

AGENDA | 2.0 (B) OUTREACH/COMMUNICATIONS TRACK

DATE: WEDNESDAY, NOVEMBER 15, 2017

TIME: 9:30 AM – 12:30 PM

PLACE: DOUBLE TREE BY HILTON HOTEL, ROHNERT PARK, CA

ROOM: SANTA ROSE & SONOMA

CO-CHAIRS: MARY AHLBRAND, DELTA FAUCET COMPANY (2016 THROUGH 2018)
AMY SCHERER, SPEAKMAN COMPANY (2017 THROUGH 2018)

PURPOSE: TO PROMOTE THE MISSION OF PMI, TO ENHANCE ITS VALUE AND CREDIBILITY, TO ATTRACT NEW MEMBERS, TO EXPAND MEMBERS SERVICES, AND TO ADDRESS MEMBER CONCERNS, SHOULD THEY ARISE, IN HARMONY WITH THE PMI COMMUNICATIONS AND ADVOCACIES STRATEGIES.

SCOPE: ONGOING OUTREACH TO 1) OUTSIDE GROUPS, INCLUDING: POLICYMAKERS, WATER UTILITIES, AND OTHERS PER THE PMI STRATEGY MAP; 2) NON-MEMBERS WHO SHOULD BE PMI MEMBERS; 3) CURRENT ACTIVE AND NON-ACTIVE PMI MEMBERS; AND 4) MEMBERS OF THE PRESS

Time			
9:30 AM	2.1b	Antitrust Compliance Statement Reminder	Ahlbrand/ Scherer
		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 .	
	2.2b	Announcements	Ahlbrand/ Scherer
9:35 AM	2.3b	Safety Culture and Thought Leadership	Valek
		Ray Valek, president, Valek and Company Communications	
10:00 AM	2.4b	Marketing WaterSense - Bathrooms and Beyond	Blette
		Veronica Blette, chief, WaterSense Branch, EPA Office of Wastewater Management	
	2.5b	Questions and Answers	Valek/Blette
10:40 AM	2.6b	BREAK	
11:00 AM	2.7b	Choose Your Own Adventure – Task Force Working Sessions:	Ahlbrand/ Scherer
		Engaging the Youth to Grow the Industry	
		Expanding & Diversifying PMI Relationships	
11:55 AM	2.8b	Task Force Breakout Report Outs & Action Plans	Ahlbrand/ Scherer
12:15 PM	2.9b	Review of Purpose and Scope and Other Business	Ahlbrand/ Scherer
12:30 PM	2.10b	Summary and Close	Ahlbrand/ Scherer