

Fond Farewells, Great Thanks, and the Passing of the Gavel

By Tim Kilbane, PMI President and National Sales Manager, Symmons Industries



Tim Kilbane

Time seems to move faster and faster with each passing year. That thought combined with the adage time flies when you're having fun, a year can pass by in a blink of an eye! It has been an honor to serve as the President of PMI during 2014. Being your president has afforded me the distinct pleasure of working with so many talented people from our industry. With their input, guidance and skillful assistance

they have made 2014 a record breaking year for PMI.

As a long-time member of PMI, I have been witness to the evolution of our organization as it continues to grow and develop; serving on PMI's Board of Directors, I have been privileged to be a part of this effective group for growth in the industry. Everyone involved with PMI works very hard to insure that the membership is well served by way of the advantages of a unified voice. Our goal is to have all levels of government and related industry groups turn to PMI for advice and trusted expertise as collectively we promote "Safe, responsible plumbing. Always".

During 2014, PMI saw record breaking attendance at the Fall Conference which included 138 total attendees, a dozen prospective members and over two dozen sponsors, selling out our inaugural Expanded Sponsor Program. The highlight of the event was the Executive Panel discussion that allowed the attendees to hear from, and ask direct questions of, top executives and CEOs in our industry. (See article on page 3 for full details.) The gentlemen on this prestigious panel are the ones that have the pulse of what all of us face in the plumbing manufacturing arena. The audience found their unabashed comments and answers to pointed questions extremely enlightening.

Additionally this year, we saw the reinstated Strategic Advisory Council (SAC) hard at work. Having their first hand

guidance to make recommendations on how and where our organization should be headed will prove invaluable in the months and years ahead. They thoroughly support PMI's strategy of being proactive, heading off potential issues that can have a negative effect on our industry. They have helped us focus our efforts in more concentrated and precise areas of need, such as the twelve identified drought stricken parts of our country. We have the products already to make a tangible impact on how water is used, and how it can be conserved in a reasonable and safe manner, that doesn't compromise the integrity of our infrastructure or the consumers' need to have enough water for proper health and safety.

As I bid my farewell, I would be remiss if I did not thank all the members of PMI, the Board of Directors, committee co-chairs, staff and consultants for their time and support, throughout the year; and to congratulate next year's slate of officers (see page 6 for names). As I pass the gavel to **Fernando Fernandez**, TOTO USA, as 2015 PMI President, I know I am leaving our organization in great hands and, like you, I look forward to the exciting things that are yet to come for PMI.

Many thanks for a great year!

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PMI in the News: *Let water flow in bathroom faucets* by Barbara C. Higgins in the *Sacramento Bee*: <http://goo.gl/uvwfqC>

The Four-Way Test and Plumbing Manufacturers International

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

Is it the truth?
It is fair to all concerned?
Will it build good will and better friendships?
Will it be beneficial to all concerned?

(Source: The Four-Way Test of Rotary International)

I've been involved with Rotary Club International for a number of years, following in the footsteps of my late dad who had decades of perfect attendance in the organization and served as the president of the Dunedin, Florida chapter. As he worked and vacationed, he visited Rotary Clubs throughout the USA and around the world. Several years ago, I brought him to a Palatine, Illinois Rotary meeting as part of the "show and tell" segment. Folks were awed! While times have changed, (women are now accepted as full-fledged members and missed meetings can be made up online), Rotary's focus remains constant, reflecting the motto: "Service Above Self." Founded in 1905, the club now boasts more than 34,000 clubs and over 1.2 million members worldwide.

There is a strong connection between Rotary and PMI. That connection appeals to me on a number of levels. For example, the founder was a Chicago attorney who worked as a plumber (among other things). In addition to working to eradicate polio, another of the goals of the organization is to pro-

vide clean water around the world. This fits neatly with the work we do at PMI. And with an unofficial credo of "having fun and doing good," the group works hard to support and serve the local community in which PMI is based.

Another important parallel is that Rotary's Four-Way test includes principals which also guide PMI. We reference these guidelines as we build consensus, reach out to legislators as a resource and establish position papers. We work hard to represent the interest of our members and the industry fairly and honestly – no hyperbole or hysteria here – just the straight story. Maintaining our credibility is essential to being trusted and relied upon as we move forward. Like PMI, Rotary is a proponent of the value of networking.

Unlike Rotary, PMI does not purport to represent the world in its initiatives. I've learned that there has been some confusion expressed by members about the "International" part of PMI's name which was changed from "Institute" in 2010. As I said at the General Membership Meeting during the recent Fall Conference, the intent is not that PMI function as the global association representing manufacturers around the world. PMI's mission is not to compete with our counterparts including the UK-based Bathroom Manufacturers Association (BMA) and Canadian Institute of Plumbing and Heating (CIPH), but rather to work with them. PMI includes in its "early warning" knowledge exchange and reporting, those issues around the world that are likely to impact the USA. Our counterparts provide a heads up to emerging issues and PMI does the same for them. Lead and nickel product content are examples of issues that arose in the UK and USA and which BMA and PMI communicated to their respective membership bodies well in advance of issues reaching our respective shores.

As we close the books on another PMI year, I'm pleased that PMI continues to hold fast to its core principles as we build consensus and pursue our mission. It's not always easy to address the various requests and wishes of our diverse PMI membership. It's not always easy to keep everybody happy. (Just take a look at the sometimes conflicting responses to the satisfaction surveys we send frequently to PMI members.) BUT that's our goal. Many trade associations are fraught with political turmoil and turnover; I was told when I joined PMI in 1998 that the average tenure of a CEO/Executive Director was about three years. The political pitfalls are many and sometimes subtle.

PMI members have been loyal and supportive of the organization and its initiatives. Thank you for that. We clearly would not exist without the support of our members both in terms of dues investment you make each year, and the work you do on our various projects and committees. We can't spell PMI without you! (Because if we did it would read funny: Pl*mbing Man*fact*ers International.)

Seriously, thank you all. Here's wishing you and yours the best for the Holiday Season and the New Year.

Holiday Schedule Reminder

PMI offices will be closed as follows:

November 26
Closing at 2pm

November 27–28
Thanksgiving Holiday

December 24–January 1
Christmas and New Year's

CEOs See Resurgence of U.S. Plumbing Manufacturing

By Ray Valek, Public Relations, Valek & Company

Six CEOs from Plumbing Manufacturers International (PMI) member companies presented a consensus view of a resurging U.S. plumbing manufacturing industry responding to consumer and environmental needs through product innovation at the recent PMI Fall Conference.

Speaking as part of the Executive Panel Discussion moderated by journalist and media personality **Bill Kurtis**, the CEOs agreed that aftershocks from the home equity and lending downturn are still resulting in consumer caution. However, they expressed optimism that innovative plumbing products resulting in water savings and sustainability will increasingly capture the interest of those considering remodeling projects.

Droughts occurring primarily in southwestern states such as California and Texas are sensitizing consumers to the importance of water savings and sustainability. The challenge for the plumbing industry is to help consumers and policymakers connect the dots between water savings and innovative plumbing products.

For example, replacing older, water-intensive toilets, showerheads, faucets

and urinals with WaterSense® plumbing products can save three billion gallons of water a day, according to U.S. Environmental Protection Agency (EPA) data. WaterSense® is a public-private partnership to bring high-performing, water-efficient plumbing products to consumers. Plumbing Manufacturers International (PMI) urges policymakers, water utilities, installers and consumers to promote and use WaterSense® products as a simple way to save water in America.

The 2014 Fall Conference, held from Oct. 27-30 in Rosemont, Ill., enjoyed record attendance, with 138 total attendees and 20 event and exhibition sponsors. The CEOs participating in the discussion were **Michael Sipek**, CEO, Bradley; **Jai Shah**, President, Delta Faucet Co.; **Chris Baldwin**, President, Global Faucets, Kohler; **David Lingafelter**, President, Moen Inc.; **Tim O'Keeffe**, CEO, Symmons Industries, Inc. and **Bill Strang**, President, TOTO USA, Inc.

Other conference events and discussions focused on topics such as government affairs, grass-roots advocacy, technical aspects, industry trends, the WaterSense® program, water-efficient products, sustainability, rebate programs, and more.

In addition to the Executive Panel Discussion, speakers and moderators included:

- **Stephanie Salmon** and **Jerry Desmond**, PMI lobbyists
- **Victor Post**, Vice President, GPM Research
- **Veronica Blette**, Chief, WaterSense® Branch, EPA
- **Tim Duggan**, Director of Customer Solutions, and **Wendy McBay**, Senior Director of Marketing, CMD
- **Kevin Wong**, Executive Director, Canadian Water Quality Association

- **Tad Radzinski**, Sustainable Solutions Group
- **Dave Hartter**, EarthShift
- **Sarah Mandlebaum**, Quantis
- **William Paddock**, WAP Consulting
- **Steve Baer**, PE International
- **Jim Schneider**, Editor, Plumbing Engineer Magazine, panel moderator
- **Jörg Rudolph**, Vice President, Head of Product Management, NEOPERL Inc.
- **Hampton Newsome**, Attorney, Federal Trade Commission Bureau of Consumer Protection
- **Yvonne Orgill**, CEO, Bathroom Manufacturers Association (BMA)
- **Christian Taylor-Hamlin**, Technical Director, BMA
- **Jennifer Atlee**, Technical Liaison, Health Product Declaration Collaborative
- **Jacob Tompkins**, Managing Director, Conservation Generation
- **John Baethke**, President, John Baethke and Son Plumbing
- **Mary Ann Dickinson**, President and CEO, Alliance for Water Efficiency
- **Danielle Gallet**, Infrastructure Strategist and Water Supply Program Manager, Center for Neighborhood Technology
- **Mike Ramsey**, Water Superintendent, Village of Westmont, Ill.
- **Ed Lichner**, President, Hydrodyne
- **Bob Miodonski**, Group Publisher, BNP Media's Plumbing Group, panel moderator

PMI's next conference will be October 26-29, 2015 at the Hotel Contessa in San Antonio.

The Gift of GAB for PMI - Goals, Attitude, Behavior

Conor Cunneen, author and business humorist for *An Irishman Speaks*, sent us "A Wee Story for PMI Members" as a follow-up to his speech during the farewell dinner at the Fall Conference. He notes, "It was a blast speaking to everyone at PMI! Enjoy!"

"Wit and Wisdom" from Conor Cunneen: Online at: <http://goo.gl/OIWEx1>.

Setting The Pace with Record Attendance



Ramiro Mata, CSA Group, joins Shirley Havel, PMI Administrative Assistant; Jodi Stuhrberg, PMI Association Manager; and Kirk Mellits, Symmons Industries



Lavelle Industries' Kathryn Turke and Paul Sullivan join Joel Smith, Kohler Co., and Chip Way, also of Lavelle Industries at the Welcome Reception



PMI's Barbara C. Higgins with presenter, Bob Weidner, Metal Service Center Institute, who spoke on Energizing the Grass Roots Base



Gary Cole, T&S Brass and Bronze Works, and Joel Smith, Kohler Co., with PMI California Lobbyist, Jerry Desmond, and Federal Lobbyist, Stephanie Salmon



Maureen Baird, PMI Graphics Consultant and Webmaster, with Ray Valek, PMI Public Relations Consultant and PMI's Barbara C. Higgins



2014 PMI President, Tim Kilbane, Symmons Industries, passes the gavel to 2015 President, Fernando Fernandez, TOTO USA



Water Efficiency and Sustainability Committee Co-Chair, Danny Gleiberman, with speaker Christian Taylor-Hamlin, BMA, PMI's Matt Sigler, and fellow Co-Chair, Jeff Zeman, Kohler Co.



Rick Reles, Kohler Co., Scott McDonald, Fluidmaster, Christopher Baldwin, Kohler Co., Tim O'Keeffe, Symmons Ind., with First Time Attendee Todd Lumpkin, CSA Group, and Pete Jahrling, Sloan Valve



Prospective Member, Jonas Graser, Franke, and Kim Vitale, KWC America at the final networking event of the conference



PMI Executive Leadership welcomes First Time Attendees. Shown here: Barbara C. Higgins, PMI; Fernando Fernandez, TOTO USA; Jeffery Zeman, Kohler Co; Tim Kilbane, Symmons; Misty Guard, Bradley; Martin Knieps, Viega; Holger Ferholz, Similor AG Laufen; Amy Harrison, NSF International; Nate Kogler, Bradley; Wendy McBay, CMD; Jeff Courtney, Viega; Kevin Wong, Canadian Water Quality Assoc.; Jeff Melvin, Moen; Belinda Wise, NEOPERL; Matt Martini, Mueller Brass; June Godin, Symmons Industries

See article on page 3 for conference recap

PMI Hosts its 2014 Fall Conference in Rosemont, IL



PMI's Matt Sigler (right) with Jörg Rudolph, NEOPERL, following his presentation on the comparison of Green Programs from around the world



Dayne Tyner (left) and Michael Martinez (right) of Delta Faucet Co. join First Time Attendee, Belinda Wise, of NEOPERL



Life Cycle Assessment Panelist, William Paddock of WAP Consulting with First Time Attendee, Amber Dzikowicz of NSF International



Winners of the trivia contest during the "Chicago Style" dinner and event with (l/r) Kathryn Turke, Lavelle Ind.; Kim Vitale, KWC America; Frederic Fraisse, NEOPERL; Mira Al Hares, Delta Faucet Co.; Jim Galvin, PMI Technical Consultant; with event emcee Larry Kinsella, Honored Journey



Fair Trade Committee Co-Chairs Chip Way, Lavelle Industries, and Ece Cokyasar-Potter, Vitra USA, with presenter, Yvonne Orgill, Bathroom Manufacturers Association (center)



Executive Panel: Christopher Baldwin, President, Global Faucets, Kohler Co.; David Lingafelter, President, Moen Inc.; Tim O'Keeffe, CEO, Symmons Ind.; Jai Shah, Group VP and President, Delta Faucet Co.; Mike Sipek, CEO, Bradley Corp; William Strang, President, TOTO Americas; and moderator, Bill Kurtis, acclaimed documentary host, producer and broadcaster



Prospective member Holger Ferholz, Similor AG Laufing, and Conor Cunneen, the author and business humorist, along with PMI President, Tim Kilbane, Symmons Industries and Christian Taylor-Hamlin, of the U.K.'s Bathroom Manufacturers Association



Future of Water Revisited Panel: Moderator, Bob Miodonski, BNP Media, with panelists: Mary Ann Dickinson, Alliance for Water Efficiency; John Baethke, Baethke and Son Plumbing; Danielle Gallet, Center for Neighborhood Technology; Ed Lichner, Hydrodyne; and Mike Ramsey, Village of Westmont

Check out our Facebook page to see more conference photos



Passport Program a Success at the PMI Fall Conference

In response to the sell-out at this year's Expanded Sponsor Program, PMI initiated a "Passport Program" to encourage conference attendees to visit each of the 14 booths during networking sessions at the conference. Passports featured logos of each exhibiting sponsor and attendees were given a stamp from each sponsor when they visited their booths. The fifteenth spot, "PMI," served as a free space. Completed passports were turned in for a drawing for a \$100 Visa gift card and free registration for the 2015 conference. Congratulations to **Ece Cokyasar-Potter**, Sales Manager, Vitra USA on winning the drawing! The winning passport was drawn by **Conor Cunneen**, author and business humorist, prior to delivering his "Wit and Wisdom" during the farewell dinner of the conference.

Special thanks to all our Exhibiting Sponsors: American Society of Plumbing Engineers, American Rainwater Catchment Systems Association, BNP Media, Chase Brass & Copper Company, CMD, HVAC/P Publishing Group, International Association of Plumbing and Mechanical Officials, International Code Council, Mechanical Hub, NSF International, Penton Media, Plumbing Engineer Magazine/TMB Publishing, SensiTAP, Sustainable Minds, and World Vision.

Additional thanks to our Event Sponsors: Chase Brass & Copper Company, CSA Group, International Code Council-Evaluation Services, Lavelle Industries, Sloan Valve and the United Association of Plumbers.



Ray Fisher, President, Fisher Manufacturing Co, holds up his completed passport after visiting with each of the conference exhibitors, while prospective member, Larry Himmelblau, Senior Product Compliance Engineer, Chicago Faucet Co., looks on.

Feedback from Conference Attendees

"The exhibit is a very good idea. If PMI moves forward with the exhibits again next year, I'll have to bring some help to help in managing conversations. Thanks, this was a very good meeting!"

Dan Borkowski, Business Development Manager, Chase Brass and Copper Company, LLC

"Barbara, Thank you for the hard work you and your staff put in organizing and managing these meetings. I think having the meeting in Chicago, close to the airport was a good idea. This was the best attended event in my time with PMI. It was good to see new and former companies sending representatives to check out PMI. I spent time with about 75% of the participants. I appreciated having the opportunity to ask in-depth follow-up questions to the speakers in an informal setting following the sessions. Great meeting! Keep up the great work!"

Ray Fisher, President, Fisher Manufacturing

"PMI did an excellent job once again. Everything seemed to proceed without incident."

John Bertrand, Compliance Manager, Moen Inc.

"Great job by the PMI staff to organize and host this conference."

Jeff Baldwin, Engineering Manager, T&S Brass and Bronze Works, Inc.

[Regarding the PMI Passports] "That was indeed a brilliant idea."

Holger Fehrholz, Head of Product Management and R&D, Similor AG (Laufen) - Prospective Member

"Thank you for the good conference. Contents have been very interesting and helpful. The location was excellent."

Michael Klueh, International Approvals Manager, Hansgrohe, Inc.

Congratulations to our 2015 Slate of Officers

Executive Committee

President: **Fernando Fernandez**, TOTO USA
Vice President: **Paul Patton**, Delta Faucet Company
Treasurer: **Pete Jahrling**, Sloan Valve Company
Past President: **Tim Kilbane**, Symmons Industries

Returning Directors-at-Large

C.J. Lagan, American Standard Brands (1/13-12/15)
Scott McDonald, Fluidmaster (1/14-12/15)

Newly Appointed Directors-at-Large

Rick Reles, Kohler Co. (1/15-12/16)*
Nate Kogler, Bradley Corporation (1/15-12/16)

Rick Reles served on the Board of Directors from June-December, 2014 fulfilling the spot left vacant when former director, **David MacNair, InSinkErator, left the industry. Mr. Reles will begin his own term starting in 2015.*

Conference Satisfaction Survey Results

PMI Members: Login to view attendee and sponsor survey results here: <http://goo.gl/cmITdR>.

(Non-member attendees are asked to contact PMI staff for minutes, presentations and survey results).

On the Road with PMI's Technical Director

PMI Technical Director **Matt Sigler** continues to make the rounds of member visits this fall with trips to KWC, Duravit and T&S Brass and Bronze Works. PMI staff values these member visits as a chance to better understand our membership and their products, and to discuss best practices for working together to maximize member value.



T&S Brass' and Bronze Works' Gene Faase, Design Engineer, Gary Cole, Operations Manager, and Jeff Baldwin, Engineering Manager, welcome Matt Sigler, PMI Technical Director. Sigler also met with CEO Claude Theisen (not pictured) during his visit.



PMI Technical Director, Matt Sigler, visits with Maja Jankov, Product Manager, Duravit; Sigler also met with Duravit President, Tim Schroeder (not pictured), during his visit.



Brian Hinson, Product Manager, KWC America Inc. (right), welcomes Matt Sigler, PMI Technical Director, to their Georgia headquarters.

IETS Issues Call for Abstracts

The bi-annual International Emerging Technology Symposium (IETS) presents a unique opportunity to address an audience comprised of representatives from across the plumbing and mechanical industries in North America. Convened by nine key industry associations, including PMI, this two-day event scheduled for May 2016 provides participants with an opportunity to view presentations and engage in timely discussions on critical topics. We 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. Visit <http://goo.gl/Lizrgi> for more details.



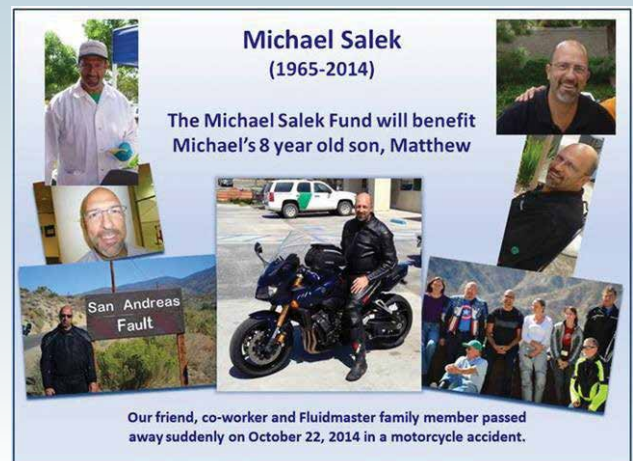
PMI Mourns the Loss of a Friend

by Scott McDonald, Vice President, Marketing, Fluidmaster Inc.

It is with great sadness that we share the tragic news that **Michael Salek**, Fluidmaster Engineering Director, passed away suddenly in a motorcycle accident on October 22. A valuable member of the Fluidmaster family since May of 2011, Michael participated in a number of PMI conferences and technical discussions. Previously with Hunter Industries and Rain Bird Corporation and living near San Diego, Michael will be greatly missed by all who had the privilege of knowing and working with him.

Fluidmaster has established the Michael Salek Fund in memory of our friend, co-worker, and Fluidmaster family member to benefit his 8 year old son, **Matthew**. Donate to the Michael Salek Fund here: <http://goo.gl/ogJ8BL>.

A memorial service was held on Friday, November 7. Please keep Michael's family in your thoughts and prayers as they go through this difficult time.





Seasons Greetings from all of us at PMI

Note New Address for Sending PMI Dues

All members are asked to note the new address for mailing in membership dues. As of now, all dues should be sent to the **PMI Headquarters at: 1921 Rohlwing Rd, Unit G, Rolling Meadows, IL 60008**. Dues may be sent to the attention of PMI CEO/Executive Director, **Barbara C. Higgins**, and marked "Confidential." The 2015 Dues structure was voted on and approved during the General Membership Meeting at the 2014 PMI Fall Conference.

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President

Fernando Fernandez, TOTO USA
Vice-President

Paul Patton, Delta Faucet Company
Treasurer

Jeff Baldwin, T&S Brass and
Bronze Works
Immediate Past President

DIRECTORS AT LARGE

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

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

Rick Reles, Kohler Company
(6/14–12/14)

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

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