Connect, Collaborate and Advocate
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Warren Tenney
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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 Bhabrawala, 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 pm  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:**

- International Code Council Evaluation Services  
  [www.icc-es.org](http://www.icc-es.org)

- LIXIL  
  [www.lixil.com](http://www.lixil.com)

**SILVER SPONSORS**

- American Society of Plumbing Engineers (ASPE)  
  [www.aspe.org](http://www.aspe.org)

- BNP Media/Supply House Times/Reeves Journal  
  [www.bnpmedia.com](http://www.bnpmedia.com)

- CSA Group  
  [www.csa.ca](http://www.csa.ca)

- NSF International  
  [www.nsf.org](http://www.nsf.org)

- Plumbing Engineer Magazine  
  [www.phcppros.com](http://www.phcppros.com)

- World Vision  
  [www.worldvision.org](http://www.worldvision.org)

**EVENT SPONSORS**

- International Association of Plumbing and Mechanical Officials  
  [www.iapmo.org](http://www.iapmo.org)  
  (Badge Schedule)

- LIXIL  
  [www.lixil.com](http://www.lixil.com)  
  (Coffee Break)
2018 PMI Board of Directors

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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.
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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
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<td>3TG</td>
<td>Tin, Tungsten, Tantalum, Gold (Dodd-Frank Act)</td>
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<td>4MS</td>
<td>Four Member States (UK, France, Germany, Netherlands)</td>
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<td>ABA</td>
<td>Architectural Barriers Act</td>
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<td>AAC</td>
<td>ANSI Accreditation Committee</td>
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<td>ACCA</td>
<td>Air Conditioning Contractors of America</td>
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<td>ACIA</td>
<td>American Construction Inspectors Association</td>
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<td>ADA</td>
<td>Americans with Disabilities Act</td>
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<tr>
<td>ADAAG</td>
<td>Americans with Disabilities Act Accessibility Guidelines</td>
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<td>AEESP</td>
<td>Association of Environmental Engineering and Science Professors</td>
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<td>AGA</td>
<td>American Gas Association</td>
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<tr>
<td>AHAM</td>
<td>Association of Home Appliance Manufacturers</td>
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<td>AHMA</td>
<td>Association of Hardware Manufacturers Association</td>
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<td>AIA</td>
<td>American Institute of Architects</td>
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<td>ANSI</td>
<td>American National Standards Institute</td>
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<td>ARCSA</td>
<td>American Rainwater Catchment System Association</td>
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<td>ASA</td>
<td>American Supply Association</td>
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<tr>
<td>ASHRAE</td>
<td>American Society of Heating, Refrigeration and Air-Conditioning Engineers</td>
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<td>ASME</td>
<td>American Society of Mechanical Engineers</td>
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<td>ASPE</td>
<td>American Society of Plumbing Engineers</td>
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<tr>
<td>ASSE</td>
<td>American Society of Sanitary Engineering</td>
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<tr>
<td>ASTM International</td>
<td>Formerly American Society of Testing and Materials</td>
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<td>ARI</td>
<td>Air Conditioning and Refrigeration Institute</td>
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<td>AWE</td>
<td>Alliance for Water Efficiency</td>
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<td>AWWA</td>
<td>American Water Works Association</td>
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<td>Building Information Modeling</td>
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<td>BMA</td>
<td>Bathroom Manufacturers Association</td>
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<td>BMS</td>
<td>Building Management System</td>
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<td>BOCA</td>
<td>Building Officials and Code Administrators International</td>
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<td>BOMA</td>
<td>Building Owners and Managers Association</td>
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<td>BSC</td>
<td>California Building Standards Commission</td>
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<td>Btu</td>
<td>British thermal unit</td>
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<tr>
<td>C3</td>
<td>Comprehensive Consensus Code</td>
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<td>CACP</td>
<td>Canadian Advisory Council on Plumbing</td>
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<td>CBECs</td>
<td>Commercial Building Energy Consumption Survey</td>
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<td>CCBFC</td>
<td>Canadian Commission on Building and Fire Codes</td>
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<td>CDA</td>
<td>Copper Development Association</td>
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<td>CDPH</td>
<td>California Department of Public Health</td>
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<td>CEC</td>
<td>California Energy Commission</td>
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<td>CEE</td>
<td>Consortium for Energy Efficiency</td>
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<td>CEIR</td>
<td>Comité Européen de L'Industrie de la Robinetterie (European Valve Association)</td>
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<tr>
<td>cfm</td>
<td>Cubic feet per minute</td>
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<td>CFR</td>
<td>Code of Federal Regulations</td>
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<td>CIE</td>
<td>Commission Internationale de L'Eclairage (International Commission on Illumination)</td>
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<td>CIPH</td>
<td>Canadian Institute of Plumbing and Heating</td>
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<td>CISPI</td>
<td>Cast Iron Soil Pipe Institute</td>
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<td>CLCA</td>
<td>California Landscape Contractors Association</td>
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<td>Formerly Canadian Standards Association</td>
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<td>CSI</td>
<td>Construction Specifications Institute</td>
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<td>CUWCC</td>
<td>California Urban Water Conservation Council</td>
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<td>Department of Defense</td>
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<td>Environmental Product Declaration</td>
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<td>Fair Housing Accessibility Guidelines</td>
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<td>Federal Trade Commission</td>
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<td>GAMA</td>
<td>Gas Appliance Manufacturers Association</td>
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<td>GBI</td>
<td>Green Building Initiative</td>
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<tr>
<td>gpf</td>
<td>Gallons per flush</td>
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<td>gpm</td>
<td>Gallons per minute</td>
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<td>GPMCS</td>
<td>Green Plumbing and Mechanical Code Supplement</td>
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<td>General Services Administration</td>
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<td>Global warming potential</td>
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<td>Global Water Works</td>
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<td>HVAC&amp;R</td>
<td>Heating, ventilation, air-conditioning, and refrigeration</td>
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<td>IA</td>
<td>Irrigation Association</td>
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<td>IAEI</td>
<td>International Association of Electrical Inspectors</td>
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<td>IAHRE</td>
<td>International Association for Hydro-Environment Engineering and Research</td>
</tr>
<tr>
<td>IAPMO</td>
<td>International Association of Plumbing and Mechanical Officials</td>
</tr>
<tr>
<td>IAPMO ES</td>
<td>IAPMO Evaluation Service</td>
</tr>
<tr>
<td>IAPMO R&amp;T</td>
<td>IAPMO Research and Testing</td>
</tr>
<tr>
<td>IAPMO T&amp;S</td>
<td>IAPMO Testing and Services</td>
</tr>
<tr>
<td>IAS</td>
<td>International Accreditation Service</td>
</tr>
<tr>
<td>IAQ</td>
<td>Indoor air quality</td>
</tr>
<tr>
<td>IBC</td>
<td>International Building Code</td>
</tr>
<tr>
<td>ICBO</td>
<td>International Conference of Building Officials</td>
</tr>
<tr>
<td>ICC</td>
<td>International Code Council</td>
</tr>
<tr>
<td>ICC ES</td>
<td>International Code Council Evaluation Service</td>
</tr>
<tr>
<td>IgCC</td>
<td>International Green Construction Code</td>
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</table>
**Index of Industry Acronyms (cont.)**

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

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

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>UUT</td>
<td>Unit under test</td>
</tr>
<tr>
<td>VDMA</td>
<td>German Valve Association</td>
</tr>
<tr>
<td>VOC</td>
<td>Volatile organic compound</td>
</tr>
<tr>
<td>VoW</td>
<td>Value of Water Coalition</td>
</tr>
<tr>
<td>WE-Stand</td>
<td>IAPMO’s Water Efficiency and Sanitation Standard</td>
</tr>
<tr>
<td>WEF</td>
<td>Water Environment Foundation</td>
</tr>
<tr>
<td>WERF</td>
<td>Water Environment Research Foundation</td>
</tr>
<tr>
<td>WFCA</td>
<td>Western Fire Chiefs Association</td>
</tr>
<tr>
<td>WPC</td>
<td>World Plumbing Council</td>
</tr>
<tr>
<td>WQA</td>
<td>Water Quality Association</td>
</tr>
<tr>
<td>WRAS</td>
<td>Water Regulations Advisory Scheme</td>
</tr>
</tbody>
</table>

*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:**

1997  Gary Turner, Teledyne Water Pik  
1996  Alan Lougee, Chicago Faucet Company  
1995  Patrick Kelly, Haws Corporation  
1994  Alan Barry, Brasscraft/Masco  
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 Renfroe, 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
# 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Introduction and Welcome</td>
<td>Singer</td>
</tr>
<tr>
<td></td>
<td>Call to Order and Opening Remarks/Antitrust Compliance Statement</td>
<td>Jahrling</td>
</tr>
<tr>
<td></td>
<td>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 <a href="#">here</a>.</td>
<td></td>
</tr>
<tr>
<td>9:00 AM</td>
<td>Conference Begins</td>
<td></td>
</tr>
</tbody>
</table>
# AGENDA | 1.0 KEYNOTE ADDRESS: JACK ULDRICH

**DATE:**  
Tuesday, November 6, 2018  
**PLACE:**  
The Wigwam, Litchfield Park, AZ  
**TIME:**  
9:00 AM – 10:00 AM  
**ROOM:**  
Wigwam Ballroom

<table>
<thead>
<tr>
<th>Time</th>
<th>1.1 Introduction</th>
<th>1.2 The Big AHA: How to Embrace Today’s Trends to Create Tomorrow’s Opportunities</th>
<th>1.3 Questions and Answers</th>
<th>1.4 Summary and Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>Jahrling</td>
<td>Uldrich, Global Futurist, Author and Speaker on Technology, Change Management and Leadership</td>
<td>Uldrich</td>
<td>Singer</td>
</tr>
<tr>
<td>9:50 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 AM</td>
<td></td>
<td></td>
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</table>
# 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:20 AM</td>
<td>2.1 Introduction</td>
<td>Singer</td>
</tr>
<tr>
<td>10:20 AM</td>
<td>2.2 Arizona Municipalities – Keeping the Glass Full</td>
<td>Tenney</td>
</tr>
<tr>
<td></td>
<td>Warren Tenney, Executive Director, Arizona Municipal Water Users Association (AMWUA)</td>
<td></td>
</tr>
<tr>
<td>10:50 AM</td>
<td>2.3 Questions and Answers</td>
<td>Tenney</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>2.4 Summary and Close</td>
<td>Singer</td>
</tr>
</tbody>
</table>
**AGENDA | 3.0 SPECIAL PRESENTATION: PETE DEMARCO**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 AM</td>
<td><strong>3.1 Introduction</strong></td>
<td>Singer</td>
</tr>
<tr>
<td>11:50 AM</td>
<td><strong>3.2 A U.S. Perspective on the Development of ISO/PC 316</strong>&lt;br&gt;<strong>An International Water Efficiency Labelling Standard</strong>&lt;br&gt;Pete DeMarco, Executive Vice President of Advocacy and Research, IAPMO, and Chair of the U.S. Technical Advisory Group for ISO/PC 316</td>
<td>DeMarco</td>
</tr>
<tr>
<td>12:00 PM</td>
<td><strong>3.3 Questions and Answers</strong></td>
<td>DeMarco</td>
</tr>
<tr>
<td></td>
<td><strong>3.4 Summary and Close</strong></td>
<td>Singer</td>
</tr>
</tbody>
</table>
### 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Moderator</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 PM</td>
<td><strong>4.1 Introductions</strong></td>
<td>Singer</td>
</tr>
<tr>
<td></td>
<td><strong>4.2 Home Builders Panel Discussion</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moderated By: Thom Singer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Phillippe Lord, Chief Operating Officer and Executive Vice President, Meritage Homes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Bob Flaherty, Division President, Toll Brothers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• David Viger, Regional President, Richmond American Homes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Andy Warren, President, Maracay Homes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Connie Wilhelm, Chief Executive Officer, Home Builders Association of Central Arizona</td>
<td></td>
</tr>
<tr>
<td>2:10 PM</td>
<td><strong>4.3 Questions and Answers</strong></td>
<td>Panel</td>
</tr>
<tr>
<td>2:30 PM</td>
<td><strong>4.4 Summary and Close</strong></td>
<td>Singer</td>
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</table>
AGENDA | 5.0 COMMERCE TOPICS PANEL DISCUSSION

DATE:       TUESDAY, NOVEMBER 6, 2018  TIME:            2:50 PM – 4:00 PM
PLACE:      THE WIGWAM, LITCHFIELD PARK, AZ  ROOM:            WIGWAM BALLROOM

COMMERCIAL COMMITTEE CO-CHAIRS:
CAROL BARICOVICH, INSinkERATOR (2016 THROUGH 2018)
ERIK THEISEN, T&S BRASS & BRONZE WORKS, INC. (2017 THROUGH 2018)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:50 PM</td>
<td>5.1 Introductions</td>
<td>Singer</td>
</tr>
<tr>
<td></td>
<td>5.2 Commerce Topics with a Focus on Trade Issues</td>
<td>Salim Bhabrawala, 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</td>
</tr>
<tr>
<td>3:40 PM</td>
<td>5.3 Questions and Answers</td>
<td>Panel</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>5.4 Summary and Close</td>
<td>Singer</td>
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### Time

<table>
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<th>Time</th>
<th>1.1</th>
<th>Call to Order and Opening Remarks/Antitrust Compliance Statement</th>
<th>Singer</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td></td>
<td>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 <a href="#">here</a>.</td>
<td></td>
</tr>
<tr>
<td>8:35 AM</td>
<td>1.2</td>
<td>Introduction</td>
<td>Kogler</td>
</tr>
<tr>
<td>8:35 AM</td>
<td>1.3</td>
<td>Solution Stories: How We're Overcoming Our Biggest Water Challenges</td>
<td>Lohan</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tara Lohan, Deputy Editor, The Revelator, Center for Biological Diversity, Former Managing Editor of Water Deeply</td>
<td></td>
</tr>
<tr>
<td>9:20 AM</td>
<td>1.4</td>
<td>Questions and Answers</td>
<td>Lohan</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>1.5</td>
<td>Summary and Close</td>
<td>Singer</td>
</tr>
<tr>
<td>Time</td>
<td>Topic</td>
<td>Presenter</td>
<td></td>
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<tr>
<td>9:30 AM</td>
<td>Introduction</td>
<td>Singer</td>
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<tr>
<td>9:30 AM</td>
<td>2.1 Introduction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 AM</td>
<td>2.2 Legionella Risks, Management Principles and Guidance</td>
<td>Cotruvo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Joseph Cotruvo, Ph.D., BCES, President, Joseph Cotruvo &amp; Associates, LLC</td>
<td></td>
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<tr>
<td>10:20 AM</td>
<td>2.3 Questions and Answers</td>
<td>Cotruvo</td>
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<tr>
<td>10:30 AM</td>
<td>2.4 Summary and Close</td>
<td>Singer</td>
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**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
**AGENDA | 3.0 Advocacy Government Affairs Topics Panel Discussion**

**DATE:**  WEDNESDAY, NOVEMBER 7, 2018  
**TIME:**  10:50 AM – 12:00 PM  
**PLACE:**  THE WIGWAM, LITCHFIELD PARK, AZ  
**ROOM:**  WIGWAM BALLROOM  

**Advocacy Government Affairs Co-Chairs:**  
Martin Knieps, Viega, LLC (2017 through 2018)  
Michael Martinez, Delta Faucet Company (2018 through 2019)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>10:50 AM</td>
<td>3.1 Introductions</td>
<td>Singer</td>
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<tr>
<td>10:50 AM</td>
<td>3.2 Commerce Topics with a Focus on Trade Issues</td>
<td>Panel</td>
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<td></td>
<td>Moderated By: Martin Knieps, Viega LLC and Michael Martinez, Delta Faucet Company</td>
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<td>Jim Buster, CEO, Southwest Resource Strategies</td>
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<td>Jerry Desmond, PMI government affairs consultant (California), Desmond &amp; Desmond LLC</td>
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<td>Stephanie Salmon, PMI government affairs consultant (Washington D.C.), Potomac Government Relations LLC</td>
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<tr>
<td>11:35 AM</td>
<td>3.3 Questions and Answers</td>
<td>Singer</td>
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<tr>
<td>12:00 PM</td>
<td>3.4 Summary and Close</td>
<td>Panel</td>
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</table>
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
## 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)

<table>
<thead>
<tr>
<th>Time</th>
<th>5.1</th>
<th>Introductions</th>
<th>Singer</th>
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<tbody>
<tr>
<td>1:30 PM</td>
<td>5.2</td>
<td>Introduction</td>
<td>McLeod</td>
</tr>
<tr>
<td>1:35 PM</td>
<td>5.3</td>
<td>Water Reuse in Arizona and Potential Impacts on Premise Plumbing</td>
<td>Fox</td>
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<td>Peter Fox, Professor of Environmental Engineering, School of Sustainable Engineering and the Built Environment, Arizona State University</td>
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<td>1:55 PM</td>
<td>5.4</td>
<td>Questions and Answers</td>
<td>Fox</td>
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<tr>
<td>2:00 PM</td>
<td>5.5</td>
<td>Introduction</td>
<td>Gleiberman</td>
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<td></td>
<td>5.6</td>
<td>Smart Cities and Water Reuse</td>
<td>Lenger</td>
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<td>Marcus Lenger, CEO, CleanBlu Innovations, Inc.</td>
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<td>2:15 PM</td>
<td>5.7</td>
<td>Questions and Answers</td>
<td>Lenger</td>
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<tr>
<td>2:20 PM</td>
<td>5.8</td>
<td>Summary and Close</td>
<td>Singer</td>
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<tr>
<td>Time</td>
<td>Item</td>
<td>Speaker</td>
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<tr>
<td>2:40 PM</td>
<td>6.1 Introduction</td>
<td>Singer</td>
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<td></td>
<td>6.2 PMI Economic Data Report</td>
<td>Reilly</td>
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<td>Sean M. Reilly, Partner, John Dunham &amp; Associates</td>
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<td>2:55 PM</td>
<td>6.3 Questions and Answers</td>
<td>Reilly</td>
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<td>3:00 PM</td>
<td>6.4 Summary and Close</td>
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AGENDA | 7.0 GENERAL MEMBERSHIP MEETING

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

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
     •  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
     (See Attachment 5.3)

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
<table>
<thead>
<tr>
<th>Time</th>
<th>4:00 PM</th>
<th>8.1 Introduction</th>
<th>Jahrling</th>
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<tbody>
<tr>
<td></td>
<td>4:50 PM</td>
<td>8.2 The Paradox of Potential</td>
<td>Singer</td>
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<td></td>
<td>5:00 PM</td>
<td>8.3 Questions and Answers</td>
<td>Singer</td>
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<td>8.4 Summary and Close</td>
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Thom Singer, Growth Leadership Speaker and Master of Ceremonies, Build Influence/Unlock Potential/Drive Performance
<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda Item</th>
<th>Speaker</th>
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<tr>
<td>8:30 AM</td>
<td><strong>1.1 Call to Order and Opening Remarks/Antitrust Compliance Statement</strong></td>
<td>Singer</td>
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<td></td>
<td>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 <a href="#">here</a>.</td>
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<td>9:00 AM</td>
<td><strong>1.2 Introduction to Dual Tracks</strong></td>
<td>Singer</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Presenter</td>
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<td>9:30 AM</td>
<td>2.1a</td>
<td>Technical Council Introduction</td>
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<td>9:35 AM</td>
<td>2.2a</td>
<td>Introduction</td>
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<td>9:35 AM</td>
<td>2.3a</td>
<td>Water Quality in Buildings</td>
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<td>Patrick Gurian, Associate Professor, CAEE Department, Drexel University</td>
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<td>10:05 AM</td>
<td>2.4a</td>
<td>Questions and Answers</td>
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<td>10:15 AM</td>
<td>2.5a</td>
<td>Introduction</td>
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<tr>
<td>10:15 AM</td>
<td>2.6a</td>
<td>Water Demand Trends, Efficiency and the Future of Urban Water Use</td>
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<td>Peter Mayer, Principal, Water Demand Management</td>
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<td>10:45 AM</td>
<td>2.7a</td>
<td>Questions and Answers</td>
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<tr>
<td>11:00 AM</td>
<td>2.8a</td>
<td>Introduction</td>
</tr>
<tr>
<td>11:00 AM</td>
<td>2.9a</td>
<td>The Most Monitored Home in America: Plumbing for Innovation and Prosperity</td>
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<td>Andrew Whelton, Ph.D., Associate Professor of Civil, Environmental and Ecological Engineering, Lyles School of Civil Engineering, Purdue University</td>
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<td>11:20 AM</td>
<td>2.10a</td>
<td>Questions and Answers</td>
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<td>11:30 AM</td>
<td>2.11a</td>
<td>Summary and Close</td>
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# 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     | 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
|          |                  | • 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
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
11:30 AM  PMI 2018 Conference Summary  Singer
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@pmmag.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
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 treatment 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
phillippe.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
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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)
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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
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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)
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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  
[Email Link]

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
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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  
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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
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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.