

## PMI Hosts CEO Forum To Gain Insight and Set the Course

By Barbara C. Higgins, PMI Executive Director

Eleven PMI Member Company CEOs attended a unique Forum developed especially for them. The event was held February 5 at PMI headquarters in Rolling Meadows, IL.

Attendees included: **Richard O'Reagan**, President, Delta Faucet Company; **Tim Schroeder**, President, Duravit USA, Inc.; **Rob Kass**, Chief Marketing Officer, Elkay Manufacturing Company; **Ray Fisher**, President, Fisher Manufacturing Company; **Todd Talbot**, President, Fluidmaster; **Tim Ferry**, President, InSinkErator; **Hugh Ekberg**, President, Kitchen and Bath Americas, Kohler Co.; **David Lingafelter**, President, Moen Incorporated; **Graham Allen**, Co-President/CEO, Sloan Valve Company; **Tim O'Keefe**, Chief Executive Officer, Symmons Industries, Inc.; **Claude Theisen**, President/CEO, T&S Brass and Bronze Works, Inc.; **Mike Sennett**, legal counsel; **Barbara C Higgins**, PMI Executive Director; and **Tim Kilbane** of Symmons as the PMI Board liaison.

PMI member company CEOs requested a peer-to-peer forum as a stand-alone event and not in conjunction with a PMI meeting. There was interest in exploring ways to leverage PMI's power on key industry issues (PMI members represent 90% of the products sold in the market.) Ray Fisher, in his dual role as both Fisher Manufacturing CEO and PMI Board member, helped design the content and format of the Forum.

In addition, the PMI Board of Directors has recognized the need for input from CEOs on specific issues and piggybacked on this opportunity to gather CEO input by sending Mr. Kilbane as a Board representative.

The objective of the meeting was stated as:

*A successful meeting outcome will be to identify two key strategic initiatives for PMI to put its weight behind in 2013 and to identify what needs to be done to ensure that*

*PMI is appropriately structured to achieve those initiatives, including structure of the PMI Board of Directors, ongoing strategic input from CEOs and funding.*

The session was divided into two parts. First, the group reviewed industry challenges and issues. The proliferation of legislation and regulation was ranked as the number one thing keeping our CEOs up at night. Second, the group examined PMI to ensure that the organization is properly positioned and prepared to address these issues. The group discussed funding and governance issues (board structure; board selection; dues levels; membership growth; alternate revenue streams; and potential industry partnerships.)

Stay tuned as these many great ideas are put into place in the coming days! (See page 6 for photos.)

## PMI® is Now Officially a Globally Registered Trademark

Google PMI and you will find a number of different people using the three letter sequence. Globally there are a dozen organizations, schools and companies using the acronym; even an airport. In a world that is shrinking and an online social media craze that is reducing our language to bare bones characters, it is more important than ever to reserve our rights to use 'PMI' in reference to our group.

This past month marked an important step forward in this effort. As of today, Plumbing Manufacturers International has successfully registered and reserved the rights to use 'PMI' as our trademark in: Australia, Brazil, Canada, China, Hong Kong, India, Japan, Mexico, Turkey, the United Arab Emirates, the USA and the 27 member companies of the EU.

Please note that new logos for PMI including the registered trademark '®' are available for download on PMI's website.

# PMI to Co-sponsor Emerging Technologies Symposium

By Dawn Robinson, PMI Communications Manager

PMI is proud to be co-sponsoring the 2014 Emerging Technologies Symposium (ETS), to be held April 23-24, 2014, at the Crystal Gateway Marriott in Arlington, Va. It will be the most comprehensive and informative industry event since the ETS debuted in 2008.

“Collaboration is the key to maximizing the effectiveness of our industry and to having our voice heard. PMI wholeheartedly supports initiatives like this one, which bring together these various groups in the spirit of cooperation. Working together, we will reach our goals sooner and be recognized for the great strides being made by our industry in the name of water efficiency, health and safety. We are delighted to be part of ETS,” commented **Barbara C. Higgins**, Executive Director of Plumbing Manufacturers International.”

An unprecedented number of organizations, representing the foremost leaders in the plumbing and mechanical industries, have signed on to present the symposium as co-conveners. They are: the International Association of Plumbing and Mechanical Officials (IAPMO), the World Plumbing Council (WPC), the American Society of Plumbing Engineers (ASPE), the Mechanical Contractors Association of America (MCAA), the Plumbing-Heating-Cooling Contractors National Association (PHCC), the Plumbing Manufacturers International (PMI), the United Association (UA), and the Canadian Institute of Plumbing & Heating (CIPH).

“The participation of such a diverse and widely respected group of organizations in the planning and presentation of this fourth International Emerging Technology Symposium will certainly make it the most important plumbing and mechanical event in North America in 2014,” said IAPMO CEO GP, **Russ Chaney**. “IAPMO is honored to be part of what will no doubt be an historic forum for innovation.”

A call for abstracts has gone out requesting ideas and submittals for presentations. This is an excellent opportunity for PMI Members to become more involved in an integral part of the development of our industry.

Building upon a highly successful and universally acclaimed formula refined during three previous symposiums (Chicago, 2008; Ontario, Calif., 2010; Washington, D.C., 2012), the event will gather plumbers, contractors, engineers, manufacturers and water efficiency experts to introduce new technologies for the plumbing and mechanical industries, and discuss

how policy initiatives can drive the introduction of these technologies to market and advance the cause of water and energy efficiency. The ETS is designed to provide a portal for the host organizations’ partners in the manufacturing, engineering and trade industries to display and demonstrate their innovative solutions to legislative and regulatory developments that often alter industry landscapes.

A series of videos from the previous three symposiums are available for viewing online at <http://www.youtube.com/user/IAPMOGroup>.

## What’s In a Name? PMI Launches Contest to Rename PMI News

By Dawn Robinson, PMI Communications Manager

PMI’s two communication newsletters will be undergoing changes as a result of the survey we conducted last month regarding both our publications: *PMI News* and *PMI This Week*.

Based on your input and these results *PMI This Week* will switch to a bi-weekly distribution—thereby requiring a new name. Also, from our discussions with members, it appears that there is some confusion surrounding the differences between the two newsletters; differences that new names can help define. *PMI This Week*, now renamed ***Inside My PMI***, is intended to be for members only. It is an internal document about hot topics inside PMI and the industry. Please help us protect the value of your dues investment by not sharing this valuable member benefit with non-members!

On the other hand, *PMI News* is intended to provide a glimpse into what’s happening at PMI and features open readership. Both members and non-members are eligible to receive the publication to keep up-to-date on all that is happening here. It is an opportunity for us to show prospective members what PMI is all about!

Now, we are inviting all of our readers to take part in a contest to rename *PMI News*. Submit your suggestions for the new name to **Dawn Robinson** at [drobinson@pmihome.org](mailto:drobinson@pmihome.org) or via twitter at [@PlumbingMfgIntl](https://twitter.com/PlumbingMfgIntl) no later than April 1. The top contenders will be presented to all members to be voted on at the Spring Conference. The lucky winner will receive a \$50 Visa gift card. Ideally names will be reflective of PMI and its mission, as well as those of our educational website, [SafePlumbing.org](http://SafePlumbing.org).

# Preparing to Defend the Limits of How Low Can We Go!

By Len Swatkowski, PMI Technical Director



Len Swatkowski

Efforts to reduce energy and water resources in the past have produced notable unintended consequences including adverse effects on health, safety

and product performance. There are still stories of the first 1.6 gallon per flush water closets which were rushed into production to meet the 1992 EPA Act. While the engineering and design of water closets has since resolved the performance of these first generation products, the public is still wary of new plumbing changes. The key is early involvement of plumbing manufacturers in these discussions.

The ASHRAE building efficiency standards of the 1980's resulted in buildings designed and built so tight that thousands of people were hospitalized from Sick Building Syndrome. Many of these buildings had to be demolished. Air conditioning efficiency standards initially resulted in units that created cold, humid environments that were also a part of the Sick Building Syndrome. Clothes washer efficiency standards forced detergent companies to produce more caustic products and fabrics were redesigned to remove dirt in cold water. The list of unintended consequences should have been shorter if decisions were based on more fact than editorial.

We need research data and facts to make our situation clear. Our goal is not to discourage water efficiency efforts, but to bring light to the very real possibility that additional reduction of indoor water use may not be feasible as it impacts health, safety and product performance. Anecdotal comments from regulators and NGO's support this understanding. The problem is we need a technical support document that cites research and data showing this as fact.

On Tuesday, April 9 at 10:00 AM, we will discuss the available research to support this situation during the 2013 PMI Spring Conference in Austin Texas.

**Paul Patton**, Delta Faucet, will lead a discussion on "How low can we go? ... and How do we know?" Be prepared to defend water efficiency positions on all of our products and provide sources of the facts to support those positions. The 2005 US Geological Survey reports that domestic plumbing fixtures and fittings use less than 1.1% of the fresh water supply. However, our products are visible representations of water use and conservation. We need to prepare to prove and defend the limits of viable

high-efficiency flow rates and data will be the key to a credible position.

Human nature has a tendency to maintain the status quo and managing change in a way that sometimes prevents a habit, process or policy from coming to its natural end. Such is the ratcheting of water efficiency standards and the multitude of codes, standards and regulations that continually breathe life into a poorly analyzed and oversimplified response to water shortages. Now is the time when plumbing manufacturers can respond to the sound of unsupported ratcheting and present the facts to affected parties, customers and the consuming public.

## Are You Up-to-Date on Your Codes & Standards? Download Segments 1 and 2 Online Today

Since 1999, PMI has endeavored to present new and relevant content to its members regarding vital issues surrounding our industry's codes and standards with live format training sessions, presented by PMI's Technical Director, **Len Swatkowski**. This year PMI is expanding this program to include even more information.

"The Codes and Standards Workshop training fills an unmet need for our industry" says PMI's Technical Director Len Swatkowski. "A working knowledge of codes, standards and regulations is needed more than ever with increasing changes from government and non-government organizations. This workshop outlines the process and status of the regulatory world and the impact of the external environment on the design and marketing of our products and should be an essential part of every member of a product team for strategic and tactical reference."

In the new format the training sessions are broken up into three segments. The first two are now available online in an audio/slide format narrated by PMI Technical Director Len Swatkowski. Access to these segments is available online on PMI's homepage ([www.pmihome.org](http://www.pmihome.org)). The average run time of the first two segments is three hours, but each individual controls his/her own pace.

The final third part of the training builds upon the first two and will only be available at the **PMI Spring Conference**. All attendees are encouraged to take the first two segments prior to attending.

PMI's Executive Director, **Barbara C. Higgins** notes, "In today's business climate, knowledge of national and international standards and standards-making bodies, and how they interrelate, is critical for management, technical and sales personnel. Part of our mission is to make this information available to our industry as conveniently and affordably as possible."

PMI members can take the first two courses at a discounted rate of \$195.

# Registration for the 2013 Spring Conference is Open

Don't forget to reserve your spot at PMI's 2013 Spring Conference in Austin, Texas. Registration is now open and spots for the Habitat for Humanity project are filling up. Shout outs go to **Tim Doyle** of Amerikam for being the first official registrant and to 2013 PMI President **Jeff Baldwin** of T&S Brass and Bronze Works, and his wife **Ruth Ann**, for being the first to sign up for the Habitat project.

This year's conference is shaping up to be an exciting and dynamic event. Just this week we have added two new speakers to the agenda. **Bill Hoffman**,

Technical Advisor to Water Management Inc., an Austin based water management firm focused on water conservation and the demand of water resources, will give an update on water issues and solutions under review in Texas. While **Tom Bruursemma**, General Manager of Sustainability at NSF International, will speak on the progress of NSF 375 and our current status in the development of consensus sustainability standards for plumbing fixtures and fittings.

Registration closes soon! Reserve your spot before the March 15th deadline.



## PMI Goes Social: Follow Us Online and Join the Discussion

*By Dawn Robinson, PMI Communications Manager*

In keeping with PMI's mission to be 'the voice of the industry' we are expanding our Advocacy and Outreach vehicles to include social media. PMI currently enjoys a well-established following on LinkedIn but hasn't done much in other areas of the web. In an effort to get our voice heard by wider circles and to draw more traffic to both PMI and the Safe-Plumbing websites, we will be expanding to Twitter and Facebook, as well as enhancing our existing sites.

Each social media site will have two segments: one for PMI and one for Safe-Plumbing. There will be some cross-over of information between the two but it is our intention that the PMI sites be member-driven and relate directly to the organization, while the SafePlumbing sites will be more generally informative.

January has already proven to be a lucrative month for expanding our vocal reach into these expanded markets. The PMI LinkedIn page is by far our most productive. Prior to this campaign there were already nearly 600 followers; following progressive outreach efforts we have already increased that number to

692. Our Twitter pages have gone from zero to 34 vetted followers for @Safe-Plumbing and 22 for @PlumbingMfgIntl. These followers run the gamut of media persons, professional plumbers, professional organizations and environmental groups both domestically and internationally.

We encourage all of our members to follow us at all of our sites and to encourage your followers to do the same. As we expand our following, your voice at PMI will grow. Please help us in establishing our validity on all of our sites—the more PMI members who follow us on Facebook and Twitter, the more likely we will be able to draw in non-members as well.

If you have ideas for discussions and news blasts, we want to hear them. Suggestions can be sent to **Dawn Robinson** at [drobinson@pmihome.org](mailto:drobinson@pmihome.org) or submitted directly online.

### Find us online at:

#### Twitter

[@PlumbingMfgIntl](https://twitter.com/PlumbingMfgIntl)

[@SafePlumbing](https://twitter.com/SafePlumbing)

#### LinkedIn Groups

Plumbing Manufacturers International  
[http://www.linkedin.com/groups?home=&&gid=1812215&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&&gid=1812215&trk=anet_ug_hm)

Safe Plumbing  
[http://www.linkedin.com/groups?home=&&gid=4196725&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&&gid=4196725&trk=anet_ug_hm)

#### Facebook

Plumbing Manufacturers International  
<https://www.facebook.com/#!/PMI-home>

Safe Plumbing  
<https://www.facebook.com/pages/Safe-Plumbing/208363709303473>



# 2013 PMI Spring Conference Schedule

## Sunday, April 7

1:30 pm - 5:00 pm PMI Board of Directors Meeting (Invitation Only)  
 3:00 pm - 5:00 pm Meeting Registration  
 5:30 pm - 6:00 pm First Time Attendee Reception  
 6:00 pm - 7:15 pm Cocktail Reception  
 DINNER ON YOUR OWN

## Monday, April 8

8:30 am - 10:00 am Opening Keynote: **Dr. Lowell Catlett, Futurist with an Upbeat Message for Conference Attendees**  
 10:00 am - 10:15 am Break  
 10:15 am - 11:15 am Welcome and General Membership Meeting  
 11:15 am - 12:15 pm ISSUE COMMITTEE: Fair Trade with Anti-Dumping Presentation by **Joe Dorn**, Partner, King & Spaulding, LLC  
 12:15 pm - 1:45 pm Lunch  
 1:45 pm - 3:15 pm Follow Up to “Plumbing as a Profession: How We Can Work Together” with **Tom Bigley**, Director of Plumbing Services, United Association, and guests  
 3:15 pm - 3:30 pm Break  
 3:30 pm - 5:00 pm ISSUE COMMITTEE: Water Efficiency and Sustainability  
 6:00 pm - 9:30 pm Dine Around Austin

## Tuesday, April 9

### Dual Track Meetings (with a twist!)

#### Technical Track

8:00 am - 9:00 am Get the Lead Out Consortium Presentation by PMI Technical Director **Len Swatkowski**  
 9:00 am - 9:45 am **Russ Chaney**, Executive Director of International Association of Plumbing and Mechanical Officials (IAPMO) on their Acquisition of American Society of Sanitary Engineers (ASSE)  
 9:45 am - 10:00 am Break  
 10:00 am - 11:00 am Emerging Issues: A Proactive Approach

#### Advocacy and Outreach Track

8:00 am - 11:00 am  
 • Proactive Outreach Plan  
 • Social Media Strategy  
 • Partnerships and Perspectives

### 11:00 am - 12:00 pm Technical/Outreach Dual Track Joint Session

12:00 pm - 1:30 pm Lunch  
 1:30 pm - 2:45 pm Updates From Up North, Across the Pond and Down Under with CIPH, BMA and PPIG  
 2:45 pm - 3:15 pm Reports from Dual Track Sessions  
 3:15 pm - 3:30 pm Break  
 3:30 pm - 4:30 pm Government Affairs Standing Committee  
 4:30 pm - 5:00 pm American Rainwater Catchment Systems Association Presentation  
 6:00 pm - 7:15 pm Cocktail Reception  
 7:30 pm - 9:30 pm Dinner

## Wednesday, April 10

7:30 am - 9:00 am Breakfast  
 8:00 am - 10:00 am PMI “Green” Codes and Standards Workshop presented by **Len Swatkowski**  
 8:00 am - 12:00 pm Board Development Action Plan (Invitation Only)

## PMI Hosts CEO Forum To Gain Insight and Set the Course

(Story on page 1)



*Brainstorming and prioritizing industry issues with Rob Kass, Chief Marketing Officer, Elkay Manufacturing Company; Tim Schroeder, President, Duravit USA Inc.; Tim Ferry, President, InSinkErator; Graham Allen, Co-President/CEO, Sloan Valve Company.*



*Leveraging the power of PMI with Richard O'Reagan, President, Delta Faucet Company; Tim O'Keefe, Chief Executive Officer, Symmons Industries; Tim Kilbane, PMI Board Liaison from Symmons; Dave Lingafelter, President, Moen Incorporated; Mike Sennett, legal counsel for PMI.*



*Ray Fisher, President, Fisher Manufacturing Company; Todd Talbot, President, Fluidmaster.*



*Hugh Ekberg, President, Kitchen and Bath Americas, Kohler Co.*



*Claude Theisen, President/CEO, T & S Brass and Bronze Works, Inc.*



## 2013 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

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

**Tim Kilbane, Symmons Industries**  
First Vice-President

**Fernando Fernandez, TOTO USA**  
Second Vice-President

**Paul Patton, Delta Faucet Company**  
Treasurer

**Stewart Yang, Kohler Co.**  
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)

**David MacNair, InSinkErator**  
(1/12-12/14)

**Ray Fisher, Fisher Manufacturing Company**  
(9/12-12/13)

**Bobbi Warren, Amerikam**  
(1/13-12/15)

**John Watson, Elkay Manufacturing Company**  
(1/13-12/13)

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