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Interview with Ryan Temple, HFHC, 2006 (audio)

Ryan Temple

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Portland State University Oral History Project

Interview Index

INTERVIEWEE: **Ryan Temple**_____

Interviewer: **Amber Kinter**_____

Date: **08-04-06**_____

Location of Interview: **625 SW Main St. Suite 112 Portland OR**_____

Research Assistant: **Damon Quint**_____

Interview Series: SUSTAINING NORTHWEST LANDSCAPES & COMMUNITIES

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

Time	Notes
0:30	Background
1:48	Experience/ Values
2:35	3 Employees at HFHC
2:55	Vision and Values
4:30	Goals – market piece
5:25	Challenges for Partners
5:48	- Capacity Building
6:00	- Wood Sourcing
6:25	(Continue) Goals
	- Brand Recognition
	- Diversity – Price/ Challenges of Common Brand
	- Key strategic market relationships
	- Keep Brand Identity
7:32	FSC Certification
	- Great resource/ Good forest management
8:25	- Assume responsibility
8:48	- Challenges – does not extend to public land
	- Equal access to FSC

Time	Notes
10:38	Sustainability definition – integration of economy, ecology and community
12:20	Education for Consumers – People, jobs and communities in Pacific NW (local)
14:15	- Challenges/ 100 miles radius
14:45	Future of HFHC – See 200 to 300 members
15:40	- See more sustainable generation of revenue and market
	- See strong commercial market relationships
16:30	- See HFHC become obsolete and pulling back later
16:55	- If HFHC went away (Self sustaining partners)
17:20	Partners relationships – referrals, structure and initiation
19:20	Annual Meetings – Peer connections
21:00	Bio-mass meeting in Klamath Falls
21:25	Industry Clusters
21:50	Feed back from Partners
23:30	Additional thoughts (important)
	- business models, technical assistance, peer approach (business to business)
25:19	- Power of the Collective