



NEWS

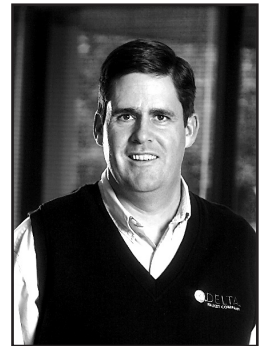
Volume 10, Issue 2

The Newsletter for PMI Members — by PMI Members

March/April 2007

Hunkering Down? PMI Membership Is A Must-Have!

By: Ken Martin, President of the Plumbing Manufacturers Institute and Senior Director, Commercial Product Development of Delta Faucet Company



**Ken Martin
Delta Faucet
Company**

It is no secret that the building slow-down is affecting our industry. Companies are sharpening their pencils and reviewing all expenses with an especially critical eye. Expenditures are being categorized as “must-haves” versus “nice-to-haves.” No more automatics! Spending cutbacks are often the result of these reviews.

In times such as these, when travel, memberships and registrations are all scrutinized, it is important to recognize the value of membership in the Plumbing Manufacturers Institute. PMI belongs in your “must-have” category. As essential to your business as heating and lighting, PMI is the energy on which your business runs. Issues do not evaporate because budgets are tight. In fact, the opposite is true. With cutbacks in company travel and in some cases, personnel, your PMI membership becomes even more valuable. With PMI staff on the front lines as your eyes and ears, the interests of your company are being represented in various forums and venues, even if you don’t have a physical presence there.

The ongoing work in California is a case in point. PMI staff and a core group of members of the Materials Performance Committee continue to represent the industry in Sacramento as work continues on AB 1953. Their

presence ensures that your voice is being heard in your absence.

Additionally, through PMI you are represented at the U.S. Department of Commerce, the U.S. Environmental Protection Agency, on Capitol Hill and throughout the world. Through PMI, you attend meetings of NAHB’s National Council of the Housing Industry, the National Association of Manufacturers (NAM), the World Plumbing Council (WPC) and a lengthy list of technically-oriented industry meetings. Through PMI, your company’s reach is expanded to a vast array of allied industry associations as we work to bring groups together to address and resolve common issues.

PMI meetings and conference calls continue to be relevant and efficiently-run. The value of your time is both recognized and maximized. Tightly crafted agendas ensure that these sessions start on time, stay on target and add value. The 2007 Spring Meeting is no exception to this formula. Great minds from around our industry and beyond are gathering in Asheville to provide insight as to what

the future holds for our industry. Water conservation, material requirements for our products, the impact of an aging population, and changing work force dynamics are among the critical topics to be explored.

The next step will be up to the individuals. Given the forces of change, will you take note of the impending changes and proactively adjust accordingly, or will you ignore the signals and go on conducting business-as-usual? In any case, PMI will have done its part to adding value to your business by bringing you a snapshot of the future to enhance your planning. What you choose to do with the information is up to you!

PMI is a critical tool and a valued asset in tough times. Our industry association is a must-have.

See you in Asheville!

**See Page 4 for PMI Spring Meeting
Schedule of Events: April 1 - 4
The Grove Park Inn, Asheville, NC**

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First Impressions Are Lasting - And Tough To Change!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

It's been said that first impressions are lasting; that one never has a second chance to make a good first impression; that one is judged by the company they keep and that

actions speak louder than ones' words.

As the teenaged daughter of very strict parents, I took these adages to heart. While true for adolescents, these words are also true for brands, corporations, and industry associations. As long-timers know, PMI suffered from an image that in some circles continues to haunt it today. PMI fell into the trade association trap of operating more like a social club than as a value-adding business partner and advocate. Since the new PMI emerged in 1998, the staff, board of directors, and membership have worked very hard to make the changes necessary to add real value to members. The result is that everything from the logo upwards has been enhanced. Staff is "everywhere," networking and on the lookout for the next industry issue of concern. We've kept expenses in check and we demonstrate regularly that members' dues dollars are being put to the best use.

When notices for dues renewals go out in January each year, it is not unusual for a PMI member company to request a meeting to review "just exactly what PMI does" for them. This is a legitimate request to which I can relate! You may recall that in my previous life as the one responsible for deciding on association membership for my division of Raytheon, back in 1998, I challenged the Electronics Industries Association (EIA) to justify their request for my tens-of-thousands of dollars of dues money. EIA's executive director, whose name I have long since forgotten, replied that "Well, we put on a pretty good golf outing every year." I was stunned. Not long after that phone conversation (and my withdrawal of my company's EIA membership), came the call from a

search firm working with the PMI Board of Directors to find a new executive director for PMI.

As I understand it now, the decision at that time was to either start the organization anew or disband it. Tempting though the challenge was, I must admit that I was not eager to turn my back on 20 years in the electronics industry in a career where I was meeting rock stars and as Director of Marketing for one of Raytheon's most profitable divisions. My reaction: "Plumbing? Gee, I'm not really interested. Thanks." The headhunter responded, "It's probably just as well then, PMI would never hire a woman anyway." *The rest, as they say, is history.*

As the interviewing process continued on and the field of candidates was reduced from 18 to 8 to 4 (and each time I paid \$10 to park in the lot at the Hotel Sofitel in Rosemont, IL, where the interviews were held), I became increasingly interested in the position. I knew from my own experience what it meant to sell a product for under \$1.00 and then turn around and pay out thousands of dollars in the form of membership dues. Raytheon/Switchcraft's EIA dues represented the sale of quite a few microphone connectors! The value of the investment must be proved.

It was also obvious that the entire role and image of industry trade associations was long overdue. There had to be tangible value in the membership in the organization. Just as with other businesses expenditures, the dues investment must have measurable pay back. But given the profile of the organization and the head hunter's prediction ringing in my ears, I needed to be sure that PMI's membership really wanted what it wished for, and was ready and willing to change.

As I enter my ninth year as Executive Director of PMI, I know that the Board and membership was indeed ready. Gone is the junket mentality which had spawned not one but *two* golf outings formerly held during past PMI meeting sessions. No longer do we have the embarrassing alcohol-fueled roasts that ended with people being pushed into swimming pools.

We've gone from a loosely-constructed, socially-oriented meeting to a highly orchestrated format packed end-to-end with relevant topics and controlled by strict time monitors who keep sessions on schedule. Host hotels are moderately priced and close to major cities to promote efficient travel. This year, we solicited support from the membership to lower registration fees by eliminating breakfasts. We've reached across the membership to glean pertinent topics for discussion, and follow up with satisfaction surveys to ensure continuous improvement. We've reached out to allied associations for closer and mutually beneficial relationships, and have reached across the ocean to build alliances with like groups there.

And we have changed our PMI philosophy too. We've worked hard to turn our former "just say 'no' image" to one of innovation, cooperation and progress. This attitude is the basis of our 2007 Spring Meeting theme: "The Future is Now." As you will see, the sessions are designed to highlight what the future has in store for our industry and the need for us to recognize and react to these influences.

Even in the face of all of the changes and with the focus on serious business formats which produce a measurable return on investment, we still have work to do in some circles. Our work is cut out for us to convince environmental groups and others that we really do have more in common with them than they suspect. We are responsible citizens of the earth, *not* faceless monsters determined to waste and contaminate natural resources. We have our work cut out for us to attract non-member prospects who continue to view PMI as a "good old boys club." We must work hard also to be recognized as valuable and reliable resources for legislative and regulatory bodies which would benefit from our expertise and advice.

We've come a long way, but we still have work to do. We need your help to do it.

Not bad progress for a group that wouldn't dream of hiring a woman.

It's Not Too Late To Celebrate The Success Of The NTTAA

By: David Viola, Technical Director

Last year marked the tenth anniversary of the National Technology Transfer and Advancement Act (NTTAA), a law that continues to have far reaching benefits to the U.S. standards system and the plumbing industry. Since enacted, the NTTAA has compelled Federal agencies to adopt the consensus plumbing standards we support, instead of developing and using Federal specifications and standards.

Specifically, NTTAA directs the National Institute of Standards and Technology (NIST) to:

- Coordinate with other Federal agencies to achieve greater reliance on consensus standards and lessened dependence on in-house standards.

- Solicit reports from Federal agencies to explain failures to convert to use consensus standards.

- Assist Federal agencies in comparing consensus standards with the standards developed by the Federal Government.

- Emphasize where possible the use of standards developed by consensus organizations.

The passage of NTTAA has benefited all industries, including plumbing. According to NIST, government and industry have saved billions of dollars since the NTTAA was implemented. NIST estimates that Federal agencies used 1,883 private sector consensus standards in 1997. In 2005, that number of private sector consensus standards usage jumped to 4,559.

In the plumbing area, several important impacts of NTTAA come to mind. The Act was directly responsible for the elimination and phasing out the various WW-P-541 Federal specifications for plumbing product and replacing them with the applicable ASME A112 plumbing standards. This action ended many years of misery and expense for manufacturers struggling to provide products that complied with consensus standards and Federal

specifications, which in most cases contained conflicting, design-restrictive and outdated requirements.

NTTAA has also pushed the Department of Housing and Urban Development (HUD) to update their Manufactured Housing Code with the National Fire Prevention Association (NFPA) 501 Standard. The HUD Manufactured Housing Code had fallen horribly out-of-date due to the agency's lack of expertise and available resources to keep it current. The implementation of NFPA 501 Standard provided an immediate update and improvement to the HUD code with virtually no cost to tax payers.

The NTTAA prompted the United States Access Board to make their Americans with Disabilities Act Accessibility Guidelines (ADAAG) more consistent with model building codes and consensus accessibility standards. In a single rulemaking completed in 2004, the Access Board revised ADAAG to be nearly identical to the provisions in the International Building Code and the ICC A117.1 Standard on Accessible and Useable Buildings and Facilities. The resulting action eliminated numerous conflicts between Federal and state accessibility laws that directly impacted plumbing

product design and installation. The harmonization effort paves the way for the Access Board to drop future development of ADAAG and adopt the ICC A117.1 standard.



David Viola

It is unknown to what extent the NTTAA has prevented Federal agencies from taking on new projects that would have duplicated or conflicted with consensus standards. We do know that it has played a role in keeping the U.S. Environmental Protection Agency (EPA) actively involved with and reliant upon NSF 61 to address health effects requirements for plumbing products, such as faucets and supply fittings.

Although the 10-year anniversary has come and gone, it is not too late to reflect on NTTAA's many successes in and out of the plumbing industry. The NTTAA has been a big success and has provided us with a strong foundation to build upon in our on-going efforts to get Federal agencies fully reliant upon consensus standards.

Mark Your Calendar - PMI Codes and Standards Workshop

PMI is hosting its seventh Codes and Standards 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.

**The workshop will again be conducted by PMI
Technical Director Dave Viola**

**August 15-16, 2007
In The Chicagoland Area
Watch For Details!**

2007 PMI Spring Meeting Schedule Of Events

SUNDAY, APRIL 1

9:00 a.m.		Golf Outing (Advance Registration Required)
2:30 p.m.	- 5:30 p.m.	Board of Directors Meeting (Restricted Attendance)
3:00 p.m.	- 5:00 p.m.	Meeting Registration
5:45 p.m.	- 6:00 p.m.	New Members/First Time Attendees Reception
6:00 p.m.	- 7:00 p.m.	Welcome Reception
7:00 p.m.	- 10:00 p.m.	Welcome Dinner and General Membership Meeting

MONDAY, APRIL 2

Breakfast On Your Own

8:00 a.m.	- 8:45 a.m.	Welcome To The Future by Ed Barlow , Futurist
8:45 a.m.	- 9:30 a.m.	Your Future Is Calling - Are You Tuned In? by Carl Cullotta , Frank Lynn & Assoc.
9:30 a.m.	- 10:15 a.m.	The Future of Water Conservation by Tracy Mehan , The Cadmus Group, Inc.
10:15 a.m.	- 10:30 a.m.	Break
10:30 a.m.	- 11:15 a.m.	Communicating Green: Getting Ahead of the Curve by Luke Lambert and Dick Wolfe , Gibbs & Soell, Inc.
11:15 a.m.	- 12:00 p.m.	Panel: Construction, Conservation and Communication
12:00 p.m.	- 1:00 p.m.	Lunch Buffet
1:00 p.m.	- 1:30 p.m.	The Changing Arena of Regulations and Legislation by David Calabrese , AHAM
1:30 p.m.	- 2:15 p.m.	Panel: David Calabrese and PMI Lobbyists
2:15 p.m.	- 2:45 p.m.	The Role of the WPC and the WHO Initiative by Russ Chaney , WPC/IAPMO
2:45 p.m.	- 3:00 p.m.	Break
3:00 p.m.	- 3:30 p.m.	Crisis Management - How Can Companies Cope? by Jerry Vehaun , NC Health Dept.
3:30 p.m.	- 4:15 p.m.	Leading in the 21st Century: The Culture of the Emerging Workforce by Clark Ellis , FMI
4:15 p.m.	- 5:00 p.m.	Human Capital: Education, Information, Technology and the Workforce by Jack Bacon , Futurist
5:00 p.m.	- 6:00 p.m.	Panel: The Workforce of The Future
6:15 p.m.	- 7:30 p.m.	Networking Reception with Bluegrass Music and Cloggers

Dinner and Evening On Your Own

TUESDAY, APRIL 3

Breakfast On Your Own

8:00 a.m.	- 9:30 a.m.	E-Business Standing Committee with Pat Cleary , NAM
9:30 a.m.	- 9:45 a.m.	Break
9:45 a.m.	- 11:00 a.m.	Member Services Standing/Trade Show Consolidation Issue Joint Committee Meeting
11:00 a.m.	- 11:45 a.m.	ISSUE COMMITTEE : Fair Trade with Yvonne Orgill , BMA
11:45 a.m.	- 1:00 p.m.	Lunch Buffet
1:00 p.m.	- 2:00 p.m.	Supply Fitting/Water Temperature Device Product Groups with Peter Biermayer , Lawrence Berkeley National Laboratory
2:00 p.m.	- 2:45 p.m.	ISSUE COMMITTEE : Water Conservation
2:45 p.m.	- 3:30 p.m.	Flushing Devices/Fixtures Product Groups
3:30 p.m.	- 3:45 p.m.	Break
3:45 p.m.	- 4:45 p.m.	ISSUE COMMITTEE : Universal Conformity Assessment Issue/Technical Standing Joint Committee Meeting
5:15 p.m.	- 5:30 p.m.	Depart for Optional Tour/Dinner Excursion to the Biltmore Mansion
6:00 p.m.	- 8:15 p.m.	Tour of the Biltmore Mansion and Jazz Reception in the Biltmore Stable Courtyard
8:15 p.m.	- 10:15 p.m.	Dinner in the Biltmore Stable Loft
11:00 p.m.		Arrive back at the Grove Park Inn Resort and Spa

WEDNESDAY, APRIL 4

Breakfast On Your Own

8:00 a.m.	- 9:30 a.m.	Water Efficiency Trends by Gary Klein , California Energy Commission
9:30 a.m.	- 9:45 a.m.	Break
9:45 a.m.	- 11:00 a.m.	Government Affairs Standing Committee
11:00 a.m.	- 12:00 p.m.	Materials Performance Committee

Keep The Communication Flowing To And From PMI

By: Maria Bazan, Association Manager

Just after the first of the year we seem to get several bounce back messages from the emails we have sent out indicating an invalid/incorrect email address or that the requested recipient's account cannot accept our message. We believe this is due to a couple of factors, one being companies updating or adding spam software to their networks and another being companies disconnecting email addresses of employees who are no longer there.

We ask that you add "PMI" and "Plumbing Manufacturers Institute" to the accepted verbiage of your spam

software to allow our messages to reach you. Email messages that come from the PMI office will always have one of these terms in the subject line.

Keeping the PMI database current is a work in progress, therefore we ask for your help to keep your contact information up-to-date. Please keep us advised of any changes in personnel and your contact information, i.e. direct dial phone numbers or extensions, a mail stop that needs to be added to your mailing address, and most importantly your email address.

We would also like to request that PMI be included on your public

relations mailing lists to help keep us up-to-date on your company news, and personnel changes.

Please contact **Maria Bazan** or **Lori Palcheck** at the PMI office to update your information and keep the communication flowing to you (847-884-9764, mbazan@pmihome.org, lpalcheck@pmihome.org).



Maria Bazan

PMI Joins Internet Security Alliance

By: Barbara Higgens, Executive Director

The Plumbing Manufacturers Institute (PMI) has joined the Internet Security Alliance's Small Business Cyber Security Program (ISAlliance). This new relationship means that now, all PMI members are Wholesale members of the ISAlliance and have access to a variety of benefits!

Please note: You must sign up to receive these services by calling PMI. Per PMI policy we cannot provide members' contact information to the ISS. Ask for Maria Bazan or Lori Palcheck when you call 847/884-9764.

The ISAlliance provides a forum for information sharing and thought leadership on information security issues. The group represents our shared corporate security interests before legislators and regulators as they seek to standardize best practices in Internet security and network survivability. The ISAlliance is a collaborative institution working to develop and implement information security solutions.

As a result of PMI's investment in the ISAlliance, you are entitled to a full suite of services at absolutely no cost. This includes:

·Unlimited access to the joint ISAlliance/CyLab Webinars

·US-CERT Portal Registration
·Eligibility for "Qualified Member Program" and access to Online Self-Assessment Tools providing metrics for compliance to information security best practices

·Daily Cyber Briefings and DHS Infrastructure Reports
and

Access to any two of the following:

·Annual Report on Software Assurance (and tools)
·Annual Privacy Report
·Participation in ISAlliance/ANSI Best Practice Program in Commercial Agreements (Model Contracts)

·Enterprise Integration Program (EIP) on Outsourcing Risk Management
·EIP on E-Discovery
·EIP on Security Breach Notification

·EIP on Security Incident Handling
·EIP on Auditing
·EIP on Insider Threats

We hope you will find value in these diverse services. Remember, you must contact PMI to sign up to receive access to these services. You may contact the ISAlliance directly at any time with questions. Your point of contact is **Don Morrison**, Policy and Member Specialist, 703-907-7799 or dmorrison@isalliance.org.

Thank you to the following PMI Members who displayed their PMI Pride by wearing PMI ribbons at the recent NAHB International Builders Show in Orlando, FL.

Alsons Corporation
BrassCraft Mfg. Co.
Delta Faucet Company
Elkay Manufacturing Co.
Gerber Plumbing Fixtures
Hansgrohe, Inc.

Kohler Co.
Moen, Inc.
Price Pfister
Symmons Industries, Inc.
VitrA USA
WCM Industries

PMI Member Companies In The Industry News

(From Plumbing & Mechanical Jan. 2007)

Don Devine, President, Americas Bath and Kitchen American Standard Companies, Inc. co signed the Letter to the Editor, "WaterSense Is Common Sense" which promotes the use of products and services having the WaterSense label.

Symmons' Elements line is featured. The line is a luxury bathroom and kitchen line of faucets and accessories. The pull-out kitchen faucets line features five new styles: the Andora, Fiano, Forz, Moscato and Vella.

(From PMEngineer Jan. 2007)

On Oct. 28, 2006, the **Haws Corporation** celebrated its 100th anniversary at a gala event held at the Siena Hotel Spa & Casino in Reno, NV. The black-tie event was attended by 350 Haws customers, sales representatives, past and present employees, suppliers and other special guests. See story on page 8.

Chicago Faucet Company recently introduced the HyTronic line of sensor-operated faucets, which are specifically designed to address the reliability concerns often associated with electronic faucets.

(From Reeves Journal Jan. 2007)

Sloan Valve has introduced Crown Optima SMOOTH, a new battery-powered Flushometer that uses adaptive sensing technology to flush automatically.

(From Supply House Times Jan. 2007)

Moen's Commercial Division met with editors of BNP Media plumbing books to discuss recent product developments.

Sloan Valve Company says its WES-4000 and WES-5000 waterfree urinals provide the same water-conserving and low maintenance

benefits as its other waterfree urinals but require less space. They feature a touch-free and mechanical free design.

Speakman Co. introduced a component shower system for ADA-compliant rooms and facilities.

(From The Wholesaler Jan. 2007)

TOTO's Washlet S400 took center stage at TOTO's "2006 Washlet Celebration" held at its New York Gallery. TOTO's new Washlet S400 features an intuitive lid, which opens automatically when users approach and closes when they leave. It also offers an automatic hands-free flushing system.

Two California prisons are conserving water by installing MICROPlumb® plumbing control systems from **Sloan Valve Company**, a leading manufacturer of water-conserving plumbing.

Don Devine, President/Bath & Kitchen Americas at American Standard, **Richard Reles**, Vice President/Marketing for Global Faucets at Kohler, and **Vasken Altounian**, Executive Vice President Sales and Marketing for Delta Faucet were all quoted in the article, "Commercial Plumbing Is Bright Spot In '07 Outlook."

(From Southern PHC Feb. 2007)

BrassCraft has introduced a "virtually invisible" stainless steel gas appliance connector, the black ProCoat gas connector.

The Educational Foundation of the Plumbing-Heating-Cooling Contractors National Association and its industry partners awarded scholarships at the recent PHCC Annual Convention in Chicago totaling more than \$100,000. Industry partners that sponsor scholarships are **American Standard**

Bath and Kitchen, and **Delta Faucet Company**.

Moen Incorporated has promoted **Mark Loeper** to Vice President and General Manager of Creative Specialties International®.

(From Plumbing & Mechanical Feb. 2007)

Barbara Higgins is quoted in the article, "California Learns Tough Realities Of Its New Lead Law." The article references the roundtable discussion of foundries and manufacturers which was held last December. The roundtable included presentations by executives of the American Foundry Society and the Non-Ferrous Founders' Society. The discussion included 40 attendees. The article discusses the flaws and difficulties in implementing the new California lead law.

(From The Wholesaler Feb. 2007)

The U.S. Environmental Protection Agency awarded **TOTO** one of the first-ever national Water Efficiency Leader awards for its outstanding leadership and innovation in water-efficient product development, sustainable manufacturing processes and water conservation advocacy.

(Reeves Journal Feb. 2007)

Leaders in the toilet business were consulted on technology for today's issues in manufacturing toilets. **Kevin McJoynt**, Director of Marketing, Gerber Plumbing, and **Derek Kirkpatrick**, North American Manager for Caroma, USA were interviewed.

Moen announced it has created a way to channel water pressure into a total body, rain-soaking experience with its new Velocity rainshower showerhead. This oversized showerhead features Moen Immersion Technology.

Continued on page 7

PMI Member Companies In The Industry News

Continued from p.6

(From Supply House Times Feb. 2007)

T&S Brass and Bronze Works promoted **Ken Gallagher** to Vice President of Sales.

Hansgrohe North America announced that **Al DeGenova** has joined the company in the newly created position of Director of Marketing.

Showhouse by **Moen** offers a pot filler faucet designed to be mounted on the wall above a cooktop or range.

Kohler's Pinstripe faucet features a linear and textural element on the spout and handles.

Delta's Palo pull-out kitchen faucet has a two-function wand for spray or stream.

American Standard's One™ faucet collection features contemporary minimalist styling.

Abigail™ faucets from **Gerber** feature classic styling with a subtle contemporary influence.

The **T&S Brass** B-2710 lavatory single lever faucet comes with a tamper-resistant handle, ceramic cartridge and adjustable temperature limit stops.

Sloan Valve offers QuickTop™ QT-Series manual faucets for kitchen and lavatory applications.

(From Contractor Feb. 2007)

American Standard announced February 1 that it would split the corporation into three parts. It will sell the bath and kitchen business, spin off the vehicle control system business and rename the Trane HVAC business, its largest segment.

Delta's innovative Allora pull-down spray faucet features a spray wand with a magnetic closure.

Speakman's component shower system is ADA-compliant. It includes a hand-held/mounted showerhead with 50 spray nozzles, as well as a chrome-plated slide bar and stainless-steel grab bar that meets the ANSI-standard 250 lb. pull test.

(From Plumbing and Mechanical Feb. 2007)

Sloan Valve Co.'s Water Conservation division offers two waterfree urinal models with distinctive, narrow-profile styling.

(From Plumbing Engineer Feb. 2007)

An article titled, *One Product... Many Applications!* By **Casey Hayes**, Director of Operations and Engineering, Haws Corporation appears in this issue.



Mike Miller

Senior Product Engineer of Alsons Corporation has been elected to serve as Co-Chair of the Water Temperature Device Product Group serving with **Mark Bidinger** of Elkay Manufacturing Co.



Jeff Baldwin

Engineering Manager of T&S Brass and Bronze Works, Inc. has been appointed by PMI President, **Ken Martin**, as Co-Chair of the Universal Conformity Assessment Issue Committee serving with **Tim Kilbane** of Symmons Industries, Inc.

Congratulations to the two newest PMI Co-Chairs. Each will serve a three-year term that begins with the PMI 2007 Spring Meeting.

Mike Miller, Senior Product

Jeff Baldwin, Engineering Manager of T&S Brass and Bronze Works, Inc. has been appointed by PMI President, **Ken Martin**, as Co-Chair of the Universal

Welcome New PMI Member: H2O Guard, Inc.

Representing H2O Guard at PMI functions will be **Robert Easter**, CEO, and **Bruce Reidel**, President. Watch future editions of PMI News for the complete story on the company and its PMI representatives.

News From Around The Industry

(From New Product Release)

Watco, a **WCM Industries Company**, is announcing a new product, available April 1, 2007. Snap-In™ Trim kits will allow an install of chrome on the rough-in and an easy upgrade to a special finish



Bronze Stopper

without removing the chrome strainer body.

The product was promoted at the recent NAHB Show.



Antique Brass Snap-In Trim Kits

Haws Corporation Celebrates A Century Of Success

By: Lori Palcheck, Office Assistant (with input provided by Haws Corporation)

On October 28th, the **Haws Corporation** officially celebrated its 100th Anniversary at a gala celebration held at the Siena Hotel Spa & Casino in Reno, Nevada. The black-tie event was attended by 350 Haws customers, sales representatives, past and present employees, suppliers and other special guests. Beyond the regal setting, sumptuous cuisine, live musical entertainment and libation, guests were treated to a special "Hall of Haws" display. This unique exhibit unveiled for the first time ever, the company's product museum of vintage Haws plumbing and emergency equipment products assembled into a living timeline of Haws' innovation throughout the years. That display was also supported by a 1,900 slide video tribute to the generations of "Haws people" who have made quality, value and customer satisfaction synonymous with the Haws brand.

Highlighting the evening was an "appearance" by the company's founder, **Luther Haws**, the inventor of the first commercial drinking fountain.



Jackie Haws, Terry R. Haws (Chairman Emeritus), and Luther Haws impersonator

Mr. Haws' invention became the core product of the Haws Sanitary Drinking Faucet Company after his original invention in 1906. Luther Haws (phenomenally played by actor Larry Elliott) walked the assembled guests through the history of the company, supported by museum products and

appropriate visual references. "Luther" concluded by telling the group he was proud of their accomplishments and that he couldn't wait to see what new heights they attain in the coming years!

During the formal program, Century Awards were presented to:

Customer of the Century - Berkeley Unified School District - Berkeley, California

Vendor of the Century - Commercial Enameling Company (CECO) - Southern California

Domestic Representative of the Century - Specification Sales - Southern California

Distributor of the Century - Cal Steam - Hayward, California

International Distributor of the Century - Can Aqua, Quebec Canada

Global Sales Excellence - Modern Plant, Dublin, Ireland

Haws Corporation has been a

member of PMI since 1989. **Tom White**, Vice President Manufacturing has served on the PMI Board of Directors from 2004-2006. **Scot McLean**, Vice President, Sales, **Gene Barbera**, Product Manager, and **Casey Hayes**, Director of Operations, serving on the Technical Standing Committee since December of 2005, have all been active members. **Pat Kelly** was a past PMI President and a PMI fixture for many years prior to his retirement in June of 2001.



President Sallie Haws with award recipients

Congratulations Haws on your 100 year anniversary!

Higgins Attends Local Workforce Forum

PMI's Executive Director, **Barbara Higgins**, attended a meeting of the National Association of Manufacturers (NAM) members in Schaumburg, IL on January 25th to address the urgent needs for skilled manufacturing employees. Addressing this need is a top priority, as the success of U.S. manufacturing depends on our ability to attract and retain a competitive workforce. There is a large unmet demand for human capital.

The meeting was designed to be a first step in strengthening the supply of skilled workers for manufacturing and included a presentation by **Erick Ajax**, Vice President of E.J. Ajax and Sons in Minneapolis, MN. Erick has led a successful initiative in Minneapolis. As part of the agenda, the group examined common demands for

employees. The meeting was facilitated by **Mary Gershwin**, Ph.D. who serves as a Senior Fellow at the Center for Workforce Success of the National Association of Manufacturers and as Project Director for Business Champions, and **Dr. Russell Hamm** who is a consultant with a practice in national workforce development policy and programs. His primary clients are the National Association of Manufacturers, the U.S. Department of Labor, Employment and Training Administration (ETA), and the League for Innovation in the Community College.

PMI received a grant from NAM to promote manufacturing jobs to young people. The brochure "Plumbing Manufacturing Is Cool" is available on the PMI web site, www.pmihome.org.

Meet “Outgoing” Board Member Tom White Of Haws Corp.

By: Lori Palcheck, Office Assistant

“What you see is what you get.” That is the phrase **Tom White**, Vice President of Manufacturing for Haws Corporation in Sparks, NV used to describe himself. It is his policy to be who he is. No pretenses. There are not many surprises about him, but there is a great deal of depth and character.

Tom has been with Haws Corporation for 13 years and during this time, he has worked in inside, domestic, and international sales as well as in various positions within the operations department before his promotion to Vice President five years ago. Prior to that, he was a Naval Engineering Officer. He graduated with a Bachelor of Science in Economics from the U.S. Naval Academy. He spent three years at sea on a ship that was home ported in San Francisco, CA. He traveled to the Aleutians, Panama, and the Persian Gulf for the 1991 Gulf War. During this Pacific Tour, he served as assistant to the Commander of Naval Base, San Francisco, California.

Tom sites three main secrets to his success. Most importantly, he feels a good manager needs to be a good listener. He feels that he spends as much time listening as he can. Second, genuinely caring about people is key, and really caring, because he says that faking it will be detected. Third, he doesn't try to be someone that he is



A cupfull of kids!
Tom's children enjoying Disneyland not. He accepts his weaknesses and works on his strengths.

Tom expressed his management philosophy with these wise words from Teddy Roosevelt. “The best executive is the one who has sense enough to pick good (people) to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.”



Preston, Emma Rose, Jill with Lizzie on her lap, Tom and Hayden on their annual vacation to Wrightsville Beach, NC.

Tom's interests and hobbies involve some very important people. He enjoys dates with his wife, **Jill** of 15 years and spending time with their four children, **Hayden, 11, Emma Rose 8, Preston, 5 and Lizzie 3.** Tom and Jill adopted **Lizzie, (Elizabeth Ann JingKui)** from China in 2005. Tom shared with us that Jill is his hero. He is amazed at her ability to get “it” all done. Seeing her example makes him work harder at being a good father and putting more effort in at home to maintain balance in his life and keeping his priorities straight.

Being with his children is Tom's top priority. Tom expresses his personal outlook on life from a quote by Aaron Haas, “Why did you have children if not to be with them, if not to be close to them? Don't be a spectator at your child's development, be a participant. Cherish each day with your children. They will be gone all too soon.”

He also enjoys walking the dog, skiing, fishing and camping with his family. In his busy life, he will make time to read the Harvard Business Review and listen to just about any type of music, except for Rap. “Of course,” Tom said, “Add a glass of cabernet and anything can become a good way to unwind.” However, it may not be better than relaxing in the British Virgin Islands, one of his favorite vacation spots. On the other hand, travel means airport security and

Tom's one pet peeve is having to be polite to airport security. Who could blame him?



Lori Palcheck

Another influential family member in Tom's life that set the ground work for his good character, work ethic, and family values is his dad, who taught him humility, faith, initiative and self-reliance.

Of Tom's 13 years at Haws, seven of them have been spent as an active member of the Plumbing Manufacturers Institute, PMI. He served on the Board of Directors from January 2004 through December 2006 and has attended many PMI meetings. Tom truly believes in the value of PMI, otherwise, he would not have become involved. He doesn't waste time on things that don't benefit his business. Tom envisions that PMI will become the one source for plumbing-related information, standards, and best practices worldwide.

The Haws Corporation has been a member of PMI for 18 years and according to Tom, has benefited from membership through government affairs, industry activities, valued relationships, staying current and staying involved! Tom values PMI's help in providing important information and forums for the sharing and promotion of ideas. Tom summarized his thoughts and sentiments about PMI. “I have enjoyed meeting and working with such a great group of people. There is always so much to learn and take away from PMI. The staff is incredibly helpful and professional.”

Thank you, Tom. Your support and contributions as a PMI Board Member are much appreciated.

PMI's Talented Family Rocks And Soars To New Heights

Kohler's Vice President of Marketing, **Rick Reles** knows how to have a good time. On weekends he is rockin' with his band, Identity Crisis, Sheboygan, WI's newest rock'n roll band. This musical foursome met through the local Lions Club and are all neighbors. They have been together for about two years, performing "gigs" about once a month and practicing



Rockin' Rick Reles

once a week. Rick plays rhythm and lead guitar, and is a vocalist. Visit their web site <http://identitycrisis-band.com/> for songs, schedules and more information.

Rick joined Kohler in 1985 and

currently serves as co-chair of PMI's Member Services Committee. He and his wife, **April** live in Sheboygan Falls with their two children.

On February 2nd and 3rd, **Lindsey Mercer**, 16 year old daughter of **Lee Mercer**, Moen's, Director of Product Compliance, was "Thinking Happy Thoughts" as she flew across the stage as Peter Pan in the Brunswick High School production of *Peter Pan*.

Lindsey, a sophomore, was pictured in her harness in Cleveland, Ohio's "*The Plain Dealer*" January 29th edition, practicing for her role as Peter Pan. "Lindsey aspires to be on Broadway and her dad aspires to be her agent," commented Lee. (We'll miss Lee in the Plumbing industry if that happens -- which according to Lindsey, it won't!) Lindsey's passion for acting led her to leave her home high school, which did not have a theatre department, and

transfer to Brunswick High School to perform in their productions. Previously, Lindsey landed the leading role of Dorothy in the Community Theatre Production of the *Wizard of Oz* and her next feat

will be auditioning for another leading role, Belle in *Beauty And The Beast* (also a Community Theatre Production). Congratulations and Good Luck, Lindsey!

Lee and wife, **Judy**, have two other children **Forest** (22) and **Samantha** (20), a Firefighter and Paramedic and a junior at Eastern Michigan University respectively.



Lindsey Mercer
As Peter Pan

Readers Write To Let Us Know What They Think

Ken [Martin],

I just read your message in the PMI newsletter. WELL DONE! CIPH also views its relationships with North American allied associations very important. CIPH will also continue to nurture its relationship with PMI and to work cooperatively in our collective efforts to share our knowledge and expertise in our ongoing efforts to produce meaningful plumbing codes and standards that safe-guard the health of our respective nations.

Sincerely

Ralph Suppa, CAE
Canadian Institute of Plumbing & Heating (CIPH)

Barb,

Thank you for the January/February issue of *PMI News*. It is always good to keep up on the news of the industry and old friends and acquaintances. Jerri and I had dinner with **Bob and Jan Dildine** [Electro Chemical Finishing] a

few weeks ago and he gave me a copy of the November-December issue. Thank you for your Farewell for Jerri and me. All of you are missed as well.

Once again, thank you and let's stay in touch.

Frank Evans
Retired

Thanks dear friend... another well written issue... keeps me in touch with you and PMI.

Congrats on joining the WPC [World Plumbing Council] - good move. Enjoyed the American Standard story and the PMI president's message. The tribute to **Chad Vollmer** was very moving.

Blessings,
Ed Hardison
Consultant, Retired CIPH

Barb,

I LOVED, really loved your "When The Going Gets Tough" article. Yes, I

do read your newsletter. This particular epistle of yours really touched me.

I can hear my father saying "Anyone can be average - YOU are not average." Not that he was a big cheerleader, but he did move me to desire the friendship of exceptional people.

You are certainly one of those.

Barbara McMurray, Staff VP
National Council of the Housing Industry -The Supplier 100 of NAHB

A Sincere Apology And A Correction

The PMI staff would like to extend an apology to **Justin Slobuszewski**, son of **David Slobuszewski** of NEOPERL, Inc., and his family for listing his name incorrectly in the article "Marine's Proud Family Offers Condolences" in the January/February issue of *PMI News*.

PMI staff is very proud of the men and women who serve our country.

In The States Too, A Whole Lotta Shakin' Going On

By: Matt Fisher, PMI Massachusetts Lobbyist

With Democrats winning control of both houses of Congress in 2006, it is easy to overlook equally seismic shifts in statehouses across the nation.

Once the dust settled after the November elections, Democrats counted a net gain of 340 state legislative seats. In Iowa and New Hampshire, both houses flipped into the Democratic column. The Wisconsin and Washington senates both tipped Democratic, while in five other states the lower houses moved from Republican to Democratic control. The GOP countered only by picking up a one-vote majority in the Montana House and playing to Senate ties in Oklahoma and Mississippi.

Meanwhile, Democrats won six new governorships, giving them an edge for the first time since the 1990s. Many in this new crop of Democrat governors and legislators tout them-selves as centrists, but the cumulative effect of November's election has been to move state government decidedly to the left.

Massachusetts – one of the bluest of the Blue States – might seem an odd place to start studying this trend. But with a nearly fulltime legislature and pent-up demand for reform, it may well be here that the 2006 election first produces tangible change.

Here the catalyst comes not from the legislature, but the governor's office. Democrats had little room to gain ground in the Massachusetts legislature; Republicans held only 27 seats in 2006, and they lost three more in November. But to the Democrats' chagrin, Republicans had held the corner office for 16 years straight. In an overwhelmingly Democratic state, voters for years had chosen "liberal" Republican governors – including the now-conservative "Mitt" Romney – as a counterweight against entrenched Democratic control of the state legislature.

This year an unusual Democrat ended that streak. With Romney running for president, Deval Patrick, an African-American attorney groomed in corporate boardrooms and in the Clinton administration, built a formid-

able grassroots organization, outmaneuvered more politically seasoned rivals for the Democratic gubernatorial nomination, and cruised to victory in November over Republican lieutenant governor **Kerry Healey**.

With the momentum of a 21-point election margin, many expected the new governor to hit the ground running. But that didn't happen. Patrick was slow to assemble his team and even slower to announce his new administration's priorities. Instead of setting the state's political agenda, Patrick has so far found himself on the defensive, as the local press fills the news void with complaints about lavish inaugural events and costly cars and office furnishings.

As a result, people are still asking: how liberal is he? Patrick ducked such questions during his campaign, winning instead with a strategy and theme ("Together We Can!") that was long on hope but short on specifics. Since then, the questions have lingered, but answers have been slow to emerge.

Take his environmental stance, for example. As a candidate, Patrick won favor with the green crowd by supporting the controversial Cape Wind project, which would generate "clean" energy through an array of large windmills off Cape Cod. As governor, he quickly signed on to the Regional Greenhouse Gas Initiative to stem global warming – a largely symbolic step that his predecessor, Governor Romney, had refused to take.

Otherwise, however, Patrick so far has largely been quiet on environmental matters. Clearly, there are political debts yet to be paid, but Patrick so far seems more concerned with attracting jobs and building up the state's tax base than imposing red tape that might undercut those goals.

But there's still a lot at stake. If Patrick accedes to local environmentalists – particularly if he endorses the so-called "ten-chemicals" bill, which discourages the use of "toxic substances" such as lead – he will contribute greatly to pressures already facing PMI members due to the

passage of California's AB 1953.

In the meantime, however, Patrick is butting heads with industry on a more pressing issue: taxes. Like many new governors, Patrick learned upon taking office that the state had less money than needed to answer the expectations raised by his campaign. Like Romney before him, Patrick tried to make up the difference by raising corporate taxes by closing purported tax "loopholes." But the Democratic legislature brushed Romney back, and so far it does not seem inclined to treat the Democratic governor any differently on this issue.

Indeed, as an "outsider" Democrat – one who positioned himself during the campaign as someone not beholden to the state's Democratic legislative leaders – Patrick must walk a delicate tightrope. Elected on the same wave of reform that swept Democrats into power nationwide, he nonetheless has to learn to broker agreements with powerful fellow Democrats who (a) initially opposed his election and (b) don't necessarily share his priorities.

If he succeeds by winning them over, Massachusetts could answer 16 years of Republican governors with a flurry of legislation pushing the state even further to the left. If not, Patrick could either be stymied completely, or he could take refuge in mostly symbolic measures, including executive orders on environmental issues, that answer to his more liberal allies.

In any case, the repercussions may be felt far beyond the state's borders.

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Matt Fisher maintains an active Government Relations practice at Johnson Haley focused on the executive, legislative, regulatory and municipal forms of government. Prior to joining the firm, Matt served in the office of the Massachusetts Attorney General and is a former Legislative Aide in the Massachusetts State House.

Matt is a graduate of the University of Massachusetts Boston and the New England School of Law.

A Fond (Temporary) Farewell

PMI says farewell (hopefully only temporarily) to **Ed Pilatowicz** of Price Pfister as he and his wife, **Maria**, have relocated to China.

Ed, Director of Engineering at Price Pfister, a Black & Decker division, joined Price Pfister in 1998 (the year PMI reorganized), and attended his first PMI Meeting then. Ed was elected to the PMI co-chair position for the Water Temperature Device Product Group starting with the Fall Meeting of 2005. He is an inventor or co-inventor of 19 U.S. Patents.

Ed and Maria plan to be in China for three years in the small town (in Chinese terms - population 2 million)

of Xiamen, a city on the coast line of Fujian with nice year round weather, Ed tells us.

Maria Pilatowicz will teach English at a local college while learning Chinese herself.

We hope to see Ed and Maria back at PMI functions in the future.



Maria and Ed Pilatowicz at the PMI 2006 Fall Meeting

PMI Extends Deepest Sympathies

Belated condolences to **Shabbir Rawalpindiwala**, of Kohler Co., on the one-year anniversary of the death of his mother, **Ateka Rawalpindiwala**, in Pakistan (January 31, 2006).

A donation has been made in Mrs. Rawalpindiwala's memory to the Alzheimer's Association.

Fred Schmuck, Fluidmaster Vice President Sales and Marketing from 1957-1985 and Senior Vice President Corporate Development from 1986-1997 passed away February 22, 2007 following a long illness.

The name Fred Schmuck is

synonymous with Fluidmaster. Fred was very active in our industry and served on many industry groups including the Hardware Marketing Counsel, Plumbing Manufacturers Institute and the American Hardware Manufacturers Association. Fred was the first recipient of the AIM-R Eagle Award presented to the outstanding sales and marketing manufacturer principle by the Independent Representative Group.

Memorial contributions may be sent to the Brea Baptist Church Building Fund, Brea Baptist Church, 217 E. Birch Street, Brea, CA 92821.

PMI Receives Words Of Thanks

Dear Barbara,

The family of **Sgt. Chad J. Vollmer** would like to personally thank you and PMI for the thoughtful expression of sympathy and remembrance of our beloved son and brother in the January/February issue of *PMI News*. On behalf of the family and the Michigan Fallen Soldiers, God Bless you, PMI and America.

Thank you,
Terry Vollmer
Electro Chemical Finishing



Sgt. Chad J. Vollmer

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