

Keeping Tabs on What's Coming (or Not Coming) Down the Pipes

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



Tim Kilbane

The U.S. has just been ranked among nine other nations facing “critical water shortages” as reported by *Contractor Magazine*.¹ According to the U.S. Drought Monitor, nearly half of the country is facing abnormally dry conditions to critically severe conditions. California has been declared a state of emergency due to record breaking droughts and several of the plains states are facing dust bowl conditions.

To make matters worse, even as Mother Nature dries up, because of our country's aging infrastructure leaks alone waste nearly 1.7 trillion gallons of water per year, estimated to be equal to 16% of our nation's treated water. To add to the problem, the American Society of Civil Engineers estimates that there are 240,000 water main breaks per year contributing to this loss of increasingly-scarce, clean water.

So why are we, a group of plumbing manufacturers, concerning ourselves with droughts and infrastructure? It's because cities, counties, and states facing these severe water shortages are being forced to conserve water and increase the efficiency of its use in any way they can. For many areas, tearing up streets and easements to replace existing water infrastructure is just not a fiscal reality, nor is importing water to parched areas. That leaves finding ways to ease the strain on aging systems and making the most efficient use of the water available. Conservative estimates indicate that three billion gallons of water per day can be saved simply by retrofitting plumbing fixtures to WaterSense products, which are already on the market, and offer an immediate, low-cost, effective and painless solution. These products work! To qualify for the WaterSense label, today's products must pass rigorous performance standards that far exceed their water-guzzling predecessors.

For the purpose of universal and consistent language, PMI actively engages with local and state jurisdictions that are

looking to pass new laws and regulations to address these water shortages. Last month, the Governor of Colorado signed into law (Senate Bill 14-103) the “Phase in High-Efficiency Water Fixture Options” which addresses the state's water shortages by promoting the sale of WaterSense products (see story on page 3). In view of similar PMI-backed legislation and successes in California and Texas, PMI was contacted by and worked closely with Denver Water to craft the legislation. We will continue to work with them to enhance the law during the state's next legislative session. PMI has also identified several additional states facing critical water shortages and is working to raise awareness of the issue with policymakers in those areas, including: Arkansas, Florida, Georgia, Kansas, Missouri, New Mexico, Nevada, Oklahoma, Texas, Utah and the District of Columbia. Beyond just legislation, PMI advocates retrofitting legacy products to high efficiency WaterSense products through rebate programs and other incentives.

Additionally, PMI sent letters to each U.S. Senator urging them to support the “WaterSense Efficiency, Conservation, and Adaption Act of 2014” (S. 2226) recently introduced to the Senate by **Senator Tom Udall** (D-NM) that would help create funding for the Environmental Protection Agency (EPA) run program. In May, our CEO, **Barbara C. Higgins**, was invited to participate on an international panel to provide details of the U.S. EPA's voluntary and consumer-choice based Water Sense program and PMI's involvement in the U.S. (see story on page 3) as the European Union also struggles to address water shortages of their own.

Driving change, building awareness and keeping tabs on the latest changes, and developing situations, is a big job for PMI's staff. PMI is dedicated to the cause, and equally dedicated to spreading the word. Follow us on our social media sites and download the free PMI mobile app to get the most up-to-date developments. We will continue the discussion at the Fall Conference. See you there! (Details on pages 4 and 5 in this issue of *Ripple Effect*.)

¹ The nine nations identified by PolicyMic to be facing “critical water shortages” as reported by *Contractor Magazine* are: Brazil, Iran, India, USA, China, Jordan, South Africa, Libya and Kosovo.

October in July? Setting the Pace for Our 2014 Fall Conference

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



Barbara C. Higgins

While for most of you, summer has just begun, for PMI staff fall is upon us! Plans for the **2014 Fall Conference: "Setting the Pace"** are be-

ing solidified and it's tough to imagine that in only about 60 days, we will have reached the deadlines for conference and hotel registration. Such is the life of meeting planners. We are living in the future!

The remodeling of the Westin O'Hare is now complete and we are confident that you will be impressed by the results. As in Austin, TX for last year's Fall Conference, the majority of the conference will be held in a well-appointed auditorium with theater-style, banked seating. We've put together another action-packed series of meetings but with some new twists as we move to our new template of a single, annual conference.

First, the conference will begin one day later in the week than has been our

tradition. The Board of Directors meeting (invitation only) will be on Monday afternoon, October 27, followed by a Welcome Reception that evening. Please plan to spend time networking at this energizing event.

The Conference itself will kick off Tuesday morning with a PMI Executive Panel Discussion, back by popular demand! Media personality **Bill Kurtis** will moderate the event to be held from 8:30 am to 10:00 am on October 28, 2014 (Tuesday). The distinguished panel will share their insights on our industry from their unique vantage point as captains of industry and answer your questions.

As many of you will recall, the panel held in Washington, D.C. as part of the 2011 PMI Fall Conference, was a roaring success. The 2011 panel was comprised of seven executives including: **Keith Allman**, Delta; **David Lingafelter**, Moen; **Jim Westdorp**, Kohler; **Tim Jahnke**, Elkay; **Bill Strang**, TOTO; **Don Devine**, American Standard and **Tim O'Keeffe**, Symmons. The event kicked off with a video introduction of the panel participants, sponsored by PMI allied member,

Chase Brass and was efficiently moderated by author and pundit **George Will**.

Invitations have gone out to members of PMI's Strategic Advisory Council plus the other CEOs of the companies represented on our PMI Board of Directors. Stay tuned as the list of panelists is assembled. So far we have commitments from executive leadership of **Moen**, **Kohler**, **Delta** and **Symmons**.

Another twist will be the passing of the gavel to our 2015 president during the General Membership meeting, as there will be no Spring Conference in 2015. **Tim Kilbane**, Symmons remains PMI president through the end of 2014 and **Fernando Fernandez**, TOTO will officially take over the role on January 1, 2015. We've got a number of new ideas up our sleeves to enhance networking opportunities. The conference will conclude on Thursday, October 30 with our continued interactive panel discussion of "The Future of Water."

Read more about the 2015 Conference on pages 4 and 5 of this issue of *Ripple Effect*! You won't want to miss it!

New Report: Switching Out Inefficient Toilets to WaterSense Models Saves 7.3 Gallons of Water Per Person Per Day

By **Stephanie Salmon, Government Affairs, PMI Washington D.C. Office**

Drought-plagued California could stretch its available water supply as much as 30 percent by making more effective use of existing resources, according to a new analysis released by the Pacific Institute and the Natural Resources Defense Council in June, 2014. The water would be found by expanding use of such existing strategies as conservation, water recycling, rainwater capture, and more efficient agricultural irrigation techniques.

As part of water conservation, the report, *The Untapped Potential of California's Water Supply*, highlights the water saving benefits of simply upgrading old plumbing fixtures to WaterSense products. For instance, by switching out an old, inefficient toilet and installing a 1.28-gallon-per-flush WaterSense model, a consumer would save 7.3 gallons per person per day. Multiplying this by the average population over the study period (36 million people) gives a

potential savings of 260 million gallons per day, or 0.29 million acre-feet per year. The report provides similar calculations for faucets and showerheads.

A direct link to the section of the report highlighting WaterSense fixtures - Urban Water Conservation and Efficiency Potential in California - can be found here: <http://pacinst.org/wp-content/uploads/sites/21/2014/06/ca-water-urban.pdf>

Higgins Talks WaterSense on European CEIR Panel

PMI CEO **Barbara C. Higgins** was featured on a panel as part of the 2014 annual conference of CEIR, the European Association for the Taps and Valves Industry held in Interlocken, Switzerland. She was invited by the group to provide background and impact of the US Environmental Protection Agency's (EPA's) Water Sense labelling program. Two similar schemes are currently under consideration and debate in the European Union. Also participating on the panel were representatives from the European Union Commission, the Swiss Federal Office of Energy, the sanitary ware industry, the taps and valves industry, **Yvonne Orgill**, CEO of the Bathroom Manufacturers Association (BMA) and CEIR president **Klaus Schneider** of Laufen.

Through Barbara, PMI has participated in CEIR, the European Valve Association, since 1999. The affiliation has opened up communication channels and built strong relationships with allied associations and manufacturers around the world. PMI has shared its message with



Among the familiar faces attending the 2014 CEIR conference were retiring Executive Director of CEIR Guy Van Doorslaer (front row, far left), CEIR President Klaus Schneider of Laufen (front row, fourth from left), PMI CEO Barbara C. Higgins (front row, fifth from left), Ugo Pettinaroli, CEO of Fratelli Pettinaroli (first row, last on the right) and BMA Chief Executive Yvonne Orgill (second row, third from right)

and attracted new international members through this important global network. Topics like the regulation of lead and nickel were first raised here during this international conference.

In addition to the lively discussion about a proposed European water label, the 2014 CEIR conference

also focused on counterfeit products, microbial contamination of drinking water and the comparison/contrast of "green" building certifications around the world by NEOPERL's **Jörg Rudolph**. Mr. Rudolph has been invited to reprise his presentation at the PMI Fall 2014 Conference.

President Obama Signs Water Infrastructure Legislation

On June 10, 2014, **President Obama** signed into law the "Water Resources and Reform Development Act", a measure intended to help lower the cost of repairing the nation's aging water and wastewater infrastructure. This is the first major water infrastructure measure that has passed Congress since 2007.

The measure establishes a five-year pilot program – the Water Infrastructure Finance and Innovation Authority (WIFIA). WIFIA will provide communities with low-interest federal loans for their large water and wastewater infrastructure projects. WIFIA is modeled after the Department of Transportation's Transportation Infrastructure Finance and Innovation Act, a successful federal program which has supported major public-private partnership transportation projects. PMI has been supportive of the WIFIA portion of the law. The full conference report can be found at: <http://transportation.house.gov/wrrda/conference.htm>.

Colorado Governor Signs Bill Phasing in Sale of WaterSense Plumbing Fixtures

On June 6, the Governor of Colorado, **John Hickenlooper**, signed the "Phase in High-Efficiency Water Fixture Options" (Senate Bill 14-103) into law. The measure seeks to improve water efficiency in the state by reducing flow rates and flush volumes. It will require the sale of plumbing fixtures meeting WaterSense standards for lavatory faucets, toilets, urinals and showerheads. The law does not mandate that residents change their existing plumbing products. The WaterSense plumbing fixtures efficiency standards for Colorado are set to go into effect in September 2016.

PMI actively worked on securing passage of SB 14-103 with Denver Water and a variety of water groups on this measure. PMI plans to work with Denver Water to enhance the law during the next legislative session in 2015. Currently, Georgia, Texas, and California are the only states that require the sale of high-efficiency, performance-tested fixtures. The law is expected to help address the Colorado Water Conservation Board's predictions of water supplies running short by 500,000 acre-feet of water per year in 2050 if habits don't change.

Setting the Pace at the 2014 PMI Fall Conference

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

Join us in **"Setting the Pace"** for change, action and results.

The 2014 Fall Conference will kick off on Monday, October 27 with a Board of Directors Meeting (invitation only) followed by a Welcome Reception and Networking Event.

Back by popular demand, Tuesday, October 28, will open with an Executive Panel Discussion featuring representatives from our member companies' top leadership. The panel will be moderated by acclaimed documentary host, producer and broadcaster **Bill Kurtis**. Following the panel discussion will be **Bob Weidner**, CEO of Metals Service Center Institute (MSCI) with the presentation "Grass Roots: Energizing the Base!"

The Government Affairs Committee will feature updates from PMI Consultants **Stephanie Salmon** and **Jerry Desmond**, and the Advocacy/Outreach and Technical Tracks will come together to evaluate research priorities. The af-



Executive Panel Moderator Bill Kurtis



ternoon will conclude with the General Membership meeting where elections of new officers will occur, plaques and awards will be handed out, the budget will be approved and the passing of the gavel from current PMI president **Tim Kilbane**, Symmons Industries, to 2015 president **Fernando Fernandez**, TOTO, will take place (please note that Mr. Kilbane will remain as PMI president through the end of 2014 and Mr. Fernandez will take over as president on January 1, 2015). That evening conference attendees are invited to a cocktail reception and "Chicago style" dinner and networking challenge/event.

Wednesday's session will begin with our Dual Track session where attendees will break out into two groups, Advocacy/Outreach and Technical Tracks, to address specific industry concerns. After the breakout sessions, **Jörg Rudolph**, Vice President, Head of Product Management, NEOPERL Inc., will compare "green" programs from around the world. The Fair Trade Committee will feature a presentation by **Hampton Newsome**, Attorney, Federal Trade Commission Bureau of Consumer Protection, on the "Internet Sales of Non-Compliance Products/Environmental Labeling"; while **Yvonne Orgill**, CEO of Bathroom Manufacturers Association (BMA), will present "Internet Sales vs. British Born Products." **Christian Taylor-Hamlin**, Technical Director of the BMA, will discuss "Health Certification" issues on behalf of the Water Efficiency and Sustainability Commit-

tee. The evening will conclude with a dinner and reception featuring the "wit and wisdom" of **Conor Cuneen**, noted speaker and author.

Thursday, October 30, will feature a panel discussion with representatives from the Alliance for Water Efficiency, Green Plumbers, American Rainwater Catchment Systems Association and Chicago Water Agencies on the "Future of Water Revisited." The final segment will conclude with plenty of time to allow attendees travel back to the airport for their return home; don't rush off too soon and miss out on these insightful sessions.



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

Registration will begin promptly in August, 2014. Keep watch on the PMI website and mobile app for more details. The PMI mobile app is available, for free, in both the Apple and Google Play stores; direct links can be found on the [PMI homepage](#).

Save the date and make plans to participate in this exciting event.

We'll see you there!

PMI 2014 Fall Conference Schedule of Events

Monday, October 27

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

Tuesday, October 28

8:30 am - 10:00 am	CEO/Executive Panel moderated by media personality Bill Kurtis
10:00 am - 10:30 am	Networking Break and Exhibits
10:30 am - 11:30 am	Grass Roots: Energizing the Base! by Bob Weidner , CEO Metals Service Center Institute
11:30 am - 12:30 pm	Government Affairs Committee with reports from PMI Government Relations Consultants Stephanie Salmon , Washington D.C. Office and Jerry Desmond , California Office
12:30 pm - 2:00 pm	Lunch, Exhibits and Free Time for Office Catch-Up
2:00 pm - 3:30 pm	Combined Technical and Advocacy/Outreach Tracks to evaluate research priorities
3:30 pm - 3:45 pm	Networking Break and Exhibits
3:45 pm - 5:00 pm	General Membership Meeting: elections, passing of the gavel, approval of the budget and dues, plaques and awards presentations
6:30 pm - 8:30 pm	“Chicago Style Dinner” and Networking Challenge/Event

Wednesday, October 29

8:30 am - 10:30 am	Dual Tracks (Choose One) Technical Track or Advocacy/Outreach Track
10:30 am - 11:00 am	Networking Break and Exhibits
11:00 am - 12:00 pm	Jörg Rudolph , Vice President, Head of Product Management, NEOPERL, Comparison of “Green” Programs from Around the World
12:00 pm - 1:30 pm	Lunch, Exhibits and Free Time for Office Catch-up
1:30 pm - 2:15 pm	Dual Tracks Session Reports and Website Update
2:15 pm - 3:00 pm	Fair Trade Committee: Yvonne Orgill , CEO, Bathroom Manufacturers Association (BMA) with Internet Sales vs. British-Born Products and Hampton Newsome , Attorney, Federal Trade Commission Bureau of Consumer Protection, talks Internet Sales of Non-Compliance Products/Environmental Labeling
3:00 pm - 3:30 pm	Networking Break and Exhibits
3:30 pm - 5:00 pm	Water Efficiency and Sustainability Committee with Christian Taylor-Hamlin , Technical Director, BMA, talks Health Certifications in Plumbing
5:30 pm - 6:45 pm	Cocktail Reception and Exhibits
6:45 pm - 8:45 pm	Dinner with “Wit and Wisdom” from corporate entertainment personality Conor Cuneen

Thursday, October 30

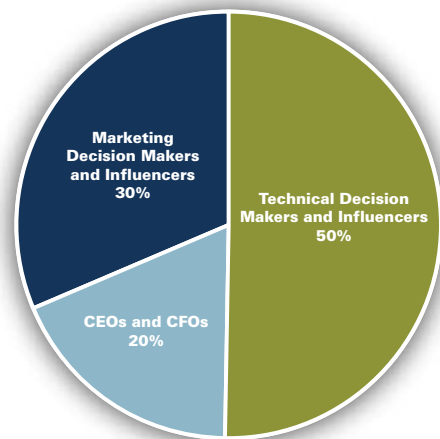
9:00 am - 11:30 am	Panel discussion: “The Future of Water Revisited” with representatives of the Alliance for Water Efficiency (AWE), Green Plumbers, the American Rainwater Catchment Systems Association (ARCSA) and Chicago Water Agencies
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PMI 2014 Fall Conference Expanded Sponsorship

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



A National Conference that Attracts
Decision Makers and Influencers



Attendees by job function

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

5 Reasons to Exhibit at PMI's Fall Conference

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

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

Sponsorship Opportunities at PMI's Fall Conference

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



Higgins Named 2014 Business Leader of the Year

Barbara C. Higgins, PMI CEO was presented with the 2014 Business Leader of the Year Award by Rolling Meadows, IL Mayor **Tom Rooney** at the annual Circle of Success dinner May 22, 2014. Ms. Higgins was selected by the Chamber of Commerce based upon her activities both within and beyond the local community. In addition to her role at PMI as CEO, the Chamber highlighted her involvement, both past and present, with organizations and activities including the Storehouse of World Vision procurement committee; Habitat for Humanity; Board of Trustees, Elgin Symphony Orchestra; Lay Eucharistic minister, St Simon's Episcopal Church; Order of the Eastern Star; Illinois State Past Grand Officer

of the Order of the Rainbow; as well as Rotary Club of Palatine; Junior Achievement Advisor, Crystal Lake; Fund Raising Committee for McHenry County Chapter of the American Heart Association and as Drought Relief Team in Orme, TN.

During her acceptance remarks, Ms. Higgins described PMI's mission and successes including passage of the national legislation that limited the amount of lead in plumbing products which went into effect this year, and urged the audience to retrofit their plumbing products for maximum efficiency and performance.

The PMI Board of Directors sponsored a table at the event.



PMI CEO, Barbara C. Higgins, accepts the 2014 Business Leader of the Year Award from the Mayor of Rolling Meadows, IL, Tom Rooney, at the Chamber of Commerce Circle of Success Awards Ceremony

A Sampling of Congratulations from Friends and Colleagues:

"It has always been a pleasure to work with you on issues affecting your industry and the brass rod and bar producers, and I have always been impressed with your professionalism and abilities. It was absolutely no surprise that you are receiving this high honor from your business colleagues in the Chicago area. Congratulations." **John Arnett**, Government Affairs Counsel, Copper and Brass Fabricators Council

"Congratulations! I knew you were a winner from the start!" **Chuck Dowd**, MASCO- Retired

"Way to go!!!" **Ray Fisher**, President, Fisher Manufacturing

"Wow! What a great event! Congratulations, Barb, this is well deserved and it's nice to see the recognition." **Pete DeMarco**, IAPMO

"Congratulations. Great job and well deserved." **Todd Talbot**, President, Fluidmaster

"Hey....Congratulations are definitely in order!!! Hope all is well with you and PMI. Have a terrific summer!" **Bob Atkins**, Grohe (retired)

"And when are you running for office?" **Peter Krainock**, Committee Chair, ITAC/9

Congratulations to Our Own Jodi Stuhrberg on Her Promotion!



Jodi Stuhrberg

Jodi Stuhrberg has been named Association Manager of PMI by PMI's CEO, **Barbara C. Higgins**.

"Jodi is a tremendous asset to our organization. During her short tenure at PMI, she has already added significant value and we are delighted to have her as part of our team," noted Higgins.

Jodi joined PMI in December 2013 as Association Coordinator. Her responsibilities include project management, meeting/event planning and overseeing day-to-day opera-

tions. She has remarked, "Working with PMI has been very rewarding. While my skills have been embraced, they have also been enhanced working with the talented members of this team. I wear many hats and the team has been extremely helpful and encouraging as I continue to grow professionally at PMI and join them in making a difference in the industry. Thanks to everyone for the warm reception I've received the last six months. I'm excited to see what the future holds."

Learn more about Jodi from her in-depth interview in the January 2014 issue of *Ripple Effect*. (Past issues can be found at www.pmihome.org)

Allied Member Benefits Changed to Include Access to Conference Calls

The results are in! Allied members responded to the PMI member satisfaction survey—they spoke, we listened.

Effective immediately, all members (both manufacturing and allied) can join in committee conference calls and access the Members Only sections of our PMI website and mobile app.

Manufacturing members keep watch for the Manufacturing Member Satisfaction Survey to be circulated this week. PMI appreciates your participation in these surveys and values your insights. Maintaining member satisfaction is our top priority!

Congratulations to:

Jeff Zeman, Senior Staff Environmental Engineer, Kohler Company, who has been appointed PMI Committee Co-Chair of the Water Efficiency and Sustainability Committee. (Serving alongside **Danny Gleiberman** of Sloan Valve Co.)

Chip Way, Director of OEM Sales, Lavelle Industries, who has been appointed PMI Committee Co-Chair of the Fair Trade Committee. (Serving alongside **Ece Cokyasar-Potter** of Vitra USA)

These appointments were made by PMI President **Tim Kilbane**, and were the first to be made using PMI's new candidate application process. The three-year terms are effective immediately with the first committee meetings to be held at the 2014 Fall Conference and expiring after the 2016 Fall Conference.

Thank you to all who submitted their names for consideration.

Note: PMI provides leadership training and coaching for all committee chairs.



Jeff Zeman, Kohler Co., enjoying some quality time with his son Max



Chip Way, Lavelle Industries, at the 2013 PMI Fall Conference in Washington D.C.

Save the Date: PMI 2014 Fall Conference
October 27-30, Westin O'Hare, Rosemont, IL

Join Us As We Set The Pace!

2014 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Tim Kilbane, Symmons Industries
President

Fernando Fernandez, TOTO USA
Vice-President

Paul Patton, Delta Faucet Company
Treasurer

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

DIRECTORS AT LARGE

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

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

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

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

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