



NEWS

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The Newsletter for PMI Members — by PMI Members

July/August 2010

We're Taking Charge of Change at the Fall Meeting

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



Lee Mercer

Nearly from the moment that the PMI Strategic Advisory Council identified "advocacy" as the key mission of PMI at our meeting in May, issues on Capitol Hill began heating up. PMI members and staff have been consumed by work on a variety of legislative and regulatory issues for most of the past three months. Preparing testimony, submitting legislative language, crafting talking points, developing position statements, building coalitions, energizing members and trips to DC have dominated our agendas. Your PMI dues dollars are clearly working for you these days!

While our work here is not done, we are successfully positioning PMI as a proactive force to be reckoned with. Gone are the days in which PMI sits silently on the sidelines, trying to affect change after the fact. Today we are in the mix, putting forth PMI's views and mission. We are reaching out to communicate PMI's role as a credible resource and are urging entities to include PMI as a significant stakeholder early in discussions and program development. We are a "player." We have value to add to the process, a story to be told and a voice that brings expert standing for the industry. We are no longer content to

be the silent victim of the misplaced actions of others, however well meaning their intentions may be. Our valuable input ensures a better outcome and helps to guard against the proverbial and dreaded unintended circumstances.

The theme of the Fall 2010 meeting captures our proactive spirit. PMI is "Taking Charge of Change!" Examples are everywhere. We are working to harmonize requirements across the nation for product content and performance guidelines for water efficiency. Just as PMI worked with Vermont to harmonize product requirements with those of California, we are now in Maryland urging the legislature there to follow established protocols for enforcement. In addition, we have taken the mission to the Federal level to standardize lead content levels and enforcement nationwide. Similar to when PMI urged the implementation of mandates for HET 1.28 gpf water closets in a tiered rollout, first in California and later in Texas, we have taken this template to Massachusetts and also to Washington D.C. We are working to secure legislation that would provide rebates for consumers who purchase WaterSense certified products. We are also leading the

initiatives to blunt the efforts of the US Department of Energy to redefine "showerheads," a full 18 years after adoption of the current definition first defined in EPACT '92. (See related article on page 9 of this issue of *PMI News*.) And we are working to preserve the benefits and educational value of WaterSense as a voluntary program.

PMI's role as a trade association is to stay ahead of the curve while reflecting the changing direction of our industry and reacting to the forces which impact you, our members. With our strategic changes on the "inside," there will also be changes on the "outside." You will be hearing more very soon about the initiative to redefine the Plumbing Manufacturers Institute as the Plumbing Manufacturers International. A formal vote to confirm this change will be taken at the General Membership session on October 4, 2010. We'll unveil our plans for rolling out the new branding. Don't miss it!

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Rotary International: The Four-Way Test, PMI and PAM

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Is it the truth?
It is fair to all
concerned?
Will it build
goodwill and
better friend-
ships? Will it be
beneficial to all
concerned?

(Source: *The
Four-Way Test of
Rotary
International*)

Earlier this year, I joined Rotary Club International, following in the footsteps of my dad who has decades of perfect attendance in the organization and was the president of the Dunedin, Florida chapter. As he worked and vacationed, he visited Rotary Clubs throughout the USA and around the world. I brought him with me to a recent meeting as part of the "show and tell" segment. Folks were awed! While times have changed since my dad first joined the club, (women are now accepted as full-fledged members and missed meetings can be made up online), Rotary's focus remains constant, reflecting the motto: "Service Above Self." Founded in 1905, the club now boasts more than 32,000 clubs and over 1.2 million members worldwide.

Rotary appeals to me on a number of levels. For example, the founder was a Chicago attorney who worked as a plumber (among other things). In addition to working to eradicate polio, another of the goals of the organization is to provide clean water around the world. This fits neatly with the work we do at PMI. And with an unofficial credo of "having fun and doing good," the group works hard to support and serve the local community in which PMI is based.

What has struck me as we prepare to "Take Charge of Change" (the theme of our Fall Meeting), is that Rotary's Four-Way test includes principals which also guide PMI. We reference the guidelines noted at the beginning of

this article as we build consensus, reach out to legislators as a resource and establish position papers. We work hard to represent the interest of our members and the industry fairly and honestly – no hyperbole or hysteria here – just the straight story. Maintaining our credibility is essential to being trusted and relied upon as we move forward.

Like PMI, Rotary is a proponent of the value of networking. As part of the "having fun" objective, at the end of May this year, Rotary sponsored an outing to a Chicago Cubs baseball game with proceeds from ticket sales going to charity. I found myself seated next to the District Governor of Rotary, whom I had met before. On his right side was his lovely and very exotic-looking wife. She introduced herself and I nodded back, responding with my name. With that, my husband tapped me on the left shoulder reminding me that I had failed to introduce her to him.

Oh no! I did it again. I hadn't really paid attention to her name. I had just nodded vapidly. How rude. Darn it! (I hadn't been tuned in and between playing my tenor drum in the middle of 18 bagpipers in the competition circle, flying in a Cessna #172 for years without a headset or ear plugs and countless hours of cranked up rock and roll, my hearing has likely suffered

a bit.) *NOW what do I do --- I can't admit I wasn't listening or that I had already forgotten her name. After all, I had already nodded!*

Then it came to me! With her exotic appearance, it was a sure bet that she had an equally exotic name. I leaned forward and said sweetly.... "I'm sorry. Can you tell me again how to pronounce your name?" With a puzzled and almost sympathetic look on her face, she replied in a loud, clear and firm voice.... "It's **PAM**."

Lesson learned. I was mortified. I need to listen better! (And stop nodding vapidly.)

Rotary also seems to teach that there is balance in the universe. Fast forward to July 20th when I was asked to speak at a Board meeting and dinner for a local plumbing contractors organization. For as many times as I have spoken with Executive Director, **S.J. Peters**, I always have to stop to think to get the acronym straight for his organization, the Plumbing and Mechanical Contractors Authority of Northern Illinois. Is it pam-cani or pan-cami? Well it turns out that in one of life's ironies, my embarrassing experience at the Rotary Cubs game paid off and offered some value after all! I now know I will never again forget which way it goes.... turns out it's **PAM**-cani. How great is that!?

It's Official. Lee and Barb Are Newfies!

PMI President, **Lee Mercer** and Executive Director, **Barb Higgins** were officially "Screeched-In" at ceremonies held after the business day was done during this year's CIPH conference. Lee and Barb attended the 78th annual conference of the Canadian Institute of Plumbing and Heating during the last week of June in St. John's, Newfoundland.

As part of the traditional welcome to the island, visitors must kiss a dead codfish and down some "screech" (rum). The ceremony includes story

telling and the singing of Newfie songs. The mainlander is then pronounced an honorary Newfie.

The practice of "Screeching In" recognizes the early trading of cod from Newfoundland for rum from the Carriibbean. Not a bad trade!



Reaching Out Internationally: PMI Visits Australia

By: David Hagopian, Director of Strategy and Technology

It is a unique opportunity to visit other countries and see other cultures. Such was the case when I was asked by Executive Director, **Barbara Higgins**, to represent you, our members, at meetings of the Plumbing Products Industry Group (the Australian equivalent to PMI) in early June. PMI signed a Memorandum of Understanding with PPIG in 2007 and while **Tim Fisher** of PPIG has attended PMI meetings, tight budgets and conflicting schedules meant that PMI had been unable to reciprocate, until this year.

The purpose of the MOU between PMI and PPIG and of my trip is to exchange information and evaluate Best Practices in order to learn from each other. In my career, I have had the opportunity to have business relationships with people and organizations from around the globe, as I am sure many of you have. I know that I should be used to it by now, but I am continually amazed by what is the same and what is different. World class operations can be found anywhere in the world and I found them, quite easily, in Australia.

I attended the PPIG's June Plumbing Supply Forum and presented a summary of PMI, our initiatives, challenges and an overview of the economy. Following the conference, I visited the Sydney area in the State of New South Wales (NSW) and the Federal Capital in the Australian Capital Territory (ACT). The best way to describe the visit was that it is a lot like home. In fact Australia was the most like the United States of any country that I have been to, including Canada! (See photo on page 12.)

Australia's markets, consumer habits, channels of distribution are all quite similar to the US. Australia has a vibrant and expanding population and, like us, they are fiercely proud of their country. There are differences, of course! Cars do drive opposite to here, so you have to be comfortable shifting with your left hand. Driving from Sydney to Canberra was reminiscent of

a fall drive from Santa Barbara to Santa Cruz in California. The only thing different is where you might see deer in the US, I did see kangaroos in Canberra.

I went to Australia armed with a list of questions from our members. A detailed report can be found in the Member's Only section of the PMI website (www.pmihome.org/members). If you do not have access to the site, please contact **Lori Palcheck** in our office to set up access. We have also uploaded photographs from the Plumbing Supply Forum meeting and the trip in general, including some from the wholesale and retail channels.

My host for the trip was **Jeff Patchell**, managing director for Connection Magazines in Victoria (www.connectionmagazines.com.au). As PMI members know, Jeff's organization publishes seven construction related trade journals in the Australian Markets, including *Plumbing Connections*. This quarterly magazine has been around for 20 years and reaches 67,000 readers.

Jeff and I visited both retail and two-step distribution for plumbing products in the Sydney market. We went to a Tradelink plumbing showroom and supply store--ranked number two in the Australian market with over 200 locations and having been around for 150 years. Tradelink also has a high end showroom for architects and designers called Mico. At the Mico showroom we visited, Kohler had multiple displays and we met with Kohler's representative, **Ashua Squires**. Tradelink, like many US supply houses has offered more convenience for builders with frequent deliveries to building sites.

Catering to the needs of large scale home builders is also a focus at Reece Plumbing Supply. Reece is the largest wholesale supplier in the market with over 400 stores and showrooms that focus on "bathroom life." They are a public company, but one family controls 60% to 70% of the company.

The Reece manager I spoke with noted that in "domestic" (Australian plumbing parlance for "residential") applications, plumbing supplies are 90% plastic (mostly PEX) while only 10% is traditional copper.

On the retail side, we visited Bunnings Warehouse and Harvey Norman, both large retailers. Bunnings can trace its origins to the 1880's and is quite similar to the Home Depot here in the US. Walking through the store and looking at their flyers, you would think you are in a Home Depot here in the states. Bunnings has 268 stores throughout Australia and New Zealand.

Harvey Norman in Australia is quite different than Bunnings. This home-ware retailer supplies products and services in six major categories: computing, tv, audio and gaming, portable, electronics, home appliances, furniture and bedding and services: everything from hair styling to bath tubs! With 195 stores in Australia, over the past 12 years they have expanded operations to Malaysia, Singapore, Slovenia, Ireland and New Zealand.

Finally, I was also able to do some investigation on drainline carry for solid wastes for the study being sponsored by the Plumbing Efficiency Research Coalition (PERC), of which PMI is a part. By the time you read this, I will have presented some information provided by **Dr. Steve Cummings** from Caroma on the subject at the PMI Technical Workshop on July 28 and 29, 2010. I hope you were there!



David Hagopian



Getting to Know Member Services Co-Chair, Rick Reles

By: Amy Berg-Ferguson, Association Manager



Rick Reles

He is the man with the gravelly voice and the great marketing ideas. He is **Rick Reles** of Kohler Company and is someone you should

get to know.

With a Bachelor of Science in Marketing Management from Siena College in New York and an MBA in Marketing from Memphis State University, Rick has been with Kohler Company for 25 years, (the vast majority of his career). He was recently promoted in June to Vice President - Kitchens, Cast Iron and Corporate Accounts Worldwide. It is obvious when you talk to Rick about Kohler Co. that he has a great love and respect for his employer. "I started out in the lowest rung as a sales associate with a territory in upstate New York and was able to grow sales in this area. Then I went on to sales management for territories in the southeast region of the U.S. for several years. In 1998, I was relocated to Kohler, Wisconsin as Vice President Sales for North America. Since 2002, I've been focused on marketing the faucet business," he said. "We've gone from North America to a global business. We have really been working to grow the international business over the last few years," he said proudly.

Rick has been working with PMI for six years and he is a co-chair of the Member Services Committee. "I enjoy working with PMI," he said. "PMI should become more influential in our industry. I'd like to see PMI drive the visibility of the plumbing industry." Rick says that Kohler Company became a member of PMI for

connectivity with industry legislation, advocacy and to be a part of the "Voice of the Industry." "Kohler Co. would like to see PMI become a more proactive voice on the regulative front," he said.

At the end of the day, Rick heads home to his wife, **April**. He laughed when he recalled how he met her, "I worked with her father at a previous

further about his band, Rick said, "I've always been in bands. I started out as a drummer, and then I picked up the guitar and bass over the years. We play bars, outdoor festivals, benefits, etc. We have a great time." When he's not on stage playing music, he loves to listen to blues and reggae.

Favorite vacation spots include Bermuda and Door County, Wisconsin.



Rick and his wife April at the 2010 PMI Spring Meeting

"Door County is close and it's a lot of fun," he said. Rick dreams of possibly taking a month to tour New Zealand in the near future. He states that his grandfather was one of the most influential people in his life. "He was a sports addict and he took me to many events. He taught me how to be competitive and that has served me well in the business world," he said thoughtfully. Rick's favorite book is *The Richest Man in*

Babylon.

What is Rick's primary pet peeve? "People who talk about themselves excessively," he sighed. "You get into a conversation and all you hear is 'I' and it wears you out. It's better to talk more about ideas and concepts. Unfortunately, we encounter this fairly often, in life".

When asked what people would be most surprised about you, Rick answered with a laugh, "I was a competitive college cheerleader. I got recruited into it, and we did the throws and the tumbling and everything. It was a great way to stay in shape because you need a lot of strength to participate in this sport. And, make no mistake, it is a sport."

Whether conducting a Member Services Committee meeting or rocking out with his band, Rick is a man of many interests. PMI appreciates the insight he has brought to the table, from his work on the new PMI logo to his suggestions for the use of social media. Thanks Rick!

job and am indebted to him for introducing me to my future wife." Together, Rick and April have two children, **Marilyn**, 21 and **Emerson**, 19. Both are students in the University of Wisconsin system. Marilyn is majoring in Communications and Theatre Arts and Emerson is majoring in Business.

When asked how he liked to unwind, Rick answered, "Without a



Member Services Committee Co-Chairs Rick Reles and Marie-Helene Pernin of NEOPERL

doubt, golf. I grew up playing the sport and have a four handicap. I also enjoy running and I play guitar in my band, Identity Crisis." When pressed

PMI Gears Up for New Logo and Name Change

By: Amy Berg-Ferguson, Association Manager

This organization has been known as the Plumbing Manufacturers Institute since 1975. Previously the organization was known as the Plumbing Brass Institute. Now PMI is looking to move forward with a name change and a new logo!

The Plumbing Manufacturers Institute will soon be known as Plumbing Manufacturers International. This name change reflects PMI's desire to branch out its membership and information exchange to companies around the world who manufacture plumbing products. PMI's international presence, thoughts and influence will

take PMI to new heights.

With this name change comes a new logo. After an exhaustive process that started last fall and through several design iterations, a new logo has been



chosen. It was agreed that this new logo associates PMI with water but maintains its focus on plumbing with the use of the pipe.

The logo design will be formally presented during the General Membership portion of the Fall Meeting, being held October 4th at the Liaison Capitol Hill hotel. The attendees will vote to approve the name change and new logo.

We are very excited about the new path PMI is forging. This new logo and name change will reinforce those new directions to our current and future members.

Setting the Record Straight

By: Charles Hernandez, Technical Specialist



Charles Hernandez

The other day I was watching an industry slide presentation and one of the final slides showed an image of the legendary

Thomas Crapper indicating

that he was the inventor of the toilet. Wrong! So let's set the record straight on this widely circulated myth, which even I was led to believe was the truth when I was entering the plumbing trades.

Yes, there was indeed a man named Thomas Crapper. He was born in England in 1836 and died in January of 1910. Thomas Crapper was a Master Plumber and he held nine patents, three of them for water closet improvements, but none for the flush toilet. Here are the real facts of the man whose name is synonymous with the disposing of human waste and opening the door to modern indoor plumbing fixtures.

Thomas Crapper was born in Yorkshire in 1836, the same year **Queen Victoria** ascended the English throne. He came to London at the age

of 14 and found work as a plumber. In 1861, he started his own business as a sanitary engineer and founded the Thomas Crapper & Co., Sanitary Specialties, of Chelsea, London. He opened the first bathroom showroom in London in the 1870's and many of the water closets on display were operable, so that customers could see the power of the flushes. The company was sold in the 1960's to a rival and later became an independent company, once again producing period-style sanitary ware.

Thomas Crapper's claim to fame was that he invented the Valveless Water-Waste Preventer and another important item, the disconnecting trap. Toilets at that time were flushed by a cistern and water, for the most part, ran continually through the toilet. At this time, the local water police feared that this could dry up water supplies, so plumbers began working and inventing many different types of flushing mechanisms and toilets that were more water efficient. There were flush toilets at the time but none worked very well and with the many types of flushing devices and all sorts of moving parts, it was probably difficult at best to maintain and repair them.

Then along came Thomas Crapper who revolutionized the flush toilet with his "Crapper's Valveless Water-Waste Preventer," with only one moveable part. Thomas Crapper's invention was a mechanism that allowed water to flush the water closet only when used, ending a cycle of running water. This period tank and toilet can still be purchased today made of modern materials and uses only one gallon of water. So why does everyone think he invented the toilet? Simple! He stamped his name on every product he manufactured so that it was highly visible, probably the first modern day use of mass advertising.

Now that we have "flushed" out that story, who invented the toilet? Well that distinction goes to **Sir John Harrington** who invented the toilet in 1596, three hundred years earlier. He also invented a valve that could release water from the water closet when pulled. Sir Harrington was also the godson of **Queen Elizabeth I**.

Now that we all know the truth, let's stop using Thomas Crapper's name and refer to that function as a "Harrington."



PMI Fall Meeting - October 3-6, 2010

The 2010 PMI Fall Meeting is set for October 3-6 at the Liaison Capitol Hill in downtown Washington, D.C.

"Taking Charge of Change" is the theme for this meeting. PMI is looking into the future and seeing the changes that need to be made, not just to our organization, but also to the plumbing manufacturing world as a whole. We, as an organization, are taking ownership of what the future of the industry looks like and how we operate in a new world of legislation and mandates.

Participate in Capitol Hill Visits

The PMI Fall Meeting will take place in the shadow of Capitol Hill, so we are taking advantage of our location by offering Hill visits again this year. **Please don't leave Washington, D.C. before 4 p.m. on Wednesday, October 6 to allow enough time for you to visit your state representatives.** As we have seen this year, legislation can come up swiftly that affects your products. Take this opportunity to let your elected officials hear your voice! **Diana Waterman** and **Stephanie Salmon**, PMI Federal Lobbyists, will conduct a workshop to prep you for your meetings. You will have all the tools you need to make an impact.

In addition, PMI will host a special breakfast presentation on Wednesday by a member of Congress and the Legislator of the Year award will be presented.

Opening Keynote Address

Lane Wallace, pilot, writer and adventurer, will kick off the meeting with an opening keynote speech. Her theme: Taking Charge: Strength Through Adversity. Ms. Wallace resigned from a corporate marketing job 20 years ago to pursue more joy, meaning and learning in her life. Her work as a pilot has taken her around the world and she has had her fair share of interesting journeys. She will share her thoughts on what it takes to

pursue an adventurous path in life.

Other speakers include **Suzanne Fisher** of Pratt Industries who will



Opening Keynote Speaker, Lane Wallace

provide an overview of changing international trends in sustainability. Guest speakers will be featured from the Department of Commerce and the United Kingdom. **Yvonne Orgill** from the Bathroom Manufacturers Association will make a presentation along with invited guests **Gunther Schieweck** of IAPMO R&T Germany, **Ken Tomihiro** from the Canadian Institute of Plumbing and Heating and **Tim Fisher** of the Plumbing Products Industry Group at the International Plumbing Forum. BMA's Technical Director, **Christian Taylor-Hamlin**, who will also present during the meeting.

Don't miss the vote to be taken by the General Membership to update PMI's name and branding. We will also elect officers for 2011 and approve the operating budget. Committee meetings will again be packed with important information!

Closing Keynote Address

Echoing our meeting theme, our Keynote Speaker is **General Anthony Zinni**, USMC, (Ret.). General Zinni is a retired four-star General in the United States Marine Corps and a former Commander in Chief of U.S. Central Command. General Zinni is an expert in leadership and what it takes to lead change, whether it is on the battlefield or in the boardroom. His presentation is sure to engage and

enlighten Fall Meeting attendees. His book, *Leading the Charge*, will be available for purchase and General Zinni has graciously agreed to autograph copies of his book.

In 2002, General Zinni was selected to be a special envoy for the United States to Israel and the Palestinian Authority. While serving as special envoy, General Zinni was also an instructor in the Department of International Studies at the Virginia Military Institute. Presently, he is an instructor at the Sanford School of Public Policy at Duke University, a public speaker, and an author of two best-selling books on his military career and foreign affairs, *Battle for Peace* and *Battle Ready* and a best selling book on leadership, *Leading the Charge*. He also is involved in the



General Anthony Zinni

corporate world, joining M.I.C. Industries as its President for International Operations in 2005. General Zinni also serves on the advisory boards of eight different companies, including the security-testing firm, Mu Dynamics, based in Sunnyvale, California.

Registration and hotel information are available at www.pmihome.org. **Please note, the registration deadline for both the meeting and the hotel are September 10.** Register today and make plans to participate in the Capitol Hill lobbying visits. We'll see you there!

Taking Charge of Change

SUNDAY, OCTOBER 3

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

MONDAY, OCTOBER 4

8:30 a.m. - 9:30 a.m.	Opening Keynote: "Taking Charge: Strength Through Adversity" by Lane Wallace, Pilot, Author and Adventurer
9:30 a.m. - 9:45 a.m.	Break
9:45 a.m. - 11:00 a.m.	Issue Committee: Water Efficiency and Sustainability with a presentation by Suzanne Fisher of Pratt Industries
11:00 a.m. - 12:00 p.m.	Issue Committee: Materials Performance with a presentation by Larry Muller of Chase Brass and Copper Company
12:00 p.m. - 1:30 p.m.	Lunch
1:30 p.m. - 2:30 p.m.	Issue Committee: Universal Conformity Assessment/Technical Standing Committee
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 3:45 p.m.	Plumbing Products Committee
3:45 p.m. - 5:30 p.m.	General Membership Meeting
6:00 p.m. - 7:15 p.m.	Cocktail Reception
7:30 p.m. - 9:30 p.m.	Dinner

TUESDAY, OCTOBER 5

8:30 a.m. - 10:30 a.m.	Government Affairs Standing Committee and Hill Visit Tutorial
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 12:00 p.m.	Member Services Standing Committee
12:00 p.m. - 1:30 p.m.	Lunch
1:30 p.m. - 3:15 p.m.	Issue Committee: Fair Trade with guests from the U.S. Department of Commerce and the Heritage Foundation
3:15 p.m. - 3:30 p.m.	Break
3:30 p.m. - 5:30 p.m.	International Plumbing Forum with guests from the United Kingdom, Germany, Canada and Australia
6:00 p.m. - 7:15 p.m.	Cocktail Reception
7:30 p.m. - 9:45 p.m.	Dinner and Closing Keynote Presentation: "Leadership from the Battlefield to the Boardroom" with General Anthony Zinni, retired General of the United States Marine Corps

WEDNESDAY, OCTOBER 6

7:30 a.m. - 9:00 a.m.	Breakfast and Member of Congress / Recipient of Legislator of the Year Award (tbd)
8:00 a.m. - 12:00 p.m.	Special Wednesday Session
12:00 p.m. - 4:00 p.m.	Capitol Hill Visits

Dress Code

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

PMI to Host Spring 2011 Meeting in New Orleans, LA

By: Amy Berg-Ferguson, Association Manager



Amy Berg-Ferguson

The Plumbing Manufacturers Institute 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.

The meeting will take place at the historic Hotel Monteleone, located on Royal Street in the heart of the French Quarter. The Monteleone is a gem of a hotel, named by the National Trust for Historic Preservation as a Historic Hotel of America. It has hosted notable literary heroes, Hollywood's biggest stars and top musical entertainers. This hotel is a perfect combination of Southern hospitality,

old world charm and regal elegance.

New Orleans is a city that is world-renowned for its food and you don't have to travel far from the Monteleone to sample some of the best Creole dishes, seafood, steaks and European pastries the city has to offer. In fact, the Monteleone is home to the famed Carousel Bar. The bar, with its colorful circus motif, has long been one of New Orleans' most famous cocktail lounges for visitors and locals alike. With its revolving bar, the Carousel was a favorite watering hole for authors such as **Truman Capote** and **Tennessee Williams**.

If you are looking for a place to relax, look no further than the rooftop for New Orleans' first sky-side heated pool and fitness center. For a more intense relaxation experience, pay a visit to Spa Aria, which offers a full

complement of spa treatments and products.

PMI is very excited to bring our Spring Meeting to a new city with an exciting atmosphere. Look for more information soon!



On the Alert for New Laws and Regulations

By: Lori Palcheck, Member Services Manager

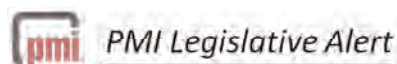


Lori Palcheck

PMI is on alert for bills, laws, and regulations that affect the industry and as advocacy becomes more and more of a focus, PMI staff is closely monitoring legislative reports from our

lobbyists. Beginning soon, staff will be monitoring the Federal Register to identify critical issues in the industry.

PMI receives legislative updates from Multistate Legislation and staff forwards these emails to PMI members. In order to help members identify this pertinent information quicker and more effectively, we have developed a template to maintain consistency. Look for this image in



your email messages from PMI staff.

In addition, **Charles Hernandez**, technical specialist, reads and summarizes each weekly report to highlight the most crucial issues and point out any action required. The email template we send out contains Charles' summary, the link to the Member's Only site with the reports and other legislative information.

Look for these reports to come out weekly. All the reports past and present are posted on the Members' Only portion of the website.

A username and password is necessary to access the Members' Only portion of the PMI website. Please

contact **Lori Palcheck** at

lpalcheck@pmihome.org or 847-481-5500 to obtain a username and password.

Besides these legislative alerts, PMI's California lobbyist **Jerry Desmond Jr.** monitors and forwards to PMI pertinent and sometimes time sensitive legislative issues. Look for this template which will identify these emails from Jerry.

*Legislative News from PMI California Lobbyist,
Jerry Desmond, Jr.*

PMI will be closed Monday,
September 6 for Labor Day.

U.S. Department of Energy (DOE) Pulls Back the Showercurtain

By: Diana Waterman, Federal Lobbyist

The plumbing industry and consumers across the nation thought they knew just what a showerhead is... "A fixture for directing the spray of water in a bathroom shower." At least that is what the Merriam-Webster dictionary claims. WRONG! says Department of Energy, there is a "misunderstanding of the definition of the term "showerhead." Last May, buried deep in the DOE website, they expressed the bottom line on their proposed showerhead "interpretation" as follows:

"The Department will find a showerhead to be noncompliant with Energy Policy Conservation Act's (EPCA) maximum water use standard if the showerhead's standard components, operating in their maximum design flow configuration, taken together use in excess of 2.5 gpm."

The Department of Energy is seeking to redefine a showerhead in a way that would have broad consequences. A single showerhead valve can be diverted to multiple spouts. Currently a tub spout does not have a maximum flow rate of water like showerheads do. The proposed redefinition would possibly limit the flow of water through a tub spout. Filling a tub, instead of taking a few minutes, could take an hour. The redefinition would also add costs to institutions such as health care groups and school systems that rely on group showers. Adding separate valves for each showerhead would increase costs in industries that can ill-afford these changes.

Later DOE actually did post notice in the Federal Register Citation: Docket No. EERE-2010-BT-NOA-0016 of their intention to redefine the meaning of a "showerhead" and allowed a short 30-day period for comment. The Department of Energy stated that even though they did not need to go through a full rulemaking process, they would still welcome feedback from the public.

The comment period closed on June

18, 2010. While PMI challenges DOE's failure to institute the full administrative rule-making process for a legal change of this magnitude, the Institute did submit a detailed comment and encouraged others to do so as well. The result was more than 200 comments were submitted with only a few supporting the redefinition. All other comments opposed the redefinition, the "interpretative" process, or both.

Needless to say, PMI took immediate action to strategically address this challenge on several fronts and has responded strongly and comprehensively to DOE's showerhead initiative. Since the DOE announcement, PMI has met with numerous important policy makers within the Department of Energy and Congress to ensure that they understand the full affect of this rule on the industry, the economy, and those diverse communities that rely on specialized showers in hospitals, senior living and therapeutic settings.

PMI launched a multi-faceted advocacy plan that includes:

- Creating a Showerhead Coalition joined by over 15 other organizations (list available on request);
- Analysis of legal, political and technical elements of the issue and submission of PMI comments and supplemental comments to DOE;

- Outreach and involvement of key Senate staff on the Energy and Natural Resources Committee with direct oversight of DOE activities;



Diana Waterman

- Securing support and advice of the U.S. Small Business Advocacy Office;

- Pressing for involvement and support from the U.S. Office of Management and Budget with authority to review regulatory changes;

- Engaging in substantive meetings with key DOE officials where we succeeded in exposing the flaws within their "redefinition" and their process.

PMI is working to ensure that the industry is given a full voice in this decision making process. We continue to advocate on behalf of the plumbing industry and the broader coalition. Our goal is for the DOE to recognize the serious problems inherent in this redefinition and to implementing a full rulemaking process on this important issue. PMI is proud of the work it has already done to raise awareness on this issue and will carry on in its mission to advocate for the interests of its members and to promote environmentally sound policies.



**Save the Date for the 2011
PMI Spring Meeting!**
March 27-30
Hotel Monteleone
New Orleans, LA

PMI Members in the News

By: Amy Berg-Ferguson, Association Manger

Michael S. Pierron has joined BrassCraft Manufacturing Company as National Sales Manager for Special Markets. In this position, Pierron will oversee all sales initiatives for the industrial and international markets. His special focus will be on growing BrassCraft export business in emerging markets in strategic areas.

(Building Online, July 2010)

Bradley Corporation promoted **Bryan Mullet** to president of its plumbing fixtures business and named **Richard G. Drykowski** as director of engineering.

Gerber Plumbing Fixtures promoted **Brian Dougherty** to national sales manager - new construction. Most recently, he was national account manager.

Alsons Corporation said that its Water-Amplifying showerhead with Fluidics Technology has been WaterSense labeled by the U.S. Environmental Protection Agency.

The Product Review section featured **T&S Brass and Bronze Work's** antimicrobial handles, which will be available for nearly all of their faucet models, **NEOPERL's** PCA Perlator faucet aerator, **Moen Incorporated's** Method lavatory faucet and **Kohler Co.'s** Expanse bathtub.

(Supply House Times, June 2010)

Moen Incorporated's CFG Water Saving Showerhead, designed for the multi-family market with a 1.75 gpm flow rate, was featured in the Green Products section of the magazine.

(Contractor, June 2010)

Delta Faucet Company announced that more than 50% of its Delta bath suites features showerheads and hand-showers that meet the latest specification introduced by the U.S. Environmental Protection Agency's WaterSense program.

American Standard kicked off its Responsible Bathroom Tour. With a goal of saving two billion gallons of water this year, the tour will visit more than 300 plumbing wholesale locations in the U.S., Canada and Mexico through November. American Standard expects the tour to contribute two billion gallons of water savings over the next seven months simply by convincing attendees to adopt new water conserving behaviors and replace old, leaky fixtures with top-rated WaterSense toilets, faucets and showerheads.

Several member companies were featured in the KBIS 2010 post show "New and Hot Kitchen and Bath Products" report. **TOTO USA'S** "Luminist" line, a series of lighted lavatories that create a soothing ambiance and **Kohler Co.'s** "Karbon" and "Stance" faucets were featured. **American Standard, Kohler Co., Caroma** and **TOTO USA** were

singled out for having some of the best toilet innovations at the K/BIS show.

(The Wholesaler, June 2010)

The New Products: Green Scene section of the magazine featured **Sloan Valve Company's** ECOS retrofit kit, which is suitable for converting most manual and electronic single flush valves and provides water savings with its reduced flush cycle.

Moen Incorporated's five new Eco-Performance shower systems offer a 36% water savings, which can contribute to a building's eligibility for LEED certification.

Elkay Manufacturing Company's new line of SwirlFlo water coolers and drinking fountains are installed at the Minnesota Twins' new Target Field in Minneapolis.

(PM Engineer, June 2010)

InSinkErator has announced it will sponsor a series of online learning modules targeted at kitchen designers. The HauteSpot Showroom Promotion is an educational initiative to boost designers' product knowledge through a training platform.

The Kitchen and Bath section put the spotlight on several products that were introduced at the K/BIS Show. Member company products featured were **Elkay's** Harmony faucet, **KWS's** EVE faucet, **Moen Incorporated's** Arbor™ Faucet, **Gerber Plumbing's** Daylene™ faucet, **Hansgrohe's** iBox Universal Plus Rough-In Valve, **TOTO USA's** Aquia toilet. In this section, **Alsons Corporation** announced that 40 of their showerheads and handshowers have received the new WaterSense certification for showerheads.

(Southern PHC, June 2010)

Heathrow Airport's Terminal 5 has been outfitted with **Hansgrohe's** products in its luxurious lounges. Fittings from the Metris S were chosen for the washing areas and bidets. The showers use Pharo Lift 2 panels and products from the Axor Massaud collection are used in the spa of the Galleries Arrival Lounge.

(The Wholesaler, May 2010)

American Standard took a stand for global safe drinking water and basic sanitation - and helped set a world record, to boot - by standing up 12 high-efficiency toilets outside the U.S. Capitol in one of several worldwide "World's Longest Toilet Queue" events. As a part of two of days of activities in March to support World Water Day, toilet queues were set up to draw attention to WASH, an acronym for "water, sanitation and hygiene."

(Reeves Journal, May 2010)

On the Road Again from Lisbon to Newfoundland

Executive Director **Barb Higgens** was once again invited to attend the annual CEIR conference, this year in Caiscais, Portugal. The conference, held in early June, included representatives from throughout Europe, the United Kingdom and Japan. Among the topics was an in depth discussion of lead content laws in California, Vermont, Maryland and the proposed Federal bill. To maximize the efficiency of the trip, Barb shared accommodations with **Yvonne Orgill**, chief executive of the Bathroom Manufacturers Association. CEIR

President **Maurizio Braceoloni** has been invited to attend the PMI fall meeting.

In late June, Barb joined **Lee Mercer** at the Annual Business conference of the Canadian Institute of Plumbing and Heating. This year, Lee gave the address and welcome remarks to the attendees on behalf of the PMI Board of Directors and membership. He noted the many projects on which the two organizations were joining forces and introduced the notion of establishing a North American

Plumbing Panel, patterned after the industry panel which met at the spring meeting in San Diego. Barb's husband **Trey** was asked to play Amazing Grace on the bagpipes as a memorial during the conference honoring among others, the late **Jason Borque** (see last issue of *PMI News*). In addition, Trey was again asked to pipe in the CIPH Board of Directors to the Gala dinner. **Ralph Suppa** presented him with a Chicago Blackhawks jersey as a token of appreciation. (The Blackhawks are the recent winners of the Stanley Cup!)



Lee Mercer, Judy Mercer, CIPH Executive Director Ralph Suppa, Barbara Higgens and Trey Higgens.



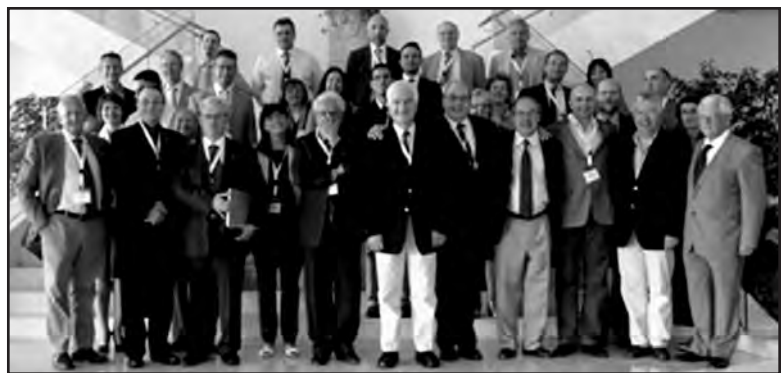
Trey Higgens pipes in the CIPH Board of Directors.



Lee Mercer and Martin Deschenes, Chairman of CIPH at the conclusion of Lee's presentation.



Yvonne Orgill of the Bathroom Manufacturers Association (UK) and Barbara Higgens



The delegates who attended the CEIR conference. Can you spot Barbara Higgens?

PMI Announces Fair Trade Committee Co-Chair

By: Lori Palcheck, Member Services Manager



Mike Douglass

PMI President **Lee Mercer** has named **Mike Douglass**, manager, faucet engineering, as the new Fair Trade Committee Co-chair serving with current Co-chair

Dale Gallmann of Bradley Corporation.

Mike will begin serving his three year term with the PMI Fall 2010 Meeting in Washington D.C. and concluding with the PMI Spring 2013 Meeting. Mr. Mercer's decision to appoint Mr. Douglass was based upon PMI meeting attendance, leadership, expertise and an overall commitment to PMI.

"I have been looking for an opportunity to become more involved with PMI and contribute to the organiza-

tion," said Mr. Douglass. "When the opening on the Fair Trade Committee came up, I jumped at it. I think this is a critical area for all members and will continue to be of growing interest, so I was very pleased when I was selected."

Per PMI bylaws, Committee Chairs are appointed by the president with selections based upon qualifications such as leadership, demonstrated commitment to PMI, and attendance record at PMI meetings and forums.

Congratulations Mr. Douglass and thanks to all who volunteered to be considered for this important PMI leadership position.

There will be new openings for committee chair positions in the Fall of 2010. Watch for announcements in your email box.

Retirement Suits the Strader Family

By: Amy Berg-Ferguson, Association Manager



Suzan Strader takes her kayak out for a test drive.

Walt Strader, PMI Past President, is loving the retired life. After serving many years with Price Pfister, Walt retired in the summer of 2009. He and his wife, **Suzan**, relocated to a home on a lake in North Carolina.

After receiving an American



Walt Strader poses before taking a trek out to the lake.

Express gift check to thank Walt for his service to PMI, he and Suzan decided to purchase kayaks to take advantage of their lake views. "Yes, we thoroughly enjoy living on the lake and even more so now with the kayaks," said Suzan Strader.

A View From Down Under



Steve Cummings, Caroma; **David Hagopian**, PMI and **Brad Reid**, Reliance (parent company of PMI member company Cash Acme) pose for a photo at the Plumbing Products Industry Group Forum. For more information about PMI's participation in the forum, turn to page 3.

2010 PMI LEADERSHIP

Executive Committee

Lee Mercer, Moen Incorporated
President

Jack Krecek, Elkay Manufacturing Co.
First Vice President

Stewart Yang, Kohler Co.
Second Vice President

Jeff Baldwin, T&S Brass & Bronze Works
Treasurer

Walt Strader, Price Pfister (Ret.)
Immediate Past President

Directors at Large:

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

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

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

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

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

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

PMI STAFF:

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