

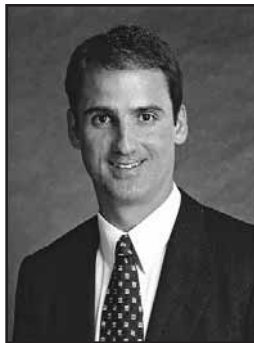


NEWS

Volume 11, Issue 1

The Newsletter for PMI Members — by PMI Members

January/February 2008



Rodman Ward

Celebrating a Decade of PMI Progress and Growth

By: Rodman Ward, President of the Plumbing Manufacturers Institute and President of Speakman Company

This year at PMI, we recognize an important 10-year anniversary.

In the late 90's, our members set about to create the "new" PMI to meet the needs of a changing industry and redefine the role of our trade association. With the hiring of PMI's first employee, **Barbara Higgins** in April 1998, PMI was up and going. Under Barbara's supervision we have made great progress and are well positioned for the issues we face in the year ahead.

For 2008, we have five areas of focus. They are the ongoing legislation regarding lead levels and water conservation, the growing trend in "Green" building practices, the use of the web as a tool for industry communication, the continued globalization of our association, and our role as an industry resource for training and education. As the Voice of the Plumbing Industry, our goal is to make meaningful progress on each of these issues.

PMI has taken an active leadership role. We are center stage in the discourse about lead levels in plumbing products prompted by last year's no-lead legislation in California, AB 1953. We are committed to "Green" and the promotion of efficient use of water including ongoing HET (high efficiency toilets) legislation and EPA's WaterSense initiative. Through our

soon-to-be-launched microsite on the web, we will increase our visibility and interaction with a much wider audience. Internationally, we are already cooperating with other associations in Canada, UK, Australia and the EU. We look to build on these relationships and seek out additional partners. We are a trusted industry resource for education and training and will continue our very successful forums and workshops. As a key player in a dynamic industry, PMI needs to be out front advising, promoting and educating others about these and other important issues.

Because of the changes we have made to our association, PMI can be more proactive and take on a greater leadership role. We have come along way since emerging from the Plumbing Brass Institute (PBI) in 1975. In 1997 through a comprehensive "Renaissance Survey" PMI members redefined what their trade association should be and could be. We have spent much of the past 10-years developing PMI so we are prepared to meet today's challenges. We have not looked back since June of 1998 when Barb moved PMI's headquarters from her kitchen table to an office in Schaumburg, IL. We are excited about PMI's ability to make a difference.

As a fifth generation family member of a long time PMI Member Company, I recognize the efforts of our past members and the PMI staff to get us where we are today. As your incoming PMI President, I am excited about the

challenges ahead. When I accepted a position on PMI's executive committee a few years ago, **Willard Denham**, my cousin and the 1970 President of the Plumbing Brass Institute, made a fitting observation about our association, "Our association represents a group of people who care deeply about the products they make and the customers they serve."

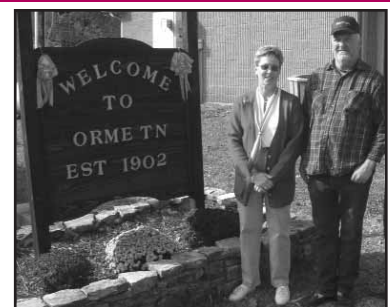
Hold The Date! PMI Spring Meeting

Date: March 30 - April 2
Place: Balboa Bay Club & Resort, Newport Beach, CA

Registration Deadline:
February 26

See details on page 10!

A Race to Save Water in Orme



Barb Higgins and Mayor Reames of Orme, TN at the "Save the Water Race" - See story on page 7

The Power of Words and Commitment to a Worthy Cause

By: Barbara C. Higgins, Executive Director



Barbara Higgins

“The pessimist complains about the wind. The optimist expects it to change. The realist adjusts the sails.”

I have no idea who wrote that but I very much appreciate the sentiment which is carved into a little rock paper weight on my desk at PMI. It forms the basis for success in life, in business and as an individual. I am a collector of such words of wisdom. If you have been to the PMI office you have wandered through a gallery of these inspirational gems. While it is, of course, impossible to boil down centuries of management advice or decades-long career wisdom into bumper stickers, such tidbits help light the way. Some of what is written is so obvious that it is painful. (How did *Who Moved My Cheese?* get to be a best-seller so many years ago? Isn't that common sense? Guess not!)

I often wish I could boil down the lessons I have learned into a succinct phrase or two. Perhaps to write a book? (Let's do it, Stephanie!) I guess I have to be realistic about this though. While I am very appreciative of my solid, Midwestern upbringing, I come from a family where sage advice sounded like this... Are you ready? “Self-praise stinks.”

That nugget came from my sainted maternal grandmother. She was right, of course, but it seems to me that it just doesn't have the inspirational ring that it should. Somehow, I can't see it engraved in marble or needle pointed into a stitched sampler.

There is real power in words. I have a great respect for those who can turn an effective phrase. Words have the power to change minds and history! The most powerful words are those spoken by individuals who really

believe what they are speaking; those who practice what they preach. As the presidential campaign heats up in the coming months, we'll be hearing a lot of words and our job will be to pick out what is real and true, from what is not.

On a personal note, I have been asked to Emcee the 2008 Crystal Vision Awards Breakfast sponsored by the Storehouse of World Vision to be held April 12th during the Kitchen and Bath Industry Show (K/BIS) in Chicago. Why *me* you ask? (My question, exactly!)

The fact is, I am truly overwhelmed and honored to be asked to fill this role at such an important industry event. I am following in the footsteps of industry icons including

Chuck Dowd (Masco), **John Wills** (Masco), **Dick Posey** (Moen), **Bruce Carbonari** (Fortune Brands), **David Kohler** (Kohler) and **Bob Atkins** (whom I chased for PMI membership for seven years before his retirement from Grohe).

While this roster of topnotch speakers is indeed daunting, what is so wonderful about the invitation is that the topic and organization are near and dear to my heart. I am committed to the cause. What could be simpler than speaking about a passion?

I have been a part of the Crystal Vision Executive Committee since 2001, my early days at PMI. The Storehouse is a concept which epitomizes a true win-win. The organization helps donor corporations by accepting excess and obsolete inventory. In turn, the Storehouse of World Vision helps others by providing these building materials and supplies for a minimal handling fee to qualified

low income individuals, non-profit organizations and ministries committed to revitalizing low income communities. The Storehouse changes lives. I am pleased to report that PMI members have been very involved in this program for many years. Kohler, Masco and Elkay are past recipients of the Crystal Vision Award, given in recognition of exceptional corporate leadership, generous contributions and on-going support of the Storehouse.

Today, the Storehouse serves more than 1,200 community-based organizations and churches and 33,000 low-income individuals across the

United States.

Building materials are available at Storehouses in eight U.S. locations, including Chicago, West Virginia, (serving

Appalachia), the Gulf Coast Mississippi (serving Katrina victims), Los Angeles and Dallas.

I invite you to look into supporting the Storehouse of World Vision if you are not already doing so (see contact information on this page) and thank you if you are already involved. I hope to see you at the Crystal Vision Breakfast in April! Look for event details and your invitation coming to you soon.

Interested in learning more about The Storehouse and how you can participate?
Please call **Barb Higgins** at PMI 847-481-5500
or
Efrain Perez, Corporate Relations Officer at The Storehouse 773-921-3900 ext. 315

Higgins Named to Advisory Board

Barbara C. Higgins has been appointed to the 2008 Reeves Journal Editorial Advisory Board. She is one of 11 founding members who will function as a consultant to the editors, alerting them to industry information and providing industry insight, occasional interviews and quotes.

New York City Ushers in New Codes in a New Year

By: Shawn Martin, Technical Director

As the ball drops in Times Square, New York City this year on New Year's Eve, the city will usher in a new year that will be marked by the arrival of a brand new building code. While this is not likely to be noted by **Dick Clark**, it is nonetheless a major development in a city often described as the "World's Capital."

The change began in November 2002, when a mayoral commission was established to review the potential for a model code program. In a report submitted in April 2003, the commission described the current NYC code as "one of the most stringent in the country," but also "convoluted and antiquated." They noted that it had not seen a comprehensive review since 1968, in which time layer upon layer of regulation had developed that had become difficult to consistently and accurately apply. This is not surprising given that the city saw the first vestiges of a building code in 1625, when New York was known as New Amsterdam.

The commission called for the adoption of a model code program that effectively balanced safety, innovation, and savings, while retaining the city's ability to address unique local conditions. Codes were reviewed for format, services provided by the issuing organization, and ease of adaptability to NYC. Ultimately, the commission recommended the adoption of the ICC model codes to serve as the basis for New York's new building code.

The New York Department of Buildings followed an approach that successfully adopted and amended the National Electric Code between 2001 and 2003. First, 13 committees consisting of over 400 individuals were developed to update the codes using the I-codes as models. These committees covered topics including Fire Protection, Plumbing, Mechanical, Materials, Administration, Sustainability, and Accessibility. The committees were structured to allow for a broad range of stakeholder repre-

sentation such as unions, contractors, leading architects and engineers, firefighters, developers, construction firms, and real estate representatives. Through a consensus-building process they examined the entire existing New York Building Code, and adapted the I-codes to accommodate the unique needs of the city's high-density urban setting. In doing so, they incorporated references to a range of existing consensus-based standards, enhanced accessibility provisions for those with disabilities, improved safety, streamlined the process of adopting new and innovative products, and wove sustainability provisions into the document.

At the same time, legislation was developed to begin to implement the developing codes. Local Law 99 of 2005 set the stage for the new codes, containing the new plumbing code, based on the 2003 International Plumbing Code. It also called for the submission of a completion law containing the other sections of the new building code by July 2007, and tied the adoption of the new plumbing code to the adoption of the completion law. Previously, Local Law 86 of 2005 was also adopted, dramatically increasing the city's emphasis on sustainability and green building. It called for capital projects undertaken by the city, both new construction and remodeling, in excess of \$2 million, to be built to a LEED Silver rating or greater.

The committees completed their work within the allotted 18 month timeframe, and in accordance with the provisions of Local Law 99, a completion law, Intro-578-A was introduced and unanimously approved by the city council. It was signed by **Mayor Michael Bloomberg** in July 2007. It contained the remaining four codes and set the effective date for the new code. The effective date for the new code was set for July 1, 2008, although use of the existing code will also be permitted through July 1, 2009. After the overlap period, only the new building

code will be permitted.

Of course, the big question is what this will mean for plumbing manufacturers selling product for use in New York City. Significant new developments include:



Shawn Martin

- Materials and equipment that satisfy code-prescribed standards and that are certified as compliant by nationally recognized testing entities, will be permitted without further city approval.
- Plastic drain waste and vent (DWV) piping will now be allowed in buildings up to five stories.
- Waterless urinals are now permitted.
- Under approved water conservation plans, rain and certain wastewater may be recycled for nonpotable uses.
- Sprinklers will be required in new residential buildings with three or more units, attached two-families, and in one-and two-families that are over three stories.
- New standards have been added to improve the safety of whirlpool bathtubs and the glazing on windows and doors in shower enclosures.
- A new category of Ordinary Plumbing Work will allow a licensed plumber to report to the Department, on a monthly basis, certain work performed in accordance with the Code. No filing of plans or permit shall be required for such work.
- Fee rebates are provided for buildings that include certain sustainable features.

I'm sure plumbing codes will not be on the forefront of your mind as you begin 2008 (nor should they be). However, the New Year might be a great time to examine the new codes coming to the Big Apple to adjust to the changes and take advantage of new opportunities there.

Meet PMI Committee Chair: Larry Himmelblau

By: Lori Palcheck, Member Services Coordinator

Larry Himmelblau, a valued member of The Chicago Faucet Company in Des Plaines, IL is responsible for the product compliance of all Chicago Faucet and Geberit products in the North American market. He has been with Chicago Faucets for three years, and prior to that he designed sinks and faucets for another PMI member, Elkay Manufacturing from 1992 to 2004. At Elkay he held the title of Senior Product Engineer.

Larry has been active in PMI for over ten years and his participation has evolved over time, beginning with his discovery of PMI, which occurred while at Elkay when the Codes and Standards expert retired. Larry felt that it was important to learn the requirements in the product standards before he started work on new product designs. This led him to seek industry assistance from PMI.

It is only natural for an employee of Chicago Faucets to be a very active member of PMI, given that the company has been a member since 1956 and in fact, was a founding member. Larry's personal involvement includes co-chair of the Supply Fitting Product Group and an active member of several groups, including the Fixture, Electronics, Lead Working Groups, Supply Fitting Water Efficiency Task Group and Technical Committee Task Force. In addition, Larry regularly attends the PMI Fall and Spring Meetings. Clearly, Larry values his activity in PMI. He explains, "I continually learn and grow by being involved with PMI. I can then bring this knowledge back to my company." Larry also shares these words of wisdom. He advises, "I have been involved in PMI long enough to see some veterans retire and new members begin to get involved. I think that as a united industry we can find common ground.

The demand for our success is coming from every direction. We can do great things to enhance the water efficiency, health, safety and quality of plumbing in the US and around the world."

As for the benefits that Chicago Faucets has enjoyed from being a member, Larry elaborates, "As our company evolved, we have found new value in PMI. PMI is our early alert system. The pace of change has increased so much in the last few years. It would be very difficult to keep up with or even be aware of all the regulatory efforts without PMI."

Larry's business philosophy is simple. He feels it is easy to be successful when you enjoy what you are doing. He doesn't write off success to just being lucky. He says that the people who appear to be lucky are those who are ready to grab opportunities when they occur. Also, he believes that success comes from working hard to develop the best possible team, training them with a well defined goal, and providing the tools to achieve this goal.

Life-time Chicago, Illinois suburbanite, Larry grew up on the North Shore in Wilmette, IL. He says that his parents still live in the same house that they built the year before Larry was born, though they now escape the cold Chicago winters and head south to enjoy warmer temperatures in Florida. Larry left the Chicago suburbs but remained in Illinois for his college education. He received his Bachelor of Science in Mechanical Engineering from the University of Illinois Champaign/Urbana. Now back in the Chicago "Burbs," he resides in Lisle, IL in a house he and his wife, **Clare**

Ann built while they were making wedding arrangements. Planning a marriage and building a home in 1994 truly made for a very busy year for this couple. Thirteen years later, the Himmelblaus are raising two sons, **Jeffrey**, age 10 and **Alec**, age 8. Together, the family enjoys vacations; rafting in Tennessee or Larry's favorite vacation spot Vail, Colorado. He claims that there is no better place to be on a sunny, winter day after 18" of new snow, unless the snowboarders get to the slopes first and carve up the fresh powder snow. (That, Larry confesses, is his pet peeve.)

To relax Larry enjoys watching a good movie, dining out (without kids) or reading a good book, particularly, science fiction. His favorite book is "Childhood's End," a science fiction novel by **Arthur C. Clarke**, which he describes as a predecessor to the movie, "Independence Day."

It is interesting to note that Larry is still a child at heart, claiming that he enjoys waterparks more than his kids and that his favorite music is Classic Rock from the 70's and the early 80's with **Billy Joel**, the Eagles, Genesis

and Styx topping his list. Also, as a child Larry aspired to be an astronaut like his hero, **John Glenn**. However, he admits, if he gets to space someday, it will have to be as a

tourist not an astronaut. Larry admires Glenn for his ability to be a pioneer and for his success in every aspect of his life: a Marine Pilot, Astronaut, Senator and Corporate Executive. Another champion of Larry's is his father who has influenced Larry by always being supportive and providing him with a calm voice during a crisis.

We appreciate Larry's support of PMI and look forward to his contributions in the years to come.



Larry and wife, Clare Ann



The Himmelblaus from left to right, Clare Ann, Jeffrey, Larry (with paddle) and Alec

Gerber Plumbing Products Celebrates 75 Years of Quality

By: Lori Palcheck, Member Services Coordinator with input from Gerber

During 2007, one of PMI's member companies, Gerber Plumbing Fixtures LLC of Woodridge, IL, celebrated its 75th anniversary. **Max Gerber**, the founder of Gerber, purchased his first vitreous china manufacturing facility in 1932. Seventy-five years later, Gerber continues to provide products to the plumbing trades. Gerber is now part of Globe Union Group and has grown its portfolio to include a complete line of toilets, bathroom lavatories and families of faucets and fittings, as well as commercial and electronic products that address the requirements and specifications of the green movement and water conservation. Recently Gerber



Gerber's Picturesque Elongated Ergoheight Toilet

showroom and training center. "The new Gerber facility serves as a revitalized, innovative space. It is truly a milestone, allowing us to embrace our

moved into a 250,000 square foot facility in Woodridge, IL. Gerber's new, larger home consists of office space, a distribution center, warehouse space and a newly-constructed

past as we accelerate into the future," commented **Ms. Ila Lewis**, Chairman of the Board and granddaughter of founder **Max Gerber**.

To celebrate its 75 year milestone, Gerber launched a national search for plumbing contracting firms who had reached or exceeded the same 75-year milestone. Gerber plans to honor these firms as part of its "75 Years of Professional Performance" campaign, and as a gesture of gratitude to the entire plumbing trade, they say, which is the real source of Gerber's longevity and success.

"Reaching our 75th Anniversary is truly a significant achievement and a testament to the plumbing trade, which provides so many important, professional services to communities nationwide," said Ms. Lewis, "There's no doubt in my mind, my grandfather would have wanted us to celebrate our own momentous achievements side-by-side with those plumbers achieving the same impressive mark, especially because he built the company on relationships with and loyalty to plumbing contractors and wholesalers," continued Ms. Lewis.

All eligible plumbing contracting firms participating in the campaign will be entered into a drawing for a grand prize of \$2,500 in Gerber products purchased through a Gerber wholesaler. They will also be featured

in a national press announcement to all trade publications, including a photo of the \$2,500 check presentation. Five additional prizes of \$250 in Gerber products will be awarded to participating contractors.



Lori Palcheck

All "75-Year" plumbing contracting firms that entered will receive a commemorative gift from Gerber. In addition, Gerber will send a press release to newspapers and other media outlets in each company's hometown to generate positive local publicity and pay tribute to the firm's accomplishments and endurance in the industry and their community. Gerber is in the process of finalizing the contest results. Look for a follow up story in our next issue of *PMI News*.

Gerber first joined PMI in 1956, rejoined in 1985, and then again in 2003. PMI has enjoyed active participation from Gerber employees chairing committees and regularly attending our annual Fall and Spring meetings.

Congratulations Gerber and thank you for your continued support of PMI.

PMI's New Committee Chairs Announced

Congratulations to our two newest PMI Committee Chairs, as appointed in December by 2007 PMI President **Ken Martin**, Delta.

Thanks to all who stepped up to be considered for these important posts!

New PMI Committee Chairs are:

•**Marie-Helene Pernin**, NEOPERL, Inc.
Member Services Committee serving with **Rick Reles**, Kohler Co.

•**Klaus Fromme**, Bradley Corporation
Technical Standing Committee serving with **Casey Hayes**, Haws Corporation

Take a Look at the New PMI Headquarters - Come See Us!

Photographs by: Maria Bazan, Operations and Events Coordinator



PMI Headquarters: Arlington Office Park

1921 Rohlwing Road
Unit G
Rolling Meadows, IL
60008



We hope you feel welcome as you enter the new PMI Headquarters



The PMI conference room seats 12



The new PMI classroom is set up and ready to host workshops and forums in 2008



This past July, the Plumbing Manufacturers Institute moved from its 9-year home in Schaumburg, IL to our new home in Rolling Meadows, IL.

You can now find us in the
Arlington Office Park
(on the Northwest corner of Euclid and Rohlwing Roads)

1921 Rohlwing Road, Unit G
Rolling Meadows, IL 60008
847-481-5500

The new office space was built-out to our specifications, allowing us to maximize the usefulness of the space. The move to the Arlington Office Park, a more modern facility, gives us a bit more square footage and a more functional design which enabled us to add a classroom to the floorplan that seats up to 40 attendees as well as a conference room. The classroom is set up and ready to go, eliminating the need for us to rent meeting space for our workshops and forums.

The new PMI headquarters is easy to get to for travelers coming into Chicago O'Hare airport, and with the Sheraton Chicago Northwest hotel right across the street, it is very convenient for PMI workshop and forum attendees.

We invite all to stop by and check out our new home.

PMI Travels to Orme, TN to Participate in "Save the Water Race"

On Saturday November 17, **Robert Easter**, founder and CEO of H2O Guard Inc, along with **Mayor Tony Reames** and the City Council of Orme TN, conducted an event to help the city and address a serious water shortage there, which began nearly three months prior. The story of the grass roots intervention has received national attention.



Robert Easter, H2O Guard rallies the troops

Including a reported reference by former **Vice President Al Gore** in an interview after he accepted the Nobel Peace Prize.

In a campaign called "Save the Water Race," volunteers from companies across the nation along with local businesses and residents installed water saving fixtures for this tiny town of 145 residents. Left with only three hours of water per day (water was brought in daily from neighboring Alabama by a fire truck), Orme fought back.

"We were in a water crisis and we had to act to stop the leaks, but we never imagined we could save over 140 gallons per household per day —

a 45% savings. In one day, we went from three hours of water usage to twelve hours, and we still had water in the community tower. Orme has proven any town can save a lot of water without requiring lifestyle changes inside the home," said Mayor Reames.

Coordinated by Mr. Easter, seven major plumbing manufacturers including BrassCraft Manufacturing Company, Delta Faucet Company, Gerber Plumbing Fixtures LLC, and H2O Guard, Inc, donated new fixtures or services for every home. PMI executive Director **Barb Higgins** attended the event commenting, "Promoting the efficient use of water is an important part of PMI's mission. Helping the people of Orme allows us to demonstrate our commitment in a very real way."

According to Mayor Reames "What these companies did is truly remarkable. It was like a whirlwind. From Green materials to water saving

products they showed up ready to go. Our community did our part by opening our homes, having things ready for the installers and providing lunch by Peoples Bank.

The event took on a NASCAR theme complete with a briefing in "the Pit" and photo opportunity with **Steadman Marlin**, son of Sterling Marlin with a late model series NASCAR from Nashville #48.

BrassCraft Manufacturing Company provided state of the art shut off stops and connectors to provide protection from future leaks. Delta Faucet Company donated showerheads designed to use 36% less water and aerators which use 32% less. Gerber 1.6 gpf high performer toilets were installed along with Bemis seats made of recycled materials. H2O Guard, Inc. supplied new Fill-0-Meter valves which measures the exact amount of water to fill the tank, maintains future flush settings and stops leaks immediately. Global Dehumidification Solutions Inc. teamed up with Steamatic to document leaks which existed prior to the new installations and provided clean up.



"All hands on deck," as products are staged for installation



PMI members provided relief for Orme, while the new pipeline is being dug



Ready to be installed: Gerber and Delta products



The 1962 vintage fire truck which brought the daily water supply to Orme from nearby Alabama



Steadman Marlin with a late model series NASCAR

PMI Staff and PMI Member Companies in the Industry News

(From *Contractor*, Nov. 2007)

Caroma's Adelaide Cube Toilet, **Kohler's** Bordelaise Kitchen Sink, and **T&S Brass and Bronze Works'** B-1200 Series Glass Filler were all highlighted in the Literature Showcase.

(From *Plumbing Engineer*, Nov. 2007)

Moen's Heavy-Duty Faucets were featured in the Product Application column and **Symmons'** Visu-Temp® with Clear-Vue® shower and tub/shower systems was featured in the Product News section.

Industry News highlighted Sloan Valve Co.'s **Jim Allen**, who appeared as a guest speaker at the Green Building and Energy Conservation Conference in Hangzhou, China. Mr. Allen discussed the LEED Rating System and the critical nature of water conservation in drought-stricken countries such as China.

(From *Reeves Journal*, Nov. 2007)

Delta Faucet Company launched a new interactive Web Site educating customers about the benefits of the MultiChoice Universal Shower System through the use of field experts and an interactive game. Highlighting problems with shower specification, installation, and upgrades, the website's focus is on trade audiences.

Fluidmaster and its President and CEO, **Robert Anderson Schoepe**, celebrated the company's 50th anniversary by hosting an event at their headquarters in San Juan Capistrano, CA. Representatives from Home Depot, the chamber of commerce, and the mayor's office were present for tours of the factory and new on-site museum.

Gerber Plumbing Fixtures' **Kevin McJoynt** and Caroma's **Derek Kirkpatrick** were quoted in the article, *How Low Can They Go?*, discussing the water saving features and

advantages of the new High Efficiency toilets.

(From *Supply House Times*, Nov. 2007)

BrassCraft Manufacturing was featured as a *Case History on Innovative Thinking-The "Hallmark" of Lasting Success*, citing its tradition of quality and innovation. The article cites the introduction of the InnoFlex™ line of risers, as well as the Safety + PLUS® Excess Flow Valve.

Chicago Faucet Company was featured in the *Case History, Chicago Faucets Brings Reliability And Ease Of Installation To Electronic Faucets*, citing its HyTronic™ line of sensor-operated faucets.

Delta Faucet Company is using inanimate household objects to promote its products in a fall home improvement advertising campaign.

As part of its Spirit of Independence Awards ceremony, Affiliated Distributors honored **Elkay Manufacturing** for Best A-D Exclusive Program.

Morrison Supply's newly remodeled showroom in Houston, TX features products by **Kohler, Dornbracht, Duravit, and Moen**. A **KWC America** waterstation is also featured in one of the kitchen displays.

Kohler Co. will be opening a retail location in the Burr Ridge Village Center, near Chicago. The third of its kind, this location will be alongside a Kohler Waters Spa, a "hands on" testing station where products can actually be tried.

TOTO's Neorest toilet is on display at J.H. Larson's new Pahl's Kitchen & Bath showroom in Watertown, SD.

(From *Wholesaler*, Nov. 2007)

American Standard, Inc. is running a Plumber Superhero Contest for

all professional plumbers in the U.S. Contestants will submit on-the-job stories about fixing homeowners' toilets. The winning entry will be used in a special eight-page comic book about how a plumber became a superhero by replacing a family's old toilet.

BrassCraft Manufacturing's Safety+PLUS® excess flow valve, **Hansgrohe's** Raindance AIR collection, and **Moen Incorporated's** ExactTemp® thermostatic valve are featured in Product News.

Tim Shearer has been promoted as senior director-national accounts for Moen Incorporated.

Vitra USA's dual-flush toilets will be installed in the new eco-friendly Terrazzo condominium development in Nashville, TN.

Shawn Martin, Technical Director of PMI has been appointed by the IAPMO Standards Council as the principal voting member representing the Plumbing Manufacturers Institute on the Plumbing Technical Committee.

Shawn is also a member of the 2007/2008 International Plumbing Code Development Committee.

With these recent appointments, Shawn now represents PMI on the UPC, IPC and NSPC.

In addition, on PMI's behalf, Shawn has applied for membership on the NFPA Technical Committee.

At the suggestion of PMI Board Member, **Fred Fraise**, NEOPERL, and in an ongoing effort to our commitment to safeguarding our resources, PMI will seek hotels that are members of the "Green" Hotels Association for our upcoming meetings. Contact PMI with suggestions of "Green" Hotel affiliations.

Good idea, Fred!

PMI is Pleased to be Welcomed as an EPA WaterSense Partner

The Plumbing Manufacturers Institute (PMI) has entered into a Partnership agreement with The Environmental Protection Agency's (EPA) WaterSense Program. As a partner, PMI will support the goals of the EPA WaterSense Program, and promote the value of using water resources more efficiently and the value of using WaterSense labeled products and programs. Promoting the

efficient use of water efficiency is a large part of the mission of PMI.

Through this agreement, PMI will be recognized for its involvement in the program and its role in protecting the environment.

Barbara C. Higgins, Executive Director of PMI will serve as the Authorized Partner Representative and **Shawn Martin**, Technical Director will serve as the Primary Contact.

Look for the WaterSense logo and more information on PMI's water efficiency efforts on the PMI website at www.pmihome.org, and on the new PMI consumer-focused website, www.safeplumbing.org that is scheduled to launch in the first quarter of 2008 and will highlight the efficient use of water by PMI member organizations.



Speakman Company in the News

The previous location of the Speakman Company for 96 years is now an upscale town home development. The old building had been abandoned since November 2003, and in December 2006 one of the biggest fires in Wilmington's history destroyed the former home of Speakman Co. in Wilmington, DE. In its place, a townhome development called Speakman Place (appropriately named) is beginning to rise. There will be 71 units total. Half of them will be priced for first time home buyers, giving opportunity to those with past credit problems a chance to repair their credit and become home owners.



Tom Stoddard cuts the ribbon at the opening of the new Speakman facility in New Castle, DE. Shown with Wil Denham (3rd from left), Rod Ward (4th from left) and the late Bill Speakman (back row)

2007 Census Forms Have Been Sent

Over 200,000 manufacturers received the 2007 Economic Census forms in December. This is to be the nation's most comprehensive measure of business and industry taken every five years. According to **Thomas Mesenbourg Jr.**, the Census Bureau's associate director for economic programs, important indicators such as gross domestic product, are directly related to the quality of the data they get from businesses in every industry and every locality.

The economic census is the primary benchmark for the nation's gross domestic product estimates and other indicators of economic change.

Take time to complete this census. Forms must be returned to the U.S. Census Bureau by **February 12, 2008**. Businesses that receive forms are required by Federal law to respond. Information about individual firms is kept confidential and only aggregate industry data are published. The website, www.business.census.gov provides links to sample forms and answers to frequently asked questions.

Tom Stoddard of Speakman Company was recognized by the Guinness Book of World Records for setting the record for the longest continual employment by an individual at the same company; 75 years at one company!

He has worked for Speakman since February 16, 1928, beginning with his first job he held there as an errand boy and timekeeper when he was only 16 years of age. Eventually, he worked his way up to Vice President and is now an active member of the Board of Directors. Although he officially retired in February of 2007, he still comes to work once a week as a consultant. Employees of Speakman can't imagine not seeing his smiling face there and he wants to do anything he can to help the bottom line.



Tom Stoddard of Speakman Company

February 2008 will mark his 80th anniversary and the end to his career at Speakman.

Congratulations Mr. Stoddard! Best wishes in your well-deserved second retirement.

Mark Your Calendar to Attend the PMI 2008 Spring Meeting

By: Maria Bazan, Operations and Events Coordinator



Maria Bazan

Mark your calendars now and plan to join us at the 2008 PMI Spring Meeting, March 30-April 2 at the Balboa Bay Club & Resort

in Newport Beach, CA.

Along with informative and educational committee meeting sessions, we are working on a line-up of speakers you won't want to miss.

Shawn Martin notes that the Wednesday session at the upcoming Spring Meeting will focus on the collection and use of water from onsite sources, such as rainwater and greywater. He says that with supplies tightening and demand growing in many locations, many states are beginning to take a closer look at these sources of water. Adding to the momentum are green and sustainability programs and initiatives that strongly

encourage rainwater and greywater use. Building and health codes and standards have not kept pace with the interest, though, and the gap is only beginning to be addressed. This session will look at the technologies, techniques, regulations, and issues surrounding onsite water sources, and will leave you with a better

understanding of the coming challenges and opportunities for your companies. So make sure you plan to stay through Wednesday, April 2!

Located approximately 15 minutes from the John Wayne Santa Ana Airport, set against a backdrop of spectacular bay views, The Balboa Bay Club & Resort on California's renowned gold coast, features a year-round heated, olympic-size swimming

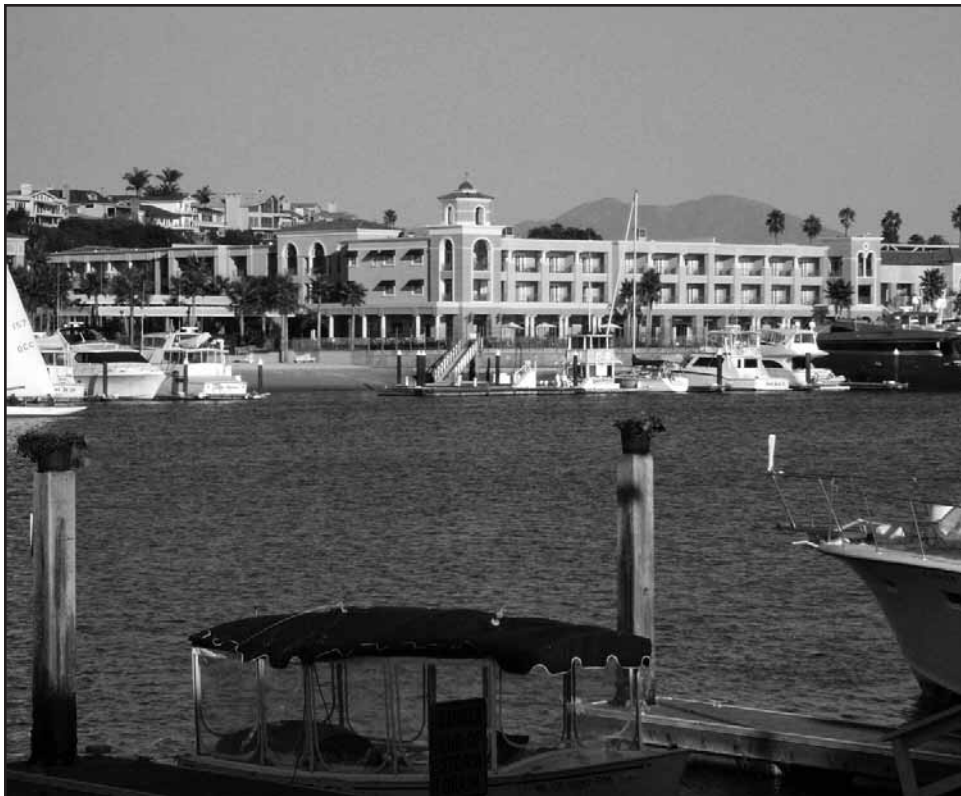
pool, a private on-site spa and state-of-the-art fitness center, and tennis courts



at the nearby Balboa Bay Racquet Club. Spouses and families can enjoy famous beaches and shopping available within a few blocks of the Resort. And while golf is no longer an organized PMI event at the Spring Meetings, the Resort will provide information on nearby golf courses for those who are interested.

The registration deadline is **Tuesday, February 26**. Reservations at the Balboa Bay Club & Resort can be made by calling toll free 888-445-7153. Be sure to ask for the special PMI rate of \$199.

Watch your email box for the full meeting schedule and details of the speakers/presentations. We look forward to seeing you in Newport Beach!



Details regarding the 2008 PMI Spring Meeting are coming your way soon.

Registration Deadline is February 26!

Massachusetts: Confronting a Strong Push for Safer Alternatives

By: Matt Fisher, PMI Massachusetts Lobbyist

Massachusetts is well-known as one of the nation's most liberal states; it is also one of the most health-conscious. A recent report, Centrum's Healthiest City Study, ranked Boston as the 11th healthiest city in the country. First-time visitors notice that many of Boston's colonial- and Victorian-era buildings are now filled with modern health clubs and holistic wellness centers. It is not uncommon to find a yoga or Pilates studio, a Whole Foods market and one of the city's many health clubs on the same street. The citizens of this Commonwealth rank health high on their agenda.

The combination of liberal politics and health-consciousness has recently turned Massachusetts into a hotbed of environmental reform. The legislature last year endorsed the "Mercury Management Act," with its goal of limiting mercury exposure and contamination of the state's landfills. Two years ago the legislature passed the "Energy Efficiency Act" of 2005, which created new energy efficiency standards for electrical appliances. This year **Speaker of the House Salvatore DiMasi** invested his political capital in his own "Green Communities Act," a comprehensive package of energy and environmental initiatives that has won wide support both from environmental activists and from the business community. Other environmental bills, including **Senator Dianne Wilkerson's** "Healthy Cleaning Act," are gathering steam during the 2007 legislative session.

Most notable at year's end, however, was the political traction forming under **Senate Bill 2406, "Relative to a Healthy Massachusetts: Safer Alternatives to Toxic Chemicals."** In years past, the Massachusetts business community has been able to forestall legislation that would restrict or regulate what goes into the products it manufactures or sells in this state. Now, however, in light of massive publicity about toxins in everyday products - especially lead in toys - the legislature seems determined to make Massachusetts one of the first states to

tackle this growing issue.

Indeed, Massachusetts seems to enjoy taking the lead on such issues. In 2006, the Massachusetts legislature became the first to address health-insurance reform, with an initiative that combined employer mandates and fines, individual incentives to purchase health insurance (including tax penalties for those who do not), an expansion of Medicaid coverage, and pressure on the insurance industry to offer reasonably comprehensive coverage at reasonably affordable rates. With this bipartisan effort - shaped in part by then-governor "**Mitt**" **Romney** - the state took a major step toward safeguarding the health of its residents with the passage of this legislation.

During the current two-year session, the Massachusetts legislature again aspires to take another bold leap by severely limiting the use of toxic chemicals in products made or sold in the state. The "Safer Alternatives" bill attempts to ensure that producers, manufacturers, and distributors use the least amount of toxic chemicals possible and to replace existing chemicals with safer alternatives, thus limiting the possibility of exposure to Massachusetts residents. Standing foursquare behind the bill (and poised to benefit greatly from it) is the Toxics Use Reduction Institute (TURI), created by the state in 1989 to research ways in which businesses might reduce the use of toxic chemicals by replacing them with less dangerous alternatives.

Critics of this bill warn that S 2406 will further weaken Massachusetts's already slumping economy. Manufacturers in particular worry that unique state-specific regulations will put them at a special disadvantage when competing with other firms. Retailers and distributors add that the costs of dealing with state-specific regulations will likely drive up their costs and impact the economy as a whole.

Plumbing manufacturers are especially threatened by this legislation, because one of the "priority toxic sub-

stances" that the bill would largely ban is lead. To date there are no safer alternatives to the use of lead in the manufacture of many plumbing fixtures. Plumbing manufacturers long ago developed effective ways to coat or isolate lead-based components and to prevent lead from leaching into drinking water. Senate 2406, however, would further regulate and restrict the use of lead in plumbing fixtures, and it would also allow any ten citizens to petition for banning its use altogether.

The local business community has mobilized quickly against this bill, and its outpouring of concern in November bought some time in the state senate. Its strongest argument is that in a slumping economy Massachusetts can ill afford measures that handicap its competitiveness in a global economy. How, for example, will the Safer Alternatives bill impact **Governor Deval Patrick's** goal to make Massachusetts a global leader in life sciences? The Patrick Administration recently filed "An Act Providing for the Investment and Expansion of the Life Sciences Industry in the Commonwealth," which it says will "bring together industry, academic research hospitals, and public and private colleges and universities to ... spur new research, strengthen investments, create new jobs and produce new therapies for a better quality of life." Will S 2406 unintentionally drive away manufacturers of new life-saving medicines and hinder the growth of new biotech companies?

As the Senate continues its discussion on the Safer Alternatives bill after the start of the New Year, one thing is certain: this issue is not going away. In the absence of national standards, pressure will continue building on states like Massachusetts for home-grown statutes and regulations to protect the environment. Businesses threatened by such legislation need to work closely with the legislature to make sure that it only implements laws that are realistic and attainable, and which will not undermine the state's economy.

So Where in the World Is PMI's Executive Director?

2007 was a busy year of travel (again) for PMI staff. In March, **Barb Higgens** was spotted at the ISH Trade Fair in Frankfurt, Germany (shown here with Bradley's **Klaus Fromme** and his wife **Barbara**). In addition to attending the show, she represented PMI at the World Plumbing Council (WPC) meeting held during ISH. In late June and early July, PMI was represented on the US Commerce Trade Mission to Shanghai China (story in the July/August issue of *PMI News*).



Barbara and Klaus Fromme of Bradley Corp. and Barb Higgens in Frankfurt, Germany

Canadian Institute of Plumbing and Heating (CIPH) meeting in Prince Edward Island by 2007 PMI President **Ken Martin** and Barb.

Lobbying trips to Sacramento, Boston, and Washington, DC were also part of PMI staff's itinerary.

The result? PMI is enhancing its visibility around the globe, building relationships and tapping into important initiatives for its members.



Barb and Trey Higgens with Chris Philpot of Waterwise UK at the BMA Conference in Oxford, England

October brought a trip to Oxford, England to address attendees of the Bathroom Manufacturers Association (BMA) conference on U.S. developments in lead in plumbing product and water efficiency, and strengthening ties between the two organizations. The Race To Save Water in Orme, Tennessee capped off the year. (See story on page 7 of this issue)

PMI was represented at the annual



Ralph Suppa President of CIPH, Barb Higgens of PMI, and 2007 PMI President Ken Martin of Delta Faucet Co. in Prince Edward Island, Canada

A Fond Farewell to Lori Palcheck

PMI bids a fond farewell to **Lori Palcheck** who is leaving PMI to join the admissions staff of Lake Forest Graduate School of Management on their Schaumburg, IL campus. Lori joined PMI in September 2005 as Office Assistant and was later promoted to Member Services Coordinator. Lori was responsible for coordinating and producing the content of *PMI News*, writing press

releases and assisting at PMI meetings and workshops.

As the mother of three active adolescents and wife of a busy Motorola executive, Lori said that her new role will allow her to spend more time with them.

Join us in wishing Lori all the best in her new role and in the years ahead! She will be missed.

2008 PMI LEADERSHIP

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President

Walt Strader, Price Pfister
First Vice President

Lee Mercer, Moen, Incorporated
Second Vice President

William Ball, WCM Industries, Inc.
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Ken Martin, Delta Faucet Company
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(1/08-12/08)

Fred Fraisse, NEOPERL, Inc.
(1/07-12/08)

Tim Kilbane, Symmons Industries, Inc.
(1/08-12/10)

Jack Krecek, Elkay Manufacturing Co.
(1/07-12/09)

Stephanie Leonardos, Amerikam, Inc.
(1/07-12/09)

Stewart Yang, Kohler Co.
(1/08-12/10)

PMI STAFF:

Barbara C. Higgens
Executive Director

Shawn E. Martin
Technical Director

Maria Bazan
Operations and Events
Coordinator

Lori Palcheck
Member Services
Coordinator

Diane Turuc
Administrative Assistant

Consultants

Mike Sennett
Legal Counsel
Jones Day

Christian Richter
Government Affairs
The Policy Group, LLC

Dan Hinkle
Texas Lobbyist

Jerry Desmond, Jr.
California Lobbyist
Desmond and Desmond

Martin "Matt" Fisher
Massachusetts Lobbyist
Johnson Haley LLP

Plumbing Manufacturers Institute

1921 Rohlwing Road, Unit G

Rolling Meadows, IL 60008

Phone: 847-481-5500

Fax: 847-481-5501

www.pmihome.org