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UMBC Alex. Brown Center for Entrepreneurship
part of the Raymond V. Haysbert, Sr. Lecture Series

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Indoor Air Quality References:

● *The Inside Story: A Guide to Indoor Air Quality*, U.S. EPA Office of Air and Radiation, Indoor Environments Division 6609J, co-sponsored by the Consumer Product Safety Commission
This publication is available online at: www.epa.gov/iaq/pubs/insidestory.html

● *Health Effects of Breathing Woodsmoke*, U.S. EPA, part of the Burn Wise program,
Available online at: www.epa.gov/burnwise/pdfs/woodsmoke_health_effects_jan07.pdf

"Of the nearly 80,000 chemicals regularly bought and sold today, according to the National Academy of Sciences, fewer than 10% have been tested for their capacity to cause cancer or do other damage."
- Washington Post, November 4, 2007

"A growing body of scientific evidence [suggests] that the air within homes and other buildings can be more seriously polluted than the outdoor air in even the largest and most industrialized cities. Sources such as building materials, furnishings, and household products like air fresheners release pollutants more or less continuously."
- U.S. EPA Office of Air and Radiation

Social Equality References:

● *American Imports, Chinese Deaths*, by Loretta Tofani, Salt Lake Tribune, 2007
Available online at: <http://extras.sltrib.com/china/>

How difficult it was for Tofani to publish her story is just as poignant as the story itself. She shares her experience from a professional angle in this piece:

● *Investigating What Harms People – As an Independent Reporter*, by Loretta Tofani, The Pulitzer Center on Crisis Reporting, April 13, 2009
See: <http://pulitzercenter.org/articles/investigating-what-harms-people-independent-reporter>

Women and the Economy:

"Over the next decade, women will control two thirds of consumer wealth in the United States and be the beneficiaries of the largest transference of wealth in our country's history, [estimates are] \$12 to \$40 trillion."
- Claire Behar, Senior Partner and Director, New Business Development, Fleishman-Hillard New York

"Senior women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth."
- MassMutual Financial Group, 2007

Retail Innovation:

"Think for a moment about the world Apple has created: one in which a very large share of the population is connected to each other and to all sorts of data resources via remarkable and powerful little hand-held computers. The potential to develop new business models for the production and delivery of goods and services is almost unimaginable, and it's safe to say we've only begun to scratch the surface."
- Ryan Avent, The Economist, January 23, 2012