

Registration closes
October 6 for the 2014
PMI Fall Conference.
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www.pmihome.org

Wild Ride: My Path to Plumbing and PMI

By Matt Sigler, PMI Technical Director



Matt Sigler

When I graduated with a Bachelor's degree in Construction Management/Technology I dreamed of managing mega-commercial projects for a general contractor or running my own home building business. Never in my wildest dreams did I think I would be involved in a single aspect of construction, plumbing. However, looking back on my career path choices it does

make sense: representing a large private homebuilder on the codes and standards front on multiple state and local levels, serving on the IRC Plumbing & Mechanical Code Technical Committee and being in charge of the Uniform Plumbing Code. Even in my family history there is a plumbing connection; my distant cousin, **President Herbert Hoover**, initiated the development of the first plumbing code in 1928. Whether by coincidence or destiny, which I like to believe is the latter, I now find myself as the Technical Director for PMI. Over the last five months as the Technical Director for PMI I have learned a lot in a short period of time.

First, in using innovative manufacturing practices and processes plumbing manufacturers are true stewards of the environment. I have been fortunate enough to conduct nine member visits which included: **Kohler Co., Bradley Corp., Sloan Valve Co., InSinkErator, Pfister, Lavelle Industries, Fisher Manufacturing Co., Fluidmaster Inc., and HOLDRITE** (with a plan of visiting the remainder of PMI's manufacturing members in the near future). In my visits, I saw several examples where manufacturers were demonstrating such stewardship by recycling materials, giving materials away at no cost to other industries in order to avoid the landfill, or reusing materials in a different product line.

Second, manufacturers care about the consumer. For example, in California the investor-owned utilities (IOUs) are trying to persuade the California Energy Commission to ratchet down flow rates and flush volumes below WaterSense levels. Whereas manufacturers have been consistent in their message that even though they could profit from such a mandate, they have

decided collectively to oppose such regulations as they could jeopardize public health and safety.

Finally, I made a good choice in joining PMI. I have received excellent support from PMI Staff (**Barb, Jodi and Dawn**), consultants (**Jerry, Stephanie and Jim**), and membership which I appreciate. I have enjoyed the opportunity to get out and see how products are designed, manufactured, and tested in order to meet the requirements of standards and codes. These visits have helped to further my education as I work to provide excellent member service.

So here I am, looking out the window of my office and reflecting back over the past several months, amazed at all that has taken place in my professional life. There is still a lot I have left to learn, but I am more than willing to do what it takes to be prepared to represent the best interests of PMI and its membership, and to be prepared for the future challenges and opportunities that await our industry.

PMI Staff Attends ASPE Conference

PMI staff was on hand to help the American Society of Plumbing Engineers (ASPE) celebrate its 50th Anniversary at the Conference held in Chicago September 21-23. Fluidmaster provided the attractive booth graphics for the PMI stand. (Thank you to PMI Board member **Scott McDonald**!) The staff worked to spread the word about PMI membership and the Fall Conference to both current and prospective members.



The PMI staff split their time between working the trade show booth and walking the show floor at the 2014 ASPE Conference. Left to right: Barbara Higgins, CEO/Executive Director; Dawn Robinson, Communications Manager; Jodi Stuhler, Association Manager and Matt Sigler, Technical Director.

Show Me The Money Metrics! Quantifying the Value

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

Actor **Cuba Gooding Jr.** made an indelible impression in the 1996 movie, "Jerry McGuire" by his insistence to manager, Jerry McGuire

(**Tom Cruise**) that he'd be sure there was a "deal" only when Jerry could show him the money!

Today it's less about the amount of the money spent that matters, and more about the results gained from the investment. It's about measuring the return on investment (ROI). It's all about metrics.

- Employee performance
- Messaging/communication impact
- Social media outreach
- Policy effectiveness
- Popularity polls for everything from politicians to television shows

The list goes on and even includes membership in Plumbing Manufacturers International (PMI).

Current and prospective PMI members evaluate and measure the return on investment (ROI) in PMI throughout the year and especially at budget-setting/dues renewal time. While our various members have various reasons for belonging to PMI, there are some common values. Both the PMI Board of Directors and PMI Staff are happy to help others quantify the value and benefits of membership in order to measure ROI through PMI's progress, impact, and influence. Did you know that summary reports are issued quarterly to summarize PMI's efforts and to demonstrate ongoing value? Be sure to contact a staff member if you are not receiving these through the links on "Inside My PMI" or if you are unable to find

them as posted on the PMI website. Are you active on the various monthly and weekly conference calls? Like any other organization, the value derived from membership is directly related to your level of involvement. (Contact PMI staff or check the PMI website for the schedules for Tech Talk, Advocacy/Outreach and Lobbying calls.) Do you attend PMI conferences? Beginning in 2015 we will have only one conference per year. Don't miss it!

Metrics play a critical role as PMI continues to expand its advocacy and outreach in 2015. It's not enough to jump on the social media band wagon. We must define our targets, hone our message and reach out to those who can best help us move the ball forward. The most well thought-out message aimed at the wrong target (or vice versa), will fail to accomplish the mission. As a communicator, one of my biggest nightmares is the notion of an important message stuffed into a bottle and thrown into the sea; bobbing along the wave-tops un-retrieved, leaving the critical message unread. We must measure and document our results with the goal of continuous improvement.

At PMI we have learned that great as it is, technology can't always be trusted. We follow up to ensure important electronic messages are received. It's not enough to push the "send" button. Our job is to do what it takes to get you the information you need. In fact, we are sometimes criticized by PMI members for "too many emails"; for over-communicating. While, in the spirit of responding to members' wishes, we have used vehicles like "Inside My PMI" to consolidate and streamline messages into an e-newsletter, at the end of the day, I'd much rather be criticized for over-communicating, than under-communicating!

PMI uses a number of tools to communicate important information. You

will see our latest efforts to streamline the process as you explore our newly revamped PMI website. Be sure to let us know what you think as we launch it in early October! We will continue our outreach through Twitter, LinkedIn and FaceBook. We hope you are all using the smart phone app. We will benefit from additional support by engaging the help of a professional Public Relations firm.

You've told us that the value of PMI is split equally between Technical Knowledge and Advocacy/Outreach (which is comprised of lobbying, public relations, consensus-building, information and education). We have learned that the outside world sometimes is not fully aware of all the tremendous value of our industry. Take a look at the "[History of Plumbing Timeline](#)" we've developed, and be proud of all that the industry has done in the name of health and safety! The document was a big success at the recent ASPE Show. We had several requests for reprints and even a framed version of the piece. But, it's no longer enough just to do great things. We need to tell folks about the good things we've done. We must communicate and get the credit we deserve for our valuable contributions. The result is to establish the industry as a credible, reliable resource of information resulting in better-informed legislation and regulation. PMI has established itself as the go-to resource for the technical community. We will continue to build our visibility and reputation as the go-to resource for our policymakers too.

Hear all about our strategies for 2015 and beyond at the 2014 Fall Conference October 27-30 at the Westin O'Hare in Rosemont, IL. That's only a few days from now so be sure to register today!

See you there!

Fall Conference Features Executive Panel



Jai Shah, Group Vice President And President, Delta Faucet Company
Mr. Shah joined Masco in 2003 and was appointed Group Vice President and President of Delta Faucet Co. in 2014. Mr. Shah is a member of the Financial Executives Institute and has served as an Adjunct Lecturer at the University of Michigan.



Mike Sipek, Chief Executive Officer, Bradley Corp
Mr. Sipek was appointed COO of Bradley Corp in 2007 and CEO in 2014. In his role, Sipek is responsible for overall strategic direction for Bradley, including manufacturing, engineering, customer service, marketing, sales, and product development.



Claude Theisen, President and CEO, T&S Brass and Bronze Works Inc.
Mr. Theisen has been with T&S Brass and Bronze Works Inc since 1972 and has served as its president since 1992. He directs and oversees all operations at their Travelers Rest and Shanghai facilities. He serves as a member of Greenville Tech Board and is a Past President PMI.



Christopher Baldwin, President, Global Faucets, Kohler Co.
Mr. Baldwin joined Kohler in July 2005 and currently serves as President of Global Faucets, a sector of Kohler Co. Chris is a seasoned leader experienced in sales, marketing, new product development and general management.



Tim O'Keeffe, Chief Executive Officer, Symmons Industries
Mr. O'Keeffe, the third generation of management for Symmons Industries. He was appointed Chief Executive Officer of Symmons Industries in 2010, and leads the company in new business development, product innovation and strategic planning.



David Lingafelter, President, Moen Incorporated
Mr. Lingafelter is responsible for leading and managing Moen Incorporated. He has been with Moen since 1990 when he joined the company as Manager of In-Store Service. During his tenure, he spent more than 20 years in various capacities of increased responsibilities.



William (Bill) L. Strang, President, TOTO Americas
As President, TOTO Americas – Operations Group and Chairman of TOTO Mexico, Mr. Strang has responsibility for all operations of the five TOTO North America plants.

View the full 2014 Fall Conference schedule online.

PMI 2014 Fall Conference Schedule of Events

Monday, October 27	
1:30 pm - 4:30 pm	PMI Board of Directors Meeting (Invitation Only)
5:30 pm - 6:00 pm	Conference Registration
6:30 pm - 7:30 pm	Exhibit Hours and Networking
7:30 pm - 8:00 pm	Five Year Anniversary Reception
6:00 pm - 7:30 pm	Cocktail Reception (Dinner on your own)
Tuesday, October 28	
8:30 am - 10:00 am	CEO/Executive Panel Featuring: Michael Sipek , CEO, Bradley Corp.; Jai Shah , President, Delta Faucet Co.; Chris Robinson , President, Global Faucets, Kohler Co.; David Lingafelter , President, Moen Inc.; Tim O'Keeffe , CEO, Symmons Industries, Inc.; Claude Theisen , President and CEO, T&S Brass and Bronze Works; Bill Strang , President, TOTO USA Inc. moderated by media personality Bill Kautz
10:00 am - 10:30 am	Networking Break and Exhibit
10:30 am - 11:30 am	Guest Round: <i>Emerging the Race</i> by Bob Willard , CEO Merida Service Center Institute
11:30 am - 12:30 pm	Committee: <i>Water Committee</i> with reports from PMI Governance Relations Committee
12:30 pm - 1:00 pm	Stephen Salomon , Washington D.C. Office and Jerry Desmond , California Office
1:00 pm - 2:00 pm	Lunch, Exhibit and Five Year Ice Cream Social
2:00 pm - 3:30 pm	Combined Technical and Industry Network Trade to evaluate research priorities
3:30 pm - 3:45 pm	Networking Break and Exhibit
3:45 pm - 6:00 pm	General Membership Meeting: election; passing of the grant; approval of the budget and dues.

2014 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Tim Kilbane, Symmons Industries
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)

PMI STAFF

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Registration Now Open

Visit www.pmihome.org
for more information

2014 Fall Conference

October 27-30 at The Westin O'Hare
Rosemont, Illinois

Join us in **"Setting The Pace"** for change, action and results at the 2014 PMI Fall Conference to be held October 27-30 at the Westin O'Hare Hotel In Rosemont, Illinois.

The PMI Fall Conference will continue our tradition of digging into major issues affecting our industry and offer some new and unique networking opportunities.

Engaging Presentations:

"Grass Roots: Energizing the Base!"

"Market Size and Competitive Influx"

"The Future of Water Revisited"

"Internet Sales vs. British Born Products"

Highlighting the conference:

Hear what's ahead from the perspective of **seven key plumbing manufacturing industry leaders**. This Executive Roundtable Panel will be moderated by respected media personality **Bill Kurtis**. See the PMI website for more details including the special **"Discovery Rate"** offered to first-time attendees!



Michael Sipek
CEO, Bradley Corporation



Jai Shah
President, Delta Faucet Co.



Chris Baldwin
President/Global Faucets, Kohler



David Lingafelter
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CEO, Symmons Industries Inc.



Bill Strang
President, TOTO USA Inc.



Claude Theisen
President/CEO, T&S Brass



Bill Kurtis
CEO Panel Moderator

You won't want to miss this exciting and informative event.
Reserve your spot today!

Setting the Pace

Watch for the ad online and in this month's issues of leading industry magazines.