

## Member Participation Remains Our Association's Core Strength

By Pete Jahrling, PMI Board of Directors President, Sloan Valve Company



*Pete Jahrling*

In preparation for this January 2018 column, I took time to look back at previous publications through the years (yes, as members you can search the downloaded archives going back 19 years); not least of which was my article last January about the transition year, 2017. It struck me going back to articles from the late 90s that the strength of this association remains the values and engagement of the members with each other. Just like then, as now, individual contributions from member companies form the cornerstone of our collective strengths; the more diverse, the more impactful. Some member companies have changed, as have the issues, but at the core of our association—the manufacturers of plumbing products—is your participation.

For those of you fortunate enough to attend “The Spirit of Collaboration,” the 2017 PMI Conference, in Rohnert Park, Calif., you most likely heard our two keynote speakers: **Doc Hendley** and **Bruce Vincent**. I can’t help but recall Doc’s unlikely life preparations for his present position: a self-described introvert transformed into an outward advocate for basic clean water rights. His dreams about “wine to water” and his revelation about helping individuals in desperate need of clean water were striking in so many ways. Hendley, a keg-tapping bartender from North Carolina, worked in the war-ravaged villages and refugee camps of Darfur and Sudan, risking his personal safety to bring clean drinking water to people in these desolate locations. His efforts provided clean drinking water to more than 250,000 people and garnered the notice of CNN, which named him a CNN Hero. Describing himself, he said, “I would have never dreamed I could make a difference.”

You may also recall Bruce Vincent, a sustainable logger from Montana and his stories of leading fact-based discussions and debates about forestry stewardship against a media fueled by

environmental propaganda. In his message, “With Vision, There is Hope,” Bruce explored the limitations of old style environmental activism and highlighted what is essential to success moving forward. It was impossible to ignore his explanation of the “social license” issued to all businesses by society and what can happen when society withdraws your license to operate. While neither Vincent nor Hendley are involved in manufacturing nor in water conservation specifically, they had scalable messages on responsible stewardship, as well as an inspiring call to action: ordinary people and actions accomplishing extraordinary results. The messages from our keynote speakers were not so much surprising revelations, but rather solid re-validation of the work attributes exercised through the years by plumbing manufacturers through our association.

It is always reinvigorating to hear others’ trials and how they overcome adversity. It’s part unyielding conviction, coupled with a willingness to listen and to better understand the world around them. At the core of PMI’s good work over these many years is listening, finding common ground, and proposing solutions based on PMI member input.

The keynote messages were on point for PMI members and helped illuminate our initiatives in sustainability and water conservation. PMI is evolving and this is an exciting time for new members and for refreshing your own perspectives about our collective work.

PMI members at the conference were fortunate to hear the keynote stories, and witness the spark that reignites a call to action, participation—and more importantly – collaboration. Wouldn’t it be interesting if one of your New Year’s resolutions was to become more involved in your association? It might be contributing to one of the many committee calls that take place in the months ahead or offering to lead a webinar on an industry topic fueling your professional passion. I know your fellow members would embrace your contributions.

# Running the Race...Looking Ahead and Beyond

By **Kerry Stackpole**, FASAE/CAE, PMI CEO/Executive Director



*Kerry Stackpole*

It's that time of year when planners ask, "How will next year be different?" and leaders ask, "What must we do differently?"

Ever since my first days as a college undergraduate student, I have been collecting issues of the *Harvard Business Review* (HBR). My long-time product loyalty aside, what's fascinating about perusing this library of leadership and management wisdom is the realization that so many business issues—like flowers that bloom every spring—are perennial struggles.

The current and ongoing expose' of men behaving badly by sexually harassing women isn't a new phenomenon. **Eliza G.C. Collins** and **Timothy B. Blodgett** wrote "Sexual Harassment, Some See It, Some Won't" in the March-April 1981 issue of HBR. In their article, the authors point out that most people agree on what harassment is. But men and women disagree strongly on how frequently it occurs. That's as true today, as it was 37 years ago.

Has industry's demand for effective leaders really ever subsided? In a word, no. Which makes **Peter Drucker's** treatise, "Managing for Business Effectiveness" in the May/June 1963 issue of HBR powerfully relevant today. Drucker notes the continuing responsibility of the business manager is "to strive for the best possible economic results from the resources currently employed or available." He goes on to point out that even in the boom times of a "sellers-market," managing for economic performance tends to be a source of constant frustration. When it comes to products or services, Drucker writes that every manager and leader should ask themselves, "If we were not

in this already, would we now go into it?" And, if the answer is "no," the next question should be: "How do we get out and how fast?" Two questions worth pondering in today's shifting landscape.

When it comes to human behavior, **Harry Levinson** was a pioneer in the application of psychoanalytic theory to management and leadership. **Claudia Deutsch**, the author of Levinson's obituary for *The New York Times* wrote that "Levinson helped change corporate America's thinking about the workplace by demonstrating a link between job conditions and emotional health—a progressive notion when he began developing his ideas in the 1950s...many of his management theories are now practically truisms." That's why Levinson's January-February 1973 article, "Asinine Attitudes Toward Motivation," resonates so strongly even today. Self-aware leaders are not only in a position to sustain the vitality of their organizations, they are in the best position not to demoralize them. Word.

When **Gary Hamel** and **C.K. Prahalad** thought about strategy, they thought mostly about strategic intent. It wasn't enough, they argued, to simply copy your global competitors by reproducing their cost and quality advantages. That would become an endless game of catch-up. "Strategic Intent," published in the May-June 1989 HBR issue, allowed Hamel and Prahalad to posit that global competitors approach strategy from a different perspective—one that often catches American multinationals off guard. "Strategic Intent" envisions a desired leadership position and establishes the criterion the organization will use to chart its progress. The article showcases the competitive match between Caterpillar and Komatsu, Canon and Xerox, and Ford and Honda. When Caterpillar threatened Komatsu in Japan, Komatsu responded by first improving quality, then driving down costs, then cultivating new export

markets, and then underwriting new product development. The Strategic Intent by Komatsu was to "Encircle Caterpillar." In one timeless quote, the authors note that "playing by the industry leader's rules is competitive suicide." In this age of uncertainty and change, some things never do.

At the end of the day, every CEO has a job they should never delegate. Many of us discover what that job is by delegating it, and cleaning up the mess afterwards. In a first-person article written by **Larry Bossidy** for the January 2001 issue of HBR, former vice chairman at General Electric, his "do not delegate task" was finding and developing great leaders. Bossidy joined Allied Signal in 1991 as its CEO. The company was in poor shape, and Bossidy discovered something that he says was much, much worse—weakness in the operating teams of the company. Bossidy spent between 30% and 40% of his day for the first two years of his tenure hiring and developing leaders. That inordinate amount of time and emotional investment paid off eight years later with tripled operating margins, and return on equity at 28%.

Many years ago, I crossed paths with **Robert Noyce**, the co-founder of Intel. His deep leadership experience in the volatile world of technology was enviable and apparent in his remarks. "Everyone thinks leaders get to do whatever they want," he said. "To the casual observers we fly off to see customers, spend days in the field visiting our people, and come and go as we like. But in reality, all leaders really get to do is what's necessary to assure the success of the enterprise." As leaders, you know just how true that sentiment really is.

So, as we start the New Year, let me wish you and your team all the greatest joys in doing what's necessary to assure the success of your company. Along with Team PMI—our Board of Directors, committees, and staff—we'll be doing the same.

# Safety Culture Leadership: An Opportunity for PMI

By Ray Valek, PMI Communications Team, Valek & Co. Communications

*This article originally appeared in the World Plumbing Council Review Newsletter. You can find the original here: [goo.gl/vgGfIs](http://goo.gl/vgGfIs)*

A member of the Plumbing Manufacturers International (PMI) communications team for about three years, I have come to realize the tremendous potential the plumbing industry has to be a leading voice on the topic of “safety culture” – which represents everything the industry does to assure safe plumbing systems.

The idea of “safe, responsible plumbing – always” is nothing new to PMI – this phrase serves as PMI’s mission statement. However, this phrase – and PMI’s mission – has taken on new meaning in the aftermath of the Flint water crisis and similar situations in which unsafe water was discovered throughout the world. In virtually all post-industrial societies, clean drinkable water had been taken for granted. But now that premise has begun to be questioned.

PMI did a Google survey a little over a year ago that showed that about two-thirds of Americans are now concerned about drinking water safety. On top of that, we live in a time when distrust in general is running rampant. According to the 2017 Trust Barometer published by the Edelman public relations firm, most people distrust business, government and media. The report states that most people feel that “the system is rigged” against regular people in favor of the rich and powerful.

## ***Doing whatever is necessary to assure safety***

As stewards of plumbing systems, the plumbing industry must do whatever is necessary to assure a safety culture throughout the entire water supply system – from water source to the end-point devices – toilets, faucets, showerheads and more – that PMI members manufacture. To be success-

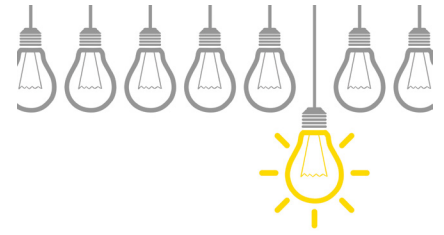
ful in this endeavor, the industry must build relationships with organizations representing each part of the system and work together to solve challenges affecting them all.

The safety culture concept was originally developed in the nuclear energy and aviation industries, which have successfully implemented strategies to mitigate risk and avoid accidents. In a safety culture, making systems as safe as possible is job number one for everyone at every level of an organization. When errors or mistakes happen, fixing the system is emphasized, rather than blaming an individual. Proponents of safety culture understand that flaws exist within every system and all processes can fail simply because humans make mistakes.

Organizational culture author James Reason compared these flaws – latent hazards and weaknesses – to holes in Swiss cheese. To prevent errors causing harm, these vulnerabilities must be identified and solutions found. These hazards and weaknesses can include poor design, inadequate supervision, and manufacturing or maintenance defects. Safety culture has been adopted by many other industries, including manufacturing and health care. I became knowledgeable about the safety culture concept through my work for The Joint Commission, a health care accreditation organization that has been promoting the benefits of safety culture within the health care industry.

## ***Safety culture . . . and the lack thereof***

If you begin to explore how safety culture is implemented – or not – within various industries, you will find horrible examples of failure – such as the Flint, Chernobyl, Deepwater Horizon and Space Shuttle incidents – as well as inspiring examples of success. On the inspiring side, think about the potential perils of launching and landing aircraft on a carrier moving within a turbulent



sea during an active military operation. The landing area on the carrier’s deck is near bombs, bullets and fuel. Adherence to safety culture has enabled the military to achieve an exemplary safety record within this high-risk environment.

Now I’m sure the principles and traits of safety culture will ring true with many of you as reflective of what is currently happening in your facilities. The questions in my mind, however, are: one – do regulators, industry allies and potential allies, and consumers realize and appreciate the emphasis and value we place on safety? And, two, should safety culture be a more prominent aspect of our story?

I would say maintaining and developing safety culture within the plumbing industry is essential to maintaining and developing trust. To push back against that general feeling of distrust, we must clearly prove ourselves as trustworthy – meaning that we care for employees, shareholders, customers and communities. Or better yet, that we care for all stakeholders.

Public health experts have acknowledged that modern sanitation and plumbing has protected more lives and extended life expectancy more than any medical advancement. That’s an outstanding track record that is under threat right now. What better way to mitigate that threat than to adhere to safety culture and communicate its benefits? Because when you think about it, safety is the one thread that runs through just about everything the plumbing industry does. Let’s demonstrate that as clearly and as often as we can.



# 2017 PMI Conference: Committee Meeting Highlights

PMI committees participated in far-reaching discussions at the 2017 PMI Conference on various topics important to the industry, from codes and standards, to counterfeit products, to the use of recycled water. Highlights follow:

## Allied Member Committee

**Terry Burger**, current chair of the Allied Member Committee, announced that he will continue his chairmanship in 2018 and the committee will add **Colin Thielmann**, KEROX, as co-chairman in 2018.

Several Allied members made brief presentations about how their organizations are working with PMI and advocating for the industry while dealing with challenges involving water efficiency, codes and standards, counterfeit products and marks, and emerging concerns that threaten the health, safety and efficacy of plumbing systems.

The following Allied members presented at the meeting: **Todd Lumpkin**, global business director, plumbing and construction, CSA Group; **Lee Mercer**, executive vice president of industry relations and business development, IAPMO; **Shahin Moinian**, president, International Code Council - Evaluation Service; **David Purkiss**, general

manager, water distribution systems, NSF International; **Colin Thielmann**, sales manager, KEROX; and **Richard Yang**, sales and marketing director, Global OEM Corporation.

## Commerce Committee

**Salim Bhabhrawala**, senior international trade specialist, U.S. Department of Commerce, presented on “Mapping Global Trade: Beltway Trade Actions” and discussed how the International Trade Administration helps strengthen trade relationships in the U.S. Highlights from his presentation:

- Commerce’s global markets team, a global network of trade professionals that connects companies, including PMI member companies, with the right opportunities abroad through their relationships with foreign governments.
- Commerce’s industry and analysis team, which advocates on behalf of PMI members in regard to products, trade agreements and policy solutions.
- The ongoing modernization process of the North American Free Trade Agreement (NAFTA), including the “rules of origin,” which focus

on the country of origin where products are produced. He added that a long debate on the topic has started among the three countries involved – Mexico, U.S. and Canada – and officials are engaging a wide variety of stakeholders in the discussion. Salim said PMI and its members are encouraged to share their concerns and thoughts about the issue with him.

**Yvonne Orgill**, chief executive, Bathroom Manufacturers Association (BMA) in the United Kingdom, presented on “Deal or No Deal – Exit, Economic and Efficiency!” which focused on the political turmoil surrounding Brexit and the resulting trade deal challenges for manufacturers. She also discussed the transition from the old European Water Label to the new Water Label, which provides a single product label across Europe for all water- and energy-using bathroom products. With water efficiency being a crucial issue in Europe, the new label is meant to help influence consumers and change their behavior to focus more on water and energy efficiency. She added that there are 137 major brands supporting the new Water Label, with more than 14,000 products using the label across various categories.

## General Membership Meeting

Several activities took place in the general membership meeting, including the following:

- The 2018 PMI Board of Directors were elected – see photo left.
- Members reviewed and approved the 2018 budget, which includes a new President’s Innovation Fund; approved a 3 percent dues increase for 2018; and approved some minor by-laws revisions.



Meet the 2018 PMI Board of Directors: front row (l-r) Michael Miller, LSP; Todd Teter, Moen Inc.; Paul Patton, Delta Faucet Company (Immediate Past President); Pete Jahrling, Sloan Valve Company (President); Fernando Fernandez, TOTO USA (Board Liaison). Back row (l-r) Imants Stiebris, Speakman Company; Chip Way, Lavelle Industries; Nate Kogler, Bradley Corporation (Vice President); and Joel Smith, Kohler Co. (Secretary/Treasurer)

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# 2017 PMI Conference: The Spirit of Collaboration

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- **Kerry Stackpole**, PMI CEO/ executive director, presented the Executive Director's Report, sharing a bit about himself and an overview about the direction of the industry and PMI. He discussed how PMI plans to seek member input in 2018 on how other related industries benefit from PMI's efforts and then explore the size of that footprint, as well as the types of information members need and new/innovative ways to potentially share information.

## Technical Issues Committee

The technical track panel participated in a diverse discussion on several technical issues relevant to PMI, including:

- California plumbing product codes and regulations.
- The challenges of indoor recycled water use.
- How low the industry can go with hot water plumbing flow rates.
- California Proposition 65, which restricts toxic discharges into drinking water and requires notice of exposure to toxics, and enforcement of the proposition.
- Harmonization of industry standards under NAFTA.
- Timely adoption of codes under the Canadian Free Trade Agreement.
- Collaboration between PMI and the Canadian Institute of Plumbing and Heating (CIPH).
- How the San Francisco Public Utilities Commission (SFPUC) uses various water sources, including greywater, blackwater, rainwater, reclaimed water and foundation drainage.

Panelists included **Silvio Ferrari**, senior engineer, Sacramento Advocates, Inc.; **Taylor Chang**, water resources analyst, SFPUC; **Gary Klein**, president, Gary Klein and Associates; **Samir J. Abdelnour**, associate, Hanson Bridgett; and **Ralph Suppa**, president and general manager, CIPH.

## Outreach/Communications Committee

**Ray Valek**, president of Valek and Company Communications, discussed "Safety Culture and Thought Leadership: An Opportunity for PMI and its Members." He pointed out that a focus on safety is more important than ever as safety issues continue with the nation's drinking water supply. He emphasized that safety is the thread running through everything PMI is involved in, from technical issues to government advocacy, and it can be extended through communication.

**Veronica Blette**, chief, WaterSense Branch, EPA Office of Wastewater Management, presented on "WaterSense Marketing – Bathrooms and Beyond" and the significant opportunities being created to promote the program. She noted that a new WaterSense website has been launched and discussed the EPA 1-100 water score for multifamily housing released in October 2017 – the first water score available through the Energy Star portfolio manager platform.

Veronica also shared the positive evaluation news from the Office of Inspector General at the EPA. She said they are making some program changes to address EPA recommendations to improve reporting rates and renew partnerships. The report said, "WaterSense is a sound model for voluntary programs."

She shared plans for 2018, including repeating the successful 2017 pilot program in Fort Worth, Texas, which expanded traditional water conservation outreach to include the Hispanic

community. The 2018 program will incorporate lessons learned from the pilot and expand to Miami-Dade County. Also in 2018, the new WaterSense campaign focuses on "Your Better Bathroom," with a new campaign title: "Your Style. More Savings."

Meeting attendees then broke into two groups to brainstorm ideas on: engaging the youth – how do we bring the next generation into our industry both as tradespeople and into our organizations? and expanding and diversifying PMI's relationships.

## Water Efficiency and Sustainability Issue Committee

**Bill Wilson**, environmental consultant, CleanBlu Corporation, presented on "Achieving Net-Zero Water (Motivation)." He discussed several issues and trends, including:

- How California is taking the lead in water conservation by moving into decentralized water recycling.
- A new single-family home he worked on with students at Purdue University called the Retrofitted Net-Zero Energy Water & Waste (ReNEWW) House.
- How greywater represents a significant amount of water in a home. He discussed a project with Whirlpool, where he helped install greywater storage tanks with filtration and disinfection systems in several homes.
- Positive testing results using ultraviolet light and chlorine dioxide to disinfect greywater.
- Treated greywater is relatively high quality and offers many advantages over public water supply for certain applications.

# Congress Can Create More Incentives for Water Savings

By **Kerry Stackpole**, CEO/Executive Director, **Plumbing Manufacturers International**

*This article originally appeared on Water Deeply. You can find the original here: [goo.gl/qciYLD](http://goo.gl/qciYLD). For important news about water issues and the American West, you can sign up to the Water email list: [goo.gl/CnLy4Y](http://goo.gl/CnLy4Y)*

In 2018, Congress has a marvelous opportunity. Our senators and representatives have the chance to reward consumers who save water and to authorize the United States Environmental Protection Agency (EPA)'s WaterSense program, which has saved 2.1 trillion gallons of water over a little more than a decade. Authorization, or codification, would provide the WaterSense program with greater permanence by giving it a direct annual congressional appropriation rather than leaving its annual budget up to the EPA's discretion.

Members of Congress from California and other Western states can lead this advocacy, which can benefit the whole country. Federal tax reform related to water efficiency rebates and WaterSense authorization can create more incentives for water savings across the entire nation, saving the necessity for a state-by-state approach to this challenge.

Making rebates received for water conservation improvements exempt from federal income tax is "win-win" thinking. Right now, if you receive a \$100 rebate for installing a water-efficient toilet you must pay federal taxes on it. That should change.

The bipartisan Water Conservation Rebate Tax Parity Act (H.R. 448/S. 1464) amends federal tax law to exclude homeowners from paying income tax on rebates from water utilities for water conservation improvements, including the purchase of manufactured products certified by the EPA's WaterSense program. This legislation is sponsored by **Jared Huffman** (D-California) and **Dana Rohrabacher** (R-California) in the House and **Dianne Feinstein**

(D-California) and **Dean Heller** (R-Nevada) in the Senate.

WaterSense is a voluntary public-private sponsorship program that encourages the use of water-efficient toilets, showerheads, faucets and other plumbing products – most of which are manufactured by U.S. companies. More than 21,000 product models bear the WaterSense label. While saving 2.1 trillion gallons of water since 2006, WaterSense has enabled consumers to keep more than \$46.3 billion in water and energy bill savings in their pockets. As a result, the program enjoys bipartisan support in Congress, as well as from plumbing manufacturers, retailers, water utilities, state and local governments and non-governmental organizations.



The savings achieved by WaterSense, while impressive, would be even greater if more American homeowners and businesses installed water-efficient plumbing products. A 2017 research study released by Plumbing Manufacturers International (PMI) and the Alliance for Water Efficiency showed that water-efficient toilets could save up to 170 billion potable gallons of water per year across just five states – Arizona, California, Colorado, Georgia and Texas – all facing water scarcity due to drought, regional population growth and other factors.

Unfortunately, many homes in these states and elsewhere still do not have

plumbing products that meet federal water-efficiency standards. And even more do not have WaterSense products, which are certified by an independent third-party laboratory to save 20 percent more water than those meeting federal standards. A 2015 PMI-commissioned study conducted by GMP Research found that only 7 percent of toilets, 25.4 percent of faucets and 28.7 percent of showerheads installed nationwide were WaterSense models.

The plumbing manufacturing industry and its allies have been fighting hard recently, not only to create awareness of the underutilization of water-efficient plumbing in efforts to save water, but also to spare the WaterSense program from threatened budget cuts and gain much-needed authorization for the program.

The U.S. EPA Office of Inspector General agrees with us about the program's value, having recently deemed WaterSense "a sound model for voluntary programs" in an August 1 report that evaluated EPA controls assessing the accuracy of the program's annual accomplishments and the program's claims of water and energy savings.

Three bills have been introduced that include language providing WaterSense authorization: the Water Efficiency Improvement Act of 2017 (S. 1700), the Clean, Safe, Reliable Water Infrastructure Act (S. 1137) and the Water Advanced Technologies for Efficient Resource Use Act of 2017 (H.R. 3248).

WaterSense is a federal program that has achieved quantifiable water and energy savings, a rave review from the EPA inspector general and bipartisan support. Let's reward this strong track record with authorization and consumer relief on rebate taxes – and set an example of how to encourage all Americans to save water.

# Water Recycling, Lead in Water Top Advocacy Agenda

By Judy Wohlt, PMI Communications Team, Valek and Company, Inc.

Many important legislative issues affecting PMI were covered during the Advocacy and Government Affairs Committee meeting at the 2017 PMI Conference. **Stephanie Salmon**, PMI's federal government affairs consultant, shared an update on federal legislative issues, ranging from the current administration's impact on PMI to EPA issues to the 2018 election. The following are highlights:

- While the White House proposed slashing the EPA's 2018 budget, including eliminating the WaterSense program, PMI worked with key congressional offices and allied groups to advocate for report language in a key funding bill calling for the EPA not to eliminate the WaterSense program and on the introduction of three bills that would formally codify the program.
- PMI is actively participating in the rulemaking process to codify the Reduction in Lead in Drinking Water Act, launched Jan 4, 2014. PMI submitted comments in May 2017 and discussed its position during EPA meetings on Capitol Hill in May and September 2017. The final rule is scheduled to be determined in 2018.
- The EPA also is seeking long-term revisions to the Lead and Copper Rule and is anticipated to incorporate recommendations from the National Drinking Water Advisory Council (NDWAC) in a proposed rule sometime in 2018.
- Congress passed bipartisan comprehensive reform legislation to update the regulation of chemicals for the first time in 40 years, modernizing the Toxic Substances Control Act (TSCA), signed into law by **President Obama** on June 22, 2016. The EPA published its final rule establishing the process

for the TSCA "Inventory Reset" on August 11, 2017, and retrospective manufacturer reports are due no later than February 7, 2018. PMI held a webinar ([goo.gl/6D3P5Z](http://goo.gl/6D3P5Z)) on TSCA provisions in 2017.

**Jerry Desmond**, PMI's California government affairs consultant, presented an extensive update on many issues in the state, focusing on the increasing acceptability of and mandates for recycled water; water conservation relating to maximum flow and leakage rates; sustainability issues involving lead and hexavalent chromium; and infrastructure and financing efforts to bolster the state's water supply. The following are highlights:

- PMI and coalition efforts successfully persuaded the California Building Standards Commission, Department of Housing and Community Development, and Department of Water Resources to halt requirements that would have mandated recycled water use indoors in new residential and commercial construction for use in toilets and urinals.
- The state water board plans to adopt uniform water recycling criteria for direct potable reuse through raw water augmentation. Potable reuse is currently used for groundwater recharge of drinking water supplies in many places in California and it will soon be used to augment surface water reservoirs that store drinking water supplies.
- In a September 15 letter, PMI proposed that the California Energy Commission (CEC) consider funding a research study to determine the main causes of tub spout diverter leakage before considering reducing diverter rates further. In essence, PMI's position is that water savings would be insignifi-

cant, and a potential safety hazard could occur if rates go below current CEC requirements. Next, the CEC will consider proposals and responses from the state's investor-owned utilities, PMI and the Natural Resources Defense Council and will release a staff report in early 2018, which will trigger a 45-day public comment period.

- With an anticipated draft release in late 2017, PMI requested that the CEC exempt institutional showerheads from the 1.8 gpm maximum flow rate in the California Code of Regulations.
- PMI is part of a large state Chamber of Commerce-led coalition that filed comments on September 5 suggesting revisions to product labeling provisions under the California Prop 65 Warning Requirements for lead exposure. The following are modifications to the amendment language proposed by the coalition: "Labeling means any written, printed, graphic, or electronically provided communication that accompanies a product such as a package insert." The labeling provisions were adopted on August 30, 2016, with an effective date of August 3, 2018.
- As part of implementation of California's "Lead in Drinking Water Plumbing Products Law," the Department of Toxic Substances Control published a 2017 sampling report that found a 98 percent "lead free" compliance rate for testing on plumbing fittings (pipe tees, elbows, and coupling components) that were manufactured out of copper, brass, bronze, and galvanized steel.

To view the full meeting presentations, go to [goo.gl/bcG8yF](http://goo.gl/bcG8yF).



## PMI Welcomes Team and Media Members to 2017 Holiday Lunch

PMI staff welcomed team and media members in the Chicago area to a lunch on Dec. 13. An excellent time was had by all at this festive occasion at the Westwood Tavern and Tap.



## 2018 PMI Committee Chairs Named

Each PMI committee provides the opportunity for PMI members to contribute to our association's collective voice. To participate, contact the committee heads [goo.gl/U4rihs](http://goo.gl/U4rihs) or join an upcoming conference call listed in each issue of *Inside MY PMI* and on the SafePlumbing.org events calendar.

### Advocacy/Government Affairs Committee

Co-Chair: Martin Knieps, Viega LLC  
Term: 2017 through 2018  
Co-Chair: Michael Martinez, Delta Faucet Company  
Term: 2018 through 2019

### Allied Member Committee

Co-Chair: Terry Burger, NSF International  
Term: 2018  
Co-Chair: Colin Thielmann, KEROX  
Term: 2018

### Outreach/Communications Committee

Co-Chair: Mary Ahlbrand, Delta Faucet Company  
Term: 2016 through 2018  
Co-Chair: Amy Scherer, Speakman Company  
Term: 2017 through 2018

### Technical Committee

Co-Chair: John Finch, Masco  
Term: 2017 through 2018  
Co-Chair: C.J. Lagan, LIXIL  
Term: 2017 through 2018

### Commerce Committee

Co-Chair: Carol Baricovich, InSinkErator  
Term: 2017 through 2018  
Co-Chair: Erik Theisen, T&S Brass and Bronze Works, Inc.  
Term: 2017 through 2018

### Water Efficiency and Sustainability Issue Committee

Co-Chair: Daniel Gleiberman, Sloan Valve Company  
Term: 2017 through 2018  
Co-Chair: Jeff Zeman, Kohler Co.  
Term: 2017 through 2018

## 2018 PMI LEADERSHIP

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