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SWITCH UP YOUR DAY

Is the Nintendo Switch a Video Game Console for Everyone?

The Nintendo Switch has been available for a few months now, since its debut March 3. In some places, it's still hard to find. The Switch, the latest video game console from the Japanese company, has taken the world by storm. It's quickly proving to be a much-needed success for the company, after their last home device, the Wii U, fell short. The Wii U has sold less than 14 million units globally since its launch in 2012 (compare that to the Nintendo Wii, which launched in 2006 and sold over 100 million units worldwide).

With so much attention on the Switch, does Nintendo have another winner on their hands? If you haven't had the chance to play the device, or it hasn't piqued your interest, now may be the time to give it a look. Since Nintendo introduced the Wii in 2006, they have aimed to cater to a broader crowd and bridge demographics.

It's not just kids and game enthusiasts who are getting in on the action. It's everyone. And one of the reasons why the Switch has such broad appeal has a lot to do with time. It's a great device for people

who *don't* have a lot of time to play video games or are constantly on the go, moving between the home and office, and elsewhere.

The genius behind the Switch's design is functionality. You can play the device on your TV or



grab the console and go, using it like a tablet. The controllers, dubbed Joy-Cons, click right into the sides of the portable screen, keeping everything in one place — and keeping you moving. Plus, many of the games are designed with the busy lifestyle in mind. Pause the action and continue at your leisure, all without missing a beat.



Backstage Pass to Back of the House

The Odd, Unusual, and Fascinating Things I See on the Job

On my surveys, I get to see a lot of weird “back of the house” stuff. In most buildings, back of the house means air-conditioning units or kitchens. In my line of work, where I investigate unusual locations, back of the house can mean something a lot more interesting.

Some months ago, a tornado ripped the A/C unit off the top of a border crossing station, causing the building to flood. I came in several times over the course of three weeks to help make sure the water damage had been properly cleaned up and to check for mold. In the past, I've mentioned how tricky water can be. When I conduct these inspections, I'm allowed to go anywhere in the building to look for missed water damage, and thus, I get to see things few people get to see.

While I was at the station, I got to watch FDA staff do inspections on various fruits and vegetables coming across the border. I also spoke with border patrol agents about how they conduct inspections and saw the specialized equipment used to X-ray semitrucks. These machines are used to search for illicit drugs being smuggled across the border. Not exactly Area 51, I know, but I appreciated the new perspective. I never realized how hard these people work at border crossing stations and how dedicated they are to their jobs.

Government buildings don't often surprise me, though I do enjoy seeing the inner workings of some of these buildings. There are some locations in the private sector, however, that do catch me off guard. You can walk into a building that seems perfectly normal, but when you turn down a hallway, things get weird. And when things get weird in a building, they get really weird.

In the early summer, I got a phone call from an engineer friend of mine I hadn't spoken to in almost 15 years. He told me about a client he was working with who had



“You can walk into a building that seems perfectly normal, but when you turn down a hallway, things get weird. And when things get weird in a building, they get really weird.”

“Oh yeah?” I asked. “Where exactly?”

“The nuclear fallout shelter.”

At some point, a lot of my peers decided that if a building was weird or unusual, they should call me. I don't know how they came to this conclusion, but I'm not complaining. I love a challenge. Take the country club, for example. How often do you get the opportunity to explore a nuclear fallout shelter built in the 1960s? The club has plans to renovate the space into something else, so I was lucky I had the opportunity to see the shelter for myself. Most of the people in the country club had no idea what was just beneath their feet!

These “back of the house” tours are the most unexpected perks of my job. It's like a backstage pass to see the unusual secrets of the most inconspicuous buildings. Once you see what's hiding in some places, the way you look at the world changes.

problems with a new, high-end country club that had just opened. There were complaints of unusual odors, and they weren't sure of the source. The country club was located in an old building from 1961, which the client purchased from a now-defunct oil company. They wanted me to check each room in the building and figure out what the problem was.

“And there's another area of the building we'd like you to take a look at,” my friend said before we got off the phone.

Train West

Maximizing New Media

Strengthen Your LinkedIn Profile to Win New Business

LinkedIn has over 467 million members, and seemingly infinite ways to connect. But if your profile isn't strong or engaging, you're missing out on many opportunities to be seen and heard.

Just like any social network, the goal of LinkedIn is to connect like-minded individuals. In a professional space, the ability to network with people in your industry from the comfort of your own desk is invaluable to your potential reach.

Last year, LinkedIn revealed new enhancements to their publishing platform that can help ensure your work gets you noticed by the right audience. One of these new enhancements was the addition of images.

Everyone knows that an image is worth a thousand words, and LinkedIn revealed that articles including images generate 94 percent more total views. Given this, LinkedIn made it easier than ever to enhance publisher posts. All you have to do is click on the "Add Multimedia" icon and you can drag and drop images, videos, add links, and embed content inside your blog posts.

Another new addition to LinkedIn is the use of hashtags. Hashtags are often misused and misunderstood, but when used correctly, they can help people discover your content. LinkedIn's new enhancements make it necessary to get these right if you want the right people to view your content. LinkedIn has made it clear that posts including hashtags are easier to access and index inside the platform's search engine. To discover the best hashtags for your content, think of words or phrases that your clients would search in Google to get more information about your topics.

One of the most useful additions to LinkedIn is the creation of enhanced reader analytics. With these reports, you can see exactly who has liked and commented on your posts, what company they work for, their job title, where they live, and exactly how they found your post. To use the feature, tap "Me" and you will find real-time information on the posts you've shared and the articles you have written.

In today's business world, it's important to have a strong online presence. With these tips, you can begin to strengthen your LinkedIn profile, and in turn, win new business.



How to Pass Your LEED IAQ Test

'7 Tips to Manage Indoor Air Quality During New Construction'



Green is the new black. As society becomes more environmentally conscious, green buildings become the smarter business decision. The U.S. Green Building Council found client demand for green buildings has increased by 35 percent, and market demand is up 33 percent. Leadership in Energy and Environmental Design (LEED) is the most popular program for buildings to be certified as "green." Building Air Quality can conduct IAQ tests for buildings seeking their LEED certification.

For such an important test, it's shocking how often contractors fail to prepare. IAQ consultants regularly arrive for their scheduled inspections to find dust and chemicals everywhere. There are even times when someone, under the mistaken impression that the test is about cosmetics, will paint over a mark on the wall shortly before the consultant arrives. The IAQ test couldn't care less about cosmetics, but it does care about the vapor chemicals from the paint, which (when applied up to 48 hours before the testing) can cause the building to fail.

In one instance involving Building Air Quality, one of the building's sub-contractors put all his equipment in a back room and closed the door to keep it out of the way. When Travis arrived on-site, he spent four hours testing. Then he reached that back room. A strong smell of gasoline filled the air and Travis soon discovered the contractor's small generator had been knocked onto its side, leaking gasoline everywhere. The previous four hours had been a waste of time and money. It would all have to be redone after the spill was cleaned up and several days had passed.

Passing the IAQ test isn't hard. There are simple steps you can take to stay ahead of the program and meet the IAQ requirement for LEED testing. You can find them in "7 Tips to Manage Indoor Air Quality During New Construction." Learn how to develop an IAQ management plan and properly flush out your building to avoid paying more than you have to on LEED testing. Download your copy at http://www.baq1.com/const_tips.



Where There's Smoke ...

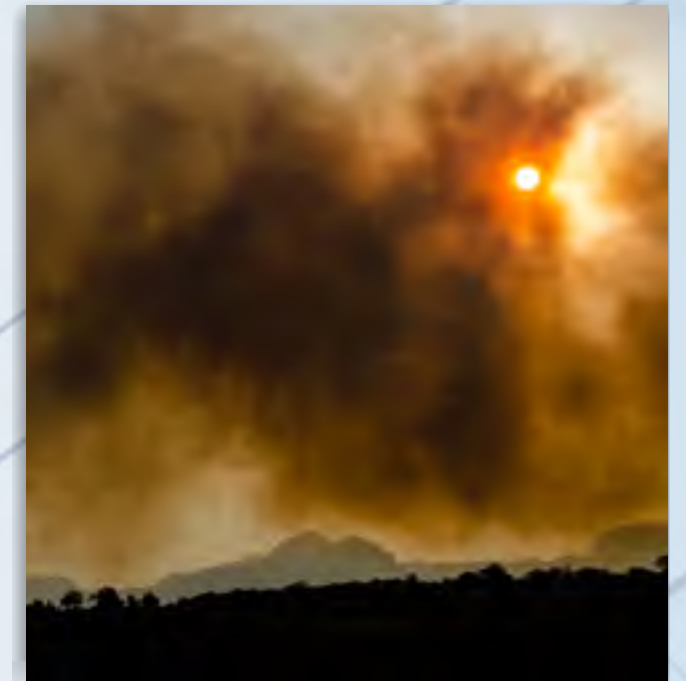
CAN WILDFIRES IMPACT INDOOR AIR QUALITY?

In Texas, wildfire season reaches its peak in early fall, after months of hot weather dry up the land. Large portions of the state become like a box of kindling, and a single spark can set off acres of raging fire. While the images of burning flames can be terrifying, sometimes the biggest threat from wildfires isn't the fire itself; it's the smoke.

Smoke is made up of complex particles, including semivolatile and volatile organic compounds (VOCs), polynuclear aromatic hydrocarbons (PAHs), particulate matter (PM), and organic acids. Many of these compounds pose long-term and short-term dangers to a person's health and can cause serious property damage. During wildfires, more areas are evacuated due to the risk of smoke than the chance of fire. While the fire may be many miles away, smoke can travel a great distance, literally as fast as the wind blows.

Even if all the doors and windows are shut tight, smoke and soot from wildfires can get inside a building. Smoke is made up of "ultrafine particles," which are only 0.15–0.4 inches in diameter. These particles are too small to be removed by standard air filters. As many commercial buildings draw air from the outside, smoke particles can easily pass into a building. Even if smoke is unable to enter your building during a fire, air currents and foot traffic can bring in ash and soot after the flames have been extinguished.

Soot can easily stain carpet, drapes, and other items throughout a building. The sharp odor from smoke may also permeate furniture and walls, lingering there for years. These effects are



not just aesthetically unpleasant; they can potentially trigger health problems in building occupants. If fires have been a problem in your area, put the IAQ of your building high on your priority list. Structural damage isn't the only threat fires and smoke can pose to a building. Contact an indoor air quality consultant to make sure your building is safe to occupy.



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