



Let's Stop Chasing Drips and Start Saving (Trillions of) Gallons!

By Barbara C. Higgins, PMI CEO/Executive Director



Barbara C. Higgins

In another terrific show of support of PMI and our initiatives, 11 PMI member CEOs met in Washington D.C. in April to raise awareness of important industry issues, including the need to retrofit legacy products in the field in the name of water efficiency. PMI executives last “stormed Capitol Hill” on September 11, 2013. This time, following a meeting of PMI executives, a joint meeting was held with representa-

tives of the American Supply Association (ASA) with the aim of working together on issues of mutual importance.

During the PMI-only segment, member company executives explored questions including the possible expansion of the focus of PMI's traditional advocacy efforts beyond “plumbing industry/water issues” to include general business-type issues. The topic of how PMI builds and measures consensus was also examined. The joint meeting of PMI and ASA featured guest speakers on each of the proposed industry issues. The end result was a productive day that strengthened relationships within and between the organizations.

If you've spent any time at all reading PMI publications or hanging out with me, you know that networking and leveraging the relationships we have built is a key component of PMI's success. Domestically and internationally, we have established valuable links with like-minded organizations in order to amplify PMI's voice. We have, in fact, also reached out to groups that, on the surface at least, do not appear to be like-minded at all. As a consensus-based organization, PMI's goal is to put differences aside with the aim to find even the slightest of common denominators. There is generally some point on which we can agree, no matter how minute. We then build from that starting point to see how far we can go.

That is the notion of our efforts last month on Capitol Hill and with such groups as the water utilities, the restaurant association and the hotel association. I also carried PMI's

message to the third annual meeting of the Plumbing Industry Leadership Coalition (PILC) held April 22 prior to the Emerging Technology Symposium. 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 14 industry associations. This historic and unique coalition includes: PMI, ASPE, IAPMO, ASA and the Alliance for Water Efficiency (AWE), American Backflow Prevention Association (ABPA), American Rainwater Catchment Systems Association (ARCSA), Cast Iron Soil Pipe Institute (CISPI), Copper Development Association (CDA), Mechanical Contractors Association/Plumbing Contractors Association (MCA/PCA), Plastic Pipe and Fittings Association (PPFA), Plumbing-Heating-Cooling Contractors Association (PHCCA), United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry (UA) and Water Quality Association (WQA).

If we begin to share responsibility for water efficiency with all stakeholders including consumers, and focus on maximum water savings, action steps become clear. Real and immediate water savings can be achieved now, easily and painlessly, by simply retrofitting inefficiency “legacy” products that have been in the field for upwards of 30 years. Only drips will be saved by focusing on moving to ever-lower flow rates in some future iterations of our products. The greatest potential and

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“biggest bang for the buck” is in replacing products that perform at pre-Energy Policy Act of 1992 (EPAAct '92) rates. The U.S. Environmental Protection Agency (EPA) has blessed PMI's calculation of estimated savings of three billion of gallons of water per day through retrofits... and in fact call the number “conservative.”

Why is it that while folks regularly stand in line for the latest tweak to their smart phone or tablet, they let decades roll by with little thought to upgrading the products in their homes to the latest in plumbing technology? How do we capture the hearts, imagination and passion of consumers when it comes to plumbing products?

PMI along with our membership is tackling this mighty task using all of the communication tools and social media at our disposal. While we work to preserve the sanctity of consumer choice in America, in areas where water is scarce, we have worked to promote the mandate of WaterSense-rated products; first California, then Texas and now Colorado. In addition, we have targeted messaging to the 12 top drought areas of the USA to encourage retrofits. It is important to note that we are quick to differentiate “conservation” from “efficiency”. “Conservation” means simply using less water. It smacks of deprivation, sacrifice, and, worse, poor product performance resulting in double flushes or extra time (and water) rinsing. “Efficiency” on the other hand connotes doing the same job effectively but with

less water. That is the notion behind WaterSense and the big difference between today's WaterSense products and the early generations of products dictated by EPAAct '92.

WaterSense products not only use less water, but in order to be granted the label, must ensure product performance and a good experience for the consumer. We've all heard the horror stories of the early “low-flow” products. As a result of the debacle, the cause for efficiency/conservation and everyone involved was hurt: manufacturers, environmentalists, government agencies and the consumer.

Fast forward from the well-intended but poorly created and executed EPAAct program of 1992 to the WaterSense program of 2006 which resulted in products that deliver not only efficiency by excellent product performance and a positive consumer experience as well. PMI can confidently promote and consumers can confidently purchase products that provide maximum efficiency as well as satisfaction.

But as the late great **Paul Harvey** would say, here's the shocking “rest of the story.” Estimates indicate that since 2006, only 5% of the market has transitioned to these terrific products. The good news: we have lots of potential!

EPA WaterSense has not been “authorized.” That is, it has not been officially sanctioned as a program and, as such, has not received the funding necessary to adequately promote it. Contrast the

WaterSense program with the success and awareness of Energy Star. Ask your neighbor—they are sure to recognize the big yellow Energy Star labels but are likely to not be aware of the WaterSense label. It is that visibility that we need and want for our WaterSense program in order for the market to make the much-needed transition.

As I write this editorial, a bill, The WaterSense Efficiency, Conservation, and Adaptation Act (S. 2226), has been introduced by **Senator Tom Udall** (D-NM) and co-sponsored by **Barbara Boxer** (D-CA) to do exactly that: to provide the funding needed to build awareness of this program which is probably the most successful government-manufacturing partnership ever. (Check the PMI smart phone app and/or the PMI websites for details). PMI members worked to established standards for efficiency and performance. This was not the case with EPAAct '92 and the results tell the tale.

With our country's current budget issues, the road to authorization of WaterSense is a long and uncertain one. We can and will in the meantime, however, continue to promote the good word of WaterSense as an immediate and effective way to save the afore mentioned three billion gallons of water per day. These saving can be realized now... even before attention is turned to the much needed upgrading of the USA's water infrastructure which is responsible for the loss of an additional 1.7 trillion gallons of treated water (based on estimates from the U.S. Geological Survey), before it even gets to the plumbing products manufactured by PMI members!

Work with us to promote the use of WaterSense products to replace inefficient products in the field. The result will be a win-win for consumers, government, manufacturers and Mother Earth.

PMI 2014 Fall Conference Sponsorship

PMI is proud to offer Expanded Sponsorship Opportunities for our upcoming 2014 Fall Conference. Please see pages 4 and 5 to learn more about this exciting opportunity to connect with industry leaders.

A special thanks goes out to our charter sponsor, International Code Council (ICC), for being the first sponsor to register for this event!

PMI Welcomes Its New Technical Director to the Team

By Dawn Robinson, PMI Communications Manager

April is a month known for ushering in new beginnings; this year, in addition to bringing May flowers, it brought us the newest member of PMI's team. **Matt Sigler** joined PMI as our new Technical Director early in April and is already making his mark. Less than a month in, Matt has been right on the forefront of the issues surrounding PMI and its membership, making rounds visiting member locations and attending the International Emerging Technologies Symposium (IETS) co-convened by PMI April 23-24 in Arlington, VA.

Prior to joining our staff, Matt was employed as a Plumbing Code Development Administrator with the International Association of Plumbing and Mechanical Officials (IAPMO) an Allied Member of PMI. During his tenure with IAPMO, Sigler managed the development of several Uniform Plumbing Codes and provided technical assistance to IAPMO's membership. Matt comes to PMI with the full support and blessing of IAPMO.



Matt and his girls Hannah (left) and Grace (right) in Long Beach, CA with the Queen Mary ship in the background

After graduating from Indiana State University in 1995 with a Bachelor of Science in Construction Technology/Management, Matt began his career in his home state of Indiana with a local home builder. He spent the next 13 years working in multiple areas of building including: procurement, project management, design, construction and more, before becoming a Corporate Manager of Code Administration for

C.P. Morgan Communities. He left C.P. Morgan in 2008 to work as an independent code consultant, a move that would ultimately lead him to IAPMO.



Matt with his wife Cheli and daughters Grace (right) and Hannah (left)

However, Matt's love of building and its various pieces and parts goes back much farther. Hailing from a long line of commercial concrete finishers, Matt joined his dad working to lay concrete for large scale projects, like schools and factories, to pay his way through college. He credits the training and experience he received on those jobs as being the keys to his success. He says he clearly remembers one occasion where he and his dad carried steel forms to lay the foundation of a high school, through mud up to their knees, as a defining point in his life. He recalls this moment as the basis for his appreciation for all the hard work that goes into making a building system, from the design and construction, to the inner workings, like plumbing and electricity, which define a working structure.

Both his dad and his father-in-law rank among Matt's personal heroes alongside **Abraham Lincoln** and **Theodore Roosevelt**. Matt will tell you he is a "Midwestern type", character-driven and hardworking, who approaches life with integrity and faith – traits he learned from those heroes.

Matt combines this work ethic and appreciation for hard work with his love

of history in his personal life as well. He notes, "The most important thing you get from work, or life, is the impact you make on people, more than money or individual achievement. It is people that matter. You will fail. You will make mistakes. Your approach and how you deal with mistakes is what matters most." He notes that he and his wife **Cheli** make it point to pass on these beliefs to their daughters **Grace** (11) and **Hannah** (10).

His wife shares Matt's love of learning and discovery having majored in both history and world geography herself. He and his family enjoy traveling together and have made several cross-country trips visiting sites all across the US. This appreciation for his country is reflected in his favorite authors and books which center on historical accounts of how America was born. Some of his favorite places include Charleston, S.C. and Washington, D.C. One day Matt hopes to be able to venture outside the US and visit Europe, Australia and Israel among other locations. In addition, Matt enjoys baseball, acknowledging the unique role it has played in this country throughout the years, and collecting sports memorabilia.

PMI is excited to welcome Matt to our team and we look forward to working with him, just as he has expressed his own excitement at working with us and our members... Glad to have you on board Matt!



Matt and Jodi Stuhrberg, PMI Association Coordinator visit the Sloan Offices in Chicago

PMI 2014 Fall Conference Expanded Sponsorship

Oct 27-30, 2014 | The Westin O'Hare in Rosemont, IL



A National Conference that Attracts
Decision Makers and Influencers



Attendees by job function

PMI's Fall Conference attracts up to 75 representatives/attendees from leading industry players. These are the top executives and technical experts in the U.S. plumbing industry.

5 Reasons to Exhibit at PMI's Fall Conference

- 1 Benefit from a wider reach**
The most influential group of industry leaders from the top manufacturers across the country.
- 2 Build relationships**
Get direct access to key decision-makers before, during and after the event.
- 3 Enhance your corporate image**
Show your support and commitment to the plumbing industry.
- 4 Gain access to a national audience**
Meet face-to-face with executives/professionals from all over the country in one place.
- 5 Showcase your latest technology and services**
Demonstrate your products and services in front of plumbing industry leaders.

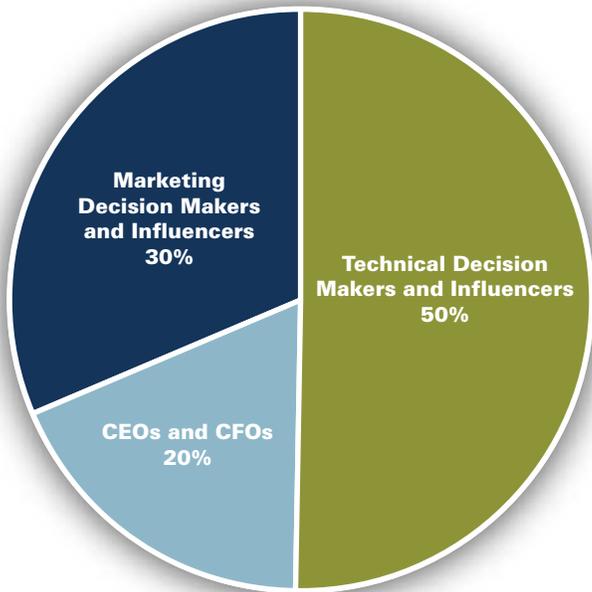
Sponsorship Opportunities at PMI's Fall Conference

Choosing to participate in the expanded sponsorship program at the 2014 PMI Fall 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 full 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. *Extra registrations are available for an additional fee.*

PMI 2014 Fall Conference

Oct 27-30, 2014 | The Westin O'Hare in Rosemont, IL

A national conference that attracts representatives and attendees from leading industry players



Attendees by job function

Anticipated Attendance:

In addition to the many PMI Manufacturing and Allied member companies who attend our conferences, PMI events draw other industry professionals from prospective members, related plumbing industry associations, government officials and more.

By participating as a sponsor you will engage with top players in the plumbing industry from across the U.S. PMI events are also routinely attended by representatives from Canada and Europe.

For more information please contact:
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Exhibiting Sponsor Opportunities

6' Tabletop Display

PMI Member	\$2,000
Non-PMI Member	\$2,500

10'x10' Corner Display

PMI Member	\$3,000
Non-PMI Member	\$3,500

Each tabletop display includes one full conference registration which allows you to attend sessions and interact with attendees.

Each Corner Display area includes two full conference registrations.

Extra registrations are available for an additional fee of \$300. (Limit one per exhibit)

Sponsorship Opportunities

AM/PM Coffee Breaks \$750

Badge Sponsorship \$1,500

Cocktail Reception multiple opportunities \$3,000

Continental Breakfast multiple opportunities \$3,000

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Speaker or Panel Discussion *Inquire for pricing*

Exhibit packages include:

One 6'x30" table with conference cloth (hotel choice of color)
Two chairs and one waste basket
Daily trash removal and vacuum
One power strip
Basic Internet access

Exhibit packages do NOT include:

Backdrop pipes and drapery
Booth signage
Shipping and handling (including hotel drayage fees)

PMI Co-Convenes the Emerging Technologies Symposium

By Dawn Robinson, PMI Communications Manager

Held every other year, the International Emerging Technologies Symposium (IETS) convened April 23-24 in Arlington, VA and addressed a multitude of concerns surrounding our industry. **Nancy Stoner**, the acting assistant administrator of the Office of Water at the U.S. Environmental Protection Agency delivered the keynote address; other presentations included how the manufacturing, engineering and trade industries are tackling challenges and devising innovative products and practices in the areas of water and energy efficiency, sanitation and health, water reuse, solar and other renewable energies, new efficiencies in HVAC and more.

The event was co-convened by PMI along with the American Society of Plumbing Engineers, Canadian Institute of Plumbing & Heating, International Association of Plumbing and Mechanical Officials, Mechanical Contractors Association of America and Plumbing Contractors of America, Plumbing-Heating-Cooling Contractors National Association, United Association, and World Plumbing Council.

PMI CEO/Executive Director, **Barbara C. Higgins**, attended the event along with PMI Technical Director, **Matt Sigler**. Ms. Higgins also attended the Plumbing Industry Leadership Coalition meeting which was held the day before IETS began.

“Beginning with the Plumbing Industry Leadership Coalition meeting on Tuesday and ending with the two-day International Emerging Technologies Symposium, this has been a wonderful week of networking and information exchange for our industry. Several of the guest speakers over the three days, highlighted the need to evaluate

the entire system – not an individual component or party – to resolve issues. Shared responsibility results in more effective solutions; by working together on shared initiatives, we amplify our individual voices,” Ms. Higgins said.

Worldwide sponsors included PMI member companies American Standard Brands and TOTO USA along with KEMPER Hygiene System, National Inspection Testing Certification, Piping Industry Progress & Education, SureSeal and Viega.

IETS will next be held in 2016.



PMI CEO/Executive Director, *Barbara C. Higgins* (second from right), joins representatives from the Plumbing Efficiency Research Coalition (PERC) in presenting a plaque from PERC to American Standard Brands Vice President of Engineering *Jim McHale* during the symposium

Can it be 16 Years Already...? Ripple Effect Readers Write

*Editor's Note: **Bob Atkins** is the former Grohe CEO and the namesake of the Crystal Vision LifeTime Achievement Award presented in 2011 to PMI CEO **Barbara C. Higgins** by The Storehouse of World Vision. Mr Atkins is a founding member of the organization which procurs donations of excess and obsolete products from manufacturers for use by those in need. Ms Higgins served with him in this effort, and stalked him relentlessly to secure Grohe's membership in PMI.*

Hi Barb,

I was talking to a friend and he mentioned that you are at PMI for 16 years.... Wow, and congratulations!! I said it was hard to believe until he reminded me that in 2 months (June 30th) I will be retired from Grohe for 10 years – yikes!! Time sure flies when you're having fun!

Anyway, I just want to remind you that our industry is in extraordinarily better shape because you have been in it for the last 16 years! You have made an amazing difference in what the industry does, what it stands for, and the health and safety of the products that affect nearly every person who touches them. A mere “Thank You” seems so inadequate....but I guess it will have to suffice unless I can think of something better.

All the best to you and your family...and I hope you all had a wonderful and blessed Easter.

Your friend,

Bob Atkins, former Grohe CEO (retired)

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California PMI Member Get-together Addresses State Issues

By Jerry Desmond, PMI Government Relations, California

An informal get-together of PMI members in California was recently held at the Fluidmaster headquarters to discuss the new and ongoing issues in this state and will provide any recommendations for positions and strategies to the PMI Technical Team and Advocacy/Outreach Committees as appropriate. The group met just prior to Technical Director **Matt Sigler** joining the PMI team.

Participants included **Scott McDonald** and **David Marbry** from host Fluidmaster, **Alston Williams** of Pfister, **Danny Gleiberman** of Sloan, and **Fernando Fernandez** of TOTO. **Todd Talbot**, President of Fluidmaster, welcomed the group and encouraged their efforts. All PMI California member manufacturing companies had been invited to attend.

The California ad hoc group will get together again by teleconference as needed.

A number of California issues were reviewed including:

- **CalGreen Code Advisory Committee - CBSC**
A possible PMI policy position expressing concerns with the proposed continued identification of further reductions in the voluntary standards for plumbing products



Attending the meeting in California were Alston Williams, Pfister; Fernando Fernandez, TOTO; Danny Gleiberman, Sloan; Scott McDonald, Fluidmaster; David Marbry, Fluidmaster and Jerry Desmond, PMI Consultant (Note: Matt Sigler, PMI Technical Director, had not yet joined the team)

and fixtures will be brought forward to the tech committee.

- **Appliance Energy Efficiency Standards – CEC**
A teleconference will be pursued with the CEC staff to discuss PMI and provide input on one of the specific issues in the docket: the concept of establishing a threshold at 600 grams for the removal of waste from toilet bowls. Plans were made for further meetings and possible coalition-building in the event that the conversation is not productive.

- **New Legislation re Recycled Water – AB 2282 [Gatto]**

A discussion with the author and/or sponsor[s] will be pursued in order to communicate PMI's position and perspectives on recycled water.

- **Safer Consumer Product Alternative Regulations [Green Chemistry] – DTSC**

The implementation of this issue will be closely monitored, especially as new Priority Products and Chemicals of Concern are announced.

- **Prop 65 Warning Regulations – OEHHA and Recent Lawsuits**

The specifics of the new proposed regulations will be communicated to the members.

- **Hex Chrome Primary Drinking Water Standard - CDPH**

The members will be informed following the anticipated April 15 announcement of the primary drinking water standard CDPH decides to pursue.

- **Plastic Packaging – CR**

The members will be provided another reminder about the Cal Recycle regulations with a reference for additional details.

PMI Supports Senate Legislation Authorizing WaterSense Program

Last month **Senator Tom Udall** (D) of New Mexico introduced new legislation, The WaterSense Efficiency, Conservation, and Adaptation Act, that would authorize and enhance the Environmental Protection Agency's WaterSense program, providing a dedicated source of funding for the water equivalent of EnergyStar. "We applaud Senator Udall for introducing this legislation which recognizes the importance of the WaterSense program, a public-private

partnership, that encourages consumers to decrease indoor water use through more efficient plumbing products, services, and practices which will save water, as well as money and energy," said **Barbara C. Higgins**, PMI CEO/ Executive Director.

Learn more about this bill and other legislation affecting our industry by visiting the Policymaker section of our mobile app and online at safeplumbing.org.

PMI CEOs Meet with Lawmakers in Nation's Capital

CEOs and other executives from PMI's Member Companies gathered in Washington, D.C. on April 9 and 10, at the Washington Fly-In for the first ever joint meeting with members of the American Supply Association. On Thursday, April 10, PMI executives participated in over 35 congressional meetings with their lawmakers and staff where they discussed several policy issues including importance of retrofitting outdated plumbing products with high-efficiency products, the need to renew the R&D tax credit and revisions to the regulatory system.

During the Hill visits, members specifically urged Senators to sponsor the WaterSense Efficiency, Conservation, and Adaptation Act (S.2226), which would authorize and enhance the voluntary joint public-private program. WaterSense is an EPA-industry partnership effort to set voluntary technical standards for a variety of plumbing products, such as toilets, showerheads, and faucets that are at least 20 percent more efficient than the current federal level. PMI believes that supporting consumer

awareness of the benefits of WaterSense products is a win-win for both the environment (saving over 3 billion gallons of water a day) and business. Senate Bill S.2226 was introduced just last week by **Senator Udall** (D-NM).

The PMI Member Company executives who attended the event include: Delta Faucet President, **Richard O'Reagan**; Fisher Manufacturing President, **Ray Fisher**; Fluidmaster President, **Todd Talbot**; HOLDRITE President, **Tim McConnell**; InSinkErator President, **Tim Ferry**; Kohler Co. President, **Hugh Ekberg**; Lavelle Industries Executive Vice President, **Paul Sullivan**; Moen Inc. President, **David Lingafelter**; Symmons CEO, **Tim O'Keeffe**; Symmons National Sales Manager and current PMI President, **Tim Kilbane**; TOTO USA President, **William Strang** and WCM Industries President, **Steve Woodford**.

The event was hosted by **Stephanie Salmon**, PMI Federal Lobbyist, and **Barbara C. Higgins**, PMI CEO/Executive Director.



Participants in the joint PMI/ASA CEO-Executive Fly-In gather in Washington, D.C. to make Hill visits to promote industry issues.

Holiday Schedule Reminder

PMI offices will be closed as follows:

May 26
July 4
September 1

Memorial Day
Fourth of July
Labor Day

2014 PMI LEADERSHIP

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Tim Kilbane, Symmons Industries
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Fernando Fernandez, TOTO USA
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Paul Patton, Delta Faucet Company
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DIRECTORS AT LARGE

Peter Jahrling, Sloan Valve Company
(1/12-12/14)

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

David MacNair, InSinkErator
(1/12-12/14)

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

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