### **Portland State University**

# **PDXScholar**

All Sustainability History Project Oral Histories

Special Collections: Sustainability History Project

8-8-2006

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

Marc Gaudin

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

Part of the Arts Management Commons, and the Sustainability Commons

# Let us know how access to this document benefits you.

#### **Recommended Citation**

Kinter, Amber, "Interview with Marc Gaudin, 2006 (audio)" (2006). Sustainability History Project. http://archives.pdx.edu/ds/psu/10743

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 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       0:10     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	Time	Notes
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 the Web 32:35 OPB sponsor	0:00	Introduction
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 S% business from the Web 32:35 OPB sponsor	0:45	Born and raised in Montana, firefighter for 10 years, college
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 the Web 32:35 OPB sponsor	1:20	Came to Portland in 1982
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 the Web 32:35 OPB sponsor	1:26	· ·
3:05Collins Wood – source for 11-12 years4:00Smartwood SCS (Scientific Certification System)5:00FSC auditors – costly6:30Business goals – certified wood7:3625% other woods besides "green"8:10Western Walnut acquired on a case by case basis in the Willamette Valley9:00Madrone9:10Sustainable NW / HFHCP10:10Grant from Sustainable NW to promote madrone10:35HFHC involvement – trade shows11:31HFHC promotes partners13:10Goals14:45By-products17:00Sawdust disposal problems18:45Blue Works award – Metro19:20Sustainability definition21:20Business practices leading to sustainability22:35Challenges – Human resources24:20Employees26:00Partners (Dave and Gary) in The Joinery28:25Marketing29:20Disposal wood products elsewhere29:40Marketing/advertising30:00\$125,000/year advertising budget31:2080% business from previous customers/referrals/drive bys32:35OPB sponsor	2:00	"Build tomorrow's antiques today"
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 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 32:35 OPB sponsor	2:45	
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 32:35 OPB sponsor	3:05	
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	4:00	
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  32:35 OPB sponsor		Ÿ
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	6:30	ŭ
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 32:35 OPB sponsor	7:36	
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  32:35 OPB sponsor	8:10	Western Walnut acquired on a case by case basis in the Willamette Valley
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 32:35 OPB sponsor	9:00	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	9:10	Sustainable NW / HFHCP
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	10:10	Grant from Sustainable NW to promote madrone
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	10:35	HFHC involvement – trade shows
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	11:31	HFHC promotes partners
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	13:10	Goals
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	14:45	
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	17:00	Sawdust disposal problems
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	18:45	Blue Works award – Metro
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	19:20	Sustainability definition
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	21:20	
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	22:35	Challenges – Human resources
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	24:20	Employees
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	26:00	Partners (Dave and Gary) in The Joinery
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	28:25	Marketing
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	29:20	Disposal wood products elsewhere
31:20 80% business from previous customers/referrals/drive bys 32:00 5% business from the Web 32:35 OPB sponsor	29:40	Marketing/advertising
32:00 5% business from the Web 32:35 OPB sponsor	30:00	\$125,000/year advertising budget
32:35 OPB sponsor	31:20	80% business from previous customers/referrals/drive bys
	32:00	5% business from the Web
33:00 Community links: Meals on Wheels, Our House of Portland, Rafael House,	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