

Infrastructure Advocacy Extends PMI's Water Safety Vision

By Paul Patton, Senior Manager, R & D and Regulatory, Delta Faucet Co. and 2016 PMI Board President



Paul Patton

At PMI, our vision continues to be: "Safe, responsible plumbing. Always." However, accomplishing this vision is somewhat hindered by the leakage and public safety hazards caused by an aging U.S. underground water infrastructure. Due to these ongoing complications with our nation's water infrastructure, PMI recently introduced a position statement and infographic advocating restoration to reduce risks to safe drinking water and promote the efficient use of water.

PMI products rely on a clean water supply to meet consumer needs, and it's a challenge to maintain such a vast infrastructure. As end-point devices that distribute water for home and commercial usage, PMI products are the face of the plumbing industry. And that makes this an important issue for our members.

Together, we will do our part and encourage others to do the same to reduce water infrastructure risks – in the name of safe, sustainable drinking water and more efficient use of water for all.

July was a busy month. We held our Board's annual strategy session with PMI staff and the Strategic Advisory Committee (SAC), a collection of CEOs from our member organizations. **Tom Morrison**, author of *How to Get People to Scream Your Name and Beg for More*, was our guest moderator and did an outstanding job keeping us focused on updating our strategies and planning for execution. Thanks to everyone who attended and made this a productive meeting. At the upcoming annual meeting, you will hear more about our strategies and the related tactics.

In July and the beginning of August, we held committee meetings for Advocacy/Government Affairs, Fair Trade Is-

sue and Outreach/Communication. Each meeting focused on our structure for the committee, delivering value to our membership, supporting PMI strategies, and brainstorming. I'd like to thank our committee chairs for taking a leadership role and guiding their committees. We also held a press luncheon where we introduced our position paper on the nation's water infrastructure and hosted a panel discussion that included leaders in water efficiency, delivery and sustainability. PMI member organizations also had the opportunity to participate in training on codes and standards.

Fast approaching is our annual conference, and I encourage every member company to attend. This conference will be an exciting one, with lots of information to share and a great lineup of speakers. Visit safeplumbing.org to learn more about the conference and register. I look forward to seeing you there.

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Putting Meat on the Bones of the PMI Strategy Map

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



Barbara C. Higgins

During the last week of July, the PMI Board of Directors joined forces with the Strategic Advisory Council (SAC) to add “meat to the bones” of the PMI Strategy

Map. (See story and photos at right) PMI’s value offering to members is illustrated by three pillars of equal weight: Technical, Advocacy/Government Affairs and Outreach/Communications. (View strategy map here goo.gl/aa6jPN) While a decade ago, PMI’s Technical component dominated the value offering, today we put equal value on each of the three. No longer are the predictable pattern of code cycles the sole source of changes that affect our industry. We have seen how the code cycles can be trumped by lightning fast legislation or regulation, which is often created without the input needed to avoid the dreaded unintended consequences. In like manner, our communications arm is critical to keeping an open dialog going between PMI and influencers such as policymakers, and also ensures that PMI members, friends and allies are kept apprised of our initiatives and accomplishments.

This year, we’ve encouraged our various committee chairs to take a more proactive and visible role and have empowered them to do so. As we’ve said so many times, the success of PMI in affecting change rests squarely on the shoulders of our members who support and amplify the efforts of PMI staff. We’re all in this together. There are several committee chair positions expiring at the end of 2017. We hope you will consider volunteering for one of these important leadership roles.

We’ll take a look at ways for members to engage in PMI efforts during the

annual conference October 24-27. The theme: “Proactively Engaging Influencers” speaks to PMI’s work to identify and then get ahead of issues by building relationships and then leveraging our network to further key initiatives. Our two Government Affairs experts **Jerry Desmond** (California) and **Stephanie Salmon** (Federal) will reiterate the importance of getting to know your legislators and will present a tutorial

on how to conduct successful plant tours and Hill visits. We’ve got a terrific lineup of speakers including a panel discussion with some of our industry’s top executives. You’ll hear from a variety of subject matter experts on key issues. You’ll see firsthand how the three pillars intertwine to form PMI’s solid foundation. And, we’ve built in some fun too! Don’t miss it. **Hotel registration closes September 30.**

Joint PMI Board and Strategic Advisory Council Meeting Sets Plans for the Future

During a joint PMI Board and Strategic Advisory Council (SAC) meeting held on July 26–27, participants completed a SWOT analysis identifying PMI strengths, weaknesses, opportunities and threats across the entire PMI Strategy Map. PMI’s core values, priorities, audiences, leadership, and financial resources were considered. Results of the SWOT analysis and action plan will be communicated to all PMI committees.

Meeting participants also benefitted from a presentation by **Tom Morrison**, author of *How to Get People to Scream Your Name and Beg for More*. He also facilitated a brainstorming session on how to “Uber-proof” PMI from upcoming trends and potential competitors. He talked about the dynamics that allowed organizations like Uber and Zillow to thrive – and discussed how self-driven cars, 3D printing and AirBnB are bound to revolutionize many different industries and services including body shops, medical care, legal services, insurance, manufacturers, hospitality and more.



California drought experts Fernando Fernandez, TOTO USA, and Ray Fisher, Fisher Manufacturing, are impressed by water falling from the sky outside of PMI headquarters.



Tom Morrison facilitates a brainstorming session



SAC members Bill Strang, TOTO USA; Ray Fisher, Fisher Manufacturing Company; Claude Theisen, T&S Brass and Bronze Works Inc.; Todd Talbot, Fluidmaster Inc.; Jai Shah, Delta Faucet Company; Graham Allen, Sloan Valve Company; and Hugh Ekberg, Kohler Company

PMI Advocates Restoration of U.S. Water Infrastructure

Investment required to reduce risks to drinking water and promote water efficiency

In the first step of a committed advocacy effort for the safety and sustainability of America's drinking water, PMI introduced a position statement (goo.gl/dMGPuM) and infographic (goo.gl/ZttJDO) advocating for the restoration of the United States' underground water infrastructure.

"To help assure the safety and sustainability of our water supplies, the nation must restore an aging, leaky underground water infrastructure that sometimes endangers public health," said **Barbara C. Higgins**, PMI CEO and executive director. "To realize PMI's vision of 'safe, responsible plumbing – always,' our members believe that we must contribute to the goal of safe water always."

To kick off the advocacy effort, PMI hosted a panel discussion on August 10 for members and media. (See photos on page 5.) Moderated by **Lenora Campos**, Ph.D., senior manager, public relations, TOTO USA, the panel included individuals from among some of the organizations that will be partnering with PMI in the advocacy effort:

- **Mary Ann Dickinson**, president and CEO, Alliance for Water Efficiency
- **Abigail Gardner**, communications director, Value of Water Coalition and U.S. Water Alliance
- **Catherine O'Connor**, director of engineering, Metropolitan (Chicago) Water Reclamation District
- **Darren T. Olson**, senior water resources project manager, Christopher B. Burke Engineering, Ltd., representing the American Society of Civil Engineers
- **Rob Zimmerman**, director – marketing, projects, specifications and sustainability, Kohler Co.

Drinking water and wastewater systems receive D grades from ASCE

Ms. Higgins cited the American Society of Civil Engineers' "Report Card for America's Infrastructure," which gave

the U.S. drinking water and wastewater systems D grades, and the ASCE's "Failure to Act: Closing the Infrastructure Investment Gap for America's Economic Future," which states that only 30 percent of America's water and wastewater infrastructure needs between 2016 and 2025 are funded, leaving an investment gap of \$105 billion. The Uni-Bell PVC Pipe Association reports 850 water main breaks a day, and the U.S. Geological Survey estimates more than 1.7 trillion gallons of treated water are lost to leaks annually, with 16 percent of treated water never reaching the tap.

According to PMI's water infrastructure Google survey of 1,000 U.S. residents of all ages conducted in July, U.S. citizens are concerned about the aging underground water infrastructure and its potential adverse impact on public health. Sixty-four percent of survey respondents identified drinking water safety as a concerning consequence of an aging underground water infrastructure, and 32 percent identified public officials failing to address water-related issues as a concern. A national poll conducted by the Value of Water Coalition in February found that 95 percent of Americans want public officials to invest in water infrastructure and 60 percent are in favor of paying larger water bills to support this investment.

PMI has traditionally advocated for water-efficient plumbing products, particularly those certified by the Environmental Protection Agency's WaterSense program. However, the lead-in-water crises in Flint, Mich., and thousands of other American communities – coupled with concerns about waterborne pathogens such as legionella, water main breaks and leaks, drought and their collective impact on water infrastructure – led PMI to begin an advocacy effort focused on water infrastructural issues.

PMI members to continue their history of advocacy

"PMI and its members have always

done their part," Ms. Higgins stated, citing not only their support of the WaterSense program but also their Flint relief effort and their leadership in the development and passage of the bipartisan Reduction of Lead in Drinking Water Act. "Our products – toilets, showerheads and faucets – are used at the end-point of the water system and rely on a sustainable supply of clean water. That's what we're going to work with our partners and allies to achieve now – a future of clean, safe and plentiful water."

"To reach our goal of clean, safe and plentiful water, we're going to have to educate policymakers and the general public about the importance of a restored national water infrastructure and water-efficient plumbing products," Ms. Higgins explained. "We're going to have to convince everyone that the investment is worth it. From PMI's perspective, it's absolutely essential."

PMI is planning further discussion of issues relating to water infrastructure and efficiency at the PMI Annual Conference, Oct. 24-27, at the Westin O'Hare in Rosemont, Ill.

Summer Birthdays!



The PMI staff and Board of Directors observed two July birthdays: Ann Geier, administrative assistant, and Jerry Desmond, California government affairs consultant, as well as the August birthday of Matt Sigler, Technical Director (not shown), celebrated offsite with a Chicago-style pizza

Outreach and Technical Events Draw Strong Participation

PMI's Outreach/Communication and Technical Committees both convened August 9–10 events with strong attendance.

PMI's Codes and Standards Workshop, led by PMI Technical Consultant **Frederick Desborough**, drew 35 technical professionals who reviewed a brief history and summary of the roles of codes and standards, as well as certification, compliance, an industry acronym guide, a report on significant code changes, and more. "The workshop attracted several new faces," said PMI Technical Director **Matt Sigler**, "and I believe all participants have a better understanding of not only codes and standards, but how PMI is a valuable resource for them in their day-to-day activities."



Frederick Desborough

Under the leadership of committee co-chairs **Kris Alderson**, Bradley and **Lenora Campos**, TOTO USA, the Outreach/Communications Committee began making plans for 2017, following



Kohler's Rob Zimmerman addresses press conference attendees

O/C strategies recently determined by the PMI Board of Directors during the July strategy session. Communications and Public Relations guru **Ray Valek** and **Barbara C. Higgins**, PMI CEO/executive director, were also on hand as the group fleshed out details for the following goals:

1. Communicate the value of PMI
2. Maximize PMI's voice and message as a resource to enhance the industry's brand of safe and efficient plumbing products
3. Keep PMI relevant, top-of-mind and in the forefront to enhance the industry's brand. Maximize distribution and effectiveness of PMI's voice and message to enhance the



Standing room only at the Codes and Standards Workshop

industry's brand of safe and efficient plumbing products

Committee members agreed that quantifying the financial value of news coverage will be a priority moving forward and that task groups will be formed to investigate continual improvement and member involvement in areas such as social media and video.

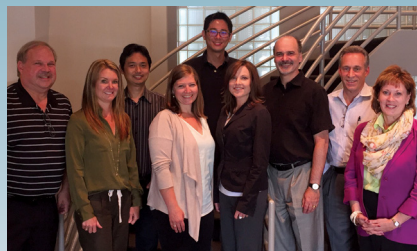
Participants in both events met for dinner at Wildfire, near PMI headquarters, on the evening of August 9, before returning to their respective groups the next morning.

View Codes and Standards Workshop Survey Results: <http://goo.gl/gecTQt>

Join PMI Staff in Welcoming Globe Union, PMI's Newest Member

Globe Union (Gerber/Danze brands) was approved as a member by the PMI Board. Globe Union is one of the world's largest suppliers of plumbing products. The company operates manufacturing, assembly and distribution facilities located on three continents and nine countries.

PMI staffers **Barbara Higgins**, PMI CEO, **Jodi Stuhrberg**, Association Manager and **Matt Sigler**, Technical Director visited Globe Union headquarters to re-introduce the group to PMI member benefits. Gerber had been a 25-year member of PMI before being acquired by Globe Union. We are delighted to welcome them back to the membership!



John Schmitz, senior quality manager; Mikki Litzenberger, senior director, product manager; Tim Wang, product design manager; Katie Hayes, senior product manager; Wei-Mien Hsu, product manager; Jodi Stuhrberg, PMI association manager; Michael Rosen, director of product management; Keith Yurko, president and CEO; Barb Higgins, PMI CEO/executive director



Lovin Saini, senior product manager; John Schmitz, senior quality manager; Matt Sigler, PMI technical director; M'Liss Rossi, Quality Control Supervisor; Katie Hayes, senior product manager

PMI Members Engage at Outreach and Technical Events



Proactively Engaging Influencers: PMI 2016 Conference



2016 CONFERENCE
October 24-27
Rosemont, Illinois

Proactively Engaging Influencers



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 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). 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 an expanded presentation 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." **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 WaterSense brand manager, 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"** with industry experts, American Water Works Association (AWWA), American Society of Civil Engineers (ASCE), Madison Water Utility and EPA, moderated by **Lenora Campos**, senior manager public relations, TOTO USA. We will conclude with the Advocacy/Government Affairs Committee meeting and **Hill Visit Tutorial** by PMI government affairs consultants **Stephanie Salmon** (Washington, D.C.) and **Jerry Desmond** (California).

The conference will conclude by noon to allow plenty of time for attendees to travel home.

Register today!

safeplumbing.org/2016conference

2016 Conference Schedule at a Glance

Monday, October 24

11:00 am - 2:00 pm	PMI Board of Directors Meeting (Invitation only)
2:00 pm - 3:00 pm	Executive Briefing to Board and SAC with Ken Gronbach
3:00 pm - 5:00 pm	Executive Session (Board and Legal Counsel Only)
3:00 pm - 5:00 pm	Meeting Registration
5:30 pm - 6:00 pm	VIP/First-Time Attendee Reception (Invitation only)
6:00 pm - 7:00 pm	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	Networking break and exhibits
10:00 am - 11:00 am	Ken Gronbach , president of KGC Direct, and author of <i>The Age Curve: How to Profit from the Coming Demographic Storm</i>
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 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)
3:30 pm - 4:00 pm	Networking break and exhibits
4:00 pm - 5:00 pm	Interactive Workshop: Proactively Engaging Influencers
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	Dual Tracks (Choose One)
Technical Track	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 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 manager, Canadian Institute of Plumbing and Heating (CIPH) and an update on PMI’s research project
OR	
Outreach/ Communications Track	With special presentations by 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, and Yvonne Orgill of BMA on Brexit
3:00 pm - 3:30 pm	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” with industry experts, American Water Works Association (AWWA), American Society of Civil Engineers (ASCE), Madison Water Utility and EPA, moderated by Lenora Campos , senior manager public relations, TOTO USA
10:00 am - 11:30 am	Advocacy/Government Affairs Committee Meeting and Hill Visit Tutorial with PMI government affairs consultants Stephanie Salmon (Washington, D.C.) and Jerry Desmond (California)

Join Misty at the 2016 PMI Conference

Cheers to International Code Council’s (ICC) **Misty Guard**, vice president, PMG programs, for being the **first official registrant** for the 2016 PMI Conference! All members, prospective members and media are invited to attend. Not to be missed – register today!

safeplumbing.org/2016conference



PMI App to be Discontinued on Sept. 30

The PMI mobile app will no longer be updated as of Sept. 30. Until Oct. 30, the app will direct users to the PMI website for important messages.

PMI CEO Builds Bridges in Colorado

PMI CEO/Executive Director **Barbara C. Higgins** visited PMI members Woodford – WCM Industries Inc. and Waterpik, and key PMI allies Denver Water and the American Water Works Association (AWWA) during her visit to Colorado. All of these organizations have been very supportive of efforts promoting water efficiency and the EPA's WaterSense program, both in Colorado and nationwide. With PMI's guidance, Colorado passed legislation in 2014 requiring plumbing fixtures sold in the state to have the WaterSense label, according to the National Conference of State Legislatures.



Steve Woodford, president (left) welcomed PMI CEO Barbara C. Higgins to Woodford Manufacturing in August, with Scott Simms, National Sales Manager (center); William Ball, vice president of engineering who chaired the meeting, and Troy Olsen, General Counsel (far right).



Waterpik staff greets PMI (left to right): Hal Luetzgen, director, engineering product design; Craig Fitzgerald, director, showers marketing; Ryan Saunders, senior design engineer; Brian Woodard, director, new products; Craig Rodgers, senior design engineer; Michael Quinn, principal design engineer; Ken Hair, vice president, new products and engineering; Jeff Thurgood, senior design engineer; Preston Peterson, senior design engineer.



PMI met with AWWA to continue to explore synergies and partnering opportunities. PMI CEO Barb Higgins was welcomed by AWWA CEO David La France (center) and Paula MacIlwaine, deputy CEO (right), and Lindsey Geiger, Project Engineer (left). An initial meeting was held last August with a follow up at the AWWA conference held in Chicago this past June.



Denver Water's Heather Stauffer, government/ Stakeholder relations, (left) and Chris Piper, government relations specialist (right) update Barbara C. Higgins, PMI CEO, on Denver infrastructure issues and progress toward adoption of Water Sense products.



SAC founder Gary Turner and wife Kathleen lunch in Ft. Collins with PMI CEO Barbara Higgins and her husband Trey. Gary was instrumental in hiring Barb in 1998.

2016 PMI LEADERSHIP

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(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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