

## AGENDA | 2.0 (B) OUTREACH/COMMUNICATIONS TRACK

**DATE:** WEDNESDAY, OCTOBER 26, 2016 **TIME:** 9:00 AM – 12:00 PM  
**PLACE:** THE WESTIN O'HARE, ROSEMONT, IL **ROOM:** MADISON  
**CO-CHAIRS:** MARY AHLBRAND, DELTA FAUCET COMPANY (2016 THROUGH 2018)  
 KRIS ALDERSON, BRADLEY CORPORATION (2014 THROUGH 2016)

**PURPOSE:** TO PROMOTE THE MISSION OF PMI, TO ENHANCE ITS VALUE AND CREDIBILITY, TO ATTRACT NEW MEMBERS, TO EXPAND MEMBERS SERVICES, AND TO ADDRESS MEMBER CONCERNS, SHOULD THEY ARISE IN HARMONY WITH THE PMI COMMUNICATIONS AND ADVOCACIES STRATEGIES.  
**SCOPE:** ONGOING OUTREACH TO 1) OUTSIDE GROUPS, INCLUDING: POLICYMAKERS, WATER UTILITIES, AND OTHERS PER THE PMI STRATEGY MAP; 2) NON-MEMBERS WHO SHOULD BE PMI MEMBERS; 3) CURRENT ACTIVE AND NON-ACTIVE PMI MEMBERS; AND 4) MEMBERS OF THE PRESS

Time		
9:00 AM	2.1	<b>Announcements</b> New 2017-2018 Committee Co-Chairs Mary Ahlbrand, channel manager, Delta Faucet Company Amy Scherer, product manager – professional, Speakman Company
	2.2	<b>Approval of the September 15, 2016 Outreach/Communications Conference Call Minutes</b> (See Attachment 2.2)
9:15 AM	2.3	<b>How Product Marketing and Innovation is Changing Consumer Attitudes Towards Water Conservation</b> Luca Ferrari, new business developer, BRG Building Solutions
9:50 AM	2.4	<b>Questions and Answers</b>
10:00 AM	2.5	<b>WaterSense at Ten - Building the Brand for the Next Decade</b> Veronica Blette, chief, WaterSense Branch, Environmental Protection Agency (EPA)
10:50 AM	2.6	<b>Questions and Answers</b>
11:00 AM	2.7	<b>BREAK</b>
11:15 AM	2.8	<b>Updates on PMI's 2017 Communication Initiatives</b> Ray Valek, PMI public relations consultant, Valek and Company
	2.9	<b>Review of Purpose and Scope and Other Business</b>
12:00 PM	2.10	<b>Summary and Close</b>