

## Fresh Faces and a Sharp Focus for a New Year

By: *Tim Kilbane, PMI President and National Sales Manager, Symmons Industries*



*Tim Kilbane*

Happy New Year to everyone! Another year is here and some big changes are coming our way as PMI opens registration for its final Spring Conference. As the 2014 PMI President, I am looking forward to a productive and exciting year by first making our final Spring Conference one of our best!

The conference (March 2–5 in Charleston, S.C.) will focus on **‘Making a World of Difference Together’** and will continue PMI’s long history of being a leader in the industry constantly striving for improvement in all things. That constant drive to be better is what led our staff, leadership, and Board of Directors to restructure our event schedule in 2015 when we will focus on a single, annual conference in the fall, with CEO fly-ins to Washington, D.C. during the spring to better connect with Congressional leaders.

In addition to preparing for our Spring Conference, PMI is constantly working toward its vision of ‘Safe, responsible plumbing. Always.’ As part of that effort, our Board of Directors and Executive teams are cycling through changes to their structure to improve their function and allow them to be more agile—strengthening our organization; PMI staff is continuing to grow with its newest addition to the team, Association Coordinator, **Jodi Stuhberg**; and our committees and outreach efforts continue to extend their spheres of influence on the issues of the day that can and will affect the way our member companies conduct their respective businesses.

As I look ahead to the events scheduled for 2014, the targets and goals of PMI, I am proud to a part of this active and engaging group that does so much good work for not only our members, but for the wellbeing of our industry as a whole. After all, we are the sum of our parts and having

the benefit of additional input from all of the various sectors of plumbing industry just makes our collective voice that much stronger.

As we work on the new structure, our immediate focus for 2014 continues and promises to be a banner year! With registration already underway the 2014 PMI Spring Conference has registrants from our membership as well as our international colleagues, an exciting lineup of speakers and panelists, and more. New coalitions of members and staff are working together to reach out to prospective members and engage with new faces, to form coalitions and strengthen our connections to industry partners. PMI invites anyone with an interest in our industry to join us at our conference and take advantage of our recently available Prospective Member and First-Time Attendee “Discovery Rates”. You will find the time well worth the investment.

I am excited to participate in the coming Spring Conference and look forward to working with the PMI staff, leadership, Board and members who make up this great group. I encourage anyone who isn’t a member to reach out to learn more about all the wonderful work PMI does. Come to Charleston in March, attend our Spring Conference, and join us in “Making a World of Difference Together!”... it’s going to be a great event and an even better year!

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# “Neither snow, nor rain, nor gloom of night...”\*

By **Barbara C. Higgins, PMI CEO/Executive Director**



*Barbara C. Higgins*

Despite record cold and icy roads, your PMI team is on duty! The New Year began with a number of conference calls with our various

committees. Thanks so much to those of you in other areas of the country sharing your photos and anecdotes of temperatures dipping below the 50 degree F mark as we languish with thermometer readings of -18 F (not to mention the wind chill)!

Enough of the whining. Truth be told, the PMI team is energized after the holiday break and busily preparing for the 2014 Spring Conference. Details are included in this issue of *Ripple Effect* and registration information is available on the PMI website: [www.pmihome.org](http://www.pmihome.org).

Highlights of the conference include an opening presentation by renowned industry guru **Dr. Marc Edwards** of Virginia Tech, a continuation of the “How Low Can We Go and How Do We Know” exercise, a visit to the historic Confederate submarine **H.L. Hunley** and an optional Dine Around to catch the flavor and flavors of Charleston, SC. Note that this will be the last PMI Spring Conference as we begin the new conference pattern, and move to a single annual conference in the Fall.

There’s quite a bit in store for us in 2014. We will see the launch of our initiative to encourage the replacement of inefficient products in the field. A conservative estimate as vetted with the U.S. Environmental Protection Agency (EPA) estimates savings of 3 billion gallons of water... per day! Let’s encourage others to stop chasing drips by looking at further reductions in flow rates in new generations of

products, and instead focus on retrofits and replacements; promoting the use of the Water Sense products which are already here and effective. With an estimated 5% market penetration, we have a wonderful opportunity to affect real savings, right now!

We’re giving our websites a facelift and will continue to leverage the mobile app for smart phones, launched last fall. PMI does great things. Communications and outreach remain essential to getting the recognition we have earned and to our continued growth and influence. We’ll reach out to you to help us update and expand the database to include others in your organization that would benefit from all that PMI has to offer. Think of PMI as your one-stop shop for all of your industry information needs!

We’ll build on and expand our industry relationships for the greater good. PMI is partnering with other organizations to produce an exciting **2014 Emerging Technologies Symposium (ETS)**. The

April 23–24 ETS follows the April 21 **Plumbing Industry Leadership Coalition (PLIC)**, the third annual meeting of aligned groups working jointly on industry issues of mutual interest.

With the seamless transition in PMI governance from **Jeff Baldwin** of T&S Brass and Bronze Works to **Tim Kilbane** of Symmons Industries, we will press ever onward to pave the way for the success of our member companies. We’re glad to have you onboard for this glorious ride!

## Best Wishes for a Happy New Year!

*\* “Neither snow, nor rain, nor heat, nor gloom of night, stays these couriers from the swift completion of their appointed rounds.” - Herodotus, 503 B.C. (Inscribed on the General Post Office facility on 33rd Street and 8th Avenue in New York City.) (Source: USPS)*



*PMI Member, Pete DeMarco of IAPMO, braves the subzero temperatures during the recent arctic vortex that descended on the country.*

# PMI Continues to Grow! Meet Our Newest Team Member

By Dawn Robinson, PMI Communications Manager

The past year was definitely a year of growth for PMI. 2013 started off with the addition of two new staff members, saw the addition of three new Allied Members, and just before it ended we received a commitment from our newest Manufacturing Member (see page 8) and the latest addition to our PMI staff, **Jodi Stuhrberg**.

Jodi joined the PMI staff in early December as Association Coordinator, during an especially busy time amidst preparations for our upcoming Spring Conference; yet she hasn't missed a beat jumping into the mix and quickly becoming a valued member of the team.

Originally from Cary, Illinois and now a resident of Palatine, Jodi has a strong background in event planning and has made it her life's work to help coordinate and organize the vagaries of life, work and family.



*Jodi Stuhrberg (left) enjoys some summer sun with her daughter Emily*

She is quick to note that one of her biggest successes is her daughter, **Emily**, as being a successful parent has always been her top priority. "I am influenced and inspired by my daughter who continues to amaze me. She is a very caring, smart, charismatic young woman who just graduated from the University of Illinois in Chicago with a major in Sociology and a focus on Communications. She had an internship her last year of college with Compass Group and accepted their job offer, and is off, yet again, to another fantastic, fulfilling opportunity!" Spending time with Em-

ily is Jodi's favorite thing to do regardless of the activity.

Jodi credits her own parents for having had the most influence in her life. Her father, a cabinet maker by trade, came from a poor family and emigrated from Germany, surviving World War II. Her mother, a nurse, had a lifelong love of music and education, and pursued a Master's Degree before retiring. Jodi's parents passed on their love of the arts and culture to their daughter, a long-time member of the Chicago Art Institute and attendee of Ravinia an annual music festival in Chicago. "I learned from them a combination of honesty, integrity, perseverance, caring and culture all of which I am thankful for today."

When asked 'what is the most surprising characteristic about herself', Jodi points out her personal balance between introvert and extrovert. Charismatic and outgoing, Jodi loves to entertain and host events for her



*One of her favorite hobbies, Jodi enjoys the peace of kayaking*

friends as much as she enjoys the peace and tranquility she finds when kayaking alone over calm waters.

A believer in the Golden Rule, Jodi also follows the philosophy of **W. Clement Stone** when he noted, "There is little difference in people, but that little difference make a big difference. The little difference is attitude. The big difference is whether it is positive or negative." It's a good thing for us that Jodi's is extremely positive! We are so happy to have her on the team and look forward to working together!



*(l/r) Barbara C. Higgins, CEO/Executive Director; Len Swatkowski, Technical Director; Christine Slabinger, Administrative Assistant; Dawn Robinson, Communications Manager and Jodi Stuhrberg, Association Coordinator*

# Registration is Now Open for the PMI Spring Conference!!

The 2014 PMI Spring Conference will be held March 2-5 at [Charleston Place](#) in Charleston, South Carolina. PMI welcomes you to join us for an engaging and exciting conference in one of the country's oldest and most welcoming cities. Well known for its history and hospitality, Charleston is an ideal place to host our event which will focus on filling information gaps and coming together to address the issues and concerns of the day. Join us in **'Making a World of Difference Together!'**

The 2014 Spring Conference will kick off on Sunday, March 2 with a Welcome Reception and Networking Event, followed on Monday morning by an Opening Address from **Dr. Marc Edwards**, noted Environmental Engineer and biophysicist. *Time Magazine* has referred to Dr. Edwards as "The Plumbing Professor" and listed him as one of the four most important 'Innovators' in water from around the world.

The Fair Trade Committee will feature presentations from **Salim Bhabhrwala**, Senior Trade Specialist from the US Department of Commerce, on plumbing industry trade issues and **Ralph Suppa**, President and General Manager, Canadian Institute of Plumbing and Heating with **John Walter**, CEO of Standards Council of Canada on the Regulatory Cooperation Council and its efforts to streamline standards harmonization.

**John Mesenbrink**, President of Mechanical-Hub.com, will address the Water Efficiency and Sustainability Issues Committee with a presentation



on Net-Zero Buildings; followed by **Mary Ann Dickinson**, President of the Alliance for Water Efficiency, who will speak to the Water/Energy Nexus.

Monday will conclude with a tour of the **H.L. Hunley** the world's first successful combat submarine, which mysteriously sank during the Civil War and has recently been rediscovered and opened for tours, followed by a Dine Around Charleston event. Don't miss this fascinating testament to ingenuity, engineering and American history.

Tuesday, March 4, will begin with dual meeting tracks for the Advocacy/ Outreach Council and the Technical Council. We will build on the success of previous sessions with the next stage in our "How Low Can We Go?" series by identifying research needs to fill information gaps in order to address the "How Do We Know?" question. We will also address the theme "Drips to Gallons" to outline the best ways to maximize water efficiency for increased savings. We encourage you to make sure that more than one representative from your company attends the Spring Conference to take part in each track of this popular series.

Tuesday's sessions will also feature an update on the International Association of Plumbing and Mechanical Officials (IAPMO) Green Plumbing and Mechanical Code Supplement by **Pete DeMarco**, Senior Director of Special Programs for IAPMO, as well as the International Green Construction Code by Steve Thorsell, Program Co-

ordinator for Environmental Programs for the International Code Council-Evaluation Services. The day will end with a reception and dinner with entertainment by corporate entertainment personality **Greg Schwem**.

Wednesday, March 5, will begin with a presentation from **Kanwal Oberoi**, Commissioner of Public Works, Charleston Water Systems, entitled "Charleston Water System - Past, Present and Future" addressing the challenges of ensuring safe distribution and sanitation of water in the face of a crumbling infrastructure. The conference will then conclude with a preview of the PMI Codes and Standards Workshop by **Len Swatkowski**, PMI Technical Director.

Registration is now open. Keep watch on the PMI website and mobile app for more details. The PMI mobile app is available in both Apple and Google Play stores; direct links can be found on the PMI homepage.

**Please note the registration deadline for both the meeting and the hotel is February 3.**

**Conference registration cancellations after February 17 are not eligible for refunds.**

Register today and make plans to participate in this exciting event.

**Download the free PMI mobile app here:**



# PMI 2014 Spring Conference Schedule

## Schedule of Events

### Sunday, March 2

1:30 pm - 4:30 pm	PMI Board of Directors Meeting (Invitation Only)
4:30 pm - 6:30 pm	Conference Registration
6:00 pm - 6:30 pm	First Time Attendee Reception
6:30 pm - 7:30 pm	Cocktail Reception

### Monday, March 3

8:30 am - 9:30 am	“The Plumbing Professor Talks Water” Presentation by <b>Dr. Marc Edwards</b> , Environmental Engineer and Biophysicist from Virginia Tech
9:30 am - 9:45 am	Break
9:45 am - 11:00 am	Fair Trade Committee with <b>Salim Bhabhrawala</b> , Sr. Trade Specialist, Department of Commerce talking about plumbing industry trade issues. <b>Ralph Suppa</b> , President and General Manager, Canadian Institute of Plumbing and Heating and <b>John Walter</b> , CEO, Standard Council of Canada discussing the Regulatory Cooperation Council and its efforts to streamline standards harmonization
11:00 am - 12:15 pm	Government Affairs Standing Committee
12:15 pm - 1:30 pm	Buffet Lunch and Free Time for Office Catch-Up
1:30 pm - 3:00pm	Water Efficiency and Sustainability with Net Zero Buildings Presentation by <b>John Mesenbrink</b> , President, Mechanical Hub followed by a presentation on the Energy-Water Nexus by <b>Mary Ann Dickinson</b> , President and CEO, Alliance for Water Efficiency, with insights from <b>Yvonne Orgill</b> of the Bathroom Manufacturers Association (UK)
3:30 pm - 5:00 pm	H. L. Hunley Tour (transportation and admission fee are included)
6:30 pm - 9:30 pm	Dine Around Charleston (optional with extra fee)

### Tuesday, March 4

9:00 am - 12:30 am	Dual Tracks: (Choose One) <b>Technical Track</b> <b>Advocacy/Outreach Track</b>
12:30 pm - 2:00 pm	Buffet Lunch and Free Time for Office Catch-Up
2:00 pm - 2:30 pm	Report from Dual Track Sessions
2:30 pm - 3:45 pm	General Membership Meeting
3:45 pm - 4:00 pm	Break
4:00 pm - 5:00 pm	Update on the International Association of Plumbing Mechanical Officials (IAPMO) Green Plumbing and Mechanical Code Supplement with <b>Pete DeMarco</b> , Sr. Director of Special Programs, IAPMO, and the International Green Construction Code with <b>Steve Thorsell</b> , Program Coordinator, Environmental Programs, International Code Council-ES
6:00 pm - 7:15 pm	Cocktail Reception
7:30 pm - 9:30 pm	Dinner with entertainment by corporate entertainment personality <b>Greg Schwem</b>

### Wednesday, March 5

8:00 am - 9:00 am	Charleston Water: Past, Present and Future with <b>Kanwal Oberoi</b> , Commissioner of Public Works, Charleston Water Systems
9:00 am - 10:00 am	Preview of PMI's Codes and Standards Workshop by <b>Len Swatkowski</b> , PMI Technical Director

## “Discovery Rate” for First Time Attendees from Member Companies

First time attendees from a member company are entitled to attend the conference at our “Discovery Rate” of \$775.

## “Prospector Rate” for First Time Prospective Member Attendees

We are pleased to extend a special one-time registration rate of \$450 to attendees from prospective member companies. This discounted rate will be applied against your 2014 membership dues fee when you join PMI.

## “Spouse Rate” for Conference Attendees Spouses

Spouses of our conference attendees are welcome to come to our meetings at a discounted rate of \$300 which covers the meals and receptions included in the conference.

## Airport Transportation Options

Charleston Place does not offer transportation from the airport, but cabs are plentiful to and from Charleston International Airport. One-way cab transportation from the airport to the hotel is about \$35.



## Add On: Optional “Dine Around Charleston”

Join us Monday, March 3, for an evening of fun and networking as we explore Charleston. Choose as your dining destination, one of three of Charleston’s restaurants in the historic downtown district, all within walking distance of our hotel. **Please note there is an additional fee of \$100 for this special event! Tax and gratuity included; cash bar.**



**Magnolias** – Magnolias, when it first opened in Charleston, SC in 1990, ignited a culinary renaissance paving the way for countless other restaurants across the South. Today, led by executive chef Donald Drake and his team, Magnolias remains a forerunner in upscale Southern cuisine, blending traditional ingredients and cooking techniques with modern flair for artful presentations.

**Blossom** - Blossom, located on historic East Bay Street in downtown Charleston, S.C., serves American cuisine highlighting the Lowcountry’s best seafood. Executive chef Adam Close and his team offer simple, clean dishes, featuring local, seasonal ingredients sourced from area fishermen and farmers.

**Cypress** - Cypress, housed in a historic two-story building on East Bay Street in downtown Charleston, S.C., opened in 2001. Led by two-time James Beard nominee Craig Deihl, the team at Cypress uses Lowcountry ingredients to showcase Deihl’s signature style.

Seating is limited per restaurant. Please select a restaurant and we will do our best to accommodate your selection.

## \*\*NEW LOWER RATE FOR THE SPRING CONFERENCE\*\*

- PMI Member: \$975
- First-Time Attendees “Discovery Rate”: \$775
- Prospective Rate: \$450
- Spouse: \$300
- Optional Dine Around Charleston: \$100

PMI has secured sleeping rooms for a special rate of \$249 per night at Charleston Place in Charleston, SC. Check-in time is 4:00 p.m., check-out is noon. Contact the hotel directly at 1-800-831-3490 and ask for the Plumbing Manufacturers International rate of \$249.

## Special Needs

Please contact a PMI staff member if you have any dietary restrictions or other special needs.

**Please note: PMI conferences are non-smoking events.**

**Conference and hotel registration deadline is February 3.**

**Conference registration cancellations received after February 17 are not eligible for refund.**



For more information contact **Jodi Stuhrberg** via phone at (847) 481-5500 x107 or at [jstuhrberg@pmihome.org](mailto:jstuhrberg@pmihome.org).

# PMI 2014 Spring Conference Sponsorship Opportunities

## Keynote Speaker Sponsor - \$4,500

We are offering a unique sponsorship opportunity for the 2014 Spring Conference: Keynote speaker, **Dr. Marc Edwards**, noted environmental engineer and biophysicist. *Time Magazine* has referred to Dr. Edwards as “The Plumbing Professor” and listed him as one of the four most important ‘Innovators’ in water from around the world.

- Sponsor entitled to attend keynote event
- Sponsor entitled to attend the lunch after the event
- Sponsor name and contact information in conference materials
- Sponsor logo displayed on big screen before the start of the event
- Sponsor signage at the keynote event and lunch
- Verbal recognition during keynote event
- Tabletop display for sponsor’s promotional materials
- Sponsor logo in the PMI newsletter following the conference for three months (3 issues)

## Gold Sponsor - \$5,500 (Tuesday, Reception and Dinner)

- Sponsor entitled to attend the reception/dinner with entertainment
- Sponsor name and contact information in conference materials
- Sponsor logo displayed on big screen throughout the meeting
- Signage with sponsor’s name at reception dinner
- Verbal recognition during dinner
- Tabletop display for sponsor’s promotional material
- Sponsor logo in the PMI newsletter for six months (6 issues)

## Silver Sponsor - \$3,500 (Sunday, Welcome Reception and either Monday or Tuesday Lunch)

- Sponsor entitled to attend the reception and sponsor’s choice of lunch
- Sponsor name and contact information in conference materials
- Sponsor logo displayed on big screen throughout the meeting
- Signage with sponsor’s name at reception, lunch or breakfast
- Tabletop display for sponsor’s promotional materials
- Sponsor logo in two issues of the PMI newsletter following the conference

## Bronze Sponsor - \$1,500 (Monday, H.L. Hunley Tour)

- Signage on buses taking guests to and from the Hunley for the tour
- Sponsor name and contact information in conference material
- Sponsor logo displayed on big screen throughout the meeting
- Tabletop display for sponsor’s promotional materials
- Sponsor logo in one issue of PMI newsletter following the conference

Please note: More than one sponsor of any vendor type may sponsor a meeting event. Sponsorship is subject to approval by the PMI Board.

## Congratulations to our 2014 Elected Officers and Directors!!

### Executive Committee:

President: **Tim Kilbane**, Symmons Industries, Inc.

Vice President: **Fernando Fernandez**, TOTO USA

Treasurer: **Paul Patton**, Delta Faucet Company

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

### Directors at Large:

**C.J. Lagan**, American Standard Brands

**David MacNair**, InSinkErator

**Pete Jahrling**, Sloan Valve Company

**Scott McDonald**, Fluidmaster Inc.

## Congratulations and Welcome to Our Newest Member Company!

HOLDRITE® is the latest company to join the ranks of PMI Manufacturing Members. **Tim McConnell**, Vice President, Sales and Marketing, took advantage of PMI's option to participate in conferences and events as a "prospective member" by joining the inaugural 2013 Executive Fly-in in Washington, D.C. Learn more about Mr. McConnell and the HOLDRITE® family in February's issue of *Ripple Effect*. Welcome to the team!

## Upcoming PMI Conference Schedule:

### PMI 2014 Spring Conference

Charleston Place  
March 2-5  
Charleston, South Carolina

### PMI 2014 Fall Conference

Westin O'Hare  
October 20-23  
Rosemont, Illinois

There will not be a spring conference in 2015, in lieu of an Executive Fly-in to Washington, D.C. The 2015 PMI Fall Conference will be held in San Antonio, Texas.

## Readers Speak

*Bill Axline, retired from Fluidmaster and former PMI Member*

"Just wanted to offer my congratulations on 15 very successful years [to PMI CEO/Executive Director, **Barbara C. Higgins**]. I will always remember my time at Fluidmaster and being active with PMI.

You have much to be proud of during your tenure at PMI. I really appreciate receiving the PMI *Ripple Effect* - even though I am no longer involved with the industry. In fact, I retired in March and successfully relocated to Sarasota area. At this point, I am doing a little project work and would love to find a Board position for a private company. All the best to you for 15 (or as many as you want) more years of success. Be well, Bill."

**Thanks!**

## 2013 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)

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

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

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