



Chicken Little Was Right. The Sky Is Always Falling

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



Kerry Stackpole

You remember the story. A chicken named Henny Penny was eating corn when something struck her on the head. Unable to fathom what hit her, she made the giant assumptive leap that the “sky is falling.” She collected her friends Cocky Locky, Ducky Daddles, Goosey Poosey and others on her mission to alert the King of her finding. As it happens Foxy Loxy, a particularly mischievous character, disrupts the journey and indeed Henny Penny never reaches the King to share her news.

The rise of coronavirus disease (COVID-19) – coupled with deep swoons in the stock market and disruptions to travel, hospitality and face-to-face engagement – makes it easy to imagine metaphorically speaking that the sky really is falling. As **Rhett Allain**, associate professor of physics at Southeastern Louisiana University, points out, you would be right, but not for the reasons you think. In scientific terms, the sky is always falling, its particles yielding to gravitational force while colliding with other particles that make up the sky. While the professor may be too literal in his perspectives, when it comes to leadership he’s spot on.

For a business leader, there aren’t too many days when someone or something unexpected arrives at your desk suggesting the sky is indeed falling. Suppliers fail to deliver needed product components on time. Federal and state legislators rush to pass laws with good intent and regulators push solutions deemed essential to the public’s well-being without fully understanding the likely impact on health, safety and economics. Negative reviews about your latest products abound on social media. Supply chains are disrupted by shortages of raw materials, newly initiated trade policies, or tariffs. The absence of skilled labor makes it impossible to fill that much needed second or third shift in the plant.

It is in these times that your leadership makes the difference. In “Leadership Is an Art,” **Max DePree** writes, “The

leader’s first job is to define reality. The last is to say thank you.” Leading your organization in a crisis such as the current COVID-19 outbreak requires you to acknowledge the reality at hand and get everyone else around you to acknowledge it as well. It’s best to remember denial (da’ Nile) is a river in Egypt.

When you bring others along, you are creating a support team to help everyone get through the crisis. People around you are more than willing to help if you ask them. The COVID-19 pandemic is likely to be with us for some time so helping your team understand the implications of the pandemic on your business and the community are key. People are and will continue to be fearful. Knowing you have a perspective and a plan to keep business moving in the right direction will help ease those fears. In his autobiography “My American Journey,” former Secretary of State **Colin Powell** writes, “People want to share your confidence, however thin, not your turmoil, however real.”

When a crisis strikes, it is hard to know just how long it will last. The United States government’s efforts to contain the spread of the coronavirus by “flattening the curve” has the potential to shorten the crisis at hand; however, there is still much unknown about how the disease spreads, its viability in varying weather, and its lifecycle. Former Xerox CEO **Anne Mulcahy**, speaking at Harvard Business School, reminded us that “a lot of crises seem to happen overnight, but they have really long roots.”

The former Mayor of Chicago and White House Chief of Staff **Rahm Emanuel** became known for saying “don’t waste a crisis,” suggesting opportunities were to be had in difficult

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Lars Christensen Stays Ahead of the Codes Curve with PMI



Lars Christensen

Current title and employer: Category Director, Pipe and Fittings, Reliance Worldwide Corporation (RWC).

Length of time in the plumbing manufacturing industry: 30-plus years.

My proudest plumbing manufacturing career achievement: Launching several products successfully – with the Hansgrohe iBox launch in 2010 standing out for me. Our team was able to replace 13 roughs with just one for the shower thermostatic and pressure balance control valve, so it allows customers to quickly install or upgrade their shower fixtures. It was a great team effort using a mix of expertise, reading the market, and working with an advisory group of about a dozen plumbers. They tried out the product ahead of time and gave us their support and feedback.

I started a career in the plumbing manufacturing industry because: It was pretty random. My dad worked in construction, building luxury homes in Denmark. My dad suggested I help a friend of his with plumbing installations on a house, and after a few weeks he offered me a 3.5-year plumbing apprenticeship. Since I'm pretty handy like my dad, it was a good fit. Plumbing felt perfect for me – installing, repairing and developing the products came easy to me and became a passion.

After that, I was able to participate in the first course in Denmark that offered both a master technical plumbing degree and engineering degree. I went on to working in wholesale for several years at Dahl, the largest plumbing wholesaler in Scandinavia.

What is your current role in PMI? What do you hope to accomplish in this role? Currently, I'm very much involved with the PMI California Task Group covering water filtration, clean water and a new bill (California AB2060) proposing to lower the current standard of a Q value of not more than five micrograms of lead to one microgram of lead for end-use plumbing devices that come in contact with drinking water.

I also represent RWC at PMI and vice versa. I am happy to say I have been a PMI member since 2002 – throughout all the different roles I've had in my career.

I promote PMI within my company by: Sharing the PMI information from technical calls and yearly meetings with RWC team members. Specifically, the data and information on new codes, rules and standards are helpful. The lead time between changes to plumbing codes and adopting them is long, often one to three years. There are a lot of changes to keep up with, like with lower flow rates for toilets and faucets. When code changes happen, we need plenty of time to source products and clean up inventory, so the information PMI shares is very important to our company and customers.

Our PMI membership delivers the following benefits to my company: Keeping us up to date on both local and country plumbing codes and standards, which would take hiring a whole team. It's not possible. The fantastic network that we have built up between all the members is priceless. The PMI staff members are extremely professional and helpful and **Matt Sigler**, PMI's technical director, is a great resource. He's like a technical library!

Best career advice I ever received: Believe in yourself and take chances.

I'm currently reading: "The Way I Heard It" by **Mike Rowe**.

My favorite movie: "Heat" from 1995 with **Robert De Niro**.

When I face a challenge: I try to analyze it, take a deep breath or two, and don't just jump into it.

In my spare time: I enjoy my family – **Becky**, my wife, and our three kids – and just being home. Here in north Georgia, I especially enjoy the outdoors, working in the woods, along with the company of Hunter, my yellow lab. We also love to travel, mainly to Italy, Hawaii and the Caribbean islands. Still plenty of places to visit, but we will get there.

Read PMI's 2020 Annual Report

Titled "Standing Together to Produce Profitable Outcomes," PMI's 2020 Annual Report shows that our important work con-



tinues unabated. The report serves as a summary of how PMI has served its members over the past year, as well as a way of showcasing PMI to potential new members. The shared passion of the PMI staff and the more than 600 volunteers who lend their expertise to the debates, discussions and decisions that drive PMI's innovation engine represents an invaluable partnership.

We hope you will take the time to review how PMI is serving your interests at tinyurl.com/tnrvsg4.

PMI Proposes Timeline for New California Lead Testing

By Judy Wohlt, PMI Communications Team, Valek and Co



PMI staff recently met with Assemblyman **Chris Holden**, author of California AB2060, to address the new bill's proposed

changes to the definition of “lead free” for end-use plumbing devices that convey or dispense water for human consumption in Section 116875 of the California Health and Safety Code.

The bill recommends a “lead free” definition for end-use plumbing products of “not more than one microgram of lead for test statistic Q or R calculated in accordance with section B.8.9 of NSF International/American National Standards Institute (ANSI) Standard 61 and NSF International/ANSI Standard 61 certified, until NSF International adopts an equal or more stringent standard.” The current version of NSF 61 allows for a Q value of not more than five micrograms of lead.

At the March 2 meeting with Holden, PMI presented information and guidance to manage the proposed changes with input from the PMI Technical and Advocacy/Government Affairs Committees and a special PMI California Task Group. A key piece shared was a three-year timeline covering the certification and manufacturing process for meeting the new testing standard. With the high volume of faucets already on the market in California, they will take considerable time to test and recertify. As of Feb. 20, 2020, more than 50,000 residential lavatory and kitchen faucet models were available for sale in California, according to the California Energy Commission's MAEDBS Database.

PMI's efforts, led by PMI Technical Director **Matt Sigler** and PMI California Government Affairs Consultant **Jerry Desmond**, also have involved providing comments and recommended alterations

to the bill, including an effective date of January 1, 2024, and correcting the section number for NSF 61 referenced in the bill. Sigler has been sharing updates on PMI Tech Talk phone calls; PMI members can read the latest Tech Talk report by logging on to the PMI website's members section (tinyurl.com/trz2855).

PMI, NSF International and other industry groups support the proposed effective date because it follows a precedent set when CA AB 1953 became law – changing the definition of “lead free” and leading to the “Reduction of Lead in Drinking Water Act” at the federal level. The plumbing manufacturing industry was given three years to comply, preventing any disruptions in the marketplace.

PMI is currently participating on the Drinking Water Additives (DWA) Task Group on New Optional Lead Requirements that is working on revising NSF

61 to include optional lower lead testing requirements. On March 12, the task group agreed to proposed changes that will now be sent to the Joint Committee (JC) on Drinking Water Additives – System Components for balloting. PMI supports these proposed changes because the revisions are consistent with changes PMI submitted to the JC in December 2019.

The mandatory effective date of Jan. 1, 2024, is meant to allow manufacturers, certifiers and retailers enough time to deliver products, from concept to store shelves, that meet the new testing requirements. Manufacturers also will have the option to meet the new lower Q or R value before Jan. 1, 2024. In addition, the proposed changes include product package labeling requirements so consumers will be able to identify products that meet the new lower lead testing requirements.

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political or diplomatic situations. The same can be said for business. While the current crisis is not of our own making, it does provide an opportunity for all of us to re-think our business strategies, examine our business continuity plans and emergency response frameworks to glean new insights about how we take action today and what we might do differently in the future. **Peter Schwartz** writes in “The Art of the Long View” that scenario planning is “a tool for ordering one's perceptions about alternative future environments in which one's decisions might be played out.” While leading your team to manage the crisis at hand is priority one, using the opportunity to consider alternative futures shouldn't be far behind.

While an external crisis outside of your control places enormous pressure on

your leadership, it's critical you keep your head up, your eyes on the horizon, and your mind focused on the opportunities this moment in time provides you. How do you keep winning in these difficult times? What actions can you take now to accelerate your success on the other side of this crisis? During the recession of the late 90s, I visited with a business owner to see how the economic downturn was impacting his business. When I asked about it, he looked perplexed. “Oh, the recession everyone's talking about—we've decided not to participate this time around. We're running straight out.” He went on to say he'd hired more salespeople, expanded his product lines, and doubled down on leveraging the opportunities available during times of economic trouble. The sky was definitely not falling in his part of the world.

Safe Plumbing, Hand Hygiene Crucial During COVID-19 Crisis

By Ray Valek, PMI Communications Team, Valek and Co.

Coronavirus has not been detected in drinking water supplies, and Americans can continue to use and drink water from the tap as usual, says the U.S. Environmental Protection Agency. Tap water is also safe to use for hand washing, a primary defense against the spread of the virus. Read more about what the U.S. Environmental Protection Agency is doing to protect our water resources during the coronavirus crisis: [tinyurl.com/r562fjk](https://www.epa.gov/r562fjk)

While water supplies remain safe, the virus is presenting unprecedented challenges to the plumbing manufacturing industry, as companies work to protect the health of workers, manage global and regional supply chains, and comply with advisories while maintaining viable business operations and services.

Federal and state governments work to contain virus and provide aid to healthcare workers, families and businesses

To contain the spread of the virus, state and local authorities have issued everything from shelter-in-place orders to advisories, with urban areas enacting stricter precautions due to the density of these populations. Authorities and manufacturers are responding to urgent calls from healthcare organizations for more COVID-19 tests, face masks and respirators as they prepare for an expected influx of COVID-19 patients.

President **Donald Trump** signed bipartisan COVID-19 relief legislation providing provisions for free COVID-19 testing and paid emergency sick leave ([tinyurl.com/u2tbaby](https://www.whitehouse.gov/briefing-room/statements-releases/2020/03/27/)). He also signed bipartisan economic stimulus legislation to calm fears about a falling stock market, expected job losses and hardship for small businesses ([tinyurl.com/u2s4zpj](https://www.whitehouse.gov/briefing-room/statements-releases/2020/03/27/)).

Protecting the health of workers

For employers, protecting the health

of workers means monitoring workers for COVID-19 symptoms, referring them for testing when appropriate, and facilitating work from home to protect employees from potential exposure. Workers who cannot work from home must distance themselves as much as possible from other employees and stay at home if any symptoms of illness occur.

Employers have been urged to provide more leeway than usual to sick employees, to assure clean and disinfected working conditions, and to postpone large group meetings and events or make them virtual. See these resources for businesses and employers from the Centers for Disease Control and Prevention ([tinyurl.com/t8bq9lm](https://www.cdc.gov/media/releases/2020/s110320-covid-19-work.html)) and World Health Organization ([tinyurl.com/rcw6rlh](https://www.who.int/news-room/qa-detail/coronavirus)).

Most Americans mindful about hand washing

PMI member Bradley Corporation has been conducting annual surveys about the hand washing habits of Americans for the past 11 years. With hand hygiene an important defense against the spread of COVID-19, Bradley's most recent survey results are particularly timely. The survey shows many Americans were mindful, particularly when sick, about the importance of hand washing and infection control, even before the coronavirus pandemic happened. For example:

- Even before COVID-19 hit the United States, 60% of Americans were extremely or quite concerned about catching the flu, compared to just 32% who felt that way four years ago. Among all age groups, Millennials expressed the most trepidation about getting sick.
- 97% of Americans believe it's important to wash up after using a public restroom. However, hand washing doesn't happen all the time. Respondents said they washed their hands 86% of the time after using a public restroom.

- 89% of Americans in the workforce said they consciously take steps to avoid the germs of sick co-workers or colleagues.
- In response to flu outbreaks, 79% of Americans said they wash their hands more frequently, more thoroughly or longer after using a public restroom.
- At home, if someone is sick or if a cold or flu virus is going around, Americans kick into action. 65% wipe down bathroom and kitchen surfaces. 47% wipe door knobs and handles. 46% wash sheets and/or towels.
- When they are sick, 54% of Americans said they simply wave hello to greet people, 48% avoid shaking hands and 18% use a fist or elbow bump.
- 50% of Americans said news coverage of cold and flu outbreaks has an impact on their hand washing behavior.

Read more at [bradleycorp.com/handwashing](https://www.bradleycorp.com/handwashing).

Plumbers must take precautions

Plumbing manufacturers make toilets, faucets, showerheads and urinals; the makers of these products don't do the installing – that's a plumber's job. PMI member IAPMO recently issued valuable advice to these important partners in safe, responsible plumbing.

“Understanding Coronavirus Exposure for Plumbing Professionals” advises plumbers that the coronavirus can be spread through building sanitary draining systems. “Considering the potential to come into contact with water and aerosols that contain the coronavirus when working on sanitary systems or sewers, it is highly recommended that plumbers wear proper personal protective equipment, including a full face shield that is worn over safety glasses, and gloves,” writes IAPMO's **Peter**

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April Events to Shower Praise on Plumbing Inventions

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

April is flush with several occasions to celebrate the many contributions of plumbing manufacturers, from protecting the public's health to creating innovations that help make peoples' lives easier.

National Inventors Month: a time to recognize creators in plumbing

Not many consumers likely think about how their toilets, faucets and other plumbing fixtures work. With April designated as National Inventors Month, it's a great time to explore the inner workings of bath and kitchen products created by PMI members to recognize many game-changing inventions that make everyone's lives easier – and safer.

In 1954, **Alex Manoogian** founded Delta Faucet Company, now a PMI member, and created the first successful washer-less ball valve faucet, according to Delta's website (tinyurl.com/r17e23k). He named it the Delta faucet after the shape of the internal cam; it resembles delta, the fourth letter of the Greek alphabet.

That same year, Lavelle Industries, Inc., also now a PMI member, introduced its Korky Flapper Tankball for toilets, according to the Lavelle website (tinyurl.com/wm3e4c7). The product eliminated the need for additional repair parts, simplifying replacing the assembly, states an article in PM Magazine (tinyurl.com/qlzjsom).

After burning his hands using a two-handle faucet in 1937, **Al Moen**, founder of PMI member company Moen Incorporated, invented the single-handle faucet with the intent to provide consumers water at their preferred temperature. Manufacturing of the product began in 1947, according to the Moen website (tinyurl.com/szdf938). In 1950, the new faucets earned national recognition as they rolled out to Hotpoint's (tinyurl.com/u6tmdt) first pre-fabricated kitchens.

In 1906, **William E. Sloan**, who started PMI member Sloan Valve Company, created the manual Royal Flushometer – the first flush valve to replace tank and chain fixtures, states Sloan's website (tinyurl.com/vlfautm). The valve required less water and energy while offering a reliable flush unaffected by gravity.

To deliver a safer showering experience, **Paul C. Symmons**, creator of PMI member company Symmons Industries, Inc., designed an efficient pressure-balancing valve. The innovative product eliminated sudden temperature changes and equalized the pressure of hot and cold water, according to the Symmons' website (tinyurl.com/ublfvd5).

Take action on Earth Day – and every day

With “climate action” as the theme for this year's Earth Day, many of PMI's plumbing manufacturing members have gotten a jump on their support – with decades of creating safe, water-efficient products.

A strong example is PMI members' commitment to improving water efficiency and sustainability by manufacturing WaterSense and other water-efficient products with high performance standards. Certified to use at least 20 percent less water, WaterSense-labeled products also save energy and perform as well as or better than regular models. Between 2006 and the end of 2018, WaterSense has helped Americans save 3.4 trillion gallons of water and more than \$84.2 billion in water and energy bills, according to the EPA's WaterSense website (tinyurl.com/wpllw6l).

**HAPPY
EARTH DAY**
•REDUCE•REUSE•RECYCLE•



Almost 200 countries are taking part in this year's 50th anniversary of Earth Day on April 22. There are still big challenges ahead – and many opportunities to help – for every citizen and business, according to the Earth Day website (earthday.org).

Those who would like to take action can join the movement using the online Earth Day Action Hub (earthday.org/take-action-now). Anyone, including plumbing manufacturers, can join an existing campaign; plan an event in local communities and at businesses and schools; perform an act of green (earthday.org/billion), such as volunteering for a community clean-up; and share experiences or prepared Earth Day messages on social media, including Facebook (facebook.com/EarthDayNetwork) and Twitter (twitter.com/EarthDayNetwork).

How will your company celebrate Earth Day?

PMI Welcomes UL as Latest Allied Member

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

PMI's Board of Directors recently announced the addition of UL as the latest allied member of PMI. With facilities accredited around the world, UL evaluates, tests and certifies products for many industries, including plumbing manufacturing.

"At UL, we work every day to make the world a safer place. We applaud PMI's commitment to safe, responsible plumbing and protecting public health. This common purpose is why it's such an honor to become a part of PMI," said **Amanda Fisher**, global business development manager, UL Water Systems, commercial and industrial. "We look forward to taking an active role in PMI's committees and to further our organizations' mutual commitment to safety. We offer a unique perspective with our membership because we can leverage our expertise to evaluate risk from many different attributes."

When plumbing manufacturers earn the UL Plumbing Mark for their products, it verifies compliance with applicable U.S. and Canadian recognized health-effects

and performance-testing standards in the International Plumbing Code (IPC) and the Uniform Plumbing Code (UPC). UL also certifies WaterSense plumbing products, including lavatory faucets, showerheads, tank-type toilets, flushing urinals, and flushometer-valve toilets. A partnership program sponsored by the U.S. Environmental Protection Agency (EPA), WaterSense certifies and promotes products that meet performance standards while being at least 20% more water efficient than those meeting federal water efficiency standards.

Product sustainability and saving water are two of UL's goals – as part of the company's holistic safety strategy, said **Anna Lasso**, senior product manager with UL Environment. "We want to tap PMI's expertise in this area and support PMI and its manufacturing members in developing more sustainable products," she added.

As an allied member of PMI, UL will get the chance to support PMI's advocacy efforts for plumbing product performance and innovation in water efficiency and

savings, sustainability, public health and safety, consumer satisfaction, and a clean environment.



"We're thrilled to welcome UL as our latest allied member and anticipate their strong contributions to support our vision of safe, responsible plumbing," said **Kerry Stackpole**, PMI CEO/executive director.

UL's mission is to create a better world by applying science to solve safety, security and sustainability challenges. All of the company's efforts – from independent research and standards development, to testing and certification, to providing analytical and digital solutions – are meant to help improve global well-being. For more information, visit UL.com.

To learn more about the value of PMI membership, eligibility, and how to join, visit PMI's website at safep plumbing.org/become-member.

Safe Plumbing Crucial During COVID-19 Crisis (Contd.)

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DeMarco, executive vice president of advocacy and research. IAPMO's advisory references OSHA standards for construction and plumbing worker protection. Read more at tinyurl.com/tt5s3am.

Toilet paper demand creates interest in bidet seats; don't flush wipes

While purchasing large quantities of toilet paper is not advised, the hoarding of toilet paper by some during the coronavirus crisis has created interest in purchasing personal hygiene devices commonly known as bidet seats, products manufactured by some PMI members. Popular in Europe, these devices rinse your bottom with water. To find manufacturers who make these personal hygiene devices, choose "bidet seats" under the "plumbing fixtures/components" category of the PMI Product Finder (tinyurl.com/ybpsr9sy).

For those of you using disinfectant wipes, do not flush them down the toilet, even though they may be labeled as "flushable." These wipes can jam up your pipes. Place these wipes in the trash instead.

More helpful resources

PMI has gathered these additional information sources, which may be helpful during the coronavirus pandemic. Keep up to date by visiting these pages routinely and paying attention to new alerts.

- Department of Labor: tinyurl.com/vx27uh7
- OSHA: tinyurl.com/tqt5ead
- National Association of Manufacturers COVID-19 Resources: nam.org/coronavirus/
- Federal Emergency Management Agency (FEMA): tinyurl.com/u2fht4t

From Art to Aircraft Carrier: PMI Aspiring Leaders Take Flight

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

Whether finding career inspiration surrounded by beautiful works of art or discovering new leadership skills on a four-acre flight deck, participants in PMI's Aspiring Leaders Program have the opportunity to raise their careers to the next level.

Program participants took steps to spark innovation in their work by immersing themselves in a one-of-a kind training experience last November at the Dali Museum in St. Petersburg, Fla. This year, attendees will focus on unlocking their business muse with an insider's look into the USS Midway – the longest-serving (1945–1992) American aircraft carrier of the 20th century. The 2020 Aspiring Leaders Program will take place at the ship's museum in San Diego on Nov. 9, the first day of the PMI20 Manufacturing Success Conference.

"We're excited about our plans for PMI's 2020 program, which will include a tour full of fascinating history and engaging speakers to spark new ideas for our participants," said **Candace Spradley**, PMI's education manager.

Built in only 17 months, the USS Midway offers plenty of history to explore, with 60 exhibits and 29 restored aircraft, including some that flew in World War II, the Korean War or

Operation Desert Storm. Spradley said PMI program participants will get to tour the engine room – the heart of the ship where raw power was generated to operate the Midway – also known as the "city at sea." Plenty of other interesting sites on the ship include the crew sleeping quarters, jail and primary flight control room.

In 1992, the Midway was decommissioned and sat idle until 2003 when it was donated to the San Diego Aircraft Carrier Museum organization, according to the USS Midway Museum's historical overview ([tinyurl.com/sa7n6h3](https://www.tinyurl.com/sa7n6h3)). It opened as the USS Midway Museum in June 2004.

Several of the 2019 program participants said they hope to attend this year's program – based on the valuable insights and tools they gained last November – and are encouraging others to sign up.

"I'm looking forward to this year's Aspiring Leaders Program in California, and I hope that others within our PMI membership will attend and participate in this engaging program," said **Jeff Baldwin**, engineering manager with T&S Brass and a participant in the 2019 program. "I've personally been trying to adjust my own mindset over the past year to be more proactive to

new and innovative product ideas. This program helped me to leave my comfort zone from a 'black and white' engineer, and it helped give me some tools to utilize - listen more and talk less."

The number one takeaway from participating in the inaugural program in 2019 was the reminder that our careers are in our own hands, said **Erika Tromm**, product manager at Moen. "If we want something, we need to make that happen and not just wait for it to happen. We should be bold enough to take the initiative to ask for what we want, or to make the necessary changes to get us where we want to be," she added.

Spradley is encouraging PMI members to start considering which of their high-potential employees could benefit from the 2020 program – meant to help inspire the ability to see and think differently, foster self-awareness, and instill a growth mindset. To enroll an employee, PMI members should complete the online Aspiring Leaders Program interest form ([tinyurl.com/rab8bah](https://www.tinyurl.com/rab8bah)).

As plumbing manufacturing grows and changes – with the need for new innovations and technologies – more companies are investing in training. The Manufacturing Institute has estimated that manufacturers spent more than \$26 billion in 2019 on training for new and existing employees. Efforts such as PMI's Aspiring Leaders Program can help support plumbing manufacturers' training goals.

"Attending the inaugural PMI Aspiring Leaders Program sessions in Florida was quite interesting and an eye-opening experience. The increased level of creativity and innovation that plumbing manufacturers are embracing in their employees today is quite amazing," Baldwin added.



PMI Members Offer Water-Saving Careers to Innovative Pros

By Genevieve Valek, PMI Communications Team, Valek and Co.

We all know this moment well: you've turned on the shower, but there's no way you're getting in it just yet. The water must reach the perfect temperature. So you start your pre-shower routine, listening to your favorite playlist and grabbing your towel and shampoo while waiting for the water to heat up. Most showers spray 2 to 2.5 gallons per minute (gpm), and while you wait to get in, you're wasting water that is probably already hot.

If you are someone who is interested in making a career out of saving water, look no further. Plumbing manufacturing contributes to water savings and water safety, and it starts here, looking for solutions for how to shorten everyone's pre-shower routine. Because as you probably know, water isn't the only thing being wasted – every time you take a shower, you also use energy to heat the water to your showerhead. Showering drives almost 17 percent of water use in homes, and an average American family uses some 40 gallons of water per day in the shower, according to the Environmental Protection Agency (EPA) WaterSense program. Don't you wish you could help come up with a solution for all of this?

Good news is, you can. Thanks to plumbing manufacturers, you can shower better by replacing your old showerhead with a WaterSense model and save water, energy and money. These showerheads are designed by engineers to reduce the flow rate of the water passing through the head each minute, while maintaining optimal pressure for efficient rinsing and shorter shower times. By replacing just one showerhead with a WaterSense model, the average family can save 2,900 gallons of water, the amount of electricity needed to power its home for 13 days, and more than \$70 in energy and water costs every year, according to the EPA.

Product manufacturers in the plumbing industry are well aware of the mass amounts of water that are used daily during showering rituals, so they have made it their mission to come up with products that help consumers save water without taking the enjoyment out of their shower experiences.

You can start your search for showerheads, toilets, bathroom faucets and other products at PMI's Product Finder (tinyurl.com/ybpsr9sy). And start your search for a rewarding career in plumbing manufacturing at our careers page (tinyurl.com/vdxnvdv).



Read More Online

Read the rest of this article and others on our PMI@Work blog: safeplumbing.org/communications/pmiblog

PMI@Work explores efforts to develop the manufacturing workforce for the future, particularly among PMI members. If you'd like to submit a post or content for consideration, contact PMI communications team member **Ray Valek** at ray@valekco.com.

The online version of this story provides a few examples of the kind of showerhead innovation occurring within PMI member companies. Digital shower systems, two-in-one showers, filtered showerheads, and high-pressure WaterSense showerheads for low-pressure installations describe only few of the ways PMI members have improved convenience and comfort while saving water.

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