



Maximized Member Engagement = Maximum Member Value

By Paul Patton, Senior Manager, R & D and Regulatory, Delta Faucet Co. and 2016 PMI Board President



Paul Patton

As I sat down to write this article, the first thing that hit me was, “Wow, I am halfway through my term!” Past PMI board presidents told me that the time would go by quickly. How true their statements were.

The first part of 2016 was very busy, and we are now preparing for exciting things to come. As I’ve shared in past articles, it’s

important for PMI to understand the value of the organization from each member’s point of view. Very shortly, you and others in your organization will be receiving an online survey that will provide you the opportunity to share your opinions and help us better understand the value that PMI brings to your organization, find out what we’re doing well and pinpoint areas where we could improve. I encourage each member company to complete this survey. Your feedback is essential and enables PMI to continue as a member-driven organization. Our goal is to have this information for the PMI Board of Directors to review in our upcoming two-day strategy session at the end of July. We’ll study the data and identify ways we can improve in areas that are important to our membership.

In July, we will also hold our first mid-year committee meetings. The Advocacy/Government Affairs and Fair Trade Issue Committee chairs will review current operations and committee structure and suggest enhancements. Our technical training session will follow at the beginning of August. I know that many members are well versed in codes and standards, but think about others in your organization who

could benefit from gaining a basic understanding of industry regulations. Our Outreach/Communications Committee meeting will also convene at the beginning of August. Your public relations and marketing teams are invited to join this committee meeting. These mid-year meetings offer a great opportunity to help drive our mission statement, develop goals and extend the value of PMI membership further within your organization. I encourage you and your colleagues to attend. Visit the PMI website or follow this link (goo.gl/g0ktjT) for registration instructions.

One of my goals this year is to encourage member engagement and have committee chairs take ownership of their committees. I am very pleased to see the engagement of our chairs and their willingness to take charge.

Jump in! Engage! Be the “I” in PMI!

As always, please do not hesitate to reach out to me with suggestions for PMI. I welcome your insights, opinions and ideas.

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Collaboration and Communication: The Keys to Success

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



Barbara C. Higgins

As teed up in this column in last month's issue of *Ripple Effect*, the "system" theme continues to occupy a prominent place in our news and in our industry.

Events, problems and, most importantly, solutions rarely originate or become resolved in a vacuum. With a bit of digging, the origins of seemingly "random" occurrences are suddenly and vividly defined. That said, Monday morning quarterbacking is one of America's favorite pastimes. While the "I told you so" attitude is unproductive, learning from past mistakes is productive and a valuable way to prevent the repeat of history and unintended consequences.

On June 16, Association Manager **Jodi Stuhrberg** and I traveled to the world headquarters of Rotary International based in Evanston, Ill., to attend a special presentation titled "Flint, Michigan: Could it Happen Here?" The panel was moderated by **Monica Eng** of WBEZ radio. Panelists included **Joel Brammeier**, President and CEO of the Alliance for the Great Lakes; **Jamie Gaskin**, CEO of United Way of Genesee, Mich.; **Amy Krug**, President of the Rotary Club of Flint, Mich., and **Dr. Lawrence Reynolds**, Flint pediatrician and member of the Governor's Water Advisory Task Force. The program covered the ignored early warning by **Dr. Marc Edwards** through to the present status. PMI members will remember that Dr. Edwards spoke about the Flint issue at our October 2015 conference in San Antonio. The "state of emergency" was declared three months later.

The message delivered was one of bad decisions, poor administration of prescribed procedures, political agendas,

callous attitudes, poor communication and shattered public confidence. The conclusion, though, was one of appreciation and awe regarding the relief effort. In addition to the aid provided by PMI members and the UA (see article in the March issue of *Ripple Effect*), entities ranging from school children to representatives from Norway and Sweden pitched in to help.

The obvious question is where do we go from here? PMI has begun exploring that topic as part of the Advocacy/Government Affairs and Outreach/Communication committees. The PMI Board of Directors has approved expanding the focus of PMI's advocacy efforts to include advocacy for restoration of the underground water infrastructure in the U.S. We will define PMI's role and outline action steps beginning with the committee meeting and strategic planning meeting to be held at PMI headquarters in late July, continuing through our August communications workshop and press event.

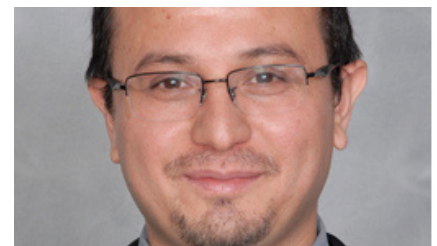
To-date, PMI has concentrated its advocacy efforts on water efficiency and water purity as related to the products manufactured by our member companies. While the shift in strategic focus to include infrastructure is historic for PMI, it is a perfect extension of our vision for "Safe, Responsible Plumbing. Always."

We are not in this alone. Networking and partnering continue to be important cornerstones of PMI's foundation. It's in our DNA. We seek like-minded groups and build coalitions to get the job done. As you have seen, PMI is a founding member of such groups as the Plumbing Efficiency Research Coalition (PERC), Plumbing Industry Leadership



Monica Eng, Jamie Gaskin, Dr. Lawrence Reynolds and Amy Krug review impacts and outcomes of the Flint, Mich., disaster.

Coalition (PILC) and Get The Lead Out Coalition (GTOL). We've joined forces with related industry groups to produce the successful International Emerging Technology Symposium (IETS). We enjoy our long-standing and mutually productive relationships with our counterparts around the world: the Canadian Institute of Plumbing and Heating (CIPH), Bathroom Manufacturers Association (BMA), CEIR (the European Valve Association), and American Society of Plumbing Engineers (ASPE). Our relationship with the American Supply Association (ASA) spans nearly two decades and will continue to grow as we work with ASA's newly-appointed technical director, **Hugo Aguilar**, to enhance communication and understanding of our key industry issues.



Hugo Aguilar joins ASA

We reached out several years ago to partner with the Denver-based American Water Works Association (AWWA) on lead and efficiency issues and we continue to build upon that relationship. I was delighted to attend as a

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Mystery Man Identified! Apologies to Steve Edwards

Heartfelt apologies to **Steve Edwards**, vice president of Jing Mei Industrial USA, Inc., who was clearly prominent in the back row of a group photograph of PMI executives, but was inadvertently not identified in the caption. The photograph appeared in a recent edition of *Ripple Effect*. Steve attended the April 27 Executive Networking Session Fly-In, as part of the 2016 Fly-in. We are happy to confirm that Steve is NOT part of a witness-protection program and so are re-running his photograph here.



Steve Edwards, Vice President, Jing Mei Industrial USA, Inc.

Now that you've got the name AND the face, be sure to introduce yourself when you meet him at the PMI Annual Conference in October!

Collaboration and Communication: The Keys to Success

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guest, the AWWA's Annual Conference and Exposition (ACE 16) conference held in Chicago June 19–22. I came away with countless partnering and collaboration opportunities. I look forward to continuing the dialogue this summer.

PMI is about people. In his opening address, **Gene Koontz**, AWWA president, called for a “diversity of ideas to meet and conquer our challenges.” In his remarks, AWWA CEO **David LaFrance** noted that members of our industry associations receive few accolades. “We don't get to run down the tunnel [into the sports arena] and there are no movie credits trailing after our accomplishments. But we know that there is power in collaboration.” He concluded that by combining our creative efforts we can tackle seemingly impossible tasks.

To that I say “Amen!” Join us as we collaborate with our partners to achieve great things. PMI? Let's make that PM-“us.”

ACE 16 Explores the World of Water

The Annual Conference and Exposition (ACE 16) of the 135-year-old American Water Works Association (AWWA) was held June 19–22 in Chicago, providing a great opportunity for **Barbara C. Higgins**, PMI CEO/executive director, to attend. There were an estimated 4,000 attendees at the opening session and a grand total of 14,000 attendees at the entire event. Participants came from around the world to discuss and learn about water. Themed “Uniting the World of Water,” ACE 16 highlighted drinking, reuse, wastewater and storm water.

Infrastructure was an important focus, too. The program brochure featured more than 80 pages of workshops, exhibitors, and sponsors. PMI is eager to partner with this dynamic group and we continue to explore the seemingly limitless possibilities. While the challenges are complicated, as noted by AWWA CEO **David La France**, by combining our creative efforts, we can tackle seemingly impossible tasks.



AWWA President Koontz addresses the group.



ACE 16 attracted 14,000 attendees



Celebrating 10 years of WaterSense at ACE 16 with EPA's Laura Wetzel and Veronica Blette; WaterSense mascot, Flo; and Barbara Higgins, PMI.

Registration for PMI's 2016 Conference Opens Next Month!

Monday, October 24

Noon - 3:00 pm	PMI Board of Directors Meeting (Invitation only)
3:00 pm - 4:00 pm	Executive Briefing with Ken Gronbach
4:00 pm - 5:00 pm	Executive Session (Board Only)
3:00 pm - 5:00 pm	Meeting Registration
5:30 pm - 6:00 pm	VIP/First-Time Attendee Reception (Invitation only)
6:00 pm - 7:00 pm	Welcome Reception for all attendees (Dinner on your own)

Tuesday, October 25

8:30 am - 9:30 am	Opening Remarks and Special Guest Speaker
9:30 am - 10:00 am	Networking break and exhibits
10:00 am - 11:00 am	PMI Year-in-Review followed by Ken Gronbach , President of KGC Direct, and author of <i>The Age Curve: How to Profit from the Coming Demographic Storm</i>
11:00 am - 12:30 pm	President's Panel with Ken Gronbach as moderator
12:30 pm - 2:00 pm	Lunch, exhibits and free time for office catch-up
2:00 pm - 3:30 pm	Water Efficiency and Sustainability Committee Green Panel with panelists: Andrea Cooper-Lazarczyk , Living Building Challenge Materials Petal and Declarations Manager, International Living Future Institute; Vicki Worden , Executive Director, Green Building Institute (GBI); and representatives of U.S. Green Building Council (USGBC) and WELL Building Standard
3:30 pm - 4:00 pm	Networking break and exhibits
4:00 pm - 5:00 pm	Interactive Workshop: Proactively Managing Influencers (PMI)
6:30 pm - 9:30 pm	PMI International Dinner (Transportation provided)

Wednesday, October 26

8:30 am - 9:00 am	Allied Committee Meeting
9:00 am - Noon	Dual Tracks (Choose One)
Technical Track	Featuring George Tchobanoglous , Ph.D., professor emeritus, U.C. Davis Department of Civil and Environmental Engineering, on the "Impact of Low Flow on the Sanitary Sewer System" and Mark Rossi , Ph.D., Executive Director, Clean Production Action, on "Clean Production Action – Green Chemistry and Plumbing Products." There will also be updates on PMI's research projects.
OR	

Outreach/

Communications Track

Noon - 1:30 pm	With special presentations by Beth Livingston , WaterSense Brand Manager, Environmental Protection Agency (EPA); American Water Works Association (AWWA); updates on PMI's Google Survey
1:30 pm - 2:00 pm	Lunch, exhibits and free time for office catch-up
2:00 pm - 3:00 pm	Reports from the Dual Track Sessions and Allied Member Committee
3:00 pm - 3:30 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
3:30 pm - 5:00 pm	Networking break and exhibits
3:30 pm - 5:00 pm	General Membership Committee Meeting
6:00 pm - 7:15 pm	Cocktail Reception and Exhibits
7:30 pm - 9:30 pm	Official Conference Dinner

Thursday, October 27

8:30 am - 10:00 am	Value of Water Panel Discussion with representatives of Alliance for Water Efficiency, EPA, Water Quality Association, American Society of Civil Engineers and AWWA, with moderator Lenora Campos , Senior Manager Public Relations, TOTO USA
10:00 am - 11:30 am	Advocacy/Government Affairs Committee Meeting and Hill Visit Tutorial with PMI Government Affairs Consultants Stephanie Salmon (Washington, D.C.) and Jerry Desmond (California)

One Water Summit: Crisis Prevention vs. Crisis Management



Recent humanitarian crises, such as the events in Flint, Mich., have raised the public awareness of water quality and water safety issues in the U.S. While this topic may be new to the general public, PMI and its membership have long been concerned with challenges faced by our country's crumbling infrastructure – thankfully, we aren't alone. Water agencies, utilities and others gathered together at the recent One Water Summit in Atlanta, Ga. (June 8–10) to address this issue and more.

Many topics were covered during the three-day summit, yet the theme that kept popping up again and again was the notion of crisis prevention versus crisis management – how do we stop catastrophic events from happening before we get in a situation that requires emergency action?

From panel discussions on Flint and its implications for the nation to workshops on how to engage the community in industry efforts, the summit encapsulated three days of looking towards the future and planning the best road map to success. While there was some debate over the best way to achieve success and which steps are the most urgent, everyone was in agreement that action needs to happen now.

The summit was hosted by the U.S. Water Alliance and Value of Water Coalition (VoW), of which PMI is a member. They also unveiled their intention to host “Imagine a Day Without Water,” September 15, 2016, to help highlight the value of water to our lives and the need to protect our water systems. PMI's Technical Director **Matt Sigler** and Communications Manager **Dawn Robinson** attended the event.

VoW's Communications Director **Abigail Garner** will join PMI's panel for the PMI press luncheon, August 10, at PMI headquarters in Rolling Meadows, to share more on this topic. Click here to register to attend this event: goo.gl/g0ktjT

Spotlight on Success

How Madison, Wis., Eliminated the Lead Concern

As lead in drinking water continues to become a concern for the cities across the U.S., Madison, Wis., has eliminated the risk entirely. After discovering “unacceptable lead levels” in its drinking water, the city took immediate action, replacing 8,000 service lines of lead pipe in its groundwater infrastructure with non-lead pipes. When asked why they did this, *The Washington Post* reports, Madison Utility Water Quality Manager **Joe Grande** went on record saying, “the safe level of lead is zero.”

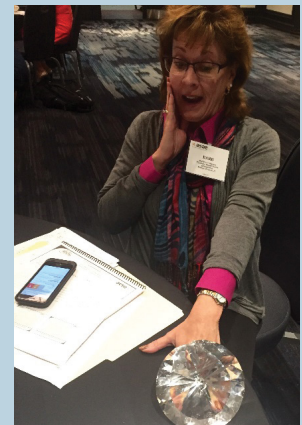
The project took place between 2001 and 2011. The city now serves as an example to others who are committed to reducing the lead risk entirely, and communities across Wisconsin are following suit.

For more on the Madison project:
The Washington Post: goo.gl/8l5Aik
WSAU Radio - Wausau: goo.gl/Gi4Fq

A Fresh Take on “Board Engagement”

2016 PMI Board President **Paul Patton**, PMI Board Vice President **Pete Jahrling** and PMI CEO/Executive Director **Barbara C. Higgens** participated in an interactive symposium for chief elected and chief executive officers, hosted by the American Society of Association Executives (ASAE). Held June 6–7 in Baltimore, Md., the session was designed to spark creativity and to enhance the engagement, efficiency and effectiveness of association boards of directors.

In a whimsical moment, borrowing the table centerpiece, Pete snapped this photo showing a whole new spin on board “engagement.” All agreed the program was a real “gem.”



Barb Higgens and her bling

PMI Member Speakman Pledges to Save 1 Billion Gallons

By Amy Scherer, Product Manager, Speakman Company

PMI Manufacturing Member Speakman has pledged to preserve the world's most precious resource by helping the U.S. save one billion gallons of water this year.

In order to reach this goal, Speakman is urging consumers across the country to change the way they shower without sacrificing performance. Every year Americans use 1.2 trillion gallons of water on showers alone, and an average of 20 gallons per shower. By making the switch to low-flow showerheads, consumers can reduce water waste by up to 20% per shower and maintain a superior experience, truly making their shower count in the fight against the world water crisis.

Speakman is also enlisting the help of notable partner companies that share the common goal of improving

conservation and clean water efforts. Speakman and the Surfrider Foundation launched the "Every Drop Counts" campaign by committing to skipping a shower to save water in celebration of World Water Day (March 22). In June, Speakman and Dogfish Head Brewery asked consumers to "Have a Cold One" by taking a cold shower to save energy, and Speakman has pledged over 400 of their EPA WaterSense-labeled Reaction showerheads to the Firefly Music Festival, which took place in Dover, Del., June 16–19.

As part of its water saving initiative, Speakman also will donate \$1 to its nonprofit water conservation partners Surfrider and The Nature Conservancy Delaware (up to \$100,000) every time the company's "Make Your Shower Count" videos, part of its digital blitz to

encourage water savings, are shared on social media.

"We all know that water is one of our most precious resources. But we all love our showers, too, don't we? Speakman is committed to protecting both—water and a great shower," said Speakman Vice President of Product and Marketing **Kristin Barclay**. "With our powerful partnerships and innovative products that save water while delivering an amazing showering experience, Speakman and its customers can make an impact every day."

To learn more about Speakman's conservation and clean water efforts, visit speakman.com/about/for-the-love-of-water.

UK's Bathroom Manufacturers Association Conference Line-Up

The Bathroom Manufacturers Association (BMA), organizers of the Bathroom and Kitchen Business Conference 2016, has announced three more speakers for the day-long event.

Tim Pollard, the head of sustainability for Wolsley UK, a major distributor of plumbing heating products.

Professor Margaret Bates, a Chartered Wastes Manager and Chartered Environmentalist.

Chris Goodall, the head of Competition Practice at Europe's leading media analysis firm, and past-Harvard economics professor.

"Plans for this year's Bathroom and Kitchen Business Conference are coming along very nicely and we are delighted with the extremely strong line-up of speakers we have secured so far," commented **Yvonne Orgill**, Chief Executive of the BMA. "We have speakers from the world of commerce and education, renowned experts in their field and as usual they have been carefully selected to open our eyes."

The event will be held at The Belfry in Sutton Coldfield, England on Tuesday, October 4, 2016. A charity event benefiting

The Children's Burns Trust will be held Monday, October 3.

Register for this event online at: bathroom-association.org.uk/annual-conference/booking-form

Early bird registrations are available until June 30.

PMI Member Brand Coverage! Just Released!

Follow this link goo.gl/ALczvV to view the new graphic featuring the more than 150 brands represented by PMI's 35 manufacturing and allied members. PMI members produce 90% of the plumbing products produced in the U.S. and Canada.

The document will be used to supplement our Government Affairs/Advocacy efforts.



People On the Move at PMI: Hello Carol, Goodbye Dawn!

Congratulations, Carol

2016 PMI Board President **Paul Patton** has named **Carol Baricovich**, InSinkEerator, as co-chair of the Fair Trade Issue Committee. The appointment and two-year term are effective immediately, with a joint meeting of the Fair Trade Issue and Advocacy/Government Affairs Committee chairs set for July, followed by the first meeting of the full committee to be held at the 2016 PMI Conference in October.



Carol is the Director of Global Brands and Government Relations at InSinkEerator and will serve with Fair Trade Issue Committee Co-Chair Chip Way of Lavelle. Thank you in advance, Carol, for your service to PMI. Thanks also to all of the great candidates who stepped up to be considered for this leadership position.

PMI Board President Paul Patton has appointed PMI Board Member **Michael Miller** of LSP as liaison to the Fair Trade Issue Committee.

Board liaisons provide direct access to the PMI Board of Directors for the committee co-chairs.

Farewell, Dawn

Communications Manager **Dawn Robinson** has left PMI to pursue new opportunities. We wish her well in her future endeavors and thank her for her contributions over the past three years.



Please update your records to include **Ray Valek & Company** as the PMI contact for your communication and information needs. Our eager and talented Outreach/Communications Committee chairs **Lenora Campos**, TOTO USA, and **Kris Alderson**, Bradley Corp., are also standing by to assist.

PCA Issues Public Service Announcement Regarding Lead Pipe

The Plumbing Contractors Association (PCA) has issued a public service announcement regarding troubling accounts of people trying to take advantage of the lead-in-water scare spurred by recent events in Flint, Mich. **Jeff Weiss**, Director of Communications & Public Affairs, PCA Midwest/The Plumbing Council, issued the following statement:

“It has come to our attention that some unscrupulous and perhaps fly-by-night plumbing contractors or local “handy-men” are now attempting to take advantage of the lead scare in our drinking water by soliciting customers to change out the lead in their water mains and household fixtures at highly discounted rates.

While it may be tempting to save hundreds, if not thousands, of dollars on these jobs, work performed by a non-licensed plumbing contractor or “handy-man” on the safe removal of lead from water systems is probably just that... too good to be true. However, what is more troubling is that an incorrect change out of lead pipes is a major public safety concern not just for the customer and their household, but potentially putting the entire village or municipality at risk.”

Keeping Lead out of Our Drinking Water System is Serious Business

Improper pipe installation and removal can create a public and personal health and safety hazard. Don't fall prey to unlicensed handymen promising to save you big money to fix the problem. Changing out lead pipes takes a licensed professional plumber who has years of skilled training and industry knowledge and is employed by a registered plumbing contractor. Accepting a low-cost approach to the safety of your drinking water can not only make you and your family sick, but it can harm the health of your neighbors too. To find and hire a reputable plumbing contractor experienced in lead removal, call the Plumbing Council at 1-800-76-VALVE or visit www.plumbingcouncil.org.



Chemical Safety Act Webinar Slated

On July 13, 2016 at 10 AM CT **Roger Martella** and **Judah Prero** of Sidley Austin LLP will be hosting a webinar to discuss the Frank R. Lautenberg Chemical Safety for the 21st Century Act (H.R. 2576) recently signed into law by **President Obama**. The law will fundamentally revise the Toxic Substances Control Act (TSCA), the nation's primary chemicals law.

To join, click this link: goo.gl/e3DMw9

Meeting number: 590 121 884

Meeting password: bSMi7mvS

Join by phone:

Call-in toll-free number: 1-877-480-1629 (US)

Conference Code: 493 755 8756

Spots Are Filling Fast – Register Today for PMI's Tandem Summer Events!

Outreach/Communications Seminar/Dinner

Join us for two half-days of brainstorming and action planning, culminating in a press luncheon with leaders in the plumbing industry media.

Learn more and register online: goo.gl/g0ktjT

PMI Press Luncheon



Members of the press are invited to join PMI for the unveiling of our latest position paper and a panel discussion on "Synergizing Effort: How to Spur Progress on Water Infrastructure, Efficiency, Sustainability and Safety." Like any ecological system, a change or challenge to one part of the water system impacts the other parts. As we move forward to restore the nation's water infrastructure and promote water efficiency, we must anticipate unintended

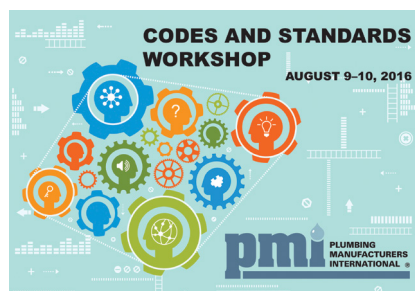
consequences and adopt an integrated and evidence-based "systems strategy" to assure the sustainability and safety of the restored water system.

Learn more and register online: goo.gl/g0ktjT

Codes and Standards Workshop/Dinner

Register today for the Codes and Standards Workshop, presented by **Frederick Desborough**, technical consultant for PMI and a 40-year veteran of the industry. It is a "can't miss" for anyone engaged in codes and standards! Plumbing engineers, inspectors and professionals will gain a unique overview of plumbing codes, engineering standards and government regulations and their impact on application, installation and commission of plumbing systems.

Learn more and register online: goo.gl/F9MgCU



2016 PMI LEADERSHIP

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(1/16-12/17)

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

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