

Walt Strader

Leading the Legacy: Forming the Basis For An In-Depth Discussion of Issues That Unify

By: Walt Strader, President of the Plumbing Manufacturers Institute and Vice President, Strategic Technology, Price Pfister

I keep in touch with no one - am still a grouch. Business is tough right now, that's for sure. We are in the midst of a reorg and refinancing right now and it ain't fun. Jane and the kids are super, I'm the whacked out one - Thus began a flurry of emails exchanged between an old friend and me who over the years had drifted apart. In the following emails it was clear that we were smacking our foreheads and wondering why we allowed so much time to pass without enjoying the others company regardless how distant and constrained by email. As the CFO/COO of a cosmetics company my friend, like myself, had allowed the pressure of the urgent to distract from the important and significant.

During times of stress I believe industries, like individuals, have the natural inclination to feel the pressures of the urgent. We put our heads down to generate ways to get through the current market turmoil when we should be energized to focus on the horizon and chart innovative courses which will deliver long term success. One of PMI's significant future success factors will be our ability to form focused, informed, thoughtful, unifying messages which form the basis of the discussion of issues facing us.

Wayne Gretzky reminds us that we miss one hundred percent of the shots we don't take. What are the "shots" our industry should take? While I do not suggest embarking on "fools

missions", maybe this is the time to take the lead in suggesting nontraditional solutions to difficult problems and creatively frame the debate to resonate in new ways with our channels, politicians and consumers.

Please allow me to start the discussion which I hope will engage the larger PMI audience. Water, being PMI's unifying element, has driven our corporate efforts in defining and delivering clean water and conserving. Water conservation initiatives have focused on limiting flow of end point devices, irrigation and potential water reclamation and reuse. While the advocates for conservation deliver their constant and predictable drum beat, it is apparent that all consumers are not joining the parade and marching instep. Is it possible the discussion has not been framed in the most appropriate fashion? Clearly consumers have greater awareness and willingness to save energy rather than the water. How do we harness the creative energies of PMI member companies to firmly implant the relationship between water and energy in the mind of the consumer?

Water lifecycle of food, products and industries is an even larger debate which sits on the horizon. An example of this form of analysis suggests that a two liter bottle of Coca-Cola® requires a little over one gallon of water to produce in their facilities, but if you measure the water use by different metrics it becomes 132 gallons considering water used to grow and produce all ingredients. This suggests the life

cycle water use for a cup of coffee is 35 gallons, a cotton T-shirt 700 gallons and your next hamburger will have utilized 630 gallons which is three times the typical individual Americans daily water consumption for all uses.

While industry and conservationists hotly debate the impact of tub spout diverter valve drips and the impact of an additional shower head, others will be challenging industries and individuals to think of water use in fundamentally different paradigms. PMI's mission statement directs us to be the World Wide Voice of the North American Plumbing Industry. What do you want your voice to say? Do you want PMI to take the lead in forming the basis of discussion directed by a profound understanding of and innovative selection of potential alternatives? If the answer to the proceeding is yes, it's time to look in the mirror, because you are PMI. Are you willing to invest your energies to expand PMI's current agenda to include the difficult task of directing the discussion which will eventually impact us all? I look forward to working with you to deliver on the promise of our mission statement and that will require your insight to make it happen. Please write to me with your thoughts at walt.strader@bdhhi.com (office) or snells11@cox.net (home).

Like my friend, I think we all are a little bit "whacked out" right now doing more with less and chasing the bottom of the market, but building our legacy during hard times makes the end product even more rewarding.

PMI Strategic Summit Meeting Yields Valuable Results

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Having just returned from the Strategic Summit meeting of the Plumbing Manufacturers Institute, I am completely re-energized about PMI, our mission and our future. The energy, vision

and creativity in that conference room were electric! PMI's leadership is firmly committed and actively engaged. The result of that dedication is a vibrant organization with unlimited possibilities for success and growth. PMI is what I "do", so not surprisingly, I think about PMI a lot. What you need to know is that PMI's Board of Directors does too!

Under the leadership of 2009 PMI President, **Walt Strader**, the PMI Board of Directors and I met for a Strategic Summit meeting February 11 and 12 near the Price Pfister offices in Lake Forest, California. Also in attendance were First Vice President, **Lee Mercer**; Second Vice President, **William Ball**; Treasurer, **Jack Krecek**; **Jeff Baldwin**, **Fred Fraise**, **Tim Kilbane**, **Steve Tokarz**, **Stewart Yang** and 2007 PMI President, **Ken Martin**. Immediate Past President, **Rod Ward** participated in the session via conference call, though **Stephanie Leonardos** was unable to attend.

The Board worked through a packed 12-point agenda which included a variety of strategic, membership, marketing, financial and policy issues. Board members reviewed the Vision Statement developed in 2006 and updated the Mission Statement as well as PMI's long range goals. (See box) A report of other specific outcomes of the meeting will be given by President Strader at the General Membership meeting to be held during the Spring Meeting in Asheville, NC on the afternoon of Tuesday April 7, 2009.

PMI is fortunate to have a Board of Directors willing to take time from busy schedules to focus their tremendous collective talent on improving the



Steve Tokarz makes a point during the Board Summit meeting.

organization. Together, we spent the better part of two days last month, pouring over PMI's purpose and mission, ensuring that we are on track toward achieving the goals we have set forth. We looked at membership satisfaction survey results to uncover areas that need improvement. We reviewed member input about the direction PMI ought to be taking. We looked at dues structure and the value equation. What do members get for

their dues? What additional services should PMI provide? We looked at membership categories and considered alternate revenue streams.

PMI is a robust association determined to add value to member organizations. The proof is the incredible renewal/retention rate and longevity of PMI memberships. In fact, at a time when other industry organizations are struggling, PMI continues to add members even in these challenging times.

PMI is in good hands. Your Board of Directors is listening and concerned about your priorities. Together we will weather this storm and be all the stronger for it.

See you in Asheville!



The PMI Board of Directors hard at work.

PMI's Vision:

PMI will be recognized as the Worldwide Voice of the North American Plumbing Industry

The Mission of the Plumbing Manufacturers Institute is:

To promote the water efficiency, health, safety, quality and **(environmental sustainability)** of plumbing products while maximizing consumer choice and value in a fair and open marketplace.

To provide a forum for the exchange of information and industry education.

To represent **(openly)** the member's interests **(and advocate for sound environmental and public health policies in the regulatory/legislative processes.)**

To enhance the plumbing industry's growth and expansion.

Changes are bold and in parenthesis. Updated February 2009.

UCA - Certification the Way it Was Meant to Be - Part I of 2

By: Shawn Martin, Technical Director

In the technical community, the most dynamic issues lately have been water efficiency, green building and lead. While these issues have rightly garnered considerable time and resources, it's important to know that PMI continues to pursue long-held goals such as Universal Conformity Assessment (UCA). Even though it does not attract the attention or passion of lead and water efficiency, disparate conformity assessment requirements waste countless dollars and hours each year. Recent developments in states such as Texas and Massachusetts show us that UCA remains a key issue for the Plumbing Manufacturers Institute.

Conformity Assessment can never be defined in a vacuum. To truly understand it, you need to understand the "big picture" relationship between codes, standards and conformity assessment. That relationship is a complex and important one, as evidenced by the time and effort put into them by PMI and its members. In spite of that, considerable confusion and misinformation on the definitions and roles of these terms remains in our industry. Thorough explanations are beyond this article, and are best covered in forums like PMI's Codes and Standards Workshops offered each year. (Dates for the next workshop will be announced at the Spring Meeting, and will take place this summer. Watch for details of PMI's online codes and standards training through-out member companies.)

That said, here is the 30,000 foot overview. Societies use codes, standards, and conformity assessment to protect life, health and property, ensure durability, provide interoperability, and to maximize accessibility (among others). Codes and standards seek to ensure that faucets fit on sinks, contaminated water does not foul drinking water, decorative finishes do not flake off of products and the disabled can operate our products (drinking fountains, for example).

Standards define the way products are to be designed, constructed and

tested to accomplish this. They dictate dimensions, performance, materials, and the like. Standards, however, have no force of law. They are merely guidelines until mandated by codes. Codes are enacted by states and localities to accomplish this. They put in place requirements for the way products are installed and codify the standards products must meet.

Conformity assessment is the final, enforcement element of the picture. It is used to verify that all of the requirements of the code are enforced and that the standards for design, construction and testing of products required by the codes are met. And here lies the problem. Plumbing inspectors can easily verify and enforce the installation elements of the code. They can check to be sure spacing between bathtubs and toilets are correct. They can count the number of water closets to be sure restrooms have enough. But, they cannot reasonably check compliance with standards. Things like the scalding protection provided by a temperature compensating valve cannot be checked without a complex and calibrated test fixture. Scratch resistance and flame spread cannot be measured without doing destructive testing in labs. So, how can an inspector have some reasonable assurance that a product meets the local codes (and required standards)?

That's where conformity assessment comes in. It moves product verification from the field to a lab where it can be done accurately. Product certifications are tests run by, or under the observation of, third-party labs to confirm that products meet the requirements of a given standard or group of standards. The result is a "listing" or product certification letter where the lab declares that a product conforms to a standard or group of standards. All that is left for an inspector is to check the label on a product provided by the lab or consult the lab's website to see if a product complies with a standard.

Because there are many labs (a.k.a

Certification Bodies, or CBs) offering product certification services, accuracy and repeatability become essential. They ensure that the results obtained at different labs are comparable and that states and inspectors can trust the results. To that end, another third-party group, such as ANSI or SCC accredits the CBs to ensure that the services they provide are accurate, record-keeping is appropriate, and that the process is honest and unbiased.



Shawn Martin

In an ideal world, each jurisdiction would accept the results from each accredited CB. A single standard would exist for each product and application, and the same standards would be referenced by each code. In order to show that a product conforms to relevant standards and codes, a manufacturer would simply have a product certified by one CB, and have those results recognized worldwide. (While I'm dreaming, I'd also like a Porsche that runs on grass clippings.)

It doesn't work that way. Those of you involved in this field have, no doubt, been listing exceptions and complications along the way. Not all jurisdictions accept the results from all labs. Standards overlap and compete, leading to some codes to accept one standard while another code adopts a different standard - requiring multiple listings. Perhaps worse, not all states accept the certifications of CBs and insist on testing products themselves.

That's where UCA comes in. Simply put, our goal is "Tested once, recognized worldwide". While it's a lofty goal, PMI has made great strides in this direction and continues to pursue it for the benefit of its members.

More details and some words of caution in the next issue!

Meet C.J. Lagan of American Standard, PMI Committee Chair

By: Amy Berg-Ferguson, Association Manager



C.J. Lagan

In our continued effort to introduce *PMI News* readers to those who are active in the PMI committees, please meet **C.J.**

Lagan. C.J. is the Manager of Compliance Engineering for American Standard and has been with the company for 14 years. "I haven't worked for any other companies except for a few co-ops," he says. He is the Co-Chair of both the Fixtures Committee and the Water Efficiency and Sustainability Issue Committee, terms he started at the last Fall Meeting. He has



C.J. and Trudy Lagan in Belize in front of the Mayan Ruins.

been personally involved with PMI for two years.

C.J. says that American Standard became involved with PMI in order to take advantage of the legislative

representation, codes and standards interpretation, water conservation news and training. As for his own reasons for becoming an active member of PMI he says simply, "It makes my job much easier."

C.J. has a Bachelors Degree in Ceramic Engineering from Alfred University, located in Alfred, NY. He is also pursuing a Masters Degree in Applied Statistics from the Rochester Institute of Technology, which he will complete in 2010. In his personal life, C.J. enjoys woodworking, photography and trap shooting. He mentions vacations, cigars, campfires and reading the news as favorite ways to unwind and loves jazz clubs and listening to intricate types of music.

C.J.'s hometown is Red Bank, NJ, which is also the hometown of movie director **Kevin Smith**, who helmed such movies as *Clerks*, *Dogma* and *Jay and Silent Bob Strike Back*. Continuing the connection, the woman that set C.J. up on his first date with his wife, **Trudy**, had a small part in *Clerks*.

Married for the past 13 years to his high school sweetheart Trudy, an IT Project Manager for American Standard, C.J. says they have had some great travel adventures. Together, they have visited locations as exotic as Rome and Belize, and locations closer to home, such as Sanibel Island in Florida. When asked what his favorite vacation spot would be, he gave two answers, "For a week, Italy or Utah. If

it's only a weekend, a camping trip in the Catskills or in Ithaca, NY."

His personal credo for life is a simple one that we could all take to heart, "There are very few mistakes in



C.J. and Trudy at the Coliseum in Rome.

life, just missteps to be adjusted for," he said. "Don't ask anyone to do what you would not do yourself. Treat those around you with respect and dignity and expect the same," C.J. adds. As for his secrets for success, he says "Always have a goal, because if you are not moving forward, you are moving backward. Brush your teeth, rotate your tires and say 'please' and 'thank you'."

As for what is the most surprising thing about C.J., he's probably not going to tell you. But he will share a few facts, "I've been a vegetarian for 15 years. I lived in Brazil for six months." We appreciate you sharing a few facts with the readers of *PMI News* and for taking the time to participate in PMI activities. Thanks C.J.!!

Industry Gears Up for K/BIS and Crystal Vision Breakfast

By: Amy Berg-Ferguson, Association Manager

The kitchen and bath industry is gearing up for the Kitchen and Bath Innovations Show (K/BIS), which will be held May 1-3, 2009 at the Georgia World Congress Center in Atlanta, GA.

Several industry leaders and PMI members will be exhibiting at the K/BIS. "This year, K/BIS will once again be the premier event for the entire kitchen and bath industry," said

Brian Pagel, Vice President of the Kitchen and Bath Group for Nielsen Business Media, producer of K/BIS. "With 700 exhibitors and co-exhibitors showing their products across 400,000 square feet of exhibit space in the Georgia World Congress Center in Atlanta, K/BIS 2009 is a must-attend event for any serious kitchen and bath professional."

The Crystal Vision breakfast will take place Saturday, May 2 from 8:00 a.m. to 9:30 a.m.. This year's breakfast emcee is **Frank Windsor** of Kohler Co. For more information about K/BIS or to register, visit www.kbis.com.

For those looking forward to next year, K/BIS will be held April 16-18, 2010 at McCormick Place in Chicago.

PMI Welcomes its Newest Member: InSinkErator

By: Amy Berg-Ferguson, Association Manager

The InSinkErator brand started the way most companies start, with an idea. **John W. Hammes**, a Racine, WI architect wondered if he could make his wife's after meal clean up a little easier. After watching her clean up food waste after dinner, he wondered if food scraps could be ground into tiny pieces and flushed down the sink.

An Innovative Idea

Mr. Hammes retired to his basement and over the next 11 years, he perfected the food waste disposer and created the company known as InSinkErator®. Now 81 years after the invention of the food waste disposer and the company that manufacturers them, InSinkErator still has a laser sharp focus on the industry. "Our philosophy is based on the notion that leadership brings with it responsibility to do what's right," said **David MacNair**, Vice President of Marketing for InSinkErator. "That responsibility means what's right for our customers as well as what's right for their customers. Innovation isn't about who can introduce the most new colors of a



InSinkErator's Series 2200 Hot Water Dispenser

widget. It means taking the time to deeply understand our customers and makes makes their lives and/or their businesses tick, then investing resources to make it happen. Sometimes this takes time, even years to accomplish. But we're in it for the long haul and believe that big, meaningful improvements are worth the wait."

InSinkErator is one of the newest

members of PMI. They were added to PMI's membership roster in January 2009 and they are very excited about their membership. "We want to get a more complete understanding and tracking of industry codes and we want to be able to have a voice in those processes," said David.

Investments in the Future

InSinkErator specializes in two product categories - food waste disposers and instant hot water dispensers. They are very focused in these areas and have worked to develop a strong reputation in the minds of plumbing professionals and



Evolution Excel Food Waste Disposer

consumers. "In part because of our reputation, we're afforded the luxury of devoting much of our energy to thinking about and investing in the long term," said David. "An example of this is the 20 year investment we've made in the area of better understanding the environmental impacts of methods available to municipalities for managing their food waste streams. From a 21 month long study with the New York City Department of Environmental Protection conducted in the late 90's, to our current efforts to partner with a leading international environmental engineering firm to conduct a Life Cycle Assessment study, we have the patience and the determination to pursue a rigorous, fact based approach to our industries' long-term opportunities. We will work to be a significant part of the solution. And in everything we do, we will

pursue it with integrity."

When asked if the company saw any big industry changes coming in the future, David said that environmental issues, particularly green building codes and standards will increasingly influence the industry.

Exciting Product Innovations

InSinkErator has some exciting product innovations on the horizon. They are about to launch the international version of the Evolution Series™ disposers. These disposers have over a dozen new patented technologies incorporated into them, most of which will improve the sound and the grinding performance. In addition, they will introduce a new under sink chiller and cold water only



Badger 5XP Food Waste Disposer

faucet. The chiller is designed to work with their hot/cold instant hot water products or as a stand-alone chilled water product.

Director of Global Disposer Engineering, **Nick Hirsch**, will be the primary contact at InSinkErator for PMI members. Senior Vice President of Sales, **Dennis Broderick** and David MacNair will also be closely involved with PMI activities. InSinkErator's energy and enthusiasm are very much appreciated and we look forward to working with you. Welcome to PMI!



2009 PMI Spring Meeting Highlights at a Glance

Plans are underway for the Plumbing Manufacturers Institute's annual Spring Meeting which is just around the corner.

Mark your calendar for April 5-8, as we return to The Grove Park Inn, Asheville, NC. **Attendees are encouraged to stay through NOON on April 8th!**

In these difficult economic times, the theme "Leading the Legacy" has been chosen to illustrate how PMI and its member companies are leading the way through the tumultuous economic downturn we are currently seeing.

Understanding that our member companies are also feeling the economic strain, PMI has **lowered the registration fee for members to \$975**. We have also lowered the 3+ attendee fee to \$775 and the guest fee to \$1500. Although the registration fee has been lowered, we have not compromised on the quality you expect from a PMI semi-annual meeting. We are happy to let you know you will still find the same outstanding speakers and industry subject topics PMI meetings are known for, all for a reduced registration price.

As for the meeting schedule, we are doing things a little differently this year. Sunday will start with the Board Meeting from 2:00 p.m. to 5:00 p.m. General Registration will take place from 3:00 p.m. to 5:00 p.m. Instead of a dinner and the General Membership Meeting, PMI will host a cocktail party at the Estes-Winn Antique Car Museum, located on the grounds of The Grove Park Inn from 6:00 p.m. to 7:30 p.m. Sunday is open for dinner on your own.

Monday's meetings will start at 8:30 a.m. with the Water Efficiency and Sustainability Issue Committee Meeting, followed by product committee meetings. Following lunch, make sure you are in your seat at 1:15 pm on Monday because we have a unique presentation by PMI President, **Walt Strader** and special guests that you won't want to miss!

The General Membership Meeting will follow at 2:30 p.m. Monday's events will close with a cocktail reception and dinner.

PMI is very excited about Tuesday's schedule of events. We will be featuring presentations by **Marc Edwards** of Virginia Tech University and **Carolyn Elfland** of University of North Carolina during the Materials Performance Issue Committee Meeting. **Michael Breck** of University of Texas will speak during the Fair Trade Issue Committee Meeting on Global Commercialization.

A special presentation entitled "Plumbing Systems of the Future" will surely be one of the highlights of the Tuesday sessions. **Mike Rosen** of Mike Rosen Architects and **Patrick Mays** from Dassault Systèmes will join **Carolyn Elfland** to discuss the innovations and ideas future plumbing systems may hold.

Tuesday will close with dinner and the Keynote Speaker, **Emory Austin**.

Make sure to stay until Wednesday as we have a special "field trip" planned to Warren Wilson College to tour their "EcoDorm". Warren Wilson College is committed to green building practices and they are showcasing that philosophy with EcoDorm. This 36 bed dormitory was built with water conservation, energy efficiency and the use of local materials in mind.

Duncan McPherson of Samsel Architects, the primary architect on the project, will be on hand Wednesday morning to give us an overview of the building. After his presentation, we will board a bus for a 30 minute ride to Swannanoa, NC to tour the dorm. The cost of the tour is included in the registration fee, but we need to know if you will participate in the tour so we know which size bus to rent. Register for the tour when you register for the meeting.

While The Grove Park Inn is just a few minutes from downtown Asheville, the feeling is that you've entered a separate world. The Inn is filled with

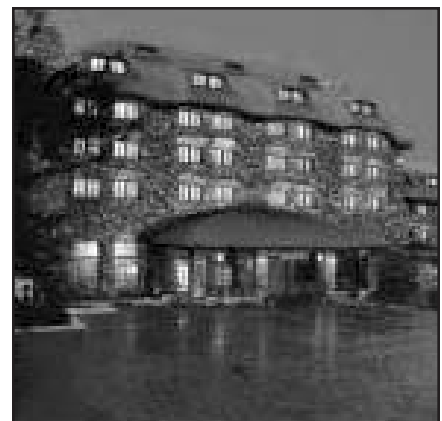
history and spectacular views of the Blue Ridge Mountains and it offers many amenities, including their highly ranked golf course, sports complex with tennis, racquet ball, swimming pool, exercise equipment and a 40,000 square foot spa.

PMI members, press and spouses are welcome to attend the Spring Meeting. Non-member manufacturing companies are welcome to attend the Spring Meeting at the non-member fee (some restrictions may apply). Registration fees cover the costs of all meeting materials, receptions and group food functions at the Inn. We are doing everything we can to keep the meetings costs down without sacrificing quality, so we can pass the savings to our member companies.

Make plans to attend now and discover how PMI and its member companies are leading the way in these difficult economic times.

Registration is open via fax or by calling the PMI office. You can download a registration form on the PMI website, www.pmihome.org. The registration deadline for both the meeting and the hotel is approaching quickly, so don't delay. Call PMI for meeting details at (847) 481-5500, or visit the website: www.pmihome.org.

Call The Grove Park Inn for hotel room reservations at: (800) 438-5800.



The Grove Park Inn,
Asheville, NC

2009 PMI Spring Meeting Schedule of Events

SUNDAY, APRIL 5

2:00 p.m. - 5:00 p.m. Board of Directors Meeting (Restricted attendance)
3:00 p.m. - 5:00 p.m. Meeting Registration
6:00 p.m. - 7:30 p.m. Cocktail Reception at the Estes-Winn Antique Car Museum on
The Grove Park Inn grounds

Dinner on your own

MONDAY, APRIL 6

8:30 a.m. - 10:30 a.m. **ISSUE COMMITTEE:** Water Efficiency and Sustainability with presentations by **Gary Hunt**, Director of the North Carolina Department of Environment and Natural Resources and **Peter Raabe** of American Rivers
10:30 a.m. - 10:45 a.m. Break
10:45 a.m. - 11:15 a.m. Flushing Devices/Fixture Joint Product Groups Joint Meeting
11:15 a.m. - 11:45 a.m. Supply Fitting/Water Temperature Device Product Groups Joint Meeting
12:00 p.m. - 1:15 p.m. Lunch
1:15 p.m. - 2:30 p.m. **Special Presentation by Walt Strader, PMI President, and Special Guests**
2:30 p.m. - 3:30 p.m. General Membership Meeting
3:30 p.m. - 3:45 p.m. Break
3:45 p.m. - 5:00 p.m. Government Affairs Standing Committee
5:30 p.m. - 7:00 p.m. Cocktail Reception
7:00 p.m. - 9:00 p.m. Dinner

TUESDAY, APRIL 7

8:30 a.m. - 9:30 a.m. **ISSUE COMMITTEE:** Universal Conformity Assessment and Technical Standing Joint Committee
9:30 a.m. - 10:45 a.m. Member Services Standing Committee
10:45 a.m. - 11:00 a.m. Break
11:00 a.m. - 12:00 p.m. **ISSUE COMMITTEE:** Fair Trade with a presentation by **Michael Breck** of University of Texas on Global Commercialization: Finding International Business Partners.
12:00 p.m. - 1:15 p.m. Lunch
1:15 p.m. - 2:30 p.m. **ISSUE COMMITTEE:** Materials Performance with presentations by **Marc Edwards** of Virginia Tech and **Carolyn Eifland** of University of North Carolina, Chapel Hill
2:30 p.m. - 3:30 p.m. **SPECIAL PRESENTATION:** *Plumbing Systems of the Future* featuring presentations by **Mike Rosen** of Mike Rosen Architects, **Patrick Mays** of Dassault Systèmes and **Carolyn Eifland** of University of North Carolina, Chapel Hill
3:30 p.m. - 3:45 p.m. Break
3:45 p.m. - 5:00 p.m. Conclusion of *Plumbing Systems of the Future*
6:00 p.m. - 7:30 p.m. Cocktail Reception
7:30 p.m. - 9:30 p.m. Dinner with Keynote Speaker **Emory Austin**, Entrepreneur, Author and Communications Expert

WEDNESDAY, APRIL 8

7:30 a.m. - 9:00 a.m. Buffet Breakfast
8:00 a.m. - 8:30 a.m. Presentation "Overview of Warren Wilson College's EcoDorm" by **Duncan McPherson** of Samsel Architects
8:45 a.m. Bus departure for EcoDorm at Warren Wilson College campus in Swannanoa, NC
9:15 a.m. - 10:30 a.m. Site visit at EcoDorm
10:45 a.m. Bus departure for return to The Grove Park Inn
11:15 a.m. Bus arrives at The Grove Park Inn

Massachusetts Adopts New Product Approval Policies

By: Matt Fisher, PMI's Massachusetts Lobbyist and Shawn Martin, Technical Director

Editor's Note: PMI has worked to address a number of issues associated with new product certifications in Massachusetts over the years. Matt reviews some very welcome changes below that have been put in place regarding the way applications are submitted. However, concerns do remain with respect to the quantity of information being requested by the plumbing board for product approval.

Even with the new form, the board is continuing to request full test reports, installation instructions, owners manuals and relevant correspondence for each product submitted. In conjunction with PMI's policy on Universal Conformity Assessment, we have maintained that only a certification letter from a recognized third-party certifier should be a required. PMI has submitted comments and continues to advocate for product approval based on listings from third-party certifiers, to avoid redundancy and added cost.

In the fall of 2007, the Massachusetts Board of State Examiners of Plumbers and Gas Fitters took the first big step toward revising the plumbing product approval process. The Board demonstrated its commitment to creating a more speedy and efficient approval procedure by moving quickly to implement changes. On October 31, 2007, the Board adopted new procedures, which were to continue until June 1, 2008, as part of a pilot program. The new policy sought to increase the number of in-house staff

reviews, while still maintaining and ensuring the safety and efficiency of plumbing products. The Board asserted that by delegating additional authority to staff members, it would minimize the burden on manufacturers as well.

Under the new policy guidelines, plumbing products that had been given national approval and certification by a third party testing agency could then be approved by staff without the need for a Board appearance. If the product had not previously been given national approval, it was to be reviewed by Board staff in consultation with the Board Chair, but also required no need for a Board appearance.

During the interim trial period, the Board was also expected to research the feasibility of an online product approval process and to create methods for electronic submission of additional required materials. An online process would reduce the volume of paper materials burdensome to the Board and the overall process for approval.

On January 1, 2009, the Board officially implemented the new procedure policies. Any application for approval must now comply with its revised system. Under the new process, the Board will continue to delegate product approvals to its staff members, as it had during the pilot program, diminishing the need to appear before the Board. Other methods for achieving efficiency have also been adopted as a result of the

trial period.

First, the Board has created a new system to distinguish between a 'manufacturer' and a 'private label entity' (PLE). Each party will now have to fill out separate application forms, making it easier for the Board to identify and gather relevant information from the applicant. Manufacturers and PLEs are also asked to provide the Nationally Recognized Testing Laboratory (NRTL) responsible for approving their product, and indicate whether or not they believe their product to be in compliance with Massachusetts laws and regulations.

Secondly, the Board has also added a disclaimer to each application form stating that since product approvals are based solely on the information provided by the NRTL, the Board will not be responsible for errors or other problems, including those which would become apparent through direct testing. Within the disclaimer, the Board also reserves the right to revoke approval where it later finds the product to be unsafe or defective, or where it was approved based on faulty or incomplete testing. Additionally, the Board "reserves the right to require a disclosure in manufacturer instructions when it appears that a product is also subject to the authority of another regulatory entity."

Lastly, the Board addressed its earlier appeal for an electronic application system.

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PMI Supports Washington State HET-HEU Legislation

By: Jerry Desmond, Jr., PMI's California Lobbyist

PMI is supporting SB 5948, legislation introduced by Washington State **Senator Paul Shin** that would provide a market transition plan for high efficiency toilets and urinals in that state.

At the request of Senator Shin, PMI testified in support of the bill by having California lobbyist, **Jerry**

Desmond, Jr., step in to speak on the association's behalf in the Senate Environment, Weather and Energy Committee hearing on February 18.

SB 5948 parallels the PMI-sponsored market transition plan enacted in California within AB 715 [**Laird**], which became law as Chapter 499, Statutes of 2007.

The phase-in proposed by SB 5948 would commence in 2010, require an increasing percentage of models to be high efficiency during a four-year period and requires 100 percent of models to be high efficiency toilets and urinals by January, 2014. The phase-in would be as follows:

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PMI Adds Value to Member Companies' Bottom Line

By: Debra Nelson, Membership Manager



Debra Nelson

Like cogs in a wheel, each staff member and member company of PMI adds value to PMI's success; each one pushing PMI in a positive direction.

As the industry hunkers down and with every cutback and economic challenge, PMI's value to members increases.

The Plumbing Manufacturers Institute serves as the industry watchdog and as the eyes and ears for PMI's members. We are on the front lines of not just the codes and standards issues that face the members, but also those of legislative and fair trade. While member companies are looking to make cutbacks in areas such as travel, PMI continues to offer valuable coverage by being able to be out in the community communicating to other factions on behalf of PMI's members and bringing back important information to members. Member companies do not have to worry that their interests are not protected just because they cannot be personally

present at meetings. In these times it's even more important that PMI is out in the forefront when the members cannot be. For example, many states are moving forward on legislation that affects our members and PMI's presence insures that our members are kept informed.

PMI's value extends to our semi-annual meetings which are designed to inform and educate our members, while maximizing PMI dues investment dollars. By thinking outside the box, we are able to continue moving PMI forward on the same dollars as we did 10 years ago, finding ways to save our members money by streamlining meetings, travel times and providing easy access to information. Power packing the semi-annual meetings and workshops with speakers and topics that directly affect you is just one way. Publishing PMI News, the new Safeplumbing micro site and the PMI website are all ways that we work to keep you up-to-date. We also work behind the scenes to establish new relationships that will enhance your voice in the industry. We are 100 percent committed to bringing in new members and keeping the ones we have. Our members are our daily

focus. We strive to continually serve them in a way that will have a positive impact.

As members of PMI you not only receive benefits, but are part of the benefit to other members. Your insight into what is directly affecting your companies becomes an invaluable source of information that along with others, shows market and political trends. Each member offers networking value by contributing to the knowledge collection and distribution process whether at meetings or through our surveys.

In this time of cutbacks and setbacks, it's important to know that there is strength in numbers and that with your continued membership your voice will not go unheard. Together we can continue moving forward; all a part of one solid team. Your PMI dues dollars are working for you.

Reminder:
The PMI offices will be closed on Friday, April 10th for the Good Friday holiday.

An Invitation From PMI's First Lady

Submitted By: Suzan Strader, Wife of PMI President, Walt Strader



Suzan Strader

Asheville, Washington, D.C., Albuquerque and Newport Beach are some of the wonderful places I have visited while my husband **Walt** attended PMI meetings. I have seen historic buildings, shopped for great bargains, dined alfresco with new friends, hiked gorgeous parks, visited museums and walked lovely neighborhoods. This would not have happened except that I attended the PMI meetings as a spouse.

Because of the ability of PMI staff to gain incredible group rates, I want to encourage all spouses to take advantage of this great opportunity. You simply wouldn't be able to do this on your own at this price.

This year, we return to charming Asheville, NC. There is simply too much for us to do for me to write here. Fortunately for us, this is the peak of the azalea season. If you are willing to stay "in" for the day, The Grove Park Inn could take you a full day to investigate its spa, quaint shops and restaurants.

We are looking forward to planned group events, some of which you need

to make advanced registration for with us. Information on these events will be sent to you when the PMI staff receives your registration. Other impromptu activities will be announced upon your arrival.

Again, this year, we are invited to sit in on a few guest speaker's presentations at the PMI meeting and, as usual, there will be exciting evening guest speakers as well.

Do whatever you need to do to take advantage of this opportunity to attend PMI's Spring Meeting with us. I look forward to meeting each of you.

PMI Members in the News

Compiled By: Diane Turuc, Administrative Assistant

PMI's Technical Director, **Shawn Martin**, educated all of us about antimicrobial products in his article, "Bugged Out". He highlighted EPA regulations, testing and registration, as well as the benefits of treating products with antimicrobial agents.

Delta Faucet Company was featured in the Company Profile section of the publication.

American Standard's Moments Monoblock faucet was featured in the "What's Hot in Bath Faucets" listing.

(**Kitchen and Bath Business**, February 2009)

Caroma's Smart™ Technology for high efficiency duel flush toilets was featured in the 2009 Manufacturer Spotlight.

Delta Faucet's **Sally Remedios** and **Stephanie Tanner** of the Environmental Protection Agency co-authored the article, "WaterSense. A Consensus-Based, Common Sense Approach for High-Efficiency Showerheads."

Jeff Baldwin of T & S Brass and Bronze Works wrote, "Energy-Efficient Plumbing Fixtures Healthy for Environment and Wallet".

Falcon Waterfree's waterfree urinals placed in Century City's Watt Plaza and **Moen Commercial's** green water efficient products were highlighted in the Product Application section.

Shawn Martin, PMI's Technical Director's letter to the editor commenting on LEED credits, was published in this month's issue of the magazine.

Caroma's new product brochure, **Delta Faucet's** water efficient lavatory faucets, **Sloan Valve Co.'s** 16-page brochure entitled, "The Universe of Electronic Faucets" and **Viega's** ProRadiant Climate Mat and ProPress butterfly valves were featured in the Product News section of the magazine. (**Plumbing Engineer**, February 2009)

Flushmate, division of **Sloan Valve Co.'s** Pressure-Assist Technology was highlighted in the magazine's Information Showcase.

(**Plumbing and Mechanical**, February 2009)

Speakman Co. was the recipient of the 2008 Delaware Quality W.L. Gore Award of Excellence for performance excellence.

InSinkErator has again committed itself to fundraising for the Plumbing Heating-Cooling Contractors Educational Foundation.

BrassCraft's Safety+PLUS Excess Flow Valve and **Gerber Plumbing's** new Avalanche high-efficiency toilet were highlighted in the Product Preview section of the magazine.

(**Supply House Times**, February 2009)

BrassCraft's history, search for quality and innovation and demonstration of customer commitment provides the base for this month's cover story, "When BrassCraft Asks 'What If...' Innovation Quickly Follows."

BrassCraft's new PushConnect Water Stop and **Sloan Valve's** new graywater system were featured in the Pipes, Valves and Fitting section of the magazine.

Several of our members' websites were featured in the Industry Website section of the magazine: **BrassCraft**, **InSinkErator**, **Sloan Valve Company** and **Woodford Manufacturing**.

Fluidmaster's new Three Inch Universal Flapper and **T & S Brass'** new Pivot Action Metering Faucet Line were both highlighted in the Products section of the magazine

(**Southern PHC**, February 2009)

Timothy Jahnke, president and CEO of Elkay Manufacturing, has been elected to serve on the company's Board of Directors.

Caroma has donated trees to the McNally Reforestation Project in California in hopes of helping to hold back soil from running into streams and creating a shady habitat for various species in the area.

Elkay has introduced its new VRCGRN water cooler which is GreenSpec listed and can help builders and architects collect credits based on LEED rating systems.

Bradley Corp.'s Aerada™ 1200 Series CD gooseneck faucet and **Viega's** ProPress butterfly valves were featured in the magazine's Product News section.

(**Wholesaler**, February 2009)

Fisher Manufacturing Company's 1/2 inch faucets for kitchens, bathrooms, pot fillers and service sinks are "what's new" in the What's New section of the magazine.

(**WCP**, February 2009)

PMI, along with the Plumbing Heating and Cooling Contractors (PHCC), International Association of Plumbing & Mechanical Officials (IAPMO), International Code Council (ICC) and Alliance for Water Efficiency (AWE), signed a Memorandum of Understanding that creates a coalition to work on specific plumbing research initiatives. PMI was represented by **Jack Krecek** of Elkay Manufacturing.

PMI has joined Fix Housing First, a coalition formed to push for a housing recovery plan that will revive the economy.

Sloan Valve's website was highlighted in the Website Directory showcase.

T & S Brass' Pivot Action Metering Faucet Line was highlighted in the Products section of the magazine.

(**Contractor**, January 2009)

(continued on page 12)

Newly-Named 'Plumbing Efficiency Research Coalition' (PERC) Identifies Drainline Transport as First Joint Project



The newly-named Plumbing Efficiency Research Coalition, (PERC) formed last month through a Memorandum of Understanding (MOU), has identified Drainline Transport as its first research project. The Coalition is comprised of five industry organizations seeking to conduct much-needed research in a number of areas. Representing the Coalition on the initial conference call to establish the first project were: **Mary Ann Dickinson**, Alliance for Water Efficiency (AWE); **Pete De Marco**, International Association of Plumbing & Mechanical Officials (IAPMO); **Jay Peters**, International Code Council (ICC); **Ike Casey**, Plumbing-Heating-Cooling Contractors Association (PHCC); and **Barbara Higgins**, Plumbing Manufacturers Institute (PMI).

IAPMO's Pete DeMarco will serve as project coordinator for this inaugural research study and will also chair the Technical Committee assigned to the project. Each of the five member associations of PERC has named a representative to this committee. The first order of business is to define the parameters of the project.

With the enactment of the Energy Policy Act of 1992, all water closets (toilets) manufactured in or imported into the United States were required to flush no more than a maximum average of 1.6 U.S. gallons,



effective January 1, 1994 for residential models and January 1, 1997 for all other models. At that time, concern for drainline transport efficacy was voiced by many in the plumbing trade and those in various professional associations. However, early reporting and research on 1.6 gallon per flush (gpf) water closet models focused primarily on the flush efficacy of the various water closet models on the market in response to significant consumer complaints about poor flush performance. Intermittent and anecdotal complaints of drainline transport problems were not thoroughly researched and largely attributed to older or faulty sanitary drainlines. Since then, water closet manufacturers have made great strides in improving flushing performance.



Recently, the need to find additional efficiencies on water consuming plumbing fixtures has resulted in the creation of voluntary specifications that eliminate another 20% from the flush discharge volume of water closets, bringing consumption down to a maximum average of 1.28 gpf. These toilets are known as High Efficiency Toilets (HETs). Some water closet manufacturers are now voluntarily offering models that flush at 1.0 gpf. This activity has rightfully raised the debate of drainline carry efficacy anew. Many plumbing experts are concerned that we are at or approaching a "tipping point" where a significant number of sanitary waste systems will be affected by drainline transport problems, especially in larger commercial systems that have long horizontal runs to the sewer. Recently,



drainline transport problems in Europe and Australia have been reported, further raising concerns.

Looking forward, newer technologies, such as non-water consuming and High Efficiency Urinals (HEUs), lower flow rate faucets and increasingly efficient water consuming appliances will further reduce the amount of water discharged into sanitary waste systems. Gray-water reuse systems, a system that collects discharged water from lavatory basins, clothes washers, bathtubs and shower fixtures for reuse, usually for irrigation purposes, is another emerging technology that significantly reduces waste water in residential sanitary drainage systems. Yet, to date, an extensive research project of sufficient scope to be able to determine if significant problems could arise regarding drainline transport, has yet to be conducted.

The Plumbing Efficiency Research Coalition was founded to develop research projects that will support the development of water efficiency and sustainable plumbing products, systems and practices. Projects will be financed through government grants, foundations and private financing.



Massachusetts Adopts New Product Approval Policies

(cont. from page 8)

Currently, completed application forms and all supporting materials, including relevant correspondence, product brochures, installation and operation manuals owner and maintenance manuals, and other relevant information and documentation, must be burned to two CDs and submitted in that form only.

While the process is not online, it will nevertheless minimize the burden

on the Board and the manufacturer by drastically reducing the amount of paper generated and storage needed.

The Massachusetts Plumbing Board has taken large steps toward greater efficiency and, though it may take some getting used to, manufacturers will surely come to appreciate the ease with which they can seek product approval in the Commonwealth.

PMI Supports Washington State HET-HEU Legislation

(cont. from page 8)

- 50% by January 1, 2010
- 67% by January 1, 2011
- 75% by January 1, 2012
- 85% by January 1, 2013
- 100% by January 1, 2014

Under SB 5948, HET's would be either:

-A dual flush toilet with an effective flush volume that does not exceed 1.28 gallons, where effective flush volume is defined as the composite, average flush volume of two reduced flushes and one full flush; or

-A single flush toilet where the effective flush volume may not exceed 1.28 gallons.

HEU's would be a urinal that uses no more than 0.5 gallons per flush.

At the request of PMI through Technical Director **Shawn Martin** and the technical committee, the Senator is making three amendments to the bill:

- a. So that the bill cites the

PMI Members in the News

(cont. from page 10)

Kris Alderson of Bradley Corp. wrote the article, "Commercial Restroom Design."

Michael Keleman of InSinkErator was awarded the Wylie W. Mitchell Award for his presentation at the American Society of Sanitary Engineering (ASSE) annual meeting in November of 2008.

(**Plumbing Engineer**, January 2009)

appropriate ANSI plumbing standards to determine the performance and volume measurement methods. This would be accomplished by the inclusion of references in five sections of the bill.

b. So that the bill explicitly allow for waterless urinals.

c. So that the bill excludes commercial, bariatric and children's toilets from the 1.28 gpf requirements.

The Senator is working to move the bill forward and address concerns that are being raised by the Washington building industry and the plumbing, heating and cooling contractors.

PMI is supplying information to demonstrate that it is not necessary to have the state building codes council study the options and make the use of HEF optional. The technology exists today to do the job right (the first time) with regard to double-flushing.

PMI is also working to clarify that concerns over carriage are anecdotal, and should not be significant once commercial applications are removed from the scope of the bill.

PMI is pleased that Senator Shin has moved forward with legislation that would establish a reasonable market transition plan for the transition to HETs and HEUs, and that will enable the state to accomplish real savings in water usage - and without sacrificing product performance or customer satisfaction.

2009 PMI LEADERSHIP

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Walt Strader, Price Pfister
President

Lee Mercer, Moen Incorporated
First Vice President

William Ball, WCM Industries
Second Vice President

Jack Krecek, Elkay Manufacturing Co..
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Directors at Large:

Jeff Baldwin, T&S Brass & Bronze Works
(1/09-12/11)

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

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

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

Steve Tokarz, BrassCraft Manufacturing Co.
(1/09-12/11)

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

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