



NEWS RELEASE

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PLASTICS PIPE INSTITUTE ESTABLISHES, FILLS SUSTAINABILITY & ADVOCACY DIRECTOR POSITION

IRVING, TX - January 22, 2025 - The Plastics Pipe Institute, Inc. (PPI) announced today that Donnie Johnson has joined the association as its new Director of Sustainability & Advocacy. The position was created as a result of the growing membership's desire to increase PPI's contributions to public policy and legislative initiatives with a focus on sustainability and resiliency plus government advocacy. Prior to joining PPI, Johnson served in executive and senior advisor roles for several of the nation's largest healthcare and education unions, and brings more than 16 years of expertise in legislative advocacy, electoral strategy, and public relations to the leading North American trade association.

“Donnie Johnson’s ability to align stakeholders, develop strategic messaging, and deliver measurable results makes him the ideal leader to drive PPI’s sustainability and advocacy initiatives forward,” stated PPI President, David M. Fink. “His leadership will enhance our efforts to champion the environmental and economic benefits of plastic piping systems while advocating for policies that support our industry.

“PPI is excited to welcome Donnie as a driving force in advancing our mission to promote the performance, sustainability, and resilience of plastic piping systems in today’s evolving infrastructure.”

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In his new position, Johnson will influence public policy and legislative priorities that benefit the industry. His duties include serving as lead staff member for the PPI Umbrella Government Advocacy and the Sustainability Committees; directing lobbying efforts and maintaining key legislative initiatives on behalf of PPI; coordinating proposals and initiatives in collaboration with lobbyists and aligned associations; plus collaborate with industry to amplify the organization's voice. Founded in 1950 and now with nearly 300 members, PPI has five divisions: Building & Construction, Energy Piping Systems, Drainage, Municipal & Industrial, plus Power & Construction.

In addition to his work in labor, Johnson has spearheaded energy development projects in the Midwest and South. Most notably, he played a key role in securing \$342 million in Graduate Medical Education funding, marking the largest investment in New Jersey's history for medical education. Fink commented, "This experience has prepared him to excel in advancing PPI's advocacy and sustainability goals."

Fink concluded, "He is bringing his extensive leadership experience in public policy, advocacy, and strategic planning to the organization. Donnie's proven track record in healthcare advocacy, green energy development, workers' rights, and education policy positions him as a key figure in advancing PPI's mission to promote the sustainability and resilience of plastic piping systems."

More information can be found at www.plasticpipe.org.

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Donnie Johnson, director of sustainability & advocacy, the Plastics Pipe Institute, Inc.

About PPI:

The Plastics Pipe Institute, Inc. (PPI) is the major North American trade association representing the plastic pipe industry and is dedicated to promoting plastic as the materials of choice for pipe and conduit applications. PPI is the premier technical, engineering and industry knowledge resource publishing data for use in the development and design of plastic pipe and conduit systems. Additionally, PPI collaborates with industry organizations that set standards for manufacturing practices and installation methods.