

8-8-2006

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

Marc Gaudin

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## Portland State University Oral History Project

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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