

## New name. New logo. New look. New meeting format! For PMI – 2011 is indeed a NEW year!

By: Jack Krecek, PMI President and Vice President and General Manager-Commercial Business Unit,  
Elkay Manufacturing Company



Jack Krecek

As the recent economic events taught us, individuals, corporations and even trade associations must adapt to survive and prosper. Challenges have presented themselves from many directions and especially during the last half of 2010, where we experienced an amazing amount of pending regulation and legislation. As a trade association in an industry beleaguered by a difficult economy, PMI has found itself in the eye of a major storm.

And speaking of storms, our 2011 Spring Conference will be set in New Orleans, Louisiana and some of the programming will focus on Hurricane Katrina's impact on the community. The meeting will feature dual tracks which will cover multiple functional areas with an eye toward delivering greater value to our member companies.

Some topics, of course, are universal in appeal and those sessions will continue to meet in the general membership format. (See the information on pages 6-7 of this issue of PMI News.) Based on input from members, the meetings will be focused on strategy development and execution rather than business issue summaries and status reports. You will find the same great content that you have come to expect from PMI, but driven more proactively than ever before. Join us as we tackle industry issues and set the direction for the future of our industry. The Board of Directors expects greater participation and will actively seek your feedback on this new meeting format. A continuous improvement philosophy will drive PMI forward.

It is with that spirit in mind, that PMI leadership has been working for a number of years to develop an updated new look and feel for the PMI brand. Keeping the well-known acronym "PMI," the word "Institute" has been replaced by "Interna-

tional." The move was made to update our brand to better reflect a global perspective. The name was previously changed in 1975 from Plumbing Brass Institute, a name dating back to the 1960's, to expand the scope beyond brass fittings. As PMI expands its global outreach the time has come to change the name once again to better reflect our vision and mission.

Join us as we tackle industry issues and set the direction for the future of our industry.

With the suggestion for a new name came the suggestion to update our "look" as well. The previous logo was created and adopted in 1998 with the emergence of the reorganized PMI. The PMI of

today bears little resemblance to the PMI of the 1960's, 70's, 80's and even 90's. We have gone from reactive to proactive, from exclusive to inclusive, and from strictly technically focused to more universal in value. PMI is a vibrant and evolving organization and we look to our members to keep it strong. See you in New Orleans!

## INSIDE

First Impressions are Important . . . . .	2
Building Green - Saving Green . . . . .	3
Reduction in Lead Bill Signed . . . . .	5
Spring Meeting in New Orleans . . . . .	6
PERC Signs Historic Memorandum . . . . .	8
ICC Expanding its Wings . . . . .	9
PMI California Legislative Issues . . . . .	10
PMI Hosts Advocacy Webinar . . . . .	11

# First Impressions are Important...and Lasting!

By: **Barbara C. Higgins, Executive Director**



*Barbara Higgins*

Institute?

International!

It's a widely embraced notion that there is only one chance to make a first impression. When contacted by the search firm over a decade ago, I remember that my reaction to PMI's name was not positive. I'd been in manufacturing all of my working life so there was no problem with PMI's middle name. Though perhaps not as glamorous-sounding as the rock and roll world I was considering leaving, I was okay with "plumbing." (Switchcraft®, at that time a division of Raytheon, is known for producing the top quality guitar plugs and microphone connectors traditionally preferred by musicians. Tough to reconcile a how a defense contractor landed in the music business, some folks actually thought the owner's name was "Ray Theon," but that is another story.)

So, I was fine with aligning myself with "Plumbing Manufacturers." It was that last word — Institute — that concerned me. The word conjured up an image of stuffy old, pipe-smoking eggheads in cardigan sweaters spending their time thinking as opposed to doing, in a theoretical world. Is that where I wanted to be? I was not so sure.

Years into my role with PMI, that word came back to haunt again. Among our initiatives is to reach out to young

people to attract them to our industry; we are proactively introducing legislation to put the industry in charge of product development; we are increasing our global presence; we are embarking on exiting initiatives and adding talented members to our team. The word "Institute" had to go! The best public relations effort does not attempt to change an image but instead better reflect the image that is. PMI was ripe for change then with unlimited potential for growth and influence that continues today. The name was an obstacle to creating a broad understanding of our mission and goals. It was a disservice to the association.

Renaming the organization became one of my goals. Informal research indicated that the "PMI" acronym was well known so it was important to keep that. And then it struck me... with our global outreach, the word "Institute" could and should be replaced with the word "International." With a new name, we needed to update our look to better reflect the dynamic nature of our initiative. You likely know the story from here: concepts were solicited from

a design agency with underwhelming results. At the suggestion of Board member **Stephanie Leonardos**, students of graphic design at Kendall College were challenged with the project to update our look. Several interesting designs emerged but there was no decisive "winner." The project was turned over to another design firm and a freelance designer. Response to the freelancer's design was immediately positive and the design was selected.

The bylaws change to rename our association as Plumbing Manufacturers International was officially approved by the membership at the Fall 2010 General Meeting. Now that we have launched the new website, the official roll out has begun! We will provide more details at the Spring 2011 Meeting in New Orleans. Our year-long launch will culminate in October at the Greenbuild show in Toronto, Canada.

Join us as we open a new chapter of PMI. With the passage and signing of the national lead bill in January, we are off to an exciting start!

## Introducing ... PMI This Week

As we always say, PMI is your organization. We look to you for your input and suggestions. And, we listen and respond.

PMI staff is aware of and sensitive to the flood of e-mails coming to you from this office. The good news is that PMI is working for you. The "bad" news is that important information may sometimes get lost in the avalanche.

"PMI This Week" is an e-newsletter designed to address that issue by providing weekly summaries of important items with a link to the complete details. Legislative, technical and general information will be collected during the week and sent to you

each Wednesday. Of course, urgent or time-sensitive information will be sent as quickly and frequently as needed to keep you in the loop.

As always, we welcome your feedback. We hope that you will work with us and give us some time to get this communication up and running. Not on the mailing list? Call PMI staff today!

*Barbara C. Higgins,*  
Executive Director

*PMI This Week* is compiled by Heather West of Heather West Public Relations, Inc., 612-724-8760.

# Building Green Means Saving Green

**By Charles Hernandez, Technical Specialist**

At the Greenbuild Expo, recently held in Chicago, I had the opportunity to visit many of the different vendors that provide systems and devices for metering of gas, electric and water in buildings. I was amazed at the number of manufacturers and installers of these devices who have, for good reason, jumped in on this opportunity. It means turning a facility “green” as in dollars savings to the building owner. Building owners in the past have operated their facilities as a liability instead of an asset, by offsetting maintenance and operating costs with higher rents and fees to the occupants.

Building green facilities and implementing green technology is fast becoming a standard. We are seeing the proliferation of Energy Service Companies (ESCO’s) which guarantee energy savings over a specific period of time and result in a payback from making initial investments in facility operations and or building system improvements.

The concept is simple; you enter into an agreement with an energy service company (ESCO) or a mechanical or electrical contractor that can perform this type of work. The ESCO will identify and evaluate facility improvement measures (FIM’s), energy-saving opportunities and will recommend improvements, which will be paid for through savings. The ESCO will guarantee that savings will meet the annual payments to cover the project costs, usually over a contract term of three to 10 years. If savings don’t materialize, the ESCO pays the difference.

This makes a lot of sense to the building owner and it begins the process of educating and fostering a relationship of energy conservancy as well as building a sustainable and profitable business relationship for the ESCO. This concept is now catching up to the potable water side of building systems as the cost of obtaining and distributing water is

rising faster than rates that are being charged to deliver it to the end-user.

Metering, sub-metering and the associated costs of installing these meters is not expensive with a building automation and control network also known as BACnet. BACnet is a data communications protocol for building automation and control networks, adopted as a standard by American National Standards Institute (ANSI) and the American Society of Heating and Refrigeration and Air Conditioning Engineers (ASHRAE).

BACnet protocol was designed in the late 1980’s to allow for communication of building automation and control systems for controlling of heating, air-conditioning, lighting, security and fire detection systems. This type of system is typically sold and bundled with the mechanical and/or electrical contractor, installed by a controls contractor or a building controls company. Its primary function was to turn these systems on and off at preset times and for fire and security systems, performing a monitoring and alarm function.

By gathering data information and analyzing it, it is possible to determine where energy consumption or waste is going. Any item that uses or consumes fluids, gases or electricity can be measured and recorded. In a BACnet system, these data gathering points are known as objects. Imagine someone inside a large public restroom counting how many times a toilet is flushed and when it is flushed. You can do the math and know exactly how much water is going down the drain. From this data, a baseline can be established to monitor and improve water efficiency of that specific system.

Measuring the amount of water used is crucial in a mechanical system, primarily those that utilize potable make-up water, as in an evaporative cooling tower. Monitoring these types of systems for

excess water usage not only helps conserve water but also helps in achieving higher operating efficiency which results in more dollars saved. The concept is now being applied to potable water systems for public uses. In an older building this can be very useful in determining water waste and usage.



*Charles Hernandez*

Newer buildings are constructed with BACnet protocol systems, so adding devices for monitoring and measuring is easily performed. However in older buildings, many stand alone or independent systems may exist. The challenge lies with convincing the building owner to install a system that can tie in all the items that one would like to control or monitor. Ironically, older buildings benefit from retrofitting to a BACnet system more than a newer one. Since they tend to have more mechanical and electrical system and building deficiencies, which create higher operating and maintenance cost. Add in poor water efficiency from outdated fixtures and fittings and you have benchmarked an underperforming facility.

Building a LEED rated facility and maintaining it to LEED operations and maintenance standards presents two different challenges: prescriptive and performance based. The building owner needs to perform the latter to know if the former requirement has been met. LEED for Operations and Maintenance defines the requirements for metering systems and if installed and utilized by a properly trained building manager the building owner can see the green as in dollars saved by lower operating costs.

# Rob Zimmerman is Someone You Should Know

By Amy Berg-Ferguson, Association Manager

Surprisingly, **Rob Zimmerman** of Kohler Co. doesn't think he really has a "secret" to success, but he believes, "Thorough preparation, combined with a positive outlook really goes a long way to making one successful. I also think it's important to take time afterwards to learn from success and failures."



*The Zimmerman Family: Rob, Madalina, Alexandru and wife Karen*

Secret to success or no, Rob has played an integral role in PMI, serving as the co-chair of the Water Efficiency and Sustainability Committee since Fall 2008. In addition to his work on the committee, Rob has been a passionate voice in PMI, "I've worked with PMI on legislative issues, including California's high efficiency toilet legislation and the Department of Energy's pending reinterpretation of EPAAct 92's definition of showerheads. I have also worked in enhancing relationships between PMI and other organizations, particularly the Alliance for Water Efficiency," he stated.

Rob has been with Kohler Co. for five years and this is the first company he has worked for in the plumbing business. "Prior to Kohler, I spent my entire career in sales and technical support in the specialty chemical business, most recently as a senior account manager for Ecolab, Inc.," he said. Rob holds the title of Manager – Engineering, Water Conservation and Sustainability.

When asked why Kohler is a member of PMI, he said, "Kohler Co. has been

a long-time member of PMI. We think it's very important to have an organization that can address issues that affect the entire industry and can advocate for our industry publicly." Rob then added, "It's also important that members have a forum to share ideas about how to move the entire industry forward."

However, there is more to Rob than Kohler Co. and PMI; he is a devoted family man. Rob and his wife **Karen** have been married for 23 years and are parents to **Madalina**, 16 and **Alexandru**, 15. Together, they call Wauwatosa, Wisconsin home.



*Waterskiing is another of Rob's talents*

Rob has several hobbies he enjoys and considers himself an amateur astronomer, "I have a small 4" telescope that I take with me on vacations in 'dark sky' areas," he said excitedly. "I always want to have a book to read, a real book, not a Kindle. I've been active in my church, serving on its Board of Trustees, which included a year as president of the congregation. Our family traveled with other church members to Nicaragua for a week this past summer to build houses. It was a great experience for all of us," he says.

Going for a long walk, working out at the gym or reading newspapers in a comfortable coffee shop are ways Rob loves to relax. He also loves music, "I enjoy blues music, especially live, so I am really looking forward to the Spring Meeting in New Orleans," he said. He also added, "I was a 'band geek' in high school and college. I played trombone

and played wherever I could - marching band, orchestra, jazz band, brass quartets, etc. I loved playing **Duke Ellington**, **Count Basie** and all the other jazz and big band standards."

The most influential person in his life is his wife, Karen. "We've been married a long time and we are blessed to be parents together and we support each other's careers. She's a highly respected school social worker in the Wauwatosa School District," he said proudly. His father was also an important role model, both in his youth and in his adult life. "My dad had a great ability to distill issues down to their essential components and then make a decision on what to do. He was also very outgoing and well-read on a variety of subjects."

Rob does admit he has a couple of pet peeves, simply saying, "Having to sit at red lights when there is no traffic on the other street and children borrowing (and not returning) my things." His personal credo is a quote by Louis Pasteur, "Fortune favors the prepared mind."

Having enjoyed his time and participation in PMI, Rob had this to say about the future of the organization, "I'm interested in meeting colleagues and understanding their perspectives on the issues that affect PMI. I would like to see PMI become much more active in the public space, with a stronger presence in Washington, D.C. We've made a lot of progress in the past few years," he said hopefully.



*Rob hangs ten on vacation*

# Reduction in Lead Bill Signed into Law by President Obama

Plumbing Manufacturers International (formerly Institute) is pleased to announce that the national “Reduction in Lead Bill” was passed on December 17 during the lame duck session and was signed into law by **President Barak Obama** on January 4, 2011.



This bill lowers the national standard for lead in faucets, pipes and pipefittings to 0.25%. The previous national standard was 8%, which the industry considered too high. Many in the plumbing manufacturing industry are already meeting these reduced standards. However, without a uniform national standard, a patchwork of requirements could emerge.

PMI was on top of this legislation from its inception and worked to aggressively lobby members of the Senate to pass the bill through Capitol Hill visits, letters and phone calls to representatives. This bill harmonizes lead standards across the country. These standards were already achieved in California, and in Maryland and Vermont through PMI's active lobbying efforts.

The last few weeks of the lame duck session were truly a roller coaster ride with senators jumping on and off the bill, changing the dynamics hourly.

“This is an exciting victory, primarily for consumers, and also for the plumbing manufacturing industry, as well as

for wholesalers, retailers, contractors and others involved with the production, distribution, sales and installation of these products,” said PMI Executive Director, **Barbara Higgens**.

“PMI's effort and the effort of our Washington, D.C. lobbying team of **Diana Waterman** and **Stephanie Salmon** exemplify the purpose and value of our association as well as our collective strength in numbers.” PMI Board members, staff and member company lobbyists joined forces to make Hill visits and build coalitions to ensure passage of the bill.

Ms. Higgens added, “There is widespread support within the industry for this legislation, including the members of PMI, which make up

95% of the small, medium and large plumbing manufacturers.”

Heartfelt thanks go out to Kohler, Moen and MASCO for their lobbying efforts and for the personal outreach by **Lee Mercer**, **Craig Selover** and **Jeff Baldwin**. Their efforts helped reach beyond PMI membership to other stakeholders and organizations to get involved in this bill. **Stewart Yang** of Kohler Co. stated, “Clearing the final resistant (legislators) became a personal quest by Diana Waterman. Without her level of commitment, the bill never would have made it through.”

The bill becomes effective January 4, 2014, allowing ample time for manufacturers to comply.

For more information about the “Reduction in Lead Bill,” please contact Barbara Higgens at 847-481-5500.

## Meet the Designer of PMI's New Look

Meet **Maureen Baird** of Maureen Baird Graphic Design. She is responsible for PMI's new look, having designed the logo, newsletter and website. Maureen started her business in 1996. With corporate identity projects as a core strength, her other clients include Illinois Public Health Association, Child Link child welfare agency, the law firm of Mulherin, Rehfeldt & Varchetto and Burgess Square Healthcare & Rehab Centre.



Maureen will join us in New Orleans to help launch the official roll out of our new identity. We hope you will plan to attend and meet her there!

# PMI Spring Meeting Rolls into the Big Easy, March 27-30

Plumbing Manufacturers International will be heading to the Big Easy for the 2011 Spring Meeting. That's right, PMI is taking the Spring Meeting to New Orleans, LA, March 27-30.

We are very excited to announce that PMI will participate in a Habitat for Humanity build project on Saturday, March 26. This is a first come, first served chance to give back to some of the communities that were devastated by Hurricane Katrina. If you wish to participate, we ask that you arrange to arrive in New Orleans no later than March 25, as we will get an early start on Saturday, March 26. Space is limited for this volunteer opportunity. For more information, please see the PMI website or contact **Amy Berg-Ferguson** at 847-481-5500 or [abergferguson@pmihome.org](mailto:abergferguson@pmihome.org).

In keeping with the location of the meeting, this year's theme is "Let the Good Times Roll...Again." The plumbing manufacturing industry has taken such a beating over the last few years,

it is time to look forward to the future and celebrate that the worst is behind us and look towards what is to come.

PMI is breaking from the usual at our semi-annual conferences by offering dual tracks this year, consisting of marketing and technical meetings. Driven by PMI President, **Jack Krecek** and the Board of Directors, this is a huge departure from our usual meeting schedule and we are very excited about the new course of our meetings. We encourage you to make sure an employee from your company with a marketing title attends the Spring Meeting to take full advantage of this new meeting format at a special rate!

Knowing that New Orleans is a food lover's paradise, PMI is taking full advantage of the meeting location by offering a dine-around of great local restaurants on Monday, March 28 in place of a formal dinner. Participants will be given a choice of five restaurants with a set menu. We will limit the number of attendees at each restaurant to keep the conversation

flowing and encourage networking. More information about the restaurants and the menus are available on our website.

After two full days of technical and marketing sessions, meeting attendees will wrap up on Wednesday, March 30 with an offsite trip to the South Broad Street pumping station, the oldest pumping station in the city of New Orleans. Seating is limited to the first 30 registrants. If this excursion appeals to you, please let us know as soon as possible.

Registration for the meeting, Habitat for Humanity volunteer opportunity, the pump station visit and hotel information is available at [www.pmihome.org](http://www.pmihome.org). Please note that the registration deadline for both the hotel and the meeting is March 4. Seating is limited for both the Habitat for Humanity volunteer opportunity and the South Broad Street pumping station visit.

We'll see you there!

## Let the Good Times Roll...Again!



**New Orleans**  
**March 27-30, 2011**

# PMI Exhibits at the 2010 Greenbuild Show in Chicago

By Amy Berg-Ferguson, Association Manager

PMI exhibited at the Greenbuild Show, held November 16-18 at McCormick Place in Chicago, IL. Staffing the booth this year were **Barbara Higgins**, executive director; **Amy Berg-Ferguson**, association manager; **Charles Hernandez**, technical specialist and **Sue Gillerlain**, a consultant brought in to help with booth duty.

Over 28,000 attendees walked the show floor and attended workshops on subjects such as LEED, affordable housing and a summit on green jobs. PMI Executive Director, Barbara Higgins had this to say about the Greenbuild Show, "Greenbuild provides PMI with a wonderful opportunity for us to demonstrate our commitment to advocating the efficient use of water and to promote the visibility of our educational website [www.safeplumbing.org](http://www.safeplumbing.org). Through Greenbuild, we are able to reach out to an audience that we

normally do not see to spread the good word of all that we are doing in the name of water efficiency."

Several PMI members exhibited at the Greenbuild Show, including American Standard, Bradley Corporation, Caroma, Delta Faucet Company, Elkay Manufacturing Company, Gerber Plumbing Fixtures, Haws Corporation, Kohler Co., Moen Incorporated, NEOPERL, Sloan Valve Company, Speakman Company, T&S Brass and Bronze Works and TOTO USA.

PMI distributed 465 packages of flower seeds to attendees to promote [www.safeplumbing.org](http://www.safeplumbing.org) and offered live demonstration of the website. Booth staff also worked to direct booth traffic to member companies exhibiting at the show.

PMI is looking forward to the 2011 Greenbuild Show, being held October



*Amy Berg-Ferguson, Charles Hernandez and Sue Gillerlain in the PMI booth at the Greenbuild Show. Barb Higgins is behind the camera,*

4-6 in Toronto, Canada, when it will officially roll out the new Plumbing Manufacturers International logo identity.

## Registration Information for PMI Spring Meeting Attendees

PMI members and spouses are encouraged to attend the Spring Meeting.

### "Discovery Rate" for First Time Attendees

Prospective member manufacturing companies are welcome to attend the meeting at the "Discovery Rate" (some restrictions may apply). Registration fees cover the costs of all meeting materials, receptions, group food functions at the hotel and the offsite dine-around.

If you are a first time attendee with a Marketing title, you are also entitled to attend the meeting at our "Discovery Rate" of \$925.

### Members Only! 3+ Member Discount

If three or more representatives from

your company attend the 2011 Spring Meeting, your company is entitled to a discounted fee. The third-plus representative from a member company uses the 3+ Member Registration fee.

### Airport Transportation Options

The Hotel Monteleone does NOT offer transportation to and from the airport. Your best option for airport transportation is Airport Shuttle. This service is available at the airport with no reservation necessary. Simply visit their booth in the baggage area to purchase your ticket. Roundtrip fare is \$38.00 and one way fare is \$20.00.

### Special Needs

Please contact a PMI staff member if you have any dietary restrictions or other special needs in order to participate in the PMI Spring Meeting.

Please note: PMI meetings are non-smoking events.

### PMI Registration Fee Schedule

PMI Member: \$1,075

First Time Marketing Attendees and Prospective Member Attendees: "Discovery Rate": \$925

PMI 3+ Member: \$925 (If you are the third or more registrant from your company)

Spouse: \$250

**Meeting and hotel registration deadline is March 4.**

**Visit [www.pmihome.org](http://www.pmihome.org) for information and registration.**

# PERC Signs Historic Memorandum of Understanding

The Plumbing Efficiency Research Coalition (PERC) and the Australasian Scientific Review of Reduction of Flows on Plumbing and Drainage Systems (ASFlow) Committee will sign an historic Memorandum of Understanding (MoU) at the U.S. Environmental Protection Agency (EPA) headquarters in Washington, D.C. Both organizations are working on research programs that seek to investigate the impact of reduced water flows in sanitary drainage systems resulting from reductions in water use from plumbing fixtures and fittings, appliances and commercial and institutional equipment.

The need to conduct this research is profound. Many plumbing experts are concerned that we are at or approaching a “tipping point” where a significant number of sanitary waste systems will be adversely affected by drainline transport problems, especially in larger commercial systems that have long horizontal drain lines to the sewer. In fact, the U.S. EPA’s WaterSense™ incentive labeling program is holding off developing a specification for High Efficiency Commercial Toilets pending research in the area of drainline transport.

The MoU details several areas of collaboration to ensure that research efforts are not duplicated and that information and research results are shared between the two organizations. In addition, the MoU calls for both organizations to interact internationally with standards developing organizations and other researchers for the betterment of global water efficiency efforts.

Signing the MoU for ASFlow will be **Jeffrey Clark** of the South Australian Water Corporation and chair of the ASFlow Committee, and for PERC, **Peter DeMarco** of the International Association of Plumbing and Mechanical Officials (IAPMO), chair of the PERC Technical Committee.

“This is the first MoU that we are aware of that calls for international collaboration on water efficiency research efforts,” says DeMarco. “We can learn a great deal from our interactions with ASFlow and being able to develop our efforts. Building upon their knowledge and experience will be extremely important for PERC.”

PERC has recently developed a low-cost work plan for investigating reduced

flows in drainage systems, with input from ASFlow, and is seeking funding to conduct their research program. PERC is hopeful that their program will receive funding and that work will commence in 2011.

**Stephanie Salmon** of Waterman & Associates, PMI’s federal lobbying group, attended the signing and delivered the following comments on behalf of Executive Director, **Barbara C. Higgins**, “Executive Director, Barbara Higgins sent both her regrets for not being able to attend today, as well as her greetings on behalf of the Board of Directors and membership of Plumbing Manufacturers International (formerly Institute).”

In Ms. Higgins’ words, “PMI is proud to be part of this important cooperative effort. Manufacturers have a great stake in producing products that meet the performance demands of consumers while also using water efficiently. The important work to be done through this agreement will quantify the efficacy of our products, putting to rest once and for all lingering performance concerns from a generation ago. Thank you to all who helped to make the dream of this research, a reality.”

## About PERC:

The Plumbing Efficiency Research Coalition is a collaborative effort between the Alliance for Water Efficiency (AWE), The International Association of Plumbing and Mechanical Officials (IAPMO), the International Code Council (ICC), the Plumbing – Heating – Cooling Contractors – National Association (PHCC), and the Plumbing Manufacturers International (PMI). PERC was formed as a mechanism to support voluntary participation on plumbing related research projects that pertain to water efficiency.





# Tom Liebhardt Named Member Services Committee Co-Chair

Plumbing Manufacturers International (formerly "Institute") President **Lee Mercer** of Moen Incorporated has made his selection for a new Co-Chair to help lead PMI's Member Services Committee. **Tom Liebhardt** of Moen Incorporated will serve alongside existing Co-Chair, **Rick Reles**, vice president, kitchens, cast iron and corporate accounts worldwide for Kohler Co.

Mr. Liebhardt has held the position of senior director of marketing – wholesale for Moen Incorporated for three years. He directs a department of

people responsible for product management, channel marketing, marketing communications, public relations and brand management. He has been with Moen for five years.

While effective immediately, the three-year term for this position officially begins with the 2011 PMI Spring Meeting, being held March 27-30 at the Hotel Monteleone in New Orleans, LA. Mr. Mercer's decision to appoint Mr. Liebhardt was based upon PMI meeting attendance, leadership, expertise and an overall commitment to PMI.

PMI congratulates Mr. Liebhardt and thanks all those who submitted their names for the available position.



## ICC-ES Plumbing, Mechanical, Gas and SAVE (Sustainable Attribute Verification Evaluation) Expanding its Wings

*By Shahin Moinian, Executive Director, ICC -ES Certification Programs*

ICC-ES has been evaluating Plumbing, Mechanical and Gas products for decades. The types of products evaluated by ICC-ES have traditionally been of the innovative type. Such products normally do not have national standards; therefore, an Acceptance Criteria is created for them.

Over the past few years, ICC-ES Plumbing, Mechanical and Gas (PMG) has been concentrating more on certifying regular products to North American standards, without having to write acceptance criteria for them. In order to even better serve its clients, ICC-ES has initiated a very robust system to help clients introduce their product to market in the fastest way possible. Moreover, two new programs have been introduced for the PMI members to take advantage of:

1. ICC-ES PMG has launched a new program for faucets and supply stop manufacturers. This program is intended to streamline and simplify the certifica-

tion process by offering manufacturers an opportunity to transfer their listings from other certification bodies. Under this program, ICC-ES PMG will certify such products to the requirements of relevant ASME A112.18.1/CSA B125.1, ASME A112.18.6/CSA B125.6, and the UPC, IPC, and IRC codes and offer an AB 1953, NSF 61, Annex G, other states' lead plumbing law certification and WaterSense files for FREE.

---

**“two new programs have been introduced for the PMI members to take advantage of”**

---

2. ICC-ES PMG has launched a new program for toilet and urinal manufacturers. This program is also intended to streamline and simplify the certification process by offering manufacturers an opportunity to transfer their listings from other certification bodies. Under this program, ICC-ES PMG will certify

such products to the requirements of relevant ASME A112.19.2/CSA B45.1, and the UPC, IPC, and IRC codes under one file for one annual fee and offer a WaterSense certification file for FREE. This opportunity is offered to manufacturers until the end of April 2011.

ICC-ES PMG program has also started to certify products in accordance to the requirements of International Green Construction Code (IGCC).

ICC-ES is accredited by American National Standards Institute (ANSI) to certify plumbing products. ICC-ES PMG mark of conformity is accepted by the thousands of ICC member building officials and plumbing officials throughout North America.

For more information regarding any ICC-ES programs, please call Shahin Moinian at 1-800-423-6587 or visit us at [www.icc-es.org](http://www.icc-es.org).

# California Legislative Issues Update

By Jerry Desmond, Jr., PMI California Legislative Advocate



*Jerry Desmond, Jr.*

As this article goes to press, California has elected Jerry Brown to his third term as Governor. In addition, the state has elected a new Lieutenant Governor, Insurance Commissioner, Attorney General, and State Superintendent of Public Instruction.

Elections were held for one-half of the 40 Senate seats and all of the 80 seats in the Assembly. The state's term limits have brought new office-holders to eight Senate seats and 18 Assembly seats. A continuing budget deficit, perhaps reaching \$20 billion next year, presents an early and difficult challenge and the new Governor has proposed a budget with drastic program cuts.

This article is the second half of a two-part article regarding legislative activities in California in 2010. The first half of the article is available in the November/December issue of *PMI News*.

## **Water Efficiency Compliance**

### **SB 518 [Lowenthal] – Graywater**

PMI supported this legislation to require the California Building Standards Commission to adopt nonresidential building standards for graywater systems for indoor and outdoor use. The Governor signed the bill into law.

### **AB 1975 [Fong] – Meters**

PMI adopted a neutral position on this bill to require the Department of Housing and Community Development to adopt building standards requiring the installation of individual water meters or submeters in newly-constructed, multi-unit residential buildings. The bill was opposed by the building industry and did not pass.

## **California Energy Commission – HET/HEU Reporting Form**

The Commission approved the draft reporting form PMI prepared to assist manufacturers and the agencies as the manufacturers report on their HETs-HEUs in order to comply with California's Health and Safety Code Section 17921.3.

## **Los Angeles – Draft Plumbing Code Amendments**

The Los Angeles Department of Building and Safety [LADBS] has prepared proposed amendments to the city's plumbing code and would like to receive PMI's input. The department plans to move forward with the proposed amendments to the City Council for its approval.

The proposed amendments include:

- Maximum flow rates for showerheads, faucets, water closets and urinals [Section 402.1.1]
- Metered faucet requirements for public restrooms [Section 402.4]
- Compliance with California lead-in-plumbing law [Section 604.10]

Also of potential interest: contractors at the recent LADBS meeting expressed concerns that the department is not allowing them to install non-OEM flushometer valves when they are installing 1.28 gpf toilets. In their view, the manufacturer is just trying to maximize profit. LADBS has stated that, if the manufacturer has a written statement that non-OEM parts invalidate the product warranty, LADBS will not allow the installation of the non-OEM part.

## **Green Building Code**

Earlier in 2010 the California Building Standards Commission [CBSC] adopted the nation's first statewide "green" building code, referred to as the CALGreen Code. The code is intended to ensure sustainability by reducing water use, improving air quality, conserv-

ing energy and mitigating the effects of global climate change.

The code contains mandatory requirements for new residential and nonresidential buildings [including buildings for retail, office, public schools and hospitals] throughout California beginning on January 1, 2011. The code is Part 11 of the California Building Standards Code in Title 24 of the California Code of Regulations.

Concerns have been expressed that the state is essentially limiting the total flow rate into a shower stall to 2.0 gpm. Discussions have been held regarding the possibility of obtaining a waiver or accommodation on the 2.0 gpm max total flow rate applied to multiple showerheads/body spray systems since they comprise a very small percentage of the showerhead marketplace, are essentially banned by the code with current product designs to the point where there is no alternative solution to providing therapeutic benefit in similar application, and are geared at therapeutic and rehabilitation benefits.

## **Product Stewardship AB 2139 [Chesbro]**

This PMI-opposed bill failed passage on the Assembly Floor [Assembly Third Reading] and did not pass. AB 2139 would have enacted the California Product Stewardship Act requiring producers of covered consumer products to develop and implement product stewardship plans addressing the environmental impacts of the covered product over the entire life-cycle of that product, including the product design, manufacture, and distribution of the covered product, and the collection, transportation, reuse, recycling and final disposition of the discarded covered product.

*continued on page 11*

# California Legislative Issues Update – Part 2 of 2

*Continued from page 10*

The bill proposed that the Department of Resources Recycling and Recovery be required, by January 1, 2012 to submit a report to the Legislature recommending that one or more consumer products be included as a covered product for purposes of the act. A consumer product would become a covered product on the effective of legislation amending the law to designate that consumer product as a covered product. The bill included many other specific provisions including the criteria to the Department would use to develop recommendations, the submittal of plans and reports by producers or organizations of producers, and the payment of fees.

Extended producer responsibility is an important issue to the environmental community and this issue could continue with new legislation in 2011.

## **Product Ingredient Disclosures**

### **SB 928 [Simitian]**

This PMI-opposed bill was “held on suspense” in the Assembly Committee on Appropriations and did not pass this year.

SB 928 proposed to prohibit the manufacture, sale or distribution of a

designated consumer product unless the manufacturer discloses each ingredient contained in the product by posting that information on the manufacturer’s Internet Web site, and provides the Web site and page address on the product label, along with a prescribed statement.

The bill’s provisions would have initially applied to specific “designated products” which would have been: air care products, automotive products, cleaning products, and polish or floor maintenance products. However, the bill was also intended as a framework to which additional consumer products would be added through future legislation.

There were several concerns, including the proposed definition of “trade secret” that was worded so that hazardous substances and any ingredient that can be reverse-engineered would not qualify as confidential business information.

The action of the Assembly Appropriations Committee followed the identification of significant projected state implementation costs exceeding \$1 million, together with opposition lobbying. Product ingredient disclosure is an important issue to the environmental

community and this issue could continue with new legislation in 2011.

## **PEX Approval in California**

The California Building Standards Commission [BSC] at its meeting on August 16 approved the adoption of statewide regulations allowing the use of cross-linked polyethylene flexible plastic pipe [PEX]. The action:

- Removed the state’s amendment that excluded the use PEX for water piping systems from the 2007 California Plumbing Code, and
- Amended the 2010 California Plumbing Code.

The regulations include mitigation measures identified in the Commission’s Second Revised Draft Environmental Impact Report and additional conditions and restrictions on the use of PEX. The Commission’s action allows the statewide use of PEX in hospitals, clinics, schools, residences and commercial structures. The latest action follows a joint settlement on the PEX issue that was reached between the BSC and five other state agencies, with industries and unions.

## **PMI Successfully Hosts First Advocacy Webinar**

*By Amy Berg-Ferguson, Association Manager*

Plumbing Manufacturers International hosted its first advocacy webinar on Monday, December 13, 2010. This webinar focused on federal lobbying efforts and featured PMI’s Washington, D.C. lobbyists **Diana Waterman** and **Stephanie Salmon** of Waterman & Associates as the guest speakers. Twenty-four members attended the webinar, a first of its kind for PMI.

This event centered on several key issues for PMI and its members, such as the 0.25% lead standard, the Department of Energy (DOE) showerhead redefinition, the WaterSense initiative and PMI’s legislative strategies for 2011.

Member feedback on the webinar has been strongly positive. Given PMI’s renewed focus on advocacy and the rave reviews

from those who attended the very successful advocacy tutorial provided by our Washington, D.C. office during the recent PMI Fall Conference, PMI members should expect to see more webinars like this one in the future.

The webinar presentation is available on the Member’s Only section of the PMI website. Be sure to register for your members only access at [www.pmihome.org](http://www.pmihome.org).

The Government Affairs Committee, under the leadership of co-chairs **Ken Martin**, Delta Faucet Company, Senior Director, Commercial Sales, and **David McNair**, InSinkErator, Vice President, Marketing will discuss advocacy priorities for 2011 and make recommendations to the PMI Board of Directors.

## PMI Sponsors Justice for All Action Network Reception

In January, PMI joined four organizations to sponsor a reception for the Justice for All Action Network. JFAAN is a national cross-disability coalition disability-focused organization. One of the coalition members in particular, the National Council on Independent Living (NCIL), weighed in with PMI on the recent opposition of the proposed redefinition of showerheads by the US Department of Energy. The proposal, which is still pending, impacts hand showers used by the physically challenged as a functional necessity.

The reception, attended by over 100 key disability leaders was held at the Hamilton Crowne Plaza in Washington DC January 14, 2011.

### AN INVITATION

JFAAN Steering Committee:

ADAPT

American Association of People with Disabilities

American Council of the Blind

The Autistic Self Advocacy Network

Hearing Loss Association of America

Little People of America

National Association of the Deaf

National Coalition for Mental Health Recovery

National Council on Independent Living

National Federation of the Blind

Not Dead Yet

Self Advocates Becoming Empowered

United Spinal Association

**The Justice For All Action Network (JFAAN), a cross disability coalition of national disability-led organizations, invites you to a reception.**

- ◆ **Learn about JFAAN**
- ◆ **Discuss the changing political landscape and how it impacts the Disability Policy Agenda.**
- ◆ **Meet and socialize with the JFAAN Steering Committee and other Disability Rights Leaders.**

**Date:** Friday, January 14, 2011

**Time:** 5:30 p.m. – 7:30 p.m.

**Place:** The Hamilton Crowne Plaza  
14<sup>th</sup> & K Streets, NW

**RSVP by January 10, 2011 to [tim@ncil.org](mailto:tim@ncil.org)**  
And be sure to include any accommodation needed.

Reception Sponsored by:



## 2011 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Jack Krecek, Elkay Manufacturing Company**  
President

**Stewart Yang, Kohler Co.**  
First Vice-President

**Jeff Baldwin, T & S Brass and Bronze Works**  
Second Vice-President

**Tim Kilbane, Symmons Industries**  
Treasurer

**Lee Mercer, Moen Incorporated**  
Immediate Past President

### DIRECTORS AT LARGE

**William Ball, WCM Industries**  
(1/09-12/11)

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

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

**Paul Patton, Delta Faucet Company**  
(1/11-12/13)

**Tim Schroeder, Duravit USA**  
(1/11-12/13)

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

### PMI STAFF

**Barbara C. Higgins**  
Executive Director  
[bhiggins@pmihome.org](mailto:bhiggins@pmihome.org)

**Charles Hernandez**  
Technical Specialist  
[chernandez@pmihome.org](mailto:chernandez@pmihome.org)

**Amy Berg-Ferguson**  
Association Manager  
[abergferguson@pmihome.org](mailto:abergferguson@pmihome.org)

Newsletter Design By:  
**Maureen Baird Graphic Design**  
[info@mbairdgraphics.com](mailto:info@mbairdgraphics.com)

## PLUMBING MANUFACTURERS INTERNATIONAL

1921 Rohlwing Road, Unit G  
Rolling Meadows, IL 60008  
Phone: 847 481-5500  
Fax: 847 481-5501  
[www.pmihome.org](http://www.pmihome.org)  
[www.safeplumbing.org](http://www.safeplumbing.org)