



Fireside chat: Association partners

“Rising Tide” | 2026 Annual Business Conference
June 16, 2026 | 7:45 am – 9:15 am

Description: A panel of leading industry association executives will come together to share insights on leading member-driven organizations, during a period of significant change and uncertainty. Panelists will explore how regulatory, technological, and geopolitical forces are shaping association strategy—alongside core priorities such as member value, engagement, and advocacy. This interactive discussion will offer practical perspectives, candid lessons learned, and forward-looking ideas to help industry leaders navigate external forces, shaping the plumbing & heating industry.

MODERATOR

Eric Truskoski, Vice President of Administration and Government Affairs
Bradford White Corporation



Eric Truskoski joined Bradford White as a design engineer in 2006 after graduating with a bachelor’s degree in mechanical engineering from Michigan State University. Eric immediately demonstrated his unique talent, leveraging his expertise in product development and engineering to lead the company’s research and development lab. His capabilities and commitment were recognized by Bradford White and led to his promotion to Engineering Manager – New Product Development, gaining increased responsibility leading their product development group.

In 2016, when Bradford White identified the critical need for an expanded presence to address local, state, and federal regulatory matters, Eric was the obvious candidate to lead this essential work. As Senior Director of Government and Regulatory Affairs, Eric represented the



Bradford White organization throughout North America and in select other countries. In this pivotal role, Eric kept Bradford White leadership apprised on any new legislative, regulatory, or codes and standards action that can affect Bradford White’s business or the business of its customers.

In 2023, Eric was promoted to his current role of Vice President of Administration and Government Affairs. In addition to his government affairs responsibilities, Eric is tasked with leading Bradford White’s Administrative efforts, which includes all legal activities in the areas of intellectual property, claims, and contracts. Eric works with industry leaders and regulators to effectively manage the drive toward electrification, which will have significant impacts on the environment, manufacturers, and consumers for generations to come.

In his role, Eric is also heavily involved in several key industry/trade organizations, such as the Air-Conditioning, Heating, and Refrigeration Institute (AHRI), the Canadian Institute of Plumbing and Heating (CIPH), the National Association of Manufacturers (NAM), American Supply Association (ASA), and the Plumbing, Heating, and Cooling Contractors Association (PHCC). He sits on and has led many working groups and committees with these organizations. Eric resides in Wyoming, Michigan with his wife and three children.

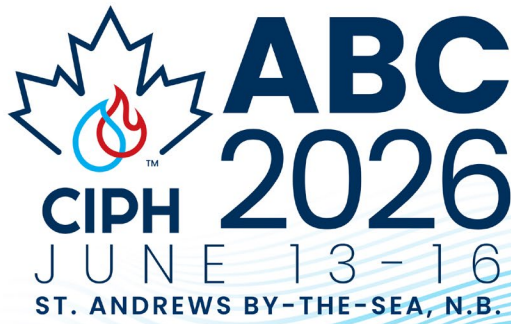
PANELISTS

**Sandy MacLeod, President and CEO
Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI)**



Sandy MacLeod, is the President and CEO of the Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI). HRAI represents approximately 1200 member companies across the entire HVACR distribution chain of Contractors, Wholesalers and Manufacturers.

Prior to joining HRAI, Sandy was the COO at Star Media Group with oversight of print operations. Sandy has also held senior roles in marketing, business development, strategy and human resources.



A native of Nova Scotia, Mr. MacLeod has led numerous business units across Canada and has been involved with several associations in the communications industry including time spent as president of the North American Division of the International News Media Association, Media research lead for Vividata and chair of Advertising Standards Canada.

Sandy has a Certificate in Business from the Canadian Institute of Business and a Master's in Business Administration (MBA) from Queens University.

Tania Johnston, CEO
Mechanical Contractors Association of Canada (MCAC)



Tania Johnston is the Chief Executive Officer of the Mechanical Contractors Association of Canada (MCAC). Tania began her career as an educator in New Brunswick before transitioning into adult education after relocating to Ottawa, Ontario.

Tania joined MCAC in 2000 on a six-month contract and has since built a distinguished career in the not-for-profit sector. She has led and advanced key education and workforce

development initiatives, including oversight of MCAC's Education Foundation, middle-management education programs, expanded university student engagement, and the Women in Canadian Trade Contracting initiative.

In March 2020, Tania was appointed Chief Executive Officer of MCAC, providing strategic leadership in support of members and the broader mechanical contracting industry. In 2025, Tania was recognized as one of Construction's Most Influential People by *SiteNews*, acknowledging her leadership and impact within the Canadian construction industry. Outside of her professional role, Tania enjoys time at her cottage, has recently taken up golf, and values travelling and spending time with her close community of friends and family.





**Kerry Stackpole, CEO and Executive Director
Plumbing Manufacturers International (PMI)**



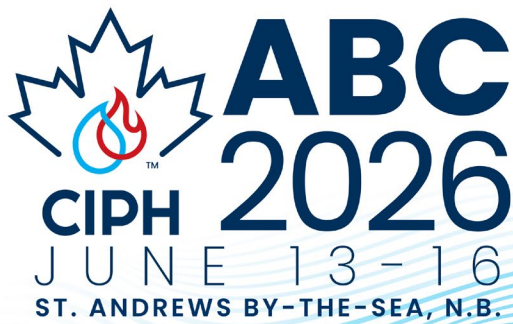
Kerry Stackpole is the chief executive officer and executive director of Plumbing Manufacturers International, leading the organization's advocacy, technical and education strategy on behalf of manufacturers of innovative, high-performance, water-efficient plumbing products. He provides executive leadership to a high-performing national staff and volunteer leadership structure, aligning industry expertise with policy, standards, and workforce initiatives that drive innovation, competitiveness and growth.

Under his leadership, PMI serves as a trusted platform for industry collaboration—advancing codes and standards, professional development, and state and federal legislative and regulatory advocacy. Kerry is a recognized champion of pragmatic, science-based policy solutions that protect public health and safety, advance sustainability, and enable responsible market expansion. He currently serves as vice chair of the U.S. Department of Commerce International Trade Advisory Committee for Forest Products and Building Materials. A Fellow (FASAE) and Certified Association Executive (CAE), Kerry brings deep expertise in governance, strategic transformation, and association leadership. A strategic risk-taker and change leader, Kerry is focused on delivering measurable value for members and stakeholders while positioning the industry for long-term relevance and impact.

**Shelley Peters, Executive Director
Canadian Water Quality Association (CWQA)**



Shelley Peters has dedicated her career to the water quality industry. After graduating with business management diploma, she jumped into a job in purchasing in the water industry and has now flowed into 38 years in water. Through the course of her career, she has filled roles in purchasing, customer service, operations management and VP and



Director of sales. The industry has grown substantially, and it has also provided many mentors, colleagues, customers and now members. Many of these connections are now lifelong friends. She believes that education is the key for success in the water industry as well as strong advocacy and collaboration.

**Stephen R. Yurek, President and CEO
Air-Conditioning, Heating, and Refrigeration Institute (AHRI)**



Stephen R. Yurek currently serves as President and CEO of the Air-Conditioning, Heating, and Refrigeration Institute (AHRI). The association was formed as a result of the merger in 2007 of the Air-Conditioning and Refrigeration Institute and the Gas Appliance Manufacturers Association.

As President and CEO, Mr. Yurek manages over 100 staff and oversees all operations of the association, which has more than 320 manufacturing members representing some \$40 billion in annual sales volume.

Mr. Yurek was named President of the Air-Conditioning and Refrigeration Institute in early 2007. Prior to that, he served as Chief Operating Officer and General Counsel, after having joined ARI in 2002 as General Counsel. Mr. Yurek came to ARI from the education community, having served as Vice President of Business Development and Public Affairs for CompassLearning, Inc., where he was responsible for marketing, developing strategic alliances with corporations and associations and representing the organization's interests before Congress, the Department of Education, and state government.

Other education-related positions included stints as General Counsel and Chief Operating Officer for the National Association of Secondary School Principals, General Counsel for the International Confederation of Principals, and Secretary-Treasurer for the Trust to Reach Educational Excellence, a non-profit dedicated to providing educational end leadership opportunities for disadvantaged youth. Early in his career, Mr. Yurek managed the energy regulatory and litigation service for a small Minnesota firm, where he participated in



administrative and regulatory proceedings before the Federal Energy Regulatory Commission, the Federal trade Commission, the Federal Communications Commission, and 25 state regulatory agencies. An attorney, Mr. Yurek holds a Bachelor of Science degree in Chemistry and a Juris Doctor. He is a member of the Bar in Minnesota, his home state, and in Virginia, where he currently resides.