

Give me Relevance, or Give me...

By Fernando Fernandez, 2015 PMI President and Director of Codes and Standards, TOTO USA



Fernando Fernandez

It seems as if every industry has its own special motto from “location, location, location,” to “the customer is king,” to “service with a smile.” I certainly feel an industry association’s motto serving to encapsulate the spirit behind the value offered should be “relevance is everything.” Not to confuse this with PMI’s vision statement which is “Safe, responsible plumbing.

Always,” it is imperative to recognize that inherent to our value proposition is the subject of relevancy.

I recently had the opportunity to participate in the Canadian Institute of Plumbing and Heating (CIPH) Annual Business Conference in Quebec City, Canada representing PMI. I spoke about the importance of the Memorandum of Understanding (MoU) between our organizations and the significance of our collaboration on codes and standards. It was a great experience to see how our partner to the North conducts their conference and keeps their members engaged. This immediately reminded me of our activities at PMI as a whole, and just how important it is to always remain relevant to our members.

Thoughtful planning and execution are cornerstones of good business practices. At the PMI Board level, our role in developing strategic direction is something we constantly engage upon and is driven by topics impacting our industry and the need for continuous improvement. As I look back at the past few years I have served on the Board, I can trace the enhancement of the Board’s governance model to improve functionality and impact, so we may deliver the best metrics relevant to today’s topics and trends. Also of importance is conducting and acting upon member satisfaction surveys to gauge just how PMI is fulfilling your needs. Collectively, these changes for relevancy yield a more effective approach and empower our CEO/Executive Director to leverage the association’s strengths while improving the function and management of this organization.

PMI’s ability to move quickly and react to industry issues has helped us to zero in on issues of impact. We’ve taken some serious strides with respect to California standards and have been very proactive with the California Energy Commission in Sacramento as we continue to follow up with them regarding implementation of 1.2 gpm faucets. Our focus is laser sharp and we need to drive the message to policymakers that while we will certainly meet that goal, 1.5 gpm models can contribute to savings immediately.

Enabling relevance are the forums PMI offers like the bi-weekly Tech Talk calls, Outreach/Communications calls, Advocacy/Government Affairs calls, and California Task Groups calls. Furthermore, we’ve improved the structure through which our Allied members can liaise with the Board and on our call-in forums too. These activities keep us all connected and allow for your participation in important industry affairs where your voice can be heard. I don’t know if we struck the right formula with this but it sure makes for common sense.

Stagnation is the death of any trade association. Effective leadership and getting the right people focused on the right things – whether Board Members, Committee Chairs, Consultants, as well as our general membership – keeps us empowered. That said, I am reminded of a famous saying by American patriot Patrick Henry, for which I have a new twist: Give me relevance, or give me.... Obsolescence!

Lastly, as we continue to deliver on our international scope, it is important to remain collaborative with our industry association partners in key regions where there is stakeholder involvement. Organizations such as BMA (see page 7) and CIPH are equally as engaged in their markets and mutual participation and communication with them for a better understanding of their challenges and successes are the key to remaining relevant and another way of adding value to our members. I fully support PMI’s broadened international scope, codified with the 2010 update of our logo and name (which changed from “Institute” to “International”) as it gives PMI a panoramic view

(Continued on page 8)

PMI Works for You: Here, There, and Everywhere

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

As the parable goes: *A group of blind men came in contact with what someone told them was an elephant. Curious, the blind men each touched the animal in an*

attempt to understand and describe it to the others. One of them said: 'It is like a pillar.' This blind man had only touched its leg. Another man said, 'The elephant is like a husking basket.' This person had only touched its ears. Similarly, he who touched its trunk or its belly talked of it differently. In the same way, he who has seen or experienced something from a limited point of view does not have a complete or accurate picture:

*And so these men of Hindustan
Disputed loud and long,
Each in his own opinion
Exceeding stiff and strong,
Though each was partly in the right
And all were in the wrong.*

Similarly each of you likely have a different view of the role of PMI staff and consultants, depending upon your interface and exposure. I've been asked over the years by those who only see us at conferences, what PMI staff does in between these events. There is no question that there is much more to our responsibilities than conducting an annual meeting. In fact, the more exposure you have to staff, the more you understand the diverse roles that we all play in an effort to fulfill PMI's Vision and Mission, and to deliver the member value that you have come to expect. We've often been complimented that PMI staff (and consultants too) are readily available 24 hours a day. But do you realize that your call or request is only one of dozens of others that come to us at all times of the work day from

various time zones at home, on business trips, and often even on vacations?

PMI is about the exchange of information. That is easy to see through the various publications, conference calls and committee meetings. Networking plays a key role both in and around conferences but also throughout the year by staff working to build relationships with our allies and counterparts around the world. PMI is living proof of the adage that there is strength in numbers and we know there is much to be learned from other organizations facing similar issues. These relationships enable PMI to receive and provide early warning heads-up on issues emerging from various jurisdictions (California) and around the world (lead and nickel to name two).

PMI staff and consultants draw upon relationships built over the span of our careers to provide answers to your questions. The networks we have made and nurtured, enable us to pick up the phone for instant results. While we may not have an immediate answer, we know just whom to call to get it for you. Association work is not for the shy or introverted!

It's been said: "It's not what you know, it's who you know." Our networks provide valuable resources to draw from. It's important to note that relationships don't happen overnight. In our hurry-up world much of the 'human' part of business – thanks in great part to the ironically named "social" media, has been lost in recent decades. (Could it really be anti-social media?) But there is a resurgence. Many cultures put a very high value on relationships and do a much better job than we do in the US. They spend time developing the environment before the actual business begins. But Americans are figuring that out too. Remember the predictions about the demise of conventional trade shows in favor of "virtual" trade shows? While the internet has greatly changed

the way we research and buy, thankfully, the human in us still appears to need the "touch and feel" aspect of shopping.

That human element plays an important role in industry trade associations like ours. There is no question that it takes an effort to block out time from the office, get on an airplane and attend meetings in person. People must be motivated to make the effort. BUT once onsite, the payback is obvious and immediate.

I am delighted that our PMI President **Fernando Fernandez** (TOTO USA) did exactly that when he joined me to represent PMI at the CIPH Conference in Quebec City last month. Both organizations benefitted tremendously from his presences and presentation. Fernando did a great job in helping to solidify an already strong relationship there. Both of us took away significant value and insights, ranging from conference best practice tips to creating solid content. I am pleased to report that Fernando and PMI Vice President **Paul Patton** (Delta Faucet Co.) have tentatively planned to attend the UK's Bathroom Manufacturers Association Conference (BMA) in October. I'm grateful to the commitment that these and other Board members like **Rick Reles** (Kohler Co.) have made to assist in the nurturing of our international and allied association relationships. These trips require preparation and sometimes tricky logistics, but the rewards are evident!

PMI is working for you here, there and everywhere. If your perception comes from a singular dimension, you're not getting the whole picture. What you see may be only the tip of the iceberg, or the toe of the elephant. There is a lot going on in our industry and our small but mighty team works hard to stay on top of emerging issues. We are always open to ideas about how we can continue to enhance our value to you. We'd love to hear from you!

Strengthening Our Bonds: PMI attends CEIR and CIPH

CEO/Executive Director Higgins Addresses European Valve Association

Ten countries were represented at the 2015 Congress, hosted June 11-13 by the Bathroom Manufacturers Association (BMA) on behalf of the European Valve Association (CEIR), at Rudding Park in Harrogate, England. The worldwide drought, water efficiency, water quality and regulatory policy topped the discussion agenda. PMI CEO/Executive Director **Barbara C. Higgins** delivered an update on issues from the USA perspective. She is a contributor to the CEIR Gazette and has attended CEIR meetings regularly since 1999.



Some familiar faces in the crowd from around the world outside Rudding Park Hotel. BMA's CEO Yvonne Orgill and Maite Serra of Spain's Agrival are at the center, shoulder-to-shoulder with PMI's Barbara Higgins. 2015 CEIR President Klaus Schneider, Similor is the tallest one in the center of the back row at the top of the stairs



A multi-language welcome



Deep in thought, Holger Fehrholz, Similor AG, is both the Sanitary Valves Technical Committee Chair and PMI's newest member

President Fernandez talks PMI with Our Northern Neighbors

PMI President **Fernando Fernandez**, and PMI CEO/Executive Director, **Barbara C. Higgins** attended the Canadian Institute of Plumbing and Heating (CIPH) Conference June 14-16 in Quebec City, where Mr. Fernandez talked of the important relationship between PMI and CIPH. The conference focused on "Innovation, Integration and Motivation."



CIPH outgoing Chair Paul McDonald, General Manager, Bradford White Canada and his wife Gail



CIPH incoming Chair, Siân Smith, Senior Director of Procurement and Pricing, Noble Corp. and her husband Pete. Siân is the first female and youngest individual to ever hold the seat.



Following his presentation, PMI President Fernandez (far right) surprises CIPH President/General Manager Ralph Suppa (second from right) with a prototype of the aptly named high-efficiency water closet with "Suppa-flush" which requires a "small" amount of water! Also shown are PMI CEO/Executive Director Barbara Higgins and keynote speaker Ross Shafer (far right), who coincidentally is also the keynote speaker for the PMI conference this year. Great conference-planning minds think alike!



At the CIPH Chairman's Banquet: CIPH President/General Manager Ralph and Susie Suppa, PMI First Lady Farah and President Fernando Fernandez and PMI CEO/Executive Director Barbara and Trey Higgins

The Future of Water: Wins, Woes and Worries



The 2015 PMI Conference will be held **October 26-29** at the Hotel Contessa on the River Walk in San Antonio, TX. Join us as we take an

in-depth look at “The Future of Water: Wins, Woes and Worries.”

The Conference will kick off on Monday, October 26, with a Board of Directors Meeting (invitation only) followed by VIP and Welcome Receptions, as well as exhibits from conference sponsors.

Tuesday, October 27, will open with an official welcome followed by the Government Affairs Committee with reports from PMI government relations consultants **Stephanie Salmon** (Washington, D.C.) and **Jerry Desmond** (California). **Dr. Marc Edwards**, environmental engineer, biophysicist and professor at Virginia Tech will present, “Achieving Water Conservation Without Compromising Public Health,” and **Dr. Paul Sturman**, research engineer, industrial coordinator and professor at the Center for Biofilm Engineering at Montana State University, will address “Biofilm Growth and Response to Antimicrobial Treatment.”

The afternoon will close with our popular Dual Track Session where attendees will split into two committee groups, Technical and Outreach/Communications, to address specific industry concerns. The Technical Track will feature an expanded presentation by Dr. Sturman on “Biofilms and Pathogen Survival,” and a Plumbing Efficiency Research Coalition (PERC) update from **Pete DeMarco**, senior vice president of advocacy and research, IAPMO. The Outreach/Communications Track will begin with a presentation by **Laura Marlow**, senior director, business de-

velopment and strategic partnerships, CMD Group, followed by a panel discussion on “Social Media and Digital Communications Strategies” featuring **Erin Streeter**, senior vice president of communications, National Association of Manufacturing; **John Mesenbrink**, president, Mechanical Hub; **Wes Baerga**, digital marketing strategist and client development, Vue Point Creative; **Beth Livingston**, WaterSense Brand Manager, Environmental Protection Agency; and **Yvonne Orgill**, CEO, Bathroom Manufacturers Association.

That evening, conference attendees are invited to join us in a special “**Dine Around San Antonio**” event. Participants will choose their restaurant from a selection of the city’s finest.

Wednesday, October 28, will begin with a keynote address from **Ross Shafer**, six-time Emmy Award winning comedian, writer, and TV host of such shows as: “The Match Game” on ABC, “The Late Show” on FOX, and “Day’s End” on ABC. The Water Efficiency and Sustainability Committee will present **John Mesenbrink**, president, Mechanical Hub, on Net-Zero Building followed by the Fair Trade Committee updates from the U.S. Department of Commerce’s **Gary Stanley**, director, Office of Materials Industries, and **Salim Bhabhrwala**, senior trade specialist.

The afternoon will continue with reports from the Dual Track Sessions and the Allied Member Committee. After which, there will be a General Membership Meeting where elections of new officers and board members will occur. We’ll honor PMI service by handing out plaques and awards. The 2016 operating budget will be approved and there will be a ceremonial “passing of the gavel” from 2015 PMI president, **Fernando Fernandez**, TOTO USA, to 2016 president, **Paul Patton**, Delta Faucet Co. (Note that Mr. Fernandez will remain as president through the end of 2015 and

Mr. Patton will take over as president on January 1, 2016.) The day will wrap up with a cocktail reception amid the sponsor exhibits followed by the official conference dinner.

The final day of the conference, Thursday, October 29, will begin with **Karen Guz**, conservation director, San Antonio Water Systems, who will share insights on San Antonio’s successes and challenges in converting the city to WaterSense products. It will conclude with a panel discussion on the “The Future of Water: Wins, Woes and Worries” featuring: **Carole Baker**, executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; **Eddie Wilcut**, senior project manager, Alan Plummer Associations Inc.; **Chris Piper**, government relations, Denver Water; and Ms. Guz. The conference will conclude with plenty of time to allow attendees to travel to the airport for their return home. Don’t rush off too soon and miss out on this exciting final day of the conference!

Also featured will be the return of last year’s successful **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.

Registration opens July 29! 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. Visit www.safeplumbing.org for direct links on our home page.

PMI 2015 Conference: October 26–29 in San Antonio, Texas

Monday, October 26

2:00 pm - 5:00 pm	PMI Board of Directors Meeting (Invitation only)
3:00 pm - 5:00 pm	Conference Registration
3:00 pm - 7:00 pm	Exhibit Hours and Networking
5:30 pm - 6:00 pm	VIP Reception (Invitation only)
6:00 pm - 7:00 pm	Welcome Reception for all attendees (Dinner on your own)

Tuesday, October 27

8:30 am - 9:00 am	Opening Remarks and Official Welcome
9:00 am - 10:30 am	Government Affairs Committee with reports from PMI government relations consultants Stephanie Salmon , Washington D.C. office, and Jerry Desmond , California office
10:30 am - 10:45 am	Networking break and exhibits
10:45 am - 12:00 pm	“The Plumbing Professor” Dr. Marc Edwards , environmental engineer, biophysicist and professor, Virginia Tech, will present “Achieving Water Conservation Without Compromising Public Health”
12:00 pm - 1:30 pm	Lunch, exhibits and free time for office catch-up
1:30 pm - 2:30 pm	Dr. Paul Sturman , research engineer, industrial coordinator and professor, Center for Biofilm Engineering, Montana State University, will address “Biofilm Growth and Response to Antimicrobial Treatment”
2:30 pm - 2:45 pm	Networking break and exhibits
2:45 pm - 5:00 pm	Dual Tracks (Choose one) Technical Track featuring an expanded presentation by Dr. Paul Sturman on “Biofilms and Pathogen Survival,” and a Plumbing Efficiency Research Coalition (PERC) update from Pete DeMarco , senior vice president of advocacy and research, IAPMO OR Outreach/Communications Track with a special presentation by Laura Marlow , senior director, business development and strategic partnerships, CMD Group; and a Communications Panel Discussion on “Social Media and Digital Communication Strategies” featuring Erin Streeter , senior vice president of communications, National Association of Manufacturing (NAM); John Mesenbrink , president, Mechanical Hub; Wes Baerga , digital marketing strategist and client development, Vue Point Creative; Beth Livingston , WaterSense Brand Manager, Environmental Protection Agency; and Yvonne Orgill , CEO, Bathroom Manufacturers Association
6:30 pm - 9:30 pm	Dine Around San Antonio (diners choose from a selection of top San Antonio restaurants)

Wednesday, October 28

8:00 am - 9:30 am	Keynote address by Ross Shafer , six-time Emmy Award winning comedian, writer, and TV host of such shows as: “The Match Game” on ABC, “The Late Show” on FOX and “Day’s End” on ABC
9:30 am - 9:45 am	Networking break and exhibits
9:45 am - 11:15 am	Water Efficiency and Sustainability Committee presents “Net-Zero Building” with John Mesenbrink , president, Mechanical Hub
11:15 am - 12:30 pm	Fair Trade Committee featuring presentations by the U.S. Department of Commerce’s Gary Stanley , director, Office of Materials Industries, and Salim Bhabhrwala , senior trade specialist
12:30 pm - 2:00 pm	Lunch, exhibits and free time for office catch-up
2:00 pm - 2:30 pm	Reports from the Dual Track Sessions and Allied Member Committee
2:30 pm - 3:00 pm	Networking break and exhibits
3:00 pm - 4:30 pm	General Membership Committee Meeting and passing of the gavel
6:00 pm - 7:15 pm	Cocktail Reception and Exhibits
7:30 pm - 9:30 pm	Official Conference Dinner

Thursday, October 29

9:00 am - 9:30 am	Karen Guz , conservation director, San Antonio Water Systems (SAWS), shares insights on San Antonio’s successes and challenges in converting the city to WaterSense products
9:30 am - 11:30 am	“The Future of Water: Wins, Woes and Worries” Panel Discussion with: Carole Baker , executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; Eddie Wilcut , senior project manager, Alan Plummer Associations Inc.; Chris Piper , government relations, Denver Water; and Karen Guz , conservation director, SAWS

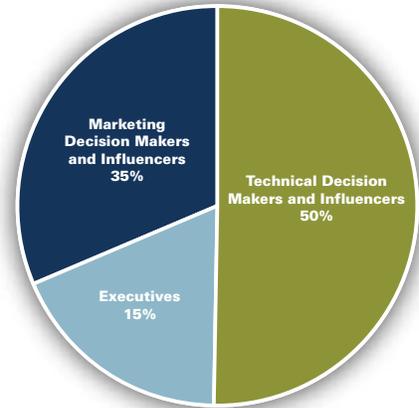
Expanded Sponsorship Opportunities at PMI Conference

Oct 26–29, 2015 | The Hotel Contessa, San Antonio, Texas



A National Conference that Attracts
Decision Makers and Influencers

A National Conference that Attracts
Decision Makers and Influencers



Attendees by job function

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

Five Reasons to Exhibit at PMI's Conference

- 1 Benefit from a wider reach**
The most influential group of industry leaders from the top manufacturers across the country.
- 2 Build relationships with attendees**
Get direct and face-to-face 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 insight to industry issues**
Your sponsorship entitles you to registration at this closed conference.
- 5 Showcase your latest technology and services**
Demonstrate your products and services in front of plumbing industry leaders.

Sponsorship Opportunities at PMI's Conference

Choosing to participate in the expanded sponsorship program at the 2015 PMI 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 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.

For complete details and pricing visit
<http://www.safeplumbing.org/2015-sponsorship>

UK's BMA Announces Line-up of Speakers for Conference

Courtesy of the BMA



The Bathroom Manufacturers Association (BMA), organizers of this

year's Bathroom and Kitchen Industry Business Conference, has announced its complete line-up of speakers for their event on October 13, 2015.

At the recent BMA Marketing Committee meeting, four more world-class speakers were approved, including:

Jonty Bloom heads the final list. Bloom is the well-known and well-respected broadcaster and business correspondent, heard regularly on the radio. He will be speaking about Britain's business relationship with Europe, particularly in the light of the UK government's renegotiations. Bathroom and kitchens will be affected no matter what happens in the future and Jonty will have much to say of relevance to our industry.

Alan Wallace, head of Apple Green Homes, the innovative builder based in Glasgow, Scotland, will bring his thoughts about the future of homes in the UK. He will explore the sustainable design and construction of homes which are 'better, bigger and warmer.'

The future of retailing and the trends in consumer habits will be discussed by

Professor **Joshua Bamfield**, Director of the Centre for Retail Research and acknowledged expert on trends in retail in the UK.

Finally, the highly recommended former head of Digital Marketing for Microsoft, **Allister Frost**, will be speaking about what the digital world means for business – and it won't be all about Facebook or Twitter.

"We are delighted with our line-up for this year's conference," says **Yvonne Orgill**, CEO of the BMA. "Our list is particularly strong this year. We have class-leading speakers and very well-known names in the mix. I've said it before and I'll say it again, we are looking beyond our industry for inspiration and this year's conference is aimed at joining up the dots—setting out the importance of design, innovation, sustainability, business in Europe, retailing and of course the industry conference itself. It's set to be the best yet!"

The final four will join award winning **Michael Buerk**, newsreader, journalist and broadcaster, who will present the keynote speech.

Dick Powell, co-founder and Chairman of internationally renowned design and innovation company Seymourpowell will speak about 'Designing Innovation'

Event Details

The Bathroom and Kitchen Industry Conference

Tuesday, October 13, 2015

Heythrop Park, Enstone, Oxfordshire, England

For more information:

Visit online at: <http://www.bathroom-association.org/annual-conference/>

Email: info@bathroom-association.org.uk

and **Paul McGee** the internationally recognized speaker and best-selling author will give us his thought-provoking and unique insights into communication.

Hosting the conference is **Kasia Madera**. Kasia is a BBC World News presenter and is one of the main anchors of the 'Newsday' program, she can also be seen on 'World News Today'.

Bookings are being taken now and some early-bird discounts are available for group bookings by manufacturers.

Water Use Trends Downward in US, Finds Pacific Institute Study

The Pacific Institute (PI) has recently published a study showing that the total water use in the US has seen a marked reduction in the final 5 years analyzed in their research (2005-2010). Using data released by the US Geological Survey (USGS), they noted the downward trend across all sectors: agriculture, municipal, industrial, and thermoelectric power. PI notes this is an important reversal of the previous 25-year trend of

increasing water use to produce energy, and agriculture use was at its lowest level in 40 years despite an increase in the amount of acreage being irrigated.

They also noted an increase in the efficiency of use for the water consumed, reporting the gross domestic product per unit of water has risen by 20%.

Although the numbers are encouraging,

they also point out that the current rate of water consumption is not sustainable, and at this rate the country still faces significant challenges in water efficiency.

PI is an internationally-renowned independent think tank focused on water issues. For more information and to view the complete 16-page report, go to: <http://pacinst.org/publication/water-use-trends-in-the-united-states>

PMI Mourns the Loss of Friend and Colleague

By Barbara C. Higgins, PMI CEO/Executive Director



Mario Bortoli with his wife Mary, who passed away December 26, 2011

It is with great sadness, we announce the passing of **Mario Bortoli**, founder of Quality Metal Finishing in Rockford, Illinois. Mr. Bortoli served on the PMI Board of Directors for several years and was part of the team that led the transition to the new PMI, which resulted in my joining the organization. The whole Bortoli family, and Mario in particular, represents what's best about America.

He will be missed. Our condolences go out to son Matt, and the entire Bortoli family.

Follow the link for details about his life and memorial services held in his honor. <http://goo.gl/mB4bBX>

IETS 2016 Issues Call for Abstracts

The bi-annual International Emerging Technology Symposium (IETS) provides a unique opportunity to join leaders and visionaries in the plumbing and mechanical industries from across the globe. Co-conveners of the event, including PMI, have issued a call for abstracts relating to plumbing, mechanical, HVAC, utilities, water-efficiency focused organizations, manufacturing and industry trade associations.



The deadline to submit an abstract is August 1, 2015.

Visit <http://goo.gl/Lizrgi> for more more information, including submission forms.

Give me Relevance, or Give me...

(Continued from page 1)

of the landscape reflecting the business models of our member organizations.

As I close my editorial piece for July, I'd like to take a moment to ask for your feedback regarding what else PMI can

do to meet your needs. Keep an eye out for the member satisfaction survey coming your way soon. Thank you in advance for your comments to help us better serve you.



PMI Names New Allied Member Committee Chair

Congratulations to **Shahin Moinian** of ICC who has been appointed Committee Chair of the Allied Member Committee. The appointment was made by PMI President **Fernando Fernandez** (TOTO USA) based on leadership, demonstrated commitment to PMI, and attendance at PMI meetings and forums. It is effective immediately (to complete the term left

vacant by **Chris Salazar**, formerly of NSF, who has left the industry). The 1-year term for this position expires at the end of 2015. Shahin will serve with Allied Member Committee Board Liaison **Scott McDonald** (Fluidmaster).

Thank you to all those who expressed interest in the position and for your willingness to serve PMI.

2015 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Fernando Fernandez, TOTO USA
President

Paul Patton, Delta Faucet Company
Vice-President

Peter Jahrling, Sloan Valve Company
Treasurer

Tim Kilbane, Symmons Industries
Immediate Past President

DIRECTORS AT LARGE

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

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

Rick Reles, Kohler Company
(1/15-12/16)

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

PMI STAFF

Barbara C. Higgins
CEO/Executive Director
bhiggins@safep plumbing.org

Matt Sigler
Technical Director
msigler@safep plumbing.org

Dawn Robinson
Communications Manager
drobinson@safep plumbing.org

Jodi Stuhberg
Association Manager
jstuhberg@safep plumbing.org

Shirley Havel
Administrative Assistant
shavel@safep plumbing.org

PMI CONSULTANTS

Ray Valek
Public Relations
ray@valekco.com

Frederick Desborough
Technical Consultant
frd@flex-fluss.com

Erin Shencopp
Legal Consultant, Jones Day
eshencopp@jonesday.com

Newsletter Design By:
Maureen Baird Graphic Design
info@mbairdgraphics.com



1921 Rohlwing Road, Unit G
Rolling Meadows, IL 60008
Phone: 847 481-5500
Fax: 847 481-5501

www.safep plumbing.org