

Like a Bicycle Rider, PMI Will Keep Moving Forward

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



Chip Way

Albert Einstein said, “Life is like riding a bicycle. To keep your balance, you must keep moving.”

That idea resonates with me because I am a road cyclist. Pedaling my way across the hills, valleys and fields of my home state of Wisconsin brings me immense joy.

Sir Arthur Conan Doyle, the British author who created the character Sherlock Holmes, was a huge fan of bicycling. He wrote bicycling adventures into many of his short stories, including “The Adventure of the Solitary Cyclist.” He once said, “When the spirits are low, when the day appears dark, when work becomes monotonous, when hope hardly seems worth having, just mount a bicycle and go out for a spin down the road, without thought on anything but the ride you are taking.”

And, in 2024, what a ride PMI will be taking.

If the last few years has taught us anything at all, it is how important clean, safe water is – and how we cannot take it for granted. That’s one of the reasons PMI’s Rethink Water initiative is so important, as you’ve seen in videos posted online and shown at the PMI23 Manufacturing Success Conference. In 2024, PMI will continue to shed light on risks and opportunities relating to our water situation through this initiative.

Another important area of our work will focus on the realignment of PMI’s committees and task groups to capture the spirit of our open discussions and collaborations. Consensus is what drives our work, and we provide chances for all of you to express your company’s point of view.

Remaining relevant and identifying emerging areas of concern is vital for any organization. Addressing the concerns facing our members, customers, and the public creates value

and solves complex issues. PMI’s commitment to facing and finding answers to challenges remains unwavering.

Among the issues facing our industry are concerning actions by some local water utilities to deviate from water usage codes and standards. PMI aims to advocate for science-backed approaches, countering unsafe methods driven by haste.

The repercussions of inadequate drainline systems and outdated infrastructure are evident in various cities, emphasizing the need for comprehensive repairs and maintenance. PMI continues to champion science-based education, promote community health, re-evaluate water’s value, and ensure safe, responsible plumbing practices.

Bicycle riding is a metaphor for so many great things in life. When you first learn to ride, the initial ride is wobbly – like anything new we try.

But if we keep trying, we get better at keeping our balance and more confident as we pedal forward. As your president, I am mindful of the need to keep moving forward to deliver new resources, draw attention to critical industry issues, and craft consensus-based solutions.

Mark Twain reminds us, “Even if you’re on the right track, you’ll get run over if you just sit there.” We won’t be “sitting there.” We’re poised to actively seek your insights and ideas, recognizing their value in addressing our industry’s challenges.

I am honored by the confidence you have placed in me to be the 2024 president of the Plumbing Manufacturers International Board of Directors. I have served with great joy and pride on the board in a variety of roles with varying responsibilities. These experiences, my day job, and my bicycle still teach me new things. I eagerly anticipate collaborating with each of you throughout the year.

2024 Industry Trends Point Toward A Sustainable Future

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



Kerry Stackpole

In 2024, the plumbing fixture and fittings manufacturing industry will witness transformative trends that reflect a growing emphasis on sustainability,

technology integration, and a proactive approach to water management. These trends are shaping the future of plumbing, with a growing focus on efficiency, conservation and resilience.

The futurist **Daniel Burrus** often talks about hard trends and soft trends. “The difference between those that fear the uncertain future versus those that find it exhilarating and ripe with opportunity,” writes Burrus, “is one’s ability to more clearly see the future in front of them and, in turn, feel confident leveraging it to their advantage.” A soft trend is something that may or may not happen and is therefore open to influence. A hard trend is more of a certainty.

Whichever category you decide to place these trends for 2024, you can be sure they are on our radar:

Smart plumbing solutions

The integration of smart technology into plumbing systems is a key trend for 2024. Homeowners and businesses are increasingly adopting smart faucets, toilets, showerheads, and irrigation systems that offer features such as water usage

monitoring, leak detection, and remote control through mobile apps. Smart plumbing solutions not only enhance user convenience but also contribute to water conservation efforts by providing real-time insights into water consumption.

Water quality monitoring and filtration

Rising concerns about water quality are driving the adoption of advanced water monitoring and filtration systems. In 2024, there will be a growing demand for point-of-use water filtration systems equipped with smart sensors that provide real-time data on water quality.

Greywater recycling and reuse

Sustainable water management is now a major focus and concern to communities, water utilities, and municipalities. The growing interest in greywater recycling is real. Homeowners, businesses and builders are exploring systems that capture and treat greywater for non-potable purposes such as irrigation or flushing toilets. Greywater recycling can help reduce the demand on freshwater sources, but it can’t be used everywhere. Plumbing codes will need to reflect greater versatility to promote a more healthy and sustainable water cycle.

Sustainable plumbing materials

As our industry continues its movement toward more sustainable and eco-friendly plumbing materials, these alternative materials will lead us to a lower environmental impact. This shift toward sustainable materials aligns with

the industry’s commitment to reducing its ecological footprint and promoting environmentally conscious practices.

Remote plumbing diagnostics and maintenance

Advancements in IoT technology are reshaping plumbing maintenance. Remote diagnostics and maintenance solutions are helping to prevent water waste and are gaining popularity, enabling plumbers, commercial building owners, and homeowners to monitor plumbing systems in real time. Smart sensors detect issues like leaks and abnormal water pressure, allow for proactive maintenance, and minimize the risk of water damage.

Water-efficient fixtures and appliances

Water-efficient fixtures and fittings remain a focal point for 2024. There is a continued emphasis on installing high-efficiency and high-performing toilets, fixtures and showerheads. Governments and municipalities will continue to implement new regulations and incentives to encourage the use of water-efficient products.

Digital twins for plumbing systems

The adoption of digital twin technology is revolutionizing plumbing system design and management. A digital twin is a virtual replica of a physical plumbing system, providing real-time data and insights. This technology enables better system optimization, predictive maintenance, and efficient problem-solving, contributing to the overall performance and longevity of plumbing systems.

These plumbing and water trends for 2024 reflect a concerted effort to address water-related challenges through innovation, sustainability and technology. These trends correspond to our commitment to Rethink Water to set the stage for a more water-efficient and resilient future in plumbing fixture and fitting manufacturing.



It's Time to Position Your Company for 2025-2029 Growth

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

Plumbing manufacturers can use a mild recession in 2024 to position themselves for strong growth through the rest of the decade. That was the main message delivered by economist **Taylor St. Germain** of ITR Economics, the company that provides the quarterly PMI Market Outlook, at the PMI23 Manufacturing Success Conference.

With a forecast accuracy rate of 94.7%, ITR Economics also has achieved strong duration with its forecasts, St. Germain stated. “Our being able to leave these forecasts in place without a revision over 18 to 24 months gives you a stake in the ground, rather than a moving target,” he explained.

Explaining his presentation’s title, “Piercing Through the Noise,” St. Germain said “there’s going to be a lot of noise in 2024, not just with an election, but with a little bit of weakening in economic activity.” The 2024 recession will be nowhere as severe as the 2008-2009 and pandemic recessions. “The good news is that after 2024, we see this second half of the decade in the United States, and generally speaking around the world, growing in a very substantial way, from an economic standpoint,” he stated.

PMI member companies should take advantage of slower 2024 activity to invest in the future. “As we look out to ‘25 and ‘26, we have growth returning, and growth returning fast in a meaningful way. My concern is not that we don’t survive a 2024 downturn. My concern is that we’re not ready for how quickly this growth comes back in 2025 and 2026,” he said.

Monitor rates of change

St. Germain encouraged PMI members to monitor and compare quarterly and annual results to the previous year to see rates of change in their data and to understand the pace at which their results are increasing or decreasing. Looking at the broader economy, he said rates of

change move before dollars and many of these rates are moving in negative territory right now. “That’s one of the ways we know economic downturns are coming,” he explained.

Where the United States goes, so goes the rest of the world, St. Germain said. “The U.S. economy is about 25% of the global economy,” he stated. “The next closest is China at 18%. When you add in Europe and Japan, you’re capturing 75% of the global economy.”

Diversify your supply chains

With China experiencing a serious shortage of young workers and other economic challenges, St. Germain urged PMI members to take a “China+One” approach to their supply chains. “Diversify your supply chain,” he said. “Look at two other countries outside of China. As we run into economic challenges in the future, you find yourself much more prepared.”

Supply chain challenges are not as severe as they were from 2020-2022. “But as this economy heats up in 2025, that’s the next time we’ll be dealing with supply chain shortages and challenges because of the higher demand,” St. Germain stated.

The U.S. and Canada have more favorable demographics than the rest of the world, with the large Millennial generation now dominating the American workforce. “Economically speaking, that means we have more dollars to fund an aging population. That’s good news, and that’s why we see the U.S. and Canada as real areas of opportunity as we move forward into the second half of this decade,” St. Germain said.

While noting that he is not a financial advisor, St. Germain displayed a slide comparing corporate profits with the Standard and Poor’s 500 stock market index, as well as a slide depicting a contracting money supply. Because



Taylor St. Germain

ITR Economics’ analysis shows an overvalued stock market and less available money in the economy, investors will likely experience volatility. “You all likely have financial advisors; have a conversation with them. I’m not exiting the stock market, ITR is not exiting the stock market; we’re just making sure we’re well positioned, maybe a little bit more defensively or cyclically, for some of the volatility that’s coming our way,” he explained.

Millennials to the rescue

With an ongoing labor shortage expected – for every job opening, America has 0.69 people – St. Germain encouraged PMI members to invest in efficiencies, including automation and robotics. The good news is that the Millennials is a generation comparable in size to the Baby Boomers and have a 83.6% labor force participation rate, he said.

ITR Economics is timing another recession to occur in 2030 because “those will be the later years of the Baby Boomers’ lives,” and as a result, healthcare and social security costs and government debt all will increase. “By 2030, 70% of the U.S. budget will be interest payments on the debt, healthcare and social security.” A Millennial himself, St. Germain stated that the “Millennials are here to save you all.” As Baby Boomers draw on Medicare and

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AI Tools Cause Excitement But Require Carefulness

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

Facing a proliferation of artificial intelligence (AI) tools, plumbing manufacturing professionals must begin to understand the benefits and risks of AI. **Whitney McCollum**, technology transactions and data privacy partner at the law firm K&L Gates, provided an overview of AI during her presentation at the PMI23 Manufacturing Success Conference.

McCollum provided a definition of AI: a set of techniques aimed at approximating some aspect of human or animal cognition using machines. Some well-known products incorporating AI include face recognition on smart phones, Amazon's Alexa, ChatGPT, and the Netflix menu.

She also defined machine learning, a type of AI that enables computers to learn from data without being explicitly programmed, and deep learning, a type of machine learning that uses neural networks to process and analyze complex data. Deep learning algorithms are capable of undertaking tasks like image and speech recognition.

Most of her presentation delved into what plumbing manufacturers can do to steer clear of AI risks relating to privacy and confidentiality, intellectual property, accuracy and avoiding bias, cybersecurity, transparency, and more.

Privacy, confidentiality and intellectual property

Collecting information through AI comes with risk. "If you adopt smart toilet technology and you are hosting information in the cloud, you're getting the personal data of everyone that uses that toilet," she explained. "And there's a whole lot of regulations around personal information and risks that come with that."

She said companies offering this kind of technology must consider whether to host the software in their



Whitney McCollum

cloud or rely on a third party. "Are you branding it with your name? What are your promises you're making to customers and users with respect to this technology? What promises can you make? What promises can't you make? What is the information you as a company want to know? What can you know and what can't you know?," she explained.

For example, health information that can be identified to an individual must be kept private. Aggregated health information can be potentially sold. "There's certain ways that you can lawfully sell data that can be used by research institutes or the city planners, for example. But all of that comes with risk and compliance and regulation," she stated.

She said ChatGPT is a significant confidentiality concern for all companies that use it. "When you put in information, you're disclosing it to ChatGPT and then it's potentially getting used to create new information. If you disclose a trade secret, it's not a trade secret anymore. So think about that," she said. "You want to make sure trade secrets are protected, so don't disclose them to an algorithm."

Accuracy and avoiding bias

Inaccuracy and bias in AI can become a significant issue. "When looking for

partners who are promising things about AI tools, you want to dig in deep and understand, do they understand their technology? How much control do they have over the algorithm that they're bringing to the table?," she stated.

In addition, bias occurs when the data that train an algorithm is not a fulsome set of data. Using an AI sewer camera tool as an example, McCollum said knowing where the data sets were coming from was an important consideration because urban and rural areas have different water composition and water flows. Having data that are skewed to only a particular type of sewer system may introduce bias. "You want to make sure the data going in is representative of the whole scope of data so that the algorithm can be making decisions based on a complete set of data," she explained.

If you're using AI in your testing process to prove regulatory compliance, "you're going to want to be able to show that it's accurate. And so making sure you have a reliable tool to do that, and that it's being checked by humans, and you've got ways to audit it and have backup controls is going to be important," she stated.

Cybersecurity

Anytime technology in a device is connected to the cloud, a hacker can potentially get in there and cause potential PR and financial problems. "When you are working with third parties, make sure what they're providing is secure. If you're creating it, you've got cybersecurity concerns if things are connected," McCollum said.

Transparency

Once an algorithm makes a decision or output, your company will be providing that output, McCollum said. "And you need to be able to say, this is how I got this answer and saying, 'I put it in an AI tool and that's the answer' is not going

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The Challenge of Regulating and Remediating PFAS

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

Removing per- and polyfluoroalkyl substances (PFAS) from the environment presents a huge challenge – as the EPA and many states continue to pass rules and regulations to reduce these “forever chemicals,” said **Larry Gottlieb** at the PMI23 Manufacturing Success Conference.

The president and chief technologist of ResinTech, Inc., Gottlieb reviewed some of the latest PFAS regulations and removal processes at Plumbing Manufacturers International’s annual meeting in Seattle. Headquartered in Camden, New Jersey, ResinTech manufactures ion exchange solutions for PFAS remediation.

“Everyone has PFAS in their blood. They’re a manmade chemical found everywhere – in our water, clothing, carpet – and even in our toilet paper and orange juice,” said Gottlieb, a 30-year veteran of the water treatment industry. He noted that certain PFAS – called PFOA and PFOS – can cause adverse health effects, such as thyroid issues, certain cancers, and developmental effects.

PFAS are fluoridated compounds that polymerize and can be made into any size and shape, he noted. Since the 1940s, these chemicals have been used in everyday household goods and in items that are water-, stain- and fire-

resistant, non-slip or non-stick. They also can be found in some building and plumbing materials such as sealants, caulking, plastic coatings, and O-rings, explained **Kate Thoreson**, senior associate with WilmerHale, during a 2023 PMI webinar held prior to PMI23.

Various rules and laws create the ‘Wild West’

Over the last two decades, the EPA has passed rules to reduce PFAS in the environment. While no federal regulations exist, several states have established regulations to decrease PFAS levels.

“It’s the Wild West out there right now,” Gottlieb said.

He highlighted two of the EPA’s recent rules. On Nov. 13, 2023, under the Toxic Substances Control Act, the EPA began enforcing requirements for certain companies to report on their PFAS use in products from any year since 2011, according to the EPA. “It’s a fact-finding mission. The government wants to search out who’s buying, making and selling it and where it’s going,” Gottlieb said.

On March 14, 2023, the EPA released the proposed National Primary Drinking Water Regulation for PFOA and PFOS – with four additional PFAS to be reviewed for potential regulation. The regulation would limit any mixture containing one or more of the following four additional PFAS: PFNA, PFHxS, PFBS and HFPO-DA (GenX), according to an EPA news release.

Many states have set guidelines or passed PFAS laws, such as California, Maine and Washington.

“Those of you in manufacturing may start to get letters from your local water authority or state environmental protection departments if you’re discharging to surface water. Have you measured PFAS in your wastewater?” Gottlieb asked.

Processes to remove PFAS

Gottlieb discussed how tenacious PFAS are and addressed ways to remove them.

“Do we gather them up and bury as is, or do we mineralize them back into their basic components?” he asked. Burning PFAS is not an option and burying the chemicals would require stabilization – so they don’t reappear and become a problem for future generations, he added.

He discussed several PFAS removal and reduction technologies for water. Activated carbon is a well-known traditional technology with good removal

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Time to Position Your Company for Growth (Contd.)

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Social Security, “we’ll be paying taxes and funding them for you. So, you’re welcome for that.”

St. Germain also said conditions in the residential and commercial housing markets vary according to the state and sector, although single-family housing permits are increasing in most states. Remodeling continues to do well because higher mortgage rates are causing homeowners to remain in their current residences. ITR expects interest rates, inflation and labor costs to moderate.

Follow ITR Economics’ blog and subscribe to free economic updates at blog.itreconomics.com/blog. PMI members can login to view the slides from St. Germain’s presentation at tinyurl.com/46umhcsv.

This article is not intended to be financial advice. Companies and individuals should seek financial advice specific to their needs and situation.



Larry Gottlieb

'Whole of Government' Supports Supply Chains & Fair Trade

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

The federal government is using a “whole of government” approach to support resilient supply chains and fair international trade, said two representatives of the Department of Commerce’s International Trade Administration (ITA) at the PMI23 Manufacturing Success Conference.

Gary Stanley, director, Office of Critical Materials and Metals, was joined by **Katelynn Tiongson**, business industry specialist, Office of Materials Industries, at Plumbing Manufacturers International’s annual meeting.

Stanley first provided an overview of the ITA and encouraged attendees to use the administration’s domestic and international resources found at [trade.gov](https://www.trade.gov) to help ensure global competitiveness.

Making supply chains more resilient

The COVID pandemic brought the United States’ susceptibility to disruption to the forefront, Stanley stated, as he transitioned into providing information about supply chain resilience. Weather crises and geopolitical unrest, including warfare, have also disrupted the normal flow of commerce. The globalization that enabled international supply chains to prosper now need to be tempered by more domestic trade, he explained.

The Biden administration’s executive order (EO) 14017’s recommendations focused on ways to make American supply chains more resilient and to assure the U.S. is competing on a level playing field globally, Stanley said. Emphasizing the importance of developing mutually beneficial working relationships between allies and partners, Stanley expressed his “extraordinary respect” for PMI and the Canadian Institute of Plumbing and Heating. “Your cooperation on efforts to harmonize trade standards will lead both of our countries into the future of trade,” he stated.

The Biden EO also deploys a whole of government approach to supply chain disruptions, Stanley said. This approach means the departments of Commerce, Transportation and Agriculture are leading a coordinated effort to bring together data from across the federal government to improve the ability to track supply and demand disruptions and facilitate information sharing between federal agencies and the private sector to identify near-term risks and vulnerabilities more effectively. “These agencies bring resources, budgets and expertise into areas that all need to be pulling in the same direction toward the same goal,” Stanley explained.

Infrastructure act invests billions into water projects

Next, Tiongson provided an overview of the water-related initiatives funded through the bipartisan Infrastructure Investment and Jobs Act. This funding includes \$15 billion to replace lead service lines, \$10 billion to protect against emerging PFAS contaminants, and \$23.4 billion to provide below-market rate loans and grants through the Drinking Water and Clean Water State Revolving Funds Program for water infrastructure improvements to protect public health and the environment.

In addition, the act is funding sanitation facilities construction in native American homes and communities, projects to mitigate water shortages in the West and rural areas, and other water-related initiatives.

Realigning the U.S.-China trade relationship

Shifting to the international scene, Stanley addressed efforts being made to realign the U.S.-China trade relationship. “For China to be seen as a fair trader on a global marketplace, ideas relating to environmental, social and governance



Katelynn Tiongson and Gary Stanley, with PMI Board of Directors member Bob Neff of Delta Faucet Co.

have to be a part of the conversation,” he stated.

Everyone would agree that a healthy trade business and investment relationship with China is not only good for the U.S., it’s good for China and the world, Stanley said. “But things have to be equitable, fair and transparent,” he stated. During her August 2023 visit to China, Secretary of Commerce **Gina Raimondo** said that that U.S. national security is not negotiable. “It is a basic foundation of all of our global relationships, including China,” Stanley emphasized.

An overdependence on China as a primary trading partner is one reason why U.S. supply chains are so vulnerable, Stanley explained. “One of the areas that I’ve been assigned to is the area of critical minerals. Of the 50 critical minerals identified by the U.S. Geological Survey, on 14 we are 100 percent import-dependent on China. And many of those not surprisingly go into very high-end manufacturing and national security systems,” he said.

ITACs serve as trade advisors to U.S. government

Tiongson then explained how Industry Trade Advisory Committees (ITACs), of which PMI CEO/Executive Director **Kerry Stackpole** is a member, serve as industry trade advisors to the U.S. government. She also encouraged PMI

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How New Packaging Laws Will Impact Plumbing Manufacturers

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

The landscape covering packaging laws is changing quickly in the United States. Plumbing Manufacturers International member companies need to understand how new laws will impact their businesses.

Dan Felton, executive director of the American Institute for Packaging and the Environment (AMERIPEN), presented an overview of states that have passed packaging legislation and several that are developing new laws during his session at the PMI23 Manufacturing Success Conference.

The first packaging extended producer responsibility (EPR) laws passed in Maine and Oregon in 2021 shifted how to fund packaging recycling – placing more responsibility on brand owners. Any company that uses product packaging in these states, including plumbing manufacturers, is affected by the laws, Felton explained during a previous presentation to PMI members.

Since then, California and Colorado have passed packaging legislation and other states are getting closer to establishing laws. Some states are looking to change packaging types, remove toxic chemicals, and reduce plastics, among other things, Felton noted.

AMERIPEN sees the laws as a good way to fund existing and expanded recycling programs, drive greater packaging recovery and recycling with innovation, and help companies meet their sustainability goals, he said.

Deciding how to implement current EPR laws

Each of the four states with packaging laws is determining how best to run their programs over the next several years. AMERIPEN has been working with all of those states in various ways.

Oregon has made the most progress, Felton said. The state has set up a

recycling system advisory council – of which AMERIPEN is a member, as well as a rule-making advisory committee and a technical workgroup on materials lists. Producers must comply with Oregon's law by July 2025.

In Colorado, an advisory board was named in December 2023 and rulemaking stakeholder meetings began in March, Felton reported. In May, the state announced its producer responsibility organization, the Circular Action Alliance, which will oversee EPR laws for packaging and paper. Compliance begins in July 2025.

Maine has begun its formal rulemaking process and will release its first proposed draft rule shortly while California will begin its formal rulemaking soon, Felton said.

He suggested plumbing manufacturers that are “producers” in these states need to start thinking about how to manage their new responsibilities. “Do you have someone internally already who can do this – like your procurement people, packaging designers and engineers, or sustainability people – or will you have to get a consultant to do it for you?” Felton asked.

States to watch for future bills

There are a few states AMERIPEN is watching that are working on new bills, including Maryland, Illinois, Washington and New York.

Maryland and Illinois were unable to pass robust packaging bills but have laid the groundwork for future legislation, Felton said. Both states plan to set



Dan Felton and PMI Board of Directors member Lowell Lampen of Kohler Co.

up advisory councils and create needs assessments to decide which problems need to be solved and which programs will solve those problems, he noted.

Washington and New York are on AMERIPEN's watchlist, too. In Washington, private label owners and big box stores have been challenging the definition of “producer” because they want someone else – possibly manufacturers who make products for them – to pay the producer fees when the state passes its packaging legislation, Felton said. Those discussions will continue.

If New York passes a bill, it could motivate other states in the northeast, such as Connecticut, New Jersey and Vermont, to enact legislation as well, he said.

AMERIPEN would prefer a consistent, national law instead of a variety of state bills, Felton stated. “There are conversations about enacting an EPR law at the federal level, but that's all it is for now,” he added.

PMI members can login to view Felton's presentation slides at tinyurl.com/bdd3wwcy.

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AI Tools Cause Excitement (Contd.)

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to help. It's like your math teacher said, 'Show your work.' You want to be able to do that with any AI tool so you can understand how you got to that answer."

'Feel scared and excited at the same time'

McCullum said new AI technology provides much to be excited about, but carefulness is required. "We're at an exciting time right now and knowing how to navigate through the new technology is I think the best approach. What's important is having the tools to understand how to make good decisions. How do we determine the risk and incorporate that risk into the business model? Planning now for AI

incorporation two, three, four or five years from now is what you need to do. And so I'm hoping I have given you some things to think about, so you feel more empowered, as well as scared, to go out and understand this technology. That's kind of how I roll as a technology lawyer. I want you to feel excited and scared at the same time."

PMI members can login to view McCollum's slide presentation at tinyurl.com/u9c5nvfa.

This article is not intended as legal advice. Companies should seek legal counsel specific to their needs and situation.

The Challenge of PFAS (Contd.)

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properties while anion exchange resin is excellent at removing a wide variety of PFAS compounds, Gottlieb explained. Reverse osmosis reduces PFAS by rejecting compounds into a concentrated waste stream. All have various benefits and challenges.

ResinTech produces several types of filters that homeowners, labs and others

can use to remove PFAS from water, he said. Homeowners can use treatment devices and filters – either on a sink or faucet or at the water point of entry to their home, he added.

PMI members can login to view Gottlieb's presentation slides at tinyurl.com/nhex7k8p.

Government Supports Supply Chains (Contd.)

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member companies to participate in the Market Development Coordinator Program (MDCP), which promotes U.S. exports, provides trade expertise, and delivers return on investment.

MDCP award recipients generate \$309 in exports for every \$1 that the Department of Commerce invests in funding, she explained. "MDCPs have tallied over \$12.6 billion in exports and have created or sustained 14,000 U.S. jobs annually," she said. PMI member IAP-MO's MDCP award seeks to increase the flow of exports to Indonesia and the Philippines by removing trade barriers and increasing competitiveness of U.S. products through the adoption of U.S.

developed international standards by these countries, Tiongson stated.

To end the presentation, Tiongson presented export data about U.S. plumbing products. In 2022, \$1.5 billion of plumbing products were exported, an increase from \$1.1 billion in 2020. "U.S. plumbing companies are recognized globally for superior design, superior quality, and superior reliability. You are truly having a lasting presence in the global economy, and I'm very privileged and honored to be representing you moving forward," she said.

PMI members can login to view this presentation's slides at tinyurl.com/57mkru6t.