

UNIVERSITY ARCHIVES
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MALINDA CHOUINARD

PAPERS, 1983-1992
1.2 linear feet

ACQUISITION: The papers were donated by Malinda Chouinard in 2004.

ACCESS: The papers are open for research.

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PROCESSED BY: Zethyn Ruby, 2006.

Background

Malinda Pennoyer Chouinard is a graduate of Fresno State College (now California State University, Fresno). After graduation, she married Yvon Chouinard and together they founded Patagonia, the internationally recognized sportswear company also known for its environmental consciousness. From its earliest beginnings, in 1970, designing rock climbing tools that do not damage the rock to its current commitment to using only organic cotton in its clothing line, Patagonia has made responsible business practices a top priority. Since 1986, the company has donated 1% of its sales or 10% of its profits (whichever is greater) to grassroots organizations that work to protect and restore the environment. Patagonia also focuses on one national environmental campaign each year.

Scope and Content Note

The Malinda Chouinard papers measure 1.2 linear feet and date from 1983 to 1992. The papers primarily concern the business operations of Patagonia although there is some personal material from both Malinda and Yvon Chouinard.

The largest section is the business meeting notes, which are arranged by year, from 1983 to 1989. These notes range from general management meetings to Malinda or Yvon Chouinard's personal notes. The papers also include information and correspondence regarding their on-site child care center and a project involving a food product line. The weekly reports from 1986 to 1989 include weekly business highlights and various management notes and reports. Yvon Chouinard's autobiography, *Let My People Go Surfing: the Education of a Reluctant Businessman*, published in 2005, is available in the Patagonia history folder. The personal folders include Malinda or Yvon Chouinard's correspondence and their children's drawings.

Box no. Description

Box 1

Business meeting notes

1983

1984

1985 (3 folders)

1986

1987

1988

1989

Clippings, 1987-1989

Child development center, 1986, 1988-1989

Correspondence, 1983-1989 (2 folders)

Foods products

1983, 1985

1986

Lost Arrow Corporation, 1986-1989

Patagonia history, 2005

Personal, 1984, 1986, 1988, 1989, 1991, 1992 and undated

Rincon Machine Inc., 1986

Box 2

Weekly reports, 1986-1989

Miscellaneous, 1986, 1987, 1989, 1992, undated