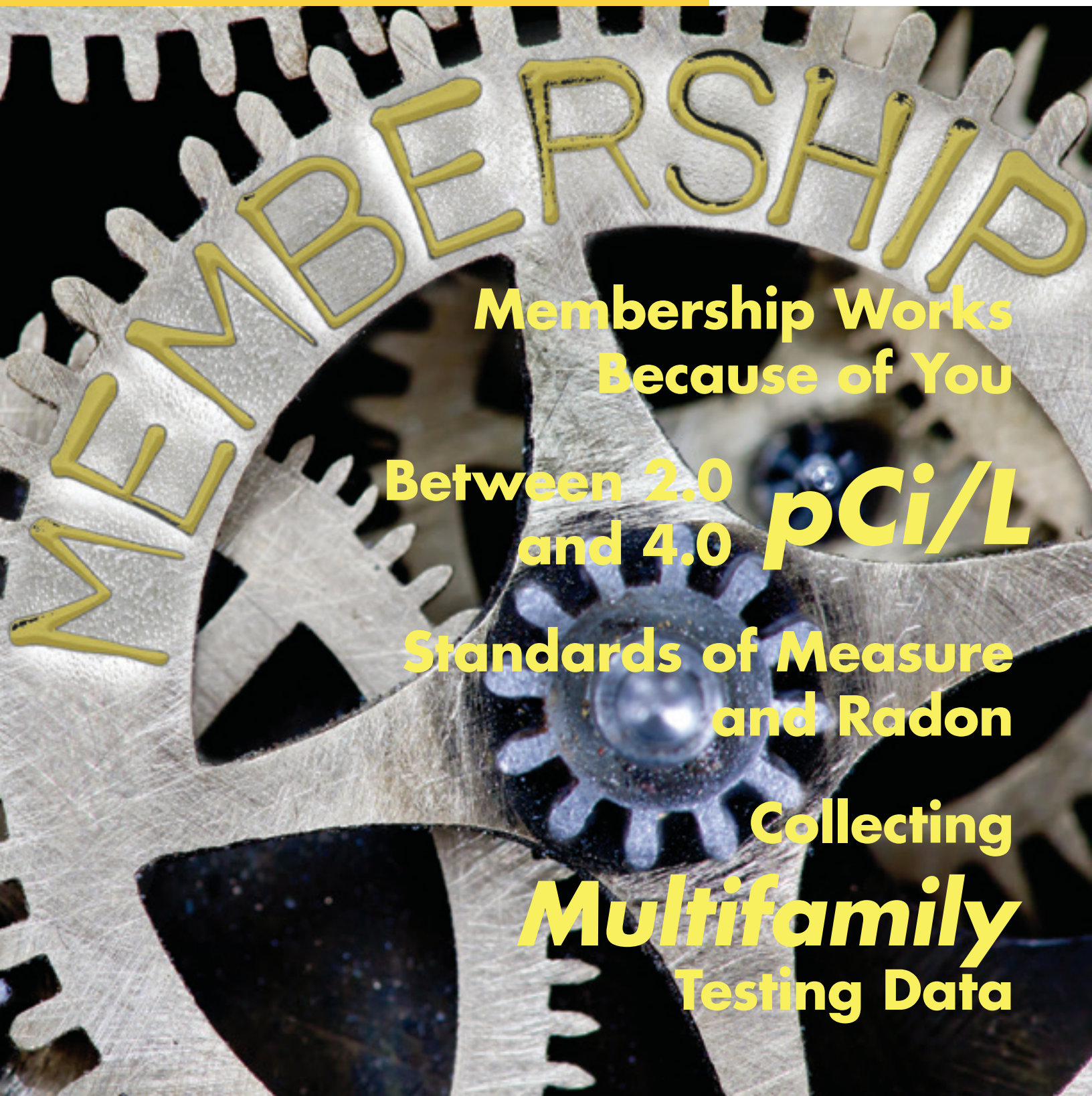


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AARST™, the American Association of Radon Scientists & Technologists, is a nonprofit, professional organization dedicated to the highest standard of excellence and ethical performance of radon measurement, mitigation, and transfer of information for the benefit of members, consumers, and the public at large. AARST's leadership is democratically elected by the members.

AARST represents your voice as we meet the wide range of challenges facing radon professionals and the community. Your membership and participation provide you a voice in the changes to come, and allows you to gain updated information, discover new techniques, learn about new problems before they occur, and hone your professional skills.

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AARST Presents in Seoul Korea

By Phil Jenkins, AARST President



Gyeongbokgung Palace

While in New Orleans in October, AARST leadership met with a contingent from Korea to discuss ways in which we might assist them in creating a radon association and credentialing program as we have in AARST and NRPP. They offered to sponsor one of us to attend their premier 2017 Korean Radon Symposium and subsequently, it was decided that I would represent AARST in Seoul.

The Monday after Thanksgiving, I left my home at 3:30 AM for a flight from Dayton, Ohio to Dallas, and after a fourteen hour flight from Dallas I arrived at Seoul's Incheon International Airport at 4:30 PM local time on Tuesday (Seoul is fourteen hours ahead of Dayton). I had been emailing with Dr. Kim (aka, Seon), and he had assured me that they would pick me up at the airport "exit." I was a bit on edge as to how I would find them, or they me, since there could be many "exits." But, after an hour of getting wheelchair transport, going through

customs and immigration and getting my suitcase, when I finally emerged, three young men came forward to greet me, all of whom I recognized from the AARST symposium meeting.

On Wednesday a "working lunch" was planned, but it was more a relaxed discussion than "work." We met with Dr. Cho who was the organizer of their symposium and the head of the Radon Safety Program at Yonsei University. Dr. Cho and I soon discovered that we had something in common. Amazing as it seems, we both have a PhD from Purdue University. This increased the level of camaraderie even more.

After lunch, Seon and Ms. Han took me to the Gyeongbokgung Palace, a beautiful and interesting sight. Several young ladies were dressed in period costumes and of course posing for photographs. The grounds and buildings reminded me of the Forbidden City in Beijing, but on a slightly smaller scale. It was bitterly cold, and I had not brought a winter coat, but the place was so interesting, I didn't mind the cold so much. Seon pushed me in my wheelchair, and Ms. Han took plenty of pictures of me with her smart phone. I was treated like such a celebrity, you would have thought I was the other Dr. Phil!

After the Palace, we went to a Starbucks for coffee. It seemed like there was a Starbucks on every other block. The one where we went was interesting because it was one of the few that has the name "Starbucks" out front in Korean rather than English.

The symposium was on Thursday, November 30, in the grand ballroom of the hotel where we were staying. Prior to the start of the symposium, I chatted with a lady who is a Member of Parliament and had formerly been the head of Korea's equivalent of National Institute of Standards and Technology (NIST) see page 5. She was the first speaker. There were about eighty attendees, many from various companies wishing to



2017 Korean Radon Symposium attendees (Phil Jenkins seated 5th from left)

continued on page 5

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learn what radon was all about and whether radon would fit into their businesses.

The talks were diverse, from Radon 101, to health effects, measurements, etc. Prior to visiting Seoul, I had gotten the impression they wanted me to talk about the history of AARST, how we got started and our current structure; how CARST got started; the chambers at Bowser-Morner. Furthermore, I wanted to stress the importance of Radon Intercomparisons to ensure that measurements are consistently in agreement across all nations. So, I had prepared a talk that covered these four topics in about one hour. My presentation was the only one in English. I was assured that the audience would be able to understand and sure enough, it seemed like they did; it was well received.

I could not totally follow all the other talks since they were in Korean, but they mix enough English with the Korean on their slides that I often was able to understand the main gist. There were two or three vendors displaying mitigation fans and radon monitors.

The next morning, Seon drove me back to the airport where Mr. Cha and Dr. Cho joined us for lunch. By the time it was time to say goodbye, I had memorized how to say, "thank you" in Korean. Seon and Mr. Cha were quite surprised I was able



Presenting at the 2017 Korean Radon Symposium

to thank them in their language before I was wheeled into the secured area. The flight back to Dallas took only twelve hours, thanks to a 200-mph tailwind. I finally arrived back in Dayton at midnight Friday night, December 1. In all, it was a good trip, but tiring.

Having AARST represented at the Korean Radon Symposium was an important way of showing how much we appreciate their participation in our symposiums over the past several years and that we are willing to seek an appropriate way to assist them in developing their radon programs. I look forward to a continued relationship with our Korean colleagues. ●

National Institute of Standards and Technology

Founded in 1901, the National Institute of Standards and Technology (NIST) is a measurement standards laboratory, and a non-regulatory agency of the United States Department of Commerce. Its mission is to promote innovation and industrial competitiveness.

NIST's activities are organized into laboratory programs that include Nanoscale Science and Technology, Engineering, Information Technology, Neutron Research, Material Measurement, and Physical Measurement.

NIST has a place in American history as far back as 1781, when Congress was given the power through the Articles of Confederation to "fix the standards of weights and measures." The role of this government sector morphed over time as our country grew and the need for standardizing things became necessary to regulate commerce in the private sector. The "National Bureau of Standards" was initially conceived as purely a metrology agency and was directed by Herbert Hoover to set up divisions for the development of commercial standards for materials and products. Some of these standards were for products intended for government use, but product standards

also affected private-sector consumption. Quality standards were developed for products including some types of clothing, automobile brake systems and headlamps, antifreeze, and electrical safety.

Due to a changing mission, the "National Bureau of Standards" became the "National Institute of Standards and Technology" in 1988.

AARST Members and NRPP Certified Professionals are fully aware of standards. As with many industries, we rely on standard setting rules and best practices to protect consumers and limit liability. The AARST Consortium on National Standards is accredited by the American National Standards Institute (ANSI) and the International Organization for Standardization (ISO). For more on AARST Standards, see page ____.

What's the difference between a NIST standard and an AARST standard? A NIST standard is not a professional standard of practice; it is either a standard of measurement or how to define the source of a measurement.

Is radon NIST traceable? You betcha! The National Air and Radiation Environmental Laboratory (NAREL) in Montgomery is

continued on page 8

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Do You Dare Mention the WHO's 2.7 pCi/L Action Level?

By Dallas Jones, Executive Director, AARST-NRPP

The World Health Association as well as the U.S. National Academy of Sciences have both affirmed that low radiation is a cancer risk. Their conclusion is the risk of radon exposure is linear, which supports the *Linear-No-Threshold* Theory that is the consensus among scientists. The more one is exposed- the greater the risk. In other words, it is believed there is no threshold concentration, below which there is no added risk.

Many years ago, the US EPA set a Radon Action Level of 4 picocuries per liter (pCi/L) of air, meaning the Agency recommends fixing your home if the radon concentration in the lowest livable floor measured at or above 4 pCi/L. This concentration was chosen, not because exposures to below 4 pCi/L were considered safe, but because it had been demonstrated that radon mitigation contractors could consistently lower the radon concentrations in most homes to less than four picocuries per liter using current radon mitigation technology. After many years of collective industry experience, most of the time, radon levels will typically be reduced to below 2 pCi/L if the contractor is NRPP Certified and follows ANSI-AARST Mitigation Standards and best practices.

More recently, based on four years of research by 100 scientists from 30 countries, the World Health Organization (WHO) recommends that homeowners remediate if one's indoor radon level exceed 100 becquerels (Bq), which corresponds to 2.7 picocuries per liter - lower than the 4.0 pCi/L Action Level in the U.S. as recommended by the EPA.

While the Agency says it regularly reexamines its recommendations on radon, it has yet to follow the WHO's lead. However, the EPA Radon Program Director has stated, *"The WHO does not say 2.7 is a safe level; there is no safe level. The EPA has said that homeowners should consider mitigation at levels of 2.0 pCi/L. At levels of 4.0 pCi/L, homeowner should be very concerned. What's most important is that homeowners have their homes tested and that our message on radon is simple, clear, memorable, and actionable."*

Dr. Maria Neira of the World Health Organization stresses, *"Key actions needed to achieve radon concentrations at or below the WHO recommended action level include strengthening radon measurement and mitigation programs and developing building codes that require radon prevention measures in homes under construction."*

According to the WHO, lung cancer risk rises 16% for every 2.7 pCi/L increase in radon exposure. In fact, studies show that radon is the primary cause of lung cancer among people who have never smoked.

On the AARST-NRPP website homepage, you can view AARST's animated explainer video in which the narrator states that radon levels above 2 pCi/L are dangerous. When it was first released, some mitigators complained that because the message was inconsistent with EPA's Action Level, they were hesitant to use it as a marketing tool. The concerns ranged from, *"The message is confusing."* to *"The Real Estate agents will blackball me."*

I urge our Members to quit shying away from the WHO recommendation. Your job is to explain to agents and their buyers that they will only be successful in holding the seller accountable for having the home mitigated to below EPA's Action Level. And remind them that the mitigation contractor's routine installation will generally lower the concentrations to below 2 pCi/L anyway. Many mitigators will charge a premium to guarantee the levels drop below 2 pCi/L. If the buyer insists on that kind of assurance, the best approach is to have the buyer pay for the added premium.

This year, for National Radon Action Month, several companies obtained a studio copy of the AARST explainer video, available to AARST Members. In return for purchasing a 90-day TV commercial, their local station ran the video as a public service announcement throughout the month of January. Even better, by utilizing some of the same video as a backdrop for part of the commercial, the AARST Member not only saved some production cost, but their commercial tied in splendidly with the ongoing PSAs.

And for those of you still being threatened by agents for recommending a radon test to their clients, it's high time you and your local colleagues actively pursue the introduction of a Radon Awareness Act bill to your state legislature. If you are not sure where to start, you MUST ATTEND the 2018 International Radon Symposium in Myrtle Beach September 30th to October 3rd. There will be a special training on the topic during the weekend prior.

Don't let anyone ever, ever tell you there is no consensus regarding the severity of radon exposure. The American Lung Association, the American Medical Association, the Centers for Disease Control and Disease Prevention, the National Academy of Sciences, the National Council on Radiation Protection and Measurement, the U.S. Environmental Protection Agency, the US. Surgeon General and the World Health Organization ALL AGREE that radon is a serious public health concern. ●

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National Institute of Standards and Technology

continued from page 5

the primary reference for radon measurements. It is based on quantitatively transferring radon from a source of radium-226, obtained from NIST, into a carefully measured volume of air. Because the radon is in equilibrium with a known quantity of radium, its activity, or quantity in picocuries, is also known. With a known activity in a known volume of air, the concentration of radon in air is also known. This known concentration of radon is transferred into a Tedlar bag from which it can be further transferred into scintillation cells for radon chamber Intercomparisons.

So, NRPP-approved primary and secondary radon chambers and NRPP Certified Professionals rely on NIST source material to accurately calibrate instruments and devices that measure radon gas. In other words, we all need to be traceable to the official NIST Radon Source. (Read more about ANSI/AARST standards on page 10.) ●

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NRAM In New Jersey

By Jan Fisher, Radon Supplies Director of Marketing

Radon Supplies, located in Flemington, NJ, hosted a National Radon Action Month Radon Awareness Seminar/Luncheon for New Jersey state legislators on January 11. The seminar was well-attended by local, state, and federal legislators, as well as NJ-based vapor intrusion, radon measurement and mitigation professionals, plus many health department representatives.

Our three keynote speakers were: Tony McDonald, Vice President of AARST, Michelle Wunderlich, Certification Coordinator for the NRSB, and Gloria Linnertz, Founder and Director of Citizens for Radioactive Radon Reduction (CR3). Radon Supplies is the proud New Jersey representative for CR3, a non-profit that helps to spread awareness throughout the country about the dangers of radon gas. Tony McDonald kicked off the seminar with a great visual of "Radon in a Cloud Chamber," which helped to show our attendees that, although you do not see radon in your home or workplace, you can certainly see it in ionizing the chamber! Tony detailed AARST's position in the industry, Michelle discussed the role of the NRSB within the Radon industry, and Gloria spoke from the heart about the risks of long-term exposure to high levels of radon. Many questions were asked by the seminar attendees, and great networking was in full play for the entire day.

Later that evening, New Jersey Congressman Leonard Lance attended the Radon Supplies Radon Awareness Poster Award ceremony, during which he awarded each poster winner with a cash prize and a certificate which he had signed along with Radon Supplies. The children had a great time with the Congressman, as he is very engaging! They discussed their

posters, and he took many photos with them and their families.

As of January 22, three local New Jersey towns have applied for grants through the NJDEP, and two have been approved for the \$2000.00 grants to date. Radon Supplies has been asked to attend three other nearby township meetings in the next month, and these municipalities will hopefully kick off their own Radon Awareness programs with a little guidance.

On January 15, Radon Supplies was a guest on WDVR, a local radio station, for an hour and a half discussing NRAM and the importance of radon testing every two years. We have fielded many calls from listeners, so we hope to see an uptick in testing.

Radon Supplies hopes to make our January Radon Awareness Seminar an annual event and to continue pressing forward, "one town at a time," to raise Radon Awareness! ●



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From the left: Fran West ("Fran the Radon Man"), Chris West, Tony McDonald (back), Shu Chiang (front), Michelle Wunderlick, Gloria Linnertz, Melissa Price, Tom Hatton, Joe Ganguzza, Jan Fisher, Caroline Scutt.



2018 Update on Radon Standards

(and a few words about folks who have earned your gratitude)

By Gary Hodgden (Secretariat)

AARST Consortium on National Radon Standards

2018 marks the 30th year since EPA zone maps for most states were published which shook the entire country with news about radon. For over 5 years starting in 1988, an enormous amount of work was done by EPA teams to compile available science, write responsible public guidance and build an industry to protect families from preventable lung cancer.

Building an industry from scratch entailed compiling all that was known and embodying that knowledge into education and responsible practices for measurement and mitigation.

What happened next?

Since that time, hundreds of your colleagues have pitched-in and donated their time to continue improvements on that work.

More than a hundred have freely donated time and travel expenses to sit on the AARST Board and policy boards to aid coordination of national activities. Dozens have aided public outreach such as with CanSAR and the Citizens for Radioactive Radon Reduction. Dozens more have aided AARST political action efforts. And, hundreds have worked in AARST chapters.

All the while, the efforts have included:

1. Staunch competitors and folks with diametrically opposed viewpoints sitting across the table from each other;
2. Separations of authority between the elected AARST Board and stakeholder boards that independently guide the path for NRPP policy and for Consortium standards; and

3. Independent initiatives taking place around the country at local chapters.

Many of these folks have given far more than their fair share. So, if you see something wrong, these hundreds of folks will tell you, "roll up your sleeves and come on in."

Consortium Standards?

More than two hundred have given thousands of free hours to work on radon standards. Contrary to what some imagine, these standards are the product of grass-roots experience that come from as many stakeholder groups as we can find to join the work. And stakeholder balance is required in all Consortium decisions so that no single group dominates discussions and voting.

The work continues. Updated ANSI/AARST publications for 2018 include:

- RMS-MF 2018 Radon Mitigation Standards for Multifamily Buildings
- RMS-LB 2018 Radon Mitigation Standards for Schools and Large Buildings
- CC-1000 2018 Soil Gas Control Systems in New Construction of Buildings

Also, watch for 2018 releases of these brand-new standards:

- MS-QA Radon Measurement Systems Quality Assurance; and
- MW-RN Protocol for the Collection, Transfer and Measuring Radon in Water ●

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Evaluating and Assessing EARTH



In September 2017, HUD awarded the research grant entitled Evaluating and Assessing Radon Testing in Housing. The grant will fund a statistical examination of the significant variation in recommendations for the number of individual ground floor units in a multifamily building that should be tested for radon. Participants will be compensated.

Two U.S. government-sponsored enterprises, Federal National Mortgage Association (known as Fannie Mae) and Federal Home Loan Mortgage Corporation (known as Freddie Mac) have guidelines regarding radon testing of multifamily housing which state that building owners and/or radon professionals are required to measure a minimum of 10 percent of the units, or one unit per building [for] units on the lowest habitable floor. HUD's Federal Housing Administration calls for testing 25% of randomly selected ground level units/rooms in each building. The AARST ANSI MAMH 2017 standard and some state standards require that 100% of the ground floor units be tested.

The study will obtain and analyze over 7,000 results of completed radon measurements from 100% of ground-floor units in over 500 multifamily buildings. Statistical analysis of the radon measurement data will be conducted to ascertain the minimum number of measurements needed to adequately assess the radon risk at a particular (e.g., 90%) confidence limit, and calculate and compare the increased health (lung cancer) risks to occupants associated with partial (e.g., 10%; 25%) and complete (100%) testing of multifamily units.

Radon Testing in Housing Study



It is anticipated that the study will result in an evidence-based statistically-sound testing protocol for multifamily housing that is sufficiently protective for the occupants without being overly burdensome to property owners. The study is a method to develop, test, and modify national radon-testing protocols.

The primary requirements for data to be included in the study are as follows:

1. 100% ground floor measurement.
2. Minimum of 5 ground floor units per building.
3. Residential units only. By definition, assisted living units are being excluded from the study.
4. Data will be categorized by building size. For example 5 – 6 units, 7 – 8 units, etc. up to 20+ ground floor units per building. The study will be looking for data for 59 buildings per category.

The study team is now accepting data. If you have radon data from 100% ground floor measurement of multifamily buildings that you would provide for the study, please contact mfrnstudy@gmail.com to see if the multifamily radon data that you have can be used for the study, obtain required forms, data submission template, definitions, and compensation procedures.

The success of this multifamily radon study depends on your participation. ●

Lorin Rollins Stieff and Dr. Paul (Paysada) Kotrappa Pass Away

Lorin Rollins Stieff and Dr. Paul (Paysada) Kotrappa passed away in recent weeks; both were lions of our industry. Both founded and worked at Rad Elec Inc. It was their curious and scientific minds that played a role in their life-paths intersecting.

Rad Elec is a small family-run company, whose drive and passion have a historical place in developing the electret ion chamber (E-PERM) used for radon detection.

Rick Stieff, CEO, shares personal and background stories of our industry's early pioneers; his father, Lorin Rollins Stieff, and Dr. Payasada (Paul) Kotrappa.

"Lorin had an extremely creative mind, and had been granted numerous patents during his lifetime, some before entering college. He graduated from Johns Hopkins University with a Bachelor's Degree in Geology, immediately went into the Navy serving as a junior officer aboard the USS South Dakota in the South Pacific, and at the conclusion of World War II attended Stanford University. After graduating from Stanford, he went to work for the US Geological Survey and co-authored the definitive work on the characterization of the Colorado Plateau regarding uranium ore deposits – using radon gas as one of the basic "prospecting" tools. After retiring from the USGS, he went to work for the Arms Control and Disarmament Agency (ACDA) which was closely affiliated with the International Atomic Energy Agency (IAEA) – where he met and worked with Gustav Åkerblom.*

The genesis of Rad Elec is an interesting story, and is closely intertwined with Lorin's career. He was one of the "original" founders of Rad Elec and served for many years as the Chairman of its Board of Directors. After retiring from the ACDA, he founded Stieff Research & Development Company (SRDCO) and, among other things, set about trying to understand exactly how radon gas was being transported through the soil. He (along with Jack Dempsey) came up with the idea of using an electret ion chamber to obtain in situ field measurements using radon as a tracer gas for uranium exploration. The demand for uranium ore declined at about the same time that radon gas was being recognized as a serious health risk, and the electret ion chamber was re-designed to measure indoor radon concentrations. After Lorin and Jack submitted a proposal to New York State Energy Research and Development Authority (NYSERDA) to commercially develop an electret ion chamber, Dr. Paul Kotrappa came to the USA to work for SRDCO under the NYSERDA grant – and the rest is history.

Lorin's life-long goal was in the peaceful pursuit of nuclear energy. His contributions to the radon industry were often

behind the scenes; however, he felt closely connected to the radon community and he attended many of the early AARST Symposiums and authored numerous publications. He was instrumental in funding and guiding Rad Elec during its early days, and devoted most of his efforts to the geological aspects of radon – radon flux measurements for uranium prospecting (in 2014 the largest new uranium deposit in the world was found using the E-PERM technology), radon flux measurements for mill tailing sites, and gamma measurements around nuclear power plants.

Lorin was at heart a scientist. He was a creative, gentle, kind, and loving man – and he will be missed by his family and his many friends."



Lorin Rollins Stieff



Dr. Paul (Paysada)Kotrappa

The Rad Elec family was very close with Dr. Kotrappa, who worked in the offices, and they considered him family as well. Rick Stieff further shares this with the radon community:

"One of the early "lions" of the radon industry. Dr. Payasada (Paul) Kotrappa passed from complications associated with dengue fever that he contracted while visiting India with his wife.

Dr. Kotrappa was the "father" of the electret ion chamber, one of the founders of Rad Elec Inc., a perennial presenter at

the AARST symposiums, and the author of countless publications on the measurement of radon and ionizing radiation. To say that Paul was an enthusiastic proponent of the

E-PERM system for the measurement of any form of ionizing radiation is an understatement. He published numerous publications on electret ion chamber technology, and the many ways in which it could be adapted. He received the Radiation Science and Technology Award from the American Nuclear Society for "pioneering work in the development of practical radiation monitoring systems based on electret dosimetry" in 1989 and was a co-recipient of the Scott-Åkerblom Award* from AARST in 2012.

Prior to coming to the United States, Dr. Kotrappa worked as a senior scientist at the Bhabha Atomic Research Center in India, and as an external professor of Physics at Bombay University where he guided students working for MS and PhD programs. In addition to working at Rad Elec, Paul held a position as a Visiting Scientist at the National Institute of Standards and Technology.

He was a good friend, a trusted colleague, and will be missed by me, his family and friends, and by the radon community to which he felt so connected. With the exception of his family, radon was Paul's life – and he was talking and thinking about radon until the very end." ●



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Scott-Åkerblom Award

The Scott-Åkerblom Award was founded in 2012 by AARST leaders, led by Leo Moorman PhD and the AARST Board. It is designed to celebrate innovation, technical advances in the radon sciences, and leadership in radon risk reduction. It is named after two pioneers in radon, Arthur Scott, and Gustav Åkerblom.

Arthur Scott was known for his significant contributions through his early design of the radon mitigation – active soil depressurization concept and continued through his life to share his expertise in radon mitigation and measurement.

Gustav Åkerblom was a leading architect of the Swedish radon program which in turn brought us new knowledge in radon surveys and mapping as well as development of radon program strategies. A geologist by training, Gustav in collaboration with a colleague in the early 1980s, brought us the technique we refer to as a suction pit which in turn made subslab depressurization a useful technique. He was a key contributing member of the Prevention and Mitigation Working Group of the World Health Organization's International Radon Project. Gustav was also committed to radon training and technical assistance to build private sector capacity in radon control.

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Consider These 10 Tips When Making Your Next Sales Pitch

by The Young Entrepreneur Council In Startup

The Young Entrepreneur Council (YEC) is an invite-only organization comprised of the world's most promising young entrepreneurs. The YEC provides entrepreneurs with access to tools, mentorship, and resources that support each stage of their business's development and growth. In partnership with Citi, YEC recently launched StartupCollective, a free virtual mentorship program that helps millions of entrepreneurs start and grow businesses.

There's something to be said for making an impact with an audience. It's even more critical when you are delivering a pitch to earn that all-important sale. You need to gain your audience's trust early and pique their interest all throughout the delivery of your presentation. If you lose them even for a second, your chances of closing the sale diminish. That's why we asked 10 entrepreneurs from Young Entrepreneur Council (YEC) the following:

"What's an unusual but easy way to connect with your audience when delivering a pitch?"

How to Deliver a Pitch

Here's what YEC community members had to say:

1. Make a Personal Connection

"Do some research on the people you're pitching and make a personal reference to something relevant you learned about the person. For example, if you know they went to a certain college and that their basketball team is doing well, congratulate them on being the No. 1 basketball team. Find a way to include something personal in the pitch." ~ Douglas Baldasare, ChageltSpot

2. Use Their Name Three Times

"My friend and mentor Karyn Schoenbart, CEO of the NPD Group and co-author of the book *Mom.B.A. Essential Business Advice From One Generation to the Next*, taught me to connect with someone instantly by using their first name three times in the initial conversation: at the beginning ("Nice to meet you, Alex"), the middle ("Alex, does this gel with what you're seeing?"), and the end ("Alex, let's connect again in the next few weeks."). " ~ Alexandra Levit, PeopleResults

3. Have a Sense of Humor

"When a speaker starts with a joke, it sends a signal to the audience that they can relax. I like to involve some humor into real stories about the subject I'm talking about and how it is relevant to me. Even if it's an investment pitch, connecting with your audience and getting them to like you is key. Remember: if you are pitching something, the same practices of sales hold true." ~ Michael Averno, ChannelApe

4. Tell Them a Story About Yourself

"Start off with a story about yourself so they see you as a person rather than a salesperson. Make that connection first and then show them why you are offering them what you are offering." ~ Angela Ruth, Calendar

5. Be Provocative and Poignant

"I like to begin and end pitches with humor. Humor is powerful because it's truthful. Aside from sprinkling in a silly anecdote, make your pitch memorable by being provocative, even controversial, but mainly truthful. Let your jokes touch on the theme of your pitch, and keep this as a parallel structure throughout your speech." ~ Kristopher Jones, LSEO.com

6. Share What You Are Doing as You Write

"I love writing my pitch emails in real time to capture the moment. For example, if I'm in a coffee shop I always share how "I am way over-caffeinated, and my hands are shaking (or maybe it's from the excitement of the launch)." Or if it's super hot or cold outside, I make light of the weather so that my audience knows that this isn't an automated email sequence but a real person emailing them." ~ Bryan Kesler, CPA Exam Guide

7. Make the Audience Do the Work

"I like it when people break the ice with a game. A fun question can get an audience participating right off the bat. That question could be something like, "Imagine money is no object. What's the first thing you buy, and why?" The audience also wonders

how it connects to your purpose, which starts the forward pull you need for a good pitch. " ~ Michael Dash, Parallel HR Solutions, Inc.

8. Use Props

"Having a tangible visual aid to accompany your pitch is a great way to engage your audience and make them feel like a part of the presentation. If your audience has been sitting through several other pitches before seeing yours, this is an effective way to break up the monotony and ensure that they truly connect with the message you are trying to convey. It's disruptive and constructive!" ~ Bryce Welker, Beat The CPA

9. Break Physical Barriers

"Use your position in the room to your advantage as a way of breaking down barriers with your audience during a pitch.

Move around the room and get close to your audience. Even a physical tap on the shoulder or a hand on the arm will break the ice. I learned this waiting tables — when I would tap the customer on the shoulder at any point, I would find an increase in tips. Pitching is no different." ~ Diego Orjuela, Cables & Sensors

10. Make Your Audience Move

"Getting an audience to "physically participate" in a presentation, whether simply raising their hands or actually moving, is a great way to engage them. If you're one of many pitches in a long day, suggest a stretch break. If you have a physical product to demonstrate, get an audience member to use it. Think of any way that you can get them to interact with you or each other physically." ~ Ross Beyeler, Growth Spark ●

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Code Change Proposal Advocacy At International Code Council (ICC) in 2018

By Jane Malone, AARST National Policy Director

AARST has submitted a code change proposal to amend IRC Chapter 31, the vent chapter, of the plumbing section of the International Residential Code for One and Two Family Dwellings and Townhouses (IRC) to expressly state (only) the pipe-related requirements for soil gas vents. Soil gas vents are commonly installed in new homes by plumbers - yet there is no information about soil gas vents in the plumbing code and not all plumbers are provided with a copy of Appendix F. The proposed code change is consistent with Appendix F as well as ANSI-AARST CCAH-2013 and AARST's proposed changes to Appendix F. The aim of the change is to improve plumber effectiveness in laying pipe for a soil gas system - whenever a building project requires one - by ensuring that they have the correct information within the IRC plumbing code. It does not add a requirement to provide a soil gas vent - but rather delivers the "how-to" plumbing specification. The builder is still responsible to ensure that all components of the soil gas system are consistent with Appendix F or standard.

EPA has submitted proposals to (1) change the International Building Code to make RRNC mandatory in Zone 1 schools and residential institutions and (2) amend the IRC mechanical code section to add testing for radon in Zone 1.

AARST chapters and members are encouraged to reach out to code officials to encourage support for improving the codes during the code development process. Educating the code community early will help develop support from ICC members during April and October hearings and online voting in November - as well as spark discussions about improving local codes and their enforcement. ●

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2018 AARST International Radon Symposium™ and Trade Show at Myrtle Beach

This year's AARST International Radon Symposium™ and Trade Show will take place in Myrtle Beach, South Carolina. September 30 – October 3, 2018. The Symposium Planning Committee, chaired again this year by Crystal Lytle, is already hard at work, designing a great program for you!

Myrtle Beach is easy to get to; with an international airport, and a short taxi ride to our hotel, Kingston Plantation Embassy Suites. The hotel is located at the north end of the strip and has walk ways right onto the beach. If you like to plan a working vacation, this will be a great location for some beach time fun. Embassy Suites is located in the Kingston Plantation Resort, and our room rate includes the resort fee. The hotel has beautiful Spa and fitness amenities, as well as restaurant and beautiful bar, and an indoor driving range. The room rate includes a full breakfast, as well as a free drink during their cocktail hour every evening – great for catching up with friends or colleagues for a moment before getting on with an evening of fun.

The Embassy Suites also has a golf booking Pro onsite, and we have made special arrangements for a Sunday AARST Golf Tournament (9 or 18 holes TBD.) The hotel will receive and hold clubs; they also rent clubs. So golfers, let us know and we will connect you to the tournament! (more details to come.)

Learn about new products, techniques and revenue streams. While all of the sessions are designed to be educational, we know a large percentage of attendees have C.E. requirements to meet each year, so to meet this demand AARST plans Sunday-AARST-hosted CE, as normal,

and is expanding the Monday Category I C.E. earning opportunity to include Tuesday sessions workbooks at a nominal fee. AARST promotes the only and largest radon-centric trade show. This year we plan on fifty vendors. The trade show is always a great highlight of the symposium, and vendors range from distributors, manufacturers to new technologies and small business tools.

Network with your peers. Networking is one of the most stated positive reviews we hear after every symposium. Nowhere else can an attendee meet and speak candidly with other leaders, vendors, and radon legends than at a symposium; in the halls, at breakfast, lunches and breaks or other social events.

Develop your skills for the future. Sessions and presenters are carefully selected to present to you the best and newest trends in techniques and business communications that once practiced, embellish your skillset, poising your future business growth at the most optimal.

Grow your business. We encourage, whenever feasible, members attend symposiums. AARST is most concerned about you growing your business. By giving you the tools and the connections – we hope it gives you an upper hand in your area for standing out among others. Affiliation with AARST as well as being certified does this also. If you have never attended a symposium, it is the singular event where you will have total submersion in the radon industry. No longer do we ask if you can afford to attend, we now ask, can you afford not to? ●



Call for Abstracts/Papers is now open!

The abstracts make up about half of the programming at a symposium, it is an important track where peer-reviewed abstracts are selected and oral presentations are given, illuminating months of research on studies pertaining to radon sciences, outreach, social programs, radon risk reduction and much more.

For the instructions to submit an Abstract please visit:

<http://aarst-nrpp.com/wp/radon-papers/>.

Please note the submission deadline is March 15, 2018.

Visit the www.internationalradonsymposium.org website over the next months to learn more about the program, the location, speakers and more! Join us in Myrtle Beach this year!

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Members Corner



Members Corner features members sharing how they do business, their personal/company missions, and the things that keep them on track.

Laurie Chilcote,
new AARST Board Member and Director of Sales and Marketing with Cox-Colvin

AARST - Many of our professionals say that they got into radon because they met someone with lung cancer who never smoked; their light switch moment in their life that shifted their passion. When did you start or get into your radon business?

LC - I've been in the environmental field since I was 18. I've had a passion for making the world a better place. This includes recycling, volunteering, gardening, educating both myself and others by sharing what I've learned. My children had asthma and safe breathing space has always been important. Radon is just another factor in making sure the air is safe to breathe!

AARST - (Laurie works for a manufacturer.) Tell us a bit about this work, how long you have been with Cox-Colvin, and how your company developed the Vapor Pin®. We first met you as a vendor at the Symposium. While you work for a different radon end-user (practitioners vs. consumers) ...

LC - I've been with Cox-Colvin since the company started in February 1995. Our company developed the VAPOR PIN® for a project we were working on trying to locate a source of Volatile Organic Compounds beneath a large building. The Vapor Pins® used in that project helped to identify the source, evaluate the impacts to indoor air, pilot test the mitigation system that was installed, and then monitor its performance.

VAPOR PINs® are now used throughout the industry to assist in the design and monitoring of mitigation systems in homes and other buildings.

AARST - How do you relate to your work in the radon industry and in support of the association?

LC - I support the association by spreading the word of testing homes and businesses for radon. Once they test their homes, I've assisted them in understanding what their numbers mean and sharing information about all the wonderful companies in the Radon Industry. This effort grows as they now share with others to test their homes.

AARST - Tell us a little about how you fit in your company structure, how large it is and particularly what you do at Cox-Colvin. Do you use contractors? Do you maintain a fleet of vehicles? In essence what are some basics about your business that you can share with new professionals in how you qualify the cost of running a business and business growth?

LC - Our company provides environmental consulting expertise to private sector industrial clients. Our staff consists of twenty-plus professionals that specialize in geology, engineering, GIS, chemistry, soil science, and database management. I am the head of the administrative group and the Director of Sales and Marketing. Typical of environmental consultants, we subcontract drilling and laboratory work. However, we do maintain a fleet of vehicles used primarily for the collection of environmental samples and to maintain remediation systems.

Cox-Colvin has always invested heavily in new technologies and equipment to both run the day-to-day operations and to provide our clients with the cutting-edge approaches. A strong re-investment in the business and our employees is the reason Cox-Colvin has been successful in the market.

AARST - What would you say is your best ROI in growing your business?

LC - Building relationships, providing quality products, and being honest. These are key to earning customers respect, loyalty and word-of-mouth growth for the business.

We always look for ways to save money that do not affect our product. We pay for our products with rewards cards; we utilize those reward cards to pay expenses when we travel. This provides the opportunity to engage with our customers but not put a big dent in the bottom line.

AARST - How long have you been an AARST member and why do you continue to remain a member of the association?

LC - We have been AARST members since 2016. We continue to be a member to show our support as well as keep up to date with the industry.

AARST - What are your hopes to happen in your region for radon awareness? Do you have a chapter, and do you work with local agencies towards radon risk reduction? If so, what does this look like?

LC - We recently became members of the local chapter here in Columbus. We hope to become more involved and do what we can to increase awareness in our community, nationwide as well as internationally. We are educating our distributors and they too are helping to raise awareness.



AARST - You have participated the past two years on an AARST Committee (the Symposium Planning Committee), and this past year you were elected to the AARST Board of Directors as a National Director.

How do you view your time volunteering for your association on committees and now on the Board?

LC - I enjoy volunteering and being a part of the committees within the organization. It helps to meet everyone, learn about the variety of companies and what role they play in the organization as well as in the industry and radon.

I was honored this year to be elected to the Board. I'm looking forward to increasing awareness in the environmental industry sector and continuing to learn about radon. There are instances in which these both, the environmental industry and the radon industry, professionals work together, such as Vapor Intrusion. I'm extremely grateful to be a part of the AARST Association. ●

Radon Measurements Laboratory (RML) Radon Chamber Services Moving to Kansas State University

The RML Radon Chamber Services, operated for many years under Dr. James Burkhart, will be transferred to the Engineering Extension Office at Kansas State University (KSU) in late March/early April 2018, and will be operated under the supervision of Engineering Extension Director Bruce Snead. This transfer is for Chamber services ONLY (spiking, device performance tests, and device performance evaluations) and DOES NOT INCLUDE testing services for charcoal canister, and alpha track devices, which will continue at RML in Colorado Springs. KSU will not perform any testing services. The last round of chamber services at RML at Colorado Springs is planned to be complete on March 21. Chamber services will resume at KSU on April 9.

The KSU Radon Chamber will apply for all national and state certifications currently valid for the RML chamber and will participate in all necessary inter-comparisons to achieve certified performance test chamber status.

For questions and more information contact:

Radon Measurement Laboratory – Dr. James Burkhart or Jimmy Burkhart

Telephone: (719) 255-3584

Email: Radonmeasurementslab@yahoo.com

Website: <http://www.radmlab.com>

Kansas State University Radon Chamber – Bruce Snead

Telephone: 785-532-4992

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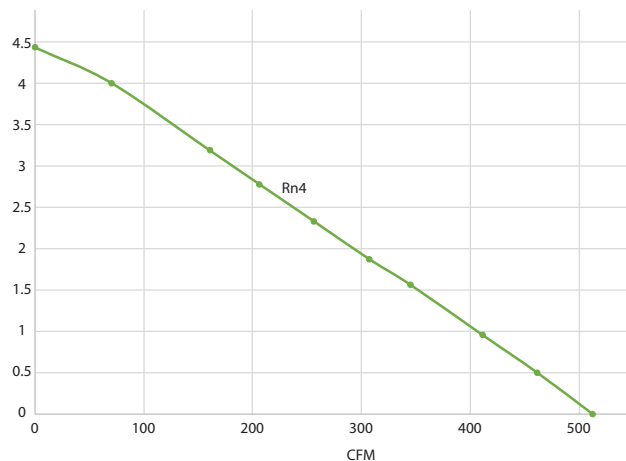
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