

Knee-Jerk Negative Thinking: Just Say “No” to Grumpy

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

The PMI team enjoyed our annual staff outing last month. With half of the team working remotely (**Matt** in Florida and **Dawn** in Ohio), we all appreciated the opportunity to meet face-to-face for a change. We held a luncheon with the communications team and industry press, did some project work and team building, and had some fun. (See related story and photos on page 7). In addition to occasional face-to-face meetings and our weekly staff conference calls, we also hold monthly brainstorming sessions on specific topics. Often the discussion is about enhancing member value, response time and service. Sometimes the topic is a retrospective look at processes or events which we could have handled differently. Sometimes the topics are about project management, personal development, communication, active listening and setting priorities.

A common pitfall for associations is over-promising and trying to be all things to all people. As diverse as our personalities seem, PMI staff shares a desire to serve. We are people-pleasers who hate to say “no.” But saying “no” is essential to maintaining focus, enhancing effectiveness and staying on budget. Avoiding the pitfall of the deadly “random good idea” has been the subject of this column twice in recent years (newsletter articles appeared in March 2015 and again in 2005 and 1999).

Equally deadly, and on the other end of the spectrum, is the knee-jerk negative reaction. We must not fall victim to the “just say ‘no’ ” mantra. There seems to be a fair amount of grumpiness going around these days. Here in Chicago it’s because after slogging through another nasty sub-zero, snow-filled winter with August upon us, we are still waiting for summer to start. The weather has been chilly and (with sympathies to California) very rainy. Nothing throws cold water on brainstorming faster than a negative approach. Fresh thinking can be quickly suppressed in the face of critical,

sarcastic or negative feedback. For some, being negative is an automatic “knee-jerk” reaction to new ideas and suggestions. Such feedback is just as damaging as the opposite reaction of agreeing to everything. As in most things, balance is the key.

We’ve no doubt all experienced the destructive power of negative energy. Being around negative people is draining. They suck the air right out of the room. Of course, we are all wired differently (and perhaps thankfully) not all of us can exhibit the notorious upbeat enthusiasm of **Phoebe Buffay** of the former ABC hit comedy “Friends.” In a classic episode, one of the other characters on the show justifiably advised Phoebe to “turn down her ‘perky dial’ a couple of notches.” (I get that a lot.)

With every staff brainstorming session, I feel rejuvenated in my own role. Last month in this column, I highlighted the 24/7 schedule kept by our small but mighty PMI staff. Our team members are enthusiastic ambassadors for PMI and each adds value to PMI in his/her own way. PMI’s culture is unique and it takes a special drive, work ethic and combination of skills to thrive here. While an important asset, “personality” alone is not enough. PMI staff is a tightly-knit team. A sense of urgency and attention to detail are critical to success here. Organization is essential. Deadlines and results matter. As PMI members agree, we cover quite a bit of territory as we touch the various topics in our industry. The vastness of the coverage is demonstrated through the various committee reports given on our conference calls, through our various publications and at our annual conference.

We all take a roll up your sleeves approach. No prima donnas allowed here! And a can-do spirit is essential! In short, being a PMI staffer is not for the faint of heart, but the rewards are great. Despite the calm exteriors, the pace at PMI can be crazy at times. PMI staff serves our membership and the industry with pride and to the best of our ability, all while guarding against spreading ourselves too thin. Our goal is to use our members’ dues dollars wisely in everything we do,

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Biofilm and Pathogen Growth: Confronting the Challenge

By Matt Sigler, PMI Technical Director



Matt Sigler

As states such as California deal with severe drought conditions, an increased focus has been placed on lowering the flow rates and flush volumes of plumbing fittings (i.e. faucets, showerheads) and fixtures (i.e. water closets, urinals). Of course, manufacturers are terrific when it comes to innovating more efficient and better performing products. The concerns lie in the impact that lower flow rates and flush volumes may have on plumbing systems, and more importantly on public health and safety; specifically waterborne disease.

The Center for Disease Control (CDC) has acknowledged that opportunistic pathogens (or “bad bugs”) are the primary cause of waterborne disease in the U.S. Such opportunistic pathogens include: *Legionella pneumophila*, which can result in Legionnaires’ disease (a severe form of pneumonia); *Pseudomonas aeruginosa*, which can cause skin infections that can sometimes be fatal; *Mycobacteria*, which can lead to severe

lung disease; and *Naegleria fowleri*, which is a brain-eating amoeba. These pathogens can cause illness when breathed through water droplets when showering or washing hands, water contact with open wounds, rinsing of contact lenses or using water to rinse sinuses.

Can reduced flow rates and flush volumes through plumbing fixtures and fittings contribute to the growth of opportunistic pathogens? In an effort to answer this question, PMI has invited **Dr. Marc Edwards**, environmental engineer, biophysicist and professor, Virginia Tech University and **Dr. Paul Sturman**, research engineer, industrial coordinator and professor, Center for Biofilm Engineering, Montana State University to speak at our upcoming Fall Conference at the Hotel Contessa in San Antonio, TX during Tuesday’s sessions (October 27) (see page 4 for the full four-day conference schedule and details).

First, Dr. Edwards will bring his presentation titled, “Achieving Water Conservation without Compromising Public Health,” that will focus on issues related to water age, and how low flow rates have exacerbated the issue. Furthermore, Dr. Edwards will address the impact of low flow on opportunistic pathogen growth.

Second, Dr. Sturman will offer the first of two presentations. The first presentation titled, “Biofilm Growth and Response to Antimicrobial Treatment,” will focus on the basic aspects of biofilm growth on surfaces, including home plumbing systems. Additionally, his presentation will address the reasons why biofilms are hard to kill and how they respond to antimicrobial treatment.

During the Technical Track, Dr. Sturman will present his second presentation titled, “Biofilms and Pathogen Survival,” that will focus on how biofilms can harbor opportunistic pathogens potentially leading to waterborne illness and disease, and why pathogenic organisms can survive in biofilms.

PMI’s goal in having two of the foremost experts on biofilm and pathogen growth present at our conference, those in attendance will have a better understanding of the possible unintended consequences that further water reductions are having on public health and safety.

For more information on PMI and our upcoming Conference, please go to: www.safeplumbing.org/2015conference.

Kind Words From a Friend and Colleague “Up-North”

President and general manager of the Canadian Institute of Plumbing and Heating, **Ralph Suppa**, shared his kind words below regarding his take on PMI, *Ripple Effect* and the collaboration between our two groups.

Dear Barb, staff and friends at PMI,

Well done on an excellent [July] issue of *Ripple Effect*... but more importantly thank you for sharing with your members how important indeed our relationship is. You and I live it every day and we don't

take it for granted because collectively we are making a difference because of our MoU...something other organizations can learn from...that is trust, honesty and integrity...and getting the job done.

So thank you for being a valued partner and hopefully I can reciprocate and publicly thank PMI at your fall conference in San Antonio.

Regards,

Ralph Suppa

Thanks Ralph! We value our connection with your organization and absolutely welcome you to join us at the conference. Looking forward to seeing you there.

Staff Changes

Shirley Havel, PMI Administrative Assistant has moved on to greener pastures. She joined PMI last October as a “temp” to assist with the Annual Conference. We wish her well in her new endeavors.

Congratulations to Delta Faucet on Guinness World Record

By Delta Faucet Co. and Dawn Robinson, PMI Communications Manager

As part of its HappiMess™ campaign to help everyone embrace mess as evidence of a life well-lived, Delta Faucet earned a Guinness Worlds Record™ title in its home state of Indiana by helping 331 Warrior Dash participants simultaneously clean up in an innovative, outdoor showering station featuring 164 Delta H₂Okinetic® showerheads. As of June 27, 2015 Delta Faucet now holds the world record for “the most people showering simultaneously” and they did it using water-efficient showerheads that meet all the criteria for the EPA’s WaterSense label¹.

“We partnered with Warrior Dash to bring our HappiMess campaign to life and help participants tackle the roughest, muddiest, aspects of the course knowing Delta showers would



331 Warrior Dash participants enter the Delta Shower System to set the Guinness World Record for the most people showering simultaneously after the race

be there to wash it away afterwards,” said **Catherine Roper**, Delta brand marketing director. “For Delta Faucet, breaking this record isn’t just about how many people showered, it’s about celebrating how many people enjoyed the race and this experience to its fullest.”

Warrior Dash events offer a 5K race featuring more than 12 extreme obstacle challenges. Warrior Dash races take place across the U.S. and have recently gone international. Among those who participated in the Warrior Dash event in Crawfordsville, IN, and subsequently helped break the record, was Olympic gold medalist Summer Sanders and nearly 50 Delta-team participants.

PMI Vice-President, **Paul Patton**, senior research and development/regulatory manager, Delta Faucet Co, was on-hand to ensure the unit was functioning properly and is shown with the award. **Jai Shah**, group vice president, and president of Delta Faucet Co., officially received the award from Guinness. Paul noted, “The HappiMess campaign, which encourages everyone to embrace mess as evidence of a life well lived, is a perfect fit for Warrior Dash. Through the partnership, we’ve been able to support the WaterSense program by offering end users the opportunity to shower with WaterSense labeled shower heads that feel just as drenching as a standard showerhead while using less water.”

Delta Faucet’s partnership with Warrior Dash will deliver a custom outdoor shower station to five races across the U.S. this summer. The shower station uses Delta H₂Okinetic showerheads, which flow at 2.0 gallons per minute or less and create the feeling of more water while using up to 40 percent less water than a standard showerhead.

To see the world record-breaking moment, visit: <https://www.youtube.com/user/deltafaucet>.



Paul Patton, senior R&D/regulatory manager, Delta Faucet (left) poses with the certificate for Delta’s new world record with Guinness World Records’ adjudicator Michael Empric (right)

Author’s Note: As a past Warrior Dash participant myself (Mountain City, GA 2012), I can personally attest to the challenge and hard work required to finish a Warrior Dash race. All racers are guaranteed to be covered in mud, sweat, and more by the end of the course. Kudos to Delta Faucet on both setting a new record, and for finding a way to help racers get clean using more water-efficient methods!

¹ WaterSense® fixtures use 20% less water than federal requirements. Products receive the WaterSense® certification after undergoing rigorous independent testing for efficiency and performance. For more information on WaterSense please visit: <https://www.safeplumbing.org/water-efficiency/watersense>.

Knee-Jerk Negative

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from travel to projects to staffing. We aim to ensure that you are maximizing your dues investment. PMI continues to set the standards for productivity and progress. We have become known for providing value, efficient operations and our talented staff.

While we can’t accommodate all of your great ideas and requests, we will evaluate them all. You won’t get a negative knee-jerk reaction from us!

Readership is up!

The numbers are in and readership of PMI’s newsletters *Ripple Effect* (public) and *Inside My PMI* (members-only) is on the rise! Over the past three months our readership rate has risen 19.37% putting us the top tier for industry averages. PMI works hard to provide our readers with interesting and valuable content. Keep watch for a readership survey coming soon and help us continue to provide you with the stories you want and value.

A big thanks to all our readers!

The Future of Water: Wins, Woes and Worries

By Dawn Robinson, PMI Communications Manager

The 2015 PMI Conference will be held **October 26-29** at the Hotel Contessa on the River Walk in San Antonio, Texas. Join us as we take an in-depth look at “The Future of Water: Wins, Woes and Worries.”

The Conference will kick off on Monday, October 26, with a Board of Directors Meeting (invitation only) followed by VIP and Welcome Receptions, as well as exhibits from conference sponsors.

Tuesday, October 27, will open with an official welcome followed by the Government Affairs Committee with reports from PMI government relations consultants **Stephanie Salmon** (Washington, D.C.) and **Jerry Desmond** (California). **Dr. Marc Edwards**, environmental engineer, biophysicist and professor at Virginia Tech will present, “Achieving Water Conservation Without Compromising Public Health,” and **Dr. Paul Sturman**, research engineer, industrial coordinator and professor at the Center for Biofilm Engineering at Montana State University, will address “Biofilm Growth and Response to Antimicrobial Treatment.”

The afternoon will close with our popular Dual Track Session where attendees will split into two committee groups, Technical and Outreach/Communications, to address specific industry concerns. The Technical Track will feature an expanded presentation by Dr. Sturman on “Biofilms and Pathogen Survival,” and a Plumbing Efficiency Research Coalition (PERC) update from **Pete DeMarco**, senior vice president of advocacy and research, IAPMO, followed by an update on the European Water Label by **Christian Taylor-Hamlin**, technical director, Bathroom Manufacturers Association (BMA).

The Outreach/Communications Track will begin with a presentation by **Laura Marlow**, senior director, business development and strategic partnerships, CMD Group, followed by a panel discussion on “Social Media and Digital

Communications Strategies” featuring **Erin Streeter**, senior vice president of communications, National Association of Manufacturing; **John Mesenbrink**, president, *Mechanical-Hub*; **Wes Baerga**, digital marketing strategist and client development, Vue Point Creative; **Beth Livingston**, WaterSense Brand Manager, Environmental Protection Agency; **Yvonne Orgill**, CEO, BMA; and **Ashlei Cooper**, editor-in-chief, *PHC News* and *Plumbing Engineer Magazine*.

That evening, conference attendees are invited to join us in a special “**Dine Around San Antonio**” event. Participants will choose their restaurant from a selection of the city’s finest.

Wednesday, October 28, will begin with a keynote address from **Ross Shafer**, six-time Emmy Award winning comedian, writer, and TV host of such shows as: “The Match Game” on ABC, “The Late Show” on FOX, and “Day’s End” on ABC. The Water Efficiency and Sustainability Committee will present John Mesenbrink, president, *Mechanical-Hub*, on Net Zero Building; **Ralph Suppa**, president and general manager, Canadian Institute of Plumbing and Heating, will share updates on Canadian plumbing industry; and the Sustainability Task Group will provide updates on the Product Category Rules (PCR) Guidance document. The morning will conclude with updates from the Fair Trade Committee by U.S. Department of Commerce’s **Gary Stanley**, director, Office of Materials Industries, and **Salim Bhabhrwala**, senior trade specialist.

The afternoon will continue with reports from the Dual Track Sessions and the Allied Member Committee. After which, there will be a General Membership Meeting where elections of new officers and board members will occur. We’ll honor PMI service by handing out plaques and awards. The 2016 operating budget will be approved and there will be a ceremonial “passing of the gavel” from 2015 PMI president, **Fernando**

Fernandez, TOTO USA, to 2016 president, **Paul Patton**, Delta Faucet Co. (Note that Mr. Fernandez will remain as president through the end of 2015 and Mr. Patton will take over as president on January 1, 2016.) The day will wrap-up with a cocktail reception amid the sponsor exhibits followed by the official conference dinner.

The final day of the conference, Thursday, October 29, will begin with **Karen Guz**, conservation director, San Antonio Water Systems, who will share insights on San Antonio’s successes and challenges in converting the city to WaterSense products. It will conclude with a panel discussion on the “The Future of Water: Wins, Woes and Worries” featuring: **Carole Baker**, executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; **Eddie Wilcut**, senior project manager, Alan Plummer Associations Inc.; **Chris Piper**, government relations, Denver Water; and Ms. Guz. The conference will conclude with plenty of time to allow attendees to travel to the airport for their return home. Don’t rush off too soon and miss out on this exciting final day of the conference!

Also featured will be the return of last year’s successful **Expanded Sponsorship Program** which will bring together industry related companies and other organizations with an interest in PMI and its membership. Participants in the Expanded Sponsorship Program will be available for networking starting at Monday’s Welcome Reception and following all the way through to the end of the conference.

Registration opens July 29! Keep watch on the PMI website and mobile app for more details.

The PMI mobile app is available in both Apple and Google Play stores. Visit www.safeplumbing.org for direct links on our home page.

PMI 2015 Conference: October 26–29 in San Antonio, Texas

Monday, October 26

2:00 pm - 5:00 pm PMI Board of Directors Meeting (Invitation only)
3:00 pm - 5:00 pm Conference Registration
3:00 pm - 7:00 pm Exhibit Hours and Networking
5:30 pm - 6:00 pm VIP Reception (Invitation only)
6:00 pm - 7:00 pm Welcome Reception for all attendees (Dinner on your own)



Keep watch online, and via the PMI mobile app, for more details, including full speaker bios, as we draw closer to this event.

Tuesday, October 27

8:30 am - 9:00 am Opening Remarks and Official Welcome
9:00 am - 10:30 am Government Affairs Committee with reports from PMI government relations consultants **Stephanie Salmon**, Washington D.C. office, and **Jerry Desmond**, California office
10:30 am - 10:45 am Networking break and exhibits
10:45 am - 12:00 pm “The Plumbing Professor” **Dr. Marc Edwards**, environmental engineer, biophysicist and professor, Virginia Tech, will present “Achieving Water Conservation Without Compromising Public Health”
12:00 pm - 1:30 pm Lunch, exhibits and free time for office catch-up
1:30 pm - 2:30 pm **Dr. Paul Sturman**, research engineer, industrial coordinator and professor, Center for Biofilm Engineering, Montana State University, will address “Biofilm Growth and Response to Antimicrobial Treatment”
2:30 pm - 2:45 pm Networking break and exhibits
2:45 pm - 5:00 pm Dual Tracks (Choose one)
Technical Track featuring an expanded presentation by **Dr. Paul Sturman** on “Biofilms and Pathogen Survival,” a Plumbing Efficiency Research Coalition (PERC) update from **Pete DeMarco**, senior vice president of advocacy and research, IAPMO, and an update on the European Water Label by **Christian Taylor-Hamlin**, technical director, Bathroom Manufacturers Association (BMA)
OR

Outreach/ Communications Track

with a special presentation by **Laura Marlow**, senior director, business development and strategic partnerships, CMD Group; and a Communications Panel Discussion on “Social Media and Digital Communication Strategies” featuring **Erin Streeter**, senior vice president of communications, National Association of Manufacturing (NAM); **John Mesenbrink**, president, *Mechanical-Hub*; **Wes Baerga**, digital marketing strategist and client development, Vue Point Creative; **Beth Livingston**, WaterSense Brand Manager, Environmental Protection Agency; **Yvonne Orgill**, CEO, BMA; and **Ashlei Cooper**, editor-in-chief, *PHC News* and *Plumbing Engineer Magazine*
6:30 pm - 9:30 pm Dine Around San Antonio (diners choose from a selection of top San Antonio restaurants)

Wednesday, October 28

8:00 am - 9:30 am Keynote address by **Ross Shafer**, six-time Emmy Award winning comedian, writer, and TV host
9:30 am - 9:45 am Networking break and exhibits
9:45 am - 11:15 am Water Efficiency and Sustainability Committee presents “Net-Zero Building” with **John Mesenbrink**, president, *Mechanical-Hub*; **Ralph Suppa**, president and general manager, Canadian Institute of Plumbing and Heating, with updates on the Canadian plumbing industry; and Sustainability Task Group updates on the Product Category Rules (PCR) Guidance document
11:15 am - 12:30 pm Fair Trade Committee featuring presentations by the U.S. Department of Commerce’s **Gary Stanley**, director, Office of Materials Industries, and **Salim Bhabhrawala**, senior trade specialist
12:30 pm - 2:00 pm Lunch, exhibits and free time for office catch-up
2:00 pm - 2:30 pm Reports from the Dual Track Sessions and Allied Member Committee
2:30 pm - 3:00 pm Networking break and exhibits
3:00 pm - 4:30 pm General Membership Committee Meeting and passing of the gavel
6:00 pm - 7:15 pm Cocktail Reception and Exhibits
7:30 pm - 9:30 pm Official Conference Dinner

Thursday, October 29

9:00 am - 9:30 am **Karen Guz**, conservation director, San Antonio Water Systems (SAWS), shares insights on San Antonio’s successes and challenges in converting the city to WaterSense products
9:30 am - 11:30 am “The Future of Water: Wins, Woes and Worries” Panel Discussion with: **Carole Baker**, executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; **Eddie Wilcut**, senior project manager, Alan Plummer Associations Inc.; **Chris Piper**, government relations, Denver Water; and **Karen Guz**, conservation director, SAWS

Quantifying the Value of Membership: PMI Works for You

By Dawn Robinson, PMI Communications Manager

As a member-based organization, every aspect of how PMI functions, from our organizational structure to, to the group's purpose and scope, is designed to add value and benefits for our membership. PMI's CEO/executive director, **Barbara C. Higgins**, often highlights the various benefits and unique value that comes from being a member in her monthly newsletter articles. Additionally, we encourage prospective members to attend our annual conferences as a great way to "see the benefits in action" in a very real and concentrated way—it's one of the reasons prospective members and first-time attendees are given discounted rates to this event.

However, while the PMI Conference is a great way to test-drive membership, it is only a small portion of the benefits that come from being a member of PMI. Each member receives a combination of benefits valued at over a million dollars annually that they benefit from every day. Our staff, consultants, and committees are constantly working and doing all they can to achieve their vision of "Safe, responsible plumbing. Always."

Whether you are a prospective member, or a current member looking to become more involved and reap greater benefits from your membership, feel free to reach out to a PMI staff member and learn more about the value and benefits of membership. PMI staff can be reached via their corporate offices at 847-481-5500. For more information on how to join PMI and for application forms, please visit <https://www.safep plumbing.org/pmi/join-us>.

Fast Facts About the Value of PMI Membership

Advocacy

- PMI lobbyists currently provide representation on the federal level and in California. Estimate for member companies to do this individually would be over \$225,000!

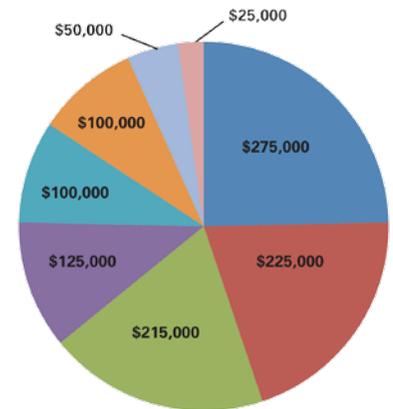
- PMI provides ongoing tracking of new federal, state and county water conservation initiatives covered by PMI on behalf of membership.
- On average, PMI tracks, analyzes and reports on 120 state legislative issues per year affecting plumbing products. Updates are published weekly.

Industry Voice

- PMI members have exclusive access to U.S. Department of Commerce through ITAC/9 on Fair Trade Issues.
- PMI is a charter member of Alliance for Water Efficiency.
- PMI is a member of United States Green Building Council.
- PMI is an active member of National Association of Manufacturers.
- PMI hosts www.safep plumbing.org, an educational website aimed at policy makers, regulators, journalists and the public to present the facts about critical industry issues and initiatives.
- PMI members receive worldwide representation on industry issues through international allied associations such as World Plumbing Council, CEIR (European Valve Council), Bathroom Manufacturers Association-UK, Plumbing Products Industry Group-Australia and Canadian Institute of Plumbing and Heating.

Codes and Standards Representation

- PMI staff sits on a variety of key industry committees and attends approximately 20 codes and standards meetings/hearings per year.
- PMI staff tracks an average of 81 code issues per year for the 3 major model code writing authorities.
- Knowledge Exchange
- Regular updates via conference call:



Tech Talk, Outreach/Communications, and Advocacy/Government Affairs.

- PMI members receive exclusive access to information through our annual meetings, instructional workshops, *Ripple Effect* monthly newsletter, *Inside My PMI* bi-weekly e-newsletter, and the "Members Only" section of our website.

Incentive to Join PMI!

- 3 year dues abatement plan is available to companies paying a dues level of \$20,000 or more
- Upon approval of your membership application by the PMI Board of Directors, your dues will be assessed as follows:
 - 50% of the actual amount for year 1
 - 60% of the actual amount for year 2
 - 80% of the actual amount for year 3
 - 100% of the actual amount for year 4Full dues will be assessed in year 4.

(Note: This incentive plan applies to new members only.)

Press Luncheon Hosted by PMI Communications Team

By Dawn Robinson, PMI Communications Manager

Members of the press joined PMI's communication team and staff for a luncheon this past month at the corporate headquarters in Rolling Meadows, Illinois. During the event the group engaged in a lively discussion and brainstorming session on industry issues and PMI objectives for advocacy and outreach including: key elements of PMI's priority issues, retrofits, stakeholders, top-tier drought states, leveraging resources, and more.

The gathering gave PMI's team the chance to engage in valuable face-to-face discussions with leaders in the plumbing industry media and share with them the many things PMI has been doing, and plans to do in the coming months. Many of the publications present have also committed to having representatives attend the upcoming PMI Conference in



Members of the industry press join the PMI communications team for a press luncheon at the PMI headquarters on July 9 to review important PMI objectives for advocacy and outreach. Attending the event (left to right) were: Barbara C. Higgins, PMI; Maureen Baird, PMI webmaster and graphic design consultant; John Mesenbrink, Mechanical-Hub; Jodi Stuhrberg, PMI; Bob Miodonski, BNP Media; Ray Valek, PMI public relations consultant; Steve Smith, TMB Publications; Ashlei Cooper, PHC News and Plumbing Engineer Magazine; Dawn Robinson, PMI; and Robert Mader, Penton Media. Also present but not shown in the group photo were Dan Pietroski, Associations Applications Group and Matt Sigler, PMI.

San Antonio, TX October 26-29. Special media rates are available for press wishing to attend the event, including free registration for up to two persons for each company participating in the expanded sponsorship program (see article on page 8). Any media persons unable to attend the event are encouraged to contact PMI communications manager, **Dawn Robinson**, to receive copies of the meeting materials and information.

Attending the July luncheon were: **Maureen Baird**, PMI webmaster and graphic design consultant; **Ashlei Cooper**, editor-in-chief, *PHC News* and

Plumbing Engineer Magazine; **Barbara C. Higgins**, CEO/executive director, PMI; **Robert Mader**, senior director of content, mechanical systems group, Penton Media; **John Mesenbrink**, president, *Mechanical-Hub*; **Bob Miodonski**, plumbing group brand leader, publisher and editor, BNP Media; **Dan Pietroski**, CEO, Associations Applications Group; **Dawn Robinson**, communications manager, PMI; **Matt Sigler**, technical director, PMI; **Steve Smith**, senior director of content development, TMB Publications; **Jodi Stuhrberg**, association manager, PMI; and **Ray Valek**, PMI public relations consultant.

Dan Pietroski, CEO, Associations Applications Group and PMI mobile app consultant met prior to the luncheon with PMI's other communications consultants **Maureen Baird**,



PMI webmaster and graphic design consultant and **Ray Valek**, PMI public relations and PMI staff for an in-depth review of PMI's current communications status, website and mobile app. Mr. Pietroski also attended the bulk of the following Press Luncheon, noting:

PMI Team,

It was fun. Sorry I had to leave early. I really enjoyed the discussion and think PMI is on the right track. I work with over 50 different non-profits and this stands out as forward thinking to me.

Thanks for lunch!

Dan

PMI Staff Gathers at Corporate Headquarters for Brainstorming Sessions and Bonding

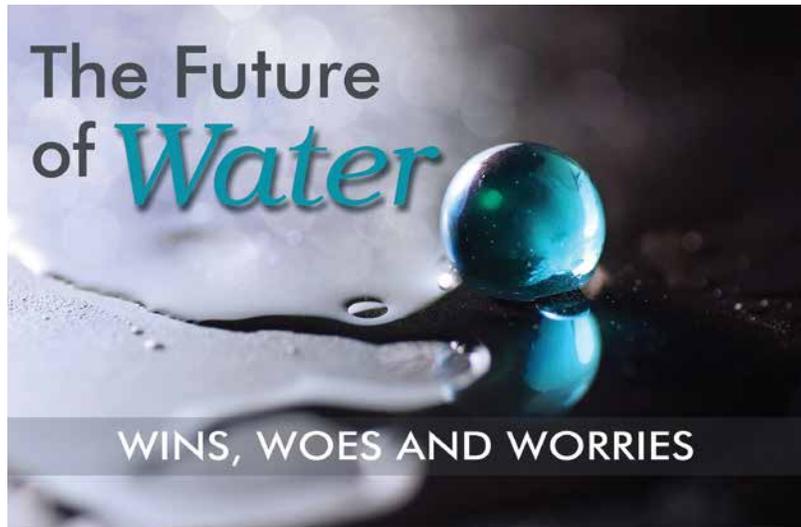
The PMI staff recently gathered together at the PMI headquarters for a week of face-to-face strategy and brainstorming sessions as well as team bonding. PMI's two out-of-state employees **Dawn Robinson** (Ohio) and **Matt Sigler** (Florida) joined the in-house staffers, **Barbara C. Higgins** and **Jodi Stuhrberg** for a week of meetings and fun. In addition to a number of staff meetings and strategy sessions, the team met with local PMI consultants and media (see above story). For a bit of team building and fun, the group enjoyed a company dinner (and knife show) at Benihana, as well as an architectural boat tour of Chicago.



Dawn, Jodi, Matt and Barb

Sponsorship Opportunities at PMI Conference

Oct 26–29, 2015 | San Antonio, Texas



PMI's Annual Conference attracts representatives/attendees from leading industry players. These are the top executives and technical experts in the U.S. plumbing industry.

Five Reasons to Exhibit at PMI's 2015 Conference

Benefit from a wider reach

The most influential group of industry leaders from the top manufacturers across the country.

Build relationships with attendees

Get direct and face-to-face access to key decision-makers before, during and after the event.

Enhance your corporate image

Show your support and commitment to the plumbing industry.

Gain insight to industry issues

Your sponsorship entitles you to registration at this closed conference.

Showcase your latest technology and services

Demonstrate your products and services in front of plumbing industry leaders.

For complete details and pricing visit

<http://www.safeplumbing.org/2015-sponsorship>

Sponsorship Opportunities at PMI's Conference

Choosing to participate in the expanded sponsorship program at the 2015 PMI Conference will open doors to one-on-one conversations with leading manufacturers, and key decision makers, from across the plumbing industry. Packages include up to *two conference registrations*. Whether it is at your tabletop display, during networking sessions, during conference meetings, you gain valuable face-to-face time with current and potential clients.

2015 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Fernando Fernandez, TOTO USA
President

Paul Patton, Delta Faucet Company
Vice-President

Peter Jahrling, Sloan Valve Company
Treasurer

Tim Kilbane, Symmons Industries
Immediate Past President

DIRECTORS AT LARGE

C.J. Lagan, American Standard Brands
(1/13–12/15)

Scott McDonald, Fluidmaster
(1/14–12/15)

Rick Reles, Kohler Company
(1/15–12/16)

Nate Kogler, Bradley Corporation
(1/15–12/16)

PMI STAFF

Barbara C. Higgins
CEO/Executive Director
bhiggins@safeplumbing.org

Matt Sigler
Technical Director
msigler@safeplumbing.org

Dawn Robinson
Communications Manager
drobinson@safeplumbing.org

Jodi Stuhrberg
Association Manager
jstuhrberg@safeplumbing.org

PMI CONSULTANTS

Ray Valek
Public Relations
ray@valekco.com

Frederick Desborough
Technical Consultant
frd@flex-fluss.com

Erin Shencopp
Legal Consultant, Jones Day
eshencopp@jonesday.com

Newsletter Design By:
Maureen Baird Graphic Design
info@mbairdgraphics.com



1921 Rohlwing Road, Unit G
Rolling Meadows, IL 60008

Phone: 847 481-5500

Fax: 847 481-5501

www.safeplumbing.org

The 2nd Quarter PMI Activity Report to CEOs/Executives and Members is now available. Access it online at: <https://goo.gl/w7qv1k>