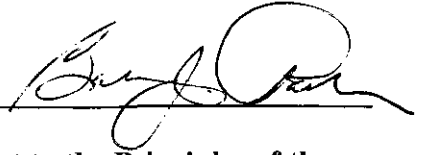


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OFFICE OF THE CITY CLERK  
OAKLAND  
2003 DEC -4 AM 11:57

# OAKLAND CITY COUNCIL

RESOLUTION No. 78228 C. M. S.

INTRODUCED BY COUNCILMEMBER Nancy J. Nadel



## A Resolution Recognizing Plywood and Lumber Sales for their Commitment to the Principles of the "Triple Bottom Line" – Economic viability, Environmental Consciousness and Social Equity

**WHEREAS**, Plywood and Lumber Sales (PALS) started in a small warehouse in Oakland 20 years ago as a supplier of wood products and has emerged from a single operation to a major lumber distributor with four locations, providing an array of forest-generated industrial goods; and

**WHEREAS**, through the years, PALS recognized the need for sustainable methods for wood products; and

**WHEREAS**, in 1997, to better meet the demand for certified woods and environmentally conscious customers, PALS formed EarthSource Forest Products to be a wholesale distributor of certified and salvaged wood products, and also distribute a number of other "green" non-forest products like wheatboard, and is now the largest wholesale supplier of certified wood in the country; and

**WHEREAS**, Earthsource has differentiated itself from other businesses by having a wide variety of material in stock at any time not charging a premium for certified wood to encourage use of these certified and salvage products, and give environmentally conscious customers a wide selection without sacrificing price or quality; and

**WHEREAS**, EarthSource has also been involved with a number of projects both here and abroad, including the salvaging of trees downed by a tornado at the Hermitage, urban recovery of trees from Piedmont and a large scale certified operation in Guatemala; and

**WHEREAS**, a large part of their work is educating customers, architects, and designers about the FSC and what certification means, and why purchasing certified wood is a wise choice, and pride themselves for their friendly and informative customer service for both large purchasers, and for local customers just learning about the benefits of sustainably harvested wood; and

**WHEREAS**, homelessness is a growing problem in West Oakland and the surrounding areas as documented by the recent Homeless Count of Alameda County, which identified over 6,000 people in Alameda county without homes, and

**WHEREAS**, Operation Dignity is a local organization that serves homeless and very low income people in a variety of ways including a mobile outreach program, drop-in center, winter shelter, emergency housing, transitional housing, and giving furniture and household goods to those making the move into permanent housing; and

**WHEREAS**, in order to give something back to the local community, Earthsource is partnering with Operation Dignity to help increase awareness, provide jobs and effect change for the low income residents of Oakland; therefore be it

**RESOLVED**, that the Oakland City Council commends Earthsource, and its parent company PALS, on their commitment to the "triple bottom line" business philosophy of Economy, Environment and Equity by creating a successful and growing business, that protects the environment and gives back to the community; and be it

**FURTHER RESOLVED**, that Vice Mayor Nadel has named Earthsource to be the District Three "Triple Bottom Line Business of the Year for 2003."

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 16 2003, 20\_\_

**PASSED BY THE FOLLOWING VOTE:**


AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN AND  
PRESIDENT DE LA FUENTE, - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:

  
CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California