

Registration closes  
**October 6** for the 2014  
PMI Fall Conference.  
Register today!  
[www.pmihome.org](http://www.pmihome.org)

## What's Really Going on Below? Chasing Drips While Gallons Are Lost

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



Tim Kilbane

Recently the country watched as one of our most well-known colleges was flooded with a reported 10-20 million gallons of water within moments. UCLA, a campus known for its education programs, sunny California weather, and Pauley Pavilion, where each year thousands gather to partake in the basketball games of March Madness, watched instead as a different sort of madness hit the campus. In the midst of one of

the worst droughts on record, that has California in a state of emergency, severe water restrictions, and legislators considering further reductions to the amount of water used by plumbing fixtures, a single pipe bursting was able to waste a reported 35,000-75,000 gallons of water per second!

Reports on the actual amount of water lost during the water main break vary, but everyone agrees that within minutes the single burst pipe was able to do massive amounts of property damage and undo conservation efforts to save badly needed water. This one broken pipe flooded not just the campus but surrounding areas, firefighters were called in to rescue people from a nearby parking garage where hundreds of cars could be seen floating in the water, and crews scrambled to shut off the water that gushed more than 30 feet in the air. One single pipe bursting cost the city, the college, and residents massive property damage, loss of productivity in school and their jobs, and worse, posed a serious risk to their health and safety.

The events in California made national news mostly because UCLA's campus was so badly damaged, but burst pipes often don't make the national news, and even in their own towns are most often covered by traffic reporters trying to help commuters avoid delays on their way to and from work. The truly shocking part is the USA alone experiences 240,000 water main breaks per year! That is equal to 657.5 breaks per day according to the American Society of Civil Engineers (ASCE). The numbers were reported in their 2013 Report Card for America's Infrastructure which gave

drinking water a D. Although they praised the fact that our drinking water scores high in health and safety, its low score mostly comes from the crumbling pipes used to deliver it. PMI has been closely following the issue and even had **Brian Pallasch**, Managing Director, ASCE to our 2013 Fall Conference to speak about the issue.

PMI has been promoting retrofits as a way for the country to save water as part of our "Let's Chase Gallons, not Drips" campaign. By our calculations, if every pre-1992 plumbing fixture was replaced with a WaterSense compliant model the nation could, conservatively, save three billion gallons of water per day, about 7% of total publically supplied water. That is a large number but it is dwarfed by the estimated 17% of water that is said to be lost due to crumbling pipes before it even reaches the consumer.

Plumbing is an industry with a great responsibility to protect the health and safety of individuals, and educate them to responsibly use water. As manufacturers we are doing our part, but with such a massive system, all parts will need to be considered: consumer actions (retrofitting old products), consumer behavior (using products correctly), and infrastructure (promoting the need to update). Manufacturers have made products that greatly reduce water consumption while maintaining performance, however their potential market penetration remains low. There is a great opportunity for growth! Rather than looking to further reductions in new products, we need to take advantage of the great, high efficiency products that are already available and address the crumbling water delivery system that continues to waste water before it even reaches these fixtures. The cost of repairs to our infrastructure is massive but experts agree that those costs are rising sharply each year. It's time to look beyond just the currently available water conserving products that give the consumer a performance assured product for retrofit installations into their own homes... It's time we address the entire delivery and removal system and plan ahead for our future. After all, our children and grandchildren have the same right to the same clean water as we have enjoyed in our lifetime.

## Going Up? Take a Look at PMI's "Elevator Speech" on Water Efficiency

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

A common question in the course of polite conversation is: "So? What do you do for a living?" The work of an industry trade association is not easy to describe,

especially in light of the ever-shrinking attention spans in this world of information overload. "We're advocates, not plumbers. We work to harmonize product requirements. We represent the voice of plumbing manufacturers on regulatory and legislative issues. We are in the business of information-sharing and serve as an international watchdog working as an 'early-alert system' about issues that will impact our industry. We promote the efficient use of water, while maintaining a focus on health and safety. We build coalitions and bring (sometimes seemingly disparate) groups together on a common cause for the greater good. We promote a level playing field for trade issues and advocate for consumer choice...."

*(Usually by now I am chasing the person down the hallway with more examples of what we do, and my victim is wondering why he/she bothered to ask! "What! Come back! There's more!")*

PMI staff has done a fair amount of work during our weekly staff meetings to improve our abilities to run efficient conference calls/meetings and to communicate in a succinct and engaged way. We work to get the message across in an effective, efficient and meaningful way. We're trying to stomp out the dreaded circular conversation. Rather than repeating and over-explaining our point, we try to check with the listener to ensure the message being sent is received and understood by asking: "Does that make sense?" "Do you agree?" "Do you have any questions?" "Is there anything I've missed?" "What would you

like to add?" *(Ask any PMI staff member about the new "Muskrat" technique we've adopted to monitor and curb the habit of rambling on without a breath. We are working to engage the listener and to secure understanding and agreement!)*

As we continue to build the efficacy and value of our Advocacy/Outreach efforts, the PMI Board of Directors has defined the need to create an "elevator speech" about our mission and principles. Today's world communicates in sound bites. Short attention spans and a myriad of competing messages and distractions don't allow for a thesis on what we stand for. We need to be able to quickly articulate what we are all about generally and specifically when interacting with policy makers who sometimes misunderstand what motivates us.

That said, here's our first draft of the PMI Elevator Speech! Help us spread the word!

- It's important to appreciate and not lose sight of the important role that plumbing plays in the name of consumer health and safety.
- Lower is not automatically "better." Setting arbitrary (uninformed) flow rates may result in dangerous and unpleasant unintended consequences.
- Flow rates must be sufficient enough to enable the products to do their job and deliver effective performance for the consumer. Health/safety is Job #1.
- PMI advocates that the entire system view be considered to maximize the efficient use of water. Consumer behavior (upgrading to efficient WaterSense labelled products and using products as they were intended), focus on the impact of aging infrastructure must be considered along with the great work manufacturers have done to deliver maximum water savings.

## 2014 PMI LEADERSHIP

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

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# PMI 2014 Fall Conference Schedule of Events

## Monday, October 27

|                   |  |
|-------------------|--|
| 1:30 pm - 4:30 pm | PMI Board of Directors Meeting (Invitation Only) |
| 3:30 pm - 5:00 pm | Conference Registration                          |
| 3:30 pm - 7:30 pm | Exhibit Hours and Networking                     |
| 5:30 pm - 6:00 pm | First Time Attendee Reception                    |
| 6:00 pm - 7:30 pm | Cocktail Reception (Dinner on your own)          |

## Tuesday, October 28

|                     |  |
|---------------------|--|
| 8:00 am - 10:00 am  | CEO/Executive Panel featuring: <b>Michael Sipek</b> , CEO, Bradley Corp.; <b>Jai Shah</b> , President, Delta Faucet Co.; <b>Chris Baldwin</b> , President, Global Faucets, Kohler Co.; <b>David Lingafelter</b> , President, Moen Inc.; <b>Tim O’Keeffe</b> , CEO, Symmons Industries, Inc.; <b>Claude Theisen</b> , President and CEO, T&S Brass and Bronze Works; <b>Bill Strang</b> , President, TOTO USA Inc.; moderated by media personality <b>Bill Kurtis</b> |
| 10:00 am - 10:20 am | Networking Break and Exhibits  |
| 10:20 am - 11:00 am | Commentary and Summary of the CEO/Executive Panel featuring: Bill Kurtis   |
| 11:00 am - 11:30 am | Grass Roots: Energizing the Base! by <b>Bob Weidner</b> , CEO Metals Service Center Institute  |
| 11:30 am - 12:30 pm | Government Affairs Committee with reports from PMI Government Relations Consultants <b>Stephanie Salmon</b> , Washington D.C. Office and <b>Jerry Desmond</b> , California Office  |
| 12:30 pm - 2:00 pm  | Lunch, Exhibits and Free Time for Office Catch-Up  |
| 2:00 pm - 3:30 pm   | Combined Technical and Advocacy/Outreach Tracks to evaluate research priorities  |
| 3:30 pm - 3:45 pm   | Networking Break and Exhibits  |
| 3:45 pm - 5:00 pm   | General Membership Meeting: elections, passing of the gavel, approval of the budget and dues, plaques and awards presentations   |
| 6:30 pm - 8:30 pm   | “Chicago Style Dinner” and Networking Challenge/Event  |

## Wednesday, October 29

|                     |   |
|---------------------|---|
| 8:30 am - 10:30 am  | Dual Tracks (Choose One)<br><b>Technical Track</b> featuring a panel discussion on Life Cycle Analysis, Environmental Product Declaration and Product Category Rules; and <b>Stephanie Tanner</b> , Lead Engineer, EPA (invited)<br>OR<br><b>Advocacy/Outreach Track</b> with <b>Victor Post</b> , Vice President, GMP Research, on Market Sizing and Competitive Influx; and <b>Veronica Blette</b> , Chief WaterSense Branch, EPA (invited) |
| 10:30 am - 11:00 am | Networking Break and Exhibits   |
| 11:00 am - 12:00 pm | <b>Jörg Rudolph</b> , Vice President, Head of Product Management, NEOPERL, Comparison of “Green” Programs from Around the World   |
| 12:00 pm - 1:30 pm  | Lunch, Exhibits and Free Time for Office Catch-up   |
| 1:30 pm - 2:00 pm   | Dual Tracks Session Reports and Website Update  |
| 2:00 pm - 3:00 pm   | Fair Trade Committee: <b>Yvonne Orgill</b> , CEO, Bathroom Manufacturers Association (BMA) with Internet Sales vs. British-Born Products and <b>Hampton Newsome</b> , Attorney, Federal Trade Commission Bureau of Consumer Protection, talks Internet Sales of Non-Compliance Products/Environmental Labeling  |
| 3:00 pm - 3:30 pm   | Networking Break and Exhibits   |
| 3:30 pm - 5:00 pm   | Water Efficiency and Sustainability Committee with <b>Christian Taylor-Hamlin</b> , Technical Director, BMA; and <b>Eden Brukman</b> , Technical Director for Health Product Declarations (invited)   |
| 5:30 pm - 6:45 pm   | Cocktail Reception and Exhibits   |
| 6:45 pm - 8:45 pm   | Dinner with “Wit and Wisdom” from corporate entertainment personality <b>Conor Cuneen</b>   |

## Thursday, October 30

|                    |   |
|--------------------|---|
| 9:00 am - 11:30 am | Panel Discussion: “Future of Water Revisited” with “The Green Plumber” <b>John Baethke</b> , President, John Baethke and Son Plumbing; <b>Mary Ann Dickinson</b> , President and CEO, Alliance for Water Efficiency; <b>Danielle Gallet</b> , Infrastructure Strategist and Water Supply Program Manager, Center for Neighborhood Technology; <b>Mike Ramsey</b> , Water Superintendent, Village of Westmont, IL; with representatives from American Rainwater Catchment Systems Association, Chicago Water agencies and more |
|--------------------|---|



Registration Now Open

Visit [www.pmihome.org](http://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**  
President, Moen Inc.



**Tim O'Keeffe**  
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 upcoming industry publications.