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Practical and Current information for Environmental , Heal th and Safety Professional s

M FEWER PESTS AND EDUCED PESTICIDE DEPENDENCE ITECTING OUR CHILDREN'S HEALTH See pg 8

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Al ISSUES Al READERS Al READERS

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cember / January 2005/6 Vol 3 No. 6



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National CHMM Overview Course Topics include:

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Registration for the **CHMM Overview Course** is <u>separate</u> from the IHMM exam application process. The registration deadline for the **Overview Course** only is **March 24, 2006.** For details, applications, and course fees: <u>www.thunderbirdchmm.org</u> or call Dwight Clark @ (602) 243-1600 or dclark@ninyoandmoore.com



CHMM Certification Exam (Friday, April 7, 2006)

The CHMM EXAM application must be received by IHMM <u>at least six (6) weeks</u> before the date of the examination. The application deadline for this exam is February 23, 2006. For details: <u>www.ihmm.org</u> or call IHMM at (301) 984-8969 to obtain an exam application and for additional information. The Application Fee (\$90) and the Exam Fee (\$150) are payable to IHMM and are separate from the Overview Course fee.

JOURNAL OF Environmental Management ARIZONA

December / January 2005 / 2006

Volume 3 Number 6

FEATURES AND ARTICLES

 8 INTEGRATED PEST MANAGEMENT *A Healthy Alternative for AZ's Schoolchildren*
 10 FIRST STEP TOWARD ACHIEVING EHS COMPLIANCE

CONDUCT A HAZ MAT CHEM INVENTORY

COLUMNS

- 18 SUSTAINABLE DEVELOPMENT THROWING COMMON SENSE AWAY NICHOLAS R. HILD, PHD.
- 11 IT'S ALL ABOUT CHEMISTRY CLEAN COAL? LARRY OLSON, PHD.
- 23 PROSPECTING: FOR ENV. BUSINESS A New Year, A New Value Proposition Joe C. Holmes, Environmental Data Mgmt.

DEPARTMENTS

- 6 FROM THE EDITOR
- 20 News Briefs
- 12 Associations Pages
- 7 ADVERTISERS INDEX

Contents



Integrated Pest Management page 8



First Step EHS Compliance page 22

Recovering to comparison of the treatment of non-hazardous liquid waste through physical separation, chemical treatment, biological treatment and sludge de-watering technologies. Waste disposal solution that is both economical and environmentally sound. On-site laboratory for profiling waste / sample technicians. After treatment, reclaimed water is returned to Arizona. Manage liquid waste for thousands of clients including some of Arizona's largest companies. Ask us about a cost effective alternative to your current waste disposal method.

COVER: COLORFUL FLOWERS OUTSIDE A PHOENIX HOTEL, PHOTO TAKEN THIS PAST SUMMER.

From the Editor



A bout the time you receive this, just before Christmas 2005, you will probably have a lot of exciting activities on your mind. Perhaps you will decide to save reading this until after Christmas and New Year's, when you have more time to relax. I understand; it's OK. This is a busy time for all of us. And that brings me to a point about the Journal. The Journal is meant as a tool to help you save time in your work.

An enjoyable tool, hopefully, but still a working tool.

The time that you spend reading the Journal should be helping save you time in other ways. The article topics are chosen because each one centers on an environmentally related issue that many readers may currently or sometime in the future need to deal with. The "Associations Pages" give you a quick update on the environmental activities and planned events in Arizona. The "News Briefs", columns, and advertisements provide you local contacts that you can call for specific help with problems or questions you have. All together, the Journal is intended to provide you a convenience, while at the same time keeping you informed on people and some of the fun environmental events. If you have suggestions on how to make the Journal an even better tool for you, please give me a call or email (see below in blue box.)

For 2006, a major focus of the Journal will be increasing subscription coverage. At over 3250 currently on our mailing list, combined with many more "pass-along" readers (multiple readers in the same office), the Journal currently has wide Arizona coverage. However, there are still always new people coming into the field, and many people changing jobs. Please help out by letting others know about the Journal. See page 16 for a subscription order form (subscriptions, of course, are free).

And as always, thank you to our authors, contributors, and advertisers for keeping the Journal "current and practical" for our readers.

Sincerely,

Jim Thrush

Journal of Environmental Management Arizona

EDITORIAL: Publisher & Editor: James Thrush, M.S. Env. Management jimthrush@ehshomepage.com or call 480-422-4430 x42 ADVISORS: Legal: Lown & Hilleman, PLC, Editorial: Nicholas R. Hild, Larry Olson, Photography: Chuck Holland, Programming & Tech: Hiep Van Vo COLUMNISTS: Regulatory Developments: Michael C. Ford, Bryan Cave LLP; Sustainable Development. Nicholas R. Hild, PhD., Arizona State University; It's All About Chemistry: Larry Olson, PhD., AZ State University; Prospecting: Joe C. Holmes, EnvironmentalDataManagement. SUBSCRIPTIONS: Subscribe at ehshomepage.com or call 480-422-4430 x42.

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Advertiser Index

Advertiser	Pg
Aegis Environmental Strategies	20
CHMM Overview Course	4
ARCADIS	10
Az State University EH&S Seminars	25
Az State University E. Ofc. of Env. Tech.	19
Basin & Range Hydrogeologists, Inc.	28
Carter Affliates, Inc.	21
Clear Creek Associates	25
Diversified Transportation Inc.	6
Eddie Martinez, Realtor	20
Environmental Data Management	3
Emergency Restoration Experts	6
Env. Compliance Solutions, Inc.	6
Envirosure Solutions	17
EPAZ / ACHMM Gatekeeper RR	26
GEC SA&B	9
Levine-Fricke (LFR)	23
Legend Technical Services of AZ, Inc.	23
Liquid Environmental Solutions	5
McPhee Environmental Supply, LLC	25
MP Environmental	7
N. Weiss Associates, Inc.	17
Romic Env. Technologies Corp.	27
SAEMS 2006 Tucson Gatekeeper	3
Siam Thai Cuisine Restaurant	7
Transwest Geochem	21
Turner Laboratories, Inc.	19
Univar USA Inc.	2
Western Technologies, Inc.	17



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Integrated Pest Management:

A Heal thy Al ternative for Arizona's School chil dren

Implementing an **Integrated Pest** Management (IPM) program results in fewer pests and reduced pesticide dependence

by Dawn Gouge and Marc Lame

afeguarding children's health while at school is a priority for school administrators, pest managers, teachers, parents, lawmakers, and clinicians. For most District Super-



Above: Fire Ants. Photo by Scott Bauer. Courtesy of USDA

Managers ensuring a safe learning environment is a commitment and a daily concern. While pests such as mice, scorpions, а n d cockroaches, do pose a health hazard, children are particularly

intendents

and Facility

Agricultural Research Services www.ars.usda.gov.

8 Journal of Environmental Management Arizona

vulnerable to the effects of pesticides that are used to manage them.

Since the 1990's, we have become increasingly aware that due to anatomical, physiological and behavioral differences, children are impacted to a far greater extent compared with adults. There are significant data demonstrating deleterious affects on asthmatics, autistic children, and students with learning and behavioral difficulties. One shocking point to consider is that the adverse affects are as a result of intended and legal pesticide use. However, it is very possible to manage pests and reduce pesticide dependence.

Integrated Pest Management (IPM) is a common sense

approach to pest management that focuses on remediating the fundamental reasons why pests are in a given area. Pestproofing, improved sanitation, habitat



Above: Monitor Trap. Photo courtesy of Dawn Gouge.

manipulation and the education of human occupants are strategies that are combined with biological and chemical pesticides. IPM is one of the oldest pollution prevention strategies around.

The following steps provide a helpful guidel ine to the implementation of IPM:

Facilities should formulate their own IPM policy and 1. effectively communicate it to the school community.

Facilities should designate a contact person to answer 2. questions from parents and staff about IPM and the district policy. The IPM specialist should help educate the school or child care community.

3. Pest management remediation should be based on the results of regular inspections and monitoring. Pest management professionals partner as educators and diagnosticians, they are IPM experts not spray techs.

4. Pest management professionals visit the premises during operational hours and interact with building managers and inhabitants.

5. Pesticides should not be applied in a routine manner and should only be considered if an active pest infestation is confirmed.

6. Restrict pesticide products to those with an EPA "Caution" label or a specified "Green List" of allowable pesticides.

7. No one other than a certified pesticide applicator should make pesticide applications. Pest Management personnel whether contracted or on staff, should partner with

school/child care facility staff and function as an educator and diagnostician of pest problems.

8. Provide new staff with orientation training on Integrated Pest Management.

9. Ensure that pesticides will not be applied when children are present at the facility. Toys and other items mouthed or handled by the children should be removed from the area before pesticides are applied. Children should not return to the treated area within twelve hours of a pesticide application or as specified on the pesticide label, whichever time is greater.

10. Inform parents and staff members in writing of the facility's pest control policy at enrollment and/or annually.

11. Provide at least three operational days but not more than 30 days advance notice of pesticide application to parents and staff except in emergencies where pests pose an immediate health threat to children or staff (e.g. honey bees).

12. In the event of an emergency where pests pose an immediate health threat to children and staff (e.g. bees) and pesticides are applied, ensure that children will not return to the treated area within two hours of a pesticide application or as specified on the pesticide label, whichever time is greater.

13. Ensure that pesticide MSDS and labels are available and up-to-date. They must be located in a known and accessible place.

14. Notify parents and staff as soon as possible when advance

Continued on pg 10



Above: NOT a good practice. Pesticides stored next to a baby crib in a child care facility. Photo courtesy Dawn Gouge.



2801 South 35th Street Phoenix, Az 85034 ph 602.393.4800 fax 602.393.4801 www.gecsab.com



Ve work for you and the environment"



Above: Marc Lame, Ph.D., inspects insects at school. Photo courtesy of Dawn Gouge.

"Pesticides are a unique pollutant which are INTENDED to be applied to the environment" Marc Lame notice is not provided and include an explanation of the emergency, the reason for the late notice and the

name of pesticide applied.

15. Make accessible, upon request, all records of pesticide applications and advance notices, pest sighting logs, and monitoring logs for the minimum time period required by state law.

Professional IPM services shoul d incl ude:

Thorough and regular inspection of all pest vulnerable areas of buildings and grounds
 Monitoring for pests (no pests = no pesticides) and pest identification

• Interacting with community members during operational hours

• Recommendations for control which may include recommendations on housekeeping or maintenance items

• Pesticide applications only when needed. No <u>routine</u> sprays!

• Provide schools with information/labels for pesticides used

Use of low-risk pesticides and application methods

Scheduling pesticide applications when the building is not occupied
 Detailed record keeping: pest activity, recommendations, and pesticides used

Continued on pg 19

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Larry Olson, PhD.

It's All About Chemistry

Cl ean Coal ?

In the last issue we discussed the limits of a petroleum based economy and promised a look at some alternative sources of energy. Like petroleum and natural gas, coal is derived from biological forms of reduced carbon that are produced from photosynthesis. In that sense, it is a form of solar energy. But oil has a marine origin while coal is terrestrial, primarily from wooded swamps that thrived hundreds of millions of years ago during the much warmer Jurassic period. One of the components of these woody plants is lignin, a complex polymer with lots of aromatic rings that is hard for bacteria to digest. As this residual material accumulated under water, it was compacted, first forming peat and then under increased pressure and temperature it was transformed into the various ranks of coal.

Lignite, sub-bituminous, bituminous, and anthracite coal differ in their percent carbon and heating value. Softer forms of coal, such as lignite, have a higher percent of moisture and volatile matter and a fixed carbon percentage as low as 30%. The hardest coal, anthracite, has a moisture content of only about 4% and a fixed carbon content in the 80-90% range.

Fortunately for the United States, we look like the Saudi Arabia of coal reserves. In fact, the energy of U.S. coal reserves is 12 times that of the oil reserves of Saudi Arabia. The estimated recoverable reserves of coal in the U.S. could supply our energy needs for over 300 years. So why is coal viewed with such disdain by the environmental community?

From an air pollution standpoint, coal is a "dirty" fuel compared to natural gas or even petroleum. The relatively high amounts of sulfur in coal are emitted as sulfur dioxide upon combustion. Coal also produces large amounts of ash and particulates, is a primary source of anthropogenic mercury in the environment, and is a major contributor to acid rain. It is also a much less versatile fuel than petroleum and natural gas. But many of these problems can be overcome by converting coal into either a liquid or gaseous fuel. The energy of coal resides mainly in its reduced carbon atoms, and these can be transformed into hydrocarbons or oxygenated compounds through known chemical processes.

Direct hydrogenation of coal can produce methane, but requires a temperature of 800 °C where the reaction is thermodynamically unfavorable.

$C + 2 H_2 = CH_4$

An alternative process is the methanation of carbon monoxide, which can occur at lower temperatures.

$CO + 3H_2 = CH_4 + H_2O$

Liquid fuels can also be produced with CO via the Fischer Tropsch process.

 $nCO + (2n+1) H_9 = CnH_{2n+9} + n H_9O$

CO can also be used to produce methanol.

 $CO + 2 H_2 = CH_3OH$

The CO and H_2 needed for the above reactions can be produced from coal by the steam reforming reaction and the water-gas shift reaction. The hydrogen produced by these reactions can also be used directly as a fuel.

$$C + H_2O = CO + H_2$$

$$\underline{CO + H_2O = CO_2 + H_2}$$

$$C + 2H_2O = CO_2 + 2H_2$$

The key to making these reactions cost competitive with petroleum is to find new catalytic methods to reduce the heat and pressure required to drive the reactions at a reasonable rate. Difficult? Yes, but certainly not impossible. In the future, "clean coal" may not be an oxymoron after all.

Larry Olson, PhD., Associate Professor, Arizona State University Environmental Technology Management Program. Dr. Olson holds a Ph.D. in Chemistry from the University of Pennsylvania, and is an environmental chemist with interests in remediation technologies and international env. mgmt. He can be reached at 480-727-1499, or by email at Larry.Olson@asu.edu

Associations Pages

Val I ey Forward



For information, cal l (602) 240-2408 or visit www.val l eyforward.org.

Conserving Arizona's Future is Our Shared Responsibity

The time is right for "Conserving Arizona's Future," a state trust land reform package that will likely appear on the 2006 general election ballot. If approved by voters, it would:

Conserve and protect nearly 694,000 acres of trust land;
Require the State Land Department to cooperate with

 Require the State Land Department to cooperate with local communities for planning and conservation of state trust lands, and provide local authorities the power to limit and control development;

• Protect and guarantee an essential classroom funding stream.

A Board of Trustees would also be established to oversee land transactions and provide funding for the Arizona State Land Department. The agreement further ensures that Arizona's public schools and the children they serve – the primary beneficiaries of high-priced public land sales – do not suffer a loss of income.

"Conserving Arizona's Future" enables voters to directly save some of the state's most environmentally significant lands. Future generations are counting on us!

AZ Chapter Semiconductor Environmental Safety & heal th Association

Contact Information: E-mail : sesha@burkinc.com. The Arizona Chapter of SESHA held its eight annual Emerging Technologies Mini-conference October 31st through November 1st 2005 at the Wild Horse Pass in Chandler, AZ. The AZ SESHA membership prides itself on presenting conferences and meetings with high quality, highly experienced speakers. This event clearly met those expectations. The presentations dealt with

Tim Jones, President

emerging issues and educated the group on regulations and guiding principles that may be faced by the semiconductor industry in the near term. AZ SESHA would like to thank the speakers, all those in attendance and the daily sponsors (MST, 3E Company, and Ecology Control Industries).

Upcoming events for AZ SESHA are the election of a new secretary/president elect and the first quarter 2006 chapter meeting.

US Green Buil ding Council Arizona Chapter



New Candidates Elected to the USGBC Arizona Chapter Twelve candidates were announced last month for open Board of Director seats for the USGBC Arizona Chapter at the monthly meeting held at the Desert Botanical Gardens. It was a very close race, and we are excited to announce that three local professionals were elected by the Arizona membership:



Joey Baker, an Energy Manager for Maricopa County Facilities Management and a Certified Energy Manager will certainly prove to be an asset for the chapter. Joey is currently working on her technology MBA at ASU and is also targeting a professional certification in Sustainable Management.

Heather Kinkade-Levario, the Arizona Director of Planning for ARCADIS is probably the most knowledgeable water conservation person in the state. She will bring a sustainable water supply focus to the board that will benefit everyone.

Dimitrios Laloudakis is the Energy Management Superintendent for the City of Phoenix. Among his many skills and interests are long-term efficient use of natural resources and waste minimization. Dimitrious will also prove to be an invaluable resource for helping to keep the costs of LEED certification to a minimum.

Congratulations to the new board members! For information contact Charlie Popeck at 602-512-0557 or Charlie@Egreenideas.com.





Michelle R. Freeark, President I hope that you will join SAEMS for the 2nd Annual Tucson Gatekeeper Conference on Wednesday, January 18, 2006. The conference has some great topics that you will not want to miss. Please check the ad in this issue of the Journal or visit www.saems.org for more information.

On Saturday, November 12, 2005 a few

SAEMS members along with UA students and others volunteered their time to participate in an Adopt-A-Highway cleanup. In just 2 hours, they filled 40 bags of trash and 3 bags of recyclable materials along I-10 between mileposts 282 and 283. After all the hard work they were treated to lunch. Upcoming events for spring 2006 include a Wildcat Dump site clean up where you never know what you'll find!!

I would like to encourage all SAEMS members to take a moment and reflect on how the organization has been beneficial to you. If you have questions or concerns please direct them to any member of the Executive Board. We always welcome feedback from our membership, which in turn helps us continuously improve the organization.



Ed Collette, Secretary Christmas trees that are not kept moist can present a very serious fire hazard. A dried out Christmas tree can be totally consumed by fire in less than 30 seconds. Most

trees sold in the Valley have been cut out of the state and have been drying out since they were harvested, which could have been as late as mid-November.

Take special precautions when buying your Christmas Safety tree. Trees with brown shedding needles should be rejected. If the tree looks green and fresh, take a long needle and bend it between your thumb and forefinger. If it snaps, the tree is too dry. Look for trees with needles that bend.

When the trunk of a tree is bounced on the ground, a shower of falling needles shows that tree is dry. When you bring a tree home, cut about an inch off the end of the trunk. This will remove the dried end and allow the tree to absorb water.



The big news for AHS is the establishment of the AHS Foundation (AHSF). Over the years, AHS has awarded a number of scholarships and internships, and engaged in charitable giving; however, if an individual wanted to make a tax-deductible donation to AHS to support these activities, it could not be done. By forming the AHSF and transferring these

Christmas Tree

responsibilities from AHS to the Foundation, we are now eligible to receive funding from many new sources, including individuals and entities who would like a tax deduction. This move will also allow AHS officers and Board members to focus on running AHS activities rather than administering the other programs as well. However, each year, the AHS Board must approve the slate of Directors for AHSF, thus maintaining a solid connection between both entities.

The new AHS Foundation's Board of Directors includes long-time AHS supporters listed alphabetically: Michael Block, Herman Bouwer, Gail Cordy, Michael Geddis, Howard Grahn, Errol L. Montgomery, Michael Pearce, Bill Petroutson, and Gary Small. Please visit our website at <u>www.azhydrosoc.org</u> for more details.

SAEMS



WWW.SAEMS.ORG

LUNCHEON MEETINGS HELD ON THE LAST WED. OF THE MONTH AT 11:30 A.M. At **THE MANNING HOUSE** 450 W. PASEO REDONDO, Tuc. Luncheon Topics: Dec. 14: Frank Bonil I as, Tucson/PC HHW Program; HHW Program Transfer to COT Jan. 25: Barton Day, Bryan Cave; Env. Reg. Compl iance Feb. 22: Jeremy Lite, Quarl es & Brady: ADEQ HAPS Rul e

American Society of Safety Engineers

For information on Meetings and Training: visit http:// southaz.asse.org or call Edward Coll ette at 520-740-2656 or edward.coll ette@wwm.pima.gov

Arizona Hydrol ogical Society



pl ease visit the AHS web site: <u>http://</u> <u>www.azhydrosoc.org</u>





Cal endar Items Jan. 12, 2006 ACHMM/EPAZ monthly meeting, 11:30 ~ 1:00. "ADEQ Water Quality Update"- Joan Card, ADEQ Water Qual ity Div. Dir.

Feb. 21-22, 2006 Gatekeeper Regul atory Round-up, Chaparral Suites, Scotts., AZ

Feb. 28-March 3, 2006 CHMM Over view Course, Waste Management Symposium, Tucson, AZ

April 3-7, 2006 CHMM Overview Course, Gateway Comm. Col Lege, Phoenix, AZ **IMPORTANT ANNOUNCEMENTS!** The ACHMM Thunderbird Chapter has made a reciprocal agreement with Environmental Professionals of Az. (EPAZ) to begin having joint meetings, effective in Jan. 2006. We believe that this new relationship will benefit both organizations and all of the members. With the combined resources of both groups, we all hope to provide the members with great programs, events, and services. Both groups will maintain their separate identities.

Chuck Paulausky, Vice President

Regular combined EPAZ/ACHMM monthly lunch meetings will be at the Radisson Hotel, 427 N. 44th Street in Phoenix, from 11:30 ~ 1:00 on the second Thursday of each month. Meeting details: www.thunderbirdchmm.org or www.epaz.org.

ELECTION RESULTS for the 2006 ACHMM Thunderbird Chapter Board of Directors: President:



Vice-Pres./Pres-Elect: Secretary: Treasurer: Director-at Large: Director-at Large: Immediate Past Pres.:

Chuck Paulausky. CP Safety & Env. Mike Ford, BryanCave Dwight Clark, Ninyo & Moore Matt Jacobs, RMCAT Environmental Holly Land, Ninyo & Moore Frank Sanchez, PSC Mark Hawkins. USAF. AZ Nat'l Guard

Many thanks to Mark Hawkins and all those who served on the Board in 2005!

Mark your calendars for the 2nd Annual Gatekeeper Regulatory Roundup on Feb 21-22, 2006! The Thunderbird Chapter will once again team with EPAZ and AZSERC to offer a bigger and better event. And don't forget the upcoming CHMM Overview Courses. The Chapter will be offering the

Immediate Past Presiden course in Feb. 06 in Tucson as part of the Waste Management Symposium, and again next April in Phoenix. For details, contact Dwight Clark at (602) 243-1600 or dclark@ninyoandmoore.com.

Arizona Environmental Strategic Alliance



WWW.AZALLIANCE.ORG

arizona resource exchange: WWW.AzREX.ORG

AAI

AAI's Webpage: www.azind.org

At a recent Alliance meeting, members heard a presentation on Integrated Pest Management (IPM) by Dawn Gouge, Ph. D., University of Arizona and Marc Lame, Ph. D., Indiana University (Marc participated by teleconfernce). IPM (please see related story, page 8) is a program to reduce the use of pesticides without sacrificing effective pest control. This is especially a concern in buildings, such as schools, where young children may be exposed, because of



the increased sensitivity of these young children to the chemicals in pesticides.

The Arizona Children's Environmental Health Coalition is a group that supports school districts and others with education on IPM. The Alliance has chosen to lend its support to this worthy program, and to encourage our member companies to support the program as opportunities arise on an individual basis. If you would like to support this group, please contact Dawn Gouge (dhgouge@ag.arizona.edu or 520-568-2273). The Coalition is seeking support in the production of leaflets and educational materials, funding, and media help.

If you have reusable materials of nearly any type that you would like to sell or give away, don't forget you can find buyers by listing your materials at www.azrex.org. For more information about the Alliance call 480-422-7392 or visit our website (www.azalliance.org.)

The Arizona Associations of Industries will hold its 2006 Manufacturer of the Year Awards Dinner at the Arizona Biltmore on February 28, 2006. The National Association of Manufacturer's President and former Michigan Governor John Engler will be the keynote speaker. Go to AAI's web page at www.azind.org for more details. AAI's January EHS Committee Breakfast

Jeff Homer, EHS Committee Chairman



Meeting will be held on Wednesday January 12th at 7:00 AM at the Phoenix Sheraton Hotel located at Broadway and 52nd Street in Tempe. The topic will be the 2006 Legislative Session and environmental issues relevant to industry. For further information contact James Tunnell at 602-252-9415 or Jeff Homer at 480-441-6672.



Barry Westerhausen, Sergeant at Arms Come join the Greater Arizona AESF (American Metal Plating and Surface Finishers) for meetings on metal finishing, plating, regulations, waste, and environmental issues affecting the industry. The event and speaker schedule for 2006 season is still under review. The next meeting is planned for January, you

AESF



are not required to be a member to attend.

Eddie Martinez, President

Please call if you would like to be notified of upcoming AESF events and receive our news letter or have your business/business card listed on the news letter please call or send an e-mail to Barry Westerhausen at bwesterhausen@lachem.com (480) 206-4107 or Mark Thede at markthede1@cox.net (480) 695-4344.



From the EPAZ board we want to wish everyone a safe and happy holiday.

November's meeting "Regulation Development for Hazardous Air Pollutants (HAPs)"AZPDES –was presented by Jeremy A. Lite, Quarles & Brady Streich Lang.

ADEQ is currently in the process of developing regulations to impose reasonably available control technology requirements on certain categories of sources of hazardous air pollutants (HAPs). On November 9, after a several month-long stakeholder process, ADEQ is expected to present its revised strawman rule and describe its response to comments and suggestions submitted by industry groups and others involved in the rulemaking process. Thereafter, ADEQ is expected to notice and publish a formal rulemaking proposal. Jeremy Lite participated in the stakeholder process and describe the development of the HAPs rule, the provisions the final proposed rule is likely to contain, and how this may affect Arizona industries.

The November mixer was held at "My Wine Cellar" a fun time was had by all who attended. December's meeting featured Peter Johnston from APS, Peter topic was about Renewable Energy. January's meeting on the 12th will feature Joan Card, Division Director for Water Quality for ADEQ. Joan will gave us an update on what is up and coming with the water quality department at ADEQ. There is no mixer for December and visit our website for the January mixer location.

EPAZ holds monthly luncheon meetings on the 2nd Thursday of the month from 11:30 am to 1:00 pm. Cost is \$20 members/\$30 non-members. EPAZ also gathers on the last Wednesday of the month for a casual cocktail mixer.

Visit our web site at http://<u>www.epaz.org</u> for more details regarding upcoming meetings and our monthly mixer location or contact Eddie Martinez at (602) 708-9179.





Legal news you can use

Mike Ford's legal environmental column will return in the February/March 2006 issue.



Michael C. Ford, Attorney





Visit http:// www.epaz.org for more detail s regarding upcoming meetings and our monthl y mixer l ocation or contact Eddie Martinez at (602) 708-9179. Are you signed up yet as a Journal subscriber? Don't miss out on a single issue . . . Subscribe today!

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HOLMES: New Year/New Val ue Proposition

Continued from page 23 package."

How about: "We help industry gain control of compliance requirements and commitments."

Next, formulate a statement or two that presents the fundamental problem your product or service solves. In a few words you can concentrate specifically on the niche your product or service fills and inject a sense of urgency surrounding your offering.

Something like: "The complexity and cost of managing compliance can be staggering, and the liabilities daunting. We provide tools and expertise to improve efficiency, meet deadlines, control documents, manage regulations....."

Finally, close with specific results that can be expected by doing business with you. This is tough because there are many great things companies provide and boiling it down to one or two sentences can be difficult. This is a great time to collaborate with colleagues or clients to collect information about how your offering is perceived. Focus on successes that define your core business and state them concisely including measurable results to add punch.

Maybe this: "The result is a savings in direct labor costs of up to 12%, mitigation of risks associated with fines and penalties, reduced insurance premiums, an improved safety record and enhanced public image."

Once the value proposition is completed, it's not something that is recited to prospects as a script, but it is the directive by which sales & marketing operations are based. The idea is to carve out components of the message and develop two or three different ways to deliver them to prospects in letters, emails, faxes, ads, etc. We ended up with a 'tool chest' filled with different ways to deliver our message, consistent with our value proposition, to the marketplace.

Have a great Holiday Season and please keep the suggestions coming!

Joe C. Holmes is National Director of Sales & Marketing with Environmental Data Management. Joe can be reached by email at Joe.holmes@edm-usa.com.



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Sustainabil ity and Sustainabl e Devel opment

Nicholas R. Hild, PhD.

Throwing Common Sense Away:

A Sustainabl e Tactic For Cl ean-up?

ince just about everyone else seems to have weighed in on the hurricane disasters that befell Louisiana, and the other Gulf Coast states, it seemed only fitting that we look at the aftermath of Katrina and Rita from an environmental perspective. After all, as a wise man* once observed, "...our ASU program is intended to provide our graduates with the very skills needed to deal with both environmental and emergency response..." so it's only fitting that we should make some cogent observations.

What got me thinking about this topic besides the tremendous deluge of Katrina and Rita news over the past several weeks were the pictures of all that contaminated water being pumped out of New Orleans and *into* Lake Ponchetrans and no one seemed concerned that it was just transferring contamination into the lake! I wondered: didn't someone think to ask why they didn't bypass the lake and pump the contaminated water directly to the Mississippi River? Eventually, that's where it went anyway, (*without* treatment), so why contaminate the Lake first?

In Arizona, What do you think would happen if you tried to pump Salt River water into an SRP or CAP canal without treating it? Woe be unto you, DJ (Designated Jailee)!!

And if the water being contaminated wasn't a big deal, what about the tons and tons of 'solid' waste and debris that became RCRA-hazardous? Allied Waste Industries proudly announced they'd sent more than 60 roll-off trucks and 1,600 large disposal containers to the 3 states affected most, where they were used to haul 'solid waste/debris quickly and efficiently to four of the company's landfills located in the area. No mention of how they were going to "test" all that debris to see if it was RCRA-contaminated, before it was gathered up and dumped. Congratulations to Allied Waste for doing their part to help but, right about now, it would be a surprise if all four landfills aren't contaminated with RCRA hazardous waste (just like the lake).

Of course, emergency managers needed to quickly clean the mess up (i.e. out of sight, out of mind), and return folks to their smelly abodes as quickly as possible. Once more, no mention of concern for the residues of ooze left behind that they had to move back into. Or, how it was decided that it was OK to move into homes that had been cleaned up and declared "inhabitable" without dealing with the mold in the walls and under the floors and in the structural footings? We here in "dry" Arizona know you don't get rid of mold by scraping off what's visible and living with what's not. Who's going to pay for the law suits and healthcare for those residents when they find out they can't eat, sleep, or breathe in their homes because they are so moldy that the government shouldn't ever have allowed them to move back in? Or, we could speculate that's maybe why "W" sent Brownie back to D.C....to get all those legal forms ready?

So, what is it about natural 'emergencies' that allow us to spread contamination in the aftermath without regard to laws or health impact that, in less turbulent circumstances or in manmade disasters, require testing, monitoring, and environmental agencies to "approve" clean-up and disposal options? Even in major transportation spills which block highways for days while proper procedures are found for clean-up, we don't unnecessarily put people in harm's way and throw hazardous waste into landfills just to get the road reopened. And we certainly don't put evacuated residents back into contaminated sites. It's just not a sustainable course of action!

And, don't even get me started about Rita's compounding effect on the New Orleans clean-up! Reassessing Katrina aftermath relief efforts before Rita hit only allowed responders to suspend common sense in Rita's aftermath. Instead of realizing health and environmental laws needed to be adhered to more closely, the priority was on getting people back home. So, after the rush to please the politicians, when it comes time to evaluate FEMA response efforts, we can only hope someone has the integrity to point out that the long term effects of misguided parish, state, and law enforcement officials will, as usual, not be apparent for generations to come. They will, however, have significant consequences for our children's, children's, children.

*Dr. Danny Peterson, ETM Professor

Nicholas R. Hild, PhD., Professor, Environmental Technology Management, Arizona State University College of Technology and Applied Sciences, has extensive experience in Environmental Management in the southwestern U.S. Dr. Hild can be reached at 480-727-1309 and by email at DrNick@asu.edu.

Integrated Pest Management

Continued from page 10

• Evaluation of control measure success

The state of Arizona has a very active Children's Environmental Health Coalition. The group combines experts from many fields who offer advice and help for districts and child care providers who want to transition from traditional spray programs onto verifiable IPM programs.

The effectiveness of the coalition has been documented and IPM implementation has resulted in the following averaged results: a 71% reduction in pesticide applications and a 78% reduction in pest complaints to school administrations. Currently, 34.2% of K-12 children in Arizona schools are currently benefiting from verifiable IPM programs.

Children are the most vulnerable members of society, they are the future and we are the custodians of their world.

Dawn Gouge, Ph. D., is an Assistant Professor of Urban Entomology at the University of Arizona, and

has worked in the field of Integrated Pest Management for 11 years. Dawn can be reached by email at dhgouge@ag.arizona.edu or by phone at 520-568-2273.

Marc Lame, Ph. D., is an entomologist and Professor in the School of Public and Environmental Affairs at Indiana University, Marc has



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pioneered school implementation programs across the U.S. and recently published "A Worm in the Teacher's **Apple:** Protecting America's School Children from Pests and Pesticides". Marc can be reached email by at mlame@indiana.edu or by phone at (812) 855-5249. More information regarding his latest publication can be found at www.pesticidesnot inschool.com.



Above: Spider. Photo by Scott Bauer. Courtesy USDA Agricultural Research Services www.ars.usda.gov.

SIDENOTE:

Arizona Environmental Strategic Alliance

The Arizona Environmental Strategic Alliance recently voted to lend its support to the Children's Environmental Health Coalition and encourages other groups and individual companies to support the goals of the group. Contact Dawn Gouge, Ph.D., U. of A., at 510-568-2273.



news briefs

AMEC Tempe Office Appoints New Environmental Manager

• Misael Cabrera has joined the Tempe office of international engineering company AMEC as manager of the environmental unit. Mr. Cabrera brings AMEC and its clients extensive project



experience. C a b r e r a 's more than decade-long environmental engineering background includes the management of major site

management

mediation

re-

and

Misael Cabrera

characterization and cleanup projects in the United States, as well as international environmental experience in Latin America, Italy and South Korea. In recent years, Cabrera managed CH2M-Hill's energy and environmental systems business group in Arizona and also led 24 project managers in seven states under an environmental contract with the Air Force.

His project experience includes the design, testing and operation of

technologically advanced remediation systems; soil, groundwater, soil-vapor and waste sampling; and compliance auditing. He has a Bachelor of Science degree in Civil Engineering from the University of Arizona and is a registered Professional Engineer in Arizona. Misael can be reached at 480-940-2320 or by email at Misael.Cabrera@amec.com.

ADEQ Director Launches Compliance Assistance Effort for Small Communities

• Arizona Department of Environmental Quality Director Steve Owens announced recently that ADEQ is launching a program to assist small communities throughout the state comply with state environmental regulations.

The effort will be launched with the assistance of a \$12,000 grant from the Environmental Council of States (ECOS) to ADEQ. The grant will help pay for outreach to small communities and helping these communities develop Environmental Management Systems (EMS's) to improve environmental compliance.

"We want to make it easier for small communities to

meet the requirements of the law, especially small communities in rural Arizona," Owens said. "Our goal is to provide small communities with the assistance they may need in light of their limited resources." E M S's





are processes and practices that enable communities to reduce their environmental impact, such as pollution prevention and conserving resources.

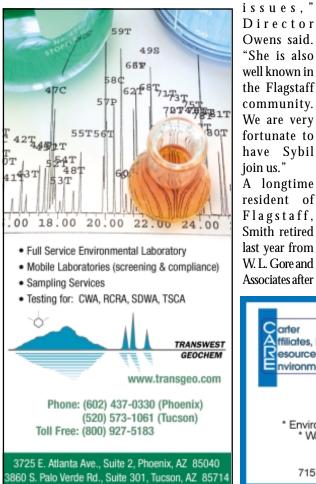
"Our focus is on partnering with small communities to protect the quality of life in rural Arizona," Owens said. "The result will be increased compliance, enhanced relationships with small communities and a cleaner environment for all Arizonans."

FLAGSTAFF: Sybil Smith Appointed ADEQ Director of Operations for Northern Regional Office

ADEQ Director Steve Owens announced recently that he has appointed Sybil Smith as Director of Operations for ADEQ's Northern Regional Office (NRO) in Flagstaff.

Smith will be responsible for the administrative operation of ADEQ's Flagstaff office, which covers the department's activities in Coconino, Mohave, Yavapai, Navajo and Apache Counties. She will also assist NRO Director Matt Capalby in outreach efforts to stakeholders in northern Arizona.

"Sybil Smith brings a wealth of managerial experience to ADEQ, as well as experience on environmental



18 years as Environmental, Health and Safety leader at the company's medicalproducts facility.

ASARCO Cited for Air Qual ity Viol ations

✤ ADEQ issued a Notice of Violation to American Smelting and Refining Company (ASARCO) for air quality violations at the company's facility in Hayden, Director Steve Owens announced recently.

Last month, ADEQ inspectors witnessed wind-blown and airborne tailings particles, a violation of air quality regulations, during an inspection of ASARCO's facility in Hayden. The inspectors observed that several areas of the facility's tailing pond were dry and had breaks on the encrusted surface, a condition which led to tailings particles becoming airborne.

"ASARCO failed to prevent tailings from becoming airborne, as required by their permit," Owens said. "ASARCO must stop allowing its loose tailings to threaten citizens who live near this facility."

Owens added that ADEQ will require ASARCO take steps to ensure that airborne tailings are kept to a minimum. The ASARCO facility in Hayden processes copper-containing sulfide ore. The company halted operations at the facility in July. The company faces potential penalties of up to \$10,000 per day.





The FIRST Step Toward Achieving EHS Compl iance

The right first step starts you in the right direction for compl iance

by Anterre Beebe

hat *exactly* does it mean to achieve environmental, health, and safety (EHS) compliance? Webster's dictionary defines compliance as "conformity in fulfilling official requirements" (www.webster.com), but it's not quite that simple.

Determine Laws Appl icabl e to Your Company

One of the greatest challenges facing a myriad of industries is both comprehending and complying with the plethora of rules and requirements currently in existence. From federal and state regulatory agencies, such as the **Environmental Protection Agency (EPA)** and the Arizona Department of Environmental Quality (ADEQ), to county and local regulators, including Maricopa County and local city Fire Departments, every governing body has its own set of complex regulations. Before any business can truly start the compliance process, a determination must be made regarding the laws applicable to your company's industry and specific facility processes.

Conduct a Hazardous Material s Inventory

The vast majority of EHS regulations are based upon the hazardous materials used

and stored at each individual facility. Thus, the most efficient way to ascertain which specific regulations are applicable to your company is by conducting a hazardous materials chemical inventory. A chemical inventory typically consists of the name and manufacturer of each product used and/or stored at the facility, as well as the quantity onsite, the location where used and/or stored, and the container type. Many EHS laws have a common thread; if you are aware of what products, chemicals, and corresponding quantities are used and stored onsite, then your facility can quickly understand what laws apply.

The chemical inventory also helps to determine what laws your facility is not required to comply with, subsequently saving unnecessary expenditures, as well as preventing potential costly fines for non-compliance.

An Exampl e

For example, under the EPA's Oil Pollution Prevention regulation, facilities which have an aboveground oil storage capacity greater than 1,320 gallons must create and implement a Spill Prevention. Control, and Countermeasure (SPCC) plan. Do you know the total quantity of oil products stored aboveground at your facility? On a localized level, Tier Two Reports (EPCRA Section 311/ 312), which numerous companies are annually required to file with the state and local emergency response commissions, as well as the city Fire Department, are also directly based upon the quantities and types of hazardous materials used and stored onsite. If required, did your facility file by the March 1st submission date? July 1st was deadline for submission of the Toxic Release Chemical Inventory (Form R) Reports (EPCRA Section 313), which, similar to additional EHS laws, are also based on hazardous materials used and/or stored onsite. Was your facility compliant with this deadline? By having a clear, concise inventory of hazardous materials stored at your facility, it is much easier to determine applicable EHS regulations, such as SPCC, Tier Two, and Form R Reporting.

To achieve compliance, take the right first step. Conduct a thorough hazardous materials chemical inventory, and update the inventory annually.

Anterre Beebe is an EHS Communication Liaison with Envirosure Solutions, LLC. She has been working in the env. compliance field for three years, focusing on hazardous material inventories, storm water, pollution prevention, spill prevention, and a variety of safety issues. Anterre can be reached at 480-784-4621 and by email at abeebe@envirosure.com

PROSPECTING

For Environmental Business

A New Year: How About a New Value Propositon?

Where the end of the efforts we put into modifying our value proposition.

Your value proposition is a statement presenting what makes it desirable to do business with your company. Not to be confused with a mission statement, or an elevator speech. But a few well thought out sentences that capture the essence of the value your company delivers to clients which becomes the cornerstone of your sales and marketing tactical plan. From the value proposition all sales and marketing tasks stem in order to deliver your message to the marketplace. It may seem simplistic, but in a business world where decision makers are tougher to reach, competition is keen and products and services are more complex than ever, delivering a concise, focused message to prospective clients can mean the difference between generating interest or being shut out.

To start, a good value proposition should explain what differentiates your product or service from the competition in a way that delivers the business case to your prospective client. Not by providing statements of *what* your company does, but by painting a picture in your prospects mind of what life will be like if they do business with you.

Joe C. Holmes



The better you can demonstrate, with hard data, the results your company can deliver the more powerful your value proposition will be. For example:

Instead of: "We sell a comprehensive, robust EHS compliance management software

Continued bk on pg 17

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Mr. Robert Glennon, Morris K. Udall Professor of Law and Public Policy, University of Arizona, James E. Rogers College of Law, "Water Follies: Groundwater Pumping and the Fate of America's Fresh Waters"

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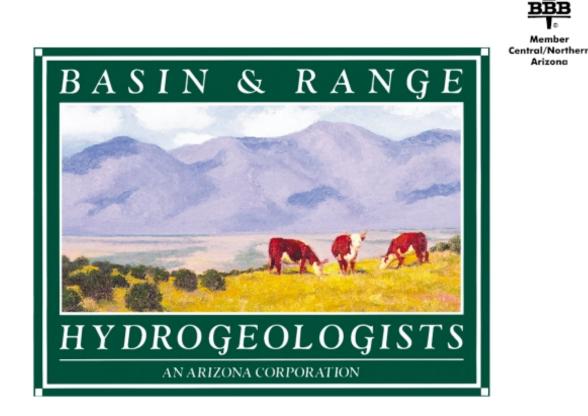




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