



2017 Conference

November 13-16, Sonoma Wine Country, California

The Spirit of Collaboration

THE SPIRIT OF COLLABORATION: 2017 PMI CONFERENCE

In “The Spirit of Collaboration,” current and prospective PMI members will meet at the DoubleTree by Hilton in Sonoma Wine Country for the 2017 PMI Conference. This relaxing, yet stimulating venue will be the backdrop for four days of thought-provoking presentations and valuable networking.

Monday, November 13

Conference registration begins at 3 p.m., with the all-member Welcome Reception starting at 6 p.m. Earlier that day, the Board of Directors will meet with the Strategic Advisory Council (SAC). A brief reception for VIPs and first-time attendees will precede the Welcome Reception. At 7 p.m. will be the President’s Dinner honoring **Barbara C. Higgins**, former PMI CEO/executive director.

Tuesday, November 14

Following opening remarks, the conference’s first keynote speaker, **Doc Hendley**, will talk about his Wine to Water non-profit group, which has dug, repaired and sanitized drinking wells for 25,000 people in five countries. His presentation will cover how he aims to do more to help the 1.1 billion people worldwide who lack access to clean water.

In the other morning sessions, the Water Efficiency and Sustainability Issue Committee will host **Bill Wilson**, environmental consultant, CleanBlu Corporation. Next, **Mary Ann Dickinson**, the president and CEO of the Alliance for Water Efficiency, and **John Koeller**, principal, Maximum Performance (MaP) Testing and Koeller and Company, will provide an update on the PMI/AWE-commissioned “Saturation Study of Non-Efficient Water Closets in Key States.”

After lunch, the Commerce Committee will feature **Salim Bhabhrwala**, senior international trade specialist, U.S. Department of Commerce, and **Yvonne Orgill**, chief executive, Bathroom Manufacturers Association (BMA). Also, **Dr. Paul Sturman**, research professor and industrial coordinator, Montana State University, will provide an update on the research he was commissioned to do for PMI.

At 3:30 p.m., buses will begin loading for a trip to the DeLoach Vineyards for a tour and dinner to conclude the first full day of the conference. Space is limited for this unique event, so be sure to purchase a ticket when registering for the conference! A ticket for this event is not included in the registration fee.

Wednesday, November 15

This morning’s keynote address will be delivered by **Bruce Vincent**, who will bring insights gained as a logger and advocate for responsible environmentalism and rural communities to the 2017 PMI Conference.

Following the keynote will be dual track sessions for which attendees choose to attend either the technical or outreach/communications track, according to their specific industry concerns.



The technical track panel will include **Silvio Ferrari**, senior engineer, Sacramento Advocates, Inc.; **Taylor Chang**, water resources analyst, San Francisco Public Utilities Commission (SFPUC); **Gary Klein**, president, Gary Klein and Associates; **Samir J. Abdelnour**, associate, Hanson Bridgett; and **Ralph Suppa**, president and general manager, Canadian Institute of Plumbing & Heating (CIPH).

The outreach/communication panel will convene discussions around task groups assigned to developing communication strategies on various aspects of PMI value. **Ray Valek**, president, Valek and Company Communications, will present on safety culture and thought leadership, and **Veronica Blette**, chief, WaterSense Branch, Environmental Protection Agency (EPA) Office of Wastewater Management, on Marketing WaterSense - Bathrooms and Beyond.

Wednesday’s afternoon sessions will include a report on the technical and outreach/communications tracks to the entire membership, as well as the Allied Member Committee Meeting. To complete the day, PMI members will conduct the Annual General Membership Meeting, where new officers and board members will be elected, members will be honored for their service, and new members will be recognized. The ceremonial “passing of the gavel” from 2017 PMI Board President **Pete Jahrling**, Sloan Valve Company, to the 2018 PMI Board President will occur. The day will wrap up with a reception and dinner.

Thursday, November 16

We’re saving important content for last – so that you’ll enjoy Sonoma Wine Country and the company of your PMI colleagues as long as possible. The final day’s keynote speaker will be Commissioner **Andrew McAllister**, of the California Energy Commission. The conference will conclude with the Advocacy/Government Affairs Committee meeting with PMI government affairs consultants **Stephanie Salmon** (Washington, D.C.) and **Jerry Desmond** (California).

SCHEDULE OF EVENTS

Monday, November 13

- 1:00 p.m. - 5:00 p.m. PMI Board of Directors Meeting (Invitation only)
3:00 p.m. - 5:00 p.m. Meeting Registration
5:30 p.m. - 6:00 p.m. VIP/First-Time Attendee Reception (Invitation only)
6:00 p.m. - 7:00 p.m. Welcome Reception (All attendees)
7:00 p.m. - 10:00 p.m. President's Dinner Honoring **Barbara C. Higgins** (All attendees)

Tuesday, November 14

- 8:30 a.m. - 9:00 a.m. Opening Remarks
9:00 a.m. - 10:00 a.m. Keynote: **Doc Hendley**, Wine to Water
10:00 a.m. - 10:20 a.m. Networking Break and Exhibits
10:20 a.m. - 11:20 a.m. Water Efficiency and Sustainability Issue Committee Meeting with **Bill Wilson**, environmental consultant, CleanBlu Corporation
11:20 a.m. - 12:20 p.m. Research Update: **John Koeller**, principal, Maximum Performance (MaP) Testing and Koeller and Company; **Mary Ann Dickinson**, president and CEO, Alliance for Water Efficiency
12:20 p.m. - 1:30 p.m. Lunch, Exhibits, Networking and Free Time
1:30 p.m. - 2:30 p.m. Commerce Committee Meeting: **Salim Bhabhrawala**, senior international trade specialist, U.S. Department of Commerce; **Yvonne Orgill**, chief executive, Bathroom Manufacturers Association (BMA)
2:30 p.m. - 3:30 p.m. Research Update: **Dr. Paul Sturman**, research professor and industrial coordinator, Montana State University
3:30 p.m. Load Buses for DeLoach Vineyards Tour and Dinner
4:00 p.m. Leaving DoubleTree
4:15 p.m. - 8:15 p.m. DeLoach Vineyards Tour and Dinner (optional event with additional fee upon registration)

Wednesday, November 15

- 8:30 a.m. - 9:30 a.m. **Bruce Vincent**, logger and advocate for responsible environmentalism
9:30 a.m. - 12:30 p.m. Dual Tracks (Choose One)

Technical Track

OR

Featuring **Silvio Ferrari**, senior engineer, Sacramento Advocates, Inc.; **Taylor Chang**, water resources analyst, San Francisco Public Utilities Commission (SFPUC); **Gary Klein**, president, Gary Klein and Associates; **Samir J. Abdelnour**, associate, Hanson Bridgett; **Ralph Suppa**, president and general manager, Canadian Institute of Plumbing & Heating (CIPH).

Outreach/

Communications Track

Featuring **Ray Valek**, president, Valek and Company Communications; **Veronica Blette**, chief, WaterSense Branch, Environmental Protection Agency (EPA) Office of Wastewater Management

- 12:30 p.m. - 2:00 p.m. Lunch, Exhibits, Networking and Free Time
2:00 p.m. - 2:15 p.m. Dual Track Report
2:15 p.m. - 3:15 p.m. Allied Member Committee Meeting
3:15 p.m. - 3:35 p.m. Networking Break and Exhibits
3:35 p.m. - 5:00 p.m. General Membership Meeting
6:00 p.m. - 7:00 p.m. Cocktail Reception and Exhibits
7:00 p.m. - 9:00 p.m. PMI Dinner

Thursday, November 16

- 9:00 a.m. - 10:00 a.m. CEC Update: Commissioner **Andrew McAllister**, of the California Energy Commission
10:00 a.m. - 11:30 a.m. Advocacy/Government Affairs Committee Meeting 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 \$999.

“Prospector Rate” for First Time Prospective Member Attendees

We are pleased to extend a special one-time registration rate of \$599 to attendees from prospective member companies. This discounted rate will be applied against your 2018 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 \$399 which covers the meals and receptions included in the conference. (Optional DeLoach Vineyards Tour and Dinner requires an additional fee of \$199.)

2017 PMI Conference Registration Fees

PMI Member: \$1199

First-Time Attendees “Discovery Rate”: \$999

Prospective Member: \$599

Spouse: \$399

Optional DeLoach Vineyards Tour and Dinner: \$199

Attendees must register for the hotel and the conference itself separately.

Conference registration cancellations received after October 30, 2017, are not eligible for a refund.

HOTEL AND ATTENDEE INFORMATION

PMI is pleased to host its 2017 Conference at the DoubleTree by Hilton Hotel Sonoma Wine Country. Centrally located in one of the most beautiful regions of Northern California, the DoubleTree features roses, vines and our Chef’s herb garden, echoing our Sonoma Wine Country surroundings. Visit over 400 well-known wineries, zip line through the Redwoods, visit the rugged Bodega Coastline or take in a world class musical performance at the Green Music Center. With San Francisco and Napa Valley less than an hour away, you have reason to stay another day!

PMI has secured sleeping rooms for a special rate of \$149 per night at the DoubleTree. Check-in time is 3:00 pm, check-out is noon. Contact the hotel directly at 707-584-5466 and ask for the Plumbing Manufacturers International rate of \$149. 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 October 16, 2017.

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

The hotel is conveniently located about an hour drive from the San Francisco International airport. Sonoma County offers a shuttle service to and from the airport. [Click here](#) for more information. Standard transportation from the airport to the hotel is also available.

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 November!

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.