

Ted Goldwyn | B2B Writer

Thought leadership content for the financial services industry

Client: ORMS, LLC

Project: Bylined article in RMA Magazine

Objective: Thought Leadership Visibility

ORMS, LLC is a leading environmental review and consulting firm based in Connecticut.

Derek Ezovski, CEO of ORMS had a goal of increasing his firm's visibility in the banking marketplace. He chose RMA Magazine, a leading trade journal, to help showcase ORMS' thought leadership and help build the firm's credibility platform through a 2,500-word article speaking to current environmental policy risks.

COPY CLOSE-UP

The article leads with a youth sports metaphor, speaking directly to the target audience by comparing the chaos of a soccer match with the day-to-day reality of a commercial lending professional:

Commercial real estate lending can seem similar at times. As a lender or risk management professional, you are pulled in many different directions on any given day... No wonder you feel like you're running around in circles!

COPY CLOSE-UP

The 2,500-word article is broken up with frequent sub-headings to make the highly technical material more digestible.

Hot Trends in Environmental

Now that you understand the reasons why an environmental risk management program is so important, let's talk about a few areas that have been getting a lot of attention recently.

1. Vapor Intrusion: Vapor intrusion is defined as "a migration of volatile chemicals from contaminated groundwater or soil into an overlying building."

Years ago, the EPA was primarily concerned with seepage – dangerous solid or liquid compounds bubbling up into a property, or contaminating the groundwater. But more recently vapor intrusion has showed up on the radar screen as regulators have focused more scrutiny on the real dangers of gaseous migration of volatile and semi-volatile organic compounds, as well as inorganic substances such as elemental mercury, radon, and hydrogen sulfide.

From a practical standpoint, the main impact on banks' environmental risk management programs is that the latest Phase I Standard, ASTM 1527-13, now requires that the reports include an evaluation of any potential vapor encroachment to the subject property.



Ted Goldwyn Writing
Clear, Concise, Persuasive Writing

5 East Market St., Suite 225
Corning, NY
tel: 607.438.1099
cell: 914.715.2248
email: ted@tedgoldwyn.com

www.tedgoldwyn.com