

Testing 1, 2, 3.... Do You Read Me? Over! Help PMI Help You

By Barbara C. Higgens, PMI CEO/Executive Director



Barbara C. Higgens

As illustrated on the “strategy map” on page 5 of this issue of *Ripple Effect*, the leadership of our organization has directed that the focus of PMI’s value proposition to members center on two elements: “Technical Expertise” and “Advocacy/Outreach.” Technical Expertise especially as related to codes and standards is self-explanatory. Emerging with equal importance is the power

of Advocacy/Outreach. Increasingly, legislation and regulation have outpaced other vehicles in having an impact on our industry. The trend has increased our need to speak up, speak out and leverage important alliances. As the “International” part of our name implies, we are on the lookout globally for influences that will affect manufacturers in the USA.

Whether under the heading of “Technical Expertise” or “Advocacy/Outreach,” the core value delivered by PMI to our members is: information. We proactively provide early warning of emerging trends, report on industry activities, and rally the troops to support PMI initiatives. We deliver that information in a number of ways: over the phone through conference calls, in written format in newsletters and summary reports (delivered both electronically and through traditional means), via our social media network and face-to-face at our conferences and workshops. But sending the message is only half the story. I’ve mentioned before that a favorite series of mine on the History Channel is comprised of “Military Blunders.” Most of the featured errors center around miscommunication: messages never sent, sent too late, sent but intercepted or sent but misunderstood. Terrible things happen when important information never reaches those who need it.

So, the big question is: are you receiving the information PMI is sending? One of the recurring themes of our weekly

meetings with PMI staff is the notion of the message in a bottle, isolated and bobbing on ocean waves— information sent but not received. It’s an image that keeps me awake at night. Recently we sent all members a link to the latest literature developed to position our industry, association and issues and to better communicate with our policy makers. We show 331 email links sent with 72 opened. While a 22% “open rate” is statistically worthy of bragging about, the reality is that most of the membership missed seeing this important information. The obvious question is: Why? Together with our communications team, we will strive to find the answers and work to devise creative, palatable and effective delivery mechanisms to ensure that you are receiving the maximum value for your PMI membership.

We know that you are deluged with information coming at you from all directions. Information overload is the bane of our existence in today’s world. Having heard your outcry, PMI has worked to communicate in succinct sound bites. We keep conference calls strictly to an hour or less. We work to summarize important headlines in reports like *Inside My PMI* (our member’s only newsletter) and the Quarterly Highlight Reports.

We hope that you will help us help you by making an effort to take a look at the information we send and by providing feedback when you do. Most important, we hope that you will “Join the Discussion”. Take a look at your profile on the www.safeplumbing.org website to ensure accuracy. Speak up on conference calls. Spend some time with the written messages being sent your way. Your participation matters. It makes PMI stronger. It helps us realize our goals faster and makes our impact greater. The more you invest the more value you reap.

We look forward to hearing from you!

PMI Supports Federal 'Water in the 21st Century' Legislation

By Ray Valek, Public Relations, Valek & Co.



Ray Valek

PMI expressed its support for "W21: Water in the 21st Century Act" on January 20, 2014. The legislation – reintroduced in both the House (H.R. 291)

and Senate (S. 176) – would formally authorize the Environmental Protection Agency's WaterSense® program and spur other initiatives promoting water efficiency, savings and sustainability.

Proponents of the legislation says droughts in California and other arid states are straining water supplies, creating an urgent need for cost-effective solutions. PMI and many of its member companies voluntarily participate as partners in the WaterSense® program, which certifies and labels toilets, faucets,

showerheads and other plumbing products that are 20 percent more water efficient than federal law and that meet performance standards.

Barbara C. Higgins, PMI CEO and Executive Director, said formal authorization of WaterSense® would strengthen the program and encourage more consumers to contribute to water savings by voluntarily buying WaterSense® products. "Real and immediate water savings can be achieved now, by simply retrofitting old, inefficient fixtures with high-efficiency toilets, showerheads and faucets," she stated, in a letter to **Barbara Boxer** (D-CA), who reintroduced the Senate bill. The House bill was reintroduced by 26 representatives led by **Grace F. Napolitano** (CA-32), **John Garamendi** (CA-03), **Lois Capps** (CA-24) and **Jared Huffman** (CA-02).

Consumers have saved 757 billion gallons of water and \$14.2 billion in

water and energy bills since 2006 due to WaterSense products, according to the EPA. See WaterSense® is Common Sense here: <http://www.safeplumbing.org/what-is-safeplumbing> for more program benefits.

Higgins noted that the WaterSense® program also encourages innovation and promotes growth in manufacturing – an important economic goal. "WaterSense® is win-win-win – for water savings, for consumers and for manufacturers," she said.

In addition to PMI, the W21 legislation is supported by other water-efficiency advocates including the Metropolitan Water District of Southern California, the Western Recycled Water Coalition, WaterNow, the Clean Water Construction Coalition, the Northern California Water Association, the North Bay Water Reuse Authority and the WaterReuse Association.

Get Your Free Ticket to the ISH Fair



As a member organization of the World Plumbing Council (WPC), PMI has secured free passes to ISH – The World's Leading Trade Fair for The Bathroom Experience, Building, Energy, Air-Conditioning Technology and Renewable Energies – to be held in Frankfurt, Germany March 10–14, 2015.

Employees of all PMI member companies qualify for a free ticket to the ISH Fair. For details please contact the WPC Secretariat for further information at secretariat@worldplumbing.org on how to access your free ticket and entry to ISH. Be sure to contact us and let us know you are attending, as PMI representatives will also be on hand at the show.

PMI Quarterly Reports are Online

The 2014 4th Quarter Report and the 2014 Year-End Highlights are online and ready for review. View it and the previous quarters' reports at <http://www.safeplumbing.org/pmi/about/quarterly-reports>.

IETS 2016 Issues Call for Abstracts

The bi-annual International Emerging Technology Symposium (IETS) presents a unique opportunity to address an audience comprised of representatives from across the plumbing and mechanical industries in North America. Convened by nine key industry associations, including PMI, this two-day event scheduled for May 2016 provides participants with an opportunity to view presentations and engage in timely discussions on critical topics. We will explore how emerging technologies have provided solutions to challenges throughout industry segments including plumbing, mechanical, HVAC, utilities, water efficiency-focused organizations, manufacturing, and industry trade associations. Visit <http://goo.gl/Lizrgj> for more details.



Stumped on Code Changes? We've Got Your Back!

By Matt Sigler, PMI Technical Director



Matt Sigler

One of the many services that PMI provides our membership is monitoring of the nonstop development of industry codes and standards. One way that we accomplish

this is by keeping track of code changes as they are proposed, commented on, and finalized during a code development cycle. The three major code organizations that produce code documents in the United States that affect the plumbing industry are the **International Code Council (ICC)**, the **International Association of Plumbing and Mechanical Officials (IAPMO)** both of whom are Allied Members of PMI, and the **Plumbing-Heating-Cooling Contractors Association (PHCC)** who along with PMI, ICC and IAPMO are part of the **Plumbing Industry Leadership Coalition (PILC)**¹. All three code organizations have regular code cycles that provide an opportunity for code officials, manufacturers, installers, designers, and others from the public to submit proposals on how to improve upon the health and safety aspects of the code language or propose new installation methods or innovations that exist in the marketplace.

Many of our members participate in the various code development cycles through involvement at the actual code hearings, or serving in an advisory role to PMI in identifying proposed changes that could affect the plumbing industry,

or those submitted by others that could prove detrimental to health and safety. Once such proposed changes are identified, PMI works with our membership to determine the best course of action whether that is submitting proposed changes or comments, or testifying at the code hearings. PMI also serves as a voting member on several technical committees that approve or reject proposed code changes and comments during the code hearings.

With all this being said, the ICC just released its 2015 International Plumbing Code (IPC) that will eventually be adopted in various states over the next few years. Here are just some of the significant changes that occurred in the 2015 version:

- New definitions for “drinking fountain,” “water cooler,” and “water dispenser.”
- Reference to ICC A117.1 for accessible plumbing fixtures.
- New provisions for water temperature limiting devices used for

footbaths, pedicure baths, and head shampoo sinks.

- New requirements for pipes, pipe fittings, joints, valves, faucets and fixture fittings that supply water for drinking or cooking to comply with NSF 372 and have a weighted average lead content of 0.25 percent or less.
- A new section and table that outlines the approved product standards for valves used in potable water applications.
- New disinfection and treatment requirements for gray water used for flushing water closets and urinals.

If you would like further information on these specific changes, or any of the other changes that occurred in the 2015 IPC you can go to PMI's website at: <http://goo.gl/eGQNfk>. For more information on what PMI is doing to impact the plumbing industry, be sure to follow us online via social media and share your thoughts at <http://www.safeplumbing.org/discussion>.

Connect with PMI Social Media



www.facebook.com/SafePlumbing



[@SafePlumbing](https://twitter.com/SafePlumbing)



<http://linkd.in/15t2Vrl>

www.facebook.com/PMIhome

[@PlumbingMfgIntl](https://twitter.com/PlumbingMfgIntl)

¹ PILC was cofounded in 2012 by PMI, American Society of Plumbing Engineers (ASPE) and International Association of Plumbing and Mechanical Officials (IAPMO) and now includes 12 industry associations. The coalition addresses topics such as aging infrastructure, maximizing water efficiency, and is united in their aim to provide true and accurate information to the public on the importance of clean, safe, and reliable water. PILC members include: Alliance for Water Efficiency (AWE), American Rainwater Catchment Systems Association (ARCSA), ASPE, American Supply Association (ASA), Copper Development Association Inc., IAPMO, International Code Council (ICC), Mechanical Hub, Plumbing-Heating-Cooling Contractors National Association (PHCC), PMI, United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry of the United States, Canada, and Australia (UA), and Water Quality Association (WQA).

On the Road with PMI – CMA Conference

CEO/Executive Director **Barbara Higgins** and Association Manager **Jodi Stuhrberg** attended the 2015 Leadership Conference of the Council of Manufacturing Association (CMA). Hosted by the National Association of Manufacturers (NAM), this year's CMA event achieved record attendance.

Over the course of the two-day event, Barb and Jodi attended presentations to gain insight into key NAM initiatives, benchmarked best association management practices and participated in brainstorming sessions. Barb is a past chair of the CMA, having served on the board for seven years before being named as chair in 2008.



Jay Timmons, president and CEO of the National Association of Manufacturers (NAM) shares his personal thoughts and insights with the group at the CMA 2015 Leadership Conference.



Attendees of the 2015 CMA Leadership Conference with 20 or fewer staff members, including PMI, participate in a "Fishbowl" session designed to focus on issues from a small business perspective. Heidi Brock, President and CO of the Aluminum Association, moderated the group.

Spreading the PMI Message at K/BIS

PMI CEO/Executive Director, **Barbara C. Higgins**, was on hand with PMI PR Consultant, **Ray Valek**, to connect with industry leaders, as well as both current and prospective members, during the recent Kitchen and Bath Industry Show (K/BIS) held January 20-22 in Las Vegas, NV. A key objective during the event was to spread the word on PMI's achievements and to engage with plumbing leaders on developing issues. Want to be a part of what's happening? Don't wait until the next show! Connect with us today and let us know what issues are on your mind.



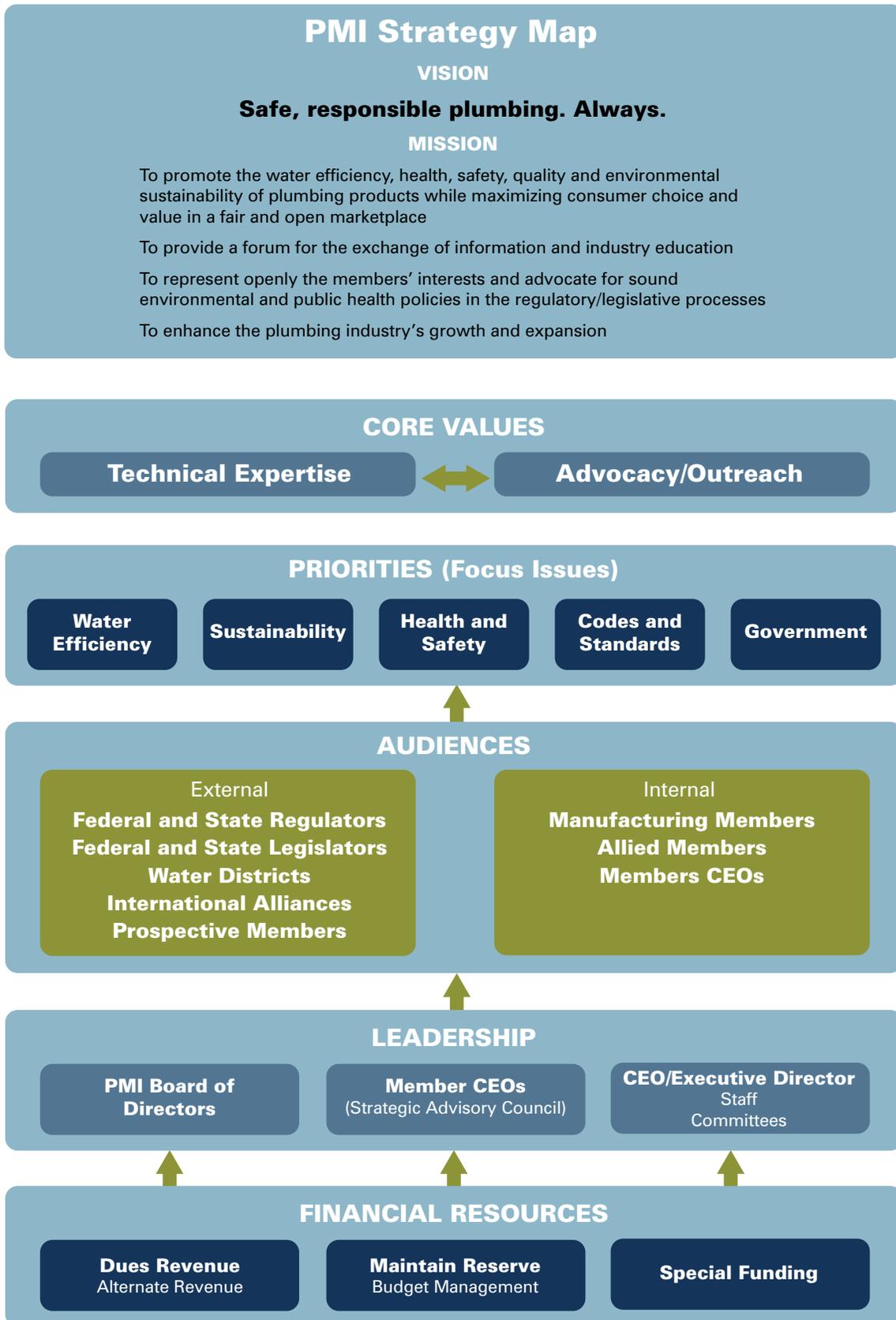
PMI Allied Member International Code Council (ICC)'s Michael Gardner, Executive Vice President, Compliance Programs, and Dominic Sims, Chief Executive Officer, meet with PMI CEO/Executive Director, Barbara C. Higgins, and ICC Evaluation Services President, Shahin Moinian, during the 2015 K/BIS event.

PMI Visits Speakman Company

CEO/Executive Director Barbara Higgins and Association Manager Jodi Stuhrberg traveled to New Castle, Delaware to visit with **Rob Cook**, President of Speakman Company. The discussion centered on a recap of 2014, emerging industry issues, and the 2015 Executive Fly-in to be scheduled for the spring.

Speakman Company is a founding member of PMI and former Speakman President **Rod Ward**, served as PMI president in 2008. While Speakman Head of Marketing **Kristin Barclay** was not in the office at the time of the PMI visit, we did spot **Imants Stiebris** and **Chris Meidzius**. We look forward to seeing them at the next PMI event!

PMI Strategy Map (see related story on page 1)



Communicating Our Story: PMI Releases New Resources

Followers of our social sites are already familiar with our weekly posts for “throw back Thursday” that feature important historical events and developments from the “History of Plumbing... So Far” timeline that was created by PMI in 2014. This timeline is designed to illustrate the important role that plumbing plays in our daily lives to maintain our health and safety. Now with the release of three exciting and new publications, PMI is expanding the brochures and tools available to help spread the word about plumbing.

As always, PMI has been working hard for you and we are delighted to present the results of our latest efforts. Previews of each document are included here in this newsletter, while full versions can be viewed and downloaded on our website. We encourage you to not only view these materials for yourself, but share them with your colleagues and customers as well... help us, help you by using these documents to correct misperceptions, reinforce the importance of our industry and spread the word on effective ways to use water efficiently.

Please visit <http://www.safeplumbing.org/what-is-safeplumbing> to take a look at a collection of exciting new materials designed to communicate our industry story.

Thank you in advance for your continued support of PMI and PMI initiatives. We appreciate your feedback.

Myths vs. The Reality: The Truth About Water-Efficient Plumbing Products

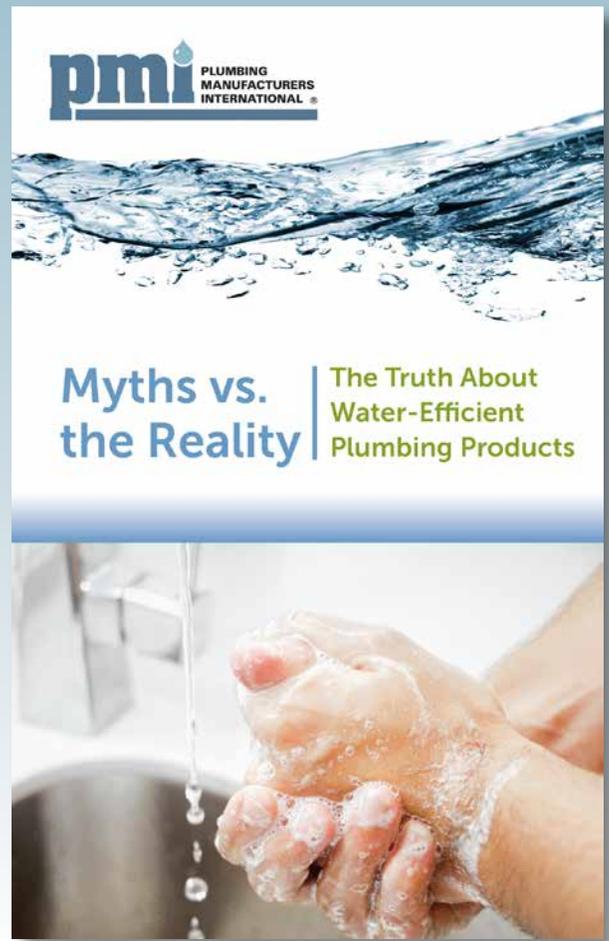
Is a lowering flow rates and flush volumes the best way to save water? How are water conservation and water efficiency different? Will the products work as well as my old ones? The industry is inundated with all sorts of myths and misconceptions about our products, particularly the water-efficient ones. From fears about performance and function to available styles and prices, we address these concerns and more to provide consumers with the facts.

So what is the truth about water-efficient products?

Most Americans want to do all they can to use natural resources wisely and achieve environmental sustainability. Saving water is an important part of their commitment and can be achieved by purchasing and installing WaterSense® faucets, showerheads, toilets and other plumbing products. The WaterSense® program brings high-performing, water-efficient plumbing products to consumers through a partnership between the U.S. Environmental Protection Agency (EPA) and private and public organizations including Plumbing Manufacturers International (PMI).

WaterSense® plumbing products have saved American consumers 757 billion gallons of water and \$14.2 billion in water and energy bills, according to the EPA, since these products first became available in 2006. Despite the water-efficient performance of these products, myths relating to them persist.

In this fact sheet, PMI presents the reality behind the WaterSense® products that Americans use every day.



WaterSense® is Common Sense

(available in both industry and consumer focused issues)

Focused on why WaterSense® plumbing products are an easy way to save water, the “WaterSense® is Common Sense” pamphlets provide ways we can immediately start saving trillions of gallons of water with products and technology already at hand.

Additional sections include:

- **The Facts of the Matter**
- **Common Sense Ways to Save Water**
- **What to Look For**
- **How to Become Involved in Maximizing Water Efficiency**



pmi PLUMBING MANUFACTURERS INTERNATIONAL

WaterSense® is Common Sense

WaterSense® Plumbing Products – An Easy Way to Save Water

If you live in a home built before 1994, there's a good chance you have plumbing fixtures that use more water than necessary. You may be able to save thousands of gallons of water a year by replacing older toilets, showerheads, and faucets with WaterSense® plumbing products.



Plumbing Manufacturers International (PMI) encourages the use of WaterSense® products as a simple way to save water. PMI members produce 90% of the plumbing products sold in the U.S.

Saving water is important because droughts, aging infrastructure and rising populations have caused water shortages in many regions. You may save money by saving water, too.

Look for the WaterSense® Label



WaterSense® means high-performing, water-efficient plumbing products that gain customer satisfaction. Thousands of WaterSense® products can be found in a variety of price points and styles at home improvement stores, showrooms and online.

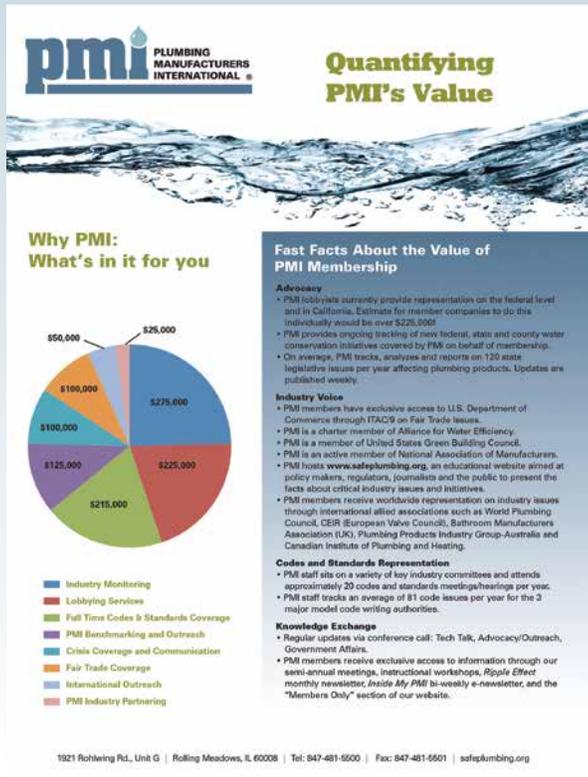
Facts of the Matter

Consumers have saved 757 billion gallons of water and \$14.2 billion in water and energy bills since 2006 due to WaterSense® products, according to the EPA.

WaterSense® fixtures use 20% less water than federal requirements. Products receive the WaterSense® certification after undergoing rigorous independent testing for efficiency and performance.

The USA can save 3 billion gallons of water a day by installing WaterSense® toilets, showers, faucets and urinals in place of fixtures manufactured before the 1994 implementation of the 1992 Energy Policy Act (EPA). That's more than a trillion gallons of water a year.

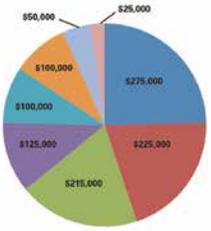
What is PMI?



pmi PLUMBING MANUFACTURERS INTERNATIONAL

Quantifying PMI's Value

Why PMI: What's in it for you



Category	Value
Industry Monitoring	\$275,000
Lobbying Services	\$225,000
Full Time Codes & Standards Coverage	\$215,000
PMI Benchmarking and Outreach	\$112,500
Crisis Coverage and Communication	\$110,000
Fair Trade Coverage	\$100,000
International Outreach	\$50,000
PMI Industry Partnering	\$25,000

Fast Facts About the Value of PMI Membership

Advocacy

- PMI today's members provide representation on the federal level and in California. Estimates for member companies to do this individually would be over \$226,000!
- 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 ITAC9 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.safeplumbing.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, CER (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, Advocacy/Outreach, Government Affairs.
- PMI members receive exclusive access to information through our semi-annual meetings, instructional workshops, *Ripple Effect* monthly newsletter, *Inside My PMI* bi-weekly e-newsletter, and the "Members Only" section of our website.

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The “What is PMI?” pamphlet gives you everything you need to know about PMI in a nutshell. Including:

- **What is PMI?**
- **Who is PMI?**
- **PMI Believes in Green**
- **PMI International Locations**
- **Quantifying PMI's Value**

Congratulations to T&S Brass: Winner 2014 Best Plant Award

T&S Brass and Bronze Works, a PMI member company, was named one of the Silver Anniversary class of *Industry Week's* 2014 North American Best Plants. Winners are announced based on their leadership and strength of their work-force engagement, and how the two work together to deliver quality products to their customers. *Industry Week's* editor-in-chief, **Patricia Panchak**, refers to the winners as, "high achievers among North American manufacturing facilities." She goes on to note, "They demonstrate that operational excellence continues to thrive in manufacturing. It is our great pleasure to share their success stories."



T&S Brass and Bronze Works headquarters in Travelers Rest, SC



This year's winning companies include: Boston Scientific Maple Grove (Maple Grove, Minn.), Cessna Mexico (Chihuahua, Mexico), General Cable Corp (Marion, Ind.), L.B. Foster Rail Technologies Corp (Vancouver, BC, Canada), The Raymond Corp (Greene, NY), and T&S Brass and Bronze Works (Travelers Rest, SC).

Winners will be honored at an awards ceremony to be held during the Industry Week Best Plants conference for 2015 in Charlotte, NC May 4-6. Look for their stories to be published in the January/February Issue of *Industry Week* and online after February 3.

Staying Connected with Member News

PMI members make up 90% of plumbing products sold in North America. They are on the forefront of plumbing industry, with new announcements and innovations being made every day. Keep tabs on what's going on in the industry with "News from PMI Members" at: <http://www.safeplumbing.org/news/news-from-pmi-members>

PMI Member Companies are invited to send their press releases to PMI Communications Manager, **Dawn Robinson**, at drobinson@safeplumbing.org to have their company's news added to the list.

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)

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