

## Building a Solid Foundation for the Future

By: Jeff Baldwin, PMI President and Engineering Manager, T&S Brass and Bronze Works



Jeff Baldwin

The end of the year is just around the corner and although there are still a full 24 hours to each day, it sometimes seems as if they are getting shorter and shorter. With the accelerated pace of our world it is important that we stay connected and on target to our goals. Plumbing Manufacturers International (PMI) is growing and evolving in a lot of ways.

This year, we added several new members, saw the return of our Strategic Advisory Council, added new staff and launched new technology with our mobile app, online training and web conferencing. This year has been about strengthening our base so we can effectively branch out in new ways to better serve our members and our industry. Our recent 2013 Fall Conference was designed with that objective in mind.

PMI's Fall Conference, held October 13-16, in Washington, D.C. hosted a record number of first time attendees. Focused on 'Building a Solid Foundation for the Future' the conference, like its attendees, was an exciting mix of tradition and innovation. Included in the 31 Member Companies represented were three new Allied Members and three prospective members; and among the more than 100 total attendees were 68 veteran PMI members, 24 first time attendees, 4 VIPs, 20 guest speakers, and 9 certifying agencies.

Our keynote speaker, **Charlie Cook**, editor and publisher of *The Cook Political Report* and political analyst for the *National Journal*, addressed 'The Current Political Outlook' by speaking of the current political environment, a particularly well-timed presentation as the conference took place amidst the recent government shutdown.

Presentations also featured a range of industry professionals addressing topics on conflict minerals, China's current industrial policies, market mapping, the current state of the U.S. water infrastructure, water efficiency and the challenges facing water utilities. Additionally, nine certifying agencies came together to be part of the panel discussion on 'Universal Conformity Assessment and Certification Issues,' including: the Canadian Standards Association (CSA), International Association of Plumbing and Mechanical Officials (IAPMO), International Codes Council (ICC), Intertek, the National Association of Home Builders (NAHB), NSF International, Truesdale Laboratories, Underwriters Laboratories (UL) and the Water Quality Association (WQA).

**Tim Keane** of Legionella Risk Management, Inc. spoke on the 'Unintended Consequences of Plumbing Codes and Regulations on Increasing Rates of Legionnaire's Disease' shedding light on the risk of looking at products in isolation when plumbing fixtures are integral parts of a larger water system. Conference attendees took a closer look at the 'How Low Can You Go? and How Do You Know?' issue surrounding flow rates of plumbing fixtures. Dividing into Dual Tracks, the Technical Track focused on identifying research gaps, while the Advocacy and Outreach Track looked into how to effectively communicate the message to promote safe and responsible practices.

The conference ended with PMI Members traveling a couple of blocks over to Capitol Hill to spread our message and engage policymakers on plumbing industry issues to ensure that we are actively involved in new developments and policies. With our foundation firmly solidified, it is important that we continue to build upon it and always ensure that our voice is heard as we strive together for a better industry.

# The Key to Planning: Never Let 'em See You Sweat!

By **Barbara C. Higgins, PMI CEO/Executive Director**



*Barbara C. Higgins*

process of getting there. It's a classic portrayal of the sentiment "TMI" (too much information.)

With our small but mighty staff and a 'Rolodex' (remember those?) of valuable contacts, PMI has put together not one but two First Class conferences each year since 1998. Nearly all of our counterparts domestically and around the world hold a single, major annual event. As announced, PMI will be moving to this format in 2015. (More about this change in a few paragraphs to follow here.)

This year's Fall Conference presented some unusual and unforeseen challenges in view of the Government shutdown. Five of our speakers cancelled on the Friday before our conference: two from US Department of Commerce (DOC), two from US Environmental Protection Agency (EPA) and one from the Federal Trade Commission (FTC). But never fear! Through our amazing network of talented subject matter experts, we replaced all of them and maintained the integrity and robustness of our program. A heartfelt thanks to all who stepped in at zero hour to enhance our conference: **Joe Dorn, Christopher Cloutier**, both of King and Spaulding LLC; **D. Cameron Prell**, McGuire Woods; and our own **Stephanie Salmon**, PMI Government Affairs rep in DC. We are working

The magical mystery of meeting planning (and making sausage) is that most people prefer to focus on the outcome and not the

to re-engage the cancelled speakers at a future PMI event or webinar.

Without getting into the 'politics' of it all, the government shutdown raised some uncomfortable questions from our friends around the world. A week prior to the PMI conference, **Rick Reles**, Kohler and I spoke at the annual Bathroom Manufacturers Association (BMA) Conference in the UK. We were asked a number of times to help them understand the purpose and expected outcome of the shutdown, especially in view of the fact that the government workers will receive their pay retroactively. Tough to say what was gained. And, though he had limited time on his free Sunday in Washington DC prior to the start of our conference, what an unfortunate time to visit the USA for **Chris Taylor-Hamlin**, BMA's technical director. Mounted police officers blocked the entrances to national monuments, and most museums were closed. Welcome to America.

The Federal logjam is hard for PMI staff to fathom since our entire existence is predicated on building consensus among 'competitors.' We regularly look for the common nugget of agreement and build from there. So, what *IS* the problem with our policymakers? (And no, I am not running for political office. Thanks anyway.)

But despite the lack of activity outside of the Hyatt Capitol Hill, inside there was a lot of progress being made on industry issues. Celebrity keynote speaker

**Charlie Cook** did a great job leading off the lineup of conference presenters. Hats-off to **George Hawkins**, general manager of Washington DC Water, who brought the house down with his energetic presentation and opened the door for collaboration with PMI on the topic of retrofitting DC with Water Sense products in the name of maximizing water efficiency. Be sure to review the minutes, presentations and photographs now posted on the PMI website.

Work has already begun on the Spring 2014 Conference to be held in Charleston, SC March 2-5. In addition to the information-packed agenda, we will take in some of the local color. We will tour the confederate-built **H.L. Hunley** submarine during its 150th anniversary year – a remarkable example of ingenuity, determination, engineering and manufacturing. Following the tour, we will enjoy a taste of Charleston through an optional Dine-Around event. Stay tuned for details. Spring 2014 Conference Registration will open right after the holidays! (Hard to believe!)

Our 2014 Fall Conference will be held at the newly-renovated and conveniently located Westin O'Hare in Rosemont, IL October 20-23. The Board meeting will be held on Monday. The conference will begin on Tuesday and end on Thursday. Our conference pattern is changing. Moving forward we will hold a formal Fall conference in various locations (no longer routinely in Washington D.C.) and supplement this conference with a Fly-In to Capitol Hill, Washington DC in the spring months, at the beginning (not the end) of policymakers' terms. The reasons for the changes are numerous and most importantly positive!

In the spirit of Thanksgiving, a heartfelt 'thank you' to all for your continued support of PMI and our industry through your involvement on committees and conference calls. Here's wishing you the very best for a restful holiday.



*PMI Staff enjoys a pre-conference dinner with guests: Christian Taylor-Hamlin; Len Swatkowski; Trey Higgins, guest; Tim Kilbane and his wife Kathy; Christine Slabinger; Dawn Robinson and Barbara C. Higgins*

## Moen's Lee Mercer Accepts President's Award



*PMI President Jeff Baldwin congratulates Lee Mercer*

**Lee Mercer**, Director of Product Compliance, Moen Inc. was awarded the prestigious President's Award, during the recent Fall Conference, by current PMI President **Jeff Baldwin**, Engineering Manager, T&S Brass, Inc.

"It was truly an honor to select and present the PMI President's Award to Lee Mercer during our recent general membership meeting. Lee Mercer

is well-respected by all of his peers throughout the plumbing industry and admired as a true ambassador for our industry trade association. The unique combination of his personality and pragmatic approach, along with decades of knowledge and active participation in key industry issues, makes Lee an excellent role model for others in our industry," said Baldwin.

Established in 2009, by then PMI President **Walt Strader**, the President's Award is given in recognition of lifetime achievement and outstanding contributions to the plumbing industry. A longtime member of PMI and acting PMI President in 2010, Mr. Mercer embodies all of these attributes.

"Congratulations to Lee. It's been a pleasure working with him throughout the years at PMI and especially during his term as 2010 PMI President. Among

other achievements, Lee instituted the concept of PMI providing service to our conference-host cities, through charitable organizations. This honor is well deserved!" said **Barbara C. Higgins**, PMI CEO/Executive Director.

Previous President's Award Winners include:

- **Sally Remedios**, Delta Faucet Company, 2009
- **Shabbir Rawalpindiwala**, Kohler Company, 2009
- **Klaus Fromme**, Bradley Corporation, 2010
- **Rick Reles**, Kohler Company, 2011
- **Paul Patton**, Delta Faucet Company, 2011
- **Craig Selover**, Masco Corporation, 2012

## PMI CEOs Make an Impression on Capitol Hill

Eleven PMI member company CEOs from across the country were in Washington D.C. on Wednesday, September 11 to speak with their representatives in Congress about the importance of plumbing manufacturing industry and to carry PMI's message. They visited nearly 30 congressional offices in over ten states. During their meetings, they highlighted how simply replacing old, water-intensive plumbing fixtures with water-efficient ones homes and commercial buildings, our products can reduce water usage by more than 3 billion gallons of water a day. The CEOs also heard from **Alex Brill**, research fellow at the American Enterprise Institute about the upcoming battles in Washington where Congress and the president must take action to fund the operations of the government, address long-term spending and increase the debt limit over the course of the next two months.



*Participating in PMI's inaugural Executive fly-in were: (L to R) Claude Theisen, President and CEO, T&S Brass and Bronzeworks, Inc.; Barbara C. Higgins, CEO/Executive Director, Plumbing Manufacturers International; Ingolf Matthee, President and CEO, Dornbracht Americas Inc.; Tim McConnell (prospective member), Vice President, Sales and Marketing Hold Rite; Tim O'Keeffe, CEO, Symmons Industries Inc.; Paul Sullivan, Executive Vice President, Lavelle Industries Inc.; Tim Ferry, President, Insinkerator; Richard O'Reagan, President, Delta Faucet Company; Todd Talbot, President, Fluidmaster; David Lingafelter, President, Moen Incorporated; Hugh Ekberg, President, Kitchen and Bath Americas; Stephanie Salmon, PMI lobbyist and Ray Fisher, President, Fisher Manufacturing Company*

# A Solid Foundation for the Future!



*Len Swatkowski, PMI Technical Director, welcomes first time attendees Kirk Mellits, Symmons, and Dornbrach's Katharina Adrian and Ingolf Matthee, President and CEO*



*VIP Guest David Crawford, President, ARCSA and Rainwater Management Solutions, enjoys the Welcome Reception with first time attendee Clif McLellan, NSF International*



*Enjoying the First Time Attendees Reception is PMI Consultant Jim Galvin; PMI Board Member, Pete Jabrling of Sloan; Shannon Murphy, NSF International and PMI Executive Committee Member Tim Kilbane, Symmons*



*PMI President Jeff Baldwin, presents ICC-ES President, Shabin Moinian and Dawn LaFleur-Qualley with a plaque welcoming ICC-ES as an Allied Member of PMI*



*Opening Keynote Speaker, Charlie Cook, pictured here with PMI President Jeff Baldwin, T&S Brass.*



*NSF International receives a plaque from Jeff Baldwin welcoming them as an Allied Member. L/R: Christie Shields, PMI President Jeff Baldwin. Shannon Murphy, Chris Salazar and Dann Holmes*



*PMI President Jeff Baldwin presents Tim Duggan and Kyle Williams of Reed Construction Data with a plaque welcoming them as Allied Members of PMI*



*Prospective Member and First Time Attendee, Dominic Ismert, Chief Financial Officer, Sioux Chief, poses before heading off to the Hill to attend a meeting with Congressional leaders*

**Check out our Facebook page to see all the photos from this event.**

 Find us on **Facebook**



*PMI Legal Counsel, Mike Sennett of Jones Day, gives a reminder of the Antitrust Policy prior to the start of the Certifier Panel Discussion led by PMI Technical Director, Len Swatkowski. Represented on the panel are 9 certifying bodies including: CSA, Glenn Tubrett; IAPMO, Anish Desai; ICC-ES, President, Shabin Moinian; Intertek Group PLC, Andrew Hoodless; NAHB Research Center, Robert Hill; NSF International, Clif McLellan; Truesdale Group, Norman Hester; UL, Tom Bowman; and Water Quality Association, Tom Palkon.*

# PMI Hosts its 2013 Fall Conference in Washington DC



*Joerg Rudolph, NEOPERL, Inc. attends the Welcome Reception with PMI Committee Chair, Joel Smith, Kohler Co.*



*Prospective Member Nikki Jackson, American National Standards Institute poses with PMI's Len Swatkowski and Press Attendee, Jim Schneider, Plumbing Engineering Magazine*



*Dayne Tyner and Mira Al Hares of Delta Faucet Co. with Ramiro Mata, of CSA and PMI Committee Chair Michael Martinez, Delta Faucet Co.*



*Christine Slabinger, PMI Administrative Assistant attends one of the Conference's many networking events with Michael Salek, Fluidmaster*



*Past, Present and Future! R/L: 2010 PMI President, Lee Mercer, Moen, with Current PMI President, Jeff Baldwin, and next year's PMI President, Tim Kilbane, Symmons*



*PMI Executive Committee Member Fernando Fernandez, TOTO USA, welcomes first time attendees Ramiro Mata, CSA, and Chris Salazar, NSF International*



*Tom Bowman, UL, networks with Prospective Member, Alan Lipp, COO, Merit Brass Co. during the final dinner and reception*



*PMI Communications Manager, Dawn Robinson, first time attendee Anish Desai, IAPMO, and Bobbi Warren, Amerikam, Inc.*



*Derek Taylor, Hansgrohe, welcomes first time attendee, David Hoyer, InSinkErator*



*First time attendee, Bill Ghiglieri, LSP Products attends the final dinner and reception with Chip Way, Lavelle Industries, and Chad Jones, LSP Products*



*PMI Board Member John Watson, Elkay Manufacturing Co. poses with VIP Guest and Speaker, Christian Taylor-Hamlin, BMA, who traveled from England to attend the event*



*Stephanie Goodall, Mueller Brass Co, at First Time Attendees Reception with Bobbi Warren, Amerikam, and Delta Faucet Company's Carol Ann Kemper and Paul Patton*

# Asian Plumbing Delegation Gets a “Green Tour” of Chicago

From September/October 2013 issue of PAMCANI/PCA at WORK

Four highly distinguished Japanese and Taiwan members of the Asian Saving Water Council (ASWC) recently traveled to Chicago this past summer to visit with the American Society of Plumbing Engineers (ASPE) in Rosemont, Illinois as guests of Executive Director **Jim Kendzel**. Also joining the group was **Barbara C. Higgins**, CEO/Executive Director of Plumbing Manufacturing International (PMI).

**Dr. Kyosuke Sakaue**, Professor at Meiji University in Japan; **Dr. Cheng-Li Cheng**, Professor at National Taiwan University; **Dr. Yasutoshi Shimizu**, Honor Researcher of TOTO, Ltd. in Japan; and **Dr. Kanako Toyosada**, Chief Manager of TOTO, Ltd. in Japan spent several days learning about the latest plumbing codes and advances in “green” product design both in the commercial and residential markets.

Taking the lead from Plumbing Council Director **Bill Erickson** (C.J. Erickson Plumbing Co.) and coordination from PCA consultant **Ron Grabski**, the Plumbing Council along with the PCA and PAMCANI decided as a goodwill gesture to host the international delegation on their final day in town by coordinating a “green tour” of Chicago.

The day kicked off with opening remarks from PCA President and PAMCANI Treasurer **Lori Abbott** at the ASPE office as she welcomed and greeted the guests and association leaders from ASPE, IAPMO (International Association of Plumbing and Mechanical Officials) and PMI.

Next, the delegation was treated to a special presentation on water harvesting and reuse systems currently operating in northeastern Illinois. **John Bauer**, President of Wahaso Water Harvesting Solutions, Inc. discussed how his company helps commercial buildings in the U.S. save millions of gallons of potable



*Back Row (from left): PCA/Plumbing Council & PAMCANI Executive Director S.J. Peters; ASPE Executive Director Jim Kendzel; IAPMO Senior Director of Technical Services Dave Viola; PMI CEO/Executive Director Barbara Higgins; Plumbing Council Director Bill Erickson (C.J. Erickson Plumbing Co.); and PCA Consultant Ron Grabski join the Asian delegation (front row) on the “green roof” on top of Chicago City Hall.*

water each year by harvesting rainwater, grey water, condensate and other on-site sources for non-potable uses like toilet flushing, irrigation and cooling tower make-up. He also spent time explaining how the design build of these “green” systems incorporate the combined needs of the architects, engineers, installing contractors and property owners. Bauer ended his session by fielding questions about the initial costs and total end user savings of these projects.

From there, everyone boarded a bus to the Chicago Center for Green Technology located at 445 N. Sacramento Boulevard in the city. Green Technology Project Manager **Bryan Glosik** led the group on an hour long tour of the building, which was redeveloped in 1999 and awarded the highest LEED rating (Platinum) in 2003. While the building incorporates many energy efficient systems including solar panels, “day lighting” windows, and geothermal heating and cooling systems, the delegation was mostly concerned about water conservation. Glosik spent much of the time showing off the building’s rain cisterns, bioswales (ditches that run direct water from the parking lot to vegetation), and retention ponds. He also took the group up to the

“green roof” to take in a panoramic view of the city skyline.

While the delegation enjoyed the “rooftop” view, they were even more impressed after touring the “green roof” on the top of Chicago City Hall.

After PCA/PAMCANI and Plumbing Council Executive Director, **S.J. Peters** obtained special access in advance from the Mayor’s office, the group took the eleven-story elevator ride to the top of the building to witness the lush greens, flowers, honeybee hives and overall beauty that has replaced the once drab and barren black tar roof. First planted in 2000 by then Mayor **Richard Daley**, the garden roof consists of 20,000 plants of more than 150 species, including shrubs, vines and two trees. One of the best features of the garden is the fact that it absorbs and uses rain water; retaining 75% of a one inch rainfall before storm water runs off into the sewers.

All four guests promised to maintain a working relationship with our associations and ASPE by continuing to exchange ideas and technologies, over the internet and attendance at future international conventions, to help advance the plumbing industry both here and abroad.

# PMI Signs MOU with American Rainwater Catchment Systems

By Dawn Robinson, PMI Communications Manager

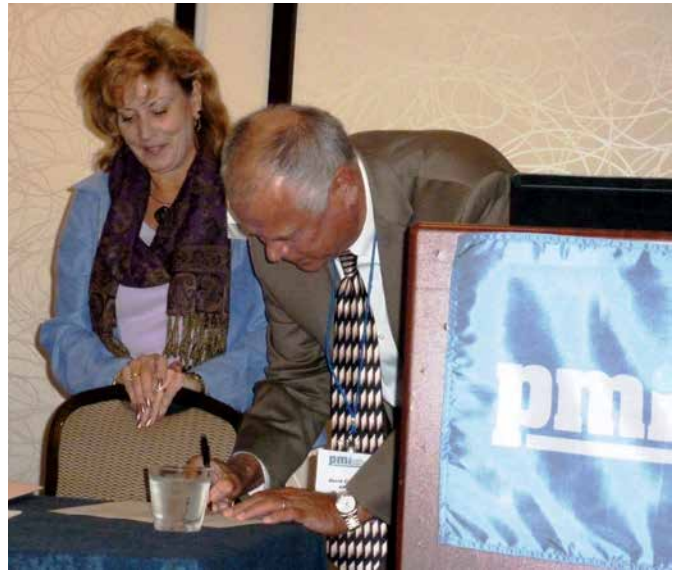
Plumbing Manufacturers International (PMI) entered into an important Memorandum of Understanding (MOU) with the American Rainwater Catchment Systems Association (ARCSA) during its recently held PMI 2013 Fall Conference in Washington, D.C.

“PMI is delighted to sign the Memorandum of Understanding with the American Rainwater Catchment Systems Association to explore ways in which we can work together. The products made by PMI members are likely to use the water captured by the products made by ARCSA members. It makes sense to have a closer relationship,” said **Barbara C. Higgens**, PMI CEO/Executive Director.

“We at the American Rainwater Catchment Systems Association are thrilled to have an MOU agreement with PMI moving forward into 2014. The day of water conservation through Rainwater Harvesting in commercial, residential and the storm water design has become a part of everyday construction. ARCSA will be working closely with PMI in all

aspects of proper design, education and construction to meet the needs of both organizations’ membership. We consider this as a great opportunity to be linked with such a prestigious organization as PMI,” noted President of ARCSA and Rainwater Management Solutions, **David Crawford**.

PMI welcomed **Bill Kniffen**, Water Resource Associate, Texas A&M AgriLife Extension Service, at its 2013 Spring Conference in Austin, TX to speak on Rainwater Catchment Systems and provide its membership an introduction to ARCSA. PMI enjoys a long history of



Signing the MOU was PMI CEO/Executive Director, Barbara C. Higgens, and ARCSA and Rainwater Management Solutions President, David Crawford

partnering with like-minded associations and strategic partners that share its values and goals towards the preservation of water and providing ‘Safe, responsible plumbing. Always.’

## PMI Attends UK Bathroom Business Conference Hosted By BMA

The UK’s Bathroom Manufacturers Association (BMA) hosted their Bathroom Business Conference 2013 in Carden Park, Cheshire, UK earlier this month. Representing PMI at the event was **Barbara C. Higgens**, PMI CEO/Executive Director, and guest **Rick Reles**, Vice President, Leadership and Professional Development, Kohler Co. In addition to guest speaking at the event, Ms. Higgens and Mr. Reles also reviewed best practices from the conference and its corresponding expo for possible adaptation to PMI events. The theme “Know Your Customer” resonated with the record 230 attendees.



Rick Reles, Kohler Co., gives an update on the U.S. economy and housing markets at the BMA conference



Rob van Deursen, KIWA Netherlands; Yvonne Orgill, CEO, BMA; Charlotte Orgill, daughter of Yvonne; Trey Higgens with spouse, Barbara C. Higgens, CEO/Executive Director, PMI; Grahame Morrison, KBB News/UBM; Graham Martin, Official Conference Photographer; Rick Reles, Kohler Co.; Christian Taylor-Hamlin, Technical Director, BMA and David Jay, KIWA UK

## PMI Launches New Year-Round Mobile App

By Dawn Robinson, PMI Communications Manager



**Chip Way**, Director of OEM Sales, Lavelle Industries, Inc. was announced the winner of the Hashtag Contest during the Plumbing Manufacturers International (PMI) Fall Conference in Washington, D.C. The contest was held in celebration of the recently released PMI Mobile App.

Contestants were asked to tweet using the hashtag, #PMIConf, during the three days of the event. Tweets using this hashtag were posted to the Conference-Connect section of the mobile app, and the one with the most tweets was declared the winner.

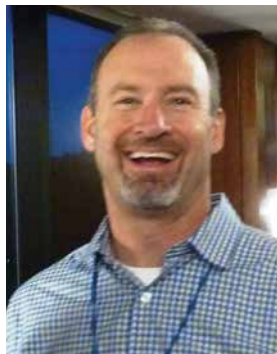
Numerous attendees competed in the event and all the postings were tallied. Mr. Way was announced the winner with an impressive 31

tweets in three days. As winner of the contest, Mr. Way will receive free registration to the PMI 2014 Spring Conference, an estimated \$1,100 value. **Pete Jahrling**, Director of Design Engineering, Sloan Valve Company, was the second place finisher with 20 tweets. Mr. Jahrling receives special recognition for having created his twitter account in honor of the event.

Launched just prior to the PMI Fall Conference, PMI's mobile app is designed to be a year-round tool for members, non-members, prospective members, policymakers, the media, and anyone with an interest in the plumbing industry to gain valuable information about our industry. In addition to its many useful features, the mobile app features an extensive section dedicated to special events such as the recent conference. Attendees were able to download meeting schedules, agendas, speaker bios, location details, sponsor information and more.

PMI CEO/Executive Director, **Barbara C. Higgins**, remarked on the intention of the contest to raise awareness the newly created app by saying, "The new PMI Mobile App has been well-received by members. It will enhance our communication efforts to PMI members as well as policymakers, regulators, legislators and other constituents. PMI has important information to disseminate and it is critical that we use every avenue available to us to communicate to key groups."

PMI Conferences are open to both members and non-members as they are meant to promote the industry as a whole and help PMI achieve its vision of 'Safe, responsible plumbing. Always.' The next conference will be held March 2-5, 2014 in Charleston, S.C. where PMI plans to host a similar contest. Be sure to download our mobile app to watch for more details on this upcoming event.



*Chip Way of Lavelle Industries wins our first ever Hashtag Contest!*

Visit our website to view the  
**2013 Fall Conference Survey Results**

## 2013 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Jeff Baldwin**, T&S Brass and Bronze Works  
President

**Tim Kilbane**, Symmons Industries  
First Vice-President

**Fernando Fernandez**, TOTO USA  
Second Vice-President

**Paul Patton**, Delta Faucet Company  
Treasurer

**Stewart Yang**, Kohler Co.  
Immediate Past President

### DIRECTORS AT LARGE

**Ray Fisher**, Fisher Manufacturing Company  
(9/12-12/13)

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

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

**David MacNair**, InSinkErator  
(1/12-12/14)

**Bobbi Warren**, Amerikam  
(1/13-12/15)

**John Watson**, Elkay Manufacturing Company  
(1/13-12/13)

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