



## PMI Chalks Up a Big “W” in California

By Fernando Fernandez, 2015 PMI President and Director of Codes and Standards, TOTO USA



Fernando Fernandez

PMI is no stranger to California politics and policy making and being an influential part of the process is where our strengths lie. While we have all heard the slogan *Every Drop Counts*, we can attest that every effort counts with respect to saving water in California and anywhere else for that matter! While PMI has been working with the California

Energy Commission (CEC) for many years (remember lively debates over tub spout diverters?), the pace picked up last year when we voiced concerns about the proposal to move to lower, untested flow rates. We energized our Plumbing Industry Leadership Coalition (PILC) partners including the American Supply Association (ASA) to sign onto our letter expressing concerns. In May of this year, PMI organized a Fly-in to Sacramento and several of us met personally with both CEC and the Governor’s office about the implications of the Emergency Order. PMI’s effort in engaging in the CEC’s Appliance Efficiency Rulemaking process has proven to be not only beneficial for our members but will leave an indelible mark on water savings in California moving forward.

On August 12 the CEC issued additional updates to their rulemaking governing appliance efficiency standards and PMI was front and center to support the Commission’s decision making. Amongst the key outcomes was regulation requiring showerheads to flow no more than 2.0 gallons per minute (gpm) by July 2016 and then ratchet down to 1.8 gpm by July 2018 representing unprecedented rulemaking with the strictest requirements for showerhead flow rates in North America. Not only does this represent a 28% reduction from the federal baseline requirement, it also includes a performance aspect to it so that showerheads continue to deliver an adequate stream at minimum flow – much like WaterSense.

In addition, lavatory faucets were also addressed in the most

recent hearing establishing a maximum flow rate of 1.5 gpm effective September 1, 2015 while implementing another more aggressive threshold of 1.2 gpm by July 1, 2016 – a 45% savings from the federal baseline of 2.2 gpm. These milestone dates dovetail with PMI’s recommendation to the CEC in order to achieve a fair and balanced approach to water savings and market availability of the faucets to the consumer while allowing members to address the technical aspects necessary to bring the products to market.

Furthermore, one of the most important outcomes as a result of PMI’s participation was the allowance of sell-through provisions for faucets and showerheads. This measure is of equal importance to us all and especially instrumental to members’ distribution channels as it paves the road for the smoothest transition possible as we collaborate to achieve these future targets. We have come a long way in this process and we have emerged feeling assured and steadfast that we have done the right thing in addressing the prolonged California drought and water conservation in general. You can bet the positive societal impact will be long lasting and widespread. I consider myself privileged to have been a part of this tremendous effort in California and appreciate all of you for your support and dedication to PMI. **Let’s chalk this one up as a “Win.”**

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# Leveraging Resources to Communicate Our Message

By **Barbara C. Higgins, PMI CEO/Executive Director**



Barbara C. Higgins

This has been a summer especially rich in collaboration and outreach with PMI leveraging and strengthening its relationships through our network.

Over the years,

and with a Sacramento fly-in May 6th we continue working closely with the California Energy Commission (CEC) with positive results. Perhaps the most important take-away was the reinforcement of our relationships there and solid foundation for future work. (See letter below). Recent meetings with Denver Water and American Water Works Association (AWWA) revealed virtually unlimited possibilities for collaboration in areas of advocacy, education and technical research. We've worked with the Environmental Protection Agency (EPA) not only as part of the information-gathering webinar on the national legislation we helped pass to lower allowable lead levels in plumbing products, but also subsequently to help clarify language and harmonize requirements. We've worked to set the record straight and clarify misunderstandings of a recent UCLA study on lead-replacement alloys.

We have amplified PMI's voice by responding to anecdotes with facts. While some have called the WaterSense program "not good enough for the drought"<sup>1</sup> and said the marketplace has moved beyond WaterSense, this summer PMI commissioned research which reveals the frustratingly low market penetration of these products even nine years after introduction (<https://goo.gl/C5i0NS>). Mandating lower flow rates isn't the answer; replacing 20-year old legacy products in the field with efficient WaterSense products is! We've sent letters to 14 state governors to encourage incentive programs to pro-

mote the use of WaterSense products... especially in drought states. These great products can't save water when they are sitting on the retailers' shelves. Manufacturers have done their part, now it's time for consumers to do theirs!

The response has been overwhelming to the PMI WaterSense Market Penetration Study and press release. Some have challenged it and we are delighted! We welcome others to also take a closer look at inefficiencies in the field. Let's keep the focus of the debate on water and what we can do now to maximize efficiencies. There's no need to wait for future product innovation... though that is coming too. Let's save water now with the products we have.

PMI will conduct more research like this in the future. You'll see that the proposed 2016 Operating Budget to be approved by members at the annual conference, includes line items for both market and technical research. We are committed to continuing to raise our voice and letting the facts speak for themselves. In the words of **Hugh Ekberg**, president of Kitchen and Bath Americas Division, Kohler, at a recent

meeting of the Strategic Advisory Council: we are "shining a light on the monkey business."

And speaking of the annual conference, we've put together another outstanding line up. Don't miss out! Register today! Check out the details at [www.safeplumbing.org/2015conference](http://www.safeplumbing.org/2015conference).

With each networking encounter, collaboration, achievement, and positive outcome, PMI reinforces its reputation as a reliable and trusted resource. I'm a firm believer that character matters. We've set a high bar of expectations for those who carry out our mission. PMI, its staff, consultants and Board are known to be solid and trustworthy. At this time of year, we look to replace retiring board members and committee chairs (see article on page 7). Today, candidates go through a rigorous process so that we can be sure we are getting the best folks for the jobs. If you are interested in helping PMI to fulfill its vision and mission, step forward. We'd like to talk to you. There's more work to be done.

See you in San Antonio!

<sup>1</sup> Source: <http://www.supplyht.com/articles/98478-california-watersense-not-good-enough-for-drought>

## A Heartfelt Thank You

**J. Andrew McAllister**, PhD, commissioner, California Energy Commission (CEC), recently responded to a thank you letter sent by **Barbara C. Higgins**, PMI's CEO/executive director. Ms. Higgins had thanked Mr. McAllister and the CEC for working with PMI on the schedule for new product flow rate requirements per the Governor's emergency regulations. She expressed PMI's appreciation for the CEC's willingness to listen to our concerns to avoid severe market disruptions. She added that PMI is committed to promoting water efficiency, noting that it was a pleasure to meet the team, and complimenting him for his balanced and fair leadership.

Mr. McAllister replied:

*"Many thanks for your kind note. It's been positive, enlightening and productive working with you and the others at PMI and your member companies. The good faith effort by all involved really made the difference, of course along with a lot of hard work and commitment to California.*

*Please feel free to keep in touch as things move forward into implementation.*

*Best regards Barbara,  
Andrew"*

# PMI Welcomes Newest Manufacturing Member—Viega LLC

By Dawn Robinson, PMI Communications Manager

The PMI Board of Directors has voted to approve Viega LLC as the newest manufacturing member of PMI. The announcement was made by PMI President **Fernando Fernandez**, Director of Codes and Standards, TOTO USA. Viega is the third member to be added this year, following Similor AG and Franke, whose status as manufacturing members was announced in March. “We are delighted to welcome back Viega into PMI and look forward to their involvement with respect to association activities,” said Mr. Fernandez.

Viega manufactures pipe fitting and joining systems for plumbing and heating. PMI membership consists of both manufacturing and allied members, who together represent more than 90 percent of the nation’s market share of plumbing products. Participation in PMI affords

members the opportunity to work with other manufacturers to effect positive changes in the industry. Our membership constitutes a strong voice on legislative and regulatory matters, plumbing and building codes and standards, and water conservation and provides marketing and management information to its members and the industry.

“We have been active in a number of codes, standards and industry organizations for many years. PMI brings a new dimension to these efforts,” said **Martin Knieps**, director of technical marketing at Viega LLC. “We have significant interest in the issues PMI and its members address and look forward to actively contributing to the organization.”

Representatives from Viega attended last year’s PMI Fall Conference as

prospective members to see the benefits of PMI in action, prior to making their application. They will join us this year at the 2015 PMI Conference as full-fledged members.



Eligible prospective members may attend a maximum of two PMI meetings as a non-member. In addition to the annual conferences, PMI hosts industry events and initiatives throughout the year including legislative fly-ins. (For more details on the 2015 conference please see pages 5 and 6.)

Learn more about Viega at [www.viega.us](http://www.viega.us)

## Congratulations to PMI’s Jodi Stuhrberg



HGTV personality **Monica Pederson** and two other judges at the annual Ravinia (Illinois) Ultimate Picnic Contest named **Jodi Stuhrberg**, PMI association manager, as the grand prize winner. This is the second year in a row that Jodi’s picnic design was chosen as the big winner at this event, ensuring her and a guest tickets to all Ravinia shows for the 2016 concert season.

Contestants compete by creating innovative and unique picnics for the concerts in the park series. Jodi’s winning design “Diner: Eat Hear” was a play on the park’s 2015 “Summer is Hear” theme and beat out eleven other entries including professional and amateur party planners. Congratulations to Jodi on her creativity and big win!

## Be Sure to White List SafePlumbing.org and Stay In the Know

In addition to our newsletters, PMI sends out many important emails to members and non-members regarding important industry events. Members can appear on several different email groups based on your membership type, committee groups, and employee responsibilities. These communications often contain vital and time-sensitive information.

To make sure you and your staff stay connected, please take a moment to ensure your IT Departments have white listed the new @safeplumbing.org sender to avoid these emails getting discarded by your company’s security filters.

If you have any questions about the various email groups PMI uses for its membership, and how to add your name, please contact PMI association manager, **Jodi Stuhrberg**, at [jstuhrberg@safeplumbing.org](mailto:jstuhrberg@safeplumbing.org) or via phone at 847-481-5500 ext. 107.

# PMI Board of Directors and SAC Look to the Future

Members of the PMI Board of Directors and Strategic Advisory Council (SAC) recently gathered together at the PMI headquarters in Rolling Meadows, Illinois to discuss current issues and plan for the future of the association. In addition to reviewing PMI policies and legislative agendas, the group focused on the challenges and opportunities facing our industry and reviewed goals and metrics.

The group also hosted keynote speaker, **Dirk Beveridge**, author of “INNOVATE! How Successful Distributors Lead Change in Disruptive Times,” founder of the UnleashWD innovation summit for distributors, and host of the “Innovate for the Future” weekly podcast.

The Board updated the PMI Strategy Map as shown at right.

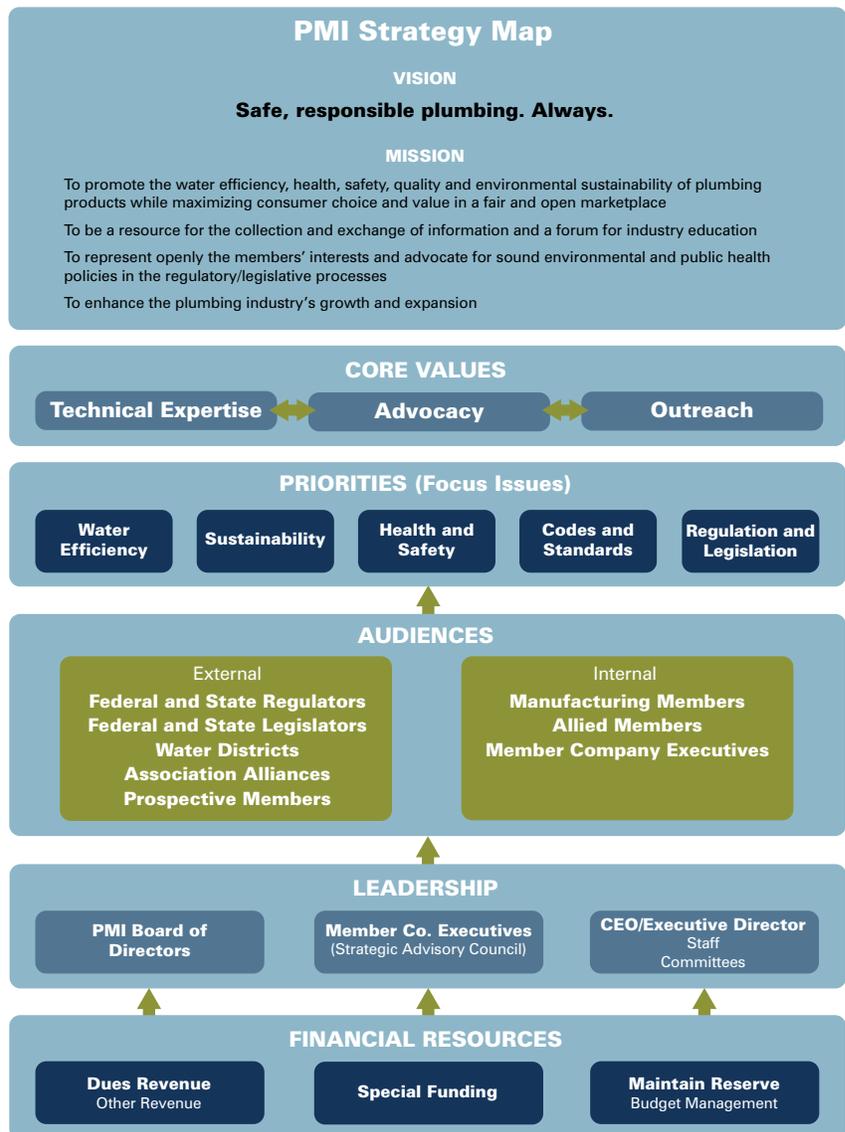


Keynote speaker Dirk Beveridge addresses the PMI Board of Directors and SAC on business innovation



PMI President, Fernando Fernandez, TOTO USA, (left) welcomes keynote speaker Dirk Beveridge (right) to the PMI headquarters

Keep watch in our next issue for news and updates on the September 15-16 **Executive Fly-in to Washington, D.C.** where CEOs and executives from PMI member companies will meet face-to-face with members of Congress.



Revised July 2015

# Register Today and Be A Part of the Future of Water!

By Ray Valek, Public Relations, Valek & Co.

Registration for the 2015 PMI Conference **The Future of Water: Wins, Woes and Worries** is officially open. The annual gathering of plumbing and water sustainability professionals will be held from Oct. 26-29 at the Hotel Contessa on the River Walk in San Antonio, Texas.

## Highlights include:

**Oct. 29 panel discussion on “The Future of Water: Wins, Woes and Worries”:** With drought impacting many regions of the United States and world, water-efficient plumbing products meeting Environmental Protection Agency (EPA) WaterSense standards help municipalities and states to assure

sustainable water resources. “The Future of Water: Wins, Woes and Worries” panel discussion on Oct. 29 will feature **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. Other panelists will be **Carole Baker**, executive director, Texas Water Foundation and chair emeritus, Alliance for Water Efficiency; **Eddie Wilcut**, senior project manager, Alan Plummer Associations Inc.; and **Chris Piper**, government relations, Denver Water. The discussion will be moderated by PMI government affairs consultant **Jerry Desmond**.

Among the topics to be discussed by the panel is how rebate and incentive programs can motivate consumers to replace older plumbing fixtures with newer, water-efficient ones. A recent study from PMI and GMP Research, Inc., shows that most American homes and businesses do not have toilets, showerheads and bathroom faucets meeting WaterSense standards. Toilets, in particular, have low market penetration, with rates ranging between 5 to 10 percent, depending on the state.

**Oct. 27 features presentations by two professors and government affairs committee:** “The Plumbing Professor” **Dr. Marc Edwards**, environmental engineer, bio-physicist and professor at Virginia Tech, will present “Achieving Water Conservation Without Compromising Public Health.” **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.” Preceding these presentations, Desmond and co-PMI government affairs consultant **Stephanie Salmon** will provide a committee update.

A shout-out to T&S Brass and Bronze Work’s **Gary Cole**, operations manager and PMI Advocacy/Government Affairs Committee co-chair, for being our first official registrant!

Attendees may register online at [www.safeplumbing.org/2015conference](http://www.safeplumbing.org/2015conference). All members, prospective members and media are invited to attend.

Technical and outreach/communications presentations will also take place with special presentation to both groups including a second panel discussion on “Social Media and Digital Communications Strategies.”

**Oct. 28 features keynote address, water efficiency and sustainability presentations, and the introduction of the 2016 PMI president: Ross Shafer**, six-time Emmy Award-winning comedian, writer and host of TV shows including “The Match Game” on ABC, “The Late Show” on FOX, and “Day’s End” on ABC will provide a keynote address. **John Mesenbrink**, president, Mechanical Hub, will present on Net Zero Building. The sustainability task group will discuss the Product Category Rules guidance document. From the U.S. Department of Commerce, **Gary Stanley**, director, office of materials industries, and **Salim Bhabhrwala**, senior trade specialist, will provide an update from the fair trade committee.

A special word of thanks to our international partners **Yvonne Orgill**, CEO, Bathroom Manufacturers Association (BMA), **Christian Taylor-Hamlin**, technical director, BMA, and **Ralph Suppa**, president and general manager, Canadian Institute of Plumbing (CIPH) and Heating who will be on hand to provide insights and perspectives from the United Kingdom and Canadian markets.

## PMI Conference Checklist

Attending the 2015 PMI Conference gains you access to a multitude of exciting speakers and events. We’ll take care of all the planning and organizing, but there are a few things you will need to do to ensure you are registered and get the most out of your attendance.

### Have you...

- Registered for the conference** at: <https://www.safeplumbing.org/2015conference>
- Booked your hotel room** at: <https://goo.gl/A0nFEJ>
- Signed up for the Dine Around Event** and indicated your restaurant of choice during registration.
- Downloaded the free PMI Mobile App**. We’ll be adding speaker bios, agendas, and conference materials to the app and website soon!

in **Apple** stores at:  
<https://goo.gl/84Msd8>

in **Google Play** stores at:  
<https://goo.gl/9IcCfM>

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

## View Conference Schedule Here:

[www.safeplumbing.org/2015conference](http://www.safeplumbing.org/2015conference)

### PMI 2015 Conference Scheduled Activities

Mon. 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)
Tues. 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



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



*The Hotel Contessa located on the River Walk in San Antonio, Texas is the site of the 2015 PMI Conference*

## Thank You to Our Newest Conference Sponsors

PMI would like to thank our conference sponsors for their support:

### Exhibiting Sponsors

- **American Society of Plumbing Engineers** [www.aspe.org](http://www.aspe.org)
- **BNP Media/Supply House Times/Reeves Journal** [www.bnppmedia.com](http://www.bnppmedia.com)
- **CMD Group** [www.cmdgroup.com](http://www.cmdgroup.com)
- **International Association of Plumbing and Mechanical Officials** [www.iapmo.org](http://www.iapmo.org)

- **International Code Council Evaluation Services** [www.icc-es.org](http://www.icc-es.org)
- **Mechanical-Hub** [www.mechanical-hub.com](http://www.mechanical-hub.com)
- **NSF International** [www.nsf.org](http://www.nsf.org)
- **TMB Publishing/Plumbing Engineer Magazine** [www.tmbpublishing.com](http://www.tmbpublishing.com)

As exhibiting sponsors of our conference, each will be given display space at our conference events allowing them to connect with attendees and gain access to various events.

### Event Sponsors

- **International Code Council Evaluation Services** [www.icc-es.org](http://www.icc-es.org) (lunch)
- **Lavelle Industries** [www.lavelle.com](http://www.lavelle.com) (coffee break)

To learn how you can be a part of this event and the various types of sponsorships and benefits available please visit: <http://www.safeplumbing.org/2015-sponsorship>

# Are You Ready to Lead? PMI Committee Chairs Open

## Are you interested in helping to shape PMI's strategic direction?

### Open Positions

PMI is seeking five volunteers to serve as committee chairs beginning in 2016. Current chairs and co-chairs are welcome to resubmit their names for a new term, however an individual is limited to two leadership positions at a time (e.g. two committee chairmanships or a Board position and one committee position) and when there are multiple candidates, deference will be given to first-time candidates to allow better rotation.

#### Positions open to employees of Manufacturing Members are:

- Fair Trade Committee Co-Chair (January 2016 through December 2017)
- Advocacy/Government Affairs Co-Chair (two openings for January 2016 through December 2017)
- Outreach/Communications Co-Chair (January 2016 through December 2017)

#### Positions open to employees of Allied Members are:

- Allied Committee Chair (January 2016 through December 2016)

Those interested in submitting their name for consideration should contact PMI's CEO/executive director, **Barbara C. Higgins**, at [bhiggins@safep plumbing.org](mailto:bhiggins@safep plumbing.org) or via phone at 847-481-5500 as soon as possible. Appointments will be made by the PMI President and all chairs will be provided with leadership training.

### Candidates in Review

Also open in 2016 are three positions on the eight member PMI Board of Directors (treasurer, and two directors-at-large). Note that the deadline to submit names for the Board positions has passed, and candidate submissions are now in review. Members of the Board serve in a unique leadership ca-

capacity. The Board structure is designed to be representative of the membership by maintaining a balance of members from small, medium and large member companies, in addition to a mix of functional disciplines within their own companies. The final nominees for the Board positions will be presented to the PMI Membership for election at the 2015 Conference during the General Membership meeting on Wednesday, October 28. The Treasurer will serve a one-year term and the Directors-at-large will each serve two year terms.

There are also three openings on the six-member Strategic Advisory Council (SAC). The SAC is comprised of member company executives and serves as an advisory body for the PMI Board of Directors. Nominations for these positions have closed.

**Many thanks to all our leaders and leadership candidates for your continued dedication and support of PMI!**

## Mourning the Loss of a Friend

In our July issue of *Ripple Effect*, we noted the sad passing on May 27 of **Mario Bortoli**, a friend and former PMI board member. (See the article on page 8 of the July Issue: <https://www.safep plumbing.org/news/newsletter>)

**Bill O'Keefe**, former CEO of Symmons Industries, who served on the PMI Board of Directors with Mr. Bortoli, offered us this message of condolence to the family:

*"Mario Bortoli was as fine a guy as anyone I have ever met or had the pleasure of working with in business or earlier in law. Honest and wise he was above all genuine. Anyone who had the privilege of knowing and working with Mario was made better as a result of that experience."*



*Mario Bortoli with his wife Mary, who passed away December 26, 2011*

## Fluidmaster President Featured In Podcast

Hear Fluidmaster President, **Todd Talbot**, featured in a new five episode podcast series of *Innovate For The Future*, with the show's host **Dirk Beveridge**. Listen as he covers the company's vision, culture, value proposition, business model, and transformative leadership at: <http://dirkbeveridge.com/podcast/series-todd-talbot/bold-growth-disciplined-progress/>

## Strengthening the Bonds of Industry

Looks like the start of a beautiful friendship: PMI meets with American Water Works Association (AWWA) and Denver Water at the AWWA Denver headquarters to discuss WaterSense, research partnering opportunities and other joint initiatives.



Shown above from left to right: Paul Olson, senior manager of standards, AWWA; Heather Stauffer, government/stakeholder relations, Denver Water; Greg Fisher, manager of demand planning, Denver Water; Cynthia Lane, director, engineering and technical services, AWWA; Barbara C. Higgins, CEO/executive director, PMI; Paula MacIlwaine, deputy CEO, AWWA; and David LaFrance, CEO, AWWA. (At the meeting, but not pictured: Ken Mercer, senior manager, research and technical programs, AWWA.)



The Water Warriors: PMI met with Denver Water for an update on the new WaterSense legislation and next steps.

Pictured here (l/r): Barbara C. Higgins, PMI CEO, with Denver Water's Heather Stauffer, government/stakeholder relations; Chris Piper, senior government relations specialist; Jeff Terjal, manager of conservation; and Greg Fisher, manager of demand planning.

**Jerry Desmond**, PMI California government affairs consultant, was surprised with a birthday cake during his visit to the PMI headquarters for the recent Board meetings.

*Happy Birthday Jerry!*



## 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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Please note the PMI offices will be closed Monday, September 7 in honor of Labor Day