| 14:45 | By-products |
| 17:00 | Sawdust disposal problems |
| 18:45 | Blue Works award – Metro |
| 19:20 | Sustainability definition |
| 21:20 | Business practices leading to sustainability |
| 22:35 | Challenges – Human resources |
| 24:20 | Employees |
| 26:00 | Partners (Dave and Gary) in The Joinery |
| 28:25 | Marketing |
| 29:20 | Disposal wood products elsewhere |
| 29:40 | Marketing/advertising |
| 30:00 | \$125,000/year advertising budget |
| 31:20 | 80% business from previous customers/referrals/drive bys |
| 32:00 | 5% business from the Web |
| 32:35 | OPB sponsor |
| 33:00 | Community links: Meals on Wheels, Our House of Portland, Rafael House, |

| | |
|-------|---|
| | Friends of Trees, Habitat for Humanity |
| 35:20 | School auctions – breadboards |
| 36:10 | Wood product breakdown |
| 37:40 | Availability of wood / inventory important |
| 40:10 | Local gypos – small sources |
| 41:00 | Collins Companies – Camy and Lee |
| 44:40 | Fire reclamation from the forests and forest fire potential |