



**Connect, Collaborate and
Advocate**



2018 PMI Conference

‡ November 5-8 ‡

The Wigwam Resort



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- Tara Lohan
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- Allied Member Topics with Veronica Blette
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- General Membership Meeting
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Contains Agendas and Supporting Materials for the Following Meetings:

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- Technical Committee Track with Patrick Gurian, Peter Mayer, and Andrew Whelton
- Outreach/Communications Track with Jen Ani-Brombach, Bret Jaspers, Tara Lohan, and Ashlei Williams

A Note from the PMI Board of Directors:

All meeting times listed throughout this book are approximate and subject to change. Meetings on Tuesday, Wednesday and Thursday will be run consecutively, and while PMI will post any revisions to the published schedule each day on the easel outside of the meeting rooms, it is your responsibility to monitor the times and progress of meetings. **Please note the Thursday morning sessions run in parallel tracks beginning at 9:30 a.m. Choose the Technical or the Outreach/Communications Committee. The groups will merge back together for the Closing Ceremony.**

PMI 2018 Conference Schedule

Monday, November 5

12:00 pm - 3:00 pm PMI Board of Directors Meeting (Invitation only)
 3:00 pm - 4:00 pm Committee Chairs and Board Meeting
 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 (All attendees)

Tuesday, November 6

8:30 am - 9:00 am Opening Remarks from PMI Leadership. Introduction of "The Conference Catalyst", **Thom Singer**, CSP, PMI Conference Master of Ceremonies
 9:00 am - 10:00 am Keynote: **Jack Uldrich**, Futurist, Author and Speaker on Technology, Change Management and Leadership
 10:00 am - 10:20 am Networking Break and Exhibits
 10:20 am - 11:00 am **Warren Tenney**, Executive Director, Arizona Municipal Water Users Association (AMWUA)
 11:00 am - 12:00 pm **Pete DeMarco**, Executive Vice President of Advocacy and Research, IAPMO, and Chair of the US Technical Advisory Group for ISO/PC 316, Standard for Water Efficient Products - Rating
 12:00 pm - 1:00 pm Lunch, Exhibits, and Free Time
 1:00 pm - 2:30 pm Home Builders Panel with **Bob Flaherty**, division president, Toll Brothers; **Phillippe Lord**, chief operating officer, Meritage Homes; **David Viger**, regional president, Richmond American Homes; **Andy Warren**, president, Maracay Homes (a division of Tri-Pointe); and **Connie Wilhelm**, CEO, Home Builders Association of Central Arizona (HBACA)
 2:30 pm - 2:50 pm Networking Break and Exhibits
 2:50 pm - 4:00 pm Commerce Topics with a Focus on Trade Issues. **Salim Bhabhrawala**, Senior International Trade Specialist, U.S. Department of Commerce; **Yvonne Orgill**, Chief Executive, Bathroom Manufacturers Association (BMA); and **Marisa Walker**, Senior Vice President, Infrastructure, Arizona Commerce Authority
 5:00 pm - 8:00 pm Fiesta Dinner

Wednesday, November 7

8:30 am - 9:30 am **Tara Lohan**, Deputy Editor, The Revelator, Center for Biological Diversity
 9:30 am - 10:30 am Legionella Presentation: **Joseph A. Cotruvo**, Ph.D., BCES, President, Joseph Cotruvo & Associates, LLC
 10:30 am - 10:50 am Networking Break and Exhibits
 10:50 am - 12:00pm Advocacy/Government Affairs Topics with PMI Government Affairs Consultants **Jerry Desmond** and **Stephanie Salmon**, and **Jim Buster**, CEO, Southwest Resource Strategies
 12:00 pm - 1:00 pm Lunch, Exhibits, and Free Time
 1:00 pm - 1:30 pm Allied Member Topics and WaterSense Presentation by **Veronica Blette**, Chief, Environmental Protection Agency (EPA) WaterSense Program
 1:30 pm - 2:20 pm Water Efficiency and Sustainability Topics with **Peter Fox**, Professor of Environmental Engineering, School of Sustainable Engineering and the Built Environment, Arizona State University, and **Markus Lenger**, CEO, CleanBlu Innovations Inc.
 2:20 pm - 2:40 pm Networking Break and Exhibits
 2:40 pm - 3:00 pm PMI Economic Impact Data Report by **Sean M. Reilly**, Partner, Director, Washington D.C. Operations, John Dunham & Associates
 3:00 pm - 4:00 pm General Membership Meeting (Members Only)
 4:00 pm - 5:00 pm **Thom Singer**, CSP PMI Conference Master of Ceremonies
 5:30 pm - 6:30 pm Cocktail Reception
 6:30 pm - 8:30 pm PMI Dinner

Thursday, November 8

9:00 am - 9:30 am Intro to Dual Tracks
 9:30 am - 11:30 am Dual Tracks (Choose One):
Technical Track: **Patrick Gurian**, Associate Professor, Civil Architectural and Environmental Engineering Department, Drexel University; **Peter Mayer**, Principal, Water Demand Management; and **Andrew Whelton**, Ph.D., Assistant Professor of Civil, Environmental and Ecological Engineering, Lyles School of Civil Engineering
 OR
Outreach/Communications Track: Media Panel with **Jen Anesi-Brombach**, Chief Editor, Plumbing & Mechanical; **Bret Jaspers**, Senior Field Correspondent, KJZZ; **Tara Lohan**, Deputy Editor, The Revelator, Center for Biological Diversity; and **Ashlei Williams**, Editorial Director, Plumbing Engineer, and CMO, PHCP Pros
 11:30 am - 12:00 pm Closing Ceremony for All Attendees

PMI wishes to extend sincere appreciation to our sponsors:

GOLD SPONSORS:

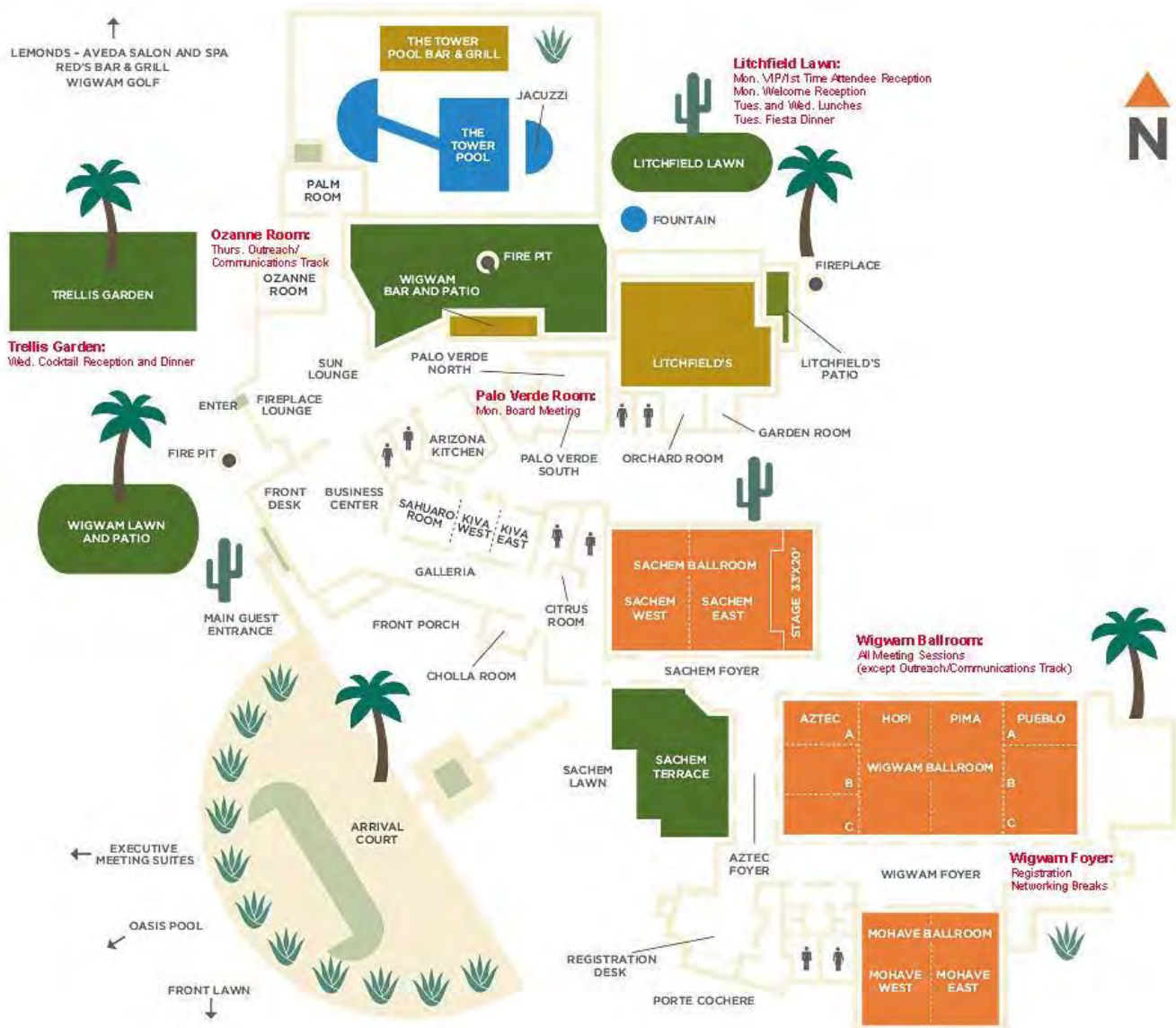
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EVENT SPONSORS

- International Association of Plumbing and Mechanical Officials
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(Badge Schedule)
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(Coffee Break)



2018 PMI Board of Directors

President, **Peter Jahrling**
Director, Design Engineering
Sloan Valve Company
10500 Seymour Avenue
Franklin Park, IL 60131
Office: 847-671-4300
pjahrling@sloanvalve.com
www.sloanvalve.com

Vice President, **Nate Kogler**
Director, Product Management
Bradley Corporation
W142 N9101 Fountain Boulevard
Menomonee Falls, WI 53051
Office: 262-532-6031
nathaniel.kogler@bradleycorp.com
www.bradleycorp.com

Secretary/Treasurer, **Joel Smith**
Product Engineer
Kohler Co.
444 Highland Drive
Kohler, WI 53044
Office: 800-456-4537
joel.smith@kohler.com
www.kohler.com

Immediate Past President, **Paul Patton**
Senior R&D/Regulatory Manager
Delta Faucet Company
55 East 111th Street
Indianapolis, IN 46280
Office: 317-843-7406
Cell: 317-439-4787
pvp@deltafaucet.com
www.deltafaucet.com

Michael Miller (1/16 – 12/17)
Director of Product Partnerships
LSP Group Products, Inc.
4302 Chimney Rock Court
Colleyville, TX 76032
Office: 817-988-3646
michael.miller@nch.com
www.lspproducts.com

Todd Teter (1/16 - 12/17)
Vice President & General Manager-US Wholesale
Moen, Inc.
25300 Al Moen Drive
North Olmsted, OH 44070
Office: 440-962-2084
todd.teter@moen.com
www.moen.com

Chip Way (1/17 – 12/18)
Director, OEM Sales
Lavelle Industries
665 McHenry Street
Burlington, WI 53105
Office: 262-757-2218
Cell: 262-716-1845
cway@lavelle.com
www.lavelle.com

2018 Strategic Advisory Council (SAC)

The seven-member PMI Strategic Advisory Council (SAC) is comprised of member company executives serving as an advisory body for the PMI Board of Directors. Current executives serving on the council include:

Graham Allen (1/16 – 12/17)
President and CEO, Sloan Valve Company

Steve DeLarge (1/17 – 12/19)
CEO, LIXIL

Robert Knoll (1/17 – 12/19)
President and CEO, Speakman Company

Jai Shah (1/16 – 12/18)
President, Delta Faucet Company

William Strang (1/16 – 12/18)
President, TOTO USA

Claude Theisen (1/16 – 12/17)
President/CEO, T&S Brass and Bronze Works, Inc.

PMI STAFF

Kerry C. Stackpole FASAE CAE
CEO/Executive Director
kstackpole@safep plumbing.org

Matt Sigler
Technical Director
msigler@safep plumbing.org

Jodi Stuhrberg
Association Manager
jestuhrberg@safep plumbing.org

Emilee Hughes
Education Manager
ehughes@safep plumbing.org

Ann Geier
Administrative Assistant
ageier@safep plumbing.org

PMI CONSULTANTS

Maureen Baird,
PMI Graphic Design Consultant
Maureen Baird Graphic Design
mbairdgraphics@gmail.com

Frederick Desborough
Technical Consultant
frd@flex-fluss.com

Jerry Desmond, Jr.,
Government Relations Consultant
Desmond & Desmond (California)
Jerry@desmondlobbyfirm.com

Stephanie Salmon
Government Relations Consultant
Potomac Government Relations (Federal)
ssalmondc@gmail.com

Erin Shencopp
Legal Counsel
Jones Day
eschencopp@jonesday.com

Ray Valek, Public Relations Consultant
Valek and Company
ray@valekco.com

LIST OF MEMBERS

MANUFACTURING MEMBER COMPANIES (30)

COMPANY

Bradley Corporation
Brasscraft Manufacturing Company
Delta Faucet Company
Dornbracht Americas, Inc.
Duravit USA, Inc.
Fisher Manufacturing Company
Fluidmaster, Inc.
Franke
Globe Union Group, Inc.
Hansgrohe, Inc.
Haws Corporation
InSinkErator
Kohler Co.
Lavelle Industries, Inc.
LIXIL
LSP
Moen Incorporated
NEOPERL, Inc.
Pfister
Reliance Worldwide Corporation
Similor AG
Sloan Valve Company
Speakman Company
Sprite
Symmons Industries, Inc.
T & S Brass and Bronze Works, Inc.
TOTO USA
Viega LLC
Water Pik, Inc.
WCM Industries, Inc.

ALLIED MEMBER COMPANIES (6)

COMPANY

CSA Group
Global OEM Corporation
International Association of Plumbing and Mechanical Officials (IAPMO)
International Codes Council Evaluation Services (ICC-ES)
KEROX
NSF International

NEXT ANNUAL PMI CONFERENCE

2019 PMI Conference

The Don CeSar
St. Petersburg Beach, Florida
November 4-7, 2019

MARK YOUR CALENDAR
NOW FOR THIS
EXCITING PMI EVENT!

ANTITRUST COMPLIANCE POLICY

It is and has been the policy of Plumbing Manufacturers International and its members to strictly comply with all laws applicable to Organization activities. Because our Organization's activities involve cooperative undertakings which conceivably could be viewed critically by antitrust enforcement agencies, it is important to emphasize the unswerving commitment of our members and PMI to full compliance with federal and state antitrust laws. This statement is being distributed as a confirmation and reminder of that long-standing commitment and as a general guide to those antitrust principles which have particular significance to our activities and meetings.

This statement is not a summary of the laws applicable to trade association activity. It is intended only to highlight and emphasize the principal antitrust standards which are relevant to PMI programs. The antitrust laws are stated in general terms, and it is frequently difficult to be certain how those laws may be applied. You are, therefore, encouraged to seek the guidance of Organization Legal Counsel and your own attorneys.

Responsibility for Antitrust Compliance

PMI's structure has been fashioned and its programs are carried out in conformance with antitrust standards. Paramount responsibility for antitrust compliance which includes avoidance of even an appearance of improper activities is yours. Your corporate employer and this Organization depend on your good judgment to avoid all discussions and activities which involve improper subject matter or improper procedures. It is your responsibility to limit your discussions and activities to matters identified on the agenda. Our staff members work conscientiously to avoid subject matter or discussion which may have unintended implications, and counsel for the Organization provides guidance with regard to these matters. It is important for you to realize, however, that the competitive significance of particular conduct and communication probably is most readily evident to you, who are directly involved in the industry.

Antitrust Guides

These guides deal specifically only with the federal antitrust laws which have most direct relevance to your Organization activities; but compliance with the federal laws will normally ensure compliance with state laws. The principal relevant statutes are the Sherman Act, which is enforced primarily by the Antitrust Division of the United States Department of Justice, and the Federal Trade Commission Act, which is enforced by the Bureau of Competition of the Federal Trade Commission. Penalties for violating the antitrust laws are severe. Corporations are subject to heavy fines and injunctive decrees which can have far-ranging impact on corporate activities, and may be liable for substantial damage judgments. Individuals are subject to criminal prosecution, and may be punished by fines and imprisonment. In general, the antitrust laws seek to preserve free and open competition in the United States and in commerce with foreign countries. Competitors may not restrain competition among themselves with reference to the price, the quality or the distribution of their products, and they may not agree or act together to restrict the competitive capabilities or opportunities of other competitors, their supplies, or their customers. In all trade associations you should heed the following guidelines:

Prices

Prices, discounts or other terms of sale must never be discussed at PMI meetings.

Other Competitive Information

Communication or exchange of confidential competitive information of other kinds may also be improper, and PMI imposes safeguards to prevent inappropriate disclosures. For example, when composite statistical information is compiled and published, the Organization reports are made for proper uses and purposes only, and represent an aggregation of historical data from its members; and individual member's data is not disclosed to other members or to those outside the Organization.

ANTITRUST COMPLIANCE POLICY (cont.)

Meetings

PMI meetings are carefully structured and monitored. Agendas for all meetings are prepared, approved by legal counsel and circulated in advance. They are carefully followed at the meeting. A PMI staff member attends all PMI meetings and is responsible for preparing the minutes of each meeting. PMI legal counsel attends all Organization membership meetings, Board meetings and other Organization meetings at which sensitive issues are discussed and legal counsel reviews the minutes of all meetings. There are no informal meetings of the Organization or any of its committees. Discussion of legally sensitive matters must never occur outside of formal meetings, such as at social functions, events or otherwise.

Membership and Participation

Membership in PMI is open to all companies who meet the requirements of the Organization's Bylaws. The Organization is constantly seeking to broaden its membership base to include all industry members. Organization meetings are open to all members. Organization publications are available to all members and to non-members for a reasonable charge. Wide membership participation is sought in all PMI programs.

Public Statements

The Organization wishes to insure that its public statements such as those to federal and state government officials made on behalf of the plumbing industry as well as its press releases and public communications are accurate and complete. To this end, it is important that each Organization member insure that member information and data reported to the Organization is accurate and complete. To the extent that the member assists in developing the PMI position, the member should insure that the reported statement complies with the Organization's policy for accuracy and completeness.

Improper Appearances

Compliance with this policy involves not only the avoidance of antitrust violations, but the avoidance of any behavior which might be so construed. Communications or correspondence must never be conducted in a surreptitious manner or contain language which could be misunderstood. Copies of all Organization-related correspondence should be sent to an appropriate staff member. If any question arises about any PMI activity, you should consult your attorney, PMI staff or PMI Legal Counsel.

Conclusion

The Organization will not knowingly be a party to conduct which restricts in any way a member's freedom to make independent decisions in matters that affect competition or otherwise. You have an important responsibility to make sure that our Organization's activities conform to this standard.

Adopted May 1980

Revised and Reaffirmed September 2001

Updated with Name Change 2010

PMI's Vision:

Safe, responsible plumbing. Always.

PMI's Mission:

- To promote the water efficiency, health, safety, quality and environmental sustainability of plumbing products while maximizing consumer choice and value in a fair and open marketplace
- To provide a forum for the exchange of information and industry education
- To represent openly the members' interests and advocate for sound environmental and public health policies in the regulatory/legislative processes
- To enhance the plumbing industry's growth and expansion

Strategy Statement

World Class Technical Expertise

Continue to reinforce and enhance our leadership role in the development and promotion of codes and standards, promoting the design of safe, affordable and higher performing, water efficient products

World Class Advocacy/Government Affairs and Outreach/Communications

Proactively ensure PMI is engaged within the legislative process and the overall objectives of legislators by:

- educating the government about the jobs we create and the economic value we generate through our manufacturing processes
- promoting the value and impact of our high-performance water conscious products
- working in partnership to identify new and creative ways to maximize the efficient use of water; sharing technologies to promote aggressive yet attainable emerging regulations
- advocating the conscientious replacement/modernization of aging plumbing products as they affect our infrastructure systems

With the overall purpose of making our businesses more viable within the regulatory and legislative arena, and in turn elevating our ability to effectively compete in the global marketplace with high performance products that contribute to the sustainability of the planet.

PMI Core Messages on Water Efficiency

- It's important to appreciate and not lose sight of the critical role that plumbing plays in the name of consumer health and safety.
- Lower is not automatically “better.” Setting arbitrary (uninformed) flow rates may result in dangerous and unpleasant unintended consequences.
- Flow rates must be sufficient enough to enable the products to do their job and deliver effective performance for the consumer. Health and Safety is Job #1.
- PMI advocates that the entire system view be considered to maximize the efficient use of water. Consumer behavior (upgrading to efficient Water Sense labelled products and using products as they were intended), focus on the impact of aging infrastructure must be considered along with the great work manufacturers have done to deliver maximum water savings.
- PMI should always be contacted when plumbing legislation is being considered.

Revised September 2014

Index of Industry Acronyms

3TG	- Tin, Tungsten, Tantalum, Gold (Dodd-Frank Act)
4MS	- Four Member States (UK, France, Germany, Netherlands)
ABA	- Architectural Barriers Act
AAC	- ANSI Accreditation Committee
ACCA	- Air Conditioning Contractors of America
ACIA	- American Construction Inspectors Association
ADA	- Americans with Disabilities Act
ADAAG	- Americans with Disabilities Act Accessibility Guidelines
AEESP	- Association of Environmental Engineering and Science Professors
AGA	- American Gas Association
AHAM	- Association of Home Appliance Manufacturers
AHMA	- Association of Hardware Manufacturers Association
AIA	- American Institute of Architects
ANSI	- American National Standards Institute
ARCSA	- American Rainwater Catchment System Association
ASA	- American Supply Association
ASHRAE	- American Society of Heating, Refrigeration and Air-Conditioning Engineers
ASME	- American Society of Mechanical Engineers
ASPE	- American Society of Plumbing Engineers
ASSE	- American Society of Sanitary Engineering
ASTM International	- Formerly American Society of Testing and Materials
ARI	- Air Conditioning and Refrigeration Institute
AWE	- Alliance for Water Efficiency
AWWA	- American Water Works Association
BIM	- Building Information Modeling
BMA	- Bathroom Manufacturers Association
BMS	- Building Management System
BOCA	- Building Officials and Code Administrators International
BOMA	- Building Owners and Managers Association
BSC	- California Building Standards Commission
Btu	- British thermal unit
C ₃	- Comprehensive Consensus Code
CACP	- Canadian Advisory Council on Plumbing
CB ECS	- Commercial Building Energy Consumption Survey
CCBFC	- Canadian Commission on Building and Fire Codes
CDA	- Copper Development Association
CDPH	- California Department of Public Health
CEC	- California Energy Commission
CEE	- Consortium for Energy Efficiency
CEIR	- Comite European de L'Industrie de La Robinetterie (European Valve Association)
cfm	- Cubic feet per minute
CFR	- Code of Federal Regulations
CIE	- Commission Internationale de L'Eclairage (International Commission on Illumination)
CIPH	- Canadian Institute of Plumbing and Heating
CISPI	- Cast Iron Soil Pipe Institute
CLCA	- California Landscape Contractors Association

Index of Industry Acronyms (cont.)

CSA	- Formerly Canadian Standards Association
CSI	- Construction Specifications Institute
CUWCC	- California Urban Water Conservation Council
DOD	- Department of Defense
DOE	- Department of Energy
DOJ	- Department of Justice
DOT	- Department of Transportation
EHS	- Environmental Health and Safety
EISA	- Energy Independence and Security Act
EMS	- Energy Management System
EPA	- Environmental Protection Agency
EPAct	- Energy Policy Act of 1992
EPD	- Environmental Product Declaration
FHA	- Fair Housing Act
FHAG	- Fair Housing Accessibility Guidelines
FTC	- Federal Trade Commission
GAMA	- Gas Appliance Manufacturers Association
GBI	- Green Building Initiative
gpf	- Gallons per flush
gpm	- Gallons per minute
GPMCS	- Green Plumbing and Mechanical Code Supplement
GSA	- General Services Administration
GWP	- Global warming potential
GWW	- Global Water Works
HCD	- California Department of Housing and Community Development
HI	- Hydraulic Institute
HET	- High Efficiency Toilet
HEU	- High Efficiency Urinal
HPD	- Health Product Declaration
HUD	- Housing and Urban Development
HVAC	- Heating, ventilation, and air-conditioning
HVAC&R	- Heating, ventilation, air-conditioning, and refrigeration
IA	- Irrigation Association
IAEI	- International Association of Electrical Inspectors
IAHRE	- International Association for Hydro-Environment Engineering and Research
IAPMO	- International Association of Plumbing and Mechanical Officials
IAPMO ES	- IAPMO Evaluation Service
IAPMO R&T	- IAPMO Research and Testing
IAPMO T&S	- IAPMO Testing and Services
IAS	- International Accreditation Service
IAQ	- Indoor air quality
IBC	- International Building Code
ICBO	- International Conference of Building Officials
ICC	- International Code Council
ICC ES	- International Code Council Evaluation Service
IgCC	- International Green Construction Code

Index of Industry Acronyms (cont.)

IDPH	- Illinois Department of Public Health
IEC	- International Electrotechnical Commission
IGC	- Interim Guide Criteria by IAPMO
IOU	- Investor Owned Utilities
I-P	- Inch-pound
IPC	- International Plumbing Code
IRC	- International Residential Code
IRIS	- Integrated Risk Information System
IS	- Installation Standards by IAPMO
ISO	- International Organization of Standardization
IWA	- International Water Association
KCMA	- Kitchen Cabinet Manufacturers Association
kWh	- Kilowatt-hour
L	- Liter
LADBS	- Los Angeles Department of Building Services
LCA	- Life Cycle Assessment
LCCA	- Lead Contamination Control Act
LCI	- Life Cycle Inventory
LCR	- Lead and Copper Rule
LEED	- Leadership in Energy and Environmental Design
MAPMO	- Minnesota Association of Plumbing and Mechanical Officials
MCAA	- Mechanical Contractors Association of America
MCAC	- Mechanical Contractors Association of Canada
MSS	- Manufacturers Standardization Society of the Valve and Fittings Industry, Inc.
NAA	- National Apartment Association
NAECA	- National Appliance Energy Conservation Act
NAHB	- National Association of Home Builders
NAM	- National Association of Manufacturers
NCHI	- National Council of the Housing Industry (Division of NAHB)
NCSBCS	- National Conference of States on Building Codes and Standards
NES	- National Evaluation Service
NFPA	- National Fire Protection Association
NIST	- National Institute of Standards and Technology
NKBA	- National Kitchen and Bath Association
NMHC	- National Multi Housing Council
NMHCSS	- National Manufactured Housing Construction and Safety Standards
NOI	- Notice of Intent
NPC	- National Plumbing Code
NPCC	- National Plumbing Code of Canada
NPGA	- National Propane Gas Association
NRC	- National Research Council Canada
NRDC	- Natural Resources Defense Council
NSF Int'l	- Formerly National Sanitation Foundation
NSC	- National Safety Council
NSPC	- National Standard Plumbing Code
NTTA	- National Technology Transfer and Advancement Act

Index of Industry Acronyms (cont.)

OMB	- Office of Management and Budget
OSHA	- Occupational Safety and Health Administration
PBI	- Plumbing Brass Institute (former name of PMI)
PBV	- Pressure Balancing Valve
PCR	- Product Category Rules
PDI	- Plumbing Drainage Institute
PEL	- Permissible Exposure Limits
PERC	- Plumbing Efficiency Research Coalition
PEX	- Cross-linked Polyethylene
PHCC	- Plumbing-Heating-Cooling Contractors-National Association
PIAC	- Plumbing Industry Advisory Council
PILC	- Plumbing Industry Leadership Coalition
PMI	- Plumbing Manufacturers International
PPIG	- Plumbing Products International Group
PPFA	- Plastic Pipe and Fittings Association
ppb	- Parts per billion
ppm	- Parts per million
PS	- Property Standards by IAPMO
RBQ	- Régie du bâtiment du Québec (Building Code Board)
RPA	- Radiant Panel Association
RPM	- Revolutions per minute
RSES	- Refrigeration Service Engineers Society
SBCCI	- Southern Building Code Congress International
SCAQMD	- South Coast Air Quality Management District
SCBPS	- Standing Committee on Building and Plumbing Services
SCC	- Standards Council of Canada
SDO	- Standards Development Organization
SDWA	- Safe Drinking Water Act
SME	- Subject Matter Expert
SPC	- Standard Plumbing Code
TCEQ	- Texas Commission on Environmental Quality (formerly TNRCC)
TIL	- Technical Information Letter (CSA)
TXV	- Thermal Expansion Valve
UA	- Union Association of Plumbers and Pipefitters
UCA	- Universal Conformity Assessment
UFC	- Uniform Fire Code
UL	- Underwriters Laboratories
UMC	- Uniform Mechanical Code
UPC	- Uniform Plumbing Code
U.S.C.	- United States Code
USDA	- United States Department of Agriculture
USDOE	- United States Department of Energy
USEPA	- United States Environmental Protection Agency
USFEMA	- United States Federal Emergency Management Agency
USGBC	- United States Green Building Council
USGSA	- United States General Services Administration

Index of Industry Acronyms (cont.)

UUT	- Unit under test
VDMA	- German Valve Association
VOC	- Volatile organic compound
VoW	- Value of Water Coalition
WE-Stand	- IAPMO's Water Efficiency and Sanitation Standard
WEF	- Water Environment Foundation
WERF	- Water Environment Research Foundation
WFCA	- Western Fire Chiefs Association
WPC	- World Plumbing Council
WQA	- Water Quality Association
WRAS	- Water Regulations Advisory Scheme

Revised June 2016

Past Leadership of PMI and PBI

Presidents, Plumbing Manufacturers International:

2017	Peter Jahrling, Sloan Valve Company
2016	Paul Patton, Delta Faucet Company
2015	Fernando Fernandez, TOTO USA
2014	Tim Kilbane, Symmons Industries, Inc.
2013	Jeff Baldwin, T&S Brass and Bronze Works, Inc.
2012	Stewart Yang, Kohler Co.
2011	Jack Krecek, Elkay Manufacturing Company
2010	Lee Mercer, Moen Incorporated

Presidents, Plumbing Manufacturers Institute:

2009	Walt Strader, Pfister
2008	Rod Ward, Speakman Company
2007	Ken Martin, Delta Faucet Company
2006	Claude Theisen, T&S Brass and Bronze Works, Inc.
2005	John Lauer, Sloan Valve Company
2004	Jim Westdorp, Kohler Co.
2003	Ralph Herrbach, Cifial USA
2002	Todd Talbot, Brasscraft Manufacturing Company
2001	Frank Evans, Chicago Faucet Company
2000	Linda Mayer, Moen Incorporated
1999	Fred Luedke, NEOPERL, Inc.

Chairmen of the Board, Plumbing Manufacturers Institute:

1998	William O'Keeffe, Symmons Industries, Inc.
1997	Gary Turner, Teledyne Water Pik
1996	Alan Lougee, Chicago Faucet Company
1995	Patrick Kelly, Haws Corporation
1994	Alan Barry, Brasscraft/Masco
1993	William Seal, Fort Recovery Industries, Inc.
1992	James McNeany, Gerber Plumbing Fixtures Corporation
1991	Joseph Woodford, WCM
1990	Craig Selover, Delta Faucet Company
1989	Richard Chandler, Central Brass Manufacturing Company
1988	Richard Swiers, Chicago Faucet Company
1987	Claus Ziegler, Interbath
1986	Delwin Renfro, U.S. Brass
1985	Dirck Barhydt, WPM

Past Leadership of PMI and PBI (cont.)**Presidents, Plumbing Manufacturers Institute:**

1984	Fred Schmuck, Fluidmaster
1983	Raymond Kennedy, Delta Faucet Company/Masco
1982	Bruce Barlow, C S & B
1981	Peter Warshaw, Speakman Company
1980	Len Andrus, Brasscraft Manufacturing Company
1979	Art Perlet, Garvin, Division of RHW
1978	Edward Leutheuser, Alsons Corporation
1977	George Theisen, T&S Brass and Bronze Works, Inc.
1976	George Theisen, T&S Brass and Bronze Works, Inc.

Presidents, Plumbing Brass Institute:

1975	Warren Fisher, Guarantee Specialty
1974	Everett Wilcox, Leonard Valve Company
1973	Harry Lipman, Jameco Industries
1972	Howard Griesbach, Powers Regulator
1971	Roger Milroy, Lee Brothers Co.
1970	Willard Denham, Speakman Company
1969	Walter Miller, Union Brass & Mfg. Co.



November 6, 2018
8:30 am MT

AGENDA | OPENING CEREMONY

DATE: TUESDAY, NOVEMBER 6, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 8:30 AM – 9:00 AM
ROOM: WIGWAM BALLROOM

Time

8:30 AM	Introduction and Welcome	Singer
	Call to Order and Opening Remarks/Antitrust Compliance Statement	Jahrling
	Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online here .	
9:00 AM	Conference Begins	



November 6, 2018
9:00 am MT

AGENDA | 1.0 KEYNOTE ADDRESS: JACK ULDRICH

DATE: TUESDAY, NOVEMBER 6, 2018

TIME: 9:00 AM – 10:00 AM

PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

ROOM: WIGWAM BALLROOM

Time			
9:00 AM	1.1	Introduction	Jahrling
	1.2	The Big AHA: How to Embrace Today's Trends to Create Tomorrow's Opportunities Jack Uldrich, Global Futurist, Author and Speaker on Technology, Change Management and Leadership	Uldrich
9:50 AM	1.3	Questions and Answers	Uldrich
10:00 AM	1.4	Summary and Close	Singer



November 6, 2018
10:20 am MT

AGENDA | 2.0 SPECIAL PRESENTATION: WARREN TENNEY

DATE: TUESDAY, NOVEMBER 6, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 10:20 AM – 11:00 AM
ROOM: WIGWAM BALLROOM

Time			
10:20 AM	2.1	Introduction	Singer
	2.2	Arizona Municipalities – Keeping the Glass Full Warren Tenney, Executive Director, Arizona Municipal Water Users Association (AMWUA)	Tenney
10:50 AM	2.3	Questions and Answers	Tenney
11:00 AM	2.4	Summary and Close	Singer



November 6, 2018
11:00 am MT

AGENDA | 3.0 SPECIAL PRESENTATION: PETE DEMARCO

DATE: TUESDAY, NOVEMBER 6, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 11:00 AM – 12:00 PM
ROOM: WIGWAM BALLROOM

Time			
11:00 AM	3.1	Introduction	Singer
	3.2	A U.S. Perspective on the Development of ISO/PC 316 An International Water Efficiency Labelling Standard Pete DeMarco, Executive Vice President of Advocacy and Research, IAPMO, and Chair of the U.S. Technical Advisory Group for ISO/PC 316	DeMarco
11:50 AM	3.3	Questions and Answers	DeMarco
12:00 PM	3.4	Summary and Close	Singer

AGENDA | 4.0 HOME BUILDERS PANEL DISCUSSION

DATE: TUESDAY, NOVEMBER 6, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 1:00 PM – 2:30 PM
ROOM: WIGWAM BALLROOM

Time			
1:00 PM	4.1	Introductions	Singer
	4.2	Home Builders Panel Discussion	
		Moderated By: Thom Singer	
		<ul style="list-style-type: none">• Phillippe Lord, Chief Operating Officer and Executive Vice President, Meritage Homes• Bob Flaherty, Division President, Toll Brothers• David Viger, Regional President, Richmond American Homes• Andy Warren, President, Maracay Homes• Connie Wilhelm, Chief Executive Officer, Home Builders Association of Central Arizona	
2:10 PM	4.3	Questions and Answers	Panel
2:30 PM	4.4	Summary and Close	Singer

AGENDA | 5.0 COMMERCE TOPICS PANEL DISCUSSION

DATE: TUESDAY, NOVEMBER 6, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 2:50 PM – 4:00 PM
ROOM: WIGWAM BALLROOM

COMMERCE COMMITTEE CO-CHAIRS:

CAROL BARICOVICH, INSINKERATOR (2016 THROUGH 2018)
ERIK THEISEN, T&S BRASS & BRONZE WORKS, INC. (2017 THROUGH 2018)

Time			
2:50 PM	5.1	Introductions	Singer
	5.2	Commerce Topics with a Focus on Trade Issues	
		Moderated By: Thom Singer	
		<ul style="list-style-type: none">• Salim Bhabhrawala, Senior International Trade Specialist, US Department of Commerce• Yvonne Orgill, Chief Executive, Bathroom Manufacturers Association (BMA)• Marisa Walker, Senior Vice President, Infrastructure, Arizona Commerce Authority	
3:40 PM	5.3	Questions and Answers	Panel
4:00 PM	5.4	Summary and Close	Singer



November 7, 2018
8:30 am MT

AGENDA | 1.0 TARA LOHAN

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 8:30 AM – 9:30 AM
ROOM: WIGWAM BALLROOM

Time

8:30 AM	1.1	Call to Order and Opening Remarks/Antitrust Compliance Statement Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online here .	Singer
8:35 AM	1.2	Introduction	Kogler
	1.3	Solution Stories: How We're Overcoming Our Biggest Water Challenges Tara Lohan, Deputy Editor, The Revelator, Center for Biological Diversity, Former Managing Editor of Water Deeply	Lohan
9:20 AM	1.4	Questions and Answers	Lohan
9:30 AM	1.5	Summary and Close	Singer



November 7, 2018
9:30 am MT

AGENDA | 2.0 SPECIAL PRESENTATION: JOSEPH COTRUVO

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 9:30 AM – 10:30 AM
ROOM: WIGWAM BALLROOM

Time

9:30 AM	2.1	Introduction	Singer
	2.2	Legionella Risks, Management Principles and Guidance Joseph Cotruvo, Ph.D., BCES, President, Joseph Cotruvo & Associates, LLC	Cotruvo
10:20 AM	2.3	Questions and Answers	Cotruvo
10:30 AM	2.4	Summary and Close	Singer

AGENDA | 3.0 ADVOCACY GOVERNMENT AFFAIRS TOPICS PANEL DISCUSSION

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 10:50 AM – 12:00 PM
ROOM: WIGWAM BALLROOM

ADVOCACY GOVERNMENT AFFAIRS CO-CHAIRS:
MARTIN KNIEPS, VIEGA, LLC (2017 THROUGH 2018)
MICHAEL MARTINEZ, DELTA FAUCET COMPANY (2018 THROUGH 2019)

Time			
10:50 AM	3.1	Introductions	Singer
	3.2	Commerce Topics with a Focus on Trade Issues	
		Moderated By: Martin Knieps, Viega LLC and Michael Martinez, Delta Faucet Company	
		<ul style="list-style-type: none"> • Jim Buster, CEO, Southwest Resource Strategies • Jerry Desmond, PMI government affairs consultant (California), Desmond & Desmond LLC • Stephanie Salmon, PMI government affairs consultant (Washington D.C.), Potomac Government Relations LLC 	
11:35 AM	3.3	Questions and Answers	Panel
12:00 PM	3.4	Summary and Close	Singer



November 7, 2018
1:00 pm MT

AGENDA | 4.0 SPECIAL PRESENTATION: VERONICA BLETTE

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 1:00 PM – 1:30 PM
ROOM: WIGWAM BALLROOM

ALLIED MEMBER COMMITTEE CO-CHAIRS:
TERRY BURGER, NSF INTERNATIONAL (2018)
COLIN THIELMANN, KEROX (2018)

Time			
1:00 PM	4.1	Introduction	Burger
	4.2	Checking in with WaterSense	Blette
		Veronica Blette, Chief, Environmental Protection Agency (EPA) WaterSense Program	
1:30 PM	4.3	Questions and Answers	Blette
1:30 PM	4.4	Summary and Close	Singer



November 7, 2018
1:40 pm MT

AGENDA | 5.0 WATER EFFICIENCY AND SUSTAINABILITY TOPICS

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 1:30 PM - 2:20 PM
ROOM: WIGWAM BALLROOM

WATER EFFICIENCY AND SUSTAINABILITY CO-CHAIRS:
DANIEL GLEIBERMAN, SLOAN VALVE COMPANY (2017 THROUGH 2018)
CAMBRIA MCLEOD, KOHLER CO. (2018 THROUGH 2018)

Time			
1:30 PM	5.1	Introductions	Singer
1:35 PM	5.2	Introduction	McLeod
	5.3	Water Reuse in Arizona and Potential Impacts on Premise Plumbing	Fox
		Peter Fox, Professor of Environmental Engineering, School of Sustainable Engineering and the Built Environment, Arizona State University	
1:55 PM	5.4	Questions and Answers	Fox
2:00 PM	5.5	Introduction	Gleiberman
	5.6	Smart Cities and Water Reuse	Lenger
		Marcus Lenger, CEO, CleanBlu Innovations, Inc.	
2:15 PM	5.7	Questions and Answers	Lenger
2:20 PM	5.8	Summary and Close	Singer



November 7, 2018
2:40 pm MT

AGENDA | 6.0 PMI ECONOMIC DATA REPORT

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 2:40 PM – 3:00 PM
ROOM: WIGWAM BALLROOM

Time			
2:40 PM	6.1	Introduction	Singer
	6.2	PMI Economic Data Report	Reilly
		Sean M. Reilly, Partner, John Dunham & Associates	
2:55 PM	6.3	Questions and Answers	Reilly
3:00 PM	6.4	Summary and Close	Singer

AGENDA | 7.0 GENERAL MEMBERSHIP MEETING

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: WIGWAM RESORT, LITCHFIELD PARK, AZ

TIME: 3:00 PM – 4:00 PM
ROOM: WIGWAM BALLROOM

Time

3:00 PM	5.1 Call to Order and Opening Remarks/Antitrust Compliance Statement	Jahrling
	Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online here .	
	5.2 Announcements	Jahrling
	<ul style="list-style-type: none"> • Welcome to First Time Attendees, New Members, Guests, and International Speakers and Recognitions • International Greetings 	
	5.3 Approval of the November 15, 2017 General Membership Meeting Minutes	Smith
	<i>(See Attachment 5.3)</i>	
3:10 PM	5.4 Financial	Smith
	5.4.1 Treasurer’s Report – FY 2018	
	5.4.2 Review and approval of PMI’s 2019 Dues Structure	
	5.4.3 Review of PMI’s 2019 Operating Budget	
	5.5 Approval of Bylaws Revision	Smith
3:25 PM	5.6 President’s Report	Jahrling
	5.6.1 Members of the Strategic Advisory Council	
	5.6.2 Recognition of the 2018 Committee Chairs	
	5.6.3 2018 in Review	
3:40 PM	5.7 Election of PMI Officers and Directors at Large	Patton
3:45 PM	5.8 CEO/Executive Director Report	Stackpole
3:55 PM	5.9 Remarks of the President-elect	Kogler
4:00 PM	5.10 Summary and Adjournment	Jahrling



November 7, 2018
4:00 pm MT

AGENDA | 8.0 THOM SINGER

DATE: WEDNESDAY, NOVEMBER 7, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 4:00 PM – 5:00 PM
ROOM: WIGWAM BALLROOM

Time			
4:00 PM	8.1	Introduction	Jahrling
	8.2	The Paradox of Potential	Singer
		Thom Singer, Growth Leadership Speaker and Master of Ceremonies, Build Influence/Unlock Potential/Drive Performance	
4:50 PM	8.3	Questions and Answers	Singer
5:00 PM	8.4	Summary and Close	Singer



November 8, 2018
9:00 am MT

AGENDA | 1.0 INTRODUCTION TO DUAL TRACKS

DATE: THURSDAY, NOVEMBER 8, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 9:00 AM – 9:30 AM
ROOM: WIGWAM BALLROOM

Time

- | | | | |
|---------|-----|--|---------------|
| 8:30 AM | 1.1 | Call to Order and Opening Remarks/Antitrust Compliance Statement | Singer |
| | | Meeting attendees are reminded of the PMI Antitrust Compliance Policy. Adherence to the PMI Antitrust Compliance Policy is mandatory. Review of the PMI Antitrust Compliance Policy can be found online here . | |
| 9:00 AM | 1.2 | Introduction to Dual Tracks | Singer |

AGENDA | 2.0 (A) TECHNICAL COUNCIL TRACK

DATE: THURSDAY, NOVEMBER 8, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 9:30 AM – 11:30 AM
ROOM: WIGWAM BALLROOM

TECHNICAL COMMITTEE CO-CHAIRS:
JOHN FINCH, MASCO (2017 THROUGH 2018)
C.J. LAGAN, LIXIL (2017 THROUGH 2018)

Time			
9:30 AM	2.1a	Technical Council Introduction	Singer
9:35 AM	2.2a	Introduction	Finch
	2.3a	Water Quality in Buildings	Gurian
		Patrick Gurian, Associate Professor, CAEE Department, Drexel University	
10:05 AM	2.4a	Questions and Answers	Gurian
10:15 AM	2.5a	Introduction	Lagan
	2.6a	Water Demand Trends, Efficiency and the Future of Urban Water Use	Mayer
		Peter Mayer, Principal, Water Demand Management	
	2.7a	Questions and Answers	Mayer
10:45 AM	2.8a	Introduction	Finch
	2.9a	The Most Monitored Home in America: Plumbing for Innovation and Prosperity	Whelton
		Andrew Whelton, Ph.D., Associate Professor of Civil, Environmental and Ecological Engineering, Lyles School of Civil Engineering, Purdue University	
11:20AM	2.10a	Questions and Answers	Whelton
11:30 AM	2.11a	Summary and Close	Singer

AGENDA | 2.0 (B) OUTREACH/COMMUNICATIONS TRACK

DATE: THURSDAY, NOVEMBER 8, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 9:30 AM – 11:30 AM
ROOM: OZANNE ROOM

OUTREACH/COMMUNICATIONS CO-CHAIRS:

MARY AHLBRAND, DELTA FAUCET COMPANY (2016 THROUGH 2018)
AMY SCHERER, SPEAKMAN COMPANY (2017 THROUGH 2018)

Time			
9:30 AM	2.1b	Introduction	Stackpole/ Valek
	2.2b	PMI Economic Research Study and Data	Stackpole/ Valek
10:00 AM	2.3b	Questions and Answers	Stackpole/ Valek
10:05 AM	2.4b	Introductions	Stackpole
	2.5b	Media Panel	
		Moderated By: Amy Scherer, Speakman Company and Mary Ahlbrand, Delta Faucet Company	
		<ul style="list-style-type: none"> • Jen Anesi-Brombach, Chief Editor, Plumbing & Mechanical • Bret Jaspers, Senior Field Correspondent, KJZZ and Arizona Public Media • Tara Lohan, Deputy Editor, The Revelator, Center for Biological Diversity • Ashlei Williams, Editorial Director, Plumbing Engineer, and CMO, PHCP Pros 	
11:10 AM	2.6b	Questions and Answers	Panel
11:30 AM	2.7b	Summary and Close	Ahlbrand/ Scherer



November 8, 2018
11:30 am MT

AGENDA | CLOSING CEREMONY

DATE: THURSDAY, NOVEMBER 8, 2018
PLACE: THE WIGWAM, LITCHFIELD PARK, AZ

TIME: 11:30 AM – 12:00 PM
ROOM: WIGWAM BALLROOM

Time		Singer
11:30 AM	PMI 2018 Conference Summary	
12:00 PM	Close	Jahrling/ Stackpole

SPEAKER INFORMATION

Date: Thursday, November 8, 2018
Event: Outreach/Communications Track - Media Panel
Time: 9:30 am – 11:30 am

Jen Anesi-Brombach
Chief Editor
Plumbing & Mechanical
Phone: 248 786 1255
jen@pmmaq.com

Jen Anesi-Brombach is chief editor of Plumbing & Mechanical.

Ms. Anesi-Brombach has a decade of writing and editing experience in both mainstream media and B2B publications and holds a Bachelor of Arts in journalism from Oakland University. She also has a Master of Arts in English from Wayne State University.

Ms. Anesi-Brombach is also a part-time lecturer teaching Intro to Journalism and News Writing at Oakland University in Rochester, Michigan. Before becoming a journalist, she served as a combat medic in the Army National Guard.

SPEAKER INFORMATION

Date: Tuesday, November 6, 2018
Event: Commerce Topics – Panel Discussion
Time: 2:50 pm – 4:00 pm

Salim Bhabhrawala

Senior International Trade Specialist, Office of Materials Industries
U.S. Department of Commerce (DOC)
Phone: 202 482 1784

Salim.Bhabhrawala@trade.gov

Salim Bhabhrawala (bhab-rah-wallah) is a senior international trade specialist at the U.S. Department of Commerce (DOC) Office of Materials Industries.

Mr. Bhabhrawala has a degree in international economics from Michigan State University. He spent the first eight years of his career at the Commerce enforcing U.S. Antidumping and Countervailing Duty laws.

Currently, Mr. Bhabhrawala works closely with the U.S. building products industry and leads the Industry Trade Advisory Committee (ITAC) on forest products, building materials, construction, and non-ferrous metals. He is also the head of the U.S. Government's delegation to the International Metals Study Groups.

SPEAKER INFORMATION

Date: *Wednesday, November 7, 2018*
Event: *“Checking in with WaterSense”*
Time: *1:00 pm – 1:30 pm*

Veronica Blette
Chief, WaterSense Branch
Office of Wastewater Management, U.S. Environmental Protection Agency
Phone: 202 564 4094
Blette.Veronica@epa.gov

Veronica Blette manages the WaterSense program in the U.S. Environmental Protection Agency’s (EPA) Office of Water.

Prior to Ms. Blette’s current position, she served as special assistant to the director of the National Drinking Water Program and led the EPA’s Drinking Water Infrastructure Financing Program.

Before joining the EPA in 1997, Ms. Blette worked in the academic research and environmental consulting fields on projects investigating the effects of atmospheric deposition on soils and water quality. She has a Bachelor of Arts in geology from Smith College and a Master of Science in geology from the University of Massachusetts at Amherst.

SPEAKER INFORMATION

Date: *Wednesday, November 7, 2018*
Event: *Advocacy/Government Affairs Topics – Panel Discussion*
Time: *10:50 am – 12:00 pm*

Jim Buster
Chief Executive Officer
Southwest Resource Strategies
Phone: 623 256 8783
jimbuster2@gmail.com

Jim Buster has extensive contacts in the environmental, government and business communities. He has served as a city councilman, mayor, county supervisor and state senator. As a state senator he chaired the Natural Resources, Agriculture and Environment committee. In that capacity he dealt with water and environmental legislation. Mr. Buster sponsored and successfully navigated several major pieces of natural resource/water legislation through the process including Arizona's groundbreaking Water Bank legislation.

After Mr. Buster left the legislature he served as the director of legislative affairs for the Arizona Department of Environmental Quality for almost 14 years.

Currently, Mr. Buster manages Southwest Resource Strategies. In this capacity he represents organizations and businesses of an environmental nature. During his time as a city councilman, Mr. Buster served as the vice-chair of the Arizona Municipal Water Users Association. He currently serves as the president of the Arizona State Parks Foundation and chairs the policy committee for the Arizona Green Chamber of Commerce.

SPEAKER INFORMATION

Date: Wednesday, November 7, 2018
Event: "Legionella Risks, Management Principles and Guidance"
Time: 9:30 am – 10:30 am

Joseph Cotruvo
President
Joseph Cotruvo & Associates, LLC
Phone: 202 362 3076
joseph.cotruvo@verizon.net

Joseph Cotruvo's career ranges from water chemistry and technology, federal and international standards development, regulatory policy, health guidance, water science, and toxicology research. Dr. Cotruvo's doctor of philosophy degree (PhD) is in physical organic chemistry from Ohio State University, and he is board certified in environmental sciences.

Dr. Cotruvo is the first director of the U.S. Environmental Protection Agency's (EPA) Drinking Water Standards Division, and also director of U.S. EPA's Risk Assessment Division in Toxic Substances. He developed much of the methodology for U.S. drinking water standards development and applied it initially to THM regulations. Dr. Cotruvo initiated the EPA's Drinking Water Health Advisory system.

Dr. Cotruvo is a core member of the World Health Organization's (WHO) committee developing Guidelines for Drinking Water Quality and has produced numerous water health policy products for WHO. He advises Singapore's National Environment Agency on its drinking water standards and serves on the Health Advisory Board for the Orange County, California Groundwater Replenishment System, as well as San Diego and Los Angeles and other potable water reuse advisory panels.

Dr. Cotruvo was chair of the Water Quality Committee of the Board of Directors of Washington DC Water and Sewer Authority for several years. He writes in Water Technology on water and health issues and is the technical editor for American Water Works Association Journal, AWWA Water Science Journal, and Water Technology.

Dr. Cotruvo has written about 300 articles, papers and presentations. He organized the May 9-11, 2018 Baltimore NSF International conference on Managing Legionella in Building Water Systems.

SPEAKER INFORMATION

Date: *Tuesday, November 6, 2018*
Event: *“A U.S. Perspective on the Development of ISO/PC 316 –
An International Water Efficiency Labelling Standard”*
Time: *11:00 am – 12:00 pm*

Pete DeMarco

Executive Vice President of Advocacy & Research
International Association of Plumbing and Mechanical Officials (IAPMO)
Phone: 732 329 1237
pete.demarco@iapmo.org

Pete DeMarco is the executive vice president of advocacy and research for the IAPMO Group and chair of the U.S. Technical Advisory Group for ISO/PC 316, Standard for Water Efficient Products – Rating. His responsibilities include oversight of IAPMO’s government relations department, water efficiency and green building initiatives, standards development activities, domestic and international plumbing programs, industry outreach programs and development of research projects relating to water efficiency.

Mr. DeMarco is the founder of the Plumbing Efficiency Research Coalition (PERC), an organization dedicated to conducting research pertaining to plumbing systems in consideration of the emerging trends towards lower water consuming plumbing fixtures and appliances. He is the lead facilitator for the American National Standards Institute’s Energy Efficiency Standardization Coordination Collaborative.

Mr. DeMarco currently serves as chair of the board of directors for the Alliance for Water Efficiency (AWE) and previously served on the board of directors and on the executive committee for the Plumbing Manufacturers International (PMI).

SPEAKER INFORMATION

Date: Wednesday, November 7, 2018
Event: Advocacy/Government Affairs Topics – Panel Discussion
Time: 10:50 am – 12:00 pm

Jerry Desmond

Plumbing Manufacturers International (PMI) Government Relations Consultant
California Office
Desmond & Desmond LLC
Phone: 916 441 4166
jerry@desmondlobbyfirm.com

Jerry Desmond has served as PMI's California government relations consultant since 2006. Mr. Desmond engages with the legislative and executive branches of state government, advocating PMI's positions and interests on legislation and regulations. He is a legislative advocate and lawyer with his firm Desmond & Desmond LLC. The firm represents the interests of trade associations, businesses and public entities throughout California. Mr. Desmond's in-depth knowledge of his clients' interests, his legal and advocacy skills with respect to laws and legislation pertaining to his clients' issues, his strategic advice and his professional manner, have earned him the respect and relationships that bring success in the Capitol.

Mr. Desmond provides comprehensive governmental advocacy services. These include his analysis of legislation and regulations, as well as the development of legislative and public policy solutions to best serve the interests of his clients. He represents his clients in hearings and meetings with the Governor's Office, the legislature and their staff, state agencies, boards, commissions and legislative bodies.

In addition to lobbying, Mr. Desmond has significant expertise in political and nonprofit law. He has addressed numerous professional associations and public entities on California politics, laws and legislation.

Mr. Desmond joined the firm in 1982 upon earning his law degree from the University of the Pacific, McGeorge School of Law. He became a legislative advocate in 1985. Mr. Desmond is a member of the State Bar of California and the Institute of Governmental Advocates.

SPEAKER INFORMATION

Date: Tuesday, November 6, 2018
Event: "Home Builders Panel"
Time: 1:00 pm – 2:30 pm

Bob Flaherty
Division President
Toll Brothers
Rflaherty@tollbrothers.com

Bob Flaherty is the division president for Toll Brothers and successfully leads a team of 200. He has been with the company for 20 years and has a degree in economics from the University of California, Los Angeles (UCLA). Along with his responsibilities for Toll Brothers, Mr. Flaherty serves as chairman of the Home Builders Association of Central Arizona. He is a member of the Advisory Committee for the Del E. Webb School of Construction at Arizona State University (ASU) and is also a faculty associate at ASU teaching a residential construction class.

Mr. Flaherty regularly participates in speaking engagements and panels. Most recently he spoke at the Home Builders Association of Central Arizona's (HBACA) Annual Southwest Builders Show, Belfiore Real Estate Consulting 7th Annual Arizona Dealmakers Conference, and Professional Home Builder Magazine's Big Builder Leadership Conference.

Mr. Flaherty has been married for 24 years, has four kids, three of whom attend the University of Arizona. When he is not with his family or working, he spends time on the golf course and considers himself an avid but humble golfer.

SPEAKER INFORMATION

Date: Wednesday, November 7, 2018
Event: Water Efficiency and Sustainability Topics
Time: 1:30 pm – 2:20 pm

Peter Fox PhD

Professor of Environmental Engineering
Environmental Engineering Group Specialty Area Coordinator
Graduate Program Chair
School of Sustainable Engineering and the Built Environment
Arizona State University
Phone: 480-965-1734
peter.fox@asu.edu

Peter Fox is a professor at Arizona State University where he has been a faculty member in the School of Sustainable Engineering and the Built Environment for 28 years and was director of the National Center for Sustainable Water Supply for eight years. Dr. Fox currently serves as the graduate chair for the School of Sustainable Engineering and the Built Environment Engineering. His professional interests are primarily in water reuse, biological treatment processes and combined biological/adsorptive systems and has focused his work on natural treatment systems, groundwater recharge and biofiltration for the last fifteen years. More recently, Dr. Fox has been researching novel brine disposal technologies and physical water treatment.

Dr. Fox was an executive committee member for the development of the “National Roadmap for Desalination and Water Purification”. He served on the National Academy of Science ad-hoc committee that published the National Research Council report entitled “Prospects for Managed Underground Storage of Recoverable Water” in 2008.

SPEAKER INFORMATION

Date: *Thursday, November 8, 2018*
Event: *Technical Track*
“Pipe Material and Water Quality: Results of a Full Factorial Experimental Design and Subject Matter Expert Consultations”
Time: *9:30 am – 11:30 am*

Patrick Gurian
Associate Professor
Drexel University,
Phone: 949 412 2600
pgurian@drexel.edu

Patrick Gurian is an associate professor in the Department of Civil, Architectural, and Environmental Engineering at Drexel University.

Mr. Gurian’s research interests are in risk assessment, including both chemical and microbiological health risks. He is the principal investigator of an Environmental Protection Agency (EPA) funded project identifying risk factors and developing decision support tools for managing water quality in building plumbing systems.

SPEAKER INFORMATION

Date: Thursday, November 8, 2018
Event: Outreach/Communications Track - Media Panel
Time: 9:30 am – 11:30 am

Bret Jaspers
Senior Field Correspondent
KJZZ
Phone: 480 834 5627
bjaspers@rioradio.org

Bret Jaspers reports on the West Valley (and elsewhere) for KJZZ, a National Public Radio station in Phoenix, Arizona.

Mr. Jaspers was previously the managing editor for news at WSKG in upstate New York. Before that, he was a producer at WYPR in Baltimore and at Wisconsin Public Radio.

Mr. Jaspers' stories have aired on NPR's Morning Edition, Weekend Edition, and Here & Now. Way back when, he started as an intern and fill-in producer at WNYC's "On the Media", and then helped out on "The Brian Lehrer Show" and "Soundcheck". When he's not covering the news, Mr. Jaspers is probably running, reading, or eating. Mr. Jaspers is also a member of Actors' Equity Association, the union for professional stage actors.

SPEAKER INFORMATION

Date: Wednesday, November 7, 2018
Event: Water Efficiency and Sustainability Topics
"Smart Cities and Water Reuse"
Time: 1:30 pm – 2:20 pm

Markus Lenger PhD

Chief Executive Officer and Co-founder

CleanBlu Innovations, Inc.

Phone: 949 200-6226

markuslenger@cleanblu.com

Markus Lenger is chief executive officer (CEO) and co-founder of CleanBlu Corporation, which is dedicated to innovating wastewater industry processes to the consumer level, using a sustainable and ecological approach.

Dr. Lenger holds degrees in electrical engineering, laser technology and physics, and during his 30-year career in wastewater, he developed, patented and marketed an at-source, in-situ FOG reduction system and a FOG-to-biofuel feedstock conversion system.

More recently, and in collaboration with Whirlpool Corporation, Dr. Lenger has designed and built a revolutionary residential greywater processing prototype, installed at the Net-Zero energy and water project called ReNEWW House in West Lafayette, Indiana.

SPEAKER INFORMATION

Date: *Wednesday, November 7, 2018*
Event: *“Solution Stories: How We’re Overcoming Our Biggest Water Challenges”*
Time: *8:30 am – 9:30 am*

Date: *Thursday, November 8, 2018*
Event: *Outreach/Communications Track - Media Panel*
Time: *9:30 am – 11:30 am*

Tara Lohan
Deputy Editor
The Revelator
Former Managing Editor of Water Deeply
Phone: 415 516 9444
tlohan@gmail.com

Tara Lohan is a deputy editor of The Revelator, the environmental magazine of the Center for Biological Diversity. Ms. Lohan was formerly the managing editor at News Deeply where she directed Water Deeply’s coverage of water issues in the American West.

Ms. Lohan has been writing about the confluence of water, energy and climate issues for more than 15 years and has spent over a decade leading digital news platforms tackling critical environmental issues.

Ms. Lohan is the editor of two books on the global water crisis and solutions. She tweets from @TaraLohan and lives in San Francisco, California.

SPEAKER INFORMATION

Date: Tuesday, November 6, 2018
Event: Home Builders Panel
Time: 1:00 pm – 2:30 pm

Phillippe Lord
Chief Operating Officer
Meritage Homes
philippe.lord@meritagehomes.com

Phillippe Lord has served as chief operating officer and executive vice president of Meritage Homes Corporation since April 2015. Previously, Mr. Lord served as president of The West Region of Meritage Homes Corporation for three years.

Mr. Lord is an experienced professional in the homebuilding industry and has been with Meritage Homes since 2008 as vice president of its strategic operations and market research department, which is primarily responsible for evaluation and recommendations on all land acquisitions, product placement and pricing until April 2012. He was instrumental in developing this industry-leading research and analysis group for Meritage Homes.

Mr. Lord previously held leadership positions with Acacia Capital, Centex Homes and Pinnacle West Capital prior to joining Meritage Homes. Mr. Lord earned his bachelor's degree in economics and business from Colorado State University and completed his master's coursework in economics at the University of Arizona.

SPEAKER INFORMATION

Date: *Thursday, November 8, 2018*
Event: *Technical Track*
“Water Demand Trends, Efficiency and the Future of Urban Water Use”
Time: *9:30 am – 11:30 am*

Peter Mayer
Engineer
Water Demand
Phone: 720 318 4232
peter.mayer@waterdm.com

Peter Mayer is a professional engineer and urban water expert in the areas of water use, water efficiency, demand management, and water resource planning. For more than 20 years, Mr. Mayer’s work has focused on urban water management, researching water use patterns, assessing the impact of water rate structures, evaluating water efficiency measures and programs, forecasting future demand with and without conservation, preparing water demand management plans and conducting water supply scenario analysis.

Mr. Mayer was the lead author for the Water Research Foundation (WRF) “Residential End Uses of Water” studies published in 1999 and 2016 and a key contributor to the companion “Commercial and Institutional End Uses of Water” study. In 2017 Mr. Mayer published ground breaking research on peak demand management through advanced irrigation control. He is currently leading three research studies for WRF and the Alliance for Water Efficiency (AWE) on meter sizing, outdoor water savings, and drought response, developing demand management plans with New York City Department of Environmental Protection, and a team member consultant for the Colorado State Water Supply Initiative.

In 2013, Mr. Mayer founded WaterDM – Water Demand Management. WaterDM’s current clients include: the New York City Water Board, Colorado Water Conservation Board, AWE, Rachio, WRF, and Northern Water.

Mr. Mayer is vice chair of the AWWA Customer Metering and Practices committee, he chaired the subcommittee that prepared the 3rd edition of AWWA’s M22 Sizing of Water Service Lines and Meters manual and is leading the effort to prepare the 4th edition. He is a four-time winner of AWWA and ASCE Journal “Best Paper” awards. He is a regular contributor to the AWWA Journal.

Mr. Mayer earned his master’s degree in water resources engineering from the University of Colorado in Boulder and holds a bachelor’s degree from Oberlin College.

SPEAKER INFORMATION

Date: *Tuesday, November 6, 2018*
Event: *Commerce Topics – Panel Discussion*
Time: *2:50 pm – 4:00 pm*

Yvonne Orgill
Chief Executive
Bathroom Manufacturers Association (BMA)
Phone: +44 1782 631619
yvonne.orgill@bathroom-association.org.uk

Yvonne Orgill has over 30 years of experience in the United Kingdom (UK) bathroom industry and is well recognized as a leader and influencer. Ms. Orgill has held the position of chief executive of the Bathroom Manufacturers Association (BMA) since 2006, having joined the association as an information assistant in 1986.

Ms. Orgill is passionate about the industry and regularly attends meetings with the UK Government, the European Commission and trade forums to represent the interest of members.

Since Ms. Orgill's appointment as CEO, the BMA has gone from strength to strength and is respected as 'The Voice of the UK Bathroom Industry'. The BMA is the only one to represent the UK bathroom industry and includes over 110 well-recognized bathroom brands, service providers and representatives from print and digital media.

Ms. Orgill is a key activist in bringing the European Labelling schemes together under one fully supported scheme - Water Label that provides an easy to understand label depicting water and energy use. The label is now under the direction of the European Bathroom Forum which is supported by 63 major players. The Water Label is supported by 141 major brands and a database of live products reaching 11,000. Over 3,500 products have been cleansed from the scheme.

In 2013, Ms. Orgill received the prestigious KBBReview Special Achievement Award which is given to those individuals who have made an 'outstanding contribution to the kitchen and bathroom industry'. The BMA and the Water Label have also received numerous awards and nominations, including being shortlisted for the respected Guardian Sustainable Business Awards which encompass the social and environmental impacts of business

Ms. Orgill's latest quest is to champion the campaign to eradicate the UK market of non-compliant products to ensure the health and safety of the UK consumer is maintained at the highest level.

SPEAKER INFORMATION

Date: *Wednesday, November 7, 2018*
Event: *PMI Economic Data Report*
“Helping the Plumbing Manufacturing Industry Tell Its Economic Story”
Time: *2:40 pm – 3:00 pm*

Sean Reilly
Partner
Director, Washington D.C. Operations
John Dunham & Associates
Phone: 703 855 6930
smr@guerrillaeconomics.com

Sean Reilly is a partner and director of Washington D.C. Operations at John Dunham and Associates. He joined the firm in 2011 and is responsible for economic research, statistical analysis, data management and business development. Prior to joining the firm, Mr. Reilly was vice president, Public Relations and Research at the Can Manufacturers Institute.

Mr. Reilly was educated at George Mason University where he earned both a Bachelor of Arts in government and politics and economics and a Master of Public Administration. While there, he also received a Certificate in Association Management.

SPEAKER INFORMATION

Date: *Wednesday, November 7, 2018*
Event: *Advocacy/Government Affairs Topics – Panel Discussion*
Time: *10:50 am – 12:00 pm*

Stephanie Salmon

Plumbing Manufacturers International (PMI) Government Relations Consultant,
Washington D.C.

President – Potomac Government Relations

Phone: 202 452 735

ssalmondc@gmail.com

Stephanie Salmon is president of Potomac Government Relations, a government affairs and public policy firm located on Capitol Hill in Washington, D.C. She has over 25 years of government relations experience and works with clients to represent their policy priorities before the Congress, the Executive Branch and regulatory bodies on issue areas such as manufacturing, environment, water, trade, energy, workforce, tax, and appropriations. She has successfully organized and managed dozens of Government Affairs Advocacy Days and Washington conferences.

Before starting her business in 2013, Ms. Salmon was vice president of government relations at the public relations and government relations firm of Artemis Strategies for three years where she managed the government affairs efforts of three manufacturing trade associations.

From 1998 until June 2010, Ms. Salmon served in a variety of positions for the Washington, DC-based government affairs firm of Waterman & Associates, including vice president of government affairs. She oversaw the government affairs services for several metalworking-related associations.

Ms. Salmon is a member of the Ripon Society, Women in Government Relations, and serves on a number National Association of Manufacturers (NAM) policy committees. Ms. Salmon graduated from the American University with a Bachelor of Arts in international relations, with a concentration in economics and business. A native of Cincinnati, Ohio, Ms. Salmon resides in Arlington, Virginia with her husband and three children.

SPEAKER INFORMATION

Date: Tuesday, November 6, 2018 – Thursday, November 8, 2018
Event: Master of Ceremonies

Date: Wednesday, November 7, 2018
Event: "The Paradox of Potential"
Time: 4:00 pm – 5:00 pm

Thom Singer

Growth Leadership Speaker and Master of Ceremonies
Build Influence/Unlock Potential/Drive Performance

Phone: 512 970 0398

thom@thomsinger.com

After a successful career in sales and marketing, Thom Singer became a growth leadership speaker and master of ceremonies in 2009. A decade later he has brought his high energy presentations and action-oriented content to over 700 audiences. Mr. Singer knows that as the speaker or master of ceremonies he has a responsibility to set the tone for a strong conference attendee experience. Known as "The Conference Catalyst" he creates an atmosphere of fun and interaction that lasts beyond his presentation.

Mr. Singer earned his Certified Speaking Professional (CSP) in 2014 and is committed to the business of meetings. He is the author of 12 books and is the host of the popular "Cool Things Entrepreneurs Do" podcast. On his show he has interviewed over 350 entrepreneurs, solopreneurs, business leaders and others with a focus on discovering how the most successful people get farther across the gap between potential and results.

SPEAKER INFORMATION

Date: Tuesday, November 6, 2018
Event: "Arizona Municipalities – Keeping the Glass Full"
Time: 10:20 am – 11:00 am

Warren Tenney
Executive Director
Arizona Municipal Water Users Association (AMWUA)
Phone: 602 248 8482
wtenney@amwua.org

Warren Tenney is executive director for the Arizona Municipal Water Users Association (AMWUA). AMWUA is comprised of ten Arizona municipalities who work collaboratively on water resource issues and advocate for sound water management policies. AMWUA's members include Avondale, Chandler, Gilbert, Glendale, Goodyear, Mesa, Peoria, Phoenix, Scottsdale, and Tempe, which collectively provides water to more than half of Arizona's population.

Before becoming AMWUA's executive director, Mr. Tenney had been the assistant general manager for Metro Water District in Pima County, Arizona, since 1994.

Mr. Tenney was a two-term elected member of the Central Arizona Project (CAP) Board of Directors representing Pima County. While a Board member, he served as vice-president of the CAP Board for three years and also served as chair of the Public Policy Committee. Mr. Tenney resigned his CAP Board position in January 2016 to join AMWUA.

Mr. Tenney is a member of the Governor's Water Augmentation Council and is a fourth generation Arizonan. He earned his Bachelor of Arts at Arizona State University and a Master of Arts at Northern Arizona University.

SPEAKER INFORMATION

Date: *Tuesday, November 6, 2018*
Event: *Keynote*
“The Big AHA: How to Embrace Today’s Trends to Create Tomorrow’s Opportunities”
Time: *9:00 am – 10:00 am*

Jack Uldrich

Global Futurist, Speaker, Author
Convention Connection
Phone: 612 267 1212
Jack@jackuldrich.com

Jack Uldrich is a well-recognized global futurist, speaker, and author of eleven books, including award-winning best sellers. He is a frequent speaker on technology, change management and leadership and has addressed hundreds of corporations, associations and not-for-profit organizations on five continents. He regularly makes television appearances on the Science Channel, the Discovery Channel and is a frequent guest on major media outlets, including CNN, CNBC and National Public Radio.

Mr. Uldrich is also an ongoing contributor on emerging technologies and future trends for a number of publications, including The Wall Street Journal, Forbes, Wired Magazine and BusinessWeek.

Mr. Uldrich is a former naval intelligence officer and Defense Department official. He served as the director of the Minnesota Office of Strategic and Long-Range Planning under Minnesota Governor Jesse Ventura. His most recent book is “Foresight 20/20: A Futurist Explores the Trends Transforming Tomorrow” and his forthcoming book is “Business as Unusual: How to Future-Proof Yourself Against Tomorrow’s Transformational Trends, Today.”

SPEAKER INFORMATION

Date: Tuesday, November 6, 2018
Event: Home Builders Panel
Time: 1:00 pm – 2:30 pm

David Viger
Regional President
Richmond American Homes
david.viger@mdch.com

Highly motivated, passionate, goal-oriented, and driven are just a few words that describe David Viger. He is an individual who prides himself on overcoming adversity and he approaches any challenge with determination and hard work. As an executive in the homebuilding industry, he is a leader who builds solid relationships and empowers his people to “get things done.”

Mr. Viger attended the United States Naval Academy in Annapolis, Maryland, where he played for the Navy football team and graduated with a Bachelor of Science. From there, he attended Surface Warfare School and joined the fleet as an Ensign in the United States Navy. Mr. Viger ended his naval career at the rank of Lieutenant. A celebrated record with the Navy football team ultimately led Mr. Viger to an unrestricted free agent career with the New York Jets. After his stint in the NFL, he was ready for a different kind of career.

Mr. Viger’s father had held various construction/homebuilding industry positions and David always had an interest in the industry. In 2004, Mr. Viger joined Richmond American Homes as a job site construction superintendent in Las Vegas. In 2006, he was sent to Southern California as the director of purchasing in Los Angeles.

By the end of 2006, Mr. Viger had become Richmond American’s division president in Southern Colorado and a year later, the Utah division was added to his already busy workload. Richmond American consolidated the entire Colorado Front Range into one division, and Mr. Viger took on the role of president of what became the company’s largest division in 2009.

Mr. Viger joined a Las Vegas-based privately-owned homebuilder, Harmony Homes, as their regional president. Mr. Viger led the acquisitions and set-up two satellite divisions in Southern California and in Dallas, Texas.

In April 2012, Mr. Viger accepted an exciting opportunity to revitalize the Phoenix market as the president of Richmond American Homes of Arizona. Since rejoining the team, he has assumed the title of regional president, and currently oversees the business for the Phoenix, Tucson, Salt Lake, Jacksonville, Orlando, and South Florida divisions.

SPEAKER INFORMATION

Date: Tuesday, November 6, 2018
Event: Commerce Topics – Panel Discussion
Time: 2:50 pm – 4:00 pm

Marisa Walker

Senior Vice President, Infrastructure
Arizona Commerce Authority
Phone: 602 845 1297

MarisaW@AZcommerce.com

Marisa Walker began her professional career at the University of Arizona, where for more than a decade she held positions that advised the University's associate vice president for economic development on Arizona-Mexico and NAFTA issues; analyzed border economic development opportunities and competitive advantages; and organized forums and symposiums on trilateral collaborations among academic institutions in Canada and Mexico in the areas of university research parks, agricultural biosciences and optical sciences-photonics.

Ms. Walker has authored several reports on subjects including cross-border economic integration and development; targeted industry assessments of Arizona's Bioscience and Software Industries; and women entrepreneurship and business ownership in the state. Ms. Walker has also served as the executive director for the Arizona Governor's CANAMEX Task Force where she was responsible for managing projects and priorities regarding transportation and telecommunication infrastructure; technology and process enhancements for cross border shipments; and international trade policy.

Currently, Ms. Walker leverages the relationship between economic development strategies and infrastructure assets/investments. Key areas include the CANAMEX Corridor, the recently designated I-11, multimodal logistic centers, and Arizona's international gateways – notably along the Arizona/Mexico border.

SPEAKER INFORMATION

Date: *Tuesday, November 6, 2018*
Event: *Home Builders Panel*
Time: *1:00 pm – 2:30 pm*

Andy Warren

President

Maracay Homes (a division of Tri-Pointe)

awarren@maracayhomes.com

Andy Warren is president of Arizona homebuilder Maracay, a member of the TRI Pointe Group (NYSE: TPH). Maracay is a Scottsdale, Arizona-based builder that focuses exclusively on the Arizona market, building communities in the greater Phoenix and Tucson areas.

Before joining Maracay in 2009, Mr. Warren devoted five years as partner and chief operating officer (COO) of EYA, LLC, a private, urban-infill homebuilder and developer based in Bethesda, Maryland, servicing the Washington, D.C. area. Prior to that, he spent 16 years in various capacities with Bethesda, Maryland-based Winchester Homes, ultimately serving as the company's executive vice president.

Mr. Warren is an executive committee board member and serves as chairman of the Greater Phoenix Economic Council (GPEC); he received GPEC's Distinguished Service Award in 2012. He also is a board member with the Home Builders Association of Central Arizona (HBACA), serves on the Urban Land Institute (ULI) Arizona Advisory Board, and is a past member of Greater Phoenix Leadership. His market insights have been quoted in national publications, including the New York Times and Wall Street Journal. Mr. Warren holds a Master of Business Administration (MBA) degree in finance from George Washington University and a bachelor's degree in business administration from Wake Forest University.

SPEAKER INFORMATION

Date: Thursday, November 8, 2018
Event: Technical Track
"The Most Monitored Home in America: Plumbing for Innovation and Prosperity"
Time: 9:30 am – 11:30 am

Andrew Whelton PhD
Associate Professor
Purdue University
Phone: 540 230 6069
awhelton@purdue.edu

Andrew Whelton is an associate professor in the Purdue University Lyles School of Civil Engineering and Division of Environmental and Ecological Engineering.

Dr. Whelton is the principal investigator of a national priorities research program established by congress and executed through the Environmental Protection Agency (EPA). The program involves Michigan State University, Tulane University, San Jose State University, and Manhattan College and 31 public and private sector partners.

SPEAKER INFORMATION

Date: *Tuesday, November 6, 2018*
Event: *Home Builders Panel*
Time: *1:00 pm – 2:30 pm*

Connie Wilhelm

CEO

Home Builders Association of Central Arizona (HBACA)

wilhelmc@hbaca.org

Connie Wilhelm currently serves as chief executive officer of the Home Builders Association of Central Arizona, a trade association for the homebuilding and development industry. The Association, an affiliate of the National Association of Home Builders, represents approximately 500 home builders, suppliers, subcontractors and service professionals involved in the home building industry.

Ms. Wilhelm has been at the forefront of workforce development efforts in Arizona for underserved populations including refugees and ex-offenders. Through the Association's charity, Home Builders Care, she has developed an employer centric training program at the Lewis Prison Second Chance Center to train inmates in basic trade skills 8-10 weeks prior to their release.

Ms. Wilhelm currently serves on the board of directors of the Arizona Tax Research Association, the Arizona Science Center, the Governor's Regulatory Review Committee, and is a member of the County Attorney's Business Advisory Committee and the Department of Corrections Stakeholders Committee.

Other positions she has held include: board of directors of the Federal Home Loan Bank of San Francisco, the Arizona Housing Commission, the Arizona Chamber of Commerce, the Arizona Foundation for Resource Education, Teach for America, and the National Association of Home Builders' Construction, Safety and Health Committee.

Ms. Wilhelm got her bachelor's degree from the University of Montana and a Master of Business Administration (MBA) from Arizona State University.

SPEAKER INFORMATION

Date: Thursday, November 8, 2018
Event: Outreach/Communications Track - Media Panel
Time: 9:30 am – 11:30 am

Ashlei Williams

Editorial Director, Plumbing Engineer

CMO, PHCP Pros

Phone: 847 564 1127

ashlei@tmbpublishing.com

Specializing in multimedia narratives, Ashlei Williams has been telling stories to business, philanthropic, minority and academic audiences for a decade.

Currently, Ms. Williams serves as chief marketing officer of PHCP Pros and editor of Plumbing Engineer magazine. In her work, Ms. Williams leads integrated communications strategic planning, aids in business development, spearheads content innovation and development, and engages with the plumbing industry at all levels.

Ms. Williams specializations include magazine journalism, digital marketing, media relations, and creative writing. She earned her master's in journalism from Northwestern University's Medill School and bachelor's in english from Spelman College.

Ms. Williams resides in Memphis, Tennessee where she is active in the community through Junior League of Memphis, NEXUS Leaders Incorporated, and STS Enterprise Corporation. She is also a member of ColorComm Network, the National Alumnae Association of Spelman College, and Northwestern Alumni Association.