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Another Streaming Service Hits App Stores

Why Quibi Isn't Making a Splash

THE HYPED NEW STREAMING SERVICE STRUGGLES ON RELEASE



On April 6, 2020, a brand-new streaming service, Quibi, joined the ranks of established streaming giants like Netflix and Hulu. But Quibi, short for "quick bites," does things differently.

Rather than traditional TV shows and movies, it focuses on short-form content — shows and videos that are around 10 minutes in length and meant to be watched on the go.

Notably, Quibi is only available on mobile devices. Unlike Netflix or Hulu, you can only access it from smartphones or tablets. Since Quibi's debut, this fact alone has turned away many people. The Wall Street Journal reports that Quibi had a less-than-stellar launch partly due to timing. It launched in the middle of the coronavirus pandemic, meaning many potential subscribers were at home watching content on their TVs.

Jeffrey Katzenberg, founder of Quibi and former Walt Disney Studios chairman, also expressed concern. Many people within the company itself worried that the April launch would be problematic. Analysts expect Quibi to lose around a half a billion dollars this year between releasing new content and dealing with the pandemic. The Wall Street Journal notes that programming and advertising costs are simply much higher than the revenue Quibi is generating from subscriptions.

According to the Los Angeles Times, when Quibi launched, it was the fifth-most downloaded app in the U.S. on Apple's App Store and Google Play. Less than two weeks later, it had dropped to No. 27. Thanks to mixed reviews about the content, the subscription cost (\$4.99–\$7.99 per month), and a densely saturated streaming market, Quibi simply isn't making a splash.

The app isn't giving up just yet, though. Quibi has committed over \$1 billion to developing new content this year. Plus, the company is working with major star power, including filmmakers Steven Spielberg and Sam Raimi and many award-winning actors. It remains to be seen if people will stick around for such short content, but streaming services are very much in demand. Netflix and Hulu continue to report huge growth, so streaming restrictions aside, Quibi's fresh content may still be on everyone's radar.

Should you subscribe to yet another streaming service? With mixed reviews, subscription costs that rival fully fledged streaming services, and the fact that you can only indulge on your smartphone or tablet, it might be worth it to wait. While Quibi may appeal to some, it doesn't seem to be the future of streaming.



Smoke, Mirrors, and COVID-19

3 Questions Building Managers Need to Be Asking

The first half of 2020 brought us some strange and uncertain months. When I look back at our cruise in February, I'm amazed at the timing. It was just weeks before the COVID-19 virus became a pandemic. Things have been difficult, and I certainly hope this letter finds you and your family well.

I'm glad to report that my family is doing good. Our eldest daughter, Shelly, teaches school on an army base in South Korea and she began teaching virtually in late February. Dana, our middle daughter, started a new job in Austin at the height of the COVID-19 scare and she's had to do it all virtually. Meanwhile, our youngest daughter Monica is a hairdresser, and she wasn't able to do any work for quite a while, though I think she was even busier being a full-time mom.

As for me and my wife, we're both doing well. We self-isolated as much as possible. There was a period of time where we only left the house to go to the grocery store every two weeks. As we waited for things to open up, I spent my time reading the latest research on COVID-19 and paying attention to what the experts were saying.

I am not an expert on everything involving indoor environmental issues. While I am an expert in indoor air quality, something as complex as dealing with a virus, such as COVID-19, calls for people who are a lot more experienced in that specific issue than I am. That's why I try to stay informed by listening to a lot of experts in the indoor air quality field who are also experts in viruses and the transmission of viruses to see what kind of research is going on. With this in mind, I have seen that in the

commercial sector, there are a lot of new products and services being offered that don't match the experts' suggestions.

There is a lot of smoke and mirrors being put out there by people who are trying to make hay while the sun is shining. Three of the big ones my readers need to be aware of are contractors doing cleaning without following up, ineffective post-cleaning testing, and consultants making up problems only they can appear as experts on.

'How do you know if it's clean?'

If a building owner or property manager becomes aware that someone who has been in their building tested positive for COVID-19, then their first call is often to their cleaning crews. These folks are typically hired contractors. They go in and clean all the surfaces to make sure there are no traces of the virus left. Some building management teams are even going so far as to replace all the air filters after all the other cleaning has been done. This is a wise and appropriate course of action. However, after talking to the building management teams and the contractors who are doing the cleaning, I've found that few people can confirm the job has been done correctly.

“ Stuff is getting better. Stuff is getting better every day. ”



The contractors will insist that they have done a good job because their people are highly trained. But the reality is that human error is always a factor. Even a highly trained cleaner can make a mistake. Without any follow-up, no one can say for sure if the job was done right. It is possible to test surfaces using adenosine triphosphate (ATP) testing to check for lingering bacteria (more on that inside this edition). Unfortunately, few people are running these tests after the cleaning crew finishes their work.

'Are you testing for viruses or bacteria?'

This isn't to say no one is running tests to check for COVID-19 in buildings. However, the quality of many of these tests leave much to be desired. I received a solicitation from a lab I worked with that claimed they had COVID-19 testing available. It sounded promising, so I asked them to send more information. There are DNA and RNA testing kits out there, and I thought this lab was offering that. However, as I read through the paperwork, it was apparent that this lab wasn't really testing for COVID-19.

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They were offering the ability to go into a space that's been clean, take swab samples, and look for bacteria. The trouble is that COVID-19 isn't bacteria — it's a virus. Many labs and consultants are offering this kind of testing. Now, if you can show there's no bacteria in an area because a space was cleaned well, then you can reasonably assume it was cleaned well enough to remove viruses. On the flip side, even if there are bacteria in the samples, then that's not evidence to conclusively prove there is or isn't COVID-19 in the environment.

I have received solicitations from several licensed analytical laboratories claiming to test for COVID-19, but when push comes to shove, they're really just offering the ability to check for bacteria.

'Why check the garbage chute?'

I have a peer in South Florida who recently published a paper about testing for COVID-19 and health risks associated with high-rise trash chutes. By publishing this paper, he's become the world's leading expert on the subject. He's even developed a way to test those trash chutes to see if they're contaminated with COVID-19. However, based on current research it's a pretty big stretch to suggest testing trash chutes is valid.

In order to test the trash chute, you'd have to take two samples from every floor all the way down the trash chute. If you're in a 35-story building, that can be a pretty expensive process. What's more, much like the many other tests that are running rampant, I suspect that these samples test for bacteria, not viruses. You'll always find bacteria in a trash chute. While it's possible to use RNA/DNA testing to check for COVID-19, this kind of testing is expensive and only recommended for hospitals and medical facilities. It's not recommended for regular commercial or residential work, and it's certainly not recommended for trash chutes.

If there is a concern about COVID-19 in a trash chute, then it's possible to fog the trash chute with a disinfectant that will kill anything that's in there. If done correctly, then this includes mold, bacteria, and certainly viruses. For this reason, testing the trash chute at all is quite unnecessary. If you are concerned about COVID-19 on the walls of a condominium, then do you test every wall, or do you treat the walls and go on about your business? We have many folks creating problems where none existed so they can offer solutions only they can provide.

Seeing these kinds of unnecessary problems compounding on top of the problems created by the pandemic is disheartening. However, this doesn't mean there aren't a number of positive things we can look to. We're finding our footing, and the world is learning how to operate in a way that keeps folks safe while making sure we can still function as a society. To quote President Richard Starkey, "Stuff is getting better. Stuff is getting better every day." (Shout out to all the Kevin Costner fans out there.)

We're not out of the woods yet, but we're getting there.

OVERTHINKING UNDERMINES YOUR SUCCESS

How NHL Goalies Live in the Moment



On Feb. 22, 2020, David Ayres was sitting in the stands next to his wife watching a Carolina Hurricanes hockey game. By the end of the night, this 45-year-old Zamboni driver would be the first emergency goaltender to record a win in the history of the NHL. After the Hurricane's first two goalies were taken out of the game due to injuries, Ayres was called onto the ice. He stopped eight out of 10 shots, helping the Hurricanes claim victory.

This isn't the first time an emergency goalie has been called in to help win an NHL game. When Scott Foster, a 36-year-old accountant, was called in as an emergency goalie for a 2017 Blackhawks home game, he didn't let a single puck past him. How are ordinary men like Ayres and Foster able to go from sitting in the bleachers to crushing it on the ice at a moment's notice? They have the remarkable ability to thrive under pressure by not overthinking their situation.

A good goalie cannot overthink anything. They must be able to assess the situation and react instantaneously to block a speeding puck. Physical training is only half the battle. Achieving true success means mastering the psychological game. This kind of mental fortitude can be valuable in business, too.

"The key difference between those who get the gold medal and those who don't is between the ears," says Martin Turner, senior lecturer in sport and exercise psychology at Staffordshire University. "Business leaders can learn to develop robust psychological skills to help them fulfill their potential under pressure, and importantly, help others around them fulfill their potential."

How can you learn to stop yourself from overthinking during high-pressure situations? Don't view those high-pressure situations as life or death.

"It was wild; it was fun," said Ayres after his historic win. "These guys were awesome. They said to me, 'Have fun with it, don't worry about how many goals go in. This is your moment — have fun with it.'"

"Have fun" is exactly what Ayres did, and the Hurricanes won the game. When you find yourself overthinking a high-pressure situation, remind yourself that no matter what decision you make, it's not the end of the world. That moment is just one of many opportunities you'll be presented with. Above all else, keep a positive outlook. Win or lose, success or failure, being positive will always take you far.

DON'T FAIL ON FOLLOW-THROUGH

Utilize ATP Testing in Your Building

For the past several months, cleanliness has taken on a whole new level of importance. Beyond the value of hygiene, during the COVID-19 pandemic, your building's cleanliness may literally be a matter of life or death. Building owners and property managers are responsible for acting quickly if they learn that someone who has been in their building recently tested positive for COVID-19. Fortunately, during this crisis most building management teams have been taking the appropriate steps to keep their buildings sanitized by calling in contractors to clean the space. However, as Travis addressed in this month's cover article, few people are taking the next step by following up with testing to ensure the space was cleaned correctly.

If you've brought a cleaning crew into your building to sanitize the area after a case of COVID-19, then it is vital that you then follow up with adenosine triphosphate (ATP) tests. While there currently is no specific environmental surface test designed to identify the presence of COVID-19, experts agree that ATP testing is a reasonable alternative for evaluating a successful cleaning process. ATP is an organic compound present in all living tissue. By checking for the presence of this compound, ATP testing devices are able to detect bacteria and other microorganisms left on a surface. This is a tool designed to help people ensure that buildings were cleaned properly. If the cleaning process was done appropriately, then there should be very few traces of bacteria left.

After a contractor finishes cleaning a space, ATP testing should be conducted. Several surfaces should be swabbed, including desks, telephones, printers, keyboards, desk chairs, and other objects people put their hands on regularly. Each of these swabs are inserted into the ATP machine, which runs a chemical reaction on the sample. ATP devices use relative light units (RLU) to measure ATP. The lower the RLU, the cleaner the surface.



Hospitals, schools, and food-related businesses and organizations regularly use ATP testing to ensure their buildings meet appropriate cleanliness standards. The industry standard for cleanliness in hospitals is 250 RLU. If the surfaces in your building are at or below this level, then you can be reasonably confident that your building is free of the COVID-19 virus. However, you cannot know for sure unless ATP testing is conducted immediately following the cleaning process.

Even the most experienced cleaners can make a mistake and fall victim to human error.

Ask your contractor if they are following up on their work with ATP testing. If the answer is no, then we recommend building owners and property managers hire consultants trained to conduct ATP testing to come in and double-check the work of the cleaning crew. You cannot risk the liability of a COVID-19 outbreak in your building if the cleaning process was not conducted appropriately.

SUDOKU

HAVE A LAUGH WITH TRAVIS



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