

8-3-2006

Interview with Adam Olsen, Parr Lumber, 2006 (audio)

Adam Olsen

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Olsen, Adam, "Interview with Adam Olsen, Parr Lumber, 2006 (audio)" (2006). *All Sustainability History Project Oral Histories*. 70.
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Portland State University Oral History Project

Interview Index

INTERVIEWEE: _____Adam Olsen_____

Interviewer: _____Damon Quint_____

Date: _____8/03/2006_____

Location of Interview: _____Parr Lumber, Hillsboro Oregon_____

_____Research Assistant: _____Glenn Esler_____

Interview Series: SUSTAINING NORTHWEST LANDSCAPES & COMMUNITIES

Recording Equipment: DIGITAL RECORDER (WINDOWS MEDIA AUDIO FILE) WITH AN
EXTERNAL, OMNIDIRECTIONAL MICROPHONE

Time Notes

00:00	Introduction/Personal History
02:20	Professional background/goals
04:00	Challenges in the business and with markets
05:00	FSC Products/Chain of Custody
06:20	FSC Products/demand
09:10	Rewards for FSC products/market share
09:50	Sourcing problems/limitations
12:05	FSC customers and marketing
13:40	FSC sources/desirability
16:00	Target customers/products
18:00	Business strategy/Customer base
19:25	FSC perceptions
21:20	Definitions of sustainable yield
23:30	Future of FSC at Parr Lumber

