

Join Us! Registration Is Open for the PMI Fall Conference

By Dawn Robinson, PMI Communications Manager

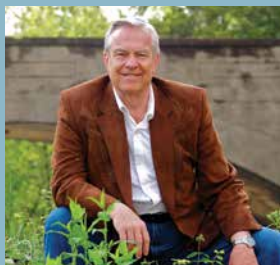
The 2014 PMI Fall Conference will be held October 27-30 at the Westin O'Hare in Rosemont, IL just outside of Chicago. PMI welcomes you to join us for an engaging and exciting conference. This year's fall conference will continue our tradition of digging into major issues affecting our industry, offer up some new changes as we begin our transition into our new conference schedule and offer some new and unique networking opportunities.

Join us in "Setting the Pace."

Registration is available online at www.pmihome.org.

Monday, October 27

The 2014 Fall Conference will kick off on Monday, October 27 with a Board of Directors Meeting (invitation only) followed by a Welcome Reception and Networking Event at the Westin O'Hare in Rosemont, IL. Located just outside Chicago, IL the Westin O'Hare is currently celebrating the completion of a 22 million dollar renovation.



Executive Panel Moderator
Bill Kurtis

An Acclaimed documentary host and producer, network and major market news anchor, multimedia production company president, and grass-fed cattle rancher, **Bill Kurtis** is celebrating his 45th anniversary in the field of broadcasting. Kurtis began his television career at WIBW-TV (CBS) in Topeka, Kansas. In 1966, after

being recognized for his 24-hour coverage of a devastating tornado, Kurtis was hired by WBBM-TV in Chicago where he was a field reporter and later anchor of The Channel Two News. Kurtis moved on to the network level at CBS where he anchored the CBS Morning News and contributed to CBS Reports. He returned to Chicago & WBBM-TV as anchorman from 1985-1997 and was reunited with co-anchor **Walter Jacobson** in the fall of 2010-2013.

In addition to its up-scale meeting space with auditorium seating, the Westin O'Hare offers guests a brand new restaurant concept Benchmark Gastropub, full-service Starbucks, pool, fitness center and spa services. The hotel is conveniently located a short drive from Chicago's O'Hare International airport and offers shuttle service to and from the airport. Visit the [PMI homepage](http://PMIhomepage) to learn more about where our conference will be held.



Tuesday, October 28

Back by popular demand, Tuesday, will open with an Executive Panel Discussion featuring representatives from our member companies' top leadership, including: **Michael Sipek**, CEO, Bradley Corp.; **Jai Shah**, President, Delta Faucet Co.; **Chris Baldwin**, President, Global Faucets, Kohler Co.; **David Lingafelter**, President, Moen Inc.; **Tim O'Keefe**, CEO, Symmons Industries, Inc.; **Claude Theisen**, President and CEO, T&S Brass and Bronze Works, Inc.; and **Bill Strang**, President, TOTO USA, Inc.. The panel will be moderated by acclaimed documentary host, producer and broadcaster **Bill Kurtis**. Following the panel discussion will be **Bob Weidner**, CEO of Metals Service Center Institute (MSCI) with the presentation "Grass Roots: Energizing the Base!"

The Government Affairs Committee will feature updates from PMI Consultants **Stephanie Salmon** (Washington, D.C. Office) and **Jerry Desmond** (California Office), and the Technical and Advocacy/Outreach Committees will come together to evaluate research priorities. The afternoon will conclude with the General Membership meeting where elections of new officers will occur, plaques and awards will be handed out, the budget will be approved and the passing of the gavel from current PMI President **Tim Kilbane**,

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Working With the Leadership to Set PMI's Strategic Path

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

Last month, the PMI Board of Directors, members of the Strategic Advisory Council and our two lobbyists met at PMI headquarters to map out our

legislative and regulatory path for 2015. The group confirmed the results of a survey of PMI member CEOs and agreed to keep PMI's focus pin-pointed on specific plumbing industry "water" issues rather than adopting a more broad-based agenda. Issues including energy, legal and regulatory reform, healthcare, tax reform, trade, safety and labor will be left to larger organizations like the National Association of Manufacturers of which PMI and several PMI companies are members. It was acknowledged that PMI may, from time-to-time, participate as a signatory on letters in support or opposition to certain relevant issues, but we will not devote resources to actively work issues that are outside of the agreed-upon scope.

Focus has been the key to success for our small but mighty organization. With an operating budget of just over \$1.3 million, and a full time staff of four people, each of whom specialize in a different area, our advocacy and outreach activities are currently supported by two lobbyists. Plumbing issues dominate the "plates" of both of our lobbyists: **Stephanie Salmon** on the Federal level and **Jerry Desmond** in California (where State activities there are often the source of initiatives which ultimately appear on other State/Federal agendas.) Adding more topics to an already very full agenda, spreads our resources too thin and dilutes both our efforts and effectiveness.

PMI members have confirmed and our strategy map reflects, PMI's two-pronged member value: Advocacy/Outreach and

Technical Expertise. PMI's staff, financial resources and focus are allocated to support these disciplines equally.

Another important action item at the July Strategy session was the evaluation of candidates for the 2015 Board of Directors slate. A new process is in place whereby interested candidates from PMI Manufacturing Member companies must now apply for the roles. While previous participation in PMI Conferences and Committees is not required, the endorsement and support of the candidate's senior management is. Each candidate is asked to discuss the opportunity within their organizations. Board service requires commitment in time and focus. It is essential that the candidate be willing and able to devote extra time to PMI. Candidates' applications are reviewed by the Executive Committee and presented to the membership for a vote at the General Membership meeting in October.

And while we strive to balance the composition of the Board of Directors by product focus and company size, we are looking for motivated and committed individuals with a demonstrated record of strategic thinking and, ideally, past experience of service on other not-for-profit Boards. We are looking for the best individuals for this important job, regardless of corporate affiliation.

As outlined in the PMI Board Orientation Materials, the basic function of the Board is threefold:

- **Strategic Direction:** To determine the outcomes to be accomplished.
- **Stewardship:** To ensure the resources necessary for achievement are available and used effectively.
- **Accountability:** To make sure the desired outcomes are being achieved.

The Board's role is solely focused on the governance of the organization to

- Establish goals and objectives
- Review, enhance and execute the Strategic Plan
- Focus on the outcome, not the means

In addition, as a steward of the organization's finances, Board members have a fiscal responsibility to PMI. Board members may not use their position to advance personal or corporate agendas and make a commitment to respect the Board governance culture.

As an organization, PMI continues to evolve to meet the needs of members and the challenges presented by our industry. PMI staff provides the foundation and continuity for the organization and is responsible for executing initiatives. Representing the membership as volunteer leaders, the PMI Board of Directors provides the spark and inspiration for our strategic initiatives. The partnership of the Board and the CEO/Executive Director is an important and powerful one.

The results of the July strategy session including the proposed 2015 Advocacy and Outreach agenda together with the 2015 Slate of Officers will be shared with you over the coming months and specifically at the 2014 Fall Conference October 27-30. Don't miss it!

A Note of Thanks

*Hi Barbara,
I wanted to thank you for participating in our 2014 CEIR congress. Your contributions were excellent (as always) and very valuable!*

*Klaus Schneider,
Managing Director, Laufen*

PMI was thanked for providing input on an international water panel during the CEIR Congress in Switzerland in May.

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Symmons Industries, to 2015 President **Fernando Fernandez**, TOTO, will take place (please note that Mr. Kilbane will remain as PMI President through the end of 2014 and Mr. Fernandez will take over as President on January 1, 2015). That evening conference attendees are invited to a cocktail reception and “Chicago style” dinner and networking challenge/event.

Wednesday, October 29

Wednesday’s session will begin with our popular Dual Track session where attendees will break out into two groups, Advocacy/Outreach and Technical Tracks, to address specific industry concerns. The Technical Track will feature a panel discussion on Life Cycle Analysis (LCA), Environmental Product Declarations (EPD) and Product Category Rules (PCR). The Advocacy/Outreach track will host speaker, **Victor Post**, Vice President, GPM Research, on “Market Size and Competitive Influx.” After the breakout sessions, **Jörg Rudolph**, Vice President, Head of Product Management, NEOPERL Inc., will compare green programs from around the world.

Thursday, October 30

Thursday, October 30, will feature a panel discussion on “The Future of Water Revisited” with “The Green Plumber” **John Baethke**, President, John Baethke and Son Plumbing; **Mary Ann Dickinson**, President and CEO, Alliance for Water Efficiency (AWE); **Danielle Gallet**, Infrastructure Strategist and Water Supply Program Manager, Center for Neighborhood Technology; **Mike Ramsey**, Water Superintendent, Village of Westmont, Illinois, with representatives from American Rainwater Catchment Systems Association (ARCSA), Chicago Water agencies and more.

The final segment will conclude with plenty of time to allow attendees to travel back to the airport for their return home. Don’t rush off too soon and miss

out on this insightful session.

Expanded Sponsorship Opportunities

Unique this year, will be an Expanded Sponsorship Program which will bring together industry related companies and other organizations with an interest in PMI and its membership. Participants in the Expanded Sponsorship Program will be available for networking starting at Monday’s Welcome Reception and following all the way through to the end of the conference on Thursday. Currently the list of sponsors includes:

American Rainwater Catchment System Association, American Society of Plumbing Engineers, Canadian Standards Association, Chase Brass, International Association of Plumbing and Mechanical Officials, International Code Council and the Storehouse of World Vision. We are working with the **Union Association of Plumbers and Pipefitters** as a prospective exhibitor to present details about their Veterans in Plumbing program. (See page 5 of this issue for more details about benefits to sponsors.)

Stay Connected

Keep watch on the PMI website and mobile app for more details on speakers and events as we draw closer to the date. The PMI mobile app is available, for free, in both the Apple and Google Play stores; direct links can be found on the [PMI homepage](#).



Victor Post is the Vice President and Managing Partner of GPM Research Inc. He has been an industry consultant for the last decade, supplying market insight to many of the leading companies in the kitchen and bath industry. Prior to being an industry consultant, he spent time at the Kohler Company, and Gerber Plumbing.



A popular presenter at PMI conferences and widely recognized as the “Voice of the UK Bathroom Industry,” **Yvonne Orgill** has been CEO of the BMA since 2006. Ms. Orgill is a high-profile spearhead of the European Water Label committee designed to promote the successful Water Labeling Scheme.



The first certified “green plumber” contractor in Chicago and the state of Illinois, **John Baethke** has become a leader in the green plumbing movement. His company, John Baethke and Son Plumbing has been operating 20 years and has earned a number of accolades.



Mike Ramsey, Water Superintendent of Westmont, Illinois, oversees operations of the water treatment plant and distribution system and has 28 years in the water industry. Mr. Ramsey was selected as the Illinois Section American Water Works Association Water Professional of the Year for 2014.

Save the date and make plans to participate in this exciting event. Hotel registration for this event will close on October 6.

Registration is now open!

PMI 2014 Fall Conference Schedule of Events

Monday, October 27

1:30 pm - 4:30 pm	PMI Board of Directors Meeting (Invitation Only)
3:30 pm - 5:00 pm	Conference Registration
3:30 pm - 7:30 pm	Exhibit Hours and Networking
5:30 pm - 6:00 pm	First Time Attendee Reception
6:00 pm - 7:30 pm	Cocktail Reception (Dinner on your own)

Tuesday, October 28

8:30 am - 10:00 am	CEO/Executive Panel featuring: Michael Sipek , CEO, Bradley Corp.; Jai Shah , President, Delta Faucet Co.; Chris Baldwin , President, Global Faucets, Kohler Co.; David Lingafelter , President, Moen Inc.; Tim O’Keeffe , CEO, Symmons Industries, Inc.; Claude Theisen , President and CEO, T&S Brass and Bronze Works; Bill Strang , President, TOTO USA Inc.; moderated by media personality Bill Kurtis
10:00 am - 10:30 am	Networking Break and Exhibits
10:30 am - 11:30 am	Grass Roots: Energizing the Base! by Bob Weidner , CEO Metals Service Center Institute
11:30 am - 12:30 pm	Government Affairs Committee with reports from PMI Government Relations Consultants Stephanie Salmon , Washington D.C. Office and Jerry Desmond , California Office
12:30 pm - 2:00 pm	Lunch, Exhibits and Free Time for Office Catch-Up
2:00 pm - 3:30 pm	Combined Technical and Advocacy/Outreach Tracks to evaluate research priorities
3:30 pm - 3:45 pm	Networking Break and Exhibits
3:45 pm - 5:00 pm	General Membership Meeting: elections, passing of the gavel, approval of the budget and dues, plaques and awards presentations
6:30 pm - 8:30 pm	“Chicago Style Dinner” and Networking Challenge/Event

Wednesday, October 29

8:30 am - 10:30 am	Dual Tracks (Choose One) Technical Track featuring a panel discussion on Life Cycle Analysis, Environmental Product Declaration and Product Category Rules; and Stephanie Tanner , Lead Engineer, EPA (invited) OR Advocacy/Outreach Track with Victor Post , Vice President, GMP Research, on Market Sizing and Competitive Influx; and Veronica Blette , Chief WaterSense Branch, EPA (invited)
10:30 am - 11:00 am	Networking Break and Exhibits
11:00 am - 12:00 pm	Jörg Rudolph , Vice President, Head of Product Management, NEOPERL, Comparison of “Green” Programs from Around the World
12:00 pm - 1:30 pm	Lunch, Exhibits and Free Time for Office Catch-up
1:30 pm - 2:00 pm	Dual Tracks Session Reports and Website Update
2:00 pm - 3:00 pm	Fair Trade Committee: Yvonne Orgill , CEO, Bathroom Manufacturers Association (BMA) with Internet Sales vs. British-Born Products and Hampton Newsome , Attorney, Federal Trade Commission Bureau of Consumer Protection, talks Internet Sales of Non-Compliance Products/Environmental Labeling
3:00 pm - 3:30 pm	Networking Break and Exhibits
3:30 pm - 5:00 pm	Water Efficiency and Sustainability Committee with Christian Taylor-Hamlin , Technical Director, BMA; and Eden Brukman , Technical Director for Health Product Declarations (invited)
5:30 pm - 6:45 pm	Cocktail Reception and Exhibits
6:45 pm - 8:45 pm	Dinner with “Wit and Wisdom” from corporate entertainment personality Conor Cuneen

Thursday, October 30

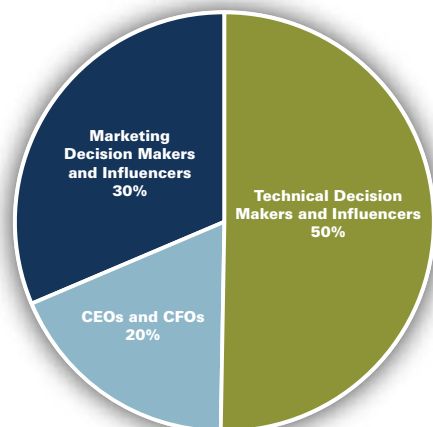
9:00 am - 11:30 am	Panel Discussion: “Future of Water Revisited” with “The Green Plumber” John Baethke , President, John Baethke and Son Plumbing; Mary Ann Dickinson , President and CEO, Alliance for Water Efficiency; Danielle Gallet , Infrastructure Strategist and Water Supply Program Manager, Center for Neighborhood Technology; Mike Ramsey , Water Superintendent, Village of Westmont, IL; with representatives from American Rainwater Catchment Systems Association, Chicago Water agencies and more
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PMI 2014 Fall Conference Expanded Sponsorship

Oct 27-30, 2014 | The Westin O'Hare in Rosemont, IL



A National Conference that Attracts
Decision Makers and Influencers



Attendees by job function

PMI's Fall Conference attracts up to 75 representatives/attendees from leading industry players. These are the top executives and technical experts in the U.S. plumbing industry.

5 Reasons to Exhibit at PMI's Fall Conference

- 1 Benefit from a wider reach**
The most influential group of industry leaders from the top manufacturers across the country.
- 2 Build relationships**
Get direct access to key decision-makers before, during and after the event.
- 3 Enhance your corporate image**
Show your support and commitment to the plumbing industry.
- 4 Gain access to a national audience**
Meet face-to-face with executives/professionals from all over the country in one place.
- 5 Showcase your latest technology and services**
Demonstrate your products and services in front of plumbing industry leaders.

Please contact PMI Staff or visit www.pmihome.org for more details.

Sponsorship Opportunities at PMI's Fall Conference

Choosing to participate in the expanded sponsorship program at the 2014 PMI Fall Conference will open doors to one-on-one conversations with leading manufacturers, and key decision makers, from across the plumbing industry. Packages include up to *two full conference registrations*. Whether it is at your tabletop display, during networking sessions, during conference meetings, you gain valuable face-to-face time with current and potential clients. *Extra registrations are available for an additional fee.*



History of Plumbing Timeline: Check It Out and Be Proud!

It is widely known that plumbing has saved more lives than the medical profession. In recognition of the important role that plumbing plays not only in our daily lives, but also in maintaining our health, PMI has put together a timeline of facts about our industry. The resulting graphic shows the progression of plumbing from its inception in ancient civilizations to modern day. It highlights the role that PMI and its member companies have played through technological advances, establishing and harmonizing standards to maintain health and safety, and serving to create safer, more reliable plumbing systems and products. This timeline is a work in progress and will continue to evolve and grow. We welcome your contributions and suggestions!

The timeline will be distributed via several mediums to policymakers and industry professionals as well as educators, students and posted online.

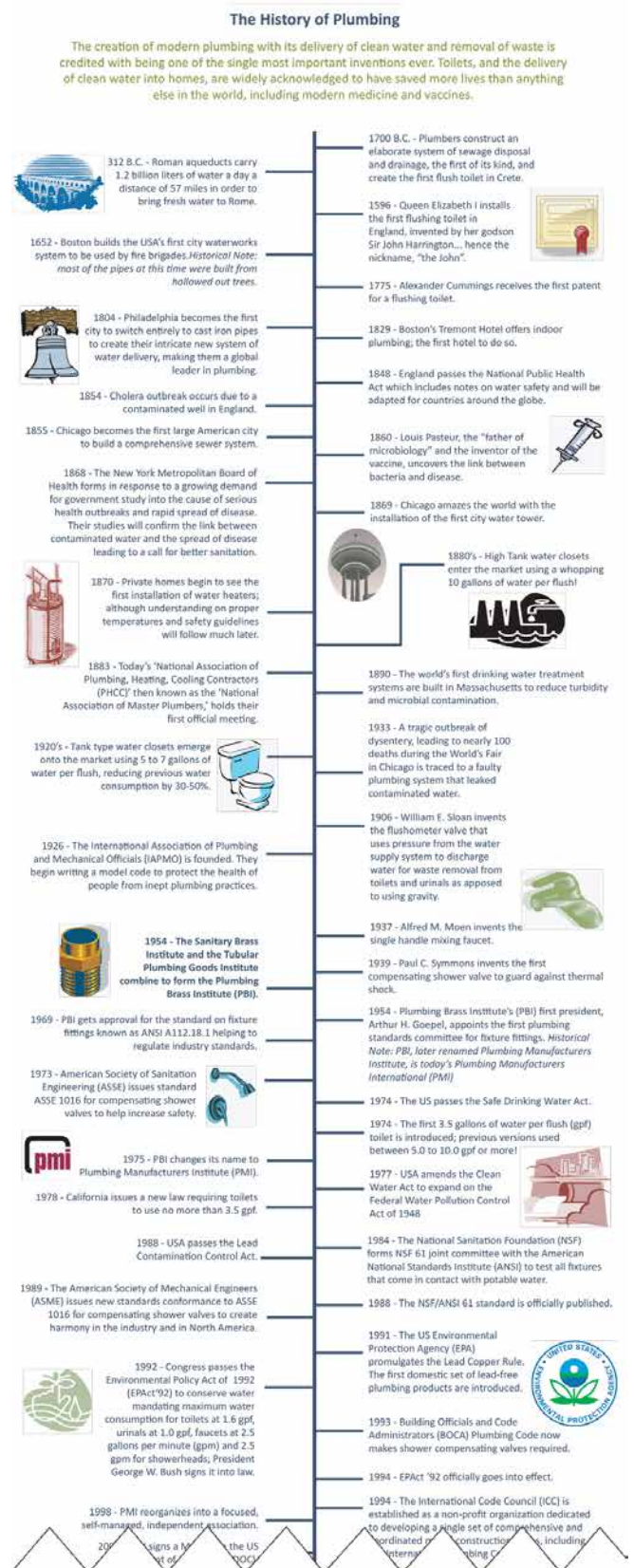
[View the timeline on the PMI website.](#)

Learn more about the work PMI is doing via our social media sites and our weekly hashtag sent via Twitter @SafePlumbing's #PlumbingDidYouKnow sent out every Thursday at 4:30 pm Eastern time. You can also follow the new #PlumbingFacts feed via @PlumbingMfgIntl sent Thursdays at 12:00 pm Eastern Time and featured on our PMI Facebook page for "Throwback Thursdays."

Results Posted Next Week: Manufacturing Members Speak

PMI Manufacturing Members respond to the PMI member satisfaction survey—they spoke, we listened. PMI greatly appreciates everyone's participation in these surveys and values all our members' insights. Maintaining member satisfaction is our top priority!

See the complete results posted online to our website next week in the upcoming issue of *Inside My PMI*.



Continued online

Have We Got You on Our Lists?

By Jodi Stuhrberg, PMI Association Manager



Jodi Stuhrberg

Don't miss out! Please take a moment to consider whether you are receiving these publications: *Ripple Effect*

PMI has a number of ways in which we communicate with our members and we want to be sure that you are fully realizing the benefits of your membership.

(monthly newsletter); *Inside My PMI* (bi-weekly, members-only newsletter); invitations and minutes from Technical Committee, Advocacy/Outreach Committee and Government Affairs conference calls; and PMI Conference announcements.

Much of this material is also available through the PMI Smart Phone App. We encourage you to download it free. Direct links to the mobile app in both the Apple and Google Play stores can be

found on the [PMI homepage](#).

Please contact me, Association Manager, **Jodi Stuhrberg**, at (847) 481-5500 ext. 107, or jstuhrberg@pmihome.org to update or confirm your contact information and ensure receipt of any or all in which you have an interest.

We want to be sure we've got you covered!

Members Support PMI

Special thanks to **Scott McDonald**, Vice-President of Marketing, and Fluidmaster, Inc. for their gift of four banners for PMI—two table-top and two floor-standing displays. Each style features a PMI and a Safe Plumbing promo. These banners will be put to good use at trade-shows, conferences and other PMI events!



Congratulations to:



Rick Reles, Vice President of Leadership and Professional Development, Kohler Company, who has been appointed to the PMI Board of Directors to finish out the 2014 term.

Effective immediately, this appointment was made through unanimous approval by the PMI Board of Directors following the vacancy left by **David MacNair**, formerly of InSinkErator, who has left the industry. Mr. Reles will have the opportunity to run for his own two-year term for 2015-2016 via the standard election process.

Mr. Reles also currently co-chairs our Advocacy/Outreach Committee alongside **Kris Alderson**, Senior Marketing Manager, Bradley Corporation.

Out and About with PMI Staff

PMI continues to foster relationships between staff and its membership through site visits to member locations as PMI Technical Director **Matt Sigler**, visits Midwest members: Bradley Corporation, InSinkErator, Kohler Co. and Lavelle Industries. He was joined by PMI Association Manager **Jodi Stuhrberg**, for the visits to both Bradley Corporation and InSinkErator. PMI staff values these member visits as a chance to better understand our membership and their products, and to discuss best practices for working together to maximize member value.



PMI's Matt Sigler, Technical Director, and Jodi Stuhrberg, Association Manager, visit PMI Manufacturing Member, InSinkErator in Racine, Wisconsin



Matt Sigler, Technical Director, PMI; Andy Bonlender, Product Compliance Manager, Bradley Corp. and Jodi Stuhrberg, Association Manager, PMI at Bradley Corporation headquarters in Menomonee Falls, Wisconsin

PMI Staff Enjoys A Relaxing Evening of Music



PMI enjoys a summer staff outing listening to Beethoven in the Park at Ravinia Park outside Chicago, IL. Pictured left to right: Dawn Robinson, Communication Manager; Jodi Stuhrberg, Association Manager; Matt Sigler, Technical Director and Barbara C. Higgins, CEO/Executive Director

Holiday Schedule Reminder

**The PMI offices will be closed on
Monday, September 1 in observance of Labor Day**

2014 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Tim Kilbane, Symmons Industries
President

Fernando Fernandez, TOTO USA
Vice-President

Paul Patton, Delta Faucet Company
Treasurer

**Jeff Baldwin, T&S Brass and
Bronze Works**
Immediate Past President

DIRECTORS AT LARGE

Peter Jahrling, Sloan Valve Company
(1/12-12/14)

**C.J. Lagan, American Standard
Brands**
(1/13-12/15)

Rick Reles, Kohler Company
(6/14-12/14)

Scott McDonald, Fluidmaster
(1/14-12/15)

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