

PMI 2008
Spring Meeting
March 30 - April 2
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NEWS

Volume 11, Issue 2

The Newsletter for PMI Members — by PMI Members

March/April 2008

Working Together to Get “Green” Legislation Right

By: Rodman Ward, President of the Plumbing Manufacturers Institute and President of Speakman Company



Rodman Ward

As the popularity of promoting “green” initiatives increases, many local municipalities, state regulators and legislators are proposing changes that will impact our industry. As in the past, much of the focus is on reducing water usage by mandating flow rates of plumbing products such as toilets, faucets and showerheads. When legislators, conservation groups, standards boards, industry associations and manufacturers work together, it can result in solutions that are water efficient and meet consumer expectations. When there is limited dialogue between stakeholders, it can create a lot of consumer frustration and inefficiencies. PMI is a strong advocate for improved water efficiency in plumbing products. We support active participation between all stakeholders to insure the most effective policies. Working together will make the most effective change.

Many of us remember the debacle of EPACT '92 which mandated the first generation of low-flow toilets, then 1.6 gallons per flush. PMI initially opposed this legislation because manufacturers were not consulted and the mandated timeline was unachievable. The first low flow toilets under-performed, consumers suffered and low flow plumbing products got a “black eye.” Recently, PMI actively supported the passage of California AB 715 which mandates the use of high efficiency toilets (HET), 1.3 gallons per flush, and urinals (HEU) by the year 2014. We also support that this

template should be used in other water-starved jurisdictions like Texas and Georgia to ensure consistent standards and quality products. We are pleased that in this effort we have the continued support of **Representative John Laird** and his **Chief Consultant Clyde MacDonald**.

Why did PMI initially oppose EPACT '92, but now fully supports California's AB 715, a more stringent standard? The reason is simple. With AB 715, manufacturers worked side by side with legislators to establish a time line that is realistic and achievable. It is a “win-win” for all parties, including the consumer and water efficiency.

Showerhead flow rates are another water conservation issue getting a lot of attention in our industry. As part of their new WaterSense program, EPA plans to label showerheads that are about 20% more water efficient than the federally allowable flow rate of 2.5 gallons per minute. WaterSense anticipates establishing a single flow rate for showerheads somewhere between 1.5 to 2.0 gallons per minute and is also investigating performance-based testing. PMI supports EPA's plan to establish performance-based criteria for showerheads. Currently in the US, there are no universally agreed upon testing protocols for showerheads. PMI does not support local municipalities or water districts that independently enforce reduction of flow rates solely to meet water reduction goals often without consideration of product performance issues or consumer

satisfaction concerns.

PMI and its members are dedicated to providing products that are water efficient, i.e. products that get the job done using less water. For that reason, we encourage the use of the term “water efficiency” in place of “water conservation.” Simply cutting back the amount of water used is not the point and can have unfavorable consequences. As with showerheads, product performance and consumer satisfaction are also critical for success. PMI will continue to seek out and join forces with like-minded groups, legislators and other stakeholders to promote green initiatives such as improved water efficiency of our products.

Keep an eye out for PMI guest editorials in some unlikely places. We will also exhibit once again at the Greenbuild Show to be held in Boston this fall. In the meantime, see you at our Spring Meeting in Newport Beach, California, March 30 – April 2!



The Voice of the Industry™

First Day on the Job Fever and Taking the Grey out of Green

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Do you remember your first day on the job? The heart thumping thrill of new surroundings, new projects and challenges?

What a great feeling to envision the possibilities of a new career or role.

I'll never forget the sage advice of **Mr. Bill O'Keeffe**, CEO of Symmons and PMI's chairman when I was brought on board 10 years ago. After the months of interviewing (December to April), group evaluation sessions and finally a psychological examination, I bid a fond farewell to Raytheon and was ready to hit the ground running. And run I did! Having been on the "member" side of associations, I had a good appreciation for what needed to be fixed at PMI to regain relevance and add value back into the membership. The PMI Board had given me plenty of ammo; the results of member satisfaction surveys, the organization's financial status (not good) and their blessing to do what needed to be done. I had a number of ideas that I was anxious to launch (including *PMI News*, which continues today). I targeted and prioritized what needed improvement and set out to formulate the "new" PMI. I began by visiting all of the members — an effort that took just over a year to complete. I learned first-hand the challenges members faced in the industry, what they expected of PMI and what needed to change to retain them as members. You've already read the account of building the organization from my kitchen table before we had an office or staff. Those early days flew by! But through the whirr of it all came a caution from Mr. O'Keeffe's warning: "Don't burn out!"

With all of that adrenaline, how was that even possible, I wondered?

To this day, a decade later, there has rarely been a slow moment here at PMI. Chairman O'Keeffe's words have stayed with me and I understand what he meant! Even with all of the exciting opportunities and challenges presented to PMI over time, some of the "oomph" dissipates a bit (as the need for sleep creeps in).

There are countless ideas swirling around in my brain to enhance PMI's presence, effectiveness and value to its members and the industry. But with a small staff and only 24 hours in a day, how can we get it all done? An invigorating but unrelenting travel schedule has kept me away from the office over much of the past 2 years. Strategic initiatives have, rightfully, taken me away from day-to-day administration and though the "think tank" time on the airplane is always welcome, this has put a burden on the staff who signed on at a different time and with a different set of expectations. The pressure on them has been enormous. As it turns out, PMI was and is going through a growth spurt; entering a new phase in our development, hence the frenzy.

Enter Shawn, Rashod, and John...

If you haven't met these new recruits to PMI, you are in for a treat! The energy and professionalism of this trio is nothing less than infectious. The affect on me is a return back to those high (higher?) adrenaline days. (Some who know me would insist these days never left.) You've already seen **Shawn Martin** in action, and some of you have also been witness to the valuable efforts of **Rashod Johnson**, who has been signed on to provide technical support for PMI (story on page 5). Now meet **John Hasemann** our new Operations Director (story on page 4) and stand back! The impact and influence of our three amigos will be great!

We are entering a wonderful new chapter of PMI, fully aware of the contributions of all staff members that have served PMI over the years. We are

embarking on a new level of strategic thinking and professionalism. Now that we have addressed the structural changes that needed to be made to improve the organization and have set a new direction for PMI, our mission is to expand our capabilities and reach. It is exhilarating to be at the helm of this organization with this talented and qualified new staff!

Being proactive is one dramatic area of change which we speak of frequently these days (as PMI President **Rod Ward** does on page 1). Rather than merely being stewards of the status quos, PMI is now leading change as we launch our new micro site, craft and support new legislation, and continue to reach out to like-minded groups to accomplish our goals.

Another important area for PMI as we move forward is that of GREEN. Our mission: to take the "grey" out of "green." Green is everywhere these days. It seems to be the thing now to boast one's green-ness. Green is good and PMI is wholly behind these efforts and in the case of California legislation on HETs/HEUs is actually *ahead* of them (again I refer you to Rod Ward's page 1 story).

But a fair amount of confusion surrounds the definition of the term. There is a real need to clarify and define what it means to be "green." Similarly, it was not long ago that the term "lite" came under scrutiny. Just what does that mean? (The classic use in my book was "lite" as applied to Hostess "Twinkies." What does that mean exactly? 1/3 less lard? Creating just a twinge of angina?)*

Shawn's article in this issue and several presentations at the Spring 2008 Meeting seek this important definition to take the grey out of green, continuing the effort which began at the Fall 2007 Meeting with the sustainability forum discussion.

And speaking of grey, PMI will also address this topic during the special

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LEED 101 (Part 1 of 2 Part Series in PMI News)

By: Shawn Martin, Technical Director

The green building movement, in its present form, has been around between 10 and 15 years, depending on whom you ask. In that time, the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ has emerged as one of the preeminent systems for implementing green building on the ground. Although the USGBC has existed since 1993, many in our industry know little about the organization or how the LEED system is applied. Adding to the confusion is the constant and rapid evolution and development of the program. In this article, I'll try to provide a bit of background and clear up some common mis-perceptions of how the program applies to the plumbing products industry.

History & Background

USGBC was founded as a non-profit membership organization in 1993, with the intent of creating a system to incorporate environmental considerations into the building process. The first LEED rating system, Version 1.0 was released in late 1998 as a pilot project program, along with a reference guide designed to aid in its application to building projects. The LEED program targeted commercial, institutional, and high-rise residential new construction buildings projects. Building on the experience derived from the first version, Version 2.0 was released and approved by the USGBC membership in 2000. This was accompanied by a revised and improved reference guide. A further revision, Version 2.1 was released in 2003. For Version 2.1, the title was changed to LEED for New Construction and Major Renovations (LEED-NC), presaging other offerings to come.

In 2004, two new programs were launched, LEED for Existing Buildings (LEED-EB) and LEED for Commercial Interiors (LEED-CI), both also for commercial structures. LEED-EB represented a departure from the first program by focusing on opera-

tions, maintenance, and improvement of the existing building stock, instead of design and construction. It is applicable to all existing commercial structures, including those not built under LEED-NC. LEED-CI established guidelines for the design and construction of tenant spaces in office, retail, restaurant, healthcare, hotel, and educational buildings. It is not required that the tenant space be constructed within a LEED certified building, but projects can receive additional points for doing so. Both LEED-EB and LEED-CI were introduced at Version 2.0 to coincide with the revision cycle for LEED-NC.

LEED for Core and Shell projects (LEED-CS) was released in 2005, to compliment LEED-CI. LEED-CS was created to certify the sustainable design and construction of speculative core and shell commercial buildings. In this building case, the original builder and developer are often unable to effect or predict the interior systems and finishes to be used by tenants. In this case, neither LEED-NC nor LEED-CI could be well-applied. The intent is that the LEED-CI program be used by tenants when the interior build-out is completed. LEED-CS was also introduced as Version 2.0.

LEED-NC was upgraded to Version 2.2 in 2006. Soon after, LEED for Schools for New Construction and Major Renovations was released for K-12 schools. It recognized the unique needs of the educational subset of projects that were previously covered under LEED-NC. As of April 20, 2007, all new construction and major renovations of K-12 school facilities seeking LEED certification must use the LEED for Schools Rating System rather than LEED-NC. Early Education, Daycare, and Higher Education facilities have the option of using LEED for Schools or LEED-NC.

2008 saw the release of yet another new product, LEED for Homes (LEED-H). This program permits the certification and rating of single-family

and multi-family homes, and brings a new class of building under the LEED umbrella. Implementation of this program has just gotten underway nationally.



Shawn Martin

Going forward, USGBC is in the process of developing additional programs that create further subsets of the LEED-NC program including LEED for Retail, LEED for Healthcare, and LEED for Neighborhood Development.

Development & Revision Process

All LEED systems are developed and maintained by an open, consensus-based process through USGBC committees. USGBC maintains a group of committees responsible for the development for the LEED programs. The LEED Steering Committee has overall responsibility for the direction and decisions for the LEED program. Several other committees such as the Certification, Market Sector, Technical, Technical and Scientific Advisory, and Rating Systems address various other aspects of the program.

Technical Advisory Groups (TAGs) provide a source of technical information on a variety of topics across the LEED product offerings, and include the Water Efficiency TAG (WE TAG). Each core committee has an associated Corresponding Committee, who receives updates and minutes from the Core Committee and may submit questions. Corresponding committees are open to an unlimited number of USGBC members.

Program Elements

While each LEED program services a distinct sector of the building industry, each shares common elements. For each, the builder receives credits for implementing

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Introducing John Hasemann, PMI's New Operations Director

By: Barbara C. Higgins, Executive Director

"Lead by example. Treat people fairly. Don't expect colleagues to do something that you would not consider



John Hasemann

doing yourself," advises **John Hasemann**, PMI's new Operations Director when asked about his management philosophy. "You must earn respect, and never demand it. And be

sure to celebrate your victories as well as learn from your mistakes."

John joined the PMI team in February 2008 after nearly two decades in the service and trade association field. His impressive background includes experience in planning trade events and educational programs around the world. Most recently, he completed nine years at the American Hardware Manufacturers Association (AHMA) as Manager of International and Industry Programs. Prior to that he was an account executive at Schenker, Inc. specializing in freight forwarding for trade shows and events. He graduated from Florida State University with a Bachelor of Science in Business/Hospitality Administration.

In his new role at PMI, John will be responsible for the day-to-day operations of PMI, the website, public relations and meeting/event planning. He will provide welcome back up to Executive Director **Barbara Higgins**.

John and his wife **Olga** are the parents of daughter **Nina**, 15, and son **Nicholas**, 12. Like their father, the Hasemann children are talented and competitive swimmers. John serves as vice president, part time coach and website administrator for the Bartlett (Illinois) Swim Team, a competitive age group swim club which competes under the auspices of Illinois Swimming Inc. and USA Swimming.

John is also a certified USA Swimming official.

A likeness to actor (and swimmer!) **Christopher Atkins** earned John the nickname of "Blue Lagoon Boy" in high school; though he confesses that is the closest he has gotten to meeting **Brooke Shields**. Asked about personal heroes, John quickly names his parents. "Only heroes could have survived raising four children in the 1960s, 70s, and 80s!" With a devilish grin he adds, "And they still don't hold a grudge!"



The Hasemann family: Olga, Nicholas, Nina, and John

John's wife Olga is the most influential personal in his life, John says, admitting that she knows him better than he knows himself (a point which, he smiles, she reminds him of frequently.) "We play a healthy game of good cop, bad cop to keep ourselves in balance."

Kids using cell phones to send text messages is among John's short list of pet peeves. He muses, "Wouldn't it be easier to use the actual phone feature to communicate with their friends?"

With two school-aged children, John says that his current reading activities have been limited to geometry and algebra, though he also enjoys works by author **Tom Wolfe**. Swimming ranks high as John's favorite way to unwind, though putting his brain "in park" and relaxing in front of the TV ranks a close second. He is partial to music from the 70s and early 80s. He enjoys outdoor grilling (even pizza!) and athletics of all kinds with an emphasis on swimming. Outer Banks, North Carolina is a favorite vacation

spot since, as John puts it "There's nothing to do but swim in the ocean and play on the beach."

We're pleased that John has "taken the plunge" to join the staff of PMI and he has indeed dived right in to the action. John says, "I am excited to be part of a team of professionals dedicated to helping its members and industry achieve new heights, in order to sustain and grow their businesses in today's global marketplace." He adds, "I look forward to being an active and effective leader in elevating PMI's offering of member programs and events to a level that is highly regarded by other associations on a global scale and to supporting PMI's attention to detail that is so critical in being a successful organization." PMI members will meet John at the Spring Meeting.

Welcome John! We know you'll fit in swimmingly with the whole PMI family.

Join Us!
PMI Spring Meeting
March 30 - April 2

New
Registration Deadline:
March 5

Visit the PMI website or
contact the PMI office for
the meeting schedule
(847) 481-5500
www.pmihome.org

Balboa Bay Club & Resort
Newport Beach, CA
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Ask for the special PMI
room rate of \$199

Meet Rashod Johnson: PMI's New Technical Support Consultant

By: Jill Martin, Esq., PMI News Guest Reporter

PMI is pleased to announce that it has signed an agreement with **Rashod R. Johnson** of The Roderick Group, Inc. to provide assistance to our Technical Director, **Shawn Martin**, in support of PMI's technical initiatives.

Rashod will provide support for code activities in Canada. He will also monitor activities on a number of miscellaneous standards, including ASME, CSA and ASTM. Many of you met Rashod at the PMI Fall Meeting in Washington, DC.

PMI Executive Director, **Barbara Higgins** says, "With increasing activity in the technical arena in recent years, especially in the areas of green building/sustainability and lead in plumbing products, we had been actively searching for technical back up for quite some time. I met Rashod through our mutual acquaintance, **Mike Adelizzi**, executive vice president of the American Supply Association, and invited Rashod to attend the Fall 2007 PMI Meeting. Rashod has hit the ground running. His impressive qualifications, expertise and professionalism make him an ideal addition to the PMI team."

Shawn will continue to serve as the outward face of PMI in the technical arena, and Rashod will work closely with him to consistently and effectively represent PMI. Together, they will be able to greatly expand PMI's technical resources and capacity.

Rashod's first assignment was to attend the ASME A112 Main Committee meeting in Reno, NV February 12, 2008, and Task Force Meetings on Wednesday, February 13, and Thursday, February 14. Rashod also will attend the PMI Spring Meeting and the upcoming Codes and Standards Workshop on May 28-29, 2008 at PMI headquarters.

Rashod holds Bachelor's and Master's degrees in Civil Engineering



Rashod Johnson

from the University of Illinois and will earn a Master of Business Administration in the spring of this year from the University of Notre Dame (on May 18, 2008 at 9:00 a.m. – but who's counting, says Rashod). Rashod also holds his professional engineer's license in Illinois and has authored several articles

published in *Masonry Magazine*, including *IBC 2006 Masonry Code Update* which appeared in the November 2005 edition.

Rashod has over 15 years of construction industry experience and has been the President of his consulting firm, The Roderick Group, Inc., since 2005. The Roderick Group is an engineering and construction codes and standards consulting firm, which also currently provides codes and standards technical consulting to several other national trade associations and manufacturers. Prior to forming his own firm, Rashod served as Director of Engineering for the Mason Contractors Association of America (MCA) in Schaumburg, IL and also worked in engineering sales and construction

management.

According to Shawn, "We're excited about the additional coverage and expertise Rashod is bringing to PMI. His addition will allow us to continue to fully represent the membership in the

traditional plumbing codes and standards, while also expanding to meet developing technical needs in the green building and water conservation arena."



Rashod and Arlana Johnson

Rashod is married and resides in Chicago with his wife **Arlana** and their boxer, EJ. Rashod enjoys home improvement projects, riding motorcycles (he has restored a vintage motorcycle from the ground up) and spending time with his family.

Welcome to the team, Rashod!

MARK YOUR CALENDAR!

PMI Codes and Standards Workshop May 28-29, 2008

PMI is hosting its 8th Codes and Standards Workshop for plumbing industry professionals who want to gain a better understanding of plumbing codes, standards, and product certification. Green Building and Water Conservation programs will also be addressed.

PMI Technical Director, Shawn Martin, will conduct the workshop to be held at PMI Headquarters:

1921 Rohlwing Road, Unit G
Rolling Meadows, IL 60008
(convenient access to O'Hare airport)

Watch for Details!

PMI Member Companies in the Industry News

With support from the **Plumbing Manufacturers Institute**, draught-stricken Orme, TN received much needed help from several PMI member companies. **BrassCraft Manufacturing Company**, **Delta Faucet Company**, **Gerber Plumbing Fixtures LLC**, and **H2O Guard** all donated time and products to help turn 3 hours of available water per day into 12 hours. The "Race to Save Water" event received quite a bit of press coverage including *Southern PHC*, Feb. 2008, *Reeves Journal*, Jan. 2008, *Plumbing Engineer*, Jan 2008, *Plumbing & Mechanical*, Jan 2008, and *Phc News*, Dec. 2008.

(*Southern PHC*, Feb. 2008)

Sloan Valve Company's ECOS™ Dual-Flush Flushometer was featured in the magazine's Pipes, Valves and Fittings section.

(*Plumbing Engineer*, Feb. 2008)

Geberit Starline, of **Chicago Faucet, Co.**, was honored by the City of Milwaukee for "exemplary implementation of environmental conservation regulations" adhering to the ecological wastewater guidelines that are helping to keep Lake Michigan's water clean.

John Aykroyd has been promoted to vice president, business development of Sloan Valve Company.

(*Contractor*, Jan. 2008)

American Standard's Flowise toilet, **Caroma's** Cube Ultra Low-Flush Urinal, **Gerber's** Ultra Flush Line of Toilets, and **Symmons' Ultra-Sense S-6050 Series Faucet** were all featured in the Green Products section and **Bradley's** optional electric tankless water heater for its Express Lavatory System was featured in the New Product section.

PMI has become an EPA WaterSense partner. By promoting water efficiency and the value of using

water resources, PMI has been recognized for its role in protecting the environment.

(*Plumbing Engineer*, Jan. 2008)

Bradley Corporation's MG and SS Series Express Lavatory Systems were highlighted in the Water Heaters & Boilers section. They have added an optional electric tankless water heater to these models.

(*Reeves Journal*, Jan. 2008)

Gerber Plumbing Fixtures has received WaterSense certification for its Ultra Flush line of toilets.

Sloan Valve Co.'s SMOOTH retrofit flushometer and Symmons Industries' new line of pull-out kitchen faucets were featured in the New Products section.

(*Supply House Times*, Jan. 2008)

BrassCraft Mfg. Company has hired Hodes & Sutter as its sales representative in the Kansas-Western Missouri market.

Jeff Jollay has joined BrassCraft Mfg. Company as vice president of marketing and product development. Previously, Mr. Jollay has worked for HON Office Furniture, Brunswick Recreation and Whirlpool.

Chicago Faucets announced its membership into the U.S. Green Building Council (USGBC).

T&S Brass and Bronze Works has appointed Dellon Sales Co. as their plumbing manufacturer representative firm for the New York Metro area.

(*The Wholesaler*, Jan. 2008)

T&S Brass and Bronze Works' new brochure entitled Conservation Energy Efficient Products highlights products that use less water, along with information on a variety of environmental topics.

(IAPMO Press Release Dec. 18, 2007)

IAPMO R&T is pleased to recognize NEOPERL as the first manufacturer to be independently certified to meet the U.S. EPA WaterSense criteria for lavatory faucets.

Marie-Helene Pernin of NEOPERL said the company pushed hard to meet the standard because "WaterSense-labeled products perform as well as or better than their less-efficient counterparts. By making available WaterSense-labeled products, we can help our customers protect the environment and help them save money on utility bills."

(Amerikam Press Release, Jan. 2008)

Stephanie Leonardos, President and CEO of Amerikam, is pleased to share that the Wyoming-Kentwood Area Chamber of Commerce has recognized the company as Outstanding Manufacturing Company of the Year for 2007. The company was acknowledged for its technology, educational collaboration, innovation and community service. Amerikam designs and manufactures components and products primarily for the plumbing industry.

Recently, Amerikam's new product development has resulted in creating innovative faucet designs for water filtration and water conservation. Amerikam has also entered into a licensing agreement for a frost free hydrant that will be introduced to the marketplace in 2008.

Regarding the Outstanding Manufacturing Company of the Year Award, **John Crawford**, President of the Wyoming-Kentwood Area Chamber of Commerce, complimented Amerikam for "its innovation that has resulted in economic success and added new products and jobs to the marketplace."

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PMI Member Companies in the Industry News

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(American Standard Press Release, Feb. 2008)

American Standard America, Crane Plumbing LLC and Eljer, Inc. have announced their intent to merge. The merger closing is expected to take place in the second quarter of 2008, and integration of the companies' operations is expected to occur within a 12- to 24-month period.

Once the merger is complete, **Donald C. Devine**, President and CEO

of American Standard America, will lead the new company and **Kevin Oak**, CEO of Crane Plumbing, will become COO. **Jim Harris**, CEO of Eljer, will be part of the integration steering committee. The new organization will have operations in the United States, Mexico and Canada, and its headquarters will be in Piscataway, N.J.

The three companies will continue to conduct business as usual and

operate as independent companies until the closing.

(Phc News, Nov/Dec. 2007)

PMI Executive Director **Barbara Higgens** was interviewed for the *A Name You Show Know* column. The complete interview, where she talks about how she came to PMI and the future of PMI, can be found on page 106 of the publication.

Crystal Vision Award Breakfast Set for April 12 During K/BIS

The 8th Annual Storehouse of World Vision's Crystal Vision Award Breakfast will be held during the Kitchen and Bath Industry Show in Chicago on Saturday, April 12, 2008 from 8:00 AM - 9:30 AM.

The breakfast heightens awareness of The Storehouse and recognizes industry leaders that are strong supporters, such as **past award honorees Kohler, Masco**, The Great Indoors, **Moen**, Grohe, **Elkay**, and DuPont Building Innovations. PMI Executive Director **Barbara Higgens** serves on The Storehouse Executive Committee and will Emcee the 2008 Crystal Vision Awards Breakfast.

The Storehouse of World Vision is a charitable organization that distributes donated building materials to nonprofit organizations and individuals in under-resourced communities. Manufacturers, distributors and retailers donate discontinued and excess inventory to help families and community groups in low-income areas rehab their homes and facilities. Currently The Storehouse distributes building materials in 11 locations, the major sites being in Chicago, Los Angeles, West Virginia (Appalachia), Dallas, and the Gulf Coast (Picayune, Mississippi).

This mission is closely aligned with our industry and many of our colleagues enthusiastically support its efforts. As a result, over 33,000 children and adults and 1,200

community organizations have



benefited from a cleaner, safer, warmer home or facility. Each year, the breakfast results in millions of dollars in product donations that help to rebuild neighborhoods, ultimately impacting thousands of lives. In addition, donating companies benefit by saving cash otherwise spent on warehousing costs or disposal, receiving a tax deduction, and demonstrating their social responsibility to both internal

employees and external customers.

This year, the Crystal Vision Award goes to The Home Depot, a generous and long-term supporter of The Storehouse. The breakfast will be held on the convention site and will finish before Saturday's show events begin. **There is no cost to attend**, as the purpose of the event is to recognize the award winner for outstanding corporate citizenship and to heighten awareness on how to help The Storehouse's mission. Join us!

Please confirm your attendance by calling (773) 921-3900 x336 or e-mailing crystalvisioninvite@worldvision.org.

PMI Signs on as Charter Member of AWE

The Board of Directors of the Plumbing Manufacturers Institute has approved PMI's Charter Membership in the newly formed Alliance for Water Efficiency (AWE). The organization, based in Chicago and headed up by **Mary Ann Dickinson** as Executive Director, is a board-based, non-profit organization dedicated to the efficient and sustainable use of water. It brings together a diverse range of stakeholders to advocate for water-use efficiency and conservation.

According to PMI Executive Director **Barbara Higgens**, "The goals

of AWE parallel those of PMI. We are pleased to be on the ground floor of this important new organization."

PMI is a bronze level charter member. Several PMI members are also charter members at various levels including **TOTO USA, Kohler, T&S Brass and Bronze Works**, and **Geberit**.



LEED 101 (Part 1 of 2 Part Series in PMI News)

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specific environmentally beneficial practices in a project as outlined in the LEED program used. Each program uses a structure of five credit categories, with one bonus category:

- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality
- Bonus Credits for Process and Design Innovation

For any given project, a builder must use certain prerequisite practices under categories, and receives credits for completing other voluntary provi-

sions. The total number of credits determines whether a project is listed as Certified, Silver, Gold or Platinum.

The second part of this article, in the next PMI News, will describe how a builder goes through the process of

having a project certified, how points can be obtained for the use of plumbing products, and some common misconceptions about LEED.

Note: Look for Part 2 in the May/June issue of PMI News.

Sources Used:

Building Design + Construction, White Paper on Sustainability, November, 2003.

Walls & Ceilings, The Green Thumb - LEED Update (Part One), J.M. Syken, September 1, 2005.

<http://www.wconline.com/CDA/Archive/c5e878779d768010VgnVCM100000f932a8c0>

Walls & Ceilings, The Green Thumb - LEED Update (Part Two), J.M. Syken, October 1, 2005.

<http://www.wconline.com/CDA/Archive/ec0e78779d768010VgnVCM100000f932a8c0>

USGBC Website, LEED for New Construction FAQ

PMI Staff Appointed To NFPA and "Green" Technical Committee

By: Jill Martin, Esq., PMI News Guest Reporter

PMI's Technical Director, **Shawn Martin**, was recently appointed to two committees, which continues and expands PMI's representation in the technical arena. The National Fire Protection Association (NFPA) appointed Shawn as a Principal member of its Technical Committee on Manufactured Housing. This marks a continuation of PMI's involvement with this important committee that oversees standards on manufactured housing.

As part of the committee, Shawn will help establish the safety guidelines for all manufactured construction, such as mobile homes, modular units for schools and prefabricated warehouses. Specifically, the Technical Committee

on Manufactured Housing has the primary responsibility for NFPA documents relating to manufactured homes, including the installation, sites and communities, and the maintenance of and improvements for existing manufactured homes. These documents include: the Model Manufactured Home Installation Standard (NFPA 225), the Standard for Fire Safety Criteria for Manufactured Home Installations, Sites, and Communities (NFPA 501A) and the Standard on Manufactured Housing (NFPA 501).

The committee also writes code recommendations for construction, transportation, fire safety, plumbing, heat-producing, and electrical systems

of manufactured homes. The recommendations from the Technical Committee on Manufactured Housing are sent to the NFPA for approval as national standards. While the plumbing sections of these documents are modest, PMI's continued involvement on the committee will ensure that those provisions are appropriate and consistent with other codes and standards.

Shawn has also been named to a new Green Technical Committee formed by the International Association of Plumbing and Mechanical Officials (IAPMO). The Green Technical Committee will evaluate current green building and water efficiency standards, programs and protocols against the Uniform Codes and develop the recommended changes where necessary to help IAPMO Uniform Codes and support services promote environmentally sustainable code provisions that are safe and reliable.

This effort represents an important step toward addressing inconsistencies between green building programs and the plumbing codes, as has been discussed at past PMI meetings. This Committee is scheduled to meet on April 6, 2008 in Chicago, IL.

Wishing Maria Bazan a Fond Farewell!



Maria Bazan

Maria Bazan, operations and events coordinator has accepted a position as administrative assistant at IAPMO, and so is leaving PMI after just over 5

years. Maria joined PMI in November 2002 and during her tenure has helped out with our semi-annual meetings, workshops, forums, *PMI News* and the website. In parting, Maria says "I have so enjoyed getting to know the staff and members over the years. Hopefully our paths will cross again. Continued success to all."

Here's wishing Maria the very best in her new career!

Kohler Company: Improving the Level of Gracious Living

By: Jill Martin, Esq., PMI News Guest Reporter

Kohler's mission, according to **Herbert V. Kohler, Jr.**, Chairman, CEO, and President of Kohler Co., is "...improving the level of gracious living for each person who is touched by our products and services." Kohler strives to lead the way and set new standards for gracious living by creating products that deliver years of performance and beauty. Their plumbing products are known around the world for their level of quality, design innovation, technology and artistry.

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. is a global leader in the manufacturing of kitchen and bath products, engines and power generation systems, cabinetry, and tile and furniture, as well as resort, recreation and world-class championship golf courses. Kohler Co. is comprised of 39 brands within its four major business units – Kitchen & Bath, Global Power, Interiors, and Hospitality. Kohler's 11 manufacturing



Kohler Cimarron 1.28gfp toilet with Class Five EST Technology

facilities in North America produce a wide range of plumbing products for homes and business throughout the world. The largest of these is still Kohler, Wisconsin, where the company operates a vitreous china pottery, a cast iron foundry and enamel shop, a faucet manufacturing operation, and a 200-acre plumbing distribution center.

Kohler Co. employs more than 33,000 associates on six continents and operates plants and sales offices around the globe.

Not only does Kohler Co. strive to provide its customers with a "gracious living" by creating exceptional products, it also takes pride in being an active member of the community.



Kohler Serif Whirlpool, Cimarron toilet, Serif lavatory

During the past 15 years, Kohler Co. has provided more than 15,000 kitchen and bath products for Habitat for Humanity homes and they have helped to fulfill needy families' dreams by donating all of the plumbing products for the popular ABC show *Extreme Makeover: Home Edition*.

Additionally, Kohler sponsors a Charitable

Contributions Program that strives to improve education, preservation, and charitable efforts in communities near the Kohler Co. manufacturing locations. The company is a past recipient of the Crystal Vision Award (see page 7).

As a responsible community member, Kohler has also engineered numerous innovative products designed to conserve water, including high-efficiency toilets, water-saving urinals, and new faucet technologies. Kohler offers these plumbing products under its KOHLER® and STERLING® brands that are designed to conserve natural resources while remaining exceptional in quality for performance and design.

Moreover, Kohler Co. continually strives to offer the most choices in low-consumption products for both residential and commercial applications. "Using water more wisely – especially potable water which uses energy and chemicals to treat – is imperative, as supplies are limited and our population and economy are growing," said **Rob Zimmerman**, senior staff engineer for Kohler's water conservation initiatives. "Public education, along with new water-efficient products and building design methods, are critical to contain water use. Plumbing manufacturers such as Kohler are responding to this need by developing new products that

use less water, but don't sacrifice performance."

Providing its resources and expertise to the industry community has also been a priority for Kohler. Kohler has been an active contributing member of PMI since 1983. **Jim Westdorp**, President of Global Faucets for Kohler, served as President of PMI during 2004. **Stewart Yang**, Vice President, Engineering-Global Faucets of Kohler Co., currently serves on the Board of Directors of PMI. **Rick Reles**, Vice President, Marketing-Global Faucets, serves as co-chair of the Member Services Standing Committee. **Shabbir Rawalpindiwala**, Manager, Codes and



Kohler Iron/Tone Smart Divide Kitchen Sink

Standards, serves as co-chair of the Fixture Product Group and Water Efficiency and Sustainability Issue Committee.

"It's increasingly difficult to be at the forefront of trends, regulations and the issues that affect the plumbing industry," said Jim Westdorp, "PMI is a great platform for manufacturers like Kohler Co. to stay abreast of regulations and work together to promote improved health, safety and water efficiency."

Kohler looks forward to another 135 years of providing new levels of excellence within each industry and market they serve and fulfilling their mission of improving the level of



Stewart Yang and Jim Westdorp

gracious living for each consumer of their products and services. We are pleased to have had Kohler as a member of PMI since 1983. We are happy to welcome them to the PMI Quarter Century Club this year!

Meet PMI'S New Board Member: Tim Kilbane of Symmons

By: Jill Martin, Esq., PMI Guest Reporter

Tim Kilbane was elected to the PMI Board of Directors during PMI's 2007 Fall Meeting held in Washington, DC. He will serve a three-year term.

Tim is the national sales manager of Symmons Industries, Inc. and has been employed by them for the last 20 years. He possesses over 35 years of plumbing experience, including master plumber field expertise, as well as significant product origination, development and application experience. Prior to his employment with Symmons, Tim was the sales manager for NIBCO's Southwestern and Rocky Mountain divisions. He held a Master Plumbers License and a Journeyman Plumbers License in Texas and Ohio. Additionally, Tim studied at Ohio University in Athens, Ohio and also completed a five-year apprenticeship program. Tim began his well-honored career as an apprentice and then a journeyman plumber in Cleveland, Ohio.

Currently, Tim, among his other duties for Symmons, travels nationwide on their behalf as a keynote speaker on the topic of scald protection. For his involvement as a guest speaker for numerous local ASPE chapters across the country, he received an award for his educational contributions to the society in the area of water temperature control. He authored the article "Straight Talk About Scalding" published in the August 8, 2005 edition of *PM Engineer*. In the article, Tim discussed the application of temperature and pressure control devices as a means of protection against thermal shock and scalding.

Symmons has been an active contributing member of PMI since 1965, when PMI was known as the Plumbing Brass Institute (PBI). According to Tim, Symmons values PMI for its unifying strength in the

industry, as an educational source and for giving its members the opportunity to play a pivotal role in guiding the direction of the industry. As such, Symmons' executives have always served as leaders in PMI.

Tim is continuing that long tradition and PMI is fortunate to have his expertise in the industry among its leadership.

Specifically, Tim has been active in PMI for the last 17 years. He has co-chaired the Universal Conformity Assessment Issue Committee, assisted with the formulation of PMI's code language positioning and has been a regular attendee at PMI's Spring and Fall Meetings and Codes and Standards Workshops. He credits PMI with not

only working for the best interest of the industry but also as an important conduit through which the general public's health and safety are protected. Tim's vision for PMI is for it to continue to be a dominant force in guiding the future direction of the plumbing industry, and he is honored to be able to play an important role in this endeavor.

Tim also considers himself fortunate to have been guided professionally by **Bill O'Keeffe**, the Chief Executive Officer of Symmons, who, according to Tim, has always been an advocate of PMI. Tim remembers when Bill was president of PMI in 1998-1999 and **Barbara Higgins** was chosen to fill the executive director position. He says he watched then as PMI became more

and more involved in the areas that mattered most to the industry, and he is encouraged to see that PMI continues to not only serve the interests of its members, but strives to find additional avenues in which to do so more effectively.

Tim says that he strives to lead by example and credits his secrets to success as hard work and seeking the tutelage of those who can challenge and impact you in a positive way. He also highly values his family and says that at the end of the day: "it's all about how your children see you."

In his spare time, Tim enjoys spending time with his family, skiing and boating. He also enjoys reading, listening to jazz music and traveling anywhere there is a warm beach, white sand and crystal blue water. (That probably sounds just about perfect to anyone near PMI headquarters in Chicago in the middle of winter.) Tim resides with his wife **Kathy** in North Easton, MA. Kathy works for Stonehill College and is a national and international Appaloosa horse show judge. Tim and Kathy have four children, **Meghan**, 29, a veterinarian in northeast Ohio; **Brian**, 26, who



Kathy and Tim Kilbane



Sean, Tim, and Meghan Kilbane



Erin, Brian, Kean, and Kathy Kilbane

currently works for the water department in Ohio; **Sean**, 24, an MP in the National Guard who is currently stationed in Afghanistan; and **Erin**, 21, a senior at Denison University. Tim and Kathy are also proud grandparents to **Kean**, Brian's three-year old son.

PMI is grateful for your continued service and the expertise you bring to the leadership, Tim. Welcome to the PMI Board of Directors!

Political Smorgasbord: Reflections From a Texan

By: Dan Hinkle, PMI Texas Lobbyist

There is just too much stuff going on to write just about one thing. So, like a smorgasbord, let's take a taste of a whole bunch of things.

Let's start with that box of chocolates the *PMI News*. You know when you get *PMI News* that there are all kinds of good stuff in it from the technical to the political to the upcoming meetings. It is a great way to "catch up" on what is going on in your world. For someone like me that gets to see a lot of "trade rags," *PMI News* is one of the best at taking the fire hose of information and creating this wonderful box of chocolates that are labeled. But, unlike **Forrest Gump's** box of chocolates, you know what you are going to get.

So, as you celebrate 10 years of *PMI News*, let's take a moment to think about the mystery meat of the next 10 years. Heck, maybe even the next five years? What are the political issues for the plumbing industry over the next five to 10 years? My sense is that water conservation will be with us forever. With the California legislation we have set the plan in place through 2014. Now we have to get that same plan in place in other states and with the feds. Take a big bite and chew on what is the next water conservation issue for the plumbing industry? What is it? How do we become pro-active? How do we manage it? What are the technical issues?

We can and should do the same thing with all of the current issues that we are addressing, but what do you think is out there that we are not thinking about? What are the political hot buttons for us in five to 10 years? Trade? The new environmental issue? The new technical issue? New ways that buildings are constructed? Take a moment to savor the possibilities.

One of the water conservation issues that continue to bother me is line loss by the local utilities. Right now, you have utilities that are losing 5%, 10% and more of the water they put in their systems, yet they have taken no actions

to fix their problem, and then they work us over politically...as the problem and the solution for water conservation. How do we focus the attention on this huge problem? Should we? Until someone does, are we like **Sisyphus** just pushing the water conservation rock up the hill?

Let's spend some time on the fruit salad of this Election Year. Let me start on a semi-serious note. First, let me ask you to vote. In talking with people around the country, my sense is that this is perhaps the most crucial election we have had in this country since the 1930s. It is important that we all exercise one of our most fundamental rights...the right to vote.

Second, I am seeing something this election cycle that I never thought I would see. Folks are taking a serious look at candidates from the President all the way down to the school board. The three questions they continue to ask are: Does this person have integrity? Does this person have character? Does this person have the brain power to understand and work an issue? What wonderful questions! You should know that it is causing a problem for the political consultants. This year, they can not just throw Republican or Democrat "red meat" issues out there and expect people to react. Voters, for the most part, are drilling down below those "red meat" issues and trying to really make sure that they know who they are voting for. My sense is that this is partially a reaction to the disappointment they

have over the current President. Whatever the reason, it is great that they are doing it.

For a political junky, the question I am chewing on is not who will be the nominee for the Rs and Ds, but rather will **Mayor Bloomberg** enter the race? We have one of the most interesting political years of our lifetime, so why not add an "independent" to this fruit salad. If the economy worsens, my sense is that more and more people will want an adult in the White House.

On the water front, how can we pass on talking about the current Presidential candidates and their unique connection to water? If you are from Arizona, you have worried about water all your life. **Obama's** giving of his water bottle for a passed out supporter circled the internet for days. We lived with **Hillary's** "Whitewater" story for years. **Huckabee** probably has the most unique connection since as a Baptist Minister he has been dunked in it and dunked other people. (As a Baptist, I can say "dunked.")

Let me close, on theme, with this recent quote from **James Roger**, the CEO of Duke: "If you're not at the table when the legislation is drafted, you will be on the menu."



Dan Hinkle

First Day on the Job Fever and ...

Continued from page 2

Wednesday session. Don't miss it! As with "green" there is a need to clarify and define the term "grey" as in "greywater."

So there you have it; a vision of a further improved PMI, complete with industry changing tasks ahead. You are an integral part of it through your membership in the Plumbing Manufacturers Institute. We are glad you are here.

**Note: I love Twinkies, by the way, ranking second only to Krispy Kreme doughnuts. I have a "tiramisu" recipe that calls for Twinkies as the base. (Drives my Italian gourmet friends absolutely nuts. "Tiramisu is NOT made with Twinkies!")*

Meet Our Guest Reporter Jill Martin



Jill Martin

Meet **Jill Martin**, wife of our technical director **Shawn** and PMI's guest reporter this month. Jill provided stories for this issue of PMI News on PMI technical

consultant **Rashod Johnson** (page 5), staff appointments (page 8), Kohler Company (page 9), and new board member **Tim Kilbane** (page 10).

The Martins reside in North Carolina with their two sons, **Alex** and **Drew**, ages 4 and 1. Jill is an attorney licensed to practice in Pennsylvania, Tennessee and Maryland. Her interests include gardening, traveling, hiking and spending time with her family.

Thanks, Jill, for your good work!

Remembering The Way it Was in 1998

1998 Board Of Directors:

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Symmons Industries, Inc.

1st Vice Chairman:

Frederick L. Luedke
NEOPERL, Inc.

2nd Vice Chairman:

Chuck Feltes Powers Process Controls

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Bruce Smith Jay R. Smith Mfg. Co.

Directors At Large:

Mario Bortoli Quality Metal Finishing

Ronald Cooper Price Pfister

Wilfried Delker American Standard

Frank Evans Zin-Plas Corporation

Linda Mayer Moen, Inc.

Immediate Past Chairman:

Gary L. Turner Teledyne Water Pik

The Semi-Annual Meetings:

1998 Spring Meeting:
Desert Springs Marriott
Desert Palm, CA

1998 Fall Meeting:
Willard Intercontinental
Washington, DC

The Satisfaction Survey Results Are In!

Thank you to all 90 of you who responded to the recent survey on the value and format of *PMI News*. The results are enclosed in this issue.

98.9% of those responding reported finding value in *PMI News* (only one negative response to that question) and 94.4% would miss the publication if it were discontinued.

On the matter of format, there is a lot of interest in having an electronic version of *PMI News* emailed to the membership. We'll work on that! In the meantime, note that the publication is

currently posted on the "Members Only" section of the website.

The benchmarking input you provided is important, and as a result, *PMI News* will live on! You provided helpful comments about the value of the various sections — what you like and what needs to be improved. We'll keep sending and improving *PMI News* as we enter our 11th year of publication! To paraphrase actress and Academy Award winner **Sally Field** - "You like us, you really like us!"

Thanks for the input.

2008 PMI LEADERSHIP

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First Vice President

Lee Mercer, Moen, Incorporated
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William Ball, WCM Industries, Inc.
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Directors at Large:

Jeff Baldwin, T&S Brass & Bronze Works
(1/08-12/08)

Fred Fraisse, NEOPERL, Inc.
(1/07-12/08)

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

Jack Krecek, Elkay Manufacturing Co.
(1/07-12/09)

Stephanie Leonardos, Amerikam, Inc.
(1/07-12/09)

Stewart Yang, Kohler Co.
(1/08-12/10)

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