

AGENDA | 1.0(B) ADVOCACY/OUTREACH COUNCIL TRACK

DATE: WEDNESDAY, OCTOBER 29, 2014
PLACE: THE WESTIN, ROSEMONT, IL

TIME: 8:30 AM – 10:30 AM
ROOM: MICHIGAN

CO-CHAIRS: RICK RELES, KOHLER CO. (S'12 THROUGH F'15)
KRIS ALDERSON, BRADLEY CORP. (S'14 THROUGH F'17)

Time

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| 8:30AM | <p>1.0 Call to Order and Opening Remarks/Antitrust Compliance Statement Alderson/Reles</p> <p>Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to this Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online here.</p> |
| | <p>1.1 Announcements Alderson/Reles</p> <p>Website update at 1:30PM</p> |
| | <p>1.2 Approval of the September 18, 2014 Advocacy and Outreach Committee Conference Call Minutes Alderson/Reles
(See attachment 1.2)</p> |
| | <p>1.3 Review of the Action Items, for Review Only and not Discussion Alderson/Reles
(See Appendix A)</p> |
| 8:35 AM | <p>1.4 A Presentation from Victor Post Post</p> <p>Victor Post, Vice President and Managing Partner, GMP Research, will give a presentation on “Industry Trends and Competitive Influx from Private Labels..”</p> <p>Presentation Available Upon Request</p> |
| 8:55 AM | <p>1.5 A Presentation from Reed Construction Data McBay</p> <p>Presentation Available Upon Request</p> |
| 9:15 AM | <p>1.6 A Presentation on EPA WaterSense Communication and Marketing Efforts Blette</p> <p>Veronica Blette, Chief, WaterSense Branch, EPA with updates on the WaterSense program from a marketing perspective.</p> |
| 10:05 AM | <p>1.7 2015 Advocacy/Outreach Strategy Alderson/Reles</p> <p>1.7.1 Problem Statement</p> <p>1.7.2 Elevator Speech</p> <p>1.7.3 PR Firm</p> <p>1.7.4 Review of Handouts and PMI Collateral (See attachment 1.7.4)</p> |
| | <p>1.8 Brainstorming Alderson/Reles</p> |
| | <p>1.9 Review Social Media and Policy Maker Score Cards Robinson
(See attachments 1.9a) (See attachments 1.9b)</p> |



October 29, 2014
8:30 am CST
Robinson

1.10 New Format to CEO Quarterly Reports, Synopsis vs. Detailed Versions
[\(See attachment 1.10\)](#)

1.11 Next Steps/Priorities

Alderson/Reles

10:25AM **1.12 Summary**

Alderson/Reles

10:30AM **1.13 Adjournment**

APPENDIX A

Open Action Items:

- Dawn Robinson will provide a list of A/O achievements for the A/O group during the Fall Conference.
- Dawn Robinson will work with member companies to obtain videos and other graphic elements they may have discussing industry issues to be posted to a new section of the Safe Plumbing website. This section will be a 'highlights' section to accompany the existing Member Company Press Release section. Its completion will coincide with the launch of the new website. GATHERED: INFORMATION HAS BEEN GATHERED, WILL BE POSTED WITH THE LAUNCH OF THE NEW WEBSITE
- Dawn Robinson will develop several infographics to accompany key PMI talking points and concerns to be shared on the website and social media sites. IN PROCESS: WILL BE POSTED WITH THE LAUNCH OF THE NEW WEBSITE
- The draft of the retrofit handout will be revised to focus more on what the intended audiences (i.e. consumer, water utility, restaurant/hotel, etc.) can do and emphasize that the manufacturers have done their part to make the products, now we need to get them used. DRAFT COMPLETE, AWAITING REVIEW
- Dawn Robinson will work to create a document summarizing the work PMI has done on the “How Low” subject in the form of a 5 things you should know. IN PROCESS

Action Items Listed as On-Going or Business-As-Usual:

- Dawn Robinson will work to create both a press release on retrofits and a related letter-to-the-editor to highlight PMI’s “Drips to Gallons” message. ON-GOING
- Dawn Robinson will begin sending more frequent push notices through the mobile app to promote PMI and its initiatives. ON-GOING

Action Items Listed as Complete:

- PMI will gather the list of names and contacts from each company who are willing to assist in reaching out to prospective members by April 1, 2014 and work with them to invite these prospective members to join PMI; including issuing invitations to PMI Conferences and events. COMPLETE (will continue to promote)
- Dawn Robinson will go through the list of national and world celebration days to find new events to use in social media to raise awareness for PMI’s issues. COMPLETE (will continue to promote)
- Dawn Robinson will work to gather additional factoids in the discussed areas of the plumbing timeline to include for vetting on the next two A/O committee conference calls. COMPLETE
- Dawn Robinson will look into offering a rebate finder on the Safe Plumbing website. COMPLETE
- Dawn Robinson will send out a survey prior to April 1, 2014 to allow members to indicate their interest in the project or it will be cancelled. CANCELLED
- PMI trade show booth/Fluidmaster will help design and order banners to be used by PMI in booth and table top displays. COMPLETE

- Dawn Robinson will meet with social media report vendors to determine the costs of purchasing reports for PMI and Safe Plumbing's social media accounts in order to quantify their reach and success. COMPLETE, WILL REVIEW BUDGET TO DECIDE PURCHASE ABILITY
- Ms. Higgins will contact Victor Post to request a sample of his proposed presentation for the A/O Dual Track session of the 2014 PMI Fall Conference to be circulated to the A/O group in order to determine if they would like to have him speak during that session. COMPLETE
- Dawn Robinson will circulate to the A/O group the list of the Technical team's top five research gaps for the How Low project. Ms. Robinson also noted that Victor Post, who spoke at the last PMI conference in spring, has been contacted as a potential speaker for the A/O group's breakout session.. Ms. Higgins agreed and offered to reach out to him to request a sample of the presentation. COMPLETE
- Dawn Robinson will establish a recurring hashtag, to be used on PMI's Twitter and Facebook accounts, that shares a new event from the timeline each Thursday. COMPLETE
- Dawn Robinson will issue a press release about the timeline to the media. COMPLETE
- Dawn Robinson will make the correction to the timeline to the 1906 date and also add in the additional items submitted by NSF and others following the receipt of the event details. COMPLETE
- Barbara C. Higgins will ask Mr. Kucinski to provide a sample of his proposed presentation and make a final decision on whether or not to add him to the list of speakers for the Fall Conference. She will share this decision with the group on the August 21 conference call. The decision was made not to include Mr. Kucinski as a speaker at this time.
- The A/O group will review the potential list of research projects to and be ready to provide their ranked list during the next A/O conference call. Following the August 21, Conference call, it was decided to revisit the research project following a Tech review of their list and after the A/O votes indicated the primary concern was drainline carry issues which are being addressed through PERCII, the money will be considered for other projects such as PR firms and other advocacy avenues. COMPLETE