



NEWS

2009 Spring Meeting
The Grove Park Inn
Asheville, NC
April 5-8

Volume 12, Issue 1

The Newsletter for PMI Members — by PMI Members

January/February 2009



Walt Strader

Confronting Tough Times By Leading the Legacy

By: **Walt Strader, President of the Plumbing Manufacturers Institute and Vice President, Strategic Technology, Price Pfister**

I am both honored and humbled by the opportunity to serve as your PMI president in 2009. We have chosen "Leading the Legacy" as the theme of the Spring Meeting in recognition that economically we are living in unprecedented times and, as individuals and an industry, we are creating a legacy which will endure. The theme prompts us to action in a positive way, to insure that the future we leave those that follow, is one which we will reflect on with pride

In a small sense, I believe that some of the thoughts rattling around my head at the start of this term may be similar to the President Elect as he nears inauguration and contemplates his first address as the leader of this great nation; "be realistic but upbeat; don't ignore the wolf at the door, but affirm that we can more readily overcome adversity by rigorously identifying shared values and facing concerns together; celebrate the individual strength of our people and companies, but operate with the conviction that together we are far more powerful; maintain laser-like focus on mitigating issues that can negatively impact us, while maintaining the perspective that we must be stewards of the best interests of all people we serve. As leaders, we will be judged not by our performance in good times, but by our vision during darkest periods and by our integrity

while making the toughest decisions."

We are truly living in a remarkable time when a few of PMI member companies have a market capitalization that is greater than General Motors. My guess is that if this statistic was recited three years earlier, most people would have believed that the "Big Three" auto makers had disappeared into a giant sink hole. If we allow ourselves to be influenced by the media's shrill comparisons of current economic conditions to the "great depression," we might believe that our future is disappearing into a giant sink hole.

My stepmother had the most unfortunate first name of Okie which was apparently given to her to celebrate her parents' grand expectations for the future in their new home in Oklahoma. I still recall her vivid descriptions of the 1930's dust bowl period when the topsoil from their farm departed for destinations east which prompted financial failure, foreclosure and caused grand expectations to literally dissolve into dust. She and her family became part of a great, often aimless migration in search of survival in a period of low opportunity. Clearly current comparisons to experiences of the great depression are overblown, but we are facing adversity not experienced in the

last two generations, and solutions are complicated by unbridled greed and deception paraded past the television cameras during the nightly news. Given today's challenges, how are we as leaders in our businesses and PMI to respond to the barrage of negative news and events? I believe the answer lies in the earlier assertions of recognizing reality, adhering to our shared values and dedication to leadership which will steer our industry past the current maelstrom.

As a cook and foodie, I appreciate the work of M.F.K. Fisher, who in 1942 (which you will likely recognize as war time with rationing) wrote the book titled "How to Cook a Wolf," a treatise on eating well in tough times. The basic premise of this cook book is "since we must eat to live, we might as well do it with both grace and gusto". Her concluding remarks, I believe, are appropriate for a response to our current business conditions, as well as one of the guideposts for life;

*Food (our products) should taste indulgent but not opulent.
Lovely but never flashy.
Smart but not smug.
Elegant but affordable.*

I look forward to working with you to build that Legacy which will be durable and strengthen our industry.

In This Issue...

Fasten Your Seatbelt ... It's Going to be a Bumpy Year!	page 2
PMI Joins Coalition to Push Housing Recovery Plan	page 5
Speakman Receives the 2008 Gore Award of Excellence	page 9
Taking a Look at California's Green Chemistry Initiative	page 10
PMI Returns to Asheville, NC for 2009 Semi-Annual Meeting . . .	page 11

Fasten Your Seatbelt ... It's Going to be a Bumpy Year!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

By all accounts, 2009 is going to be a character-builder. Our current economic situation is like none that we have seen, cutting across all industry sectors and in fact the world. Now more than ever, corporate dollars are closely watched and expenses are incurred only if deemed "essential". Now is the time that PMI's value is critically analyzed by our member companies. Now is the time we will learn if we have done our job effectively and despite the countless member satisfaction surveys we send, if we have hit the mark when it comes to effectively serving our members. PMI dues notices went out to all members in early January. We expect to have a full membership roster in 2009, but only time will tell!

In a downturn such as this and with the vast number of issues on our industry plate, PMI member companies realize the full value of the organization. PMI will provide the ongoing coverage that perhaps member companies cannot, in the face of travel cutbacks.

PMI is, as always, evaluating expenses too. Once again, the Board of Directors has agreed to hold dues to the 1998 levels. With an eye focused on wise spending, as you will read about in this issue of *PMI News*, PMI continues to add value through programs (a new, more sophisticated method of legislative tracking, the green workshop, the micro site and new public relations initiatives as examples), representation (we've joined two new coalitions this year and have signed another Memorandum of Understanding - this time to do much-needed research) and consultants (technical efforts will be supported by two consultants this year.)

Recently, with the blessing of the

PMI Board of Directors, we made the decision to not send staff to ISH, the bi-annual industry tradeshow in Frankfurt, Germany. The venue obviously provides rich opportunities for prospecting, education and industry trend updates, but it was felt that we could "sit this one out" with little harm to our long term objectives.

We are looking at ways to keep meeting costs low too. We have been researching webinar service providers. We will provide you with the option to participate in some meetings "online" in the coming months. As always, we are packing the upcoming Spring Meeting with value at a venue with room rates well-under the \$200 cap per night. We'll make sure that the investment you make to come to the meeting is well worth it!

Echoing the theme of the Spring Meeting and **Walt Strader's** column on page one of this issue of *PMI News*, we are stronger because we are together. Through our collective efforts and resources, we will be able to deal with all that is thrown at us! We continue to enhance our association's modest stature by joining forces with powerful coalitions which share our goals.

As often noted in this column and as PMI staff will attest, in addition to being a devoted steward of PMI resources, I am a stickler for perfection. We proofread, confirm facts and figures and proofread again. Quality and accuracy are the hallmarks of all we do. Our work reflects not only on us, but on PMI members as well. With a strict corporate background, I have been raised to know that the details and deadlines DO matter. One result of our meticulous attention to detail is that people are often quite surprised to learn the small size of our staff in view of all that we do. A few staffers who have passed through the doors at PMI headquarters have not truly appreciated this need for stellar performance. *Who cares? Does it matter? What difference does it make? Why are you so darn picky?*

I have struggled with trying to understand those who "don't get it". I also struggle with how much time to invest in them to show them the light. There are countless seminars, workshops, books and talk shows for we Baby Boomers in management positions to help us try to understand and coach the X, Y and Z generations who were raised to think that simply showing up is enough; that deadlines only matter if you are in the mood to meet them and that quality only counts if it results in some type of reward.

What about us? Why aren't there courses to help the next generation understand what makes us tick? It is especially important in times such as these to have all hands on deck, fully engaged in the pursuit of success! My proposal is that the next series of coaching seminars to be developed are aimed at upcoming generations to help them understand the Boomers! How about a workshop or two to help the "kids" understand those of us whose self-esteem comes from accomplishments and a job well-done; who take pride in our work whether or not someone is watching or if there is a big hug in it for us?

PMI is fortunate to have a stable of dedicated and proactive committee chairs and a Board of Directors who enthusiastically embrace their responsibilities. When we re-organized PMI years ago, we set out to establish a member-driven organization. Mission accomplished! A heartfelt thank you to all of PMI's volunteer leadership.

Interaction with members, whether through face-to-face meetings, online or through surveys, results in an ever-evolving organization focused on adding value through continued improvement. You speak, we listen! The result is an association that works and works for its membership. Here's to a challenging, but no doubt rewarding 2009 as we work together to further the goals of our industry!

Happy New Year!
See you in Asheville.

Legislative and Regulatory Tracking - A New Approach for a New Year

By: Shawn Martin, Technical Director

In recent years we have seen a shift in the way that governmental requirements impacting our industry have developed. The federal focus brought on by the Energy Policy Acts of 1992 and 2005, the Safe Drinking Water Act and the Lead and Copper Rule have faded as states and cities have sought to further tighten their requirements. Nowhere has this been more evident than in the state of California. State and local laws have tightened requirements for water efficiency and lead in drinking water far beyond federal limits, and more changes are on the horizon.

In a classic case of history repeating itself, we now find ourselves in an environment more closely resembling the 1980's and early 90's where requirements and regulations can vary significantly from state to state and city to city. This has been fueled in part by the rising green building movement. But it has also been driven by ever-increasing scrutiny of lead in drinking water, and frustration on the part of states at perceived federal inaction on issues.

This emerging patchwork of regulations represents a significant challenge to our industry. PMI is working on several fronts, seeking to both restore some level of uniformity, and to limit the further fracturing of the requirements around the country. To that end, PMI has launched an initiative to identify newly proposed laws and regulations at the state level more quickly. The goal is to identify new legislation and regulations in the drafting stage, and early enough for PMI to engage stakeholders in a positive way.

In many cases, states are simply unaware of the impact and implications of new requirements on our industry, and often welcome our constructive engagement. An excellent example is the role PMI played in the revision of the new lead law in Vermont, S.152. Through PMI's involvement, the initially proposed 0.001% lead limit was revised to 0.25% to correspond

with requirements of the legislation enacted in California.

To track legislation and regulations in 2009, PMI has secured the services of Multistate Associates Inc., a firm based in Alexandria, Virginia. Multistate constantly scans new and pending legislation and regulations for key terms and phrases provided by PMI. Reports are provided to PMI weekly, regarding newly proposed legislation and regulations, changes to active bills and more. Multistate also provides key information regarding governmental contacts, calendars and resources in individual states to seek additional information or assistance.

The reports are then analyzed in more depth by **Jill Martin, Esq.** on behalf of PMI to weed out unimportant returns and further research key findings. Jill is an attorney and a member of the bar in the states of Maryland, Pennsylvania and Tennessee. Her background most recently includes work as a staff attorney for the Maryland State Ethics Commission. In that position, she monitored legislation throughout the country and at the local level to track trends and assure uniformity within the state. She also trained state employees and lobbyists on requirements and compliance with state ethics law. Her expertise working with legislation and in state government makes her uniquely qualified to evaluate and research legislation. Ms. Martin has also written a number of articles for *PMI News* in recent editions, and as a result, is well acquainted with the organization and its members.

Each report highlights the bills of importance to PMI members, and key information such as the current status, sponsors, applicable agencies, effective dates and issues addressed. Once identified, each finding is then tracked to enactment, withdrawal or expiration in the reports. Each report also highlights whether new information is provided on a given finding for that week.

PMI staff will then use the

information to make members aware of the findings, and determine with the membership what action, if any, the membership wishes to take. Additionally,



Shawn Martin the tracking reports have been posted on the PMI Members-only website as a resource for members. A new page entitled 'Legislative and Regulatory Tracking Reports' has been created and can be accessed from the main Members-only page. Information on relevant bills will continue to be posted on the Water Efficiency Legislation and Lead in Plumbing Products pages.

The new service will result in the earlier identification of new bills and regulations, and allow PMI to have a greater impact on their development. The new approach is already showing results by identifying a new bill in Washington State extremely early in the filing process. House Bill 1004 seeks to extend appliance efficiency requirements to hot water dispensers and minitank hot water heaters, and also adopts California's strict tub spout diverter leakage requirements. Our hope is that this important new service to members will only increase the value of PMI membership in 2009 and beyond.

One final note - no tracking service is foolproof. There are thousands of local jurisdictions looking at new requirements annually. So, members learning of new regulations in process should continue to make PMI staff aware. Your presence in local communities remains one of the most valuable ways for PMI to stay current on developments locally, and to serve you.

Executive Director's Note: Jill Martin has been analyzing legislative reports for PMI on a weekly basis since December and has been doing a terrific job! Well done!

Meet PMI Committee Chair, Fernando Fernandez of TOTO USA

By: Amy Berg-Ferguson, Association Manager



Fernando Fernandez

Fernando Fernandez of TOTO USA, Inc. has a secret to success that we should all pay attention to: "Always perform past expectations,

not just occasionally. Anyone can do what they are supposed to do. However, when you push yourself to do it better, and go above the call of duty, you can then say you are successful at that task. This applies both professionally and in one's personal life too."

These are heady words coming from the Senior Engineering Manager of Regulatory Compliance at TOTO USA, with over 14 years of experience in the plumbing manufacturing industry. Fernando became involved with the Plumbing Manufacturers Institute in 2005 and now serves as the co-chair of the Flushing Devices/Fixture Joint Product Groups. When asked why TOTO USA was involved in PMI, he stated, "We belong to PMI because of the value we derive from the information received on all levels, as well as the pro-active nature of PMI to get involved themselves in lobbying activities that benefit our industry as a whole." He says that TOTO USA wants to remain a leader as a voice of the industry in the plumbing sector. On a personal level, Fernando is looking to share and exchange important information with the PMI members.

Fernando got his professional start eight months after graduating from California State University Long Beach with a degree in Mechanical Engineering. "I recall my first interview where I was hired on the spot," he said. "I entered the building thinking to myself I may not want to work here, and before I knew it, I

accepted the job. I was given a quiz during the interview on my interpretation of an ASME standard. I think I answered correctly, I'm still in the industry," he laughed. He also laughed when he told the story of the first time he met PMI's Executive Director, **Barbara Higgens**. "I had my hand down a toilet at a trade show when we were first introduced. I'll give her credit. She still shook my hand."

He states that he is a working manager and believes that communication and collaboration are essential to a successful relationship with those whom you interact with on a regular basis. He also states, "Don't cry wolf and most importantly, always call your wife when you are going to



From left: Aubrey, Kayla, Farah Lucia, Cathryn and Fernando Fernandez

be late for dinner. The management roles change when you get home after work so be prepared to hang the management hat on the rack and don't let it go to your head," he said knowingly.

The woman he always calls when he will be late is his wife, **Farah Lucia Fernandez**. Together they have three children, daughters **Kayla**, 4, and **Cathryn**, 2 and son **Aubrey**, 12. Family plays a huge part of Fernando's life. He lists his parents, wife and children as the most influential people in his life. He also credits his parents for pointing him in the right direction and helping him stay on course.

His main hobbies are spending time with his wife and children, but he also has a passion for tennis. Fernando likes to unwind by attending comedy clubs, music concerts, surfing the internet or simply catching a movie. "I'm taking salsa lessons with my wife. I need to stop stepping on her toes," he said. He also mentions that he loves to read anything that relates to self-improvement. "I must be getting older because I am listening to more talk radio than music lately," he added.

His favorite vacation spots are San Felipe, Mexico and Monterey, CA. When asked if there was anything that people might find surprising about him he said, "In many of my travels and mostly at airports, I keep meeting pro-wrestlers. Perhaps I missed my calling?" Interesting thought, Fernando.

Fernando has enjoyed his time with PMI and is looking forward to the future. "We are pleased with the diligence PMI employs to tackle issues related to our industry. Through our combined efforts, we will continue to make progress and count on PMI to



Cathryn, Aubrey, Farah Lucia, Kayla and Fernando Fernandez

convey our industry message for the continual improvement of both regulatory and legislative, health and safety related matters," he said.

It's great working with you, Fernando! We'd gladly shake your hand anytime!

Save the Date for the PMI Spring Meeting:
April 5-8, 2009
The Grove Park Inn, Asheville, NC

PMI Joins Coalition To Push Housing Recovery Plan

By: Ken Gear, Fix Housing First Coalition

The Plumbing Manufacturers Institute (PMI) has joined Fix Housing First, a coalition formed to push for a housing recovery plan that will revive the economy.

Fix Housing First, which consists of more than 600 organizations, home building companies and manufacturers and continues to add new members on a daily basis, is pressing for a major stimulus package to stem the decline in home values, stabilize financial markets and reignite consumer demand. To get the economy moving again, the coalition is urging Congress to support enhancements to the home buyer tax credit and provide below-market 30-year fixed-rate mortgages for home purchases.

A similar plan worked in 1975, when the nation was also in the midst

of a recession. Congress then passed a short-term \$2,000 tax credit for all new homes (\$12,000 adjusted for today's median home prices) along with subsidized mortgage rates. The stimulus jump started the depressed economy and the effects continued long after the measure expired.

The coalition is calling for significant enhancements to the current \$7,500 tax credit for first-time home buyers. Among the improvements:

- All primary home purchases between April 9, 2008 and December 31, 2009 would be eligible.

- The credit amount would be increased to 10 percent of the price of the home, capped at 3.5 percent of FHA loan limits, bringing the credit to a range of roughly between \$10,000 and \$22,000.

- The current recapture provision would be eliminated. Repayment would only be required if the home were sold within three years. The credit would be available at the time of closing, making it easier to be used as a down payment.

The second component of the stimulus plan would provide qualified home buyers with 30-year fixed-rate mortgages at 2.99 percent on contracts closed until June 30, 2009 and 3.99 percent on closings between June 30 and Dec. 31, 2009. The coalition has also announced its support for continuing foreclosure prevention measures to keep people in their homes. To learn more about Fix Housing First, go to <http://www.fixhousingfirst.com/>.

The "New Look" Leadership for Middle-Market Companies

By: John Liacone and Bill Wright, RSM McGladrey

In 2007, the first "baby boomer" retired. The largest segment of the U.S. population is now starting to step away from the workforce to enjoy their golden years. This demographic shift is bringing on a new challenge for owners of middle-market companies - frustration in their ability to hire qualified talent for their executive management teams. This is a result of a lack of succession planning, training and development, executive compensation and pro-active recruiting methods. Unfortunately, the "War on Talent" has arrived.

The average tenure at the same company for an executive is 3.2 years, as stated in the Job Market Intelligence Report by ExecuNet, one of the leading organizations for executive career and business networking. In addition, the U.S. Department of Labor predicts negative unemployment by the year 2012, and as a result, the "War" is hitting companies faster and harder than anticipated.

To bridge the talent gap, companies

need a variety of options. Today, many executive searches require 90-180 days to complete, leaving the ship without a captain during that time period. Many larger companies are able to retain or attract top-level talent by offering large incentives/perks, training/development and growth opportunities that middle-market companies can't match. Fortunately, many retired or semi-retired executives still want to be involved in "the game" and offer insights and skill sets to organizations that can benefit from their experiences. These executives are looking to work 20-40 hours a week because they enjoy doing the work and mentoring other employees. These professionals in the work force offer a viable solution. With this type of an executive in place, a company can focus on finding a permanent solution or decide that the temporary executive is the right fit for their team. Temporary executives can also be valuable for special projects, such as financial reporting, Enterprise Resource Planning implementation, sales

growth, compliance issues, mergers, acquisitions, shop floor projects and turnarounds. Middle-market companies that are facing these leadership gap issues should look at the bigger picture and be flexible and creative to compete with what larger companies can offer. By bringing in a temporary executive, owners can benefit from the years of experience and knowledge the executive can immediately offer an organization and these executives also value the flexibility to enjoy activities outside the office.

With companies adjusting to leaner practices, an "elastic workforce" gives them the benefit of hiring executives with the exact skill-sets they need for as long as the company needs them - a definite advantage over larger companies.

For more information about this subject, please contact RSM McGladrey at 800-274-3978 or visit their website at www.rsmmcgladrey.com

PMI Member Companies in the News

Compiled by: Diane Turuc, Administrative Assistant

The publication's Greenbuild Roundup review of products included several of our members' products: **American Standard's** Ceratronic touch-free temperature-control faucet, **Bradley's** new line of washroom partitions and lockers that have been manufactured using all recycled materials, **Delta Faucets'** Leland J Spout low-flow faucet for hotel and multifamily applications that has been certified by WaterSense and **TOTO's** ADA-compliant, energy efficient Clean Dry Hand Dryer.

(**Building Design + Construction**,
December 2008)

Moen was presented with the Bronze IDEA award in the Home Living category of the International Design Excellence competition sponsored by the Industrial Designers Society of America and BusinessWeek magazine.

Bradley's Terreon-re solid surface material used for sink basins, **Delta Faucets'** new Diamond seal valve water delivery system and **Kohler Co.'s** Karbon kitchen faucet with three points of articulation were all featured in the Editors' Choice column of the magazine.

(**Contractor**, December 2008)

PMI Technical Director, **Shawn Martin's** article on the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program was published in this month's issue.

(**PAMCANI At Work**,
December 2008)

In an effort to meet the new lead-free requirements of California AB1953, **Chicago Faucet** has introduced its new ECAST line of faucets and fixtures.

Product News featured **Haws Corp.'s** Axion MSR eye wash system and **Sloan Valve Co.'s** line of ADA-

compliant electronic pedestal faucets.

American Standard's walk-in, acrylic baths and **Chicago Faucet's** commercial catalog available on CD, were both listed as Top Products of 2008 by Plumbing Engineer Magazine.

All of **Caroma's** floor-mount high efficiency dual flush toilets have been WaterSense labeled.

(**Plumbing Engineer**,
December 2008)

"A Smarter Way for People to Experience Water" is **Delta Faucets'** theme for its new brand positioning. Delta is using a TV ad campaign on several networks, website makeover and is sponsoring a sweepstakes giveaway to promote their new look.

(**Plumbing & Mechanical Big Book**,
December 2008)

Six of our member companies received Certificates of Appreciation for their support and sponsorship of the ASPE 2008 Convention and Exposition. A gold certificate was given to **Moen Incorporated**. **Halsey Taylor (Elkay)**, **Symmons Industries Inc.** and **T&S Brass & Bronze Works** received Bronze certificates. **Sloan Valve Co.** and **Viega** were recognized for Special Sponsored Items.

Congratulations to **Viega** for being given the 2008 ASPE Industry Award for "providing outstanding service to the advancement of plumbing engineering technology" for its innovative products such as their Smart Connect feature.

(**Plumbing Systems and Design**,
December 2008)

Jeff Jollay, vice president of marketing and product development for BrassCraft was interviewed in an article discussing their increased green initiatives. Products, packaging and processes have been streamlined to reflect their eco-friendly commitment.

Following along with the Green Theme, several of our members' products were featured in the Green Products section of the magazine: **Alsons'** Fluidics low-flow shower head, **American Standard's** Dual-Flush FloWise™ two-piece high efficiency toilet, **Caroma's** H2Zero Waterless Urinal, **Gerber's** WaterSense certified lavatory faucets, **Sloan Valve Co.'s** SOLIS® Model Flushometers and **T&S Brass' B-0800** metering faucet.

New brochures are available from **Chicago Faucet** and **Sloan Valve Co.** Chicago Faucet has published a brochure that highlights their product line focusing on water conservation. Sloan's brochure targets the Healthcare Market listing product guidelines and solutions for healthcare facilities.

(**Southern PHC**, December 2008)

Duravit has opened its first stand-alone showroom in the United States located in New York City.

Haws has been awarded the "Innovative Product of the Year" award at the Expo Protection 2008 conference in Paris for its Axion MSR eye wash system.

Bradley Corp.'s high-end restroom partitions were featured in the Product Preview section of the magazine.

(**Supply House Times**,
December 2008)

Popular Mechanics Magazine has recognized Caroma by giving them the Breakthrough Product Award for its Profile Smart dual flush toilet. Commenting on the company's water conservation efforts, North American Manager, **Derek Kirkpatrick** feels that Caroma is indeed helping Australia with its severe draught conditions.

James Manu has been named Rocky Mountain Area Representative for Dornbracht Americas.

(Continued on next page)

PMI Member Companies in the News

(continued from previous page)

In conjunction with Southside United Housing Development Fund Corporation in New York City, **Moen Incorporated** has donated bath and kitchen fixtures at two sites in support of more affordable housing ownership in the Hispanic community. The national program is entitled *Alcanzando Suenos con Moen*. The fixtures will help reduce construction costs and operating expenses.

Top Products of 2008 has featured **American Standard's** Dual-Flush FloWise™ two-piece high efficiency toilet and **Sloan Flushmate's** Intelli-Flush retrofit sensor.

(**The Wholesaler**, December 2008)

The Grand Rapids Chamber of Commerce 13th Annual Salute to West Michigan Business World Class Manufacturer award was given to **Amerikam**. "Through the past 70 years, some of Amerikam's products have gone to the moon, made life easier for the handicapped and have recently helped soldiers on life support in Iraq." Creative product development, emphasis on education and dedication made Amerikam the logical choice for this award.

(**Press Release from Friends of West Michigan Business**, November 26, 2008)

The US Environmental Protection Agency's WaterSense program awarded **Kohler Co.** its Manufacturer Partner of the Year award for having made efficient plumbing fixtures since the late 1980's, citing the first generation of low-flow toilets.

(**AWWA Journal**, November 2008)

In the article, "Have it Your Way", which discusses the trend of personalizing and customizing your own personal space, several of our members were highlighted. **Tom Samanic** of Elkay and **Jason McLain** of Hansgrohe shared their companies'

efforts to satisfy the customer's needs for customizing faucet and sink design. **Delta Faucet, Moen Incorporated, American Standard** and **Symmons** have introduced Web based tools for designing and coordinating the customized bath and kitchen. **Kohler Co.** focused on its WaterHaven, offering custom showering components.

(**Bath & Kitchen Pro**, Fall 2008)

Elkay's GreenSpec® listed VRCGRN water cooler was featured in the School of the Future, Today and the High-Performance School of the future, Today sections of the magazine.

(**Building Design+Construction**, November 2008)

American Standard, Caroma, Fluidmaster, Chicago Faucet, Kohler Co., Sloan Valve Co. and **TOTO USA** were all notable participants in the inaugural WaterSense Innovations Conference held in Las Vegas. **Kohler Co.** was prominent in its promotion of WaterSense labeled products through various publicity events, on its website and on the trade show circuit.

Members' products were highlighted in the Products section of the magazine: **Caroma's** H2Zero waterless urinal (Green Products), **Bradley's** emergency Spintec drench shower and **Fisher's** pre-rinse systems.

(**Contractor**, November 2008)

T&S Brass and Bronze Works' EasyInstall Concealed Widespread faucet was featured in the Product News section of the magazine.

(**Plumbing Engineer**, November 2008)

Senior Staff Engineer, **Rob Zimmerman** of Kohler Co., shared his top six strategies to conserve water with participants of a workshop at The

Remodeling Show in Baltimore, MD.

Chicago Faucet's new brochure featuring water and energy saving components, was featured in the PME Products section of the magazine.

(**PM Engineer**, November 2008)

Along with 16 toilets already certified, more than 70 of **Gerber Plumbing Fixtures'** lavatory faucets became WaterSense certified.

"Voice of the Consumer" host, **Tom Kraeutler's** presentation at PMI's Fall Meeting, was highlighted in Vendor & Supplier News.

In order to provide expansion for its commercial faucet manufacturing facility, **Elkay's** Plumbing Products Division is moving its St. Charles, IL facility to Savanna, IL.

The Information Showcase featured **Sloan Flushmate's** Pressure-Assist Technology flushing system.

BrassCraft's PushConnect push-on stop, **Fluidmaster's** Universal Flapper and **Sloan Valve Co's** Dual-Flush Retrofit ECOS™ Flushometer were all highlighted in the Products & Literature section of the magazine.

(**Plumbing & Mechanical**, November 2008)

The article, "Accessible Luxury" examines the trend of combining luxury and ADA -compliance when it comes to bathroom fixtures. **Gray Uhl**, director of design for American Standard, **Rick Nortier**, marketing research manager for Sloan Valve Co. and PMI's Technical Director, **Shawn Martin** were all quoted and provided a majority of the source material for the article.

The Product and Literature Showcase section highlighted **Caroma's** Cube³ Ultra high efficiency urinal and **Woodford Manufacturing's** (WCM) Wall Faucet. Mounting Sleeve.

(**Reeves Journal**, November 2008)

PMI Dues Dollars Work For Our Members

By: Debra Nelson, Membership Manager



Debra Nelson

In today's economic climate we are all worried about where to cut the fat and where to put our money for safe keeping. It is no different

for PMI. PMI's dues have remained unchanged for ten years and that says a great deal about the efficiency of our organization. It says we are committed to working hard for our members and that we are fiscally responsible to you.

PMI has always kept up with the changing times when it comes to technology and the legalities that face our members. Did you know that in an effort to keep the dues costs down, we have begun moving forward in our efforts to keep up on the forefront of technology, reduce waste AND improve costs for PMI? For those of

you who attended the PMI Fall Meeting held in Washington, D.C., you know that the majority of the meeting materials were no longer in printed format, but were instead placed on flash drives. This has eliminated a large amount of printing costs for PMI and its members. We are also exploring other options such as webinars. We recently experimented with our first webinar this month and felt it has potential. This has the possibility of directly benefitting our members by reducing the cost of travel and time spent away from the office.

PMI's home office takes many measures to avoid incurring costs to our members, but never at the cost of the quality of work outputted. Where other organizations feel that they must have the newest and greatest gadgets, PMI moves forward by updating what is necessary, but without frivolous spending. We also have an outstanding history when it comes to cash manage-

ment; paying our vendors on time to avoid late fees, getting bills in and out as quickly as possible and investing our reserves in reliable CD's that yield competitive interest.

Our capabilities, scope, coverage and team may have grown, but our members have never felt it in their dues. We have been able to wring new efficiencies from within our system and make intelligent use of technology, always reflecting in the services PMI offers our members. We evaluate and maximize projects to determine whether they can best be handled by staff or an independent contractor.

PMI has been working to reduce costs in ways that have the least possible impact on our members and we will continue to do so. We know that PMI's money is your money. It is our goal to offer quality services to our members and to add value in everything we do for you.

PMI Exhibits at 2008 Green Build Show in Boston, MA

By: Amy Berg-Ferguson, Association Manager



Shawn Martin and Amy Berg-Ferguson in the PMI booth at the Green Build Show.

For the second year in a row, PMI exhibited at the Green Build Show, which was held November 18-20 at the Boston

Convention Center in Boston, MA. Staffing the booth were **Barbara Higgens**, Executive Director; **Shawn Martin**, Technical Director and **Amy Berg-Ferguson**, Association Manager.

Over 28,000 attendees walked the show floor and attended workshops that focused on everything from LEED subjects, to harvesting natural resources, to ways to cut your carbon

footprint and save energy. "The show was a great venue for getting the word out about the new PMI microsite. We made valuable contacts with a variety of interested individuals and organizations. The investment was well worth it! We'll be back next year," Barb commented. Several PMI members exhibited at the Green Build Show, including **Kohler Co., Sloan Valve Company, TOTO USA, Speakman Company, American Standard, Bradley, Caroma, Delta Faucet, Falcon Waterfree, Moen Incorporated, NEOPERL and T&S Brass and Bronze Works**. PMI provided flyers with the booth locations of our member companies exhibiting at the show to support them by helping direct traffic there.

In addition to a live demonstration of the microsite, PMI distributed packets of Forget-Me-Not seeds from the booth. They were a hot item as

398 packets were distributed. Many booth visitors commented that the seeds were a great promotional item and they looked forward to planting the seeds in the spring and to visiting the new microsite.



Promotional items given away at Green Build Show.

Fifty flash drives were distributed to the media, containing press releases regarding PMI's activities and goals.

PMI will exhibit at the 2009 Green Build Show November 10-12, at the Phoenix Convention Center in Phoenix, AZ.

PMI Signs MOU to Form a Water Efficiency Research Coalition

By: Amy Berg-Ferguson, Association Manager

The Plumbing Manufacturers Institute (PMI) participated in the signing of a Memorandum of Understanding in a ceremony held in Washington, D.C. January 6, at the offices of Environmental Protection Agency (EPA) Administrator, **Stephen Johnson**. PMI will partner with four other plumbing organizations to share research on water efficiency. The other organizations participating in the signing were the **Plumbing Heating and Cooling Contractors (PHCC)**, the **International Association of Plumbing and Mechanical Officials (IAPMO)**, the **International Code Council (ICC)** and the **Alliance for Water Efficiency (AWE)**.

The coalition will work to develop research projects that will support the development of water efficient and sustainable plumbing products, systems and practices. The coalition will finance these projects through government grants, foundations and private financing.

PMI Executive Committee member, **Jack Krecek** of Elkay Manufacturing Company based out of Oak Brook, IL, represented PMI at the event. "It was an honor to represent the Plumbing Manufacturers Institute at the signing

of the MOU," Mr. Krecek said. "Entering into this collaboration with such proactive and important organizations such as PHCC, IAPMO, AWE and ICC is an important and necessary step for PMI and its member companies to become part of a process which promises to ensure sustainability of a precious and scarce natural resource, while maintaining the safety of the products we manufacture, and ensuring consumer choices for plumbing product features and price points." Mr. Krecek added, "Having the signing at the office of the EPA and in the presence of the EPA Administrator, underscored that the federal government fully acknowledges and understands the commitment of the signatories of this document to the efficient use of water."

"Water efficiency forms the first tenet of the PMI mission statement: To promote the water efficiency, health, safety and quality of plumbing products while maximizing consumer choice and value in a fair and open marketplace. Water is critical to our future. Together, we will work to encourage the

wise use of this precious element," said PMI Executive Director, Barbara Higgens. "PMI is delighted to be a part of this important coalition. This Memorandum of Understanding formalizes the working relationship that we have already built with the various signatories of the document, strengthening those relationships around our common goals. The result will be much-needed research in the area of water efficiency, public safety and product performance."



(L to R): Carole Baker, AWE; Pete DeMarco, IAPMO; Sarah Yerkes, ICC; Allen Inlow, IAPMO; Mary Ann Dickinson, AWE; Jack Krecek, PMI; Administrator Stephen Johnson, EPA; Kevin Tindall, PHCC Member; Assistant Administrator, Ben Grumbles, EPA and Ike Casey, PHCC.

Speakman Receives the 2008 Gore Award of Excellence

Submitted By: Amy Thompson, Speakman Company

Speakman Company is honored to receive the 2008 Delaware Quality W. L. (Bill) Gore Award of Excellence. The "Gore Award" recognizes Delaware based companies that demonstrate a high level of performance excellence. This is the highest award given by the independent Panel of Judges of the Delaware Quality Award (DQA).

"We are very excited to be awarded DQA's W. L. (Bill) Gore Award of Excellence for 2008," said Speakman Company President, **Rod Ward**. Since receiving the Commitment Award in 2003, Speakman Company has focused on improving internal

processes based on the DQA's recommendations. After five years of dedicated effort the company felt confident about reapplying. "It has been a worthwhile journey," added Ward. "We have spent the last five years making meaningful improvements to our processes including implementing many of the recommendations from our first DQA feedback report from 2003. As a result of our participation in DQA, we are a higher performing company with a brighter future."

The Speakman Company was founded in 1869 as a plumbing pipefitting company. Leading the

market transformation into modern-day showering nearly a century ago, Speakman showerheads are still considered among the best. Retaining its independent and privately held status, Speakman has forged a reputation for continuous product innovation and quality leadership. Speakman is an acknowledged leader in specification quality plumbing fittings, electronic faucets and water bearing safety equipment.

For more information about Speakman Company's line of products registered to ISO 9001:2000, please visit the web site at www.speakmancompany.com.

Taking A Look At California's Green Chemistry Initiative

By: Jerry Desmond, Jr., PMI's California Lobbyist



Jerry Desmond, Jr.

The California Green Chemistry Initiative (CGI) is continuing to move forward as a systematic, scientific and engineering approach to reduce the use of hazardous chemicals and the generation of toxic wastes.

Governor Schwarzenegger initiated the CGI in 2007 through Cal/EPA Secretary, **Linda Adams**. The California Department of Toxic Substances Control (DTSC), which is within Cal/EPA, is the lead entity. Through the past 18 months, DTSC has been engaging other Cal/EPA boards, departments and offices and other state agencies, to develop CGI recommendations.

The objective of the CGI is the development of a new consumer products economy with the invention, manufacturing and use of toxic-free, sustainable products. The CGI is meant to provide "a new way to look at chemicals in society, unleashing the creativity and innovation of scientists and engineers to design and discover the next generation of chemicals, and changing how society designs, manufactures, and uses chemicals in processes and products".

Rather than managing waste after end-of-product life, the CGI shifts the focus to designing chemicals, processes and products that have less or no adverse effects throughout their lifecycle on public health and the environment. PMI will continue to be engaged as the CGI is developed and implemented in the executive branch and the state legislature.

DTSC, in December of 2008, released its final report setting forth a far-reaching, market-driven strategy to create a new chemicals framework aimed at obtaining a quantum shift in environmental protection. The report sets forth the following six policy recommendations:

1. Expand pollution prevention and product stewardship programs.
2. Develop green chemistry workforce education and training through new and existing educational programs and partnerships.
3. Create an online product ingredient network to disclose chemical ingredients for products sold in California, while protecting trade secrets.
4. Create an online toxics clearinghouse, an online database of chemical toxicity and hazards populated with the guidance of a Green Ribbon Science Panel to help prioritize chemicals of concern and data needs.
5. Accelerate the quest for safer products, creating a systematic, science-based process to evaluate chemicals of concern and alternatives to ensure product safety and reduce or eliminate the need for chemical-by-chemical bans.
6. Move toward a cradle-to-grave economy, establishing a California Green Products Registry to develop green metrics and tools (e.g. environmental footprint calculators, sustainability indexes) for a range of consumer products and encourage their use by businesses.

On page 41, the report specifically mentions lead in faucets in this context:

Toxics in Products Laws: Ad Hoc Enforcement Provisions Hinder the Goal of Improved Public Safety.

In the last five years, California has enacted statutes to ban lead in jewelry, mercury in switches, toxics in packaging, lead in faucets, phthalates in toys, flame retardants in furniture, heavy metals in electronics and mercury in light bulbs, as well as to require ingredient disclosure in cosmetics. Some of the laws establish unique enforcement regimes under multiple state agencies - and some have no enforcement authority. The result is a haphazard set of laws that result in an uneven playing field and

no assurance of achieving the intended health and safety protections for the public.

2008 CGI Legislation

In addition to the efforts being pursued by the Governor's administration, elements of the CGI recommendations have been placed into statute through two bills that were enacted in 2008, AB 1879 [**Feuer**, Chapter 559, Statutes of 2008] and SB 509 [**Simitian**, Chapter 560, Statutes of 2008]. These companion measures require the state to identify chemicals of concern, evaluate safer alternatives, establish a Green Ribbon Science Panel and create a scientific clearinghouse for information on the effects of the chemicals.

As originally drafted, the 2008 green chemistry legislative proposals would have specifically mentioned lead and other substances for regulatory action including mandatory manufacturer take-backs, and would have mandated disclosure of ingredients without protections for trade secrets.

PMI and others in the manufacturing community lobbied these bills in the Capitol, and these efforts resulted in significant revisions that will be beneficial as the CGI is implemented. This includes a deliberative, public process, the addition of specific provisions for trade secret protections and the elimination of the product ingredient disclosure provisions.

With these revisions, most manufacturing interests removed their opposition and became "neutral" on the bills. Some (including the Chemical Industry Council) adopted support positions.

CGI Going Forward

The implementation of the Green Chemistry Initiative is more comprehensive than the usual legislative and regulatory approach to chemicals, such as the lead-in-faucet-specific

(continued on page 12)

PMI Hosts Multiple-Shower Head Task Force Meeting

By: Shawn Martin, Technical Director

A meeting of the newly-created Multiple-Showerhead Water Efficiency Task Force was held at PMI's headquarters in Rolling Meadows on December 16. The group's objective was to discuss and refine PMI's position on multiple-showerhead systems and water efficiency. It included participants from **Alsons, American Standard, Chicago Faucet, Delta**



PMI President Walt Strader of Price Pfister addresses the meeting attendees.

Faucet, Elkay, Hansgrohe, Jing Mei, Kohler, Moen Incorporated, Price Pfister and Symmons. The group was also fortunate to be joined by PMI's incoming 2009 President, **Walt Strader** of Price Pfister.

In the last year, several limitations on the flowrate of multiple-showerhead systems have been proposed in codes, new standards, local ordinances and green building programs. PMI's Technical Director provided an overview of the limitations and regulations

that have been proposed, and others that may be developing. The presentation covered sections of the proposed ASHRAE 189.1 and 191 standards, a 2009 Uniform Plumbing Code proposal, the draft IAPMO Green Supplement, the 2008 Miami-Dade Water Efficiency Ordinance drafts and the WaterSense for New Homes draft specification.

The group also reviewed and discussed rationale statements for flow limitations on multiple-showerhead systems that accompanied many of the proposals. PMI positions taken to date on the various aspects of the issue were also discussed. As the group noted, the topic was an especially challenging one, in that it involves several key PMI values, embodied in its mission statement: the efficient use of water, maximizing consumer choice and coordination of product requirements throughout the marketplace.

During the discussion, the group reaffirmed that the whole-house approach that PMI has advocated is the most desirable means of balancing consumer choice and water efficiency. In that scenario, consumers are given a water budget, or savings targets and are permitted to select the combination of products that allow them to reach the required usage. The group also

brainstormed other potential concepts for achieving water savings for these devices while preserving consumer choice.

In the end the group advocated a dialogue which supports reduced flow in multiple-showerhead systems. The group noted that many multiple-showerhead systems are used for



The Multiple-Showerhead Task Force addresses an issue on the floor for discussion.

therapeutic and recreational purposes, and a broader consideration of the place of these types of products in water efficient projects was needed. The next steps will involve a discussion with environmental interest groups on the way in which water efficiency should be approached, prioritized and positioned alongside issues of consumer choice. The hope is that this constructive and more general approach will lead to solutions and understandings that can be applied beyond multiple-showerhead systems.

PMI Returns to Asheville, NC for 2009 Semi-Annual Meeting

The PMI Spring Meeting will return to The Grove Park Inn, Asheville, NC. Themed "Leading The Legacy", the meeting will follow a slightly different format than previous meetings. The PMI Board of Directors will meet on Sunday afternoon as usual. The conference will begin with a cocktail reception in the newly opened Estes-Winn Antique Car Museum, on site at the Inn. Attendees will be on their own for dinner.

The General Membership meeting will be held on Monday after an exciting special presentation. New this year, there will be both a reception and

dinner on Monday evening, following a day packed with committee meetings. A presentation to be held Tuesday afternoon will feature a series of experts discussing "The Plumbing System of the Future". Among the invited guests are **Marc Edwards** of Virginia Tech and representatives from American Rivers, an important advocacy group with which PMI has begun to partner. Tuesday will conclude with a reception and dinner.

Be sure to stay for the field trip following breakfast on Wednesday to an area green building site. There are several interesting options under

consideration. Stay tuned for the announcement.

We will again load all meeting materials on flash drives to be sent to you in advance of the meeting. By overwhelming popular request, we will eliminate the three-ring meeting material binders.

PMI has secured a special room rate of \$174 with the registration deadline of March 4. Call 800-438-5800 to make your room reservation and make sure to ask for the PMI room block. Visit www.groveparkinn.com for more information about the Inn.

California Green Chemistry Initiative

(continued from page 10)

legislation AB 1953, SB 1334 and SB 1395 in which PMI has been engaged.

The CGI presents a new framework which is intended to replace the regulation of toxic substances such as hazardous waste. Instead, each substance will be examined in the way that it is used, including product design, manufacturing, use and recycling. On a positive note, consideration will be given to the feasibility of alternatives, economic impacts and other factors, and there is an option that no action will be taken.

The CGI will address chemicals in addition to lead. Previous versions of AB 1879 would have specifically defined a chemical of concern to mean phthalates, mercury, lead, cadmium, arsenic, polybrominated diphenylethers (PBDEs) and hexavalent chromium.

There is the potential that the CGI process could impose additional requirements above and beyond these

established by the laws enacted by AB 1953, SB 1334 and SB 1395.

One advantage is the fact that lead in faucets and fixtures is now being addressed pro-actively by the laws enacted by these three legislative measures, so the focus should be on other products and uses. At the same time, we remain engaged and vigilant to ensure that the implementation of the initiative does not impose further, onerous requirements.

SB 1334 [**Calderon**] and SB 1395 [**Corbett**] established a role for DTSC in approving methodology for third party product testing and for testing products that are out in the marketplace.

This same department is directing the CGI development and implementation. We are continuing our efforts with DTSC Director **Maureen Gorsen** and others in the department as the CGI and the lead-faucet laws move forward.

New Agreement for Standards on Water-Saving Devices

By: **Jessica Leber**, E&E Reporter, *ClimateWire* (excerpt)

A Memorandum of Understanding was signed at the U.S. Environmental Protection Agency yesterday, after a year of negotiation. It will allow the signers to collectively tackle several proposed research projects, such as high-efficiency toilet drainage, water reuse systems and non-water-consuming urinals.

"I think this has even more meaning for areas that suffer," said **Barbara Higgins**, PMI Executive Director, one of the signers.

Higgins had direct experience with this when she traveled to the tiny town of Orme, Tenn., in October 2007. During that summer's intense drought, the town, which relies on a mountain stream for its supply, made headlines when it actually ran out of water.

In response to the town's plight, Higgins' institute raced to install

water-efficient showerheads, toilets and faucets there. The measures cut Orme's water usage by three-quarters.

With 40 out of 50 states projected to face water shortages over the next five years, added to the effects of climate change, situations like this one could become more common.

The primary goal of the agreement, Higgins explained, is to develop research projects that will optimize water efficiency and determine the lower limits of water use while still maintaining the performance of plumbing fixtures and systems.

The agreement does not provide any actual funding for the projects, and the groups have not analyzed how much they will cost. "Instead," said Higgins, "each project will be developed individually, and the groups hope to mostly fund them by bidding for federal and state grants."

2009 PMI LEADERSHIP

Executive Committee

Walt Strader, Price Pfister
President

Lee Mercer, Moen Incorporated
First Vice President

William Ball, WCM Industries
Second Vice President

Jack Krecek, Elkay Manufacturing Co..
Treasurer

Rod Ward, Speakman Company
Immediate Past President

Directors at Large:

Jeff Baldwin, T&S Brass & Bronze Works
(1/09-12/11)

Fred Fraisse, NEOPERL, Inc.
(1/09-12/10)

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

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

Steve Tokarz, BrassCraft Manufacturing Co.
(1/09-12/11)

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

PMI STAFF:

Barbara C. Higgins
Executive Director

Shawn E. Martin
Technical Director

Amy Berg-Ferguson
Association
Manager

Debra Nelson
Membership
Manager

Diane Turuc
Administrative
Assistant

Public Relations Consultants

Nora DePalma
Principle
Building Profits

John O'Reilly
President
LNC Communications

Plumbing Manufacturers Institute

1921 Rohlfing Road, Unit G
Rolling Meadows, IL 60008 Phone:

847.811.5500
www.plumbing.org


www.safeplumbing.org