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What a Wonderful Ride... Thanks for the Memories! (But Not So Fast!)

By Barbara C. Higgens, PMI CEO/Executive Director



Barbara C. Higgens

As announced on Sept. 19, transition plans are in the works as I prepare to embark on the next chapter of my life. I'll remain in my post at least until the end of 2017 and am delighted to be actively involved in the transition process as the baton is passed.

It's been a great ride!

Selected to lead PMI in 1998 from a field of 18 candidates, I was the only female in the running and raised a few eyebrows back then. As the dark horse in the race, the selection was risky business for both sides: I was leaving a budding career in the electronics industry with Raytheon Corporation and PMI was hiring an unknown entity. Whoda thunk that this union would be a winning combination spanning nearly two decades!?

I'm very proud of the progress PMI has made during the past 18 years. With no headquarters in the early days, it all began on my kitchen table as I gathered input and revamped the organization as PMI's first and only direct employee, hiring a dedicated in-house staff (including the talented Dave Viola as our first technical director and now a key executive of IAPMO and later Maria Bazan as PMI's association manager - also now with IAPMO), securing office space and equipment, developing a strategic plan, and restructuring meetings around key industry issues. I'm told that PMI was in a precarious place in those days. We have come a long way. We have stepped up to proactively embrace and facilitate change and are well-established as a reliable and trustworthy resource. PMI is in wonderful shape today with a myriad of successes under our belt, enhanced industry visibility, great volunteer leadership, consultants and staff, strong membership roster and strong financials. It has been my pleasure and honor to lead this wonderful group. I have thoroughly enjoyed being a part of this industry.

There have been many highlights during the past 18 years, and with the long trajectory to the finish line, I expect there will be more to add to the list.

I'm an advocate of networking and regularly practice what I preach. As a committed consensus-builder, together with IAPMO and ASPE, I helped to found the US-based Plumbing Industry Leadership Coalition (PILC) in 2012 in an effort to bring domestic plumbing groups together. The group held its fifth meeting in April 2016. I'm regularly invited to speak at international conferences including the British Manufacturers Association (BMA-UK), International Valve Association (CEIR) and the Canadian Institute of Plumbing and Heating (CIPH). I've brought PMI in as an enthusiastic member of the International Emerging Technology Symposium (IETS) and the Plumbing Efficiency Research Coalition (PERC).

I'm humbled by the recognition I've received. As noted in the September 19 press release, in 2014, the Rolling Meadows Chamber of Commerce named me Business Leader of the Year, and I received the 2011 Robert P. Atkins Lifetime Achievement Award from the World Vision Storehouse for charitable efforts on the procurement committee. In 2013, PMI received the Crystal Vision Award for similar work under my leadership. In 2016, I was named Chair of the Executive Committee for Crystal Vision/World Vision Storehouse. I was delighted to be elected to serve as Chair of the National Association of Manufacturers (NAM) Council of Manufacturing Associations (CMA) Council Board of Directors. I enjoy the positions I hold on a number of industry committees including the United States Department of Commerce Industry Trade Advisory Committee (ITAC).

But enough about me. The focus is on PMI. There is much more to be done and PMI is well-positioned to maximize future opportunities, tackle the challenges and maximize the opportunities again. Here's to bigger and brighter things ahead for all of us! Thanks for the memories!

Sharing Knowledge of Water Reuse with PMI's U.K. Friends

By Matt Sigler, PMI Technical Director

I was invited

to present at

the Bathroom

Manufacturers

Association's

(BMA) An-

nual Meeting

on the topic

in the U.S.

of water reuse

and its impact

on plumbing



Matt Sigler

product manufacturers. Unfortunately, due to a death in my family, I had to cancel, but not before finalizing my presentation.

My plan for the presentation was twofold: share general information in regard to water reuse in the U.S. and address PMI's concerns regarding indoor use of recycled water which includes the potential risks to public health and safety, and the possible negative impact on plumbing products and components.

As I prepared for the general information part of my presentation, I came across several pieces of data that I thought were important to highlight.

According to the National Water Research Institute:

- Today, 19% of the electric power consumption in the State of California is used to convey, store, treat and distribute potable water and collect, treat and discharge wastewater.
- It takes 2,400 gigawatt hours per year to transport water from the Colorado River to Southern California.
- The potential net energy savings of utilizing recycled water versus typical urban potable water systems in Southern California ranges from 3,000 to 5,000 Kilowatt hour per million gallons per year, which

equates to an annual dollar savings of \$50 - \$87 million per year.

In regard to continued growth in urban areas, the Environmental Protection Agency (EPA) indicates (in their 2012 Guidelines for Water Reuse) that groundwater aquifers used by over half of the world's population for drinking water are overdrawn. Therefore, there are several locations throughout the world that supplement their groundwater aquifers and reservoirs, that are used for drinking water, with recycled water such as Orange Country, California; Wulpen, Belgium; Bangalore, India; and Singapore City, Singapore.

Finally, when it comes to treatment of recycled water, the main objective is to achieve a quality of water that is appropriate for the intended use and safeguards public health. In raw domestic wastewater, there are typically a number of pathogens that can lead to such diseases and infections as: Salmonella, Legionnaires' disease, Staphylococcal, Pseudomonas, Cryptosporidium and Hepatitis A and E. Therefore, it is critical for protecting public health that proper disinfection is in place to prevent the transmission of disease. The methods used throughout the U.S. for disinfection of recycled water include:

- Chlorination, which is accomplished with free chlorine or chloramines. In general, parasites are more resistant to chlorine than bacteria or viruses.
- Ultraviolet (UV), which has successfully been used as an alternate to chlorine. However, UV is limited by the presence of particleassociated microorganisms that can shade pathogens from UV light, and the UV transmittance of the recycled water.
- **Ozone** is excellent for detecting pharmaceuticals in wastewater and is similar to chlorine when it comes to inactivating pathogens.
- Pasteurization is the same process discovered by Louis Pasteur in 1864, and involves applying heat to inactivate pathogens.

There you have it, a small glimpse into some of the research I conducted as I prepared for my presentation. Though far from an expert when it comes to water reuse in the U.S., I do believe my knowledge base on the topic grew through the experience, and hopefully can be used to support PMI membership.

Save the Date for Crystal Vision Breakfast

The 2017 Crystal Vision Award Breakfast will be held on January 11 during the KBIS show in Orlando, Fla. The event salutes the manufacturers and builders who have donated generously to Storehouse of World Vision.

The Storehouse of World Vision serves under-resourced communities throughout the U.S. We partner with companies by taking their excess inventory and providing it to people in economically distressed areas.



Debbie Drury Gives Maximum Sweat Equity in PMI Duties

By Jeff Conlin, PMI Communications Team, Valek & Co.

American Standard Brand's **Debbie**

Drury thrives on activity at work and in life. Most recently, Debbie rolled up her sleeves to help with PMI's Flint, Mich., relief effort. "We helped amplify PMI's messages to come to the aid of residents in Flint. The initiative was covered by People magazine, CBS News, National Public Radio and other media, which provided broad exposure to PMI and our efforts to help the people of Flint. It was a very real and relevant issue to demonstrate how our industry can come together to help people in need," she said.

A short while ago, she took up "hot yoga" classes as a way to push herself beyond her love for running and biking. As the name suggests, classes require stamina and flexibility for holding difficult poses with a room temperature that may be up to 100 degrees and 40 percent humidity. The result, of course, leads to a more challenging cardiovascular workout than conventional yoga. "I love going to the classes—it's such a great, feel-good workout," she said.

Her work duties might also be the opposite of "no sweat," as she wears multiple hats serving as marketer and communicator as director of brand communications for American Standard Brands, DXV and GROHE — the kitchen and bath brands that comprise LIXIL Water Technology Americas. Recently, she celebrated her 10-year anniversary with the company.

Debbie interacts with channel and product marketing teams in the United States, Canada and Mexico to ensure that brand marketing initiatives, messaging and communications are synchronized.

"My role is to collaborate with our product teams to get our product and messaging in front of customers and other stakeholders. We communicate our messaging through social media, traditional public relations and other channels," she said. "We've been proud to harness some of the same communication resources for PMI's benefit."

For its part in the Flint Relief Effort, American Standard Brands donated kitchen faucets, which were requested and installed by local plumbers from local unions of the United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry (UA). "Employees at American Standard Brands were energized to help. We are passionate about making sure people have clean water—a basic and essential part of life. These efforts can teach people to be ready and aware of topics that might not be a part of their standard job descriptions but are just as important," Debbie said.

Other PMI members contributing to the effort were BrassCraft Manufacturing Co., Delta Faucet Co., Fluidmaster Inc., Kohler Co., Moen Inc., Pfister, Speakman Co. and Viega. American Standard Brand's products joined the other PMI members' donations in more than 1,500 homes.

"What's great about PMI and its membership is it allows us to come together in a unified way. It sets the tone and allows you to get to know colleagues working towards a common mission to be the voice of our industry," she said.

Along with Debbie's involvement with Flint, she enjoyed volunteering for Habitat for Humanity's ReStores on behalf of PMI. "Giving back is a great feeling. We had the unique opportunity to work in one of their re-sale stores during PMI's conferences in California. Proceeds from sales that include product donations go to people in need," she said. According to Habitat for Humanity, ReStores are nonprofit home improvement stores that sell new and gently used furniture, appliances, home accessories, and building materi-



Debbie Drury tunes in to a presentation during an Outreach/Communications Committee meeting

als to the public at a fraction of the retail price.

Debbie regularly participates on PMI's Outreach/Communications Committee, which promotes water efficiency, health, safety, quality, environmental sustainability, and consumer choice and value.

Debbie is not one to sit back and rest on her laurels. When the heat cranks up to uncomfortable temperatures, her activity level increases and she influences those around her through responsiveness. Debbie's desire to give back, plus her involvement and commitment are qualities that make her increasingly valuable to American Standard Brands and to PMI.

Did you know?

Three-quarters of 1,000 respondents to a Google survey conducted by PMI said they were unfamiliar with the Environmental Protection Agency's WaterSense program. While 48 percent of respondents felt saving water was important, 67.1 percent of survey participants were also unfamiliar with WaterSense rebate and incentive programs and didn't feel an urgent need to replace older plumbing products with more efficient ones. Read more at goo.gl/a5GevB

New 2017-18 Committee Chairs Named by Pete Jahrling

Congratulations to our newest committee chairs for the 2017-2018 term. The appointments were made by 2017 PMI President-Elect Pete Jahrling. Thank you to everyone who submitted their name for consideration!

Allied Committee

Terry Burger, principal technical reviewer, water systems – plumbing division, NSF International

Advocacy/Government Affairs Committee

Joel Smith, manager, new product engineering, Kohler Company (Returning) Jay Burnett, vice president – engineering, Delta Faucet Company (Returning)

Fair Trade Issue Committee

Eric Theisen, sourcing manager, T&S Brass and Bronze Works, Inc. Carol Baricovich, global brand communications and government relations, marketing/business development, InSinkErator

Outreach/Communications Committee

Amy Scherer, product manager – professional, Speakman Company **Mary Ahlbrand**, channel manager, Delta Faucet Company

Technical Committee

CJ Lagan, senior manager testing and compliance, American Standard Brands **John Finch**, principal engineer, Masco (Returning)

Water Efficiency and Sustainability Issue Committee

Jeff Zeman, principal environmental engineer, Kohler Company (Returning) Danny Gleiberman, manager, product compliance and government affairs, Sloan Valve Company (Returning)

Presenting Our 2017 PMI Board Nominees

2017 PMI Board of Directors Officer Nominees

President: **Pete Jahrling**, Sloan Valve Company Vice President: **Scott McDonald**, Fluidmaster, Incorporated Secretary-Treasurer: **Nate Kogler**, Bradley Corporation Immediate Past President: **Paul Patton**, Delta Faucet Company

2017 PMI Board of Directors Nominees

Joel Smith, Kohler Company Chip Way, Lavelle Industries

2017 PMI Returning Board of Directors

Michael Miller, LSP Products Todd Teter, Moen, Incorporated

Ripple Effect Available Online – Let Us Know If You Prefer a Printed Copy

Although most readers of *Ripple Effect* view it online, PMI is happy to distribute printed copies upon request. To join the *Ripple Effect* mailing list, email **Jodi Stuhrberg** at jstuhrberg@safeplumbing.org.

WaterSense is Common Sense



Veronica Blette, chief, EPA's WaterSense Branch, and Stephanie Salmon, PMI Washington advocate, at the WaterSense booth at Farm Aid 2016's Homegrown Village in Bristow, Va., on September 17



Proactively Engaging Influencers

2016 Conference October 24-27 Westin O'Hare Rosemont, Illinois

Join PMI's annual gathering of plumbing professionals, advocates and allies as we take an in-depth look at industry issues, challenges and opportunities. We'll continue our mission to work proactively with key influencers to help shape our future.



Highlighting the conference:

Hear what's ahead from the perspective of **seven key plumbing manufacturing industry leaders**. This Executive Discussion Panel will be moderated by demographer, futurist and author, **Ken Gronbach**.



Steve Bissell President, Decorative Products, Interiors Group, Kohler Co.



Steve Edwards Vice President, Jing Mei Industrial, Inc.



Ken Hair Vice President, New Products, Waterpik, Inc.



Robert Knoll President and CEO, Speakman Company



Tim O'Keeffe CEO, Symmons Industries, Inc.

Bill Strang

President,

TOTO USA, Inc.



Todd Teter Vice President and General Manager, US Wholesale, Moen, Inc.



Ken Gronbach demographer, futurist and author

Join the Discussions Throughout the Conference!

- The Future of Green Chemistry.
- What's ahead for sustainability initiatives?
- Brexit: The impact of the U.K.'s departure from the European Union.
- Update on the urgent need to restore the underground water infrastructure in the United States.

Registration now open! Visit SafePlumbing.org for more information

Don't miss this must-attend annual event!



Join us at the 2016 PMI Conference as we engage PMI members to **Proactively Engage Influencers**. Set for October 24–27, we are returning to the Westin O'Hare in Rosemont, Ill., just outside Chicago to take an in-depth look at the issues affecting our industry and work proactively with others to foster change.

Monday, October 24

The 2016 PMI Conference begins on Monday, October 24, with an Invitation Only meeting of the PMI Board of Directors Meeting and Strategic Advisory Council (SAC) followed by an Executive Briefing by noted demographer **Ken Gronbach**. VIP (Invitation Only) and the All-Member Welcome Reception, round out the day.

Tuesday, October 25

Tuesday will open with a special welcome followed by a guest speaker **Ken Gronbach**, president of KGC Direct and author of *The Age Curve: How to Profit from the Coming Demographic Storm.* Mr. Gronbach will then moderate the **Executive Discussion Panel**.

After lunch, the Water Efficiency and Sustainability Issue Committee will host a **Green Panel Discussion** with panelists: **Andrea Cooper-Lazarczyk**, Living Building Challenge materials petal and declarations manager, International Living Future Institute; **Dirk Mason**, principal and co-founder, The Compass Group, representative of U.S. Green Building Council (USGBC); and Vicki Worden, executive director, Green Building Initiative (GBI) and Jeff Zeman, principal environmental engineer, Kohler Co., on "LEED v4 and Product Transparency: What You Need to Know." The afternoon sessions will conclude with the Interactive Workshop: Proactively Engaging Influencers. Top off an information-packed day with an off-campus dinner at the Hofbräuhaus (transportation provided).

Wednesday, October 26

The newly-created Allied Member Committee will meet bright and early, with Chuck Ramani, president, International Accreditation Service (IAS), followed by our Dual Track Session where attendees choose to attend either the meeting of the Technical Committee or that of the Outreach/Communications Committee, to address specific industry concerns. The Technical Track will feature presentations by George Tchobanoglous, Ph.D., professor emeritus, U.C. Davis Department of Civil and Environmental Engineering, on "The Impact of Low Flow on the Sanitary Sewer System" and "Direct Potable Reuse." Mark Rossi, Ph.D., executive director, Clean Production Action, will present "Clean Production Action - Green Chemistry and Plumbing Products." We also welcome updates from across-the-pond by Christian Taylor-Hamlin, technical director, Bathroom Manufacturers Association (BMA) and Ralph Suppa, president and general manager, Canadian Institute of Plumbing and Heating (CIPH). The Outreach/Communications Track will host a special presentation by Luca Ferrari, new business developer, BRG Building Solutions. We'll also hear from Veronica Blette, chief, WaterSense, Environmental Protection Agency (EPA).

The afternoon will continue with reports from the Dual Track Sessions, as well as special Fair Trade Issue Committee guest speaker Gary Stanley, director, Office of Materials, U.S. Department of Commerce. Yvonne **Orgill**, chief executive, BMA, will report on the impact of Brexit from the European Union. We'll get down to association business at the Annual General Membership Meeting where we'll elect new officers and board members, and honor PMI service and new members. The 2016-17 financials will be up for review; we'll approve the 2017 dues schedule and host the ceremonial "passing of the gavel" from 2016 PMI Board President, Paul Patton, Delta Faucet Company, to 2017 president, **Pete Jahrling**, Sloan Valve Company (Note that Mr. Patton will remain as president through the end of 2016 and Mr. Jahrling will take over as president on January 1, 2017.) The day will wrap up with a reception and dinner.

Thursday, October 27

And that's not all! Don't rush off too soon and miss out on this exciting final day of the conference! Thursday, October 27, will begin with the Panel Discussion: "Next Steps: What You Can do to Advocate for Water Infrastructure Restoration, Efficiency, Sustainability and Safety" moderated by Scott McDonald, vice president, marketing, Fluidmaster, Inc., with industry experts, Terry McGhee, manager of water operations, American Water Works Association (AWWA); Darren T. Olson, senior water resources project manager, American Society of Civil Engineers (ASCE); **Amy Barrilleaux**, public information officer, Madison Water Utility; and Veronica Blette, chief, EPA WaterSense. We will conclude with the Advocacy/Government Affairs Committee meeting and Plant/Hill Visit Tutorial by PMI government affairs consultants Stephanie Salmon (Washington, D.C.) and Jerry Desmond (California).

Register today!

safeplumbing.org/2016conference

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PMI 2016 Conference Schedule at a Glance

Monday, October 24 11:00 am - 2:00 pm 2:00 pm - 3:00 pm 3:00 pm - 5:00 pm 3:00 pm - 5:00 pm 5:30 pm - 6:00 pm 6:00 pm - 7:00 pm	PMI Board of Directors Meeting (Invitation only) Executive Briefing to Board and SAC with Ken Gronbach Executive Session (Board and Legal Counsel Only) Meeting Registration VIP/First-Time Attendee Reception (Invitation only) Welcome Reception for all attendees (Dinner on your own)
Tuesday, October 25	
8:30 am - 9:30 am	Opening Remarks and Special Presentation
9:30 am - 10:00 am 10:00 am - 11:00 am	Networking break and exhibits Ken Gronbach, president of KGC Direct, and author of <i>The Age Curve: How to Profit from the</i>
10.00 am - 11.00 am	Coming Demographic Storm
11:00 am - 12:30 pm	PMI Executive Discussion Panel with Ken Gronbach as moderator
12:30 pm - 2:00 pm	Lunch, exhibits and free time for office catch-up
2:00 pm - 3:30 pm	Water Efficiency and Sustainability Issue Committee Green Panel with panelists: Andrea Cooper-Lazarczyk,
	Living Building Challenge materials petal and declarations manager, International Living Future Institute; Dirk Mason , principal and co-founder, The Compass Group, representative of U.S. Green Building Council (USGBC); and Vicki Worden , executive director, Green Building Initiative (GBI) and Jeff Zeman , principal
	environmental engineer, Kohler Co., on "LEED v4 and Product Transparency: What You Need to Know"
3:30 pm - 4:00 pm	Networking break and exhibits
4:00 pm - 5:00 pm	Interactive Workshop: Proactively Engaging Influencers, PMI and Member Company Lobbyists
6:30 pm - 9:30 pm	PMI Hofbräuhaus Dinner (Transportation provided)
Wednesday, October 26	
8:30 am - 9:00 am	Allied Committee Meeting, with Chuck Ramani , president, International Accreditation Service (IAS)
9:00 am - Noon Technical Track	Dual Tracks (Choose One) Featuring George Tchobanoglous , Ph.D., professor emeritus, U.C. Davis Department of Civil and Environmental Engineering, on "The Impact of Low Flow on the Sanitary Sewer System" and "Direct Potable Reuse" and Mark Rossi , Ph.D., executive director, Clean Production Action, on "Clean Production Action – Green Chemistry and Plumbing Products." There will also be an update from Ralph Suppa , president and general
OR	manager, Canadian Institute of Plumbing and Heating (CIPH)
Outreach/ Communications Track	With special presentations by Veronica Blette , chief, WaterSense, Environmental Protection Agency (EPA) and by Luca Ferrari , new business developer, BRG Building Solutions. Updates on PMI's 2017 communication initiatives and more
Noon - 1:30 pm	Lunch, exhibits and free time for office catch-up
1:30 pm - 2:00 pm	Reports from the Dual Track Sessions
2:00 pm - 3:00 pm	Fair Trade Issue Committee Meeting featuring Gary Stanley , U.S. Department of Commerce,
3:00 pm - 3:30 pm	and Yvonne Orgill of BMA on Brexit Networking break and exhibits
3:30 pm - 5:00 pm	Annual General Membership Meeting
6:00 pm - 7:15 pm	Cocktail Reception and Exhibits
7:30 pm - 9:30 pm	Networking Dinner
Thursday, October 27	
8:30 am - 10:00 am	Panel Discussion: "Next Steps: What You Can do to Advocate for Water Infrastructure Restoration, Efficiency, Sustainability and Safety" moderated by Scott McDonald , vice president, marketing, Fluidmaster,
	Inc., with industry experts, Terry McGhee , manager of water operations, American Water Works Association
	(AWWA); Darren T. Olson, senior water resources project manager, American Society of Civil Engineers
	(ASCE); Amy Barrilleaux , public information officer, Madison Water Utility; and Veronica Blette , chief, EPA WaterSense
10:00 am - 11:30 am	Advocacy/Government Affairs Committee Meeting and Plant/Hill Visit Tutorial with PMI government affairs consultants Stephanie Salmon (Washington, D.C.) and Jerry Desmond (California)

Out and About in Atlanta Visiting PMI Members and a Trip to Oshkosh



Barbara C. Higgens, PMI CEO/executive director (front), with Reliance Worldwide Corporation (RWC) leaders (left to right): Jeff Davis, vice president of sales; Kal Nanji, senior director of product management; Rich Houle, director of codes and standards; Jeff Long, director of global marketing; Sean McClenaghan, president - USA; Kendrick Reaves, VP SharkBite Team Retail & OEM Sales - USA



Ingolf Matthée, president and CEO, Dornbracht Americas, Inc.; Barbara C. Higgens, PMI CEO/executive director; Katharina Adrian, product manager, Dornbracht Americas, Inc.



Maja Jankov, product manager, Duravit USA, Inc. with Barbara C. Higgens, PMI CEO/ executive director



Hansgrohe's Ryan W. Ramaker, director of product management; Jason Clark, product manager - compliance and IP; Derek Taylor, product manager; with Barbara C. Higgens, PMI CEO/executive director



Barbara C. Higgens, PMI CEO/executive director, and husband Trey visit John and Sharon Koeller in Oshkosh (B'gosh) at the 2016 Wisconsin Fly-In

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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