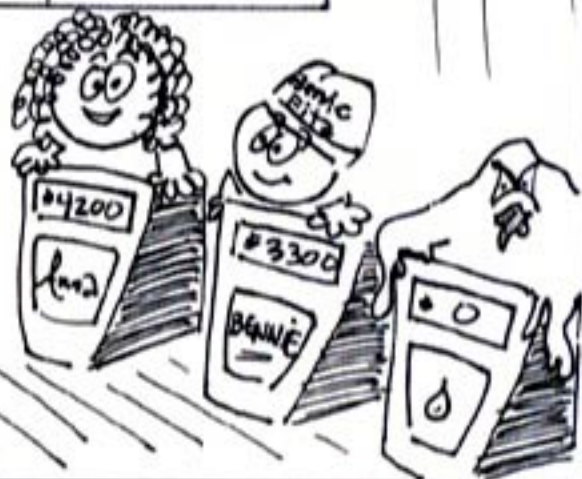


ENVIRONMENTAL JEOPARDY!

Water Engineering	Methods of Disposal	Let Nature Do It	Faster Better, Cheaper	Famous Microbes
\$200	\$200	\$200	\$200	\$200
\$400	\$400	\$400	\$400	\$400
\$600	\$600	\$600	\$600	\$600
			\$800	\$800
			\$1000	\$1000

Let's play! Our defending champion has selected the first question in "Water Engineering."



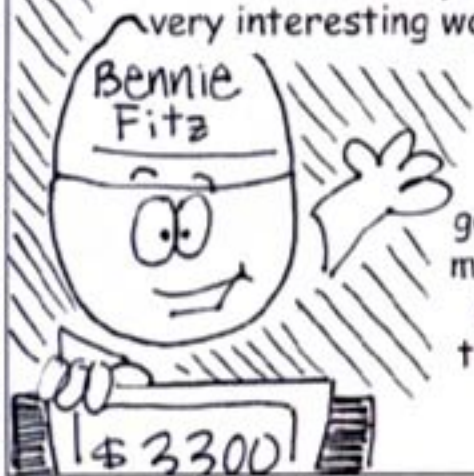
The Biggest Challenge in the Environmental Industry Today

What is: How to convert conventional environmental technology thinkers so they also become bioremediation technology thinkers?



That is correct! That's the biggest challenge in the industry today.

Let's learn more about our contestants. Bennie, I understand that you are involved in some very interesting work. Tell us about it.



Sure. I'm looking for new ways to use good microbes to eliminate man-made toxins in the soil and groundwater before they can make people sick.

Anna, I understand you have a great job, too.



I study how microbes can increase food production so people can grow more food - without using fertilizers.

Let's get back to our game. We'll begin with Lee Key, the pollution plume, who selected the easiest question in "Methods of Disposal."



The Best Way to Eliminate Pollution

What is: "burn" it?



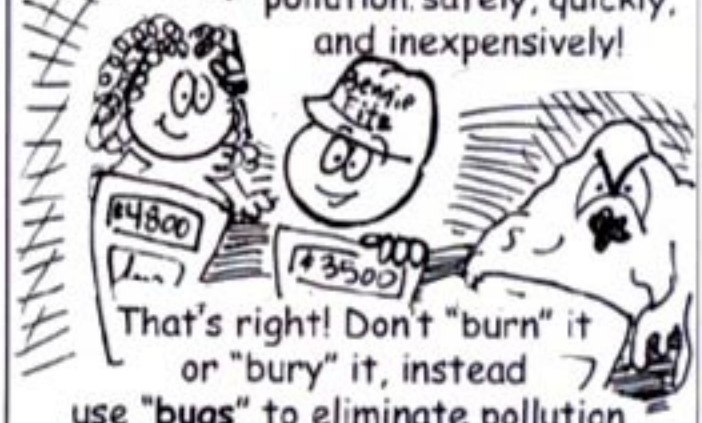
Incorrect. Incineration is expensive, potentially dangerous and can cause air pollution.

What is: "bury" it?



No, burial containment of pollution is expensive, adds to the landfill problem, and the pollution might resurface or leak into the aquifers.

I know - what's: use bugs (microbes) to remediate pollution safely, quickly, and inexpensively!



That's right! Don't "burn" it or "bury" it, instead use "bugs" to eliminate pollution.

Look, it's our final-round Daily Double in the category "Let Nature Do It."
What do you want to wager?



Whether we like it or not, we're betting the future of life on Earth.
I'll bet everything.



Instead
of Waiting
for Centuries
for Nature to
Clean Up
Pollution

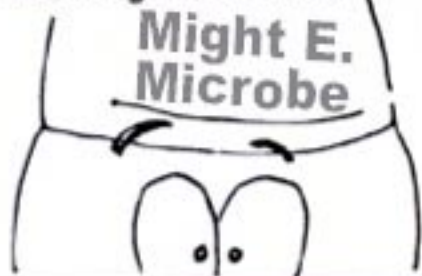
What is: use microbial remediation!

JEOPARDY!

That's right! Why wait centuries for pollution to go away when we can use beneficial microbes to speed-up Earth's natural self-cleaning process?



That's all for today. Remember, together we can bring about a new environmental paradigm and use microbial remediation to end Environmental Jeopardy for ourselves and for future generations!



We're microbes and proud of it!

