

Proactively Engaging Influencers



2016 Conference

October 24-27

Westin O'Hare

Rosemont, Illinois



PROACTIVELY ENGAGING INFLUENCERS: 2016 PMI CONFERENCE

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 Issue Committee will host a **Green Panel Discussion** with panelists: **Andrea Cooper**, Living Building Challenge Declare 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) and **Jeff Zeman**, principal environmental engineer, Kohler Co., on “LEED v4 and Product Transparency: What You Need to Know.” 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 presentations 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” and “Direct Potable Reuse.” **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 **Veronica Blette**, chief, WaterSense, Environmental Protection Agency (EPA).

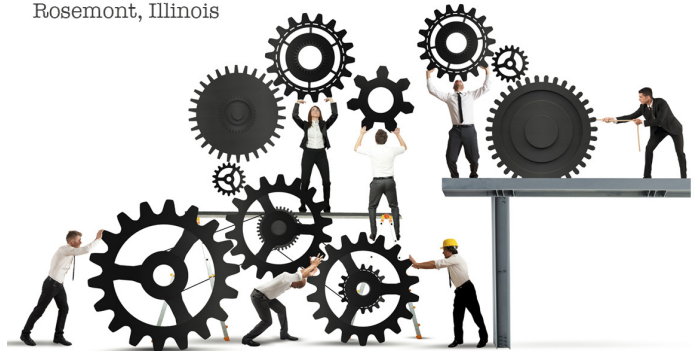


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The afternoon will continue with reports from the Dual Track Sessions, as well as special Fair Trade Issue Committee guest speaker **Gary Stanley**, director, Office of Materials, U.S. Department of Commerce. **Yvonne Orgill**, chief executive, BMA, 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”** moderated by **Scott McDonald**, vice president, marketing, Fluidmaster, Inc., with industry experts, **Terry McGhee**, manager of water operations, American Water Works Association (AWWA); **Darren T. Olson**, senior water resources project manager, American Society of Civil Engineers (ASCE); **Amy Barrilleaux**, public information officer, Madison Water Utility; and **Veronica Blette**, chief, EPA WaterSense. We will conclude with the Advocacy/Government Affairs Committee meeting and **Plant/Hill Visit Tutorial** by PMI government affairs consultants **Stephanie Salmon** (Washington, D.C.) and **Jerry Desmond** (California).

Registration now open!

Keep an eye on the PMI website for more details.

SCHEDULE OF EVENTS

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, SAC 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 Issue Committee Green Panel with panelists: Andrea Cooper , Living Building Challenge Declare 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) and Jeff Zeman , principal environmental engineer, Kohler Co., on “LEED v4 and Product Transparency: What You Need to Know”
3:30 pm - 4:00 pm	Networking break and exhibits
4:00 pm - 5:00 pm	Interactive Workshop: Proactively Engaging Influencers, PMI and Member Company Lobbyists
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 “Direct Potable Reuse” 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)
OR	
Outreach/ Communications Track	With special presentations by Veronica Blette , chief, WaterSense, 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” moderated by Scott McDonald , vice president, marketing, Fluidmaster, Inc., with industry experts, Terry McGhee , manager of water operations, American Water Works Association (AWWA); Darren T. Olson , senior water resources project manager, American Society of Civil Engineers (ASCE); Amy Barrilleaux , public information officer, Madison Water Utility; and Veronica Blette , chief, EPA WaterSense
10:00 am - 11:30 am	Advocacy/Government Affairs Committee Meeting and Plant/Hill Visit Tutorial with PMI government affairs consultants Stephanie Salmon (Washington, D.C.) and Jerry Desmond (California)

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 \$899.

“Prospector Rate” for First Time Prospective Member Attendees

We are pleased to extend a special one-time registration rate of \$549 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 \$349 which covers the meals and receptions included in the conference.

2016 PMI Conference Registration Fees

PMI Member: \$1099

First-Time Attendees “Discovery Rate”: \$899

Prospective Member Rate: \$549

Spouse: \$349

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 2016 Conference at the Westin O’Hare in Rosemont, Ill. Located just outside Chicago, the Westin O’Hare offers guests a brand new restaurant concept Benchmark Gastropub, full-service Starbucks, pool, fitness center and spa services. The hotel is conveniently located a short drive from Chicago’s O’Hare International airport and offers shuttle service to and from the airport. [Click here](#) for more information.



PMI has secured sleeping rooms for a special rate of \$189 per night at the Westin O’Hare. Check-in time is 3:00 pm, check-out is noon. Contact the hotel directly at 1-847-698-6000 and ask for the Plumbing Manufacturers International rate of \$189. You may also 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 30.

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 cancel-

lation. 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

The Westin O’Hare offers shuttle services to and from Chicago’s O’Hare airport. One-way cab transportation from the airport to the hotel should be roughly \$15-\$20; it is recommended that you advise the driver the hotel is 2 miles in distance and ask for the flat rate.

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.

See you in October!

For more information and registration, please visit www.safep plumbing.org or contact **Jodi Stuhrberg** via phone at (847) 481-5500 x107 or at jstuhrberg@safep plumbing.org.