

## Creating Actionable Objectives for Rethink Water

By Chip Way, PMI Board of Directors President, Lavelle Industries



Chip Way

On June 12-13, the Plumbing Manufacturers International Board of Directors, Strategic Advisory Council, staff and consultants met near Chicago's O'Hare International Airport to discuss our association's progress toward our strategic goals.

A major part of that discussion was Rethink Water, PMI's initiative to assure reliable access to safe, clean

water for future generations, that was introduced to members in October 2022. What can PMI member companies do individually to further this initiative? What is PMI's call to action to members?

Those in attendance agreed that Rethink Water has an inspiring and important goal. Reaching the goal will require effort and innovation within virtually all economic sectors, not only plumbing and water. Breaking down the "big goal" into smaller, actionable objectives is essential toward making the program successful.

**Sal Gattone**, the PMI board's immediate past president, suggested that PMI and its members emphasize water-efficiency best management practices in Rethink Water communications. A good resource for understanding and implementing these best practices is WaterSense at Work ([tinyurl.com/5dwb4wrk](http://tinyurl.com/5dwb4wrk)). This compilation is designed to help commercial and institutional facilities understand and manage their water use, establish an effective water management program, and identify projects and practices that can reduce facility water use.

Look through the compilation and you'll find topics that are quite familiar to PMI members – the importance of water-efficient fixtures and fittings, for one – as well as others that are a few steps away from our expertise of manufacturing. Nevertheless, WaterSense at Work provides a good starting point for how PMI can expand the conversation about water sustainability beyond our current bounds and begin to engage partners in our Rethink Water effort.

So far, Rethink Water has started a conversation about legacy product replacement between PMI and policymakers in California and elsewhere. The idea of replacing older, far-less efficient fixtures and fittings with new, water-efficient models – either via rebates or giveaways – is not new. The San Antonio Water System is the best example of a water utility that replaced inefficient toilets until there were no more left to replace.

In putting together a summary of legacy product replacement programs across the nation, PMI found 16 programs that provided free toilets to water utility customers meeting certain qualifications, usually relating to the older toilet's gallons-per-flush and customer's household income level. As opportunities to implement legacy product replacement programs occur across the nation, PMI will be prepared to emphasize the success of these programs and to provide a compelling business case demonstrating the return on investment in water savings that legacy product replacement provides. The Rethink Water and legacy product replacement tools developed so far can be found on the PMI website: [safeplumbing.org/advocacy/rethink-water](http://safeplumbing.org/advocacy/rethink-water).

As a next step in the Rethink Water program, PMI is currently developing a video and associated web content about the importance of safe, responsible plumbing systems. These communications emphasize the importance of considering the impact that lower flow and flush rates have on a building's entire plumbing system. Not taking these impacts into consideration can have unintended consequences and can potentially affect the function and safety of other parts of the plumbing system.

*Continued on page 6*

## INSIDE

Managing the Future of Reusable Water . . .	2
California Legislative Visits Recap . . . . .	3
Barbara Higgins Recalls Early PMI Victories . . .	4
PMI24 Registration To Open July 16 . . . . .	5

# Managing the Future of Reusable Water

By Kerry Stackpole, FASAE, CAE, PMI CEO/Executive Director



Kerry Stackpole

Reusing water will be essential toward successfully addressing the global water scarcity crisis. Recycled or reclaimed water, derived from wastewater, can be treated

and repurposed for various uses such as irrigation, industrial processes, and even potable water supply. However, stringent water quality standards for reusable water will be required to avoid significant risks that may compromise both human health and environmental safety.

Recycled water may harbor harmful pathogens such as bacteria, viruses and protozoa. These microorganisms can cause severe illnesses including gastrointestinal infections, hepatitis, and respiratory diseases. For example, the presence of *Escherichia coli* (E. coli) in inadequately treated water is a significant indicator of fecal contamination, posing a direct threat to human health.

Another health concern is the proliferation of antibiotic-resistant bacteria. Wastewater often contains antibiotics from human and veterinary use. Inadequately treated water can facilitate the growth and spread of antibiotic-resistant bacteria, which can then enter human populations through direct contact or consumption, complicating the treatment of bacterial infections.

## Proper treatment standards for recycled water required to prevent contamination

Industrial wastewater often contains a variety of chemical pollutants including heavy metals, pharmaceuticals, and endocrine-disrupting compounds. Without proper treatment standards, these contaminants can persist in recycled water. Long-term exposure to such chemicals can lead to chronic health

issues including cancer, reproductive problems, and developmental disorders. For instance, heavy metals like lead and mercury are highly toxic even at low concentrations.

To avoid the unintended consequences of contaminating our living and workspaces, we must be certain that the reusable water being introduced into homes, offices and other buildings is properly treated and pathogen-free.

## Non-potable water poses a risk to plumbing fittings and the safe use of bidets

One area of particular concern is the introduction of reused, non-potable water into plumbing fittings and fixtures that are open to the air. The excessive use of clarifying agents in reusable water may pose a risk to the fittings and seals ever present in plumbing product installations. Also, reusable, non-potable water should not be used with smart toilet bidet seats or post-purchase installed bidet seats. While piping reusable water to a toilet may be desirable, having a potable water connection for a bidet is essential.

Releasing inadequately treated water into natural water bodies can severely disrupt aquatic ecosystems. Contaminants such as nutrients (nitrogen and phosphorus) can lead to eutrophication, causing excessive algae growth. This process depletes oxygen in the water, leading to dead zones where aquatic life cannot survive. Moreover, chemical pollutants can accumulate in the food chain, affecting biodiversity and ecosystem stability.

Using substandard recycled water for irrigation can lead to soil degradation. High concentrations of salts and heavy metals can alter soil composition, reducing its fertility and affecting crop yields. Crops irrigated with contaminated water may absorb harmful substances, making them unsafe for consumption

and reducing their market value. This contamination not only affects farmers' incomes but also has broader implications for food safety and security.

Contaminated water can lead to significant public health crises, resulting in substantial economic burdens. Medical expenses, loss of productivity due to illness, and long-term healthcare costs for chronic diseases linked to water contamination can strain public health systems and economies.

Establishing and enforcing comprehensive water quality standards is crucial. These standards should be based on scientific research and tailored to specific uses of recycled water. For instance, different quality criteria should apply to water intended for agricultural use, industrial processes, and potable water supply.

## New technologies can mitigate risks

Our collective investments in advanced water treatment technologies can mitigate many risks associated with reusable water. Membrane filtration, ultraviolet disinfection, and advanced oxidation processes are effective in removing pathogens and chemical contaminants. Regular monitoring and maintenance of these systems are essential to ensure consistent water quality.

Continuous research is needed to identify emerging contaminants and develop new treatment methods. Collaboration between governments, academic institutions, and the private sector can foster innovation in water reuse technologies and practices.

Finally, educating the public about the importance of water quality and safe reuse practices is vital. Awareness campaigns can help communities understand the risks and encourage the

*Continued on page 6*

# PMI Team Makes California Legislative Visits Worthwhile

By Judy Wohlt, PMI Communications Team, Valek and Co.

A Plumbing Manufacturers International team recently shared crucial intel with California legislators and their staff during productive discussions on water efficiency, lead in school drinking water, plastic packaging, and more. The meetings took place during the PMI California Legislative Forum and Fly-in, June 3-4, in Sacramento – the highest-attended forum to date.

PMI staff and several PMI members presented a united front on many issues important to plumbing manufacturers. “The tight group of PMI members made it fun, and even though we stand apart as competitors in so many ways, we stand together where it matters,” stated first-time forum attendee **Denise Dougherty**, global regulatory manager for Sloan. She said she joined the event because she wanted to help emphasize the importance of the state persuading residents to install 1.28 gallons per flush (gpf) toilets already on the market to save water – instead of further lowering flush volumes.

Other PMI members who visited policymakers were **Richard Anderson**, director of PMG technical resources, International Code Council (ICC); **Karyn Beebe**, regional manager of ICC government relations; **Troy Benavidez**, leader of LIXIL international government relations and policy; **John Confrey**, CEO of Falcon Water Technologies; **Fernando Fernandez**, senior director of codes & standards, TOTO USA; **Lesley Garland**, ICC vice president of state and local relations; **Angela Hersil**, vice president of corporate communications, Zurn Elkay Water Solutions; **Mike Johnson**, manager of product compliance and regulatory affairs, Delta Faucet Company; **Martin Knieps**, government affairs director, Viega; **Peggy Lynch**, corporate counsel, director-litigation, Masco Corporation; **Cambria McLeod**, vice president of industry relations and business develop-



ment, IAPMO; **Kyle Meehan**, director of product engineering, Delta Faucet Company; **Bob Neff**, PMI board member and product compliance and regulatory manager, Delta Faucet Company; **Mike Reffner**, PMI board member and director bath category, Moen; and **Belinda Wise**, vice president of the PMI board and a Neoperl board member.

The PMI group, including PMI CEO/ Executive Director **Kerry Stackpole**, Director of Programs and Administration **Jodi Stuhberg**, and Technical Director **Kyle Thompson**, also continued strengthening relationships and building new ties. They met with **Stoyan Bumbalow**, the new executive director of the California Building Standards Commission. “He was able to share some things that are going to come up in the next year or two that we ought to prepare for. He feels confident that we’ll be able to have a positive working relationship,” said **Jerry Desmond**, PMI’s California government affairs consultant.

Two PMI members that have California locations met with their assembly members and senators to discuss their business presence in the state and share information about PMI, Desmond noted. “The constituent meetings are a different kind of dialogue – more issue-specific advocacy. Legislators are meeting the company that lives, eats and breathes in their district,” he said.

## Twinking strategies based on new information

Both policymakers and the PMI team learned important updates during the meetings that can support legislative

revisions and help the PMI Advocacy/Government Affairs Committee tweak its strategies.

PMI met with Commissioner **Andrew McAllister** and two key staff members of the California Energy Commission (CEC) on Docket 22-AAER-05, which proposes new and more restrictive regulations on the maximum flow rates for water closets. PMI has been urging the CEC to concentrate on ensuring that Californians transition to products compliant with existing law, especially since there is only 25% market penetration of compliant products, Desmond said.

“The Advocacy/Government Affairs Committee will take back what we learned and update PMI’s strategies,” he said. “For example, are there ways to engage with other stakeholders to analyze the impacts of lower flow rates on health, safety and effectiveness of plumbing systems both upstream and downstream?”

PMI also met with California Assembly Member **Chris Holden**, author of AB 1851 – a bill to establish a pilot program to test for lead in drinking water at schools. That same day, AB 1851 was officially updated with three sets of amendments from PMI under Thompson’s leadership, Desmond said. Since the bill was introduced in February, PMI has provided important testimony, discussions and bill revisions.

“It ended up being a meeting to thank Assembly Member Holden for listening to us and considering our issues. He understood that we’re coming to the table with the right kind of attitude and helping him obtain his objectives,” Desmond said.

Other meetings covered single-use plastic packaging, dipper wells, and corporate climate reporting.

# Barbara Higgens Recalls Early PMI Victories

By Judy Wohlt, PMI Communications Team, Valek and Co.

From her kitchen table in 1998, a determined **Barbara Higgens** began assembling a core base of staff and tools to unite Plumbing Manufacturers International members into a cohesive community. With a nod to PMI's 70th anniversary, she recalled her time as PMI's CEO/executive director – grateful for the wonderful relationships and memories she made along the way.

Higgens remembered how much work needed to be done to set up the association for future success. She began moving PMI from crisis-driven to proactive. “It was no easy task. I wanted to bring this group of competitors together to make them feel like a part of a group that wasn't just there to stamp out forest fires, but to help them throughout the year,” she said.

Higgens was hired as the first full-time PMI staff member, entrusted with reinventing the association as it transitioned from being managed by an outside firm. Over the next 19 years, she rallied beside PMI's members, staff and board of directors to achieve many victories – fostering authorization of the Environmental Protection Agency's WaterSense program, gaining recognition among international peers, and forming relationships with government agencies – to name a few.

## Building a solid base

Starting with a blank slate, Higgens secured office space in Schaumburg, Illinois, hired a technical director, an association manager and support staff, and set up regular member communications. “My assignment was to establish PMI as an independent, free-standing

organization,” she said. “We had a staff 100% dedicated to PMI, which was key to achieving our goals.”

Her communications and marketing background was beneficial as Higgens began adding “basic ingredients” to help members connect and create a more cohesive group, she said. Launching a membership directory and PMI News – which eventually became Ripple Effect – helped create a sense of community by profiling individuals and companies and regularly sharing timely information, she added.

Among the staff Higgens hired over the years, two technical directors helped establish PMI as a solid resource for educating members on technical plumbing manufacturing challenges and important codes and standards updates. “**Dave Viola** – PMI's first technical director – was a superstar and **Matt Sigler** – who eventually followed him – was equally stellar,” she said. Viola, CEO of IAPMO, and Sigler, PMG executive director of the International Code Council, today work for PMI member companies. Higgens also recognized two other individuals who worked for her – former PMI Association Manager **Maria Bazan**, now vice president of business unit services at IAPMO, and **Jodi Stuhrberg**, PMI director of programs and administration – for their outstanding contributions to PMI's success.

## Expanding legislative advocacy

PMI's leadership pursued a more proactive approach by expanding legislative advocacy to key states and the federal level, Higgens said. Lead in water and water efficiency became national issues

for which PMI and its members could lend technical expertise and educate legislators. Regular visits to Capitol Hill with experienced advocates



Barbara Higgens

such as PMI's federal government affairs consultant **Stephanie Salmon** became an important member value.

As a hotbed of activity, California aimed to lower flow and flush rates below WaterSense levels. PMI sought expert help from **Jerry Desmond**, PMI's California government affairs consultant, and others to keep key legislative issues on the association's radar, she said.

PMI and its members became involved in developing the WaterSense program, inception in 2006, and the Reduction of Lead in Drinking Water Act, which became effective in 2014, Higgens noted. Plumbing manufacturers delivered valuable information to legislators and government agencies, offering practical timelines and technical guidance, she said. “WaterSense is a great example of a collaboration between government and manufacturers working together for a mutual win to save water,” Higgens added.

She also noted how PMI further expanded government outreach by building relationships with staff at the Department of Commerce.

*Continued on page 6*



# PMI24 Registration To Open July 16, New Speakers Added

By Judy Wohlt, PMI Communications Team, Valek and Co.

Mark your calendar as registration is set to open on July 16 for the PMI24 Manufacturing Success Conference, Nov. 4-7 in Atlanta. New speakers are regularly being added to the exciting program covering the critical topics of sustainability, per- and polyfluoroalkyl substances (PFAS), artificial intelligence, water innovations, the economy, and more.

**Patrick Luce**, an economist with ITR Economics, will provide the quarterly PMI Market Outlook LIVE, an economic update with insights on what's coming down the pipe in 2025-2026. An exclusive benefit of PMI membership, the PMI Quarterly Market Outlook LIVE uses the latest economic trend analysis to provide members with ideas and insights into the economic trends and issues likely to impact their businesses. PMI provides these useful business observations quarterly via webinars and will do so in person at PMI24. These can't-miss reports can help PMI members anticipate shifts in the economic frontier to allow for adjustments and redeploying of resources.

Joining a panel discussion about PFAS destruction technology, **Sarahann Rackl**, Ph.D., will bring her expert viewpoint as principal engineer of environmental and earth sciences at Exponent, Inc. Dr. Rackl is a scientist and engineer with a broad interdisciplinary technical and academic background in engineering, microbiology, chemistry, and ecology. Her research and work have involved evaluating technologies and practices related to water quality, water treatment, wastewater, and constituents in soils and sediment. She has developed expertise in water supply and quality and treatment challenges in California through many projects with the CalFed Water Quality Program, stated the Exponent website. Dr. Rackl



## ATLANTA

Nov. 4-7 • InterContinental Hotel Buckhead

specializes in federal and state regulatory matters, including the Clean Water Act and California's Proposition 65.

Don't miss the presentation by PMI's government affairs consultants **Jerry Desmond** and **Stephanie Salmon**, who will provide a full review of PMI's advocacy efforts and legislative activity affecting plumbing manufacturers and the industry. Attendees can look forward to updates from the Bathroom Manufacturers Association in the United Kingdom, the Canadian Institute of Plumbing & Heating, and a briefing from the Environmental Protection Agency on its WaterSense Program. Other presentations will focus on recycling and reuse programs, opportunities and challenges involving AI, net-zero water buildings, flow rates and the spa experience, and residential construction energy efficiency standards.

Stay tuned for more registration and speaker details in upcoming issues of Inside My PMI and Ripple Effect.

### Showcase your company's products and services

Sponsoring PMI24 delivers a broad range of benefits to your company with a wider audience reach, enhanced corporate image, and the chance to highlight your company's latest products and services. You'll show your commitment to the plumbing manufacturing industry while gaining access to an influential group of industry leaders, too.

All sponsorship levels – whether platinum, gold or silver – provide opportunities to shine a light on your company with your company's name and logo highlighted in conference materials, onsite signage and video; recognition by PMI leadership at the opening

keynote session and general membership meeting; your company's name and logo featured in PMI's Ripple Effect, Inside My PMI and conference news releases; and traditional and social media visibility through #PMI24 promotional efforts.

Events are limited to one sponsor only, so don't wait to apply! Your company can sponsor morning and afternoon coffee breaks, conference registration and lunches, the PMI reception and dinner, and keynote speakers. In addition to the benefits of PMI24 sponsorship, event sponsors receive company visibility to conference participants. The keynote sponsorship includes podium signage and the option to introduce the speaker.

View details and sign up for a PMI24 sponsorship today! ([tinyurl.com/bdfetr9f](https://tinyurl.com/bdfetr9f))

An infographic titled 'SPONSORSHIP OPPORTUNITIES' for PMI24 Manufacturing Success Atlanta. It features a city skyline graphic and a pie chart showing attendance by job function: 40% for Manufacturing, 30% for Sales, and 30% for Operations. The infographic lists reasons to sponsor and benefits for all sponsorship levels.

**Reasons to Sponsor**

- Benefit from a wider reach**  
Gain access to an influential group of industry leaders from the top plumbing manufacturers.
- Enhance your corporate image**  
Show your support and commitment to the plumbing manufacturing industry.
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Your sponsorship entitles you to registration at this exciting conference.

**ALL PMI24 Manufacturing Success Conference sponsorship levels receive these benefits:**

- Your company's name and logo highlighted in conference materials, on-site signage and video
- Recognition by PMI leadership at opening keynote session and general membership meeting
- Your company's name and/or logo also featured in PMI's Ripple Effect, Inside My PMI and conference news releases
- Traditional and social media visibility through #PMI24 promotional efforts

Attendance by job function: Manufacturing (40%), Sales (30%), Operations (30%)

## Barbara Higgens Recalls Early PMI Victories (Contd.)

*Continued from page 4*

### Collaborating in many ways

Higgens tapped her collaborative abilities throughout her career at PMI – whether reaching out to like-minded groups such as the American Supply Association or international organizations including the Bathroom Manufacturers Association in the United Kingdom, the Canadian Institute of Plumbing & Heating, and CEIR – the European association for the taps and valves industry.

She helped found the Plumbing Industry Leadership Coalition (PILC), a cross-

section of leaders from plumbing industry associations representing manufacturers, plumbing systems, certification bodies and stakeholders, as a forum to address and promote important plumbing industry issues. Higgens also became involved with the National Association of Manufacturers and led its Association of Associations for several years.

Another big shift during her PMI tenure was opening PMI membership to international companies. “As manufacturing migrated overseas, it was no

longer easy to define what a domestic American company was. We needed a name change to reflect PMI’s global reach. It was important to keep the acronym because PMI was so recognizable, so ‘institute’ was replaced with ‘international,’” she said.

Now retired, Higgens’ keeps in touch with many former colleagues. “I’m pleased with the friendships that I still have,” she said. “I really enjoyed the ride. I had a blast.”



*Group photo from the 2017 PMI Conference, which featured a celebration dinner for Barbara Higgens on her retirement*

## Creating Objectives for Rethink Water (Cont.)

*Continued from page 1*

These communications about plumbing systems will be helpful in situations when a state or municipality seeks to lower flow or flush rates below WaterSense specifications, which have a record of achieving outstanding water savings while meeting high levels of customer satisfaction. The new WaterSense Accomplishments Report ([tinyurl.com/bdcr2yke](https://www.tinyurl.com/bdcr2yke)) notes that the program has saved 8.7 trillion gallons of water since 2006 and 1.2 trillion gallons in 2023 alone. WaterSense also reports that 45,938 WaterSense products have been developed, and PMI members are proud to have their brand names on about 90% of them. These products also have

had a positive impact on the environment, having eliminated 379 million metric tons of greenhouse gas emissions, the equivalent of planting 6.3 billion trees, the report states.

As the Rethink Water initiative progresses, we can talk about more water-saving topics, such as the importance of codes and standards, water reuse, non-sewered toilets and other technologies, water-efficient piping, and more. We look to you, our members, for guidance on how we can best contribute to the goal of assuring reliable access to safe, clean water for future generations.

## Managing the Future of Reusable Water (Contd.)

*Continued from page 2*

adoption of safe water use practices. Moreover, involving stakeholders in the development and implementation of water reuse programs can enhance compliance and effectiveness.

While water reuse is a promising solution to water scarcity, the absence of stringent water quality standards poses significant risks to human health, the environment, and economies. Addressing these risks requires a multi-faceted approach including the establishment of robust standards, investment in advanced treatment technologies, ongoing research, and public education. By prioritizing water quality, we can safely harness the benefits of water reuse while protecting public health and environmental sustainability. It’s a job worth doing right the first time.

## Elevate Your Online Presence at July 25 Workshop

Want to feel more confident leading your online meetings? Attend the July 25 PMI Inspiring Leaders Workshop to get advice on how to upgrade your virtual leadership presence.

With remote work arrangements here to stay, leaders must learn how to communicate effectively and persuasively through video and audio. **Christine Adam**, an internationally trained voice, accent and communication coach for Voice What Matters, will help participants better connect with their online audiences.

Discover how body language matters when establishing a leadership presence, even in virtual situations. Learn tips on using camera and technical setups to frame the kind of relationship you want with your audience. Adam will discuss how participants must consider their vocal energy to sound like a leader.

During her career, Adam has assisted clients with comprehensive voice work,

accent and dialect training, presentation and public speaking skills, personal impact, and executive presence. She works with them to improve vocal presence, power, range and self-expression, body language in communication, and listening skills, as well as to overcome performance anxiety.

Her platform integrates her communication coaching business, digital courses, YouTube channel, and podcast. She has been widely acknowledged for her holistic coaching philosophy that recognizes and addresses the connection between voice, body and mind. Her clients include actors, activists, business professionals, teachers, and anyone curious about becoming a more effective and empowered communicator.

She regularly speaks in public forums about issues related to her field, particularly on women's voices in the public sphere. Adam earned a master of fine arts in voice studies from the Royal Central School of Speech and Drama in London.



PMI Inspiring Leaders Workshops deliver learning opportunities that will culminate with the more extensive program at the PMI24 Manufacturing Success Conference, Nov. 4-7 in Atlanta.



*Christine Adam*

Spend an hour on July 25 to learn important new leadership skills. All employees of PMI member companies can register for the workshop today! ([tinyurl.com/2a7bcyv](https://tinyurl.com/2a7bcyv)).

## Join PMI Market Outlook LIVE to Plan for Economic Changes

Prepare to navigate the ever-changing economic tides with confidence and foresight by attending the third-quarter PMI Market Outlook LIVE on July 17.

Join ITR Economics' **Connor Lokar** as he discusses "2025–2026: Preparing for Cyclical Changes." He will explore the trends for 2025 and into 2026, including the onset of recovery in the industrial economy and a faster growth rate in most of the service sector.

Lokar will provide insights on key markets domestically and globally and their expected impact on plumbing manufacturers. Confidently lay out your plans as you learn what to watch for and the probable timing of future economic challenges. Lokar will note specific action items pertinent to the macroecon-

omy and an industry-specific outlook to help plumbing manufacturers prepare to maximize profit and prepare for the rest of the decade.

Learn how conflicting trends characterized the first half of 2024, with lingering concerns regarding the pace of disinflation and future actions by the Federal Reserve. Lokar will share how some leading indicators rose while others declined and explain how the reasonably good financial status of Americans and robust business cash balances in many industries kept the business cycle downside mild in 2024.

Lokar has been delivering economic keynotes, workshops, and webinars across North America since he joined ITR Economics in 2014. His quick wit



and knack for storytelling add panache to Lokar's presentations. Thousands of business leaders have enjoyed his dynamic approach as he emphasizes the applicability of economic intelligence and calls his audience to action.

All employees of PMI member companies can register for the third-quarter PMI Market Outlook LIVE today! ([tinyurl.com/mu39kwhj](https://tinyurl.com/mu39kwhj))

## Your July To-Do List!

### Register for PMI CEO Thinking Forum, Sept. 18-19 in Chicago

Make sure your company is represented at “Customer Centricity As A Growth Strategy,” the 2024 PMI CEO Thinking Forum. To take place Sept. 18-19 at the Viceroy Chicago on the Windy City’s Gold Coast, the forum will be led by **Lior Arussy** – a leading authority on how to create outstanding experiences and value for customers. This year’s forum will explore how PMI member senior executives can place a company’s most important resource – employees – at the center of product development and customer experience efforts. Register at [tinyurl.com/4erjupc9](https://tinyurl.com/4erjupc9).



Lior Arussy



### Nominate Co-Worker for Paul Patton Award

The recipient of the annual Paul Patton PMI Manufacturing Success Conference Award receives complimentary registration to the PMI24 conference, including the PMI Inspiring Leaders Program and PMI Meeting of the Membership. Nominate a co-worker for the award, which recognizes an employee of a PMI member company who shows outstanding potential for a career in plumbing manufacturing. Nominees must show career potential and possess outstanding characteristics relating to leadership, community service, teamwork, or other personal qualities.

Fill out this nominating form ([tinyurl.com/2zsb78ya](https://tinyurl.com/2zsb78ya)) and email to **Jodi Stuhrberg** at [jstuhrberg@safeplumbing.org](mailto:jstuhrberg@safeplumbing.org). Nominations will be evaluated this summer, and the recipient will be recognized at the annual PMI Meeting of the Membership. Paul Patton was a former president of the PMI Board of Directors who had a special interest in developing the talents of industry newcomers. The recipient of the inaugural 2023 award was **Denise Dougherty** of Sloan.



## 2024 PMI LEADERSHIP

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