

## Lost In Translation: Good Communication is No Easy Feat

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

PMI's chief product is information. Members join PMI because they want access to the latest industry issues, codes and standards developments, regulations and legislation. Communicating that information is the most important function we provide. But communication is no easy task. It is truly a gift to be able to succinctly and accurately impart important information, and to have that information understood by the recipient precisely as intended.

That said, I'd like to take a moment to acknowledge the members of PMI for whom English is not their native language. A glance around the conference crowd shows that PMI has truly grown into its "International" moniker. Germany, France, Switzerland, Denmark, East Asia, Mexico, Eastern Europe... PMI is communicating important messages to a broad audience. Always on a course of self-improvement, and following my ill-fated attempt at learning to play the banjo, I am trying to learn to speak German. Sheesh! The more I learn, the more I am impressed by PMI members who straddle two or more languages. While my German is coming along painfully slowly, what has improved is my French! My poor brain knows that I am seeking a non-English word and offers up what it views as the closest equivalent; French! I have become aware of how many colloquialisms we use and how rapidly we speak. Our words run together at a frightening pace and our lazy mouths just don't bother to articulate very well. Case-in-point: Over the holidays I was listening to a Country-Western Christmas song and was amazed that the lyrics included a reference to "turkey bacon in the oven." WOW! Country-Western meets healthy dining. As I listened again, I realized the singer was referring to "turkey bakin' in the oven." Oops.

My participation in the CEIR— the European Valve Association and BMA – the Bathroom Manufacturers Association

(UK) conferences have put my communications skills to the test. The voice inside my head advises me to take a breath, slow down, avoid slang, skip the acronyms and imagine the incredible translation happening in those brains at lightning speed. (To be honest, that's the same mantra I use when speaking with my husband.)

BMA Chief Executive **Yvonne Orgill** and I are among the few native English speakers who make presentations at the annual CEIR conferences. There are times when even she and I have moments of confusion. There is certainly truth in the adage that England and the USA are two countries separated by the same language. When Yvonne talks about the "pear-shaped" economy or compares the obvious and unnecessarily redundant nature of the point being made to "teaching Granny to suck eggs," I just scratch my head and shrug. We've agreed that subtitles would be helpful!

In any case, communication is at the center of what we do. We reach out to you, our members, using a variety of media. Check your personal profile on the Members' Only site of [safeplumbing.org](http://safeplumbing.org) to update your preferences for our various mailing lists, conference call invitations and committees. The steps are self-explanatory, but be sure to reach out to a PMI staff member if you have questions or need help (see article on page 8 for step-by-step instructions).

We're filling the airwaves with important information to help you and your company thrive in this hectic marketplace. Don't miss out!

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# 2016 Predictions – PMI Technical Director Looks Ahead

By Matt Sigler, PMI Technical Director



Matt Sigler

With the dawn of a new year comes predictions for the year ahead. Whether it is the next President of the United States or the NFL Super

Bowl Champion, there has been no shortage of predictions for 2016. So if **Sean Hannity** or **John Madden** can make predictions, why can't I when it comes to technical issues that PMI and our members will face in 2016?

So with crystal ball in hand, here I go:

- The California Energy Commission (CEC) issues no new dockets that impact the flush volumes or flow rates for plumbing fixtures or fittings. Considering that the CEC issued new appliance efficiency regulations for lavatory faucets, kitchen faucets, showerheads, water closets and urinals in 2015, this seems like a “no-brainer.”
- The Office of Environmental Health Hazard Assessment (OEHHA) releases their finalized Prop 65 warning regulations. After years of deliberation, and countless comments that the California Chamber of Commerce Proposition 65 Coalition (of which PMI is a member) has submitted, I believe this will be the year.
- PMI begins working on a new Product Category Rule (PCR) guidance document, and establishes stronger ties with U.S. Green Building Council (USGBC). After PMI releases our PCR Guidance Document for Kitchen and Bath Vessel Fixtures, hopefully during the first quarter, the plan is to be-

gin work on another PCR guidance document. Along with developing PCR guidance documents for our industry, PMI also participates on the USGBC's Environmental Product Declaration (EPD) Consortium that brings together trade associations from all industries to brainstorm on ways to promote sustainability.

- The Federal Trade Commission (FTC) accepts PMI's recommendation to remove the American Society of Mechanical Engineers (ASME) product standard marking requirements for showerheads, faucets, water closets and urinals from 16 CFR part 305. Several standard organizations have submitted comments to the FTC in support of the comments submitted by PMI that asked for the removal of the ASME product standard marking requirements.
- The U.S. Department of Energy (DOE) issues no new regulations that impact plumbing products. Based on the DOE's semiannual regulatory agenda (issued November 2015), it does not appear that DOE will be focusing on plumbing

products in 2016. Instead their focus will be on appliances such as dishwashers, clothes washers and refrigerators.

- The EPA proposes new labeling or marking requirements for lead-free and exempted products within their Notice of Proposed Rulemaking (NPR) for the Reduction of Lead in Drinking Water Act (RLDWA). In a comment letter dated April 29, 2015 PMI opposed any additional labeling or marking requirements. However, as reported during several 2015 Tech Talks, PMI has met with EPA Staff to discuss this very topic and anticipates new requirements being proposed.

It should be interesting to see how many of my predictions will come to fruition when 2017 rolls around. I can say with a 100 percent certainty that with the involvement of PMI's members and the assistance of PMI's consultants **Stephanie Salmon** (Federal Government Affairs), **Jerry Desmond** (California Government Affairs) and **Frederick Desborough** (Technical), PMI Staff will be more than prepared to address any issue that presents itself in 2016.

## PMI Allied Committee Chair Named



Congratulations to **Shahin Moinian**, President, International Code Council-Evaluation Services (ICC-ES) on being named 2016 Chair of the Allied Member Committee. The Allied Committee works with the PMI Board of Directors to share input and concerns on behalf of PMI's Allied Members. Shahin's appointment was made by 2016 PMI Board President, **Paul Patton**, Delta Faucet Company, and is effective immediately through the end of 2016.

Mr. Moinian has served as the committee chair since July of 2015 when he completed the term left vacant by **Chris Salazar**, formerly of NSF, who left the industry. Committee chair appointments are based on leadership, demonstrated commitment to PMI, and attendance at PMI meetings and forums. All chairs are provided with leadership guidance and training by PMI.

# Answering the Call to Action – What Happens Next?

By Dawn Robinson, PMI Communications Manager



Dawn Robinson

Persons outside our industry may be surprised to know just how often we are called upon to answer a “call to action,” but the truth is plumbing is a dynamic and

often fast evolving industry. Changes to codes and standards, breakthroughs in new technology, challenges from Mother Nature and more keep many of us up at night. Often these changes are good and result in positive growth, while others can be more challenging. Some happen naturally as research and development teams strive for success, and some are the results of a driving need outside our ability to control, such as the current drought.

Answering the call to action is often easy—the need is there, and so is the attention. People are focused on it, talking about it, and the media is engaged. But what happens when headlines fade? The need remains, action is still needed, and the work is often just getting started.

Take the California drought as an example. It has been a year since Governor **Jerry Brown** issued his mandate calling for a 25% reduction in state water consumption. Since that time there has been a resounding call to action that has motivated residents, policymakers, manufacturers, and groups across the country to affect positive change. PMI went to work immediately, working closely with our California Task Group and leadership to work with the state on implementing new policies and water conservation strategies. For example, PMI successfully persuaded the California Energy Commission (CEC) to:

- Not implement the 1.2 gpm maximum flow rate requirement for lavatory faucets until July 1, 2016.

- Permit the sell through of 1.5 gpm lavatory faucets that are manufactured prior to July 1, 2016.
- Delay implementation of the 1.8 gpm maximum flow rate requirement for showerheads until July 1, 2018.
- Exclude commercial kitchen faucets from the CEC’s Appliance Efficiency Regulations.

For PMI it was particularly motivating because it aligned with our existing messaging encouraging the use of water efficient plumbing products that were already on the market and available for immediate use. Just a few days prior, we had issued a press release calling for support of new legislation to authorize the Environmental Protection Agency (EPA) WaterSense program. The release cited the more than 14 billions of gallons of water such products had already saved in the U.S. since the program’s start in 2006, and the more than 360 million gallons the state of California could save each year by converting all outdated fixtures to WaterSense.

The question now becomes, how to keep that drive and continue to save water now that time has passed and focus is lost. *The Sacramento Bee* posted an article, just after the New Year that rightly celebrated the rainfall El Niño delivered to California, yet it also noted that for two straight months the state has fallen short of their water conservation goals. It was the largest rainfall in over a year, and celebration is definitely in order, but it’s important to remember that the water shortages faced by those in the west can’t be solved by a single rainfall.

Independent, third party studies, commissioned last year by PMI, show that only 5.5 percent of California’s 33.4 million installed residential and commercial toilets are high-efficiency models using 1.28 gallons of water per flush. In the case of bathroom faucets, only 21.1 percent meet WaterSense

standards, and 23.9 percent of showerheads. This outlines a very real and massive savings potential to take advantage of products already on the market. Products that are proven both safe and effective. As an added benefit, converting to WaterSense fixtures would have prolonged savings even after focus shifts away from the drought.

This year, PMI is dedicated to expanding our messaging, continuing our research studies, increasing engagement with policymakers and doing the work that affects positive growth.

We will continue to address the needs of our industry, and not just answer calls to action, but to amplify them and complete the work they spark. Our communications team will continue to share our messages, and keep you updated on the work we are doing, and encourage you to join us in addressing the needs of our industry.

## PMI and UA Team Up for Flint, MI Humanitarian Relief

**GOAL REACHED!** Donations have poured in for the Flint, Michigan humanitarian project, and we have achieved our goal—many thanks to PMI members American Standard Brands, BrassCraft, Delta, Fluidmaster, Kohler, Moen and Speakman who donated products! Volunteers will gather and install the faucets and materials as we put our vision into action to promote safe, responsible plumbing!

PMI’s **Dawn Robinson** will be in attendance and live tweeting the event. Keep watch in our March issue for more on the story.

Special thanks to IAPMO Group for helping bring this important event to PMI’s attention!



# Quantifying the Value – Benefits of PMI Membership

**By Dawn Robinson, PMI Communications Manager**

PMI is a member-based organization and our members are its lifeblood. Our team of dedicated staffers, consultants, and advisors work to ensure that everything we do has real and quantifiable value to our members. Currently, PMI's members represent more than 90% of the U.S. plumbing products market.

In addition to manufacturers, PMI offers membership to accredited certifiers, suppliers, and vendors who provide statistical information or marketing data to the plumbing industry via our Allied Membership. We are pleased to note that not only is our member retention rate strong, but new members continue to be added. In the past three years we've welcomed four new manufacturing members and three new allied members.

Participation in PMI affords members the opportunity to work with other manufacturers to positively effect changes in the industry. Our membership constitutes a strong voice on legislative and regulatory matters, plumbing and building codes and standards, water conservation and provides marketing and management information to its members and the industry.

This year we are looking to expand the work PMI has done, including: more research and market studies; updated codes-and-standards workshops; PMI-hosted press events and increased engagement with policymakers. We will continue to build and develop our strategic partnerships and alliances within the industry and more.

## Incentive to Join PMI!

Prospective members are encouraged to reach out to the PMI staff to learn more about the value membership can bring. Eligible prospective members may attend a maximum of two PMI annual events (PMI Conference, Executive Fly-In, etc.) as a non-member—It's a great way to see the value first-hand and decide if PMI is right for you!

## Dues Abatement

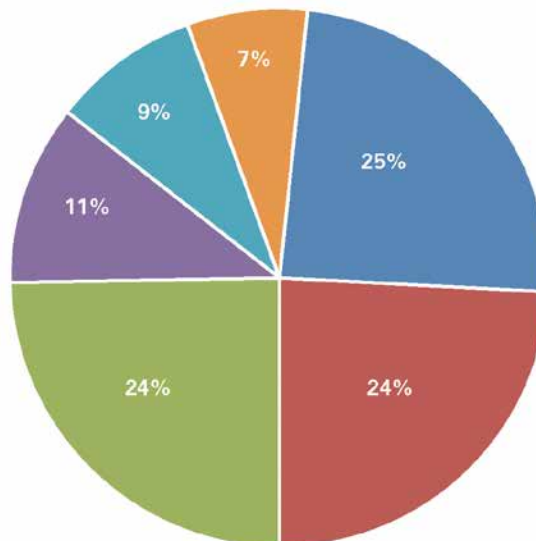
A three-year dues abatement plan is available to companies paying a dues level of \$20,000 or more. Upon approval of your membership application by the PMI Board of Directors, your dues will be assessed as follows:

- 50% of the actual amount for year 1 of membership
- 60% of the actual amount for year 2 of membership
- 80% of the actual amount for year 3 of membership
- 100% of the actual amount for year 4 of membership

See the 2016 dues structure at <https://goo.gl/CAz8UA>.  
(Note: This incentive plan is not available to current members.)

As a member of PMI, your company has a seat at the table to provide input to shape industry issues. Your voice will be heard as the collective voice of the industry. And, rather than funding the efforts (such as lobbying) on your own, your membership in PMI allows your company to efficiently share costs with other members for these important services listed here.

## PMI Annual Budget for Strategic Initiatives: \$1.4 million



Advocacy/Government Affairs Coverage:	\$345,000
Technical Services: Codes and Standards Coverage:	\$340,000
Outreach/Communications and Crisis Coverage:	\$340,000
International Outreach and Fair Trade Coverage:	\$150,000
Alliances/Partnerships/Benchmarking:	\$125,000
Industry Research:	\$100,000

## Have Questions?

Current and prospective members who want to learn more about the many benefits of PMI are encouraged to call us anytime at 847-481-5500.

More details on membership, including “how to join” are available at [safeplumbing.org/pmi/join-us](http://safeplumbing.org/pmi/join-us).

# Fast Facts About the Value of PMI Membership

## Advocacy

PMI government affairs consultants currently provide representation on the federal level and in California. Estimate for member companies to do this individually would be over \$225,000 annually!

PMI provides ongoing tracking of new federal, state and county water conservation initiatives covered by PMI on behalf of membership.

On average, PMI tracks, analyzes and reports on 120 state legislative issues per year affecting plumbing products. Updates are published weekly.

PMI is a member of the Ripon Society, a public policy group, that provides networking opportunities with federal elected officials and congressional staff which strengthens our connections with policymakers.

## Industry Voice

PMI members have exclusive access to U.S. Department of Commerce through Industry Trade Advisory Committee (ITAC)/9 on Fair Trade Issues.

PMI is a charter member of Alliance for Water Efficiency (AWE).

PMI is a member of United States Green Building Council (USBGC).

PMI is an active member of National Association of Manufacturers (NAM).

PMI is a member of the U.S. Water Alliance and the Value of Water Coalition.

PMI hosts [www.safeplumbing.org](http://www.safeplumbing.org), an educational website aimed at policy makers, regulators, journalists and the public to present the facts about critical industry issues and initiatives.

PMI members receive worldwide representation on industry issues through international allied associations such

as World Plumbing Council (WPC), CEIR (European Association for the Taps and Valves Industry), Bathroom Manufacturers Association-UK (BMA), and Canadian Institute of Plumbing and Heating (CIPH).

## Codes/Standards Representation

PMI staff sits on a variety of key industry committees and attends approximately 20 codes and standards meetings/hearings per year.

PMI staff tracks an average of 81 code issues per year for the 3 major model code writing authorities.

## Knowledge Exchange

Regular updates via conference call: Tech Talk, Advocacy/Government Affairs, Outreach/Communications, and Allied Committees.

PMI members receive exclusive access to information through our annual meetings, instructional workshops, *Ripple Effect* monthly newsletter, *Inside My PMI* weekly e-newsletter, and the "Members Only" section of our website.

## Congratulations to Our Quarter-Century Club

PMI would like to congratulate and highlight the 12 manufacturing members who have made it into our "Quarter-Century Club" with 25 or more years of membership. Special recognition goes to Symmons Industries, Inc. who now joins Moen, Inc. and Pfister with more than 50 years of membership!

- American Standard Brands (member since 1981)
- BrassCraft Manufacturing Co. (member since 1975)
- Delta Faucet Co. (member since 1971)
- Fisher Manufacturing Co. (member since 1978)
- Kohler Co. (member since 1983)
- **Moen, Inc. (member since 1957)**
- NEOPERL, Inc. (member since 1976)
- **Pfister (member since 1956)**
- Sloan Valve Co. (member since 1984)
- **Symmons Industries, Inc. (member since 1965)**
- T&S Brass and Bronze Works, Inc. (member since 1966)
- WCM Industries, Inc. (member since 1982)

See our full roster of members at [www.safeplumbing.org/pmi/about/our-members](http://www.safeplumbing.org/pmi/about/our-members)



# The 2016 IETS – What's on Tap? Registration Now Open

## International Emerging Technology Symposium

You won't want to miss the 2016 IETS program, which is shaping up to be the most compelling to date. This biennial event continues to provide critical insight into the future of our industry. Nowhere else is such focused attention provided for professionals on all facets of optimizing the safe and efficient use of water. Join with your colleagues on May 10 and 11, 2016 in Chicago, at this must attend event. Here's just a sample of what's on tap.

### Featured topics:

#### Opportunistic Pathogens in Premise Plumbing

The prime directive of the plumbing industry is to design and install safe water supply and sanitary systems for our nation's buildings. However, water scarcity resulting from persistent drought and declining water quality are causing problems that the plumbing trade, plumbing engineers, building and facility managers, health officials, and even the public-at-large need to be aware of in order to mitigate the potential for opportunistic pathogens to thrive in premise plumbing and infect at-risk building occupants.

While it may seem that the issues of drought and the increase in legionellosis outbreaks are unrelated, they are in fact directly linked. The 2016 IETS will take participants on a deep dive into this issue with podium presentations and a vibrant panel discussion.

Hear from **Dr. Marc Edwards**, engineering professor and researcher at Virginia Tech, **Tim Keane**, consulting engineer, principal, Legionella Risk Management, Inc. and **Gary Klein**, president, Gary Klein and Associates,

Inc. These experts will discuss how good design and engineering can provide cost-effective and simple solutions for mitigating legionella, reducing the potential for scald prevention and increase energy and water efficiencies without creating conflicting unintended consequences. **Dr. Janet Stout** will share her insights on common mistakes in managing legionella in large buildings. These excellent presentations will be followed by a panel discussion that will focus on proven mitigating strategies, determining where we are regarding needed research on opportunistic pathogens and examines the potential for the newly published standard ASHRAE 188P to reduce the trend of increasing outbreaks of legionellosis.

#### Unintended Consequences of Water Efficiency

Drainline blockages in buildings, clogged sewers, declining water quality, heat energy loss, extended hot water delivery times and bio-film growth resulting from oversized water distribution and premise plumbing systems have all been widely reported and attributed to the unintended consequences of water efficiency. Hear from **Julius Ballanco**, a leader in the field of plumbing engineering, **Dr. Michael Gormley** of Heriot Watt University in Scotland, **Pete DeMarco**, International Association of Plumbing and Mechanical Officials (IAPMO) Group senior vice president and the Plumbing Efficiency Research Coalition's (PERC) technical director, and others on what recent research has informed us and what remains to be addressed regarding these emerging issues.

#### The Plumbing Industry's Research on Peak Demand for Residential Buildings

**Dr. Steven Buchberger** of the University of Cincinnati will provide an update on the American Society of Plumbing Engineers (ASPE)/IAPMO/Water Quality Association (WQA) peak demand study, which has the potential

to arrive at a new statistical process for water supply pipe sizing in residential buildings.

#### Keynote Address presented by Sustainability Research Expert Professor Stuart White

**Professor Stuart White** is the Director of the Institute for Sustainable Futures leads a team of researchers dedicated to creating a path to a sustainable future through independent, project-based research. An acclaimed author, commentator and award honoree with over 30 years of experience in sustainability research, Professor White's work focuses on achieving sustainability outcomes for a range of government, industry and community clients across Australia and internationally.

And, of course, you will learn what's new regarding the topics that have made the IETS one of the most important and informative industry events: new and exciting technologies in the field of alternate water use technologies, plumbing fixture and fitting technologies, new water metrics for non-residential buildings, the water-energy nexus, and market based programs designed to foster the more efficient use of water in buildings.



*Dr. Marc Edwards addresses the Flint, MI crisis at the PMI Conference, November 2015*

The 2016 International Emerging Technology Symposium.... Fostering Safety, Innovation and Sustainability in Building Water Systems.

Online registration is available at:  
<https://goo.gl/m1AzPz>

# Legislative Updates and Tracking – Keeping Tabs on Issues

By Dawn Robinson, PMI Communications Manager

PMI is dedicated to keeping tabs on developing issues in the legislative arena. Government affairs consultants **Stephanie Salmon** (Federal) and **Jerry Desmond** (California) provide timely updates and reports to members on their activities with policymakers and the actions PMI is engaged in. They are joined by PMI Legislative/Regulatory Watchdog, **Trey Higgins**, who keeps watch for developing issues that affect members such as the recent White House call for water innovation in its “Public-Private Innovation Strategy to Build a Sustainable Water Future,” or the ongoing water crisis in Flint, Michigan.

The Legislative Tracking Report and California Government Affairs Report are posted weekly. Committee call updates and audio summaries are posted monthly. Members are invited to access these reports in the members-only sec-

tion of our website:

<https://goo.gl/0wwXhe>. Links to the latest reports are also included in the members-only newsletter, *Inside My PMI*.

New this year, our Advocacy tracking team will begin issuing a matrix to members on current legislative issues. This matrix will include a “temperature gauge” to track the urgency and movement of issues affecting the plumbing industry.

Our member company executives will engage directly with policymakers on important legislative issues during our April 27-28, 2016 Executive Fly-In in Washington, D.C. We also encourage our members to reach out directly to policymakers in their areas and invite them to tour your facilities—tutorials and advice on how to conduct these meetings is available on request.

## PMI Supports the American Energy Innovation Act

PMI recently signed onto a letter issued to Senator **Maria Cantwell** (D-Wash) showing support for the American Energy Innovation Act (S.2089) which calls for WaterSense authorization. PMI was one of 36 organizations who signed the letter.

The letter may be viewed online at <https://goo.gl/33WFY8>.

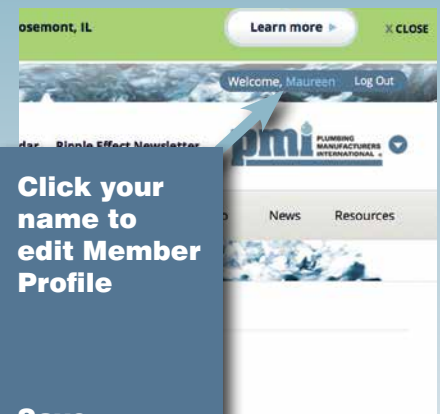
## Update Your Member Profile to Subscribe and Stay Connected

PMI hosts monthly **committee calls** for our Advocacy/Government Affairs, Outreach/Communications, and Allied Member Committees, and bi-weekly Technical Committee calls. These calls are open to all employees of PMI member companies. You may add your name to the contact list for these calls via your unique member profile manager on the PMI website.

Updating your member profile on our website is fast and easy! It gives you immediate access to committee calls, subscriptions to *Ripple Effect* and the members-only publication *Inside My PMI*. Stay connected and visit our website today to be sure your information is up-to-date!

### To update your profile:

1. Visit [www.safeplumbing.org/pmi/members/](http://www.safeplumbing.org/pmi/members/)
2. Login using your username and password.
3. Click on your name in the Welcome box or top right corner.
4. Make any necessary changes to your information, including Subscription Options.
5. Click “Update Profile” to save your changes.





## Celebrating Design & Construction Week

### Moen, Inc. Wins 2016 Crystal Vision Partnership Award

Congratulations to Moen, Inc. on winning the Partnership Award during the 16th Annual World Vision Crystal Awards Breakfast. The award recognizes a company in the building materials industry that has partnered with The Storehouse program and has brought exceptional value to the program. PMI participates on the Crystal Vision Board and Procurement Committee and has a long history with the program.



*David Lingafelter, President, Moen Inc. (center) accepts the Partnership Award on behalf of Moen, Inc. from Kendrick Reaves, Vice President Sharkbite Team, Retail and OEM Sales-USA, Sharkbite and Reliance Worldwide (left) and Paul Hylbert, Chairman and CEO, Kodiak Building Partners (right).*



*Catching up with partners, allies and consultants at the International Central Booth: Gary Stanley, Director, Office of Materials Industries, US Department of Commerce; Michael Miller, Director of Product Partnerships, LSP Products and 2016 PMI Board Member; Barbara C. Higgins, CEO/Executive Director, PMI; Beth Livingston, WaterSense Brand Manager, EPA WaterSense; Stephanie Salmon, PMI Advocacy/Government Affairs Consultant-Federal; and Rob van Deursen, Senior Certification Engineer, KIWA*



*Scott McDonald, Vice President, Marketing, (left) and Chris Shanley, Product Manager, (center) demonstrate Fluidmaster's value as the "Intel Inside™" American Standard products, with the technology that Shanley helped to develop. Looking on is Debbie Drury, Director of Brand Communications, LIXIL Water Technology, American Standard Brands (right).*



*Lee Mercer, Senior Vice President Industry Relations and Business Development, IAPMO Group, (left) and 2010 PMI Board President indulges in a sundae with PMI CEO/Executive Director, Barbara C. Higgins, (right) at the legendary Serendipity, in Las Vegas.*

## 2016 PMI LEADERSHIP

### BOARD OF DIRECTORS

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(1/15-12/16)

**Nate Kogler, Bradley Corporation**  
(1/15-12/16)

**Michael Miller, LSP Products**  
(1/16-12/17)

**Todd Teter, Moen, Inc.**  
(1/16-12/17)

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