

Anne Gorsuch 1981. From EPA Archive.



Flash back to 1981 when Ronald Reagan appointed Anne Gorsuch as head of the EPA. After a 22 month term ended in resignation, career EPA employees donned T-Shirts saying "I survived the Ice Queen's Acid Reign" in reference to Gorsuch's rebuke of environmental science in forming policy.

## Small Footprint, Big Impact

We know that the millennial generation has been rigorously studied to understand their preferences because their leadership succession is upon us. This group, who has already embraced a smaller environmental footprint by requiring less living space, less driving, and less energy, comes with high expectations for technology sharing. The big squeeze is to share or perish. To monetize your intellectual investment before it is cloned. Real estate developers take note, deal transparency is expected by this generation and Ecostratum suggests the need has more embedded than just being tech savvy. It's a desire for authenticity in a world that is the domain of machine learning.

## Speed to Lead: Real Estate Transactions Fast

Completed transactions are more critical than ever. By understanding that the real buyer-lender risk is not being able to put money to work, savvy professionals' process transactions using technology. Enter FINTECH, with peer to peer lending and blockchain accounting, to facilitate the "do it yourselfer". These are not mainstream yet, but they add value and lower transaction costs.

## Calendar of Events

June, 2017: *Properties Magazine*, Vantage Point, pp, 96-97  
<http://www.propertiesmag.com/archives.htm>  
 November, 16, 2017: BECO Annual Conference, Col. OH

## Methods to Gauge Hospital Micro-Cleanliness

Cleanliness tends to be thought of as an important indicator of healthcare quality. Ecostratum suggests that results of HCAHPS surveys confirm this perception, particularly for patients. The first step is realizing that surfaces are not as clean as they look, or you think! Objective markers of microscopic cleanliness are needed and they must yield quick results. Table 1 below offers a summary of assessment methods. ATP luminescence is relatively new and offers an excellent quantitative tool, borrowed from the food service industry, to monitor cleaning and disinfection. Applicable to hospital areas with patients at risk (eg. ICU, OR, GU & Cath), this technique measures both physical removal and bio deactivation. It is estimated that 20%-40% of all HAIs are from unclean surfaces or hands.

Table 1: Methods to Gauge Micro-Cleanliness

Method	Pros	Cons	Results Time
Visual Inspection	Fast, Cheap	Not Objective	15 sec.
Fluorescent Gels	Fast, Objective	Measures removal, not disinfection	5 min.
Culture Swab	Pathogen Specific	Slow, Costly, Sample Bias	3 days
ATP Monitoring	Fast, Measures All Organics & Bacteria	Cost, Non-Pathogen Specific	1 min.

"A Higher Level of Thinking". Technical developments are presented with a business case underpinning. Contact Steve Rucker at [srucker@ecostratum.com](mailto:srucker@ecostratum.com)

## THE EPA DISMANTLED?

Is the EPA misaligned with its mission? History shows that the agency sometimes struggles with its role, even at the highest levels.



JUSTIN MERRIMAN VIA GETTY IMAGES

Enter Scott Pruitt, the former Attorney General from Oklahoma, who now heads the EPA. He sued the agency 14 times on behalf of energy interests. His agency motto "#BacktoBasics" is intended to return the agency to its roots. But the real challenge is to avoid repeating history from 35 years ago when career environmental professionals felt undermined. Politics? Pro-business must align with pro-environment because public expectations for protection will not lessen. Ecostratum believes a good place to start is with transparent cost-benefit analysis. UPI archive link.  
<http://www.upi.com/Archives/1983/05/27/Shirt-fits-the-EPA-to-a-T/4610422856000/>

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