P1 THE ETHICS OF IAQ (INDOOR AIR QUALITY) - HOW SAFETY AND HEALTH ARE TIED TO FILTER APPLICATION DECISIONS

Bob Burkhead, Blue Heaven Technologies

Most folks might agree with the premise that the impact of a large portion of the decisions we make each day – don't have much of an impact on the rest of world. Consider that on a fairly regular basis, we all DO make some decisions that can and will, have dramatic and impactful influence on what occurs around us.

After working in the indoor air quality industry since 1977, it is our sense that this impact is clearly at play in the daily chores of designing, producing and evaluating IAQ products. There are so many ways to make horrible decisions even from well meaning, but misinformed or apathetic participants of the process.

From our vantage point as a testing lab and collaborative partner in many of these endeavors, we have seen first-hand how those poor decisions can have significant and lasting impact on the environment and the population. When the potential for purposely making these decisions enters the scenario – the entire process becomes an ethics issue.

This may not seem like much of an impactful potential. However; when the abstract understanding of what constitutes "right and wrong" is not universally embraced across the globe (or occasionally even in our own neighborhood) – bad things can happen.

The purpose of this plenary presentation is to make you aware of how some of these "IAQ ethics deficiencies" can grow from a greedy sales effort into the death of a loved one in the wrong place at the wrong time. How a pressured buying agent could be bribed into creating a pollution source that would take hundreds of years to resolve.

This concerns us all, from corporate boardrooms, to hospital emergency rooms, to the home-town "jobs creator" we may think so highly of. The presentation has several examples of how these poor decisions can naturally occur and more importantly, show you how to stop the intentional abuse that can be so devastating.