

Registration Opens for Oct. 26-29, 2015 PMI Conference: ‘The Future of Water: Wins, Woes and Worries’

San Antonio to host gathering of plumbing and water sustainability professionals

Rolling Meadows, Ill. – July 29, 2015 – Registration is open for the [Plumbing Manufacturers International](#)(PMI) 2015 conference: “The Future of Water: Wins, Woes and Worries.” The annual gathering of plumbing and water sustainability professionals will be held from Oct. 26-29 at the Hotel Contessa on the River Walk in San Antonio, Texas. [Expanded partnership opportunities](#) include up to two conference registrations. Learn more about the [daily schedule](#), [registration fees](#), and [hotel and attendee information](#).

Oct. 29 panel discussion on “The Future of Water: Wins, Woes and Worries”

With drought impacting many regions of the United States and world, water-efficient plumbing products meeting Environmental Protection Agency (EPA) WaterSense standards help municipalities and states to assure sustainable water resources. “The Future of Water: Wins, Woes and Worries” panel discussion on Oct. 29 will feature Karen Guz, conservation director, San Antonio Water Systems, who will share insights on San Antonio’s successes and challenges in converting the city to WaterSense products. Other panelists will be Carole Baker, executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; Eddie Wilcut, senior project manager, Alan Plummer Associations Inc.; and Chris Piper, government relations, Denver Water. The discussion will be moderated by PMI government affairs consultant Jerry Desmond.

Among the topics to be discussed by the panel is how rebate and incentive programs can motivate consumers to replace older plumbing fixtures with newer, water-efficient ones. [A recent study from PMI and GMP Research, Inc.](#), shows that most American homes and businesses do not have toilets, showerheads and bathroom faucets meeting WaterSense standards. Toilets, in particular, have low market penetration, with rates ranging between 5 to 10 percent, depending on the state.

Oct. 27 features presentations by two professors and government affairs committee

“The Plumbing Professor” Dr. Marc Edwards, environmental engineer, bio-physicist and professor at Virginia Tech, will present “Achieving Water Conservation Without Compromising Public Health.” Dr. Paul Sturman, research engineer, industrial coordinator and professor at the Center for Biofilm Engineering at Montana State University, will address “Biofilm Growth and Response to Antimicrobial Treatment.” Preceding these presentations, Desmond and co-PMI government affairs consultant Stephanie Salmons will provide a committee update.

Technical and outreach/communications presentations will occur in the same time period on Oct. 27. The technical track will feature an expanded version of Dr. Sturman’s presentation; a Plumbing Efficiency Research Coalition update from Pete DeMarco, senior vice president of advocacy and research, IAPMO; and an update on the European Water Label by Christian Taylor-Hamlin, technical director, Bathroom Manufacturers Association (BMA). The outreach/communications track will begin with a presentation by Laura Marlow, senior director, business development and strategic partnerships, CMD Group, followed by a panel discussion on “Social Media

and Digital Communications Strategies” featuring Erin Streeter, senior vice president of communications, National Association of Manufacturing; John Mesenbrink, president, Mechanical Hub; Wes Baerga, digital marketing strategist and client development, Vue Point Creative; Beth Livingston, WaterSense brand manager, EPA; Ashlei Cooper, editor-in-chief, *PHC News* and *Plumbing Engineer Magazine*, and Yvonne Orgill, CEO, BMA. The panel will be moderated by Scott McDonald, vice president of marketing, Fluidmaster Inc.

A special “Dine Around San Antonio” event will be held the evening of Oct. 27. Participants will choose a restaurant from a selection of the city’s finest.

Oct. 28 features keynote address, water efficiency and sustainability presentations, and the introduction of the 2016 PMI president

Ross Shafer, six-time Emmy Award-winning comedian, writer and host of TV shows including “The Match Game” on ABC, “The Late Show” on FOX, and “Day’s End” on ABC will provide a keynote address. John Mesenbrink, president, Mechanical Hub, will present on Net Zero Building, with Ralph Suppa, president and general manager, Canadian Institute of Plumbing and Heating, providing an update on the Canadian plumbing industry. The sustainability task group will discuss the Product Category Rules guidance document. From the U.S. Department of Commerce, Gary Stanley, director, office of materials industries, and Salim Bhabhrawala, senior trade specialist, will provide an update from the fair trade committee.

During the afternoon of Oct. 28, PMI president Fernando Fernandez, TOTO USA, will introduce the 2016 president, Paul Patton, Delta Faucet Company.

The conference also will feature various membership and committee meetings, receptions, exhibits and elections of new officers and board members.

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 about 90 percent of the nation’s plumbing products. As part of its mission, PMI advocates for plumbing product performance and innovation contributing to water savings, sustainability, public health and safety, and consumer satisfaction. For more information on PMI or its conferences, 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.safeplumbing.org.

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