

# PMI Member Company Executives Head to Capitol Hill

By Dawn Robinson, PMI Communications Manager

PMI recently hosted another successful Executive Fly-In in Washington, D.C. This two day event, September 15-16, brought together executives from 11 member companies and one prospective member with Congressional policymakers and leaders from Capitol Hill. In addition to the Hill visits, the members also met with executives from the National Association of Manufacturers (NAM) and the Ripon Society (PMI is a member of both organizations) as well as the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Commerce. Guest speakers included: **Radhika Fox**, president of the U.S. Water Alliance; **Mary Neumayr**, senior energy counsel, Majority Staff House Committee on Energy and Commerce; **Jim Ellis**, president, Ellis Insight LLC; and **Ned Monroe**, senior vice president of external relations, and **Dr. Chad Moutray**, chief economist, both of NAM.

Messaging during the meetings was focused on core issues important to PMI and its members, including ways to conserve water in light of the current drought affecting most of the US and maintaining health and safety. Attendees received copies of the WaterSense Market Penetration Study commissioned by PMI that is now available online (see story on opposite page).

The event was spearheaded by **Barbara C. Higgins**, PMI CEO/executive director, along with PMI consultants **Stephanie Salmon**, federal government affairs, and **Ray Valek**, public relations. Thanks to **Jodi Sturhberg**, PMI association manager, for managing the logistics.

Executives who attended the event were: **Graham Allen**, president and CEO, Sloan Valve Co.; **Daimon**

**Bridge**, vice president of enterprise solutions, CMD Group; **Hugh Ekberg**, president, Kitchen and Bath Americas Division, Kohler Co.; PMI President **Fernando Fernandez**, director of codes and standards, TOTO USA; **Tim Ferry**, president, InSinkErator; **Ray Fisher**, president, Fisher Manufacturing Co.; **Christian Geisthoff**, vice president, market innovation, Viega LLC; **Chris Ochoa**, vice president, government relations, International Code Council (ICC); **Dominic Sims**, CEO, ICC; **Mike Sipek**, CEO, Bradley Corp; **Todd Talbot**, president, Fluidmaster, Inc.; and prospective member **Andreas Nowak**, CEO, Chicago Faucets. Also in attendance was Kohler Co.'s government relations consultant, **Kristine Heine**.

*(Continued on page 5)*



PMI President Fernando Fernandez connects with fellow Californian, House Representative Norma J. Torres at her offices on Capitol Hill in D.C.



Representatives of the Office of Senator David Perdue (R-GA): Gerald Huang, legislative assistant (left), and Chief of Staff Derrick Dickey (right) are welcomed to the meetings by PMI President Fernando Fernandez



Graham Allen, President and CEO, Sloan Valve Co. (left) meets with Senator John Boozman of Arkansas (right)

## A Thank You Note from an Event Attendee

TO: **Barbara C. Higgins**, PMI CEO/Executive Director  
FROM: **Daimon Bridge**, CMD Group Vice President of Enterprise Sales

*I just wanted to drop you a note and say thank you so much for allowing CMD (me) to attend this outstanding event.*

*We feel fortunate that you allow us to participate in PMI.*

*What a great organization with an incredibly engaged membership.*

*Thanks once again, Daimon*



President of Fluidmaster Inc., Todd Talbot (left) meets with House Representative Darrell Issa (R-CA) and extends an invitation for the Congressman to visit Fluidmaster's California corporate headquarters

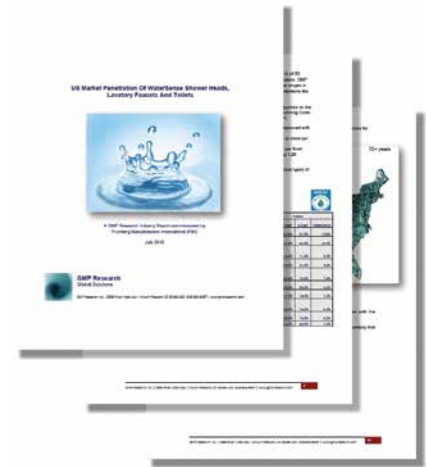
# New Study Results: Much Upside Remains for WaterSense

By Ray Valek, Public Relations, Valek & Co.

Despite the urgent need to save water, consumers and businesses in drought-stricken states have been slow to purchase and install water-efficient toilets, showerheads and bathroom faucets, according to a study conducted by GMP Research, Inc., and commissioned by PMI.

The GMP Research/PMI study found that only 5.5 percent of California's 33.5 million installed residential and commercial toilets are high-efficiency toilets using 1.28 gallons per flush (gpf)—the Environmental Protec-

tion Agency's WaterSense® standard for toilets evaluated to be 20 percent more water-efficient than other plumbing products meeting federal standards. Despite the drought conditions in California, only 21.1 percent of bathroom faucets there meet the WaterSense standard of 1.5 gallons per minute (gpm) and 23.9 percent of showerheads meet the WaterSense standard of 2.0 gpm. The WaterSense program was introduced in 2006 to encourage the use of water-efficient plumbing products.



## Executives Head to Capitol Hill

(Continued from page 4)



Participating in the Fly-In were 11 executives from member companies, one prospective member and a number of invited guests and consultants. Shown here at the NAM Headquarters are: (standing l/r) Mike Sipek, Bradley Corp; Daimon Bridge, CMD Group; Hugh Ekberg, Kohler Co; Ray Fisher, Fisher Manufacturing; Ray Valek, Valek & Co.; Fernando Fernandez, TOTO USA; Graham Allen, Sloan Valve; and Cristian Geisthoff, Viega LLC; (seated l/r) Tim Ferry, InSinkErator; Todd Talbot, Fluidmaster; Dominic Sims, ICC; Chris Ochoa, ICC; and Andreas Nowak, Chicago Faucets. Present but not pictured: Barbara C. Higgins, PMI CEO/executive director, and Stephanie Salmon, PMI government affairs consultant



PMI government affairs consultant, Stephanie Salmon covers final points before the PMI member company executives make their visits to Capitol Hill

The study further found that, on average, 6.7 percent of the toilets installed nationwide are WaterSense toilets, 25.4 percent of bathroom faucets are WaterSense faucets and 28.7 percent of showerheads are WaterSense showerheads. New York, New Jersey and Pennsylvania have the highest WaterSense toilet installation rates (averaging 10.0 percent), and Alabama, Kentucky, Tennessee and Mississippi the lowest (averaging 5.1 percent). Texas has the highest WaterSense showerhead installation rate (39.5 percent), and Arkansas the highest WaterSense bathroom faucet installation rate (35.1 percent). Connecticut has the lowest installation rates for both WaterSense bathroom faucets (12.7 percent) and WaterSense showerheads (13.6 percent).

“With droughts beginning to affect more regions of the U.S., now is the time to create stronger rebates and incentives for consumers and businesses to purchase and install WaterSense plumbing products,” said **Barbara C. Higgins**, PMI CEO/executive director, noting that up to 360 million gallons of water a day can be saved through stronger adoption of WaterSense products in California alone. “WaterSense products are widely available now, and can quickly help to save water.”

Read the full WaterSense Market Penetration Study at <https://goo.gl/U1KAMd>