



# NEWS

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The Newsletter for PMI Members — by PMI Members

January/February 2010



Lee Mercer

## Your Attention Please: PMI Is NOT What It Was When!

By: Lee Mercer, Director of Product Compliance for Moen Incorporated

When I was 16 years old digging ditches for my neighbor's plumbing company, I would have never dreamed that I

would be here today, still working in plumbing and being honored with the opportunity of having a leadership role in a great organization like the Plumbing Manufacturers Institute.

As I begin my term as PMI President, I think back to something someone said to me long ago: "You are what you were when..." The statement refers to changing the perceptions that one might have about who or what you are, depending upon when and in what context they knew you. That perception could be good or bad, right or wrong! It's all a perspective of a particular viewpoint at a point in time.

In my view, the PMI membership and Board of Directors know who and what PMI is. We also know who and what we are not. The key is getting the word out, so that others can know exactly who we are and what we stand for. As we embark on this new decade, my aim is to expand PMI during my term. PMI, of course, will continue to be proactive in pursuing codes, standards and legislative policy that make sense for the industry. We will also seek ways to grow PMI and our influ-

ence, not only to a broader world but within ourselves. We will continue to build the organization so that those on the outside looking in, agree that PMI is a credible voice for the industry and an organization that they want and need to be affiliated with. As part of our outbound message to others, an organizational name change is in the works. Very soon we will bid a fond farewell to the "Institute" and move forward as Plumbing Manufacturers "International," with a new look that better reflects what we are all about. At "home" we will look for new ways to expand the value and benefits within the member companies beyond the "usual suspects" who regularly participate in PMI activities. We put great value on the regular attendance of this loyal group, but we also need to reach out to other individuals and departments within member companies to get them to more actively participate in the Plumbing Manufacturers Institute.

As part of our strategy, PMI has become more involved in Government Affairs activities. In recent years, in addition to our Federal presence (greatly enhanced last year with the addition of Waterman & Associates), we have added state lobbyists, to further expand our role in the political area. While some would argue it is an uphill battle and question the value of the effort, if you don't want to get steamrolled, you need to have a seat at the table and stake your claim as the

"go-to expert " for our industry.

We will continue to seek participation of non-member companies in the plumbing industry. We will strengthen our effectiveness by joining forces with groups representing other disciplines within adjacent industries, and reach out to distributors, contractors and suppliers as well.

We will continue to leverage our international relationships for mutual benefit: the **Bathroom Manufacturers Association (BMA)** in Great Britain, **CEIR (Valve Association)** in Europe and, of course, one of our longest relationships, with our friends to the north at the **Canadian Institute of Plumbing and Heating (CIPH)**. We will expand those relationships to seek ways to synergize and share best practices for the common good of our industry. We will offer more services to the members to help them address the continuing green movement.

I would also like to initiate the new practice of expanding PMI visibility and reach through community service opportunities in the cities that host our semi-annual meetings. You will hear more about this in the coming weeks.

Many opportunities and challenges lie ahead. My hope is that at this time next year, we will be well on our way to an expanded PMI. We will be able to look back and say with positive enthusiasm: "PMI is not what they were when!"

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# The New Rules of the Road: It's Not "Us and Them;" It's "Us"

By: Barbara C. Higgins, Executive Director



Barbara Higgins

One of the biggest changes in PMI since its restructuring in 1998 is the current and effective, inclusive nature of our initiatives. Once known as the "Just Say 'No' Bunch," today PMI is

leading the charge on a number of fronts. PMI has become the voice and the choice for our industry. As we enter another new decade, we continue to solidify our position as the go-to source for information and action.

We are proactively promoting legislation that supports water efficiency and harmonization of product content requirements. We have successfully partnered with groups, both domestic and international, that share our vision and we have reached out to seemingly disparate groups to find areas of common ground. Appropriately, the attitude of the PMI Board of Directors and our membership is that it can no longer be a matter of "us and them." To maximize our progress it must be simply "us," working together to achieve our mutual goals.

The 2010 Spring Meeting is being built around these successes. Our theme, "Expanding the Value," speaks to the concerted efforts we have in-the-works for reaching out to important new allies, adding new prospective product group members to our roster, inviting more participation by representatives from within current, member companies and our mission to enhance the international value and knowledge of our membership.

We will hear updates from around our industry from our invited guests. (And by the way, the historic and prestigious meeting venue, San Diego's Hotel Del Coronado, once again fulfills the directives of the Board and our members by being located within an

hour of an airport and with rates under \$200 per night!)

Another significant change over the years has been the increasingly strategic use of the talented PMI Board of Directors. In the early years, much of the efforts were, rightfully, focused on creating the structure and setting the direction of the "new" PMI. While the management of the organization's operations, staff and finances fall squarely on my shoulders, approvals for policies and strategies are the responsibility of the PMI Board of Directors.

With the structure solidly in place, the dissatisfaction of the membership and the uncertainty of PMI's chances for survival are distant memories. With the rotation of the Board, the membership at large and even our PMI staff, not many individuals currently active in PMI realize how far we have come. Not many people remember that the PMI meetings were set around not one, but two golf tournaments in the three-day conference. Work on industry issues occurred basically twice per year at the conferences (in the fall and the winter/spring) with few committee meetings in between. There was no "PMI News," "Tech Talk," conference calls or email blasts to bond members and keep them apprised of

progress between conferences. Government affairs were monitored only on the national level and not state-by-state as they are today. Action by the association was, at best, slow and was typically reactive, not proactive. Dues and spending increased annually and "special assessments" were common.

Today our successes, financial stability, the efficiency of our meetings and industry reputation are "givens." With the influx of new leaders and members, the question becomes, "What have you done for us lately?" While the progress we have made is worthy of noting, as one not content to live in the past or rest on my laurels, the constant push suits me just fine! I've earned a reputation as being responsible for taking the "fun" out of PMI meetings. As much as I hate the sound of that, I am pleased at the progress we make on our issues by working on them between meetings and using the conferences as the reporting mechanism. Our meeting templates have been copied by other organizations looking for "best practices."

Expect great things as we enter another decade. Keep those ideas, comments, criticisms and challenges coming. PMI is your organization. We are up to the challenge!

## Congratulations to Lori Palcheck



Lori Palcheck

Congratulations to PMI's **Lori Palcheck** on her promotion to Member Services Manager. Lori will now be working full time in her expanded position. She is very excited about her new responsibilities, "I look forward to taking on additional assignments as I come aboard full time as Member Services Manager," she said. Lori is

responsible for PMI's daily accounting (including dues collection), the PMI membership directory, compiling state legislative updates, administering member services, serving as backup on California legislative activities and assisting with PMI meeting planning and preparation.

"Lori is a terrific asset to PMI," says **Barbara Higgins**, PMI executive director. "We are delighted to expand her role."

Way to go Lori!

Don't Forget to Register for the PMI Spring Meeting!  
Registration closes February 12!

# Global Body Promotes the Importance of Plumbing

Submitted By: Robert Burgon, Chairman, World Plumbing Council

Members of the Plumbing Manufacturers Institute will be only too aware of the important role which their products play in today's society. Plumbing products, professionally installed, are (or should be) at the heart of every building in every village, town and city. In developed countries like the USA, good plumbing with good products have contributed to good public health for more than a century. Today, and increasingly in the future, as the environment and green issues become higher on most peoples' agendas, it will also be the plumbing industry which has most to offer whether through energy efficiency and the use of renewable sources of energy, or through water savings and reuse. In short, plumbing is important and that summarises the message which I am keen to promote in my three-year term as Chairman of the **World Plumbing Council (WPC)**.

WPC was established in 1990 following a highly successful World Plumbing Conference in London, England. At that time, one of the main goals was for plumbing industry people to meet at a similar conference somewhere in the world at least every three years. While, six triennial conferences later, that remains a goal (and the frequency will increase to every two years after 2011), the focus of WPC is now much more on promoting the link between plumbing, health and the environment. The simple message which I am keen to promote whenever the chance arises is that plumbing is important.

A year or so back, readers of the UK-based *British Medical Journal* were asked to nominate the most important medical advance of the last 150 years and we were delighted to learn that anaesthetics, antibiotics and other more obvious medical advances were all beaten by the winner: sanitation. While it is encouraging to learn that British doctors at least understand the importance of this aspect of our industry, in reality, most citizens of

most developed countries have either forgotten or have never understood that plumbing is linked to public health.

Sadly, in 2009, there are many people in developing countries whose health is seriously compromised through the lack of acceptable drinking water or acceptable sanitation. The statistics are frightening. Every year millions of people (often children) die or suffer serious health issues because they do not have access to decent plumbing. What a difference a basic plumbing industry infrastructure would make, for example, in many sub-Saharan African countries!

## *Plumbing and Health*

WPC has worked for over a decade with the World Health Organisation (WHO) to promote the role of plumb-



ing in the health aspects of water and sanitation, and we are pleased to report a number of significant milestones in this relationship including:

- The joint publication between WHO and WPC in 2006 of "Health Aspects of Plumbing"- an invaluable guide to the way in which good plumbing and good plumbing products could improve health conditions particularly in developing countries.
- The recognition of WPC as a Non-Governmental Organisation (NGO) in official relations with WHO in 2007 (and since renewed).
- The secondment of a plumbing professional on behalf of WPC to work for a year on plumbing related projects

within WHO.

**John McBride**, from Australia, who undertook this role, undertook a number of activities, including developing a position paper on plumbing regulation which is being shared with WHO's network of water regulators, and preparing a training package on the health aspects of plumbing (which is to be supported by a DVD presentation currently under development). Although the secondment was limited to one calendar year (2008), the work started during that year continues and there is no doubt that the WPC name and message is better understood within WHO and the agencies with which it works than ever before. WPC gratefully appreciates the financial support which it received from some of its members (including PMI), without which, this project could not have progressed.



**Robert Burgon**

## *The Green Agenda*

Awareness of "green" issues is growing all over the world and the plumbing industry's role in such issues is enormous. That is why we are aiming to produce a companion volume under the (working) title of "*Environmental Aspects of Plumbing*," the first edition of which is due to be published on 11 March 2010 (more about the significance of that date on page 12).

WPC's current membership consists of a wide range of representative bodies (like **PMI**), which qualify for Full Membership and other organisations (including individual manufacturers) with an interest in plumbing (Affiliate Members). There are currently WPC members in some 23 countries representing over 50% of the world's population. The fact that we have members in India and China greatly helps the population coverage

*(continued on page 12)*

## Retirement Wishes and Thanks for Bill O'Keeffe of Symmons...

Bill-

*Best wishes to the nicest guy who ever sued me! Well do I remember that "Rocket Docket" in Massachusetts. I didn't stand a chance. But you were so cordial and such a great guy that it almost felt good.*

*Bill, seriously, you have always been a smart, fair and committed leader in this industry, and a man who has inspired admiration from those who have had the privilege to know you. I wish you all the best in retirement and hope that you stay active in an advisory capacity. You have a lot to give.*

**Chuck Dowd**

*Former Delta/MASCO CEO*



**Tim Kilbane and Tim O'Keeffe, Symmons Industries, Barbara Higgins, PMI and Bill O'Keeffe, the guest of honor.**

Dear Bill,

*What a terrific honor it is for me to be able to reach out and wish you a happy, healthy and very, very long retirement!*

*I absolutely treasure the memories I have of working together with you - a mere century ago! You always took my call, you were always available to answer my questions and you were always the first to say yes when I needed help with a government affairs issue. And you always took the time to make me laugh!*

*I remember well when you were inducted into the Plumbing Manufacturers Institute's Quarter Century Club at the Institute's 25th Anniversary celebration in Palm Springs, California in 2000. I even have a photo of you at the event with 12 other pioneers of your industry laughing, yet so very proud of your many accomplishments.*

*In the spirit of celebrating the then upcoming millennium and PMI's 25th anniversary, PMI's staff undertook a time capsule project to which you contributed. So, stick around Bill and don't go far because that capsule (and your contributions) may be unveiled at any time in the future.*

*All my best wishes and happy trails,*

**Cece Kremer**

*Former PMI Federal Lobbyist*

## Industry Icon Calls It "A Day"

More than 200 people gathered in Quincy, MA on January 8 to wish **Bill O'Keeffe** well as he retired as CEO of Symmons Industries. Bill was the company's legal counsel for a number of years before he joined full time, beginning his association with Symmons in 1966. His son, **Tim O'Keeffe**, will carry on the legacy that began with Tim's grandfather, **Paul C. Symmons**, the company's founder.

Bill was instrumental in the revitalization of PMI in 1998 and led the charge to find new leadership for the organization. In a classic presentation to PMI members, he characterized the four finalists in the field of 18 candidates for the post as: "a lawyer, a trade association professional, a plumbing industry professional and a woman." It was the woman that was ultimately hired!

That woman, Executive Director, **Barbara Higgins**, was on hand to deliver wishes from a number of Bill's former colleagues. Among those wishing him well were past PMI presidents: **Claude Theisen**, T & S Brass; **Ralph Herrbach**, (formerly Cifial/Kohler); **Fred Luedke**, Neoperl; **Ken Martin**, Delta; **Craig Selover**, MASCO; **Gary Turner**, (formerly WaterPik) and current PMI President, **Lee Mercer** of Moen Incorporated. Other industry dignitaries weighing in were **Chuck Dowd**, (formerly MASCO/Delta); **David Lingafelter**, Moen Incorporated and **Cece Kremer**, Reagan/Bush staff and former PMI lobbyist.

After delivering greetings from Bill's friends, Ms. Higgins read the epic poem she had written in Bill's honor, presented him with a copy of the first edition of *PMI News* and announced that PMI had made a donation in Bill's honor to the Roxbury Latin School (serving students in need), where Bill serves on the board of directors. The celebration continued with a tribute from his son, Tim O'Keeffe and the recollection of some more humorous moments from **Tim Kilbane**. Bill was presented with several awards from the employees honoring him for years of his steadfast leadership.

Best wishes Bill! Don't go too far away!

## From Your Friends and Colleagues at PMI!

Bill,

*I often think of the struggles that we shared during the transition to the "new" PMI in 1998, and know that we were successful in large part due to your personal leadership. I really appreciated working with you in creating the new organization, vision and infrastructure, in getting the membership to support the vision and in securing the staff to pull it off. The legacy of the "new" PMI could not have happened without you!*

*Best wishes for a relaxing and enjoyable retirement. You deserve it.*

**Gary Turner**

*Former President, PMI*

Bill,

*On behalf of Delta Faucet Company, I wanted to wish you all the best in retirement. Your leadership in the industry will be sorely missed. Your guidance during PMI's transition from a management group, to a staff model was critical in laying the ground work for the organization that we all enjoy and benefit from today. Thanks again, and best wishes.*

**Ken Martin**

*Delta Faucet Company*

Dear Bill,

*Best wishes to you on your retirement. It was a real pleasure working with you during those heady days when we were reinventing PMI. We will all miss your presence in the organization and your sage advice, and I will especially miss your dry sense of humor.*

*With warm regards,*

**Fred Luedke**

*NEOPERL Inc.*

Best Wishes!

**Claude Theisen**

*T & S Brass and Bronze Company*

Dear Bill,

*I was new to the Plumbing Manufacturers Institute when you took over the leadership. While I was not sure what to expect being surrounded by my company's competitors and other industry leaders, I was quickly put at ease by your easy-going manner. I will always remember you as one who quickly summarizes the issue, gets right to the point offering valuable, insightful input, delivered with a sense of humor.*

*Your legacy is apparent as one does not have to look far to see the success of Symmons under your guidance.*

*From an industry perspective, I appreciate your leadership in charting a new course for PMI at a time when the future existence of the organization hung in the balance. The current PMI still has a bit of your stamp on it as Executive Director, Barbara Higgins often mentions the support and guidance she received in the early days under your leadership.*

*Best wishes for a long and enjoyable retirement.*

Regards,

**Lee Mercer**

*Moen Incorporated and 2010 PMI President*



**Tim Kilbane presents Bill O'Keefe with the infamous Symmons "No Parking" cone.  
(Be sure to ask Kilbane for details!)**

Dear Bill,

*Bill O'Keefe retiring- I never thought I would see the day! I always thought they would carry you out of Symmons with a Temptrol locked in your grasp! Good for you and congratulations on your well earned journey into retirement.*

*While we had limited time together at PMI, I want to thank you for your leadership and insights to the industry. When I attended my first PMI meetings, I was quite impressed with the caliber of people in the industry. I recall your wealth of knowledge (and straight forward approach to communication!) and your willingness to share your depth of experience with the group with the intent to make the industry stronger.*

*We have been competitors for years, but I appreciate the mutual respect we had for one another during the PMI meetings. I was also impressed with the caliber of your team that was represented at the meeting. I wish them continued success (but not too much!) as you move on. All the best to you in your retirement. Go after your "BUCKET LIST" with vigor!*

**David Lingafelter**

*President, Moen Incorporated*

# 2010 PMI Spring Meeting, March 14-17

The 2010 PMI Spring Meeting will take place March 14-17 at the historic Hotel Del Coronado, located in San Diego, CA. This year's theme, "Expanding the Value," is an appropriate one. As times change and the plumbing industry changes, PMI is working to expand membership, influence, offerings, service and global reach.

## *PMI Meeting Events*

The PMI Spring Meeting kicks off with an opening keynote by **Brett Farmiloe** and **Zach Hubbell**, who will present a program entitled, "Pursue the Passion." This program focuses on a subject many managers are facing today, how to motivate and ignite the passions of employees of the younger generations. Brett and Zach will show you how to light a fire in your employees that can't be extinguished.

We are pleased to announce coaching legend **Terry Bowden** as our closing speaker.

PMI will also host a plumbing industry profile, set for Tuesday, March 16. This roundtable event will cover international and domestic plumbing issues affecting our industry. This is a great opportunity to weigh in

on how these issues influence your company's bottom line.

Invited guests for this event include:

**Tim Fisher**, Plumbing Products Industry Group (Australia)

**Yvonne Orgill**, Bathroom Manufacturers Association (United Kingdom)

**Christian Taylor-Hamlin**, Bathroom Manufacturers Association (United Kingdom)

**Ralph Suppa**, Canadian Institute of Plumbing and Heating (Canada)

**Jack Sims**, World Toilet Organization (Singapore)

**Robert Burgon**, World Plumbing Council (United Kingdom)

**Mike Adelizzi**, American Supply Association

**Ike Casey**, Plumbing-Heating-Cooling Contractors

**Julius Ballanco**, American Society of Plumbing Engineers

**Mary Ann Dickinson**, Alliance for Water Efficiency

**Pete Censky**, Water Quality Association

**Linda Luna**, HD Supply

## *We Heard Your Plea*

Through our post meeting surveys, you have asked us to shorten the

meeting duration. We have heard your voice and so we are starting the meetings a bit later and finishing up a bit earlier. The meeting will wrap up on Wednesday, March 17 with breakfast and an optional educational activity.

## *Hotel Del Coronado*

The Hotel Del Coronado, the location for the PMI Spring Meeting, is a beachfront gem located on Coronado Island in San Diego. This historic hotel was built 120 years ago and maintains a rich legacy. The Del was the backdrop to the film "Some Like it Hot" and has hosted celebrities and dignitaries from around the world. PMI is very fortunate to secure our meeting space at this hotel, negotiated at a very special rate, and we encourage you to not miss out on a great meeting being hosted in a great location at a great price!

Registration and hotel information are available at [www.pmihome.org](http://www.pmihome.org). **Please note, the registration deadline is February 12.** Don't delay, secure your spot for what could be one of our hottest meetings yet! And we don't mean the warm California weather!



The Hotel Del Coronado, located in San Diego, CA. The site for the PMI Spring Meeting.

# Expanding the Value of PMI!

## SUNDAY, MARCH 14

2:00 p.m. - 5:00 p.m.	Board of Directors Meeting (Restricted Attendance)
3:00 p.m. - 5:00 p.m.	Meeting Registration
5:30 p.m. - 6:00 p.m.	VIP Reception (Invitation Only)
6:00 p.m. - 7:30 p.m.	Cocktail Reception <i>Dinner on your own</i>

## MONDAY, MARCH 15

8:30 a.m. - 9:30 a.m.	<b>Opening Keynote: Pursue the Passion</b>
9:30 a.m. - 9:45 a.m.	Break
9:45 a.m. - 11:45 a.m.	<b>Member Services Standing Committee</b>
11:45 a.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:30 p.m.	<b>Plumbing Products Committee</b>
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 3:45 p.m.	<b>Issue Committee: Materials Performance</b>
3:45 p.m. - 4:45 p.m.	<b>General Membership Meeting</b>
6:00 p.m. - 7:15 p.m.	Cocktail Reception
7:30 p.m. - 9:30 p.m.	Dinner

## TUESDAY, MARCH 16

8:30 a.m. - 10:00 a.m.	<b>Issue Committee: Water Efficiency and Sustainability</b>
10:00 a.m. - 10:15 a.m.	Break
10:15 a.m. - 11:45 a.m.	<b>Government Affairs Standing Committee</b>
11:45 a.m. - 1:00 p.m.	Lunch
1:00 p.m. - 1:30 p.m.	Special Presentation by <b>Bryan Shirley</b> , President and CEO of Manufacturers' Agents National Association (MANA)
1:30 p.m. - 2:30 p.m.	<b>Issue Committee: Universal Conformity Assessment/Technical Standing Committee</b>
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 5:00 p.m.	Plumbing Industry Profile with International and Domestic Updates
6:00 p.m. - 7:15 p.m.	Cocktail Reception
7:30 p.m. - 9:30 p.m.	Dinner and Closing Keynote Presentation by Coaching Legend, <b>Terry Bowden</b>

## WEDNESDAY, MARCH 17

7:30 a.m. - 9:00 a.m.	Breakfast
9:00 a.m. - 11:00 a.m.	Optional Educational Activity (TBD)

**Note: The Fair Trade Committee is not scheduled to meet at the 2010 Spring Meeting**

### Dress Code

Attire for the PMI Spring Meeting and receptions is business casual. Business attire (jackets for men, dresses/slacks for women) is recommended for Tuesday's dinner/keynote speaker event. The temperature is likely to be in the mid 60's in the day and mid 50's at night.

## PMI Members in the News

By: Diane Turuc, Administrative Assistant



Diane Turuc

A panel of manufacturers sponsored by the Plumbing-Heating-Cooling Contractors (PHCC) joined together to discuss needed changes in the plumbing supply chain. Citing the need for increased communication between builders, manufacturers and contractors, InSinkErator Vice President, **Dennis Broderick**, says that product mix, availability and demand need to be balanced.

American Standard Brands CEO, **Don Devine**, feels that better use of the Internet would help increase training opportunities for contractors and their employees.

*(Plumbing & Mechanical, December 2009)*

**InSinkErator** honored Plumbing-Heating-Cooling Contractors (PHCC) National Auxiliary members by hosting a scholarship and awards program at their annual convention in New Orleans (see above story). InSinkErator donated \$25,000 to the 2009 PHCC Education Foundation's "Invest in Your Future" campaign.

Thumbs up to the 20 "BC Build" volunteers from BrassCraft Manufacturing Company, who under Product Designer, **David Tisch**'s coordination, helped to build a Habitat for Humanity home in Pontiac, MI. They were recruited again to assist with an additional Habitat home.

The Green Products section of the magazine featured **Caroma's** H2Zero™ waterless urinal that has been approved for use in all buildings in the City of Los Angeles, and the introduction of **Hansgrohe's** Metris® C Bath Faucets that were designed to be combined with the Raindance® C showerheads, handshowers and bodysprays.

**American Standard Brands** has unveiled its online repair parts store with access to 150 repair parts and a diagram tool to help users visualize the parts that they need.

Sloan Valve Company's Marketing Manager, **Tim Schiffbauer**, commented on the two wind turbines and solar array that the company is testing on the roof of their Franklin Park, IL headquarters. He says that Sloan wants to better the environment and help reduce their carbon footprint.

*(Southern PHC, December 2009)*

**Haws Corporation's** HydrationStation™ was featured in the What's New section of the magazine. The touch-free, hygienic water dispensing system is a great option for health clubs, schools and other institutional facilities.

*(Water Conditioning & Purification Magazine, December 2009)*

**David Kohler**, president and COO of Kohler Co., spoke before the attendees of the American Supply Association's Network ASA 2009.

**Michael Werner**, president and CEO of Gerber Plumbing Fixtures LLC (Globe Union), was the recipient of the 2009 National "Turnaround of the Year Award" by the Turnaround Management Association for the restructuring of his company which led to the return to profitable growth and success.

**Shane Judd**, senior product manager for water conservation at Kohler Co., commented on the significant water reduction and maintenance costs experienced at the Parc 55 Union Square Hotel in San Francisco, CA, when all of the guest room toilets were replaced by the Kohler Highline Pressure Lite high efficiency toilet. A recent study showed a yearly savings of \$170,000 in water and sewer charges, as well as a reduction of one million gallons of water per month as a result of the toilet replacements.

Top Products of 2009 featured **Symmons Industries'** Oxford Bathroom Suite, **Gerber Plumbing Fixtures'** Avalanche™ single-flush, gravity fed, high efficiency toilet, **Viega Plumbing Products'** mixing stations featuring Pro-Press® Ball Valves and **BrassCraft Manufacturing Company's** tankless installation kits.

*(The Wholesaler, December 2009)*

**Fluidmaster's** Dual Flush Series siphonic valve that adjusts for both full and half flush levels, was displayed at the WaterSmart Innovations Conference and Exposition held in Las Vegas, NV in October.

For the second year in a row, Kohler Co. was chosen as Manufacturing Partner of the Year by WaterSense. President and COO of Kohler Co., **David Kohler**, expressed appreciation for being chosen for this award.

The Green Products column highlighted **Bradley Corporation's** Terreon recycled solid surface institutional lav and **Moen Incorporated's** Envi Eco-Performance showerhead.

**Caroma's** Colonial round-front high efficiency toilet with two-button flush was featured in the Products section of the magazine.

*(Contractor, November 2009)*

The Product News section of the magazine featured **Moen Incorporated's** Commercial Division's FreeHand™ high efficiency flush valves, **Gerber Plumbing Fixtures'** Wicker Park™ bathroom suite and **Sloan Valve Company's** high-efficiency, single flush toilets.

Bradley Corporation conducted an on-line Healthy Hand Washing survey that asked 1,020 American adults about their hand washing habits. With concerns *(continued on page 9)*



## PMI Members in the News

(continued from previous page)

about the spread of the H1N1 virus, **Jon Domnisse**, director of marketing and product development for Bradley Corporation, expressed surprise at the fact that only 54% of those surveyed said that they "wash their hands no more or less frequently" in public restrooms due to the presence of the virus. Proper hand washing with soap is still the best defense against the spread of Influenza A viruses. The survey revealed that while 87% of participants did wash their hands after using a public restroom, 55% said they occasionally just rinsed without using soap.

(*The Wholesaler*, November 2009)

"Newsbriefs" reports that **Dornbracht's** full catalog of products now meets the California lead regulations going into effect on January 1, 2010.

**Claude Theisen**, president of T & S Brass and Bronzeworks, Inc., reported that the company's Shanghai location will now become their sales headquarters and customer service center for China. **Keith Lyerly** will operate as general manager for the facility.

Two PMI member companies were up-front and center in the article, "Water-Saving Toilets. How Low Can They Go?" **Mike Friedberger**, product manager of chinaware for American Standard Brands, points out how their Cadet 3 Flowise and H2Option toilets were designed to conserve water without creating a performance problem. These toilets are WaterSense certified. **Derek Kirkpatrick**, North American general manager for Caroma USA Inc. noted that their water saving technology stemmed from a government mandate for saving water in Australia in the 1980s. As Caroma's products came to North America, they have introduced the Profile Smart that is not only a water saving toilet, but it provides a hand washing basin in the top of the tank. **Cathy McFadden**, marketing spokesperson for Caroma points out that the Profile Smart has become quite popular for smaller bathrooms with its space-saving attributes.

The Product & Literature Showcase featured **Viega's** Zero Lead™ Fittings and **BrassCraft's** 100% Compliant Plumbing Products.

(*Reeves Journal*, November 2009)

**Kristin Meyers** has been named associate product manager for Moen Commercial.

**Elkay Manufacturing Company** has acquired Spokane Stainless Products, a fabricator and importer of stainless steel commercial kitchen products.

[www.HawsCloseouts.com](http://www.HawsCloseouts.com) is **Haws Corporation's** new discount product website, offering drinking fountains, eye wash stations and other products that have been returned, or are slightly damaged at a discounted price.

**Elkay Manufacturing Company's** Technology Center (ETC) was featured as a 2009 Case History. The article highlighted the state-of-the-art tooling that goes into the production of custom sinks, water coolers and fountains, such as the equipment installed in the new TCF Bank University of Minnesota Stadium.

**BrassCraft Manufacturing Company's** concentration on quality and innovation was the subject of their 2009 Case History. Citing the Safety + PLUS® Excess Flow Valve and Gas Connectors as examples of innovative, durable and safe designs, BrassCraft admits to being "obsessed" with the quality of its products.

(*Supply House Times*, November 2009)

**Sloan Valve Company's** Flushmate® pressure-assist flushing system was featured in the Information Showcase.

**Moen Incorporated's** Ultra-Low-Flow Showerheads from its Commercial Division and **Caroma's** Liano bathroom lavs were highlighted in the Products & Literature section of the magazine.

(*Plumbing & Mechanical*, November 2009)

In observance of Georgia's Sales Tax Free Holiday for the purchase of WaterSense and ENERGYSTAR labeled products, TOTO USA refit the home of Decatur, GA resident, Beunice Hester, with high-efficiency, water and energy saving plumbing products. Manager of Public Relations for TOTO USA, **Leonora Campos**, explained that more than 42 million homes in the U.S. were built before modern plumbing codes existed. Upgrades, such as those in Mrs. Hester's home will help keep energy costs down, as well as conserve water and other natural resources.

Luxury has hit a new zenith at the Halekulani Hotel in Oahu, HI. The hotel's elegant Orchid Suite has been fitted with TOTO USA's high-end, high-tech luxury NEOREST bath collection. TOTO USA spokesperson, **Leonora Campos**, explained that NEOREST means "new rest" and completely harmonizes with the refined wellness ambiance that the Orchid Suite resonates.

(*TOTO press release*, October 9, 2009)

**American Standard's** Town Square Flowise high efficiency toilet and **Moen Incorporated's** eco-performance Rainshower showerhead were both featured in the Green Products column of the magazine.

**Fisher Manufacturing's** half-inch faucet, **Hansgrohe's** Massaud freestanding bathtub, **Kohler Co's** Kelston bath faucet and **KWC America's** Ono Highlex faucet were highlighted in the Products section of the magazine.

(*Contractor*, October 2009)

# Meet Klaus Fromme, PMI Technical Committee Co-Chair

By: Amy Berg-Ferguson, Association Manager

He is a ubiquitous presence at PMI meetings. He is the man with the booming laugh and the sparkle in his eyes. He is **Klaus Fromme**, director, corporate manufacturing services for Bradley Corporation and PMI's Technical Standing Committee co-chair.



Klaus Fromme addresses the Mardi Gras Society.

Klaus has been involved with PMI for the last five years. "**Barbara Higgins**, PMI executive director, chased us down, and that's when I began my relationship with PMI," he said.

Klaus was born in Braunlage, Germany, in the central area of the country. He was raised in Einbeck, Germany, in the State of Niedersachsen in Lower Saxony. After completing secondary school, Klaus served a three-year internship as a Mechanical Designer at the Heidemann Werke, Germany's largest manufacturer of bicycles at that time. He attended the Trade and Technical College in Einbeck, graduated in April of 1961 and took the state exam as a designer for machine and tool die and design. "I passed the exam and I kept on with my employment at the bicycle manufacturer as a designer until I immigrated to the U.S."

"I immigrated to the United States in October of 1961. I started my employment as a machinist and welder at All State Industrial Crane to help develop my English language skills. My skills must have improved. I was transferred to the engineering department to work as a junior product designer," he stated.

In 1963, it was back to Germany for Klaus, but this time, it was with the U.S. Army, "I served for three years in

Germany as division interpreter for the commanding general and worked closely with the German Army as information officer and maneuver damage control liaison. I left active duty in 1967, but I continued in the active reserve in Wisconsin and Colorado until 1978," he said.

Klaus married his wife, **Barbara**, in 1965 and he is the proud father of a son and a daughter, as well as the proud grandfather to his granddaughter. Although he says there isn't one person in particular that he considers the most influential person in his life, he says he has a great fondness for, "The various people I had contact with in my professional and personal life and the people I've gotten to know



Klaus and his wife, Barbara.

through the social organizations I am active in or have been active in for many years." Klaus could almost be considered a one-man ambassador for the Milwaukee area. He is involved in several social organizations, including the German Mardi Gras Society, where he received a congratulatory letter from German Chancellor **Helmut Kohl** for his work with the organization, and the United Ethnic Festival Board of Milwaukee. He sits on the board of the Milwaukee World Festival, also known as Summerfest, the world's largest music festival. He is also a member of the Hessen Partnership Committee of Wisconsin, the Milwaukee Elks Lodge #46 and the Deutscher Ritterorden Organization.

It is his work with the Milwaukee Germanfest for which Klaus might be best known. He has been active with the festival since it started in 1981. "I

have been a member of the Executive Board for the past 25 years and I was elected president in 2005. I had the honor of being invited to serve as interpreter during the visit of Chancellor Kohl and President **Bill Clinton** during their state visit to Milwaukee in May of 1996," he added



Visiting entertainers from Europe, Alpen Trio Tirol and Klaus Fromme at German Fest.

proudly. German Fest will be celebrating its 30th anniversary in July of 2010. "Don't miss it!" he advises.

Another proud moment for Klaus came in April 2004, when he was presented with the Federal Republic of Germany Friendship Award for his community and technical activities.

With all of his social work, Klaus is still able to contribute his time to PMI. He says that Bradley became a member to network with fellow plumbing industry professionals. "PMI is the main source of new and revised plumbing standards, developed by the various standards development organizations (SDO's) in the field of plumbing. PMI also represents the plumbing industry through their lobbying efforts on the local, state and federal level. We also appreciate that PMI staff keeps track of any new directives and regulations affecting the plumbing industry," he said.

Unfortunately for PMI, Klaus will be retiring from Bradley at the end of March 2010. He will stay on with the organization to help with national and international standards activity. We hate to see him go, but we appreciate the service he has provided to PMI, as well as to his community.

Thanks, Klaus!

# SafePlumbing, PMI and Member News Delivered Directly to Your Desktop

By: Heather West, Heather West Public Relations

PMI posts weekly updates to the News section of SafePlumbing.org. Visitors are encouraged to check back frequently for summaries of recent articles, research, online tools, videos, news releases and fact sheets. Using the links on the left side of the web page, readers can jump to specific categories for news about clean water, water efficiency, health and safety or industry news and events.

Visitors who have an RSS reader are invited to subscribe to the SafePlumbing newsfeed by clicking on the icon at the address bar of the Web browser. RSS is an acronym for Real Simple Syndication. It is an XML document that contains the news headlines, summaries and links and updates the subscriber with new posts and unread information.

An RSS reader such as Google Reader, <http://www.google.com/reader>, is needed to subscribe and read RSS feeds. Many of these readers are free for download. Some RSS readers allow the user to set the frequency for alerting them to new content; others update daily or as it happens. Some provide customization that integrates with e-mail and mobile devices.

RSS subscribers to SafePlumbing, also receive news releases sourced from PMIhome's online Press Room. Enhancements and expansions to the Press Room are underway.

PMI has launched and is promoting a Member News section, which also is available via RSS subscription and directly accessible at [www.pmihome.org/member-news](http://www.pmihome.org/member-news).

PMI's online Member News is a value-added service for members to share information about their products, people, events and other activities in the industry. Members can submit their news items using the contact link at the top of the Web page, or directly e-mail [pminews@heatherwestpr.com](mailto:pminews@heatherwestpr.com). Photos, videos and supporting documents are also welcome. Please limit attachments up to 10MGs or embed a hyperlink for download. To discuss additional options, please use the contact form or e-mail address.



Heather West

## Just For Members! Check Out What's on the "Member's Only" Site

By: Lori Palcheck, Member Services Manager



Lori Palcheck

Have you heard about Members Only on the PMI Website? No, it is not the place to purchase those sporty jackets of the 80's with the Members Only logo over the pocket. Then what is it, you may be wondering? And how can I be a part of it? It is the section of the PMI website where pertinent and valuable information for PMI members can be found. Current legislation updates from PMI lobbyists, PMI meeting presentations and minutes, PMI news, codes and standards, as well as the PMI membership directory can be found here. (See right for a complete listing of links in the Member's Only section.) This section is an exclusive benefit of PMI members, is not made available to the general public and is password protected. If your company is a member

and pays dues to PMI, you can be activated and enter Members Only.

Here is a list of the links on the Members Only page:

- Legislative Updates from California, Massachusetts and Texas*
- Certification and Conformity*
- Assessment Information*
- Codes and Standards*
- Fair Trade Issues*
- Federal and Regulations Programs*
- Greenbuilding, Sustainability and Water Efficiency*
- Industry Newsletters*
- Legislative and Regulatory Tracking*
- Public Comments, Proposals and Reporting*
- Technical Topic Information*
- PMI Committee Chair Listings*
- PMI Forms and Presentations*
- PMI Membership Directory*
- PMI News Archive*
- PMI Policies*
- PMI Semi-Annual Meetings*
- PMI Task and Working Groups*
- PMI Tech Talk Archive*

Take a look at these links in the Members Only section of the PMI

website at [www.pmihome.org](http://www.pmihome.org). Log in using your username and password. Let us know what you think. We welcome your feedback on what you find useful, not so useful and what you, as members, would like to see included on this page.

Please check out the PMI member directory. This directory includes company contact information, as well as the primary contacts of the members. In mid to late January, the process of updating the directory will begin. An email will be sent to primary contacts to make any updates and changes to the company directory page. Although we welcome any changes at anytime this, is a good time to update your page. Valuable and pertinent information is available to members on our website; you should be taking advantage of it. It's easy.

Get your username and password and take a look inside. For more information, please contact Lori Palcheck at 847-481-5500 x 108 or email: [lpalcheck@pmihome.org](mailto:lpalcheck@pmihome.org).

## Global Body Promotes Plumbing

(continued from page 3)

of WPC. We are, however, conscious that there are many gaps in WPC's reach and it is one of our goals to extend the coverage of our organization. In this respect, to see South Korea and Spain being added to the list of countries in which WPC has members.

### *WPC Scholarship for Lecturers and Trainers*

For a number of years, WPC has awarded a scholarship (currently worth US \$10,000) to a plumbing lecturer or trainer to enable them to visit another country to examine plumbing practices and, in particular, training practices. To date, the recipients have come from Ireland, USA, Solomon Islands, Australia, India and Denmark and countries visited include USA, UK, Australia and Denmark. The most recent recipient,

**Benny Wielandt**, a teacher from Denmark, has just returned from a visit to Thailand and his initial report will be available to WPC members at their meeting in South Africa on 22-23 October 2009. The terms of the scholarship are currently under review in an attempt to ensure that through it, real differences can be made to plumbing training, both in the country of the recipient and indeed in other countries.

### *World Plumbing Day - 11 March*

There are international or world days for all sorts of things (including refugees, women and books) and I am delighted to announce that WPC is to establish World Plumbing Day. We have chosen 11 March as the "Day," partly because there are no other international causes celebrated then, and the first "Day" will be on 11 March 2010.

We see the "Day" as a chance to promote plumbing and particularly its health and environmental links. All members of WPC will be encouraged to get involved to raise awareness and grab media attention in their countries and their areas of influence. We will be developing a theme and some ideas for activities when we meet in South Africa and will then issue guidelines to our members. I hope that PMI and its member organizations will do something to celebrate World Plumbing Day in 2010 and every year thereafter. And finally...

Although pretty well everyone involved in plumbing has been affected by the extraordinary global financial and trading problems of the last year, there is and always will be a need for professional plumbing products and practices. We work in an exciting and important industry and it is my hope that WPC will continue to play its part along with active support from our members to ensure that more and more people know and understand the relevance of the industry.

## Holiday Cheer!



PMI hosted a holiday lunch on December 16th. Attending the lunch (from left), Amy Berg-Ferguson, Dick Emerick, (PMI consultant), Victor Kelly, (PMI consultant), Barbara Higgens, Lori Palcheck, Trey Higgens, Diane Turuc and Chuck Wodrich, (PMI consultant).

## Congratulations to Tim Kilbane

Congratulations to **Tim Kilbane**, national sales manager for Symmons Industries. Tim has been appointed to serve on the ASSE/PMI Liaison Committee. This committee will offer assistance and help maintain and work to expand a constructive relationship between the two organizations. "I am honored that the committee would consider me for this position," Tim said.

## 2010 PMI LEADERSHIP

### Executive Committee

**Lee Mercer**, Moen Incorporated  
President

**William Ball**, WCM Industries  
First Vice President

**Jack Krecek**, Elkay Manufacturing Co.  
Second Vice President

**Stewart Yang**, Kohler Co.  
Treasurer

**Walt Strader, Price Pfister (Ret.)**  
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)

**Casey Hayes**, Haws Corporation.  
(1/10-12/13)

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

**John Watson**, Sloan Valve Company  
(1/10-12/13)

**Fernando Fernandez**, TOTO USA  
(1/10-12/11)

### PMI STAFF:

**Barbara C. Higgens**  
Executive Director

**Amy Berg-Ferguson**  
Association  
Manager

**Lori Palcheck**  
Member Services  
Manager

**Diane Turuc**  
Administrative  
Assistant

**Norm Kummerlen**  
Interim Technical Support  
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