

WHEN KNOWING “mg/kg” ISN'T ENOUGH

NEWS FROM PRIMA ENVIRONMENTAL, INC.



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“We can't solve problems by using the same kind of thinking we used when we created them.”

-Albert Einstein

“Would you tell me, please, which way I ought to go from here?”

“That depends a good deal on where you want to get to,” said the Cat.

“I don't much care where--” said Alice.

“Then it doesn't matter which way you go,” said the Cat.

-Alice's Adventures in Wonderland

FOR MORE INFORMATION about the content of this newsletter, please contact:

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www.PRIMAenvironmental.com



Welcome

A lot has happened at PRIMA since our last newsletter. We've seen record growth, expanded our offerings and staff, moved to a new and improved location and are just now catching our breath. Our new government leaders have also been busy making changes in regard to support and funding for remediation projects and we want to let you know about that too. Stay tuned for our quarterly updates, let us know if you would like to receive our newsletter via e-mail or postal mail, and as always we welcome your call or e-mail to discuss what PRIMA can do for you.

A Perfect 10

Founded in 1998 by Dr. Cindy Schreier, PRIMA recently observed our tenth anniversary and we had a lot to celebrate. With several hundred projects under its belt for clients ranging from small gas station sites to Superfund projects with large corporations, PRIMA has made a name for itself as an independent laboratory specializing in non-standard treatability testing.

In these uncertain times while some companies are downsizing or even closing their doors, PRIMA continues to grow. We offer our sincere thanks to all of our clients and colleagues who have helped us achieve ten great years of success. With the current cultural and political emphasis on environmental issues and scientific solutions, we are even more excited about what we can do for you in the next ten years and beyond!

PRIMA's New Digs

Experiencing triple growth since 2006, we decided it was time for a new home!

Situated in a prestigious business park in the Sierra Foothills surrounded by the amenities and natural beauty of Au (Gold) Country, PRIMA is a great place to work. Not only are we enjoying our expanded and updated office and laboratory space, but here are a few of the many benefits our expansion offers that directly improve our ability to serve our clients:

- We've added staff in scientific expertise, project management and business support.
- We've doubled our laboratory space which allows us to handle additional projects larger in scope without compromising on quality and timeliness.
- We continue to offer the highest quality testing and analysis with our new and updated equipment.
- We've doubled our Ozone throughput capacity!
- Our new break room with the red microwave just makes us happy, which improves our customer service level. Ok, that's stretching it, we admit. But it's true.

Introducing...

Corinne E. Ackerman, Ph.D

Dr. Ackerman joined PRIMA in the spring of 2008. Her background and experience in microbial ecology compliment and expand the bioremediation testing services we offer. Dr. Ackerman has over 10 years of experience working with environmental issues impacting soil and water quality, including the study of MTBE bioremediation.

Dr. Ackerman earned her B.S. in Environmental Resource Science from the University of California, Davis, and both her M.S. and Ph.D. in Agronomy from Purdue University, studying the microbial ecology of soil agroecosystems. Her graduate studies implemented a variety of DNA based molecular tools in order to better understand the relationship between the rhizosphere soil microbial community and plant development over time, as affected by crop management practice.

The (Clean) Dirt on Obama and EPA

EPA Receives \$7B for Green Projects

The Environmental Protection Agency (EPA) is experiencing a renaissance of sorts in our nation’s current focus on environmental issues, scientific and technological advancements and reinvestment in green economies. An interesting progress report on EPA’s current priorities and grant programs can be found at www.epa.gov/progress. Below are some highlights:

EPA is receiving more than \$7 billion of President Obama’s economic recovery funds for water infrastructure, contaminated site clean-ups and toxic emission reduction projects including \$100 million for Brownfield Restoration grants, \$600 million for Superfund Site Cleanups and \$200 million for Storage Tank Cleanups.

“The new EPA envisions communities where blighted properties are transformed into safe and productive parcels, and threats to human health are properly mitigated, leading to jobs and a reinvestment in land, communities, and citizens.” -www.epa.gov

Green is definitely in.

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A man goes into a restaurant, sits down and starts reading the menu. The menu says:

- Broiled Accountant \$5.95 per plate
- Fried Engineer \$7.95 per plate
- Toasted Teacher \$7.95 per plate
- Grilled Geologist \$25.95 per plate

The man calls a waiter over and asks “Hey, why does the Grilled Geologist cost so much more?”

The waiter says, “Are you kidding? Do you know how hard it is to clean one of them?!?!” -Philip Clarke, Science Jokes

And for those feminists out there:

(Fe)male...male with iron added, for greater strength, ductility, and magnetism. – Amanda Bonner, ScienceJokes

Got a better one? Please send your joke, pun, quote, or piece of trivia to us and if we use it in a newsletter, we will give you the credit you so richly deserve as well as a Starbucks gift card. To make a submission, please visit our website, go to the Newsletters page and click on ALLiNFUN.

Going Global

PRIMA is now certified by the U.S. Department of Agriculture to receive soil samples from Hawaii, Puerto Rico and foreign countries. Not only do we have clients from all over mainland U.S., but we now have the capability to accept soil samples from all over the world. Some of our new clients are in France, Switzerland and even Australia!

Out and About

Come visit PRIMA’s booth at the **Brownfields 2009 Conference** November 16–18 in New Orleans!

For details, go to:
www.brownfieldsconference.org

We have a special gift for the first 100 visitors to our booth!

Can’t wait to chat with PRIMA?

Call us today! (916) 939-7300