

# The Future of *Water*



WINS, WOES AND WORRIES

## 2015 PMI CONFERENCE

October 26–29

Hotel Contessa, San Antonio, TX



# The Future of Water: Wins, Woes and Worries: 2015 PMI Conference



The 2015 PMI Conference will be held October 26-29 at the Hotel Contessa on the River Walk in San Antonio, TX. Join us as we take an in-depth look at **“The Future of Water: Wins, Woes and Worries.”**

The 2015 PMI Conference will kick off on Monday, October 26, with a Board of Directors Meeting (invitation only) followed by VIP and Welcome Receptions, as well as exhibits from conference sponsors.

Tuesday, October 27, will open with an official welcome followed by the Advocacy/Government Affairs Committee with reports from PMI government relations consultants **Stephanie Salmon** (Washington, D.C.) and **Jerry Desmond** (California). **Dr. Marc Edwards**, environmental engineer, biophysicist and professor at Virginia Tech will present, “Achieving Water Conservation Without Compromising Public Health,” and **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.”

The afternoon will close with our popular Dual Track Session where attendees will split into two committee groups, Technical and Outreach/Communications, to address specific industry concerns. The Technical Track will feature an expanded presentation by Dr. Sturman on “Biofilms and Pathogen Survival,” and a Plumbing Efficiency Research Coalition (PERC) update from **Pete DeMarco**, senior vice president of advocacy and research, IAPMO, followed by 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 CMD Group’s **Laura Marlow**, senior director, business development and strategic partnerships, and **Derek Guffey**, senior director of enterprise solutions and registered architect, followed by a panel discussion on “Social Media and Digital Communications Strategies.” The panel will feature **Martha Sprague**, social media manager, National Association of Manufacturers; **John Mesenbrink**, president, *Mechanical-Hub*; **Wes Baerga**, digital marketing strategist and client development, Vue Point Creative; **Beth Livingston**, WaterSense brand manager, Environmental Protection Agency; **Yvonne Orgill**, chief executive, BMA; and **Ashlei Cooper**, editorial director, *PHC News* and *Plumbing Engineer Magazine*. The panel will be moderated by **Scott McDonald**, vice president of marketing, Fluidmaster Inc.

That evening, conference attendees are invited to join us for fun and networking in a special **“Dine Around San Antonio”** event. Choose as your dining destination, one of three of San Antonio’s restaurants in the historic downtown River Walk district, all within walking distance of our hotel. Please note there is NO additional fee, except for a cash bar.

Wednesday, October 28, will begin with a keynote address from **Ross Shafer**, six-time Emmy Award winning comedian, writer, and TV host of such shows as: “The Match Game” on ABC, “The Late Show” on FOX, and “Day’s End” on ABC. The Water Efficiency and Sustainability Committee will present **John Mesenbrink**, president, *Mechanical-Hub*, on Net Zero Building; **Ralph Suppa**, president and general manager, Canadian Institute of Plumbing and Heating, will share updates on Canadian plumbing industry; and the Sustainability Task Group will provide updates on the Product Category Rules (PCR) Guidance document. The morning will conclude with updates from the Fair Trade Committee by U.S. Department of Commerce’s **Gary Stanley**, director, Office of Materials Industries, and **Salim Bhabhrawala**, senior trade specialist.

The afternoon will continue with reports from the Dual Track Sessions and the Allied Member Committee. After which, there will be a General Membership Meeting where elections of new officers and board members will occur. We’ll honor PMI service by handing out plaques and awards. The 2016 operating budget will be approved and there will be a ceremonial “passing of the gavel” from 2015 PMI president, **Fernando Fernandez**, TOTO USA, to 2016 president, **Paul Patton**, Delta Faucet Co. (Note that Mr. Fernandez will remain as president through the end of 2015 and Mr. Patton will take over as president on January 1, 2016.) The day will wrap-up with a cocktail reception amid the sponsor exhibits followed by the official conference dinner.

The final day of the conference, Thursday, October 29, will begin with **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. It will conclude with a panel discussion on the “The Future of Water: Wins, Woes and Worries” moderated by **Jerry Desmond**, PMI California government affairs consultant, and featuring: **Carole Baker**, executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; **Eddie Wilcut**, senior project manager, Alan Plummer Associates Inc.; **Chris Piper**, government relations, Denver Water; and Ms. Guz. The conference will conclude with plenty of time to allow attendees to travel to the airport for their return home. Don’t rush off too soon and miss out on this exciting final day of the conference!

Also featured will be the return of last year’s successful “Expanded Sponsorship Program” which will bring together industry related companies and other organizations with an interest in PMI and its membership. Participants in the Expanded Sponsorship Program will be available for networking starting at Monday’s Welcome Reception and following all the way through to the end of the conference.



**Registration is now open!**

Visit [www.safeplumbing.org/2015conference](http://www.safeplumbing.org/2015conference) and sign-up today!

The PMI mobile app is available in both Apple and Google Play stores.

Visit [www.safeplumbing.org](http://www.safeplumbing.org) for direct links on our home page.

# Schedule of Events

## Monday, October 26

- 1:30 pm - 5:00 pm PMI Board of Directors Meeting (Invitation only)  
3:00 pm - 5:00 pm Conference Registration  
3:00 pm - 7:00 pm Exhibit Hours and Networking  
5:30 pm - 6:00 pm VIP Reception (Invitation only)  
6:00 pm - 7:00 pm Welcome Reception for all attendees (Dinner on your own)

## Tuesday, October 27

- 8:30 am - 9:00 am Opening Remarks and Official Welcome  
9:00 am - 10:30 am Advocacy/Government Affairs Committee with reports from PMI government relations consultants **Stephanie Salmon**, Washington D.C. office, and **Jerry Desmond**, California office  
10:30 am - 10:45 am Networking break and exhibits  
10:45 am - 12:00 pm “The Plumbing Professor” **Dr. Marc Edwards**, environmental engineer, biophysicist and professor, Virginia Tech, will present “Achieving Water Conservation Without Compromising Public Health”  
12:00 pm - 1:30 pm Lunch, exhibits and free time for office catch-up  
1:30 pm - 2:30 pm **Dr. Paul Sturman**, research engineer, industrial coordinator and professor, Center for Biofilm Engineering, Montana State University, will address “Biofilm Growth and Response to Antimicrobial Treatment”  
2:30 pm - 2:45 pm Networking break and exhibits  
2:45 pm - 5:00 pm Dual Tracks (Choose one)  
**Technical Track** Featuring an expanded presentation by **Dr. Paul Sturman** on “Biofilms and Pathogen Survival,” a Plumbing Efficiency Research Coalition (PERC) 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)  
OR

## Outreach/ Communications Track

A special presentation by CMD Group’s **Laura Marlow**, senior director, business development and strategic partnerships, and **Derek Guffey**, senior director of enterprise solutions and registered architect; and a Communications Panel Discussion on “Social Media and Digital Communication Strategies” featuring **Martha Sprague**, social media manager, National Association of Manufacturers (NAM); **John Mesenbrink**, president, Mechanical-Hub; **Wes Baerga**, digital marketing strategist and client development, Vue Point Creative; **Beth Livingston**, WaterSense brand manager, Environmental Protection Agency; **Yvonne Orgill**, chief executive, BMA; and **Ashlei Cooper**, editorial director, PHC News and Plumbing Engineer Magazine. The panel will be moderated by **Scott McDonald**, vice president of marketing, Fluidmaster Inc.

- 6:30 pm - 9:30 pm Dine Around San Antonio (attendees will dine at one of San Antonio’s top restaurants)

## Wednesday, October 28

- 8:00 am - 9:30 am Keynote address by **Ross Shafer**, six-time Emmy Award winning comedian, writer, and TV host  
9:30 am - 9:45 am Networking break and exhibits  
9:45 am - 11:15 am Water Efficiency and Sustainability Committee presents “Net-Zero Building” with **John Mesenbrink**, president, *Mechanical-Hub*; **Ralph Suppa**, president and general manager, Canadian Institute of Plumbing and Heating, with updates on the Canadian plumbing industry; and Sustainability Task Group updates on the Product Category Rules (PCR) Guidance document  
11:15 am - 12:30 pm Fair Trade Committee featuring presentations by the U.S. Department of Commerce’s **Gary Stanley**, director, Office of Materials Industries, and **Salim Bhabhrawala**, senior trade specialist; and **Ralph Suppa**, CIPH  
12:30 pm - 2:00 pm Lunch, exhibits and free time for office catch-up  
2:00 pm - 2:30 pm Reports from the Dual Track Sessions and Allied Member Committee  
2:30 pm - 3:00 pm Networking break and exhibits  
3:00 pm - 4:30 pm General Membership Meeting and passing of the gavel  
6:00 pm - 7:15 pm Cocktail Reception and Exhibits  
7:30 pm - 9:30 pm Conference Dinner

## Thursday, October 29

- 9:00 am - 9:30 am **Karen Guz**, conservation director, San Antonio Water Systems (SAWS), shares insights on San Antonio’s successes and challenges in converting the city to WaterSense products  
9:30 am - 11:30 am “The Future of Water: Wins, Woes and Worries” Panel Discussion moderated by **Jerry Desmond**, PMI California government affairs consultant, with: **Carole Baker**, executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; **Eddie Wilcut**, senior project manager, Alan Plummer Associations Inc.; **Chris Piper**, government relations, Denver Water; and **Karen Guz**, conservation director, SAWS



## Registration Fees

### “Discovery Rate” for First Time Attendees from Member Companies

First time attendees from a member company are entitled to attend the conference at our “Discovery Rate” of \$850.

### “Prospector Rate” for First Time Prospective Member Attendees

We are pleased to extend a special one-time registration rate of \$525 to attendees from prospective member companies. This discounted rate will be applied against your 2016 membership dues fee when you join PMI.

### “Spouse Rate” for Attendees’ Spouses

Spouses of our conference attendees are welcome to come to our meetings at a discounted rate of \$350 which covers the meals and receptions included in the conference.

### 2015 PMI Conference Registration Fees

**PMI Member: \$1050**

**First-Time Attendees “Discovery Rate”: \$850**

**Prospective Member Rate: \$525**

**Spouse: \$350**

Attendees will need to register for the hotel and the conference itself separately.

**Conference registration cancellations received after October 3 are not eligible for a refund.**

## Hotel and Attendee Information

PMI is pleased to host its 2015 Conference at the **Hotel Contessa** in San Antonio, TX. The Hotel Contessa is the only four-diamond all-suite hotel on the River Walk. The hotel is a gorgeous retreat for leisure and business guests visiting the most vibrant city in Texas. The ambiance of this 265 all-suite property with heated rooftop pool, full-service spa, gourmet restaurant and modern meeting space is unmatched by any other downtown hotel. The Contessa’s dedicated service team is devoted to making any stay, leisure or business, a memorable experience. Click [here](#) for more information.

PMI has secured sleeping rooms for a special rate of \$189 per night. River view rooms, and double suites are available for an extra fee. Check-in time is 4:00 pm, check-out is 11:00 am.

Contact the hotel directly at 1-210-229-9222 and ask for the Plumbing Manufacturers International rate of \$189.

You may book your hotel online [here](#). Please note the hotel handles their room reservations through a separate system from PMI. Attendees will need to register for the hotel and the conference itself separately.

### Hotel Registration ends on September 25.

**IMPORTANT NOTE:** How you make your reservations impacts PMI... and can also impact you! PMI contracts for the hotel’s best conference rate by agreeing to meet a certain number of room nights during the meeting (our “block” of rooms) and guarantees that reservations made under that “block” are protected against cancellation. PMI can continue to negotiate the best conference rates for future meetings based on the success in meeting the room block.

While cheaper rates are sometimes available outside of PMI’s block through an Internet service, hotels are not required to honor those reservations. These cheaper Internet-only prices are often cancelled by the hotel when it is faced with an “over sold” situation. You arrive at the hotel, only to learn that your reservation has been released and you have no sleeping accommodations. When room reservations are made outside of PMI’s block, it can result in stiff financial penalties to PMI and, in the end, the individual “savings” cost the organization more.

### Airport Transportation Options

Travel to The Hotel Contessa from the San Antonio Airport is quick and easy. One-way cab fare from the airport to the hotel should cost roughly \$30. Alternatively a “Go” Shuttle Ride may also be purchased for \$25 from the shuttle kiosk located in the airport. The Go Shuttle runs approximately every 15 minutes and no reservations are necessary.

### Special Needs

Please contact a PMI staff member if you have any dietary restrictions or other special needs.

### Dress Code

Attire for the PMI Conferences is business casual.

### Smoking Policy

PMI conferences are non-smoking events.

For more information and registration, please visit [www.safeplumbing.org](http://www.safeplumbing.org) or contact **Jodi Stuhrberg** via phone at (847) 481-5500 x107 or at [jstuhrberg@safeplumbing.org](mailto:jstuhrberg@safeplumbing.org).