



Media Contact:
Dawn Renee Robinson, Communications Manager
Plumbing Manufacturers International
drobinson@pmihome.org

FOR IMMEDIATE RELEASE

Plumbing Manufacturers International (PMI) Chip Way of Lavelle Industries Wins the PMI Conference Hashtag Contest

Rolling Meadows, IL (October 29, 2013)—**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.

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.

To celebrate the unique app and engage conference attendees, PMI announced a contest to see who could tweet the most 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.

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.

PMI CEO/Executive Director, **Barbara C. Higgens**, 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. Keep watch on our mobile app and website, www.pmihome.org, for more details on this upcoming event.

About PMI: Plumbing Manufacturers International is the voluntary, not-for-profit international industry association of manufacturers of plumbing products, serving as the Voice of the Plumbing Industry. Member companies produce a substantial quantity of the nation's plumbing products.

For more information on PMI or its semi-annual meetings, contact the organization at 1921 Rohlwing Road, Unit G, Rolling Meadows, IL, 60008; tel.: 847-481-5500; fax: 847-481-5501. Visit our website at www.pmihome.org.



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PMI Mission Statement:

- To promote the water efficiency, health, safety, quality and environmental sustainability of plumbing products, while maximizing consumer choice and value in a fair and open marketplace.
- To provide a forum for the exchange of information and industry education.
- To represent openly the member's interests and advocate for sound environmental and public health policies in the regulatory/legislative processes.
- To enhance the plumbing industry's growth and expansion.

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