

## Raising the Volume in California

By: Stewart Yang, PMI President and Vice President Engineering Global Faucets, Kohler Co.



Stewart Yang

Each year, the incoming PMI President gets to select the location of our two conferences. The Fall Conference has traditionally been held in Washington DC and every so often we question whether to change this approach. But with 2012 being a presidential election year, Washington was an easy choice.

Where to hold the Spring Conference? Since a primary goal is to achieve strong attendance, someplace warm and fun is a good starting point. Last year, PMI President **Jack Krecek** selected New Orleans which definitely scored high in both these categories. It also set a new standard with great food and the now classic "Dine Around." For 2012, I had a tough act to follow.

So for our Spring Conference I chose Sonoma Wine County:

1. Sunshine and warm weather (remember I live in Wisconsin)
2. New Orleans has the jazz and food, but California has the wine
3. Consideration for our members located in the West
4. PMI's best attended conference was held at this same location in 2004
5. Other

Four good reasons to be in California, but "Other" may be the most important. In my first newsletter article in January, I tried to underscore the importance of PMI being the Voice of the Industry. We want PMI to be recognized, relevant, and heard. But while raising our own voice, it is equally if not more important to pause and listen to other points of view, other perspectives. This is the 5th reason to be in California.

On the second full day of the conference, we take full advantage of being in California by assembling a panel discussion on "The Future of Water." The participants were specifically

chosen for their differing points of view on this subject. Our guest panel includes:

- **Chris Brown** of the California Urban Water Conservation Council
- **Ed Osann** of the National Resources Defense Council
- **Bruce Reznik** of the Planning and Conservation League
- **Lena Tam** of East Bay MUD
- **John Koeller** of Koeller and Company
- Moderator **Jerry Yudelson**, author of *The Dry Run: Preventing the Next Urban Water Crisis*

For this session, I not only expect, but hope to hear points of view and perspectives that differ from my own. If we seek to understand, our Voice representing our industry will be that much more relevant and credible.

Our PMI staff has put together another solid and information-packed program, so I look forward to seeing everyone at the Spring Conference.

## Sustainability Up Close and Personal at PMI Conference

PMI is doing something a little different for its Spring Conference. We are loading our attendees on a bus and taking a trip to the Benziger Family Winery, located in Glen Ellen, Ca. Attendees will tour the vineyard with stops at various exhibits, visit the crush pad, barrel aging caves and the tasting room. Guests can take an close-up look at the vines, learn about Benziger's Biodynamic farming approach, the history of the winery and enjoy breathtaking views of the Sonoma countryside.

Benziger Family Winery is committed to sustainable and organic methods of growing grapes and creating wines. Created with the help of environmental experts and Stellar Certification Services, their third-party certified-sustainable vineyard program is one of the most comprehensive in the

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# Estée Lauder or Lagavulin? Exploring the Value Proposition

By: **Barbara C. Higgins, Executive Director**



*Barbara C. Higgins*

As I was reordering my usual perfume the other day, I had an epiphany. At \$75 per bottle, my special scent is now nearly the same price as a bottle of my favorite single malt scotch! Frankly, I would rather have the single malt.

Evaluating the value proposition is something we all do, especially in these challenging economic times. As PMI closes its dues renewal period, I am pleased to report that renewals have come in strong for 2012. In addition, we have added four new members to the roster: **Chase Brass & Copper Company, IAPMO, LSP Products and Mueller Brass**. We also have a couple of other prospects in the wings poised to join. In each of these cases, you can be sure that PMI's value proposition was carefully evaluated. Existing members, too, annually review their PMI membership to assess the services and benefits we provide. There is no such thing as an "automatic" renewal and we take none of our members for granted.

Like any proactive effort or insurance policy, some of the work PMI does is difficult to quantify and measure. However, my goal has always been to ensure that PMI's value is delivered in an obvious and tangible way. Membership renewals are the yardstick by which we measure our success. Dues payment receipts come to the PMI office from the bank through the mail in easily recognizable long, brown envelopes. PMI staff shares a collective yelp of joy when our postman drops off one of these beauties. That is all the reinforcement we need to get back out there in

the trenches for you and achieve our next industry win.

Each and every day, PMI staff and the consultants who support our efforts, give 110% to meet and even exceed the needs of our membership. We strive to stay one step ahead of issues impacting our industry to give you an early heads-up about factors affecting your business. Our industry sees pressures from a variety of sources: legislation, regulation, internationally, domestically and economically. PMI's role is to monitor these activities and keep you informed and advocate on your behalf. It keeps us hopping! The image that plays in my brain is that of the huge boulder rolling after **Indiana Jones** as he frantically tries to dodge its path.

We communicate the early warning and the progress on issues in a number of ways: *PMI News* available on our website, through weekly issues of *PMI This Week* sent to members only via email, on weekly *Tech Talk* technical teleconferences, monthly marketing teleconferences, monthly Advocacy Update teleconferences and face-to-face at PMI conferences.

As we hope you know by now, our 2012 Spring Conference is right around the corner, set for April 1-4 in Rohnert Park California. Here again, we never assume that the decision to attend our conferences is an "automatic." We understand what it means to take time away from the office and dedicate the effort and financial resources to attend industry events. With the support of the PMI Board of Directors and PMI Committee Chairs, PMI staff has once again packed the agenda with talented speakers and pertinent topics. Because we respect your time and busy schedules, we go great lengths to maximize your time at the conference and to deliver on the PMI value promise. And following the conference, you will once again have the opportunity to let us know through

our online survey whether we have hit a home run and where we might improve.

Take a look at this line up—

- **Bruce Vincent:** *With Hope, There is Change* — A discussion of achieving better understanding between environmentalists and manufacturers.
- **Paul Sturman, PhD,** Center for Biofilm Engineering: *The Truth about Legionella*
- **Richard Conrad,** California State Architect
- **Doug Hensel,** Assistant Deputy Director of Codes and Standards for the California Department of Housing and Community Development
- **Steve Lehtonen,** International Association of Plumbing and Mechanical Officials: A Discussion of PMI Online Training
- The *Future of Water* Panel moderated by **Jerry Yudelson;** the godfather of Green and Author of *Dry Run: Preventing the Next Urban Water Crisis*.

The five panelists are featured on page 4 of this issue of *PMI News*.

Once the meeting day is done, we will sample locally-grown food, visit an eco-friendly winery, learn about the application of sustainability programs in the winemaking industry, and tap our toes to the musical styling of **Gordy Ohliger:** the Bango-ologist and cousin of Masco's **Craig Selover**.

Please visit the PMI website for registration information and more details!  
[www.pmihome.org](http://www.pmihome.org)

PMI is working... for YOU!

See you in Wine Country! We'll make it worth your investment!

# PMI Welcomes IAPMO as First Certifier Allied Member



Plumbing Manufacturers International is pleased to announce that International Association of Plumbing and Mechanical Officials (IAPMO) has joined PMI as our first Certifier Allied Member.

PMI has recently opened its membership to accredited certifier organizations who are qualified to certify products to plumbing codes and consensus standards and supplier companies who

provide raw materials and processing to the plumbing industry. PMI recognizes the important role certifiers and suppliers play in the plumbing manufacturing industry and believes the Allied Member category is the ideal way to include these organizations in PMI's mission to be the voice of the industry.

Allied Members receive a number of the benefits of PMI membership, including access to PMI publications, attendance at PMI's semi-annual meetings, invitations to receptions, dinners and other social events held in conjunction with the PMI

semi-annual conferences and more, all at a special Allied member rate.

"IAPMO plays a major role in our industry," said PMI Executive Director **Barbara Higgins**. Through our memorandum of understanding, we are exploring ways to work more closely together. We are delighted to welcome them as affiliate members of PMI," she said.

For more information on Allied Membership categories, please contact **Amy Berg-Ferguson**, PMI Membership Development at 847-481-5500.

## Higgins and Bieschke Visit Mueller Brass to Invite New Member

**Barbara Higgins** visited with prospective Supplier Allied Member Mueller Brass in February to promote PMI's new allied membership category for suppliers and certifiers. After a great meeting, Barb toured Mueller's manufacturing facility and discussed the merits of PMI with several employees.

Special thanks go out to **Bobbi Bieschke** of Amerikam who accompanied Barb on the trip and voiced her company's commitment to PMI and **Jeff Baldwin** of T&S Brass and Bronze Works for also putting in a good word for PMI.

Based in Port Huron, MI, Mueller Brass is a leading manufacturer of copper tube and fittings, brass and copper alloy, bar and shapes and many other products. The company has manufacturing and distribution facilities located across North America, Great Britain, Mexico, and China.

Thanks again to **Joe Napolitan**, **Myron Lee** and **James Rourke** for the hospitality! We are happy to welcome them as a new PMI member.



*Barbara Higgins and Bobbi Bieschke traveled to Port Huron, MI to visit with Mueller Brass executives. Myron Lee, Mueller Brass; Joe Napolitan, Mueller Brass; Bobbi Bieschke, Amerikam; James Rourke, Mueller Brass and Barbara Higgins, PMI*

## Looking for Success Stories for SafePlumbing.org



As the SafePlumbing.org web site is touted as "The safest place on the Internet for information about plumbing fixtures and fittings," we need your input to keep this part of our "voice" fresh and relevant.

This is an open solicitation for your success stories relating to clean water, water efficiency and health and safety. We are particularly interested in your organization's historical stories related to sustainability and water efficiency starting with the first days of operation. It's important to note that stewardship of our environment is not a new concept and has been something

our industry has taken seriously for decades, if not longer.

Please forward these stories to **Len Swatkowski** (lswatkowski@pmihome.org), PMI's technical director, and we will review them for our SafePlumbing.org web site.

# Don't Miss These PMI Spring Conference Speakers!

By: Amy Berg-Ferguson, PMI Membership Development

PMI's semi-annual conferences always bring together a diverse array of speakers and this year's Spring Conference is no exception. The following is a little bit of information about our scheduled speakers for the upcoming conference, taking place April 1-4 at the Doubletree Sonoma Wine Country.

**Bruce Vincent** is the opening keynote speaker for the conference. He is a third generation logger from Libby, Montana who believes America is ready for a new vision of conservation and environmental stewardship that is based upon hope instead of fear. PMI members will learn from his experience and insight.

**Dr. Paul Sturman** is the Industrial Coordinator and Research Professor at the Center for Biofilm Engineering (CBE), a position he has held since 2000. Dr. Sturman has directed projects funded by over 25 industrial companies seeking to better understand how biofilms impact their products or processes. Dr. Sturman will set the record straight on the important subject of legionella.

**Richard Conrad** will speak during the Technical Council meeting. Mr. Conrad currently serves as the Principal Architect with the Division of the California State Architect. He is responsible for the Access Code and Policy unit, serves as the executive director of the DSA Advi-

sory Board and executive director of the State Historical Building Safety Board.

**Doug Hensel** will speak during the Water Efficiency and Sustainability Issue Committee. Mr. Hensel is the Assistant Deputy Director of Codes and Standards for the California Department of Housing and Community Development (HCD).

*The Future of Water* is the topic for a panel discussion featuring members of the water conservation community.

**Chris Brown** is Executive Director of the California Urban Water Conservation Council, the largest statewide water conservation organization in the United States. **Lena Tam** serves as the Manager of Water Resources Planning for the East Bay Municipal Utility District. Since joining EBMUD in 1988, Lena has managed EBMUD's strategic plans to promote sustainable long-term water resources management and compliance with federal and state regulations for the District's operations. **John Koeller** is a technical advisor to the California Urban Water Conservation Council (CUWCC) as well as the international Alliance for Water Efficiency (AWE), based in Chicago. He is a registered professional engineer with extensive experience in and focus on water-efficient technologies and products. **Ed Osann** is with the National Resources De-

fense Council and **Bruce Reznik** is the Executive Director of the Planning and Conservation League. He is a California licensed attorney specializing in environmental law and policy development.

**Jerry Yudelson**, author of *Dry Run: Preventing the Next Urban Water Crisis* will moderate the panel discussion. Known as the "Godfather of Green", he has keynoted more than 50 conferences and events since 2006. He is the author of 12 books on green buildings, water conservation, green homes and green development and was named to the inaugural class of 34 LEED Fellows in 2011 by the U.S. Green Building Council (USGBC), in recognition of his efforts to build promote green building into the worldwide force it is today.

**Steve Lehtonen**, Senior Director of Environmental Education, lead the California Plumbing Heating Cooling Contractors for over thirty years before bringing the Green Plumbers organization to the United States. In 2011, Steve and the Green Plumbers Training Program moved to IAPMO, where Steve is Senior Director of Environmental Education. Steve will demonstrate the progress made through our MOU with IAPMO, to put PMI's popular codes and standards workshop online.

Register today!

## Sustainability Up Close and Personal

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country. The program, which emphasizes environmentally-sound growing methods, such as biodiversity, soil revitalization and Integrated Pest Management (IPM), shows growers how to cultivate grapes with more character, flavors and aromas with the goal of making better, genuinely distinctive wines.

All four of their estate vineyards are Demeter-certified Biodynamic. Biody-

namics is the highest level of organic farming. Developed in the 1920's, Biodynamics views the vineyard as a single organism. With this approach, eliminating synthetic chemicals is just the beginning. Biodynamics goes further, encouraging biodiversity, a closed nutrient system, the use of homeopathic teas and a close personal connection to the land.

During the course of the evening, attend-

ees will also participate in a wine blending event, where they will be split into teams to create their own blend of wine, a label and a marketing plan for their creation. An award for the best blend will be given at the conclusion of the event. The evening will conclude with a gourmet dinner in the Benziger Wine Cave.

For more information on this event or the PMI Spring Conference, visit [www.pmihome.org](http://www.pmihome.org).



# 2012 PMI Spring Conference Schedule of Events

## Sunday, April 1

1:30 pm - 5:00 pm	PMI Board of Directors Meeting (Invitation Only)
3:00 pm - 5:00 pm	Meeting Registration
5:30 pm - 6:00 pm	First Time Attendee Reception (Invitation Only)
6:00 pm - 7:00 pm	Cocktail Reception Featuring Local Cheeses and Fresh Vegetables with Growers on Site to Discuss Their Products
	DINNER ON YOUR OWN

## Monday, April 2

8:30 am - 9:30 am	Welcome and Special Presentation by <b>Bruce Vincent</b> : <i>With Hope, There is Vision</i>
9:30 am - 10:30 am	Special Presentation by <b>Paul Sturman</b> , Industrial Coordinator and Research Professor at the Center for Biofilm Engineering Who Will Speak on Legionella
10:30 am - 10:45 am	Break
10:45 am - 11:45 am	Government Affairs Standing Committee with Invited Legislators
11:45 am - 12:45 pm	Lunch
12:45 pm - 1:30 pm	General Membership
1:30 pm - 5:00 pm	Dual Track Format (Choose One): <b>Technical Track</b> with a presentation by <b>Richard Conrad</b> of the Division of the California State Architect <b>Marketing Track</b>
6:00 pm - 7:30 pm	Reception
7:30 pm - 9:30 pm	Market Dinner Featuring Locally Grown Ingredients Followed by Entertainment by <b>Gordy Ohliger</b> , the Banjo-ologist

## Tuesday, April 3

8:00 am - 9:15 am	Water Efficiency and Sustainability Issue Committee with a presentation by <b>Doug Hensel</b> , Assistant Deputy Director of Codes and Standards for the California Department of Housing and Community Development (HCD)
9:15 am - 9:30 am	Break
9:30 am - 12:00 pm	Panel Discussion: <i>The Future of Water</i> featuring participation by <b>Chris Brown</b> of the California Urban Water Conservation Council; <b>Ed Osann</b> of the National Resources Defense Council; <b>Bruce Reznik</b> of the Planning and Conservation League; <b>Lena Tam</b> of East Bay MUD and <b>John Koeller</b> of Koeller and Company and Moderated by <b>Jerry Yudelson</b> , author of <i>Dry Run, Preventing the Next Urban Water Crisis</i>
12:00 pm - 1:30 pm	Lunch
1:30 pm - 2:00 pm	Reports from Dual Track Meetings
2:00 pm - 3:00 pm	Presentation by <b>Steve Lehtonen</b> of IAPMO and Discussion of PMI Online Training
3:30 pm - 4:00 pm	Load Bus for Offsite Sustainability Vineyard Tour and Dinner
4:00 pm - 9:30 pm	PMI Challenge Event and Dinner at Benziger Vineyard
10:00 pm	Return to Hotel

## Wednesday, April 4

7:30 am - 9:00 am	Breakfast
9:00 am - 10:30 am	On-site Event to be Announced

## Hotel Shuttle

Please note, a less expensive shuttle option to get conference attendees from the airport to the Doubletree Sonoma Wine Country, the PMI Spring Conference headquarters hotel, has come to our attention.

Visit [www.airportexpressinc.com](http://www.airportexpressinc.com) to make your ground transportation arrangements.

## Southern Hospitality for PMI Staff!

PMI's Executive Director **Barbara Higgins** and Technical Director **Len Swatkowski** were treated to a new version of Southern hospitality when they toured the Southeast corner of the United States visiting PMI members. Barb and Len swung through Georgia and South Carolina to visit seven members on their trip. This was a great opportunity to introduce Len to the member companies and check in to see what PMI can do to continually serve its constituents. Barb and Len thank their hosts for the warm welcome they received and look forward to continuing the great conversations that were started!



*TOTO USA: Darrell Matheny, Barbara Higgins, Len Swatkowski, Steve Taliaferro, Depash Patel, Bhavik Patel, Craig Stewart, Chris Germany*



*Duravit USA: Maja Jankov, Tim Schroeder, Len Swatkowski and Barbara Higgins*



*Hansgrohe: Angela Hoggen, Derek Taylor, Len Swatkowski, Barbara Higgins, Lars Christensen, Claudia Mueller*



*KWC America: Len Swatkowski, Brian Hinson, Barbara Higgins*



*T&S Brass and Bronze Works: Gene Faasse, Gary Cole, Claude Theisen, Len Swatkowski, Jeff Baldwin, Barbara Higgins*



*Dornbracht Americas: Len Swatkowski, Barbara Higgins, Oliver Bleich and Oliver Schöttke*



*VitrA: Barbara Higgins, Dawn Robinson, Len Swatkowski*

## 2012 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Stewart Yang, Kohler Co.**  
President

**Jeff Baldwin, T&S Brass and Bronze Works**  
First Vice-President

**Tim Kilbane, Symmons Industries**  
Second Vice-President

**Fernando Fernandez, TOTO USA**  
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**Jack Krecek, Elkay Manufacturing**  
Immediate Past President

### DIRECTORS AT LARGE

**Bobbi Bieschke, Amerikam**  
(10/11-12/12)

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

**C.J. Lagan, American Standard Brands**  
(7/11-12/12)

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

**Paul Patton, Delta Faucet Company**  
(1/11-12/13)

**Tim Schroeder, Duravit USA**  
(1/11-12/13)

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