

## Being Optimistic Has Never Been More Important

By Todd Teter, PMI Board of Directors President, House of Rohl



Todd Teter

Optimism is in the air as vaccinations increase, legislation potentially benefitting our industry moves forward, and engagement among Plumbing Manufacturers International (PMI) members with their association continues. With many significant challenges still facing our nation, having optimism that we will overcome them has never been more important.

This issue of *Ripple Effect* includes articles that demonstrate how well our industry adapted to challenges during the pandemic year and how it is positioning itself to thrive as the economy picks up. A feature about the 2021 PMI Annual Report explores how the pandemic year transformed five aspects of plumbing manufacturing: workplace safety, remote working, product innovation, supply chain, and diversity and inclusion. The report also shows how our industry made itself available to assist in our nation's response and recovery.

As PMI members prepare to comply with the revised industry standard NSF/ANSI/CAN 61 concerning lead testing, legislative activity in Washington, D.C., and states presents significant opportunities, as well as some challenges. Plan to attend the PMI Virtual Legislative Forum on June 23 to gain a complete overview.

The Biden administration's "Build Back Better" infrastructure proposal addresses the problem of lead service lines, promises access to running water and basic indoor plumbing for underserved communities, and calls for investments in career training at trade schools and community colleges. How to pay for this wide-ranging program is being debated.

At the state level, PMI is working with California lawmakers to develop ways to educate childcare centers and schools

to "Look for  $Q \leq 1$ " – wording on the packaging or product that signifies that a faucet and another drinking water device meets the NSF/ANSI/CAN 61 lead-testing standard. In states throughout the nation, PMI committees are providing comments on bills relating to consumer data protection, single-use plastics, appliance efficiency standards, and much more.

PMI member International Code Council created Building Safety Month, celebrated each May, and the first week of May is Drinking Water Week. PMI members are engaged in activities related to both causes, with a story in this issue explaining how. An upcoming May 27 PMI webinar will feature water use expert **Peter Mayer** exploring the reasons why the pandemic year of 2020 was marked by extraordinary water demand and what 2020 water demand trends and COVID-19 impacts tell us about the future.

In April, PMI held its first-ever CEO Thinking Forum, led by West Point graduate and military expert **Ed Ruggero**, with leaders from PMI member companies exploring the decision making of commanders at the Battle of Gettysburg and applying the experience of these soldiers to what executives are facing in today's business environment. Strong bonds of trust among leaders and their troops enable them to succeed in the most difficult of circumstances.

PMI CEO/Executive Director **Kerry Stackpole** writes about how trust in American companies has held up during a time when trust in government, media and other institutions has declined, according to the Edelman Trust Barometer. At past PMI meetings, we have discussed the importance of staying true to our "social contract" – the promise our industry has made to its customers and other stakeholders.

These days, with high activism placing all organizations under a microscope, living up to our vision of "safe, responsible plumbing – always" remains essential. I'm optimistic we will never waiver from our vision because maintaining it has never been more important

# A New Great Awakening to Restore Trust and Uphold Democracy

By Kerry Stackpole, FASAE, CAE, PMI CEO/Executive Director



Kerry Stackpole

Are CEOs the voice and conscience of America? In my February 2019 Ripple Effect column, “The Rise of the CEO,” I described how the public has

increasingly shifted its trust alliance to corporate executives and away from politicians, media and social institutions.

You don’t need a crystal ball to see the shift when you have the annual Edelman Trust Barometer. In 2021, this survey measuring trust shows that business has become the only globally trusted institution, with 61% trust. When 86% of survey respondents agree with the statement, “I expect CEOs to publicly speak out on one or more of these societal challenges: pandemic impact, job automation, societal issues, local and community issues,” a higher bar for corporate leaders is at hand.

Hundreds of CEOs and their companies took two pages in the New York Times and the Washington Post to declare “vot-

ing is the lifeblood of our democracy.” They called for all Americans to “stand for this most basic and fundamental right.” The effort was not without its critics including U.S. Senate Minority Leader **Mitch McConnell** (R-Ky.) who was quoted in the Washington Post as saying, “My advice to the corporate CEOs of America is to stay out of politics. Don’t pick sides in these big fights.”

The American public disagrees. Business is more trusted than government in 18 of 27 countries. The perception of trust in the respondent’s employer and its CEO grew even greater. **Jeffrey Sonnenfeld**, dean of the Yale School of Management, brought together 90 Fortune 100 CEOs this past month from a broad cross-section of industries and services to discuss the voting rights issue – a discussion fueled by changes to voting rights in Georgia. In his Wall Street Journal opinion piece, Sonnenfeld noted the CEOs’ “spirit was defiant against politicians trying to muzzle them.” He also noted they comprehended “their roles in ensuring a harmonious society and functioning democracy that vibrant markets need.” Dean Sonnenfeld wrote that American business is “sparking a fifth spiritual awakening” similar to four

previous Great Awakenings occurring in America’s past.

Executives in the plumbing products industry have long taken their social responsibilities to heart. When you produce products with roots dating back to 6000 B.C. that are now responsible for the health and safety of hundreds of millions of people in local communities around the globe, it’s easy to understand the strength and depth of that commitment. In modern times, plumbing product executives have supported voluntary and regulatory efforts, codes and standards, and legislative solutions to improving water efficiency, safety, harmonization, and the reduction of lead in drinking water. The industry’s continued engagement with local, state and federal policymakers; industry leaders; and professionals continues to contribute to achieving a universal vision of safe, responsible plumbing. Always.

There is still much work to be done. Award-winning science journalist **Chelsea Wald’s** fascinating book, “Pipe Dreams: The Urgent Global Quest to Transform the Toilet,” brings many of those projects to light. Wald notes that we flush all kinds of inappropriate

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## ‘We Can Do This’ - Bring the COVID-19 Vaccine to the Workplace

With vaccines now open to all adults and supplies plentiful in many areas, the Centers for Disease Control and Prevention (CDC) encourages employers to facilitate COVID-19 vaccinations on site at the workplace.

A CDC webpage about workplace vaccination programs ([tinyurl.com/ydpt7zas](https://www.cdc.gov/workplace/vaccination)) provides detailed information about how to provide vaccines to your workers. On-site vaccinations may work well if you have a large number of workers on site with predictable schedules, as well as a location with enough space to maintain social distancing through the entire process.

Many Plumbing Manufacturers International members have been encouraging employees to access COVID-19 vaccines through health care provider sites including community clinics, pharmacies or hospitals. Tell us how your PMI member company is encouraging or providing vaccinations by emailing **Jodi Stuhrberg** at [jstuhrberg@safeplumbing.org](mailto:jstuhrberg@safeplumbing.org).

We can do this! Promoting confidence in vaccination will keep your employees safe and your company running strong!



# Report Explores 5 Ways Pandemic Year Transformed Industry

By Ray Valek, PMI Communications Team, Valek and Co.

“How do we make sure our industry is available?” Plumbing Manufacturers International (PMI) CEO/Executive Director **Kerry Stackpole** remembers asking this question as the COVID-19 pandemic began to cause business shut-downs and stay-at-home orders.

PMI’s efforts to have plumbing manufacturers designated as essential businesses by the federal government were successful, allowing PMI member companies to keep production lines moving, sustain employment, and contribute to the national effort against a deadly virus.

The 2021 PMI Annual Report ([tinyurl.com/vjv6s77k](https://tinyurl.com/vjv6s77k)) tells the story of a vital industry and explores how the pandemic year transformed five aspects of plumbing manufacturing: workplace safety, remote working, product innovation, supply chain, and diversity and inclusion.

## 1. Workplace safety

To keep workers safe, LIXIL implemented a policy to quarantine any employee exposed to potential COVID-19 infection from the workplace for 14 days, with full pay. Because of the shortage of COVID-19 testing, LIXIL chooses not to wait for a positive test, instead quarantining individuals who exhibit symptoms or who are found via contact tracking to be near others who test positive. “It was tough because we had to send home (many) people, but the long-term thinking was that it kept the rest of our people safe and kept our plants operating,” stated **Chris Marozzi**, leader of employees’ health and safety for LIXIL Americas.

## 2. Remote work

Kohler Co. observed many positive consequences of shifting into remote work. “We saw an increase in the use of collaboration technology,” said **Brian Kendall**, Kohler’s director of operational excellence. “Interactions grew

significantly as we got better at it. Our decision-making improved, with colleagues being able to make decisions in real time, driving productivity gains and results.” **Adam Guenther**, Kohler’s associate director, operational excellence, said the company was surprised at “the intensity of work people were able to do from home. There was little to no loss in productivity because people were able to generate an increased number of work hours compared to where they were before,” to the point where the company encouraged employees to place boundaries on their work lives, he stated.

## 3. Product innovation

While causing challenges on production lines and causing a shift to remote work, the COVID-19 pandemic created opportunities for the plumbing manufacturing industry to address a newfound concern many people now have: the spread of infectious viruses.

This change in public awareness has caused a spike in the sales of touchless plumbing products, with many PMI member companies reporting increased sales of both faucets and toilets with touchless features. “Touch-free is everywhere. It’s in every conversation. That’s foremost in driving many of the innovation efforts at Bradley and throughout the industry,” stated **Nate Kogler**, senior director of product management at Bradley Corp.

## 4. Supply chain

Rapid and unexpected developments caused by the pandemic have forced companies to monitor their supply chains continuously. “I have to look at all the raw materials that we need to make a product,” stated **Elton Perkins**, director, global sourcing and distribution, Fluidmaster, Inc., and co-chair of PMI’s Commerce Committee. “How many sources do I have for ABS (acrylonitrile butadiene styrene) or polypropylene, for example? Do I have enough qualified sources in my spec, so that if



one supplier shuts down, I can choose a second? Frankly, I’m having to go three to four deep on various raw materials and qualifying a backup, and backup to backups, of suppliers to critical raw materials. And it’s constant.”

## 5. Diversity and inclusion

As race and social justice issues took center stage after the murder of **George Floyd**, PMI member UL stepped up its diversity and inclusion (D&I) efforts to support its colleagues. “What we experienced last year was this eye-opening, this awakening for corporate America,” said **Katrina Jackson**, UL’s global head of diversity and inclusion. While UL had already established a formal “D&I ecosystem” with executive and leadership councils, global ambassadors and internal business resource groups, Jackson said the company wanted to be more transparent and set out to advance equity and achieve measurable progress. UL’s D&I team worked with the corporate sustainability group to establish a matching program for racial justice to impact the Black community.

The report is prefaced by a letter from PMI Board of Directors President **Todd Teter** from House of Rohl and PMI Immediate Past President **Joel Smith** from Kohler Co.

# Thinking Forum Puts CEOs in Boots of Gettysburg Commanders

By Ray Valek, PMI Communications Team, Valek and Co.

What does the CEO of a plumbing products manufacturer have in common with Battle of Gettysburg commander Union Brig. Gen. **John Buford**? They both seek an advantageous position, whether on a battlefield or in the marketplace.

Plumbing Manufacturers International's inaugural CEO Thinking Forum created the opportunity for top PMI member executives to engage in discussions about common challenges while exploring the decision making of key commanders at the battle.

The two-hour forum held on April 21 began with West Point graduate **Ed Ruggero** and colleague **Kevin Haney** providing the historical backdrop of the Union and Confederate armies that clashed during the three-day battle. Three different breakout sessions related the actions of Buford, Union Maj. Gen. **John Reynolds**, and Union Col. **Joshua Lawrence Chamberlain** to situations C-level executives face today, such as how to develop leaders and leadership skills within their organizations.

“Ed and Kevin did a great job of providing context, identifying the key players, and discussing the dilemmas the commanders faced along the way,” said PMI CEO/Executive Director **Kerry Stackpole**. “The participants

examined several key moments of the battle and decisions that changed the outcome of the battle.”

The participating executives enjoyed having the two-hour break from the day-to-day to discuss “the common everyday problems that they shared,” Stackpole said.

For example, he recalled one conversation about how executives often find themselves making decisions without having perfect information. The participants discussed how initial information received at the beginning of the COVID-19 pandemic created the expectation that companies would need to downsize due to an economic fallout. But that was quickly followed by the realization that they would need to hire people to help fulfill the demands of consumers wishing to upgrade the homes they were spending so much time in.

Some of the “battle-ready” takeaways participants gained from the forum



included the importance of leading from the front, giving clear and concise directions, building the confidence to be decisive, and trusting people to make good decisions.

All CEOs of PMI member companies were invited to the forum. The invitation included a copy of the Pulitzer Prize-winning book, “The Killer Angels,” which describes the battle through the eyes of the key commanders. CEOs who could not attend were asked to designate a member of their senior executive team to take their place.

PMI Association Manager **Jodi Stuhrberg** was pleased that nearly all executives who expressed interest in the program were able to participate. “The program delivered as much as possible in a virtual platform, with networking you can't replace,” she said.

Stackpole and Stuhrberg agreed that next year's forum will continue its focus on professional development for high-level decision makers by finding topics and speakers that are not generally a part of the regular framework of the industry. “PMI has opened a door to a new way for our CEOs to engage with PMI and each other,” Stackpole stated.



# Elkay Joins Plumbing Manufacturers International

By Ray Valek, PMI Communications Team, Valek and Co.

Elkay – a family-owned manufacturer of sinks, faucets, drinking water solutions, and other plumbing products – joined Plumbing Manufacturers International (PMI) as one way of preparing for business opportunities and challenges expected to emerge post-COVID-19.

“There’s so much going on – it’s the right time,” said Elkay’s Manager of Compliance and Sustainability **John Watson**, who will serve as the company’s primary liaison with PMI.

PMI CEO/Executive Director **Kerry Stackpole** said PMI is delighted to welcome Elkay as the newest member of PMI and looks forward to supporting the success of the company’s entire team. “Elkay is a well-respected member of the plumbing products community and brings a historic legacy of great products and great brands. We are excited about working together to further the goals and future of the plumbing

fixture and fittings industry,” he stated.

Watson said the plumbing manufacturing industry expects the Biden administration to introduce regulatory activity and to address issues of interest, such as tariffs, water infrastructure, lead testing, and more. “PMI will provide us with advocacy information in a timely fashion when there’s still time to do something about it and to plan for what’s coming,” he explained. With access to the same information as other manufacturers, Elkay looks forward to participating in dialogues between PMI members, Watson said.

A 25-year veteran of the plumbing manufacturing industry, Watson said he plans to work with Elkay’s Executive Vice President of Plumbing **Franco Savoni** to create awareness throughout their organization of opportunities for engagement with PMI. These oppor-



tunities include participating in PMI webinars, committees, workgroups and special events. Elkay’s employees also may subscribe to PMI’s regular publications – Ripple Effect and Inside My PMI – and to technical and advocacy reports and alerts.

Family-owned since 1920, Elkay has been making innovative products and delivering exceptional customer care for over a century. While proud to be America’s No. 1 selling kitchen sink company, Elkay expanded its commercial offerings more than four decades ago, and today delivers faucets, water coolers, drinking fountains, Smartwell Water Delivery Systems, and the award-winning ezH2O bottle filling stations, in addition to world-class stainless steel, fireclay and quartz sinks. Learn more at [elkay.com](http://elkay.com).

## Upcoming PMI Events

### PMI May 27 Webinar: ‘2020 Water Demand Trends & COVID Impacts’

Marked by extraordinary water demand, water use patterns during 2020 were unlike any other year in history. All employees of PMI member companies are welcome to register for the “2020 Water Demand Trends and COVID Impacts” webinar from 2 to 3 p.m. on May 27. National water expert **Peter Mayer** will share water use data gathered and analyzed by Flume and WaterDM that provides unprecedented insights into water use patterns.

Gain new insights into how new technology is changing our understanding of water demand and our ability to measure it. Mayer will discuss his work with the California Department of Water Resources during 2019 and 2020 to study indoor residential water use. He also will touch on California state water policy, including AB 1434, a bill that would lower the gallons per capita daily (GPCD) standard for indoor residential water use. Register at [tinyurl.com/y7xrurwru](http://tinyurl.com/y7xrurwru)

### PMI Virtual Legislative Forum Scheduled for June 23

PMI member employees can look forward to an outstanding discussion of the key legislative and economic issues at hand as our industry moves toward a post-pandemic future. From 11 a.m. to 1:15 p.m. CT on June 23, the PMI Virtual Legislative Forum will feature presentations on the state of United States manufacturing, key trends in the post-pandemic economy, water policy priorities for the Biden administration, trade and tariff developments, and much more.



# May Events Place Focus on Building and Drinking Water Safety

By Judy Wohlt, PMI Communications Team, Valek and Co.

Industry codes and standards, for both building construction and drinking water, help protect the public's health. Two May events celebrate the importance of keeping safe what many take for granted.

## Building Safety Month recognizes contributions of code bodies, manufacturers

The International Code Council (ICC), a PMI allied member, has created Building Safety Month ([tinyurl.com/5bt6yzsk](http://tinyurl.com/5bt6yzsk)). Celebrated every May, the month's activities recognize code-developing organizations that contribute to building safety with support from plumbing manufacturers, design professionals and others in the construction industry.

The campaign reinforces the need for adopting current, regularly updated building codes and helps individuals, families and businesses understand what it takes to create safe and sustainable structures, according to the ICC website.

This year's celebration features a different safety theme for each week, with water safety highlighted during the third week of May. With clean water as the world's most precious commodity, 785 million people still lacked basic drinking-water service as of June 2019, according to World Health Organization estimates. Organizations that develop codes and standards, including several PMI members, avidly protect the United States' water supply with building, plumbing and green codes.

Plumbing Manufacturers International (PMI) Allied member UL announced its support of the 2021 Building Safety Month and is offering free water safety resources, such as help with choosing a water faucet filter, on the UL website. ([tinyurl.com/3rmdcssh](http://tinyurl.com/3rmdcssh)).

ICC reported that throughout the month it will promote building safety

via informational events, proclamations, legislative briefings, and other means. ICC's members will join those efforts along with professionals in building construction; design and safety; and corporations, government and associations.

## Drinking Water Week highlights vital role water plays in public health

Drinking Water Week, taking place May 2-8, also serves as a reminder of the importance of codes and standards, as well as the need for safe and reliable public water infrastructure.

Celebrated for more than 40 years, Drinking Water Week was created by the American Water Works Association to recognize the vital role water plays in the health and welfare of everyone.

As improvements in drinking water standards continue to evolve, PMI and its members do their part to help. For example, PMI has been encouraging and supporting the federal government's efforts to invest in the nation's water infrastructure with letters to Congress and by contributing feedback and input on regulations, codes and standards related to plumbing industry products.



IAPMO's IWSH Foundation is working with local plumbers on a pilot project to deliver safer water in Nome, Texas ([tinyurl.com/wtdud4xm](http://tinyurl.com/wtdud4xm)) while NSF International offers free tips on selecting water filters ([tinyurl.com/2buaw2d2](http://tinyurl.com/2buaw2d2)).

PMI member Kohler Co. has teamed up with DigDeep, a human rights nonprofit addressing water and sanitation challenges in the U.S., to support local entrepreneurs and community groups who present innovative ideas for providing universal access to clean water and sanitation, according to a Kohler news release ([tinyurl.com/n9j3v69d](http://tinyurl.com/n9j3v69d)). Their efforts are currently focused on addressing access to clean water and sanitation on the Navajo Nation in Arizona, New Mexico and Utah where more than 30% of residents still do not have a tap or toilet at home.

How is your company celebrating Building Safety Month and Drinking Water Week? Share posts about your efforts on social media with the hashtags #BuildingSafetyMonth and #DrinkingWaterWeek.



# Industry Readies Faucet Buyers to 'Look for Q ≤ 1'

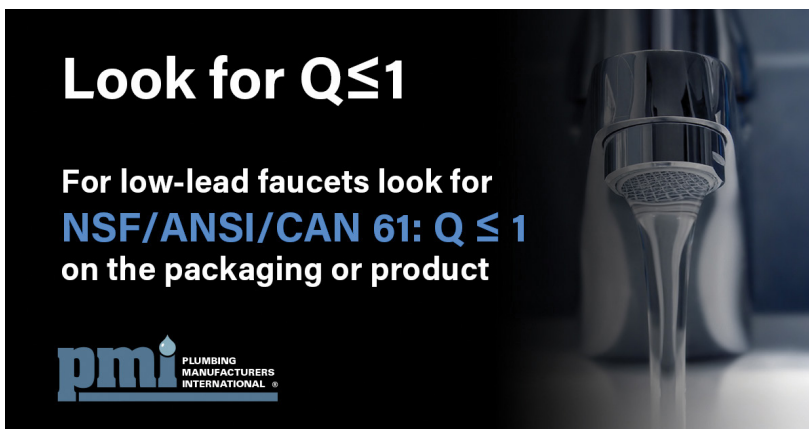
By Ray Valek, PMI Communications Team, Valek and Co.

The update of the industry standard NSF/ANSI/CAN 61 in 2020 marked the latest achievement of an industry-led effort to reduce lead leaching during product testing from faucets and other endpoint devices used for drinking water.

This revised standard requires these devices to leach 1 microgram (mcg) or less of lead during testing – a five-fold reduction in the previous standard of 5 mcg or less. Products meeting this standard will indicate their compliance by displaying “NSF/ANSI/CAN 61: Q ≤ 1” on the packaging or product.

To make sure their products meet these requirements by the standard’s effective date of Jan. 1, 2024, plumbing manufacturers are now in the process of testing and recertifying existing products – or designing, testing and certifying new products – for eventual manufacturing, packaging, distribution and sales. This lengthy process requires more than 55,000 models of bathroom and kitchen faucets, not including other types of drinking water devices like water dispensers and drinking fountains, to be tested and certified by one of the eight certification organizations that do this work.

In the meantime, the state of California is eager to make products meeting “NSF/ANSI/CAN 61: Q ≤ 1” available to childcare centers and schools as they comply with mandates to test for lead and begin to replace faucets to protect children, whom are more likely than adults to experience adverse health effects from lead exposure. To help childcare centers and schools to easily identify and purchase compliant products as soon as they are made available, Plumbing Manufacturers International (PMI) is developing a web page and social media campaign that will encourage purchasers to “Look for Q ≤ 1” when purchasing bathroom and kitchen faucets and other drinking water devices.



California Assemblymember **Chris Holden** is authoring Assembly Bill (AB) 100, which would require all faucets and other drinking water devices for sale in California to meet “NSF/ANSI/CAN 61: Q ≤ 1” by the legislation’s Jan. 1, 2022, effective date. PMI and its members and industry allies have communicated the difficulties and consequences of meeting the requirements of the earlier date during a time when plumbing manufacturers, certifiers, suppliers and retailers are still recovering from the economic downturn caused by the COVID-19 pandemic.

“Even if a product currently on the marketplace meets the new standard, we have no way of knowing that for sure until the product is recertified, and this process takes time,” said **Matt Sigler**, PMI’s technical director. “Our concern is that there would be an extremely limited number of certified products to select from on Jan. 1, 2022, resulting in consumer dissatisfaction.”

Sigler added that retailers, wholesalers, manufacturers and other stakeholders would be required to withdraw products meeting the requirements of previous NSF 61 editions from the California marketplace by Jan. 1, 2022, if AB 100 becomes law. “This would cause significant business losses and market

disruption during an already difficult economic time,” he stated.

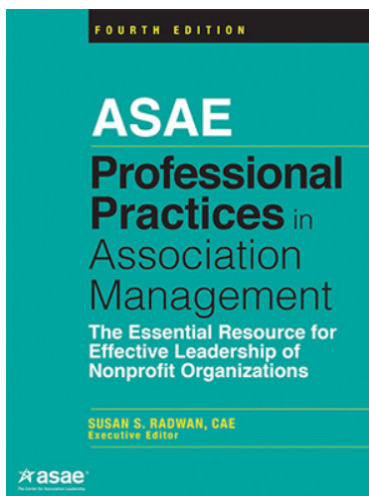
PMI, Holden and other stakeholders had previously agreed to statutory provisions committing the industry to rolling out an agreed-upon percentage of compliant products by Jan. 1, 2022, when Holden was authoring AB 2060, a 2019 bill to place into law the Q ≤ 1 standard for drinking water devices. AB 2060 did not make it out of the Senate Appropriations Committee due to the projected costs on state agencies to implement the bill.

Sigler and PMI Government Affairs Consultant **Jerry Desmond** continue to negotiate with Holden, legislators and all interested stakeholders as the plumbing manufacturing industry does everything possible to make products meeting the Q ≤ 1 standard available as soon as possible.

PMI CEO/Executive Director **Kerry Stackpole** said PMI has supported the five-fold reduction in lead leaching all along. “PMI’s actions clearly demonstrate that our industry wants to achieve the objectives of AB 100 and reduce risks to children as soon as possible,” he said. “However, we believe California should provide all those involved in the supply chain time to get certified products to the marketplace.”

## PMI CEO Authors Chapter in Management Handbook

PMI CEO/Executive Director **Kerry Stackpole** authored the “Aligning with Mission” chapter in the new fourth edition of the “Professional Practices in Association Management Handbook” from the American Society of Association Executives. Considered a cornerstone publication of the body of association management knowledge, the handbook covers topics vital to CEOs and other C-suite or senior executives. More than 65 experts contributed to the 45-chapter handbook.



## A New Great Awakening (contd.)

*Continued from page 2*

things down the drain and with infrastructure repair and maintenance long deferred, she imagines our sanitation infrastructure heading for collapse. The challenges are equally notable in the parts of the world where no water or sanitation infrastructure exists at all. Wald points out there is a growing army of scientists, engineers, philanthropists, entrepreneurs, and activists worldwide who are focusing their formidable skills on making toilets accessible and healthier for all. This potential revolution in sanitation has many benefits, including reducing inequalities, mitigating climate change and water scarcity, improving agriculture, and optimizing health.

As you ponder the question of trust, you might be interested to know nearly 60 million Americans don't drink their tap water, according to research by Penn State biologist **Asher Rosinger**, Ph.D., Stanford's **Anisha Patel**, M.D., and **Francesca Weaks** of Morgan State University. In a summary published by TheConversation.com, Rosinger writes that beyond the 2 million Americans who don't have access to clean water, another 59 million have tap or well water access, but don't drink it. He notes the

alternative and more expensive options such as bottled water or sugary drinks often replace tap water. According to professor Rosinger, “When children don't drink any water on a given day, research shows that they consume twice as many calories from sugary drinks as children who drink water. Higher sugary drink consumption increases risk of cavities, obesity and cardiometabolic diseases.”

Increased media coverage of high visibility water contamination events and systemic water issues such as those occurring in Flint, Mich., and Newark, N.J., have led people to distrust their tap water even after the problem is fixed. President **Joe Biden's** ask of \$111 billion to improve water delivery systems, replace lead pipelines, and tackle other contaminants is a good start to rebuilding confidence in America's water infrastructure, according to Rosinger. He also cites a need to increase public education about water quality and testing and the health benefits of drinking water, something he thinks the Environmental Protection Agency could readily handle. Building trust is never easy. The rewards, when it comes to water, could not be higher.

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