

## Maximizing the Value of Membership: Be the “I” in PMI

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



Paul Patton

PMI strives to be the “go-to” resource for its members. Whether your question is about legislation, regulation, product markings, fair trade practices, talking points on industry issues or something else, I encourage you to think PMI first! If PMI staff and consultants don’t have an immediate answer for you, you can bet that they know where to go to get you the answer you need. You have heard

a lot about the vast network PMI has established and leverages to meet the needs of members. That network is a core value of your PMI membership.

But it is important to recognize and be aware of the limits of what PMI can do for you.

While PMI is solidly in the business of reporting industry issues and rallying members for action, PMI cannot interpret, evaluate, predict or outline the implications of industry forces.

Here’s an example: Let’s say that PMI staff reports that a regulation has been proposed to restrict a certain material from being used in the manufacture of plumbing products. PMI staff outlines the process for vetting the regulation and represents the membership in insisting that decisions be made thoughtfully, in the name of true science, and that a reasonable timeline for compliance is provided if the regulation is adopted. What PMI staff cannot do is to predict the likelihood of the regulation moving forward, or the impact to member companies or implications of non-compliance. PMI staff may not provide suggestions for alternative materials or designs. As dictated by stringent Antitrust Guidelines, PMI steers clear of discussions about the cost/price implications of industry edicts.

As PMI evaluates any prospective organization to conduct research, we are careful to exclude any discussion or analysis

of product design or materials. PMI’s interest is only the unintended consequences of external forces like the ever-ratcheting down of flow rates.

On another note, as this May issue of *Ripple Effect* goes to press, I will be joining more than 20 PMI member company executives at two annual fly-ins to both Washington, D.C., and Sacramento, California. The response and participation has been outstanding. As in life, you get as much out of your PMI membership as you invest. If you are somewhat engaged, become more so. If you are not, jump on in! Take a look at the industry calendar on the PMI website ([safep plumbing.org/pmi/events/calendar](http://safep plumbing.org/pmi/events/calendar)). There are countless opportunities for you to learn more about our industry and the forces that affect us. Help PMI help you to mitigate the impact, communicate the facts, and level the playing field. Join a committee, participate on a conference call or take on a leadership role. Attend one of the three workshops to be held at PMI headquarters this summer (see article on page 4). Jump in! Engage! Benefit and prosper.

Be the “I” in PMI!

One final note, on April 15, 2016, **Barb** celebrated her 18th year with PMI (see article on page 7). We are fortunate to have Barb and her leadership at PMI, and we look forward to celebrating more anniversaries in the future.

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# Time to Stop and Smell the Coffee

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

The 2015 year-end holidays represented a comfortable (though in retrospect, perhaps misleading) lull in activity. In comparing notes with

others, most agree that starting 2016 was like getting shot out of a cannon. As we approach mid-year, I find myself wondering what-in-the-Sam-Hill happened. Where did the time go?

Beginning with our volunteer, humanitarian efforts to help mitigate the drinking water crisis in Flint to today, PMI staff has been drinking from a fire hose. We have converted our outlook calendars to a color-coded graphic to illustrate the reach and activity level of our small but mighty staff. Take a look at the preview below, right.

Folks are often amazed at the quality and quantity of work pouring out of PMI. Supported by our talented and dedicated stable of consultants, PMI offers a robust curriculum of member benefits and activities. We are an information resource providing an early warning “heads up” on issues affecting our industry. As I pass the 18-year mark at PMI (April 15, 1998), I wanted to pause a moment to acknowledge the anniversaries of our staff: **Dawn** reached three years in January, **Jodi** two in December, followed by **Matt** who hit two years in April, and **Ann** is coming up on her official one year anniversary in September, though we first met her in July 2015 when she joined the team as a “temp” administrative assistant. The length of service of our consultants ranges from Legal Counsel **Mike Sennett’s** 17 years to our newest consultant **Fredrick Desborough** who has been with us just over two years

(though like Dawn, we have known Frederick for years from the member side of the equation. Dawn: Vitra, Frederick: KWC Switzerland, American Standard Corporate, Tempress Ltd - subsidiary of Grohe, and California Faucets Inc.). Thank you, team, for all you do to support PMI, our members and our initiatives!

The PMI Board of Directors and the Strategic Advisory Council (SAC) are currently participating in S.W.O.T. analysis exercise. In preparation for our annual strategy session in July, we are compiling their input on PMI’s Strengths, Weaknesses, Opportunities and Threats. Together with a high-energy consultant, **Tom Morrison** ([tommorrison.biz](http://tommorrison.biz)), we will take a close look at what we are doing well, what (if anything) we’re doing that we should stop doing and what we can add to or enhance the member benefit mix. PMI’s commitment to continuous improvement is very clear in the context of where we were in 1998 when PMI was reformulated. We’ve come a long way. Our team is top caliber! Governance,

operations and communications are streamlined. We’ve multiplied many times over, our reach and presence in both domestic and international circles. We have friends and allies all over the globe. We are supported by our industry trade press and have now hit the main stream press with the afore-mentioned Flint, Michigan initiative in partnership with our friends in the UA. We continue to expand our network through our social media outreach which continues to show dramatic increases.

In the midst of all of this activity, I have to be reminded to step back to appreciate all we’ve done. The Quarterly CEO Highlight report originated at the suggestion of one of our SAC members (see article on page 3), offers regular summaries and is a good reference point ([goo.gl/hkEB41](http://goo.gl/hkEB41)). Our PMI Board assures me that it’s not “tooting our own horn,” but rather building awareness and being acknowledged for the impact we are making.

So, that’s it! Enough pausing. ‘Nuff said. Time to get back to work!

# PMI Staff Calendar

March

	2	4	8	9	15	16	21-25	22	23	25	30	31
	Tech Talk	Advocacy/Government Affairs Committee Call	PAMCANI Panel Discussion	Value of Water Coalition Monthly Communications Call	Crystal Vision Call	Tech Talk	Member Visits (WCM and WaterPik)	White House Briefing on Water Issues	Outreach/Communications Committee Call	Good Friday Holiday	Allied Member Committee Call	Board Meeting
Barb												
Matt												
Dawn												
Jodi												
Ann												

April

	5-6	8	11-13	12	13	21	26-29	27	27-28	28	29
	WE-Stand Committee Meeting, Ontario CA	Advocacy/Government Affairs Committee Call	ASTM F15 Committee Meeting, San Antonio, TX	Value of Water Coalition Meeting, Washington, D.C.	Value of Water Coalition Monthly Communications Call	Allied Member Committee Call	2017 PMI Conference Hotel Site Visits, Washington, D.C.	Tech Talk	Executive Fly-In, Washington, D.C.	Outreach/Communications Committee Call	Board Meeting
Barb											
Matt											
Dawn											
Jodi											
Ann											

Download the full PMI Staff Calendar: [goo.gl/EXVBgd](http://goo.gl/EXVBgd)

# Understanding and Communicating the Work We Do

By Dawn Robinson, PMI Communications Manager

As a former employee of a PMI member company, I've had a few years to admire the depth and breadth of PMI's engagement in our industry. As a PMI employee, I realize that what I thought was being done didn't even scratch the surface. As **Barb Higgins**, our CEO/Executive Director, points out in her article, staff is constantly on the go. The number of organizations, agencies, and consultants we work with continues to grow—in fact there are so many that there are two organizations dedicated solely to helping bring the groups together: Plumbing Industry Leadership Coalition (PILC) and Global Water Works (GWW)! The variety of groups is as diverse and intricate as the plumbing systems they represent.

For many people, “plumbing” is the products they can see and touch in their kitchens and bathrooms, but those products are just the tip of a very large system. The majority of the plumbing system remains outside our homes, in delivery and in removal treatments. The tragic events in Flint, Michigan served as a stark reminder that maintaining

health and safety in our infrastructure is vital to the health and safety of our communities.

The recently published Quarterly CEO Highlight Report ([goo.gl/hkEB41](http://goo.gl/hkEB41)) helps track PMI's efforts in communications, technical, legislative, executive, and other arenas. Proudly, the first quarter of 2016 achieved historical levels of coverage and engagement. Website traffic doubled or tripled traffic of fourth quarter 2015, and exceeded first quarter 2015 exponentially on some measures. More than 242,629 individuals connected with our messages on social media and 567 mentioned us in their messages.

Getting the word out doesn't just spread the PMI message—it spreads the word that the entirety of our plumbing systems, from start to finish, needs to



Access PMI Quarterly Reports at [goo.gl/hkEB41](http://goo.gl/hkEB41)

be protected. I'm proud to work for an organization that is dedicated to doing their part and encourages others to do the same. PMI's vision of “Safe, responsible plumbing. Always,” is at the heart of everything we do, and at the heart of each message from the communication team. It is representative of PMI's commitment to do our part to protect the integrity of our nation's plumbing and we strongly urge those responsible for other parts to safeguard it as well.

## PMI CEO Featured as “Industry Leading Lady”

TMB Publishing's *Plumbing Engineer Magazine*, *PHC News* and *The Wholesaler Magazine* shine the spotlight on PMI CEO/Executive Director **Barbara C. Higgins**, and other industry leaders in their ongoing series “Industry Leading Ladies.” Editorial Director **Ashlei Cooper**, spotlights women in the plumbing industry who “break barriers” and “inspire change for the future of the workforce.”

Showcased as one of three women in the “Leadership” category, Higgins joins 17 others from: Communication, Construction and Installation, Design and Engineering, Finance and Sales, and Wholesale Distribution as they pertain to the plumbing industry.

“Industry Leading Ladies” feature provided courtesy of Plumbing Engineer Magazine: [goo.gl/pz6kso](http://goo.gl/pz6kso).

## Praise for Ripple Effect

“Great newsletter. Thanks for keeping me on your distribution list.”

**Gerry Kennedy**, Executive Vice President-retired, National Association of Plumbing Heating and Cooling Contractors (NAPHCC)



# PMI Vision Comes to Life with “Can’t Miss” Summer Events

By Dawn Robinson, PMI Communications Manager

Dedicated to achieving, “Safe, responsible plumbing. Always.” PMI has scheduled a line-up of can’t miss summer events. Uniquely designed for distinct groups within our industry (technical, advocacy and communications), these events will delve deep into challenges affecting plumbing.

Keep watch on the PMI website at [safep plumbing.org](http://safep plumbing.org) for more details and for registration information coming soon.

We look forward to seeing you there!

## International Emerging Technologies Symposium

**When:** May 10-11

**Where:** The Westin O’Hare, Rosemont, Illinois



The International Emerging Technologies Symposium (IETS) is days away but there is still time to register for this important industry event!

This bi-annual event provides a unique opportunity to join leaders and visionaries in the plumbing and mechanical industries from across the globe. Convened by nine key industry associations, this two-day event scheduled for May 10 and 11, 2016 provides participants with an opportunity to view presentations and engage in timely discussions on critical topics. It will explore how emerging technologies have provided solutions to challenges throughout industry segments including plumbing, mechanical,

HVAC, utilities, water efficiency-focused organizations, manufacturing, and industry trade associations.

**Featured Event:** Mitigating Opportunistic Pathogen Outbreaks from Premise Plumbing Systems Panel Discussion

Scheduled for Wednesday afternoon, this session is a must-see event!

Panelists include:

- **Dr. Jamie Bartram**, Director, The Water Institute at UNC
- **Dr. Marc Edwards**, Professor, Virginia Tech
- **Tim Keane**, Consulting Engineer, Principal Legionella Risk Management
- **Gary Klein**, President, Gary Klein and Associates
- **Dr. Janet Stout**, Special Pathogens Laboratory
- **Dr. Andrew Whelton**, Associate Professor, Purdue University

## PMI Advocacy/ Government Affairs and Fair Trade Committee Chairs Strategy Session

*Invitation Only*

**When:** July 26

**Where:** PMI Headquarters, Rolling Meadows, Illinois

PMI Staff and Government Affairs Consultants, **Jerry Desmond** (California) and **Stephanie Salmon** (Washington, D.C.), will join the co-chairs of PMI’s Fair Trade Committee **Chip Way**, Director OEM Sales, Lavelle Industries, and **Misty Guard**, Product Compliance Analyst, Bradley Corp. and

Advocacy/Government Affairs Committee co-chairs **Joel Smith**, Director New Product Engineering, Kohler Co. and **Jay Burnett**, Vice President Engineering, Delta Faucet Co., for a strategy session. Members of the PMI Board of Directors and the Strategic Advisory Council (SAC) are welcome but not required to attend.

The purpose of this meeting is to explore ways to engage both committees in a true sense (e.g. assisting the Board in vetting issues and developing positions). Plans will also be finalized for the PMI Tutorial on Hill Visits to be presented during the PMI Conference October 24-27, 2016 at the Westin O’Hare in Rosemont, Illinois.

## PMI Board of Directors / Strategic Advisory Council Meeting

*Invitation Only*

**When:** July 27-28

**Where:** PMI Headquarters, Rolling Meadows, Illinois

Featuring a keynote address “What’s Your Uber?” from **Tom Morrison** ([tommorrison.biz](http://tommorrison.biz)), high-energy consultant and author of “How to Get People to Scream Your Name and Beg For More” the PMI Board of Directors and Strategic Advisory Council (SAC) will take a close look at the final S.W.O.T. analysis for PMI.

The group will participate in several innovation breakout sessions, and receive legislative updates from PMI’s government affairs consultants before taking a look at next-steps for PMI.

*Continued on page 5*

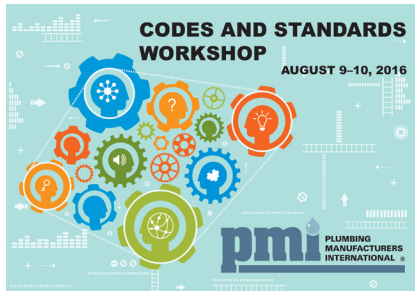
# Be an Active Participant in the Plumbing Industry with PMI

*Continued from page 4*

## PMI Codes and Standards Workshop

**When:** August 9-10

**Where:** Hilton Garden Inn, Schaumburg, Illinois



The PMI Codes and Standards Workshop offers plumbing engineers, inspectors and professionals a unique overview of plumbing codes, engineering standards and government regulations specific to the plumbing industry, and their impact on application, installation and commission of plumbing systems.

For nearly a decade, PMI has offered this fast, easy way for plumbing industry professionals to increase their value to employers and the industry through the comprehensive knowledge they receive. PMI Allied Members contributed to the course materials to be presented by PMI Technical Consultant, **Fredrick Desborough**, who has more than 40 years of experience in the plumbing industry.

This is the first chance to attend this course face-to-face in recent years – it is a “can’t miss” for anyone engaged in codes and standards!

## Outreach/Communications Committee On-Site Meeting

**When:** August 9-10

**Where:** PMI Headquarters, Rolling Meadows, Illinois

The PMI Outreach/Communications Committee will meet at the PMI Headquarters for two-days of strategy and brainstorming. Featuring guest speakers on communications best-practices this event will help set the tone for PMI’s messages in coming months. Open to PMI member company employees, and their contracted consultants, this event will culminate in the PMI Press Luncheon on the final day.

This event will offer committee members a chance to strategize on PMI communications, and offer valuable tools to use in their own careers. Come be a part of this dynamic event!

## PMI Press Luncheon

**When:** August 10

**Where:** PMI Headquarters, Rolling Meadows, Illinois



PMI will host a Press Luncheon on August 10 open to all members of the press. Featuring a panel discussion on “Treading Water: How to Spur Progress on Infrastructure, Water Efficiency, Sustainability and Safety,” PMI will release its latest white paper during this event.

The panel discussion will feature individuals from PMI member companies and PMI advocacy partners discussing how to spur progress on issues such as infrastructure, water efficiency, sustainability and safety, particularly as they pertain to indoor plumbing products. The impact of flow rates on these issues will also be discussed.

Panelists include:

- **Mary Ann Dickinson**, President and CEO, Alliance for Water Efficiency
- **Mary Eggert**, Founder of Global Water Works
- **Rob Zimmerman**, Senior Channel Manager-Sustainability, Kohler Co.
- And representatives of the Value of Water Coalition

Register here: [goo.gl/Y3Mk6J](http://goo.gl/Y3Mk6J).



**GlobalWaterWorks**

**KOHLER®**



# PMI-Supported WaterSense Amendment Passes U.S. Senate

By Ray Valek, PMI Public Relations Consultant

PMI applauds the U.S. Senate's passage of the Energy Policy Modernization Act of 2016 (S. 2012). The legislation contains a series of amendments, including one spearheaded by PMI authorizing the Environmental Protection Agency's WaterSense program. The next step is for the Senate to reconcile this energy overhaul package with the House-approved North American Energy Security and Infrastructure Act (H.R. 8), which includes a similar amendment authorizing WaterSense.

"PMI will continue to work to keep WaterSense authorization intact in a final energy package that goes to the president," said **Barbara C. Higgins**, PMI CEO/Executive Director. "Authorizing WaterSense will demonstrate a true national commitment to water and energy savings," she said, noting that water

savings contributes to energy savings because less water needs to be heated. "Real and immediate savings can be achieved now by simply replacing older plumbing products with WaterSense toilets, showerheads and faucets."

PMI lauded the key sponsors of the bipartisan amendment authorizing WaterSense for their leadership, including Sens. **Tom Udall** (D-N.M.), **Robert Portman** (R-Ohio), **Lamar Alexander** (R-Tenn.), **Ron Wyden** (D-Ore.), **Barbara Boxer** (D-Calif.), and **Sherrod Brown** (D-Ohio).

Once signed into law, the authorization amendment will strengthen the WaterSense program, which certifies plumbing products that meet performance standards while being at least 20 percent more water efficient than other

products meeting federal standards in the same category.

Higgins said authorization will send a clear signal about the federal government's willingness to support programs relating to water sustainability, particularly important at a time when many states face drought conditions and problems associated with an aging underground water infrastructure. "PMI voluntarily participates in the WaterSense program because it shares our goal to improve water efficiency," Higgins said. "Our members have manufactured thousands of different types of WaterSense products over the past several years, giving our nation a head start toward assuring water sustainability."

## ASPE Opens Registration for the 2016 Convention and Exposition

Registration opens this May for the American Society of Plumbing Engineers (ASPE) 2016 Convention and Exposition scheduled October 28 through November 2 in Phoenix, Ariz. ASPE has hosted this biennial event for more than 50 years and is dedicated to quality education, connections and experiences to advance the industry, and to enhance the career growth of plumbing engineers and designers.

**Billy Smith**, ASPE Executive Director/CEO released a video statement promoting the event ([youtu.be/4xbWjZB7Q8U](http://youtu.be/4xbWjZB7Q8U)) highlight-

ing dedicated events for young professionals and their newest interest group "The Women of ASPE." All 25 education sessions will provide CEU credits with a possible 11 credits just for walking the show floor.

Learn more at: [events.ntpshow.com/ASPE2016](http://events.ntpshow.com/ASPE2016)



## Parting Thanks from a Retiring Friend — Best Wishes!

Kohler Co. has announced the retirement of **Dan Bartz**, Staff Analyst Codes and Standards, Kohler Co. during the March 30 Tech Talk. Dan was a long-time contributor to PMI and will be sorely missed. He sent these words in farewell:

*Thank you Barbara and the entire staff. I understand there was a recognition of my retirement this morning at the beginning of the Tech Talk Call. I really appreciate that. I missed it as I was on an assignment, so I got on to the call shortly after the announcement.*

*I have enjoyed working with the PMI Organization as a company member participant for many years on many issues. I have had many opportunities in the past to attend PMI Fall meetings which was always interesting and great fun. I got to meet many great people from our industry and I learned a ton about government affairs in the process.*

*Matt [Sigler], thank you for working with me over the years, I am leaving you in good hands with TJ [Kramer] and Cambria [McLeod], I am certain they will not let you down.*

*My best to all...  
Dan Bartz*



*Dan Bartz, Kohler Co. (retired)*

## PMI Celebrates 18 years with Barb — Happy Anniversary!

PMI CEO/Executive Director **Barbara C. Higgins**, celebrated 18 years with PMI this April. Her employment contract has once again been extended, now through 2018.

The anniversary was recognized by 2016 PMI Board of Directors. Board Vice President, **Pete Jahrling**, Director Design Engineering, Sloan Valve, was on hand to deliver a bouquet of 18 roses and an 18-year-old single malt to mark the occasion on the Board's behalf.

Happy Anniversary Barb — here's to many more years to come!



*PMI Board Vice President Pete Jahrling (Sloan Valve) presents PMI CEO/Executive Director, Barbara C. Higgins, with 18 roses and an 18-year-old single malt to celebrate her 18 years with PMI.*

## PMI Wins Community Outreach Award for Humanitarian Relief in Flint

The Rolling Meadows Chamber of Commerce has awarded PMI its Community Outreach Award as part of its 2016 Circle of Success in recognition of our humanitarian efforts in Flint, Michigan. The award will be presented during a recognition dinner and ceremony on May 26. **Dawn Robinson**, PMI Communications Manager, and **Jodi Stuhrberg**, PMI Association Manager, will be on-hand to receive the award on PMI's behalf.

PMI CEO/Executive Director **Barbara C. Higgins** was named Business Leader of the Year by the same group in 2013.



## PMI: In Full-Swing for Spring

Spring has sprung and PMI is in full-swing... a quick glance at the color-coded calendars of PMI staff may resemble a kaleidoscope image (download the full PMI Staff Calendar: [goo.gl/EXVBgd](http://goo.gl/EXVBgd)).

Our team regularly engages in committee calls and conferences with our allied partners keeping up-to-date on the latest industry developments. From celebrating World Plumbing Day, to Water Summits at the White House, PMI is engaged in numerous industry activities throughout the year.

As spring enters its 7th inning stretch, PMI member CEOs and executives are heading to Washington, D.C. for our first Fly-In of 2016, April 27-28. They will meet again in California, May 3-4, to discuss important issues with policymakers. PMI will co-convene the International Emerging Technologies

Symposium (IETS) in Rosemont, IL, May 10-11, immediately followed by the Plumbing Industry Leadership Coalition (PILC) meeting on May 12.

PMI will hop the pond to attend the European Association for the Taps and Valves Industry (CEIR) conference in Lyon, France, May 18-20 where Barb will share PMI's messaging with our European allies. She will be joined by 2016 PMI Board President, **Paul Patton**, Senior Manager, R & D and Regulatory, Delta Faucet Co. and **Jeff Baldwin**, Engineering Manager, T&S Brass and Bronze Works and 2013 PMI Board President.

Keep watch for more on these events, and the exciting line-up of PMI events for summer in our next issue.

## Take Me Out to the Ballgame

PMI CEO/Executive Director, **Barbara C. Higgins**, spent Easter Sunday at Sloan Park in Mesa, Arizona, spring training home of the Chicago Cubs. While there, she bumped into a good egg – **John Lauer**, Director of Sales, Western Region, Sloan Valve Company, and 2005 Board President of PMI. Sloan became the team's Official Water Efficiency Partner in March of 2015.



*Official Water Efficiency Partner of the Chicago Cubs, Sloan promotes the value of water at restrooms throughout the ballpark.*



*PMI CEO Barbara C. Higgins enjoying a pre-season game with John Lauer, Director of Sales, Western Region, Sloan Valve Company, and 2005 Board President of PMI*



*Sloan Park in Mesa, AZ spring training home of the Chicago, Cubs*

## 2016 PMI LEADERSHIP

### BOARD OF DIRECTORS

**Paul Patton**, Delta Faucet Company  
President

**Peter Jahrling**, Sloan Valve Company  
Vice President

**Scott McDonald**, Fluidmaster  
Secretary-Treasurer

**Fernando Fernandez**, TOTO USA  
Immediate Past President

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

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

**Michael Miller**, LSP Products  
(1/16-12/17)

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

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