



NEWS

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The Newsletter for PMI Members — by PMI Members

July/August 2006

A Proud Past, And A Bright Future Ahead For PMI

By: Claude Theisen, President of the Plumbing Manufacturers Institute and President of T&S Brass and Bronze Works, Inc.



**Claude Theisen
 T&S Brass and
 Bronze Works, Inc.**

In mid-June, the PMI Board of Directors met in San Francisco (in conjunction with the PCBC west coast builder's show there) to

review the progress of the Plumbing Manufacturers Institute since its reorganization in 1998 and accomplishments since the last strategic planning session held in 2002. A number of the current Board members were part of PMI prior to 1998 and four of us were also on the board back in 2002. This history offered a good perspective about PMI "then" and "now."

In short, we have come a long way. Membership has remained steady despite industry consolidations, bankruptcies and companies changing focus. The last dues increase was in 1997. While such increases used to be an annual event, we have held dues at the 1997 level and through vigilant cost management, have built a budget reserve of nearly one year's operating expense. PMI is in the best financial shape of its 31+ year existence.

But the enhancements go beyond

the financial stability of the organization. PMI now delivers tangible value for the dues dollars. Semi-annual meetings are efficiently run and offer excellent content. The "fluff" is gone. Workshops and forums offered in addition to the meetings focus on timely business topics pertinent to our industry. Next month, the sixth Codes and Standards Workshop will be held for another group of PMI members and non-members as well. This popular workshop, like the others we have held on the topics such as Information Technology, and Supply Change Management, serve two roles: as a value-added benefit of PMI membership and as an effective recruiting tool for prospective PMI members.

PMI has established itself as a reliable resource for information ranging from code compliance questions to concerns about product labeling and fair trade impediments. Advocacy (lobbying) is another important role which has proved its value this summer as we continue to battle the so-called Chan Lead Bill, AB1953. A true group effort, PMI staff and members have leveraged professional and personal relationships in various arenas to build an effective

and diverse coalition to create a unified voice of opposition to this ill-conceived and unnecessary bill. At this writing, we are cautiously optimistic that we have accomplished our goal, since the bill has been put on-hold. Arguments supporting AB1953 were cloaked in misinformation and emotion. With truth and facts on our side, our mission was to get the truth out and be heard. Simple as that mission *seems*, it was not.

One of the topics of our strategic session was the "image" problem suffered by our industry. As we worked to set the record straight on the Chan bill we were confronted with skepticism. How could a manufacturer be telling the truth? "Everyone" knows that only environmentalists have the public's best interest at heart. Through persistence and honesty, gradually we began turning the tide.

The PMI Board of Directors agreed that it is about time that the industry and PMI specifically, get long overdue recognition for contributions to a safer, cleaner world. We will explore options to enhance our image to the legislators, the environmental community and the public. This will not be an exercise in puffery, but rather a matter of taking the credit we so richly deserve!

PMI has a bright future ahead.

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Nightmare On Elm Street? The Thing That Wouldn't Die? Freddie Krueger In Sacramento? Kill "Bill?" PMI Meets AB1953!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

How best to summarize our recent and ongoing efforts to oppose AB1953 - the Chan lead bill? The bill as introduced by Assembly-woman

Wilma Chan would make present-day faucets illegal in the state of California. Worse, because faucets are not simple-to-manufacture, monolithic products but instead require a variety of materials for the various mechanical applications within the faucet, there is no alternative technology/material on the horizon. The impact? Product shortages leading to building stoppages and job losses. All for no reason!

Ms. Chan's stated motivation is to ensure that Californian's are provided with safe drinking water by getting the lead out. Ironically, her solution as authored by East Bay Municipal Utilities District (EBMUD) puts citizens at more risk by ignoring NSF 61 - an effective performance based standard and instead using an arbitrary and flawed formula.

PMI, its members and a diverse coalition of affected parties have met each parry, each misguided (naïve) allegation with substantiated facts. Every time we put a mis-impression to rest, another equally inaccurate allegation pops up. This experience reminds me of the tag line Drew Carey uses to introduce his TV show "Whose Line Is It Anyway?" He describes it as a game in which the rules are made up and the points don't matter. We are currently in a battle where it appears the facts don't matter.

I've long maintained that there needs to be a balance in politics and in life. Zealots at either extreme are equally frightening. In this case a well-meaning (or merely politically

motivated?) member of the California legislature is on a mission to save innocent water drinkers from what she perceives as the evils of plumbing manufacturers. Single handedly she and her supporters have devised a formula and a manufacturing specification which discounts years of collaboration between health experts, industry representatives and scientists. All of this has been done with no acknowledgement that with ethics and consciences, manufacturers are in the business of providing safe products and have families that drink water too.

The bill is not needed. California residents are safe. To make *their* point, supporters have thrown the protective NSF 61 out of the window. The three products cited as poster children for lead-free faucets don't pass their flawed formula. Letters to that affect have been submitted by the presidents of each of the three celebrated manufacturers.

So far, none of the facts including the above mentioned letters, have been accepted by the other side. We've developed, in fact, a 14-point Myth vs. Reality fact sheet used both as a leave-behind for legislators and as talking points. That hasn't slowed down the race to legislation much, although the bill is now on hold pending further review by the California Senate Appropriations Committee. Voting continues blindly along party lines. Further confusing the issue is the support of the bill by the California Metals Coalition (CMC) with claims that they represent the interests of industry. Not only do they not speak for PMI members, it turns out the one member on their roster that IS affected by this bill would likely be driven out of business by it. The CMC letter of support has been misused by the bills supporters.

There is hope, however. In our series of Sacramento Hill visits we have used our 14-point "Myth vs. Reality" paper to set the record

straight. Some of the legislators in fact seemed quite irritated that they had been misled in the first place and regretted their early votes to support this unnecessary and ill-conceived bill. It will be interesting to see what fallout this deception will have on the sponsors of the bill who "knew better," but chose to ignore the facts for political gain.

PMI's opposition to AB1953 has been a well-orchestrated effort and a classic example of the prime value offered by a trade association like PMI. We have benefited from: strength in numbers, networking, collaboration, collective and shared efforts. Each individual person and company has brought strengths, contacts, connections, manpower and ideas.

Hill visits and testimony by several PMI members has proven to be quite valuable. Our position is based in facts not emotion and is grounded in the merits of performance-based standards. I believe that this in the end will win the day for us. In this and all other efforts, we will continue to take the high road, with the truth on our side.

New PMI Website Earns Accolades

Our efforts redesigning the website have paid off. PMI has been selected to receive The American Association Of Webmasters, "Gold" Award. Look for this symbol when you visit the PMI website.



The American Association Of Webmasters Awards are designed to give formal recognition to webmasters and designers who have shown outstanding achievement in web design, content and creativity.

The Battle For Green Building Supremacy Moves To ANSI

By: David Viola, Technical Director

Green building is growing exponentially as the environmental impacts of buildings become more apparent. As green building practices become commonplace, there is an increasing need to standardize them. Two coalitions have realized this need and are vying for green building standards supremacy.

The U.S. Green Building Council (USGBC), the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE), and the Illuminating Engineering Society of North America (IESNA) have joined forces to develop a green building standard with the goal of incorporating it into building codes. At the same time, the National Association of Home Builders (NAHB) and the Green Building Initiative (GBI) have partnered to support each others efforts to produce standardized green building guidelines. To gain credibility and a competitive edge, each coalition has announced plans to develop green building standards through an ANSI-Accredited process. Hopefully, the market and ANSI will quickly determine a victor to minimize the duplication of effort and the potential for overlapping and conflicting requirements.

The proposed new standard co-sponsored by USGBC, ASHRAE, and IESNA is titled Standard 189: Design of High-Performance Green-Buildings Except Low-Rise Residential Buildings and will be largely based on the LEED (Leadership in Energy and Environmental Design) Green Building Rating System® and the ASHRAE/IESNA 90.1-2001 Energy Standard for Buildings Except for Low-Rise Residential Buildings. The goal of Standard 189 is to establish baseline for all new commercial construction and major renovations that can be adopted by into building codes across the country.

The LEED Green Building Rating System®, developed by USGBC, is probably the most recognized tool used to rank building performance and

sustainability. The LEED system evaluates site development, water savings, energy efficiency, materials selection and indoor environmental quality in determining a building's overall performance. ASHRAE/IESNA 90.1 standard is also widely recognized and ANSI-accredited. The standard establishes minimum requirements for energy efficient design relative to the building envelop, HVAC, water heating, electricity and lighting. Standard 189 will be developed using ASHRAE's ANSI-accredited process and is expected to be completed by 2007.

The NAHB/GBI partnership is moving forward with two voluntary consensus green building standards, one for residential and one for commercial. NAHB announced plans to convert their existing green home building guidelines into an ANSI standard. The first edition of the guideline was published in 2005 and has broad support from the NAHB membership. The guidelines will be titled NAHB 1: Model Green Home Building Guidelines and are designed to assist mainstream homebuilders integrate green practices into their business, help local home builder associations set up local green building programs, and reduce pressure on regulatory agencies to implement mandatory green building standards. Like LEED, the Model Green Building Guidelines address the building site, material, energy and water efficiency and indoor environmental quality. The guidelines also include building operation and maintenance provisions and homeowner education. GBI is working with NAHB and local NAHB chapters to establish local and state-wide programs based on the guidelines.

In addition to assisting NAHB in promoting the Model Green Home Building Guidelines, GBI has gained ANSI accreditation as a standards developer and has started the process of converting its Green Globes building rating system into ANSI standard. The title of the standard is

GBI 01: Green Globes Design - Commercial Green Building Assessment Protocol. It covers the same areas as the LEED rating system. Supporters of Green Globes



David Viola

claim it is a more flexible and less costly evaluation method. Additionally, many industries, such as lumber, steel, concrete, and insulation are supporting Green Globes because they feel it was developed in a transparent process, which allowed all stakeholders to participate. **Norm Kummerlen** of Moen and I were appointed to the technical committee responsible for converting Green Globes into an ANSI standard. GBI 01 is also expected to be completed by 2007.

Each coalition is well positioned to emerge as the green building standards leader. Standard 189 stands to benefit greatly from LEED's recognition and ASHRAE's ANSI-accredited process, while GBI 01 and NAHB 1 are ahead in the development race and have the backing of home builders and major industries. The coming year will be critical in determining how things will shake out.

As always, PMI is actively engaged in each of these activities to represent members' interests and will pass along more details as they become available.

A Sincere Thanks!

The PMI staff would like to extend a THANK YOU to **Sloan Valve, Kohler Co., and Price Pfister** for donating kitchen and bath products to our office.

Delta Faucet Company: Over 50 Years of Innovation, Style, and Performance

By: Lori Palcheck, Office Assistant



Lori Palcheck

We are proud to feature Delta Faucet Company in this issue of PMI News. Delta Faucet Company, a wholly owned subsidiary of Masco

Corporation, is a worldwide leader in faucets and related kitchen and bath accessories. Delta Faucet offers customers a diverse line of finely crafted, innovative products from their flagship Delta® brand, their new high-end “fashion” brand, Brizo® and the value-driven yet stylish Peerless® brand. The company also offers Delta® and Brizo® to the commercial markets along with the Delta HDF and Delta Commercial series.

Headquartered in Indianapolis, Indiana, Delta Faucet Company sells products in more than 53 countries and has manufacturing plants located in Greensburg, Indiana; Jackson, Tennessee; Ontario, Canada; and Panyu, China. In the United States, Delta maintains its commitment to selling through a nationwide distribution channel including plumbing wholesalers, builders, contractors, showrooms and direct to consumers at retail.

With a 50-year heritage of innovation Delta Faucet Company has consistently been a leader in technological breakthroughs in R&D, product development and design and manufacturing to stay one step ahead of the changing needs of the market. The company is best known for its industry “firsts” and one-of-a-kind innovations that add convenience and improve consumers’ every day experience with water.

This year alone, the product development team introduced such innovations as the Pascal Culinary

Faucet with Smart Technology, part of the Brizo brand of high-end faucets. Pascal features intuitive technology that is activated by touch control or operates hands-free.

Delta introduced a water-efficient showerhead featuring its exclusive H2Okinetic Technology™ which offers a more comfortable shower experience at a water-saving 1.6 gpm. Already available on Delta’s jetted shower system, the H2Okinetic showerhead is ideal for hospitality applications, but is also a cost-effective update to any conservation-savvy household.

The Multi-Choice Universal Valve, also launched this year, is a revolution for plumbing contractors. It gives the ability to install any of the three main types of shower systems without changing the valve: single control pressure-balance, dual control pressure-balance and thermostatic. This makes inventory management much easier, and reduces installation mistakes and callbacks dramatically.

Delta Faucet Company’s other industry firsts include its Brilliance PVD finish, the Integrated Pivoting Aerator, the Jetted Shower, e-Flow™ faucet (the first hands-free electronic faucet designed for the residential market), and the Quick Snap® easy installation system.

“Our company has a proven commitment to developing relevant innovation designed to improve consumers’ quality of life,” says **Ken Martin**, Senior Director, Commercial R&D and Product

Development. “Another mainstay has been our unrelenting commitment to

the plumbing and wholesaler channel. In today’s changing marketplace, we are proud of our ongoing dedication to customer satisfaction and continue to listen and respond to the needs of customers throughout the distribution chain.”

Reinhard Metzger has been president of Delta Faucet Company since October 2003. Part of the Masco family since 1984, Mr. Metzger

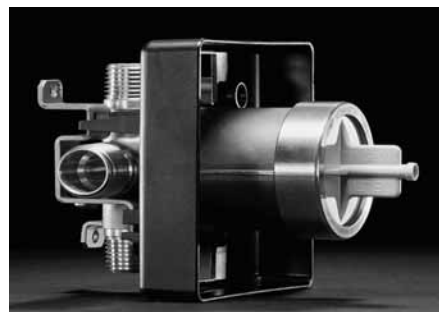
provides strategic guidance and direction for the company. Joining him

at the helm is Executive Vice President Sales and Marketing, **Vasken Altounian**, who oversees all top-level sales and marketing strategies, R&D, and product development and design. Mr. Altounian has been with the company since 1983 and was appointed to his current position in 2005.

Delta Faucet Company has been a member of PMI since 1971 and **Ken Martin**, Senior Director, Commercial R&D and Product Development, will be PMI’s president in 2007. He has been on the Board of Directors since 1999 and previously he served as co-chair of the E-Business Committee. Other company executives active in PMI are **Jay Burnett**, Vice President, Engineering; **Sally Remedios**, Manager Product Compliance and PMI

Co-chair of the Faucet Product Group; **Colin Thielmann**, Marketing Manager, Research and Development and **John Wright**, Director of Quality.

It is an honor to have Delta Faucet Company and these individuals as active members of PMI.



Multi-Choice Universal Valve for the shower

On-Demand Technology Resources Help PMI Members Increase Market Share

By: Jim Scarlata, Widen Enterprises, Inc.

Plumbing manufacturers are realizing the power of on-demand technology to assist in capturing market share. Implementing on-demand tools allows plumbing manufacturers to:

- Enhance marketing productivity
- Empower sales channels
- Leverage investment in existing marketing materials
- Carry brands further, faster
- Secure existing market presence
- Solidify customer relationships
- Achieve marketing automation with little effort

Online brochure building is one example of an on-demand tool that allows distributors to create promotions, without design experience, for print and web use.

Product images are pulled from a central marketing library ensuring all distributors are using the same product images for consistency. Distributors populate pre-approved templates with product images and content with enough flexibility to incorporate their

own message and local information. Common templates include ads, sell sheets, brochures, catalogs, and direct mail.

Widen marketing technology allows plumbing manufacturers to provide their sales channels with the ability to create co-branded, targeted promotions for increased sales opportunities.

For more information about Widen, visit www.widen.com or call 800-444-2828.



Welcome TOTO!

We are pleased to welcome TOTO USA as our newest PMI member!

Representing TOTO at PMI functions will be Bill Strang, Vice President, Operations and Fernando Fernandez, Sr. Manager Financial Planning and Analysis.

Watch future editions of PMI News for the complete story!



Your Cell Phone Number Is Going Public

By Maria Bazan, Association Manager

In case you were not aware, cell phone numbers are being released to telemarketing companies and you may start to receive unsolicited sales calls. **YOU WILL BE CHARGED FOR THESE CALLS!**



Maria Bazan

These types of calls will eat up your minutes and valuable time, and could end up costing you money in the long run.

This can be prevented by registering your cell phone number with the National Do Not Call list toll free at 888-382-1222 or online at www.donotcall.gov.

This will only take a minute of your time and will be effective within 31 days after registration and, best of all, will block telemarketing calls for five years!

Have You Received Your 2006 PMI Directory Updates?

The second quarter updates to the PMI Membership Directory were sent out via email on June 29. If you did not receive the email, please contact the PMI office and we will get the updates

out to you. If you have any updates or corrections, please let us know and we will include them in the next update mailing.

SAVE THE DATE!

2007 PMI Spring Meeting
Sunday, April 1 - Wednesday, April 4
The Grove Park Inn
Asheville, North Carolina

Are Your E-Mails Understood?

The auditory cues that announce the difference between sincerity and sarcasm are absent in the emotionless text of e-mail, leading to frequent misunderstandings, psychology researchers say. According to one study, e-mail users have only a 50-50 chance of correctly interpreting the intended tone of an e-mail.

-The Christian Science Monitor 5/15/06

Haws Corporation Celebrates 100 Years Of Manufacturing

Editor's Note: Article from May 28, 2006 Reno Gazette-Journal by Kathryn Reed, reprinted by permission.

In an era where families can't even find time to eat dinner together, the Haws clan has taken familial bonding to a new level.

It is the fourth generation that is running the Haws Corp., a Sparks-based firm that makes drinking fountains and water safety equipment. This marks its 100th year in business.

Sallie Haws, great-great-granddaughter of founder **Luther Haws**, is president of the firm.

Luther Haws started the company in Berkeley, Calif., while working as a sanitary inspector for that city, as well as a plumber and sheet metal contractor. His dismay with seeing kids sharing cups of water led him to create what has been dubbed the first drinking fountain. The school district liked his idea and bought into it.

The Haws Sanitary Drinking Faucet Company, as it was known then, kept growing, especially when California said it was against the law to use a shared drinking cup. That type of thinking spread across the country as people became more educated about the unsanitary conditions of shared cups at work and in public settings.

The company's first self-contained electric water cooler rolled off the line in 1938. Emergency eye wash and drench showers were created in 1949 when family members discovered a petroleum processing plant buying

parts for drinking fountain bubblers instead of the whole unit. The plant manager had rigged a system so his workers could irrigate their eyes.

Haws Corp.



Tom White,
VP Manufacturing

realized developing such a contraption would be an extension of what it was already doing.

It wasn't until 1977 that Haws moved part of its operation to Sparks. In 2000, the company's headquarters opened in a 225,000-square-foot facility on Kleppe Lane. Much of it had to do with land and economics.

The Economic Development Authority of Western Nevada (EDAWN) named Haws the best large business of the year in 2004.

Tom White, vice president of manufacturing, is a proponent of bringing quality businesses to the region, which is one of the reasons he is on the board of directors of EDAWN [Tom also serves on the PMI Board of Directors].

Haws also has operations in Singapore, Switzerland and Brazil, with 165 employees worldwide. The bulk, 130, is in Sparks.

"Our greatest asset is the people we have working here. I'm always amazed and touched by the depths of commitment by the employees," Sallie Haws said. It's a family on many levels.

Even the employees are related to each other, with husbands and wives working side by side, as well as their children.

"Good people attract good people into their lives," she said.

White married into the Haws family. His wife, Jill, is the founder's great-granddaughter. **Terry Haws**, who was president when his daughter, Sallie, started 22 years ago, is chairman emeritus of the board. **Mike Traynor**, the founder's grandson and Sallie Haws' cousin, is chairman of the board.

Even though Sallie Haws brought her 11-year-old son to take your child to work day the last week of April, she doesn't know if there will be a fifth generation at the helm. After all, she never intended to collect a paycheck

from the Haws Corp. outside of some summer work. Her change of heart stemmed from having majored in human resources and organized psychology and realizing the family firm would allow her to make the biggest impact the fastest.

"It was difficult because in this family company the family has to work a lot harder," Haws said.



Sallie Haws, President of Haws Corp.

"You have to play by the rules better and more consistently than anyone else. There were certain obvious expectations that were difficult for me to reconcile when I was so young. I was 21. I never worked directly for my dad. There were many levels of management between he and I."

White said he enjoys the company's strategic efforts most.

"We've been very lucky and fortunate that the previous generation handed us a very strong and healthy company in terms of a great brand and very healthy financially. That gives Sallie and me a lot of flexibility," White said.

As for the next 100 years, Sallie Haws won't divulge any company secrets for her competitors to learn about, but she does know that water is a precious resource. "Water delivery is going to be a critical focus of the company. How to get clean, disinfected water to the end user and to save water and water conservation," Haws said. "We have a water delivery company. That's what we do."

PMI 2006 Fall Meeting Set For October 8-11: United We Stand

The 2006 Fall Meeting will be held October 8-11 at the Omni Shoreham Hotel in Washington, DC. We have a full schedule of committee meetings and speakers. Sunday October 8 will kick off with the Board of Directors meeting, registration, and the welcome reception and dinner followed by the General Membership meeting.

The Monday session will include the new Materials Performance Committee (formerly the Leachate Committee, which encompasses the Lead Working Group), leading into the Government Affairs Standing Committee. The Product Groups: Showerhead/Hand Shower, Faucet and Shower/Tub/Tub-Shower, and the Flushing Devices/Fixtures, will meet on Monday. The Fair Trade Issue Committee will feature **Michael Colopy**, International Commerce Consultants, Inc., who has been invited back to share more of his insights on China with the membership, and **Rose Braden** from the U.S. China Build who will review plans for the proposed PMI China mission, and discuss market opportunities there.

The afternoon concludes with a joint meeting of the Universal Conformity Assessment Issue Committee and Technical Standing Committee. This agenda will include the announcement of the new Electronics Working Group and call for committee chairs. PMI has extended an invitation through **Bill Axline** President of Fluidmaster to **Madame Youhong Liu** of the National Quality Supervising Test Center in China to address the group on China's Codes and Standards.

The Tuesday afternoon session will include the E-Business Issues and Opportunities Committee's presentation on Internet Security by **Larry Clinton** of the Internet Security Alliance, a joint venture of Carnegie-Mellon and the Electronic Industries Association (EIA). The Member Services Committee will feature a

presentation by a speaker from FMI entitled, "Urban Infill – A new Category for the National Home Builder."

The Water Conservation Committee will also meet on Tuesday featuring invited guests to discuss the implementation of Green Building initiatives from a hands-on perspective.

Political Analyst **Frank Luntz** will join us for lunch followed by a lively discussion of the current political landscape and projections for the upcoming elections. Always entertaining and enlightening, Mr. Luntz returns to PMI after a five-year hiatus. Also invited back to the PMI Fall Meeting is NASA's **Jack Bacon**, at the request of PMI members. Mr. Bacon is tentatively set to provide an update to his fascinating presentation on the challenges and successes of the space program, with the focus on the importance of teamwork.

In view of our meeting location in the Nation's Capital, the keynote dinner presentation will feature **Tony Blankley** and **Eleanor Clift** who will provide "An Insider's View To The Political Scene." Mr. Blankley served as press secretary for seven years to then Speaker of the House, **Newt Gingrich**. In that role, he not only helped create the messages that shook the country, but also helped create policy. Ms. Clift is a contributing editor for *Newsweek*. She reports on the White House, Congress, and the various personalities who make up the Washington power structure as she is a member of the magazine's political team.

The deadline for both meeting and hotel registration is Wednesday, September 6. Watch your email box and the PMI website for further meeting details, www.pmihome.org.

See you in Washington, DC! You won't want to miss this conference.



Michael Colopy



Rose Braden



Frank Luntz



Jack Bacon



Tony Blankley



Eleanor Clift



Larry Clinton

PMI Member Companies In The Industry News

(From Southern PHC April '06)

Hansgrohe, Inc. announced that **Russ A. Wheeler** will be the new president of Hansgrohe-North America, the company's largest subsidiary.

(From Supply House Times May '06)

Kohler promoted **Ron Pace** to President, Kohler Kitchen and Bath Americas. He will lead the newly formed K&B Americas organization. He is responsible for operations and business performance of Plumbing Americas (Kohler and Sterling brands), Roborn mirrored cabinetry and Canac Cabinetry. **Frank Windsor** has been appointed Vice President, Sales for Kohler Plumbing Americas.

Delta won gold ADEX Award for its Simply PUR® Water Filtration System. The faucet offers a three stage filtration system installed below the sink.

(From Plumbing & Mechanical May '06)

Delta Faucet Co. launched a new Delta brand advertising campaign created by The Martin Agency (Richmond, Va.). The campaign will feature a new tagline, "We Work Wonders with Water," and will include two 30-second TV spots, and in-store, interactive and print ads. Consumers will see the first spot airing on HGTV, DIY and The Food Network.

Five products from **Sloan Valve Co.** received endorsement by the Green Restaurant Association: 1 gpf FLUSHMATE, UpperCut Dual-Flush Retrofit Handle WES-212, Optima Solis Faucet EAF-275, Waterfree Urinal Model WES-100, and Sloan XLERator hand dryer.

In an article entitled *Remodeling: The New Trend*, the following manufacturers and products were featured: **Kohler's** Sea Salt sink, **American Standard's** Culinaire pull-down faucet, and **Moen's** new Organic bathroom faucets. In this article **Judy Riley**, Moen's vice president of design is quoted, "The look is going very

organic for the bath."

Moen Inc.'s Chateau® faucet integrated with ChoiceFlo filtering technology is featured in an article titled *At The Kitchen Sink*, as well as **Kohler's** Undertone stainless steel sink and D-shaped designs.

Bradley Corp. introduces the Aerada™ 1200 Series CS faucet with capacitive sensing technology.

(From Masco Press Release April '06)

Masco Corporation announced on April 14 the retirement of **Donald Milroy**,



Don Milroy

Group Vice President – Plumbing and Heating Products, after more than 22 years with the Company.

Milroy began his tenure with Masco in 1983 as President of BrassCraft Canada, moved back to the U.S. to run Alsons in 1993, took over BrassCraft's U.S. offices in 1996 and in 1999 was named Group Vice President of Masco.

"I have had the pleasure of knowing Don for 21 years, first as a competitor, then as a supplier and as a colleague since 1993," said **John Wills**, Group President – Plumbing and Heating Products. "He has left fingerprints all over the businesses he has touched and had a positive impact on the careers of the many people with whom he has been associated, both inside and outside the corporation."

Taking over Milroy's responsibilities will be **Jerry Volas**, currently a Group Vice President of Masco, and **Ted Goold**, Group Vice President – Emerging Markets.

[Editor's Note: Enjoy your well-earned retirement, Don! Your support and enthusiasm will be missed by your PMI friends and all of us at PMI headquarters!]

(From Contractor May '06)

Carl Cullotta of Frank Lynn & Associates is quoted in an article from his presentation, "Changing Customer Demographics and Their Impact on the Manufacturer" to the Plumbing Manufacturers at the PMI Spring Meeting April 10.

The Amherst Kitchen Faucet by **Price Pfister** is described as having a decorative high-arc spout for maximum sink clearance during cooking or cleaning and has a streamlined designer touch appearance.

The EVA Faucet Collection by **Moen** now features undermount and drop-in models. The collection is characterized by a high-arc spout and the finishes include Lifeshine brushed nickel, oil rubbed bronze and chrome.

Kohler's DTV Custom Shower Control features a thermostatic valve and digital interface. It can control temperature, flow rate, and operation of up to eight showerheads, hand-showers or body sprays. It comes with presets and can save the customized settings of multiple users.

Symmons' Elements Line of luxury bathroom fittings includes a towel bar, towel ring, robe hook and toilet paper holder. Each accessory is available in brass, polished chrome or brushed satin nickel.

(From The Wholesaler May '06)

The following companies were announced as major donors for 2006/2007 for the fund raising campaign on behalf of Habitat for Humanity Canada by the Canadian Institute of Plumbing & Heating. These companies donated \$20,000 or more in cash and/or product. **American-Standard, Elkay Canada, Masco Canada Limited, Moen, Inc.** and **Price Pfister.**

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PMI Member Companies In The Industry News

Continued from p. 8

Sloan Valve Company has introduced the Sloan Flushometer™ a manual flushometer that comes in a job-pack package which contains two fully assembled valves with handles and six separately packaged stops and supply kits, reducing installation time.

(From Southern PHC June '06)

Kohler's WaterTile™ Rain ceiling panel bodyspray brings a new and exciting aesthetic to the custom showering arena by ridding the showering space of visual clutter.

VitrA USA and Ross Lovegrove, industrial designer collaborated to create the Istanbul Collection offering more than 100 products, including ceramic plumbing fixtures, bathtubs, faucets and accessories.

Delta Faucet Company has added a water efficient showerhead to its product line. Designed with the hospitality industry in mind, The Water-Efficient Showerhead with H20kinetic Technology uses only 1.6 gpm. It manages the water droplet size and velocity, spray coverage and thermal dynamics.

Hansgrohe introduces the Axor Montreux Collection a timeless style that enhances traditional ambience combining clear, geometric shapes and pure, traditional elements, such as filigree cross handles, exposed piping and ceramic components.

(From Supply House Times June '06)

T&S Brass and Bronze Works hired **Richard Fahey** and **Jane VanBergen** as marketing product managers and **Jack Criswell** as business development manager/hose reel products.

As part of its 100th anniversary celebrations, Sloan Valve Co. sponsored a "Caribbean" themed meeting reception during the WIT Annual Distributor/Vendor Conference in Orlando, FL. Pictured in the June '06 edition of Supply House Times are

Susan Kennedy Director, Marketing, and **Gene Smith** who recently retired as Southeast Regional Sales Manager.

Fluidmaster introduced its PRO Series line of 14 products strictly for plumbing professionals. Features include brass shanks, quieter operation and no water hammer. The line is code-approved and available exclusively through wholesale supply houses.

Falcon Waterfree Technologies announced that Capricorn Management, the investment arm of eBay's Jeff Skoll, has completed a major investment resulting in a 25% stake in the privately held company.

(From Contractor June '06)

An article about California state bill AB2496 which would mandate 1.3 gpf, explains that **PMI** wants consistent flushing requirements for toilets and urinals. The article quotes **Claude Theisen's** article in the May/June issue of *PMI News* and explains the involvement of **Jerry Desmond**, PMI Lobbyist, **James A. Hanlon**, Director of U.S. EPA, **Pete DeMarco**, Director Compliance Engineering, American Standard, and **Mary Ann Dickinson**, Executive Director, California Urban Water Conservation Council in the water conservation issues.

(From Plumbing Engineer June '06)

The **T&S Brass** electronic wall mount faucet offers adjustable mixing valve, 120V plug-in AC transformer, water-resistant circuit control module and easy installation.

Moen's line of FreeHand™ faucets features advanced electronics that senses the user and delivers water only when needed. They are available in battery or AC models.

Sloan Valve Company has introduced several new watersaving SF-Series electronic hand-washing faucets, which automatically deliver either tempered or hot/cold water on

demand. They operate by means of an infrared sensor, are ADA compliant and operate with either a 6 VDC plug-in transformer with battery back-up or are battery powered.

American Standard's new Speed Connect™ drain for lavatory faucets has just four parts instead of up to 14 so installation takes just a fraction of the time. The state of the art drip free technology pioneered by American Standard is backed by a lifetime drip-free guarantee.

(From Reeves Journal June '06)

In the article, "*Technology Marches On*" **Delta Faucet's** Brizo line and the "Pascal" kitchen faucets are described as brands that were designed to bring hands-free and tap technology to the residential market.

Dominic Solis of Symmons Industries, Inc., is quoted in the article explaining that Symmons is in the demo stages with its Ultra-Sense residential hands-free faucet.

Jason McClain, Creative Development Group Manager for Hansgrohe describes the Pharo line of vertical shower spa systems and explains that it uses a shower panel making installation simple and cost effective.

Moen has addressed the potential problem of not getting enough water to all the sprays of the spa shower with its new 3/4 inch thermostatic valve which it introduced at the K/BIS show.

Sterling, a brand of the **Kohler Co.**, has extended its "Dual Force" flushing technology into a new line of two-piece toilets called Karsten. The user can select one of two water levels each time they flush, 1.6 gpf or 0.8 gpf.

Kevin McJoynt, Gerber Marketing Director states in the article that the Ultra Flush product allows the user to flush 1.6 gpf or 1.1 gpf. Also he mentions that Gerber's tests show that the low volume flush is actually less than one gallon.

News From Around The Industry And Around The World

(From BMA Press Release June 28, '06)



Yvonne Orgill

Orgill named Chief Executive for the BMA

Yvonne Orgill has been appointed Chief Executive for the Bathroom Manufacturers

Association (BMA), PMI's counterpart in the U.K. With 20 years of experience in the industry, Yvonne is well equipped to meet the challenges of her new position. She will report to the President and provide an increased level of strategic and tactical leadership. Formerly Yvonne was Commercial Director.

Yvonne says of her appointment, "I am thrilled to have been given this new challenge. Throughout my time at the BMA I have striven to ensure that the activities and initiatives of the Association fully address the needs and priorities of its members. Whilst not underestimating the demands of the role I am confident that with the continued support of the team I can provide the necessary leadership to enable the organization to move forward."

... and Four-Time Grandma

Congratulations to **Yvonne Orgill** on the birth of her first granddaughter **Eden**. Yvonne received the exciting news while attending the April PMI Spring Meeting in New Mexico. She also has three grandsons.



Baby Eden

(From Green Building Initiative Press Release May '06)

The Green Building Initiative has appointed the final members of its technical committee. The 30-member team consists of a balance of users,

producers and interested third parties including PMI's **Dave Viola** and **Norm Kummerlen**, Principal Engineer, Product Compliance of Moen, Inc. This team has come together to guide Green Globes in establishing the Green Globes™ environmental assessment and rating system as an official standard under the American National Standards Institute (ANSI).

(From IAPMO Press Release April '06)

Lynne Simnick has been promoted to director of Code Support at IAPMO reporting to the senior director of Codes and Education. She will continue her work as a staff liaison to several IAPMO committees and also oversee the Uniform Plumbing Code, The Swimming Pool, Spa & Hot Tub Code. Simnick will be a resource for all other plumbing-related issues.

(From IAPMO Press Release April '06)

The International Association of Plumbing and Mechanical Officials (IAPMO) and the International Code Council (ICC) announced that agreement in principle has been reached on the essential elements of a venture to jointly develop one plumbing code and one mechanical code for use by the entire nations.

After additional details of the joint venture have been worked out, both organizations intend to hold meetings educating their members about the benefits of the new relationship.

(From PME News, June '06)

PMI's Spring Meeting is referenced in an article that features recent industry events that focus on issues such as water conservation. **Claude Theisen** is mentioned in this article on page 24.

(From Freedonia News Release April '06)

Demand for plumbing fixtures and fittings in the US is expected to increase 2.4 percent per year through 2010 to \$10.9 billion, due to the number of repair and improvements in both residential and nonresidential construction and by an increase in new nonresidential construction expenditures as presented in *Plumbing Fixtures & Fittings*, from the Freedonia Group, Inc., an industry research firm. Through 2010 the South and West regions are expected to lead gains in plumbing fixture and fitting demand in the US.

The full report, published 4/06, is available for \$4,400. Contact information follows the chart below.

(From Freedonia News Release May '06)

Construction expenditures in China will increase 11.6 percent per year through 2010 reaching 5.8 trillion yuan. This demand for construction is attributed to the growing domestic economy, foreign investment funding, healthy demand for Chinese manufactured goods, and population growth shown in the graph below.

Construction Expenditures in China
(Billion year 2000 yuan)

Item	2000	2005	2010	% Annual Growth 05/00	10/05
Construction Expenditures	1250	2991	4750	19.1	9.7
Residential Building	342	739	1140	16.7	9.1
Nonresidential Building	554	1295	2030	18.5	9.4
Nonbuilding	354	957	1580	22.0	10.5

This information published with permission from Construction Outlook for China published 05/2006. Construction Outlook for China (published 5/2006, 229 pages) is available for \$4,900 from The Freedonia Group, Inc., 767 Beta Drive, Cleveland, OH 44143-2326. For further details, please contact Corinne Gangloff by phone 440-684-9600, fax 440-646-0484 or e-mail pr@freedoniagroup.com. Information may also be obtained through www.freedoniagroup.com.

Beyond California: Latest Federal And State Developments On Lead Issues

By: Christian Richter, PMI Lobbyist

In our last PMI update we noted that as California lead issues heat up for plumbing products, we could also run into a few surprises from Washington, DC before the end of the year. There haven't been any major surprises yet, but the drumbeat to ban lead continued in late June when Vermont **Senator Jim Jeffords** fired a letter over to the US Environmental Protection Agency. In it he demanded information on progress made to reduce lead health risks to pregnant women and children and inquired whether the federal EPA was willing to make some bold changes in its pending proposal to revise the Lead and Copper Rule.

To spotlight health dangers and set up political recriminations toward the Bush Administration's environmental record just in time for election season, he was joined by several Senate Democrats, including **Senators Hillary Clinton (NY), Barack Obama (IL), Barbara Boxer (CA), Frank Lautenberg (NJ) and Joe Lieberman (CT)**. In a sternly worded, two-page list of questions, he addressed a range of issues that have come up in PMI's continued discussions on Capitol Hill, California and at the regulatory agencies. Beyond sampling, monitoring and public notification issues, he devoted a section to challenging the efficacy of the existing NSF 61

standard. He revisited some well-worn territory on several fronts:

Apparently ignoring PMI's solid stream of briefing information to his office on the close oversight and scientific direction provided by EPA to NSF's Joint Committee on Drinking Water Additives, Jeffords wanted to know whether EPA had provided the study, the GAO report or any other information to NSF since the NSF 61 standard was first issued.

Moving to different ground, he queried whether "EPA has reviewed the adequacy of the NSF standard to protect public health or requested that NSF update its standard based on this information."

PMI looks forward to EPA's response to the Senate. EPA's Lead and Copper Rule has been published and is available on the EPA website. On this front, we worked with the Agency to trim off some of the rough edges of the package and with key committees on Capitol Hill to track emerging mischief as the political season approaches. It still appears there may be another hearing in the Senate on lead. While the industry addresses serious and unfounded challenges in California, PMI is also watching to head off faulty allegations and legislative developments in Washington, DC.

In the meantime, action on general

lead hazards is getting stepped up in other federal and state venues. It's perhaps no coincidence that in mid-June, Illinois Democratic **Governor**



Christian Richter

Rod Blagojevich signed into law legislation to restrict lead content to 0.06 percent weight in a number of products accessible to or chewable by children. See <http://www.ilga.gov/legislation/publicacts/fulltext.asp?Name=094-0879>. The same day, the U.S. Consumer Product Safety Commission received a petition from the Sierra Club requesting that the Commission ban toy jewelry containing more than 0.06 % lead under the Federal Hazardous Substances Act.

Stay tuned for further developments.

Ruth King Requests Stories

PMI has received a request from **Ruth King**, CEO of her company BusinessTVchannel.com (Ms. King was a speaker at the 2005 Spring Meeting in Savannah). She is looking for stories for her next book. Her first book, *The Ugly Truth about Small Business*, is in the top 2% of all books published last year. As a result, she is planning the next book, *The Ugly Truth About Managing*.

If you have a management story that you would like to share, contact Ms. King directly. You can remain anonymous or the names of the people in the story can be changed to protect the companies.

Ms. King's contact information:
ruthking@businesstvchannel.com
Phone: 678-969-2760

Codes & Standards Workshop Announced - Join Us!

PMI is hosting its sixth workshop for plumbing industry professionals who want to gain a better understanding in the area of plumbing codes, product standards, and product certification and accreditation.

August 9-10, 2006

Hyatt Place

2340 S. Fountain Square Dr.

Lombard, IL (Oak Brook area)

Thanks From 2005 PMI President Lauer

At each Spring Meeting the current PMI President awards the outgoing PMI President with a plaque and gift. 2005 PMI President **John Lauer** was



2005 PMI President John Lauer receives a plaque and cash gift from 2006 PMI President Claude Theisen

given a check by 2006 PMI President **Claude Theisen** which he used to purchase a globe representing his world travels for Sloan Valve and the Plumbing Manufacturers Institute.

Barb,
This is the Globe that I ended up getting. It's a Replogle Santa Fe Globe. I thought the name was a nice tie in to the [Albuquerque Spring] meeting. I thank you and PMI again.
John Lauer
Sloan Valve Company
(via email)



Replogle
Santa Fe
Globe

Words Of Thanks From Friends

Dear Friends at PMI,

Thank you for your donation to the Saint Agnes Foundation in Ray's [**Ray T. Fisher, Sr.**] name. Your gift will go to the Cancer Treatment Fund. It is my hope that someday there will be a cure for all cancer.

Ray was a wonderful man and enjoyed his days as a member of PMI and the friendships made. We all miss him dearly.

Sincerely,

Kaye Fisher, [Widow of Ray Fisher, Sr. and mother of Ray, Jr.]

Thank you for your gift donation to Hernando-Pasco Hospice in memory of Bill [**William J. Higgins, Jr.**]. He received such loving care while there. Glenice Higgins, [Widow of William Higgins, Jr. and mother-in-law of Barbara Higgins]

On behalf of Speakman Company, we would like to thank PMI for its contribution to the University of

Delaware Library on behalf of **Bill Speakman**. Libraries and especially the University of Delaware Library were very special to Bill. Learning and acquiring knowledge were his life long pursuits and what better place to accomplish it than at a library.

Rod Ward, President
Speakman Company

Barb and Friends,

I truly appreciate the support and prayers provided at this most difficult time - you are all so special.

Thank you too Barb for making the trip to be with us.

Todd Talbot
President, Alsons Corp. and BrassCraft

Thanks for your donation in Alex's name [**Alex L. Torres**] to the Exeter Boys and Girls Club.

Sincerely,

Tillie Torres, [Widow of Alex Torres and mother-in-law of Ray Fisher, Jr.]

2006 PMI LEADERSHIP

Executive Committee

Claude Theisen, T&S Brass & Bronze Works
President

Ken Martin, Delta Faucet Company
First Vice President

Rod Ward, Speakman Company
Second Vice President

Bill Axline, Fluidmaster, Inc.
Treasurer

John Lauer, Sloan Valve Company
Immediate Past President

Directors at Large:

William Ball, WCM Industries Inc.
(1/06-12/08)

Herb Barnhart, Tempress Ltd.
(1/05-12/07)

Peter DeMarco, American Standard, Inc.
(1/04-12/06)

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/06-12/07)

Walt Strader, Price Pfister
(1/06-12/08)

Tom White, Haws Corporation
(1/04-12/06)

PMI STAFF:

Barbara C. Higgins
Executive Director

David W. Viola
Technical Director

Maria A. Bazan
Association Manager

Lori Palcheck
Office Assistant

Consultants

Mike Sennett

Legal Counsel
Bell Boyd & Lloyd
(312) 807-4243
msennett@bellboyd.com

Christian Richter
Government Affairs
The Policy Group, LLC
(202) 457-0630

crichter@thepolicygroup.com

Dan Hinkle

Texas Lobbyist
(512) 478-4192
kdan@airmail.net

Jerry Desmond, Jr.
California Lobbyist
Desmond and Desmond
(916) 441-4166

jerry.desmond.jr@desmondanddesmond.com

Plumbing Manufacturers Institute

1340 Remington Road, Suite A,
Schaumburg, IL 60173
Phone: 847-884-9PMI (9764)
Fax: 847-884-9775
www.pmihome.org