



# NEWS

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The Newsletter for PMI Members — by PMI Members

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Lee Mercer

## Asking the Tough Questions: Are We Relevant?

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

Clearly that is a question we need to continually ask ourselves. The next question is, to whom and why is it important to be relevant. Our world is in a state of constant change. Maintaining relevance is key to our continued success as a trade association.

There have been several recent examples of the impact of the Plumbing Manufacturers Institute's relevance. PMI assisted the City of Los Angeles in developing their implementation procedures for AB 1953 enforcement. The National Resources Defense Council solicited our participation and input relating to their proposals for changes to maximum flow rates with the Department of Energy. PMI members met with the California Department of Toxic Substances to discuss how we can collaborate together on sharing information to help DTSC report accurate information and maintain the necessary confidentiality of our members information when they execute their audit program mandated by AB 1953.

Earlier this year I wrote about changes coming to PMI. Those wheels are in motion. On May 5th, members of your Board of Directors and a few

invited guests got together to work on the continuing strategy of charting the course of the future for PMI. The primary objective of the Think Tank is to make sure that PMI is positioned for a sustainable future; that our relevance is always apparent for the members and is continually expanded to a broader universe.

To help stimulate thought, all of the strategy participants read the book *The Competition Within: How Members Will Reinvent Associations*. Some would argue that we do not need to reinvent ourselves; that PMI is healthy financially and is actively engaged in areas of importance to the industry. I don't think anyone would argue the latter facts, but points made in the book helped to reinforce that there are opportunities out there that can enable us to get even better and expand on our current relevance in areas like the use of social media, globalization and avenues to turn weaknesses into opportunities.

When we reviewed our mission during the session, it was readily apparent that there are five key elements that continue to resonate as our core objectives: Promote, Inform, Educate, Enhance and Advocate. All of these elements are important, but it was interesting that the advocacy aspect consumed much of our

discussion for the day. The group recognized and reinforced that while the Number One strength of the organization has been technical expertise, legislative and regulatory pressures have been increasing. We believe that advocacy is now of equal importance.

In order to expand our potential influence and position, the ability to advocate even more effectively is an area that we need to strengthen going forward. We will add resources there to duplicate the great foundation and networking framework we have within the PMI technical community. Also, as a part of this, we need to be able to develop methods that enable us to sometimes react faster in some situations than what we have been accustomed to in the past.

Our plan is to have additional sessions as the year goes on, to refine the strategy. We recognize it is difficult to drive change with only two Board meetings a year, but are committed to changing our approach.

Our Think Tank session included quite a bit of lively discussion, which to me, clearly demonstrates the passion that the Board has for the ongoing success of this organization. Passion with purpose always leads to success. PMI's relevance as the industry voice is present and expanding.

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# PMI Think Tank Concludes: If You Rest, You Rust!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Echoing PMI President, **Lee Mercer's** sentiments in this month's edition of *PMI News*, I would like to thank everyone who participated in this month's meeting of the Strategic Advisory

Council. Since its reorganization in 1998, PMI has benefitted from the active involvement of members to keep our organization focused, relevant and fresh. The meeting facilitator, in fact, was impressed by the level of participation of the Think Tank group and



David Hagopian, PMI and Casey Hayes, Haws Corporation

their understanding of what it takes to keep PMI at the forefront.

In addition to Lee and myself, the group was comprised of Board members, past PMI Board presidents and invited guests. Included were: **Jeff Baldwin**, T & S Brass and Bronze-works; **Jon Dommissie**, Bradley Corporation; **Casey Hayes**, Haws Corporation; **Lyle Hunnicutt**, (formerly Fortune Brands and now an industry consultant); **Jack Krecek**, Elkay Manufacturing Company; **Ken Martin**, Delta Faucet Company; **Rick Reles**, Kohler Co.; **Craig Selover**, Masco; **Mike Sennett**, Jones Day; **Walt Strader**, Price Pfister (ret.), **John Watson**, Sloan Valve Company and **Stu Yang**, Kohler Co.

The event kicked off May 4th with a

networking dinner which included PMI staff and a keynote presentation by author **Rebecca Rolfes**. I had met Rebecca at a conference of the National Association of Manufacturers (NAM) and was impressed (and a little frightened) by her admonition to associations to either adapt or die. Prior to the strategy session, the group had been sent copies of and was asked to read her book *The Competition Within: How Members Will Reinvent Associations*. A lively discussion ensued!

The following morning, as a group, we spent some time reviewing the Vision and Mission Statements, updated last February, and the S.W.O.T. analysis, last conducted in 2006 (Strengths, Weaknesses, Opportunities and Threats). PMI staff, a solid financial footing, the ability to create a call-to-action on legislative issues and membership loyalty/support remain our greatest strengths. Our greatest opportunities lie within the realm of leveraging our workshops and enhancing our visibility and influence. We must be on the lookout for the impact of industry consolidation and diversify our income by exploring new sources of non-dues revenue.

We compared the State of the Union in 1998 vs. today. The review revealed that, as predicted long ago by 2006 PMI President, **Claude Theisen**, PMI membership base remains constant at right around 35 members. The expansion and contraction of our industry through growth and consolidation has kept our membership at a healthy but relatively flat level. That said, the membership represents something in the neighborhood (we estimate) of 90% of the products manufactured and sold in North America. Our operating budget has also remained constant. Except for some "rounding" of dues categories, there has been no increase to PMI dues since 1998.

Despite consistent membership and

steady dues levels, the growth of PMI staff and services has not remained the same! We are doing more today with the same budget we had 12 years ago. We have added staff which now



Craig Selover, Masco Corporation and Walt Strader, Price Pfister (ret.)

includes two technical experts. We have added state lobbyists in California, Texas and Massachusetts to complement the work being done by our Federal lobbyists. We have increased our international involvement from our valuable partnership with and singular focus on Canada in 1998. Today we have formal agreements with Canada, the UK and Australia and actively participate in conferences annually around the world. We participate on U.S. governmental committees including Department of



Lyle Hunnicutt, RainTree Associates and PMI President, Lee Mercer, Moen Incorporated

Commerce and Department of Energy. As WaterSense partners, we have a terrific and mutually beneficial working relationship with the U.S. Environmental Protection Agency.

In the spirit of continuous improvement, we have revamped our PMI home site three times over the past 12 years and are set to redesign the site again this year to optimize its content

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# PMI Think Tank Concludes: If You Rest, You Rust!

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and navigation. We have enhanced the Members Only section of our home website and have expanded our web presence with the addition of [www.safeplumbing.com](http://www.safeplumbing.com). We have added a public relations team to assist



**Ken Martin, Delta Faucet Company and Lori Palcheck, PMI**



**Pat Farrey leads the group in discussion.**

in promoting the visibility of our organization and the good works of all of our members.

Following this review, the group was lead through an industry S.W.O.T. by meeting facilitator, **Pat Farrey**, principal and founding partner of Landon Farrey & Associates. The result of the full day of analysis and discussion, as Lee notes in his report on page 1, advocacy has taken on a dramatic new role in our lives and in our association. It rivals "technical expertise" as the Number One benefit of PMI membership. PMI will build on its foundation of pulling groups together, building coalitions and speaking with an industry voice to affect change.

In addition, we will explore the world of e-communications, and perhaps even e-workshops and meetings. We will tap into social media to spread the good word of PMI. We will look at hosting a supplier event and to expanding membership categories. We will continue to add member value (watch for monthly conference calls on a variety of



**Mike Sennett, Jones Day; Barbara Higgins, PMI and Pat Farrey, Landon Farrey & Associates**

technical topics) and will expand our reach and value internationally.

The group adjourned energized about the future of the industry and our industry organization. Can you feel the excitement?! Stay tuned.



**Stu Yang, Kohler Co.; Rebecca Rolles, Keynote Speaker and Rick Reles, Kohler Co.**

## PMI Sets Date for Technical Workshop - Don't Miss It!

By: Amy Berg-Ferguson, Association Manager

Mark your calendars! PMI will be hosting its 10th technical workshop in late July/early August, 2010 at the PMI headquarters in Rolling Meadows, IL. This workshop is meant for plumbing industry professionals who want to gain a better understanding of plumbing codes and systems.

The workshop will take place over the course of two days. Day One will go from 1 p.m. to 5 p.m. and conclude with a networking dinner for attendees. Day Two will start with a continental breakfast in the morning and adjourn at noon. PMI's Technical Specialist, **Charles Hernandez**, will host this year's workshop with participation by PMI's Director of Strategy and Technology, **David Hagopian**. This

technical twosome has put together a program on industry issues that will raise the bar for this type of workshop.

Day One of the program will focus on plumbing code interpretation and enforcement. This will cover such topics as codes and jurisdictions, interpretations by plumbing inspectors, enforcement and appeal process and plumbing code development.

Day Two of the workshop will focus on the basics, plumbing systems 101. Our instructors will cover how indoor plumbing systems developed, building waste lines and venting, water distribution and cross connection.

In response to our members requests for more information on

Building Information Modeling (BIM), a local BIM representative will be on hand to demonstrate the BIM product.

Workshop moderator, Charles Hernandez, is very excited to host his first event for the Plumbing Manufacturers Institute. "I'm looking forward to sharing my knowledge of the plumbing industry with the workshop attendees and getting to know more folks in the plumbing industry," he said.

Watch your email inbox and the PMI website for more information about the workshop. Space is limited, so don't delay!

## Crystal Vision Award Presented at 2010 K/BIS in Chicago

Submitted By: Anne Duffy, Media Communications Manager, World Vision U.S.



From left: Efrain Perez presents the 2010 Crystal Vision Award to President and CEO, Michael Werner of Globe Union

The Storehouse of World Vision hosted its 10th Anniversary Celebration of the Crystal Vision Award Breakfast on April 17 at 8 a.m. during the Kitchen & Bath Industry Show in Chicago. This special event celebrates selected industry leaders for their humanitarian efforts benefiting American families in need. The Storehouse is a non-profit organization that provides donated building materials, school supplies and personal products to over 1.6 million people in low-income communities annually.

Each year, the Storehouse selects one organization to receive the Crystal Vision Award in honor of its vision, leadership and community facilities for low-income families. This year's event honored PMI member, **Globe Union** and Hajoca Corporation. Globe Union was selected for its donation of many



products to underprivileged families, the support of World Vision's School Tools program, and for having consistent, long-term involvement with the Storehouse and Crystal Vision Award Breakfast. Accepting the award of behalf of Globe Union was President and CEO, **Michael Werner**. Hajoca Corporation was honored for making World Vision one of its key charities supported by hundreds of its retail locations in the country.

These two industry leaders were recognized for their outstanding

commitment to displaying vision, leadership and efforts to improve housing and community facilities that support World Vision's mission of serving children and families affected by poverty.

Special guest speakers included **Frank Windsor**, Vice President of Sales for Plumbing Americas, Kohler Co., and **Bill Lennie**, Senior Vice President of Merchandising for The Home Depot.

World Vision's Storehouse network is comprised of eight warehouses across the U.S. that receive corporate donations of new, top-quality goods made available to local community partners for distribution. Goods that are distributed include building materials, school supplies, personal care items, and clothing to over 1.6 million people in low-income communities annually.

World Vision is a Christian humanitarian organization dedicated to working with children, families and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.

For more information, visit [www.worldvision.org](http://www.worldvision.org).

## New Developments For PMI's Federal Lobbying Team

Submitted By: Diana Waterman, Waterman & Associates



Stephanie Salmon

PMI would like to welcome **Stephanie Salmon**, Vice President of Waterman & Associates (W&A) to our

Washington lobbying team!

Stephanie has devoted over 20 years of her career to representing W&A's largest manufacturing clients before congress and a wide variety of regulatory agencies. She not only knows and understands Washington, she has acquired a real working knowledge of the industries she represents. Stephanie has worked with and been in foundries and metalcasting shops all across the nation. We are pleased that Stephanie will be teaming with **Diana Waterman** to advance PMI's legislative agenda.

At the same time, we wish **Alicia Oman** much success as her career is

taking her to the National Association of Manufacturers (NAM) where she will be working on energy policy. We



Alicia Oman

appreciate all of Alicia's strong efforts on behalf of PMI and we are pleased that we will have another friend of PMI on staff at NAM. Good luck to you Alicia!

# The Name of the Game? Know the Code!

By: David Hagopian, Director of Strategy and Technology

I once worked in the Aero Space industry. I had been working for about six years, had finished graduate school and was starting to feel a bit confident that I was not the "new kid on the block" anymore, at least as it was related to work experience. My new position was in regulatory compliance. The gentleman that I was reporting to had worked in the product and manufacturing engineering groups for 15 years and knew the business well. My first day on the job, he came to my cube, loaded up with a big pile of books in his arms and dropped them on my desk. With a bit of an evil grin, he said, you will need to know all of the contents of these books!

He later explained that the only way to master the regulations governing precision, mission critical, military and civilian aviation components was to know the code! Everyone had some knowledge, but very few truly knew the rules and how they applied in a given situation. I learned a long time ago that a good engineer does not have to know every factoid of information instantly, but one does have to have a working understanding of the subject matter and have the ability to know where to go to get the correct answer. This was the point my new boss was driving home. He explained to me that it is no different for rocket science (literally).

This was in the days before computers and the only way to get the regulations was in heavily bound copies of the Federal Register and the Code of Federal Regulations (or CFR) and the State equivalents. I was tasked with being an expert in the regulations and chemical processes that affected that industry. I had to be able to interpret the information and communicate it to engineers and to interested non-engineers. In the 25 or so years that have passed, this "know the code" requirement has not diminished in the industry; it has expanded. Engineering (at least for engineers) is simple: create a hypothesis, measure and gather data,

interpret the data, test the hypothesis and either come up with a viable answer or continue the cycle. The thing that has changed is the amount of information immediately available and the complexity of a given challenge has increased exponentially.

All those books I neatly placed on my office shelf can now fit on your key chain. The engineering requirement to keep a precision bearing to within 20 millionths of an inch now includes requirements for having a Scanning Electron Microscope (SEM) used to examine the surface for a level of quality that was not required in years past.

Today, the information available is a quantum leap higher than when the Space Shuttle Challenger met its tragic end. At that time, if you wanted to know about "Lead in Plumbing," you would go to the library and read books or somehow get connected to the metallurgist in a given metals company. Today if you go to Google and type in "Lead in Plumbing" (without the quotes) in about 0.20 seconds, you will see the first 10 pieces of information from a list of 10,600,000. A large part of engineering is now spent filtering information or at least trying to get to the nuggets of gold in that pile of 10.6 million nuggets!

This explosion of information has affected every part of modern society, including plumbing products and our industry. As of 15 years ago, plumbing products (with some exceptions) had remained unchanged for most of the prior 30 to 100 years. How many of us remember our mother's or grand-

mother's kitchen or bathroom faucet as a chrome fixture, or can remember Dad bending the wire on the water closet float to adjust the fill valve shut off? Plumbing products in the home were utilitarian in nature, "functional" not "designer." Prior to the 1990's, the concept or concern of water use only made a temporary appearance during the energy crisis of the 1970's.

The processes by which new products are generated, or standards are developed are different in nature but similar in the intended result (consumer or societal needs are fulfilled). Codes and standards have been upgraded to ensure performance commensurate with technological leaps in the measurement of such performance. Codes like California Prop 65 and AB1953, or the similar standard in Vermont, measure lead exposure in "lifetime doses," something that the technology of the 1980's made it quite difficult or impossible to measure. This valuable progress is primarily due to leaps in our collective technological capabilities. So there you have it! Technology is still a big part of the job requirements. Know the Code! However, our roles, all of our roles, are expanding. The knowledge of information is still important, but the ability to manage information as that knowledge continues to expand, is the difference between winners and losers in a given market.



David Hagopian

**PMI will be closed  
Monday, May 31 for the  
Memorial Day holiday.**

# TOTO Toilet Co-Stars in Upcoming Movie

Submitted By: Lenora Campos, TOTO USA



It's official. TOTO USA has a bona fide movie star in the family. The NEOREST 600 is

TOTO USA's NEOREST 600 featured in a scripted scene in the new movie *The Joneses*, starring **Demi Moore** and **David Duchovny**.

In the movie, Demi Moore and David Duchovny star as a picture-perfect, trendsetting couple, who along with their equally perfect teenagers, **Amber Heard** and **Ben Hollingsworth**, move into an upscale gated community. They immediately become the toast of the town, equally

loved and envied by all. The Joneses have the best of everything; they are the embodiment of the American dream. Their TOTO NEOREST 600 is regarded as a key household fixture, worthy of the Joneses' guests making an introduction to "their TOTO." The NEOREST becomes a must-see stop on the home tour for all their neighbors who are trying to keep up with the Joneses.

Demi Moore has been promoting her new film on programs such as "The Tonight Show with Jay Leno" and "Regis & Kelly." When she does, she has been using the NEOREST scene to do so. At a recent press conference for print journalists, Moore was asked if there were any of the products from the movie that she

would like to own, and she said that she would love to own a NEOREST. TOTO is gifting the actress with a NEOREST 600.



The cast of *The Joneses*, (from left) **Ben Hollingsworth**, **Amber Heard**, **Demi Moore** and **David Duchovny**

For more information about TOTO USA's products, please contact Lenora Campos at 917.237.0665 or at [lcampos@totousa.com](mailto:lcampos@totousa.com).

## PMI Members in the News



Bradley's Advocate® Lavatory System

**Bradley Corporation** announced that two of its restroom products, including the Advocate® Lavatory System and Aerix® Adjustable Speed Warm Air Hand Dryer, have won platinum and gold-level 2010-11 ADEX Awards for achieving design excellence.

Presented by Design Journal magazine, the 16th annual ADEX Awards is the largest and most prestigious awards competition to recognize superior product design of furnishings marketed through the international design trade. Products are judged by a distinguished jury of professionals representing a cross section of the architectural design community.

Bradley's Advocate Lavatory

System, a 2010 Platinum ADEX Award winner, is a personal handwashing station that provides an all-in-one experience, since access to water, soap and hand dryer are available within the user's space. With all handwashing elements in immediate reach, dripping water is minimized and wasted paper towels are eliminated. Designed with recycled content, a 0.38 gpm faucet and low-energy consumption hand dryer, the Advocate is environmentally friendly.

The Aerix Hand Dryer, a 2010 Gold ADEX Award winner, is the only adjustable speed hand dryer in the U.S. Multiple speeds allow facility managers to turn up for fast drying or turn down for quiet operations. Aerix uses 80 percent less electricity than other dryers and significantly cuts down on paper waste makes a positive environmental impact while reducing utility, labor and materials costs.

KBIS 2010 was an important moment for **Hansgrohe**, as it launched the award-winning PuraVida collection

across North America. Designed by long-time partner, Phoenix Design of Stuttgart, PuraVida is at once classic



Hansgrohe's PureVida Faucet

and groundbreaking. When **Klaus Grohe** first commissioned Phoenix Design to create PuraVida, he asked them to imagine a completely new bathroom fixture in tune with today's clean, contemporary style. As soon as he saw the graceful, two-tone white and chrome fixture, he knew that they were on to something unlike anything on the market. To name the new products, the team chose PuraVida, which means, "pure life"—an apt name for an uplifting collection that adds poetic purity and clarity to form to any bathroom setting.

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# PMI Members in the News

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With much anticipation, **Gerber Plumbing Fixtures** debuts the new Viper™ 1.28 High Efficiency Toilet (HET). Pending certification by WaterSense, this two-piece toilet offers



Gerber's Viper 1.28 Toilet

exceptional flushing performance coupled with significant water savings.

"Water conservation is at the top of Gerber's priority list when manufacturing new plumbing products, and the Viper 1.28 toilet exceeds our expectations," said **Ron Mudge**, marketing manager for Gerber. "The quality of the Viper product is well-known in the plumbing community and we now deliver additional water saving capabilities."

**Duravit**, a leading manufacturer of innovative bathroom ceramics, has, after almost 30 years, returned to color in a bold way – reinventing one of its most successful collections of all time. Vero, an archetype of purist form, is now available in an eye-catching, high-gloss black. With the introduction of Vero Black comes a revamp of the bathroom as we know it – and another chapter in Duravit's color history.

Black represents exclusivity and sophistication. It is a statement of courage, confidence and style. In bathroom design, black allows for attractive contrasts. Purely geometric and eternal, Vero Black is the ideal partner for black-and-white color schemes. With its unforgettable design and classically angular basic form, the collection – now featuring washbasins,

toilets and bidets in high-gloss black – combines purism with a touch of nostalgia, augmenting the scope of unique and creative bathroom design.

Bring dated bathroom décor into the 21st century with the new, thoughtfully designed Method™ collection from **Moen Incorporated**. Blending clean lines with soft curves, the Method suite instantly gives any bath a sophisticated, modern appearance. And the benefits of the Method collection extend well beyond style.

Method lavatory faucets have been certified to meet WaterSense® criteria,



Moen's Method Faucet

meaning the fixtures meet the Environmental Protection Agency's (EPA) guidelines as an environmentally responsible and efficient product. The faucets are flow-optimized and allow water to flow at 1.5 gallons per minute (gpm), versus traditional aerators that flow at 2.2 gpm. This provides consumers the sensational water experience they are accustomed to, while reducing water usage by up to 32 percent. And for developers, these water-efficient products contribute towards maximizing LEED® points. An Eco-Performance showerhead is also available, which flows at 1.75 gpm, 30 percent less than the industry standard 2.5 gpm.

"As the demand for minimalist styling and water-saving functionality increases, Moen continues to introduce options to help homeowners achieve a

contemporary and modern look", said **Mike Reffner**, group product manager, Moen. "The new Method collection accomplishes that, while offering products that feature flow optimization and strong performance from a trusted brand."

**Haws Corporation®** participated in Earth Day with a variety of events to honor the one-year anniversary of the environmentally friendly HydrationStation™. The HydrationStation dispenses filtered water through a touch-free, hygienic unit thereby encouraging users to reduce bottled water use. Each HydrationStation saves over 37,000 16.9oz bottles per year, with average use. Over the past year, the HydrationStation has

been installed at numerous schools and buildings across the nation including Notre Dame, University of California at Davis, and Monarch Mountain Ski Resort, with an estimated savings of over 18,900,000

16.9oz plastic bottles. Last Fall Haws was the first Nevada Company to encourage employees to Ban the Bottle and held an "iRefill" pledge day sponsored by Washoe County Health District.

On Tuesday, April 20 Haws donated reusable water bottles and other giveaways to the University of Nevada, Reno (UNR) Earth Day festivities. UNR recently installed the revolutionary HydrationStation in the new Joe Crowley Student Union to rave reviews from students and faculty.



Haws HydrationStation

# Save the Date for the 2010 PMI Fall Meeting: October 3-6

By: Amy Berg-Ferguson, Association Manager

Although summer technically hasn't arrived yet, PMI staffers are already thinking about the upcoming fall meeting. Mark your calendars for October 3-6, when PMI will return to the heart of Washington, D.C. for its semi-annual meeting. The meeting will take place at the Liaison Capitol Hill, a boutique hotel located just blocks from Capitol Hill and Union Station.

Along with informative and educational committee meetings, PMI is putting the pieces together to deliver another can't-miss event for its members and potential members. In addition, the location offers attendees the opportunity to easily take part in Capitol Hill visits at the conclusion of the general sessions.

Located just 15 minutes from Reagan National Airport, the Liaison

Capitol Hill is an Affinia Hotel. The newly renovated location features stylish, modern décor, a seasonal rooftop pool and bar and fitness center. The Liaison is also home to the Art and Soul Restaurant. **Art Smith**, former personal chef for **Oprah Winfrey**, serves fresh and modern cuisine with a southern accent at his namesake eatery.

The hotel also offers the My Affinia program, which lets you choose the comforts that will make your room feel like home. Would you like a guitar for use during your stay? How about some nighttime cupcakes to end a long day? Just set up a My Affinia account and the hotel will fulfill your needs to make this a comfortable stay.

In a departure from most hotels, the Liaison offers the dream pillow menu, featuring six choices from classic

feather and down to Swedish memory foam pillows.

Registration will be announced during the summer. Watch your email for more information. We look forward to seeing you there!



The Art Bar at the Liaison Capitol Hill

## Reaching Out To Identify Common Ground

By: Charles Hernandez, Technical Specialist



Charles Hernandez

I have now been at PMI for approximately 11 weeks and have been exposed to the plumbing industry side from the manufacturer's perspective. Most

of my career, except for five years of political state work, has been on the installation side of the construction industry, plumbing and mechanical. I see common ground within our industry partners and I believe there is room to continue and expand PMI's influence and knowledge into the installation and other sides of this industry. Manufacturers, plumbing contractors, suppliers, code inspectors, even retailers share the same ups and downs of this industry and the same problems but on a different level when dealing with codes, standards, problematic products and legislation. It's difficult to keep abreast with the new

products and concepts that are being introduced every day. Everyday we hear of an authority trying to enact codes or legislation that has not been thoroughly vetted by the industry.

The plumbing contractor is the front-liner for all plumbing products and code issues. Unfortunately, most small contractors (and they make up the majority of plumbing companies), when faced with a poorly performing product or code issue, will just replace the product and in the case of a code issue, will just comply. This remedy only treats the symptom but does not cure the problem. The last time there was a significant backlash against a product was the premature federal mandate of 1.6 gal flush toilets. We all remember that and the plumbing contractors can still recall all the money and customers they lost with having to replace a product that was hastily implemented in the name of water conservation. Let's not forget those suppliers with all the toilets

being returned and nowhere to sell them, except to those garden designers who used them as flower planters.

We are being lead down that same path with the "Greening of America." With little or no input from manufacturers, some code bodies, governing authorities and states are trying to appease a small group who believes they are the experts when it comes to any product design, selection and installation. I believe that manufacturers, suppliers, installers and especially the consumers are the real experts. Somehow that message has been twisted by people who use the system to influence the local governmental authorities. The people most affected by all this, with the least influence are the local contractors, be it plumbing, electrical or HVAC, the mom and pop shops and retailers that depend on the rest of the industry to police it for them.

We should continue to strengthen

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# Welcome to PMI's Newest Member: Cash Acme

By: Amy Berg-Ferguson, Association Manager

The Plumbing Manufacturers Institute is pleased to welcome Cash Acme as one of our newest members. Their application for membership was approved in early 2010 and we are excited to add them to the membership roster and feel fortunate to have their expertise in the industry. Representing Cash Acme at PMI functions will be **Bill Chapin**, product compliance administrator and **John Lindahl**, sales consultant for Reliance Worldwide. We look forward to their active involvement in PMI.

Cash Acme's founder, **A.W. Cash** was born in 1860 in Caroline county, Virginia. He started his career designing valves for use on the first U.S. submarines. After a tenure creating water pressure reducing valves, air and steam valves, Mr. Cash decided to start his own company. A.W. Cash Valve Manufacturing Company was born in 1912. When Mr. Cash decided to move on, he sold Cash Valve to the Madden Family, who owned the company until 1991.

In 2002, Reliance Worldwide Corporation acquired the Cash Acme brand name and the ensuing plumbing operation. The Reliance Worldwide group is a leader in the manufacturing of international water controls with operations in Australia, New Zealand, the UK and Europe.

With over 100 employees in the U.S., Cash Acme is a leading supplier to wholesale distributors with the production of several series of regulating valves. Cash Acme also services the plumbing and heating industry with an expansive product range, including pressure regulators, relief valves, backflow prevention devices and general plumbing and heating controls.

Not content to rest on their laurels, Cash Acme, their sister company SharkBite and parent company, Reliance Worldwide, have introduced hundreds of products over the last few years, including new SharkBite fittings and PEX tubing. Bill Chapin said

proudly, "We now believe we offer everything a plumber needs to get from the street to the fixture on any residential project.

When asked if there were any industry changes coming in the near future, Bill stated, "There are a couple of changes that the plumbing industry is facing right now. The first one is the move by individual states towards requiring lead-free plumbing products. This will impact almost every manufacturer in the plumbing industry. The other is the move away from traditional copper and CPVC plumbing systems to cross-linked polyethylene system in new home construction. This will make things very interesting."

Reliance Worldwide and Cash Acme



Cash Acme's Thermostatic Mixing Valve

have been and continue to be very involved in many industry associations all over the world. "As our product lines increase and we develop new plumbing product systems, we realize these systems require federal, state and local governments to review and

our relationships with these groups because educating our counterparts helps our cause. I believe most plumbing contractors, code inspectors, retailers and suppliers would benefit from more informational and training sessions. They may all have their own professional associations, but somewhere there is common ground, which needs to be exploited. The last ten years prior to 2008 brought significant

update existing standards as well as write new ones covering these types of products," Bill said. "There is also



SharkBite Brand Fittings

such a strong move in the country to use products that are safer and greener to our environment and to our consumer. As such, we believe that PMI is a tailor-made fit with this segment of our business. We believe PMI can help us with these issues, while also helping us with the industry and government wide standards," he added.

John Lindahl wrapped it up by saying, "Becoming a member of PMI is a big step for our company. It is easy to join and pay the dues, but it takes a great deal of time and resources by many of our employees to ensure that we seize all of the opportunities PMI membership offers us. I look forward to the challenge and the new friendships our association with PMI and its members will offer."

## Reaching Out to Identify Common Ground

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growth in the plumbing industry due to the explosion in home building, which we will probably not see again for quite some time. We are all in the same plane now flying into the latest, but not the last frontier, the "Green Zone." The flight may go smoother if we are in the pilot's seat with our suppliers, contractors, code inspectors and consumers as our co-pilots, navigators and passengers.

# PMI Surveys Membership on Communication Platforms

By: Amy Berg-Ferguson, Association Manager and Heather West, Heather West Public Relations

Communication is a mainstay of success in any industry association. Recently, you may have found a survey in your e-mail inbox asking for your thoughts on PMI's member communications. Thank you to the many members who took the time to fill out this survey about subjects such as our newsletter, website, social media efforts, etc. The results of the survey were quite telling about how our membership uses our communication tools and what they find valuable and what they find not so valuable.

We found that our newsletter has a solid readership base. Most respondents read every issue or most every issue. Our membership is evenly split between reading all of the content, most of the content or skimming the content. Most readers don't file the printed newsletter. They are most likely to throw it out or recycle it when they are finished.

Readers noted that the most interesting content in the newsletter is

the legislative and regulatory updates, followed by related industry news, PMI member news and the Executive Director and President's columns. While read, there was less interest in the PMI member personality profiles. Recipients have no strong preference between receiving the newsletter monthly or every other month.

Our members are using Facebook and LinkedIn as their prime social media platforms in their personal lives and at their companies. Unfortunately, most are unaware that PMI has a LinkedIn site. Those who are aware rarely visit the site. Respondents noted their most important sources of industry information are websites and online news sources. The least important are personal blogs and podcasts. Members rated additional, important places they go for information and industry news are emailed updates, newsletters, printed journals or magazines and white papers.

As for the PMI website, our members do not visit it often, if ever.

If they do, they are on about once a month. However, when they do visit, nearly all find what they are looking for, which is usually legislative content and information about technical and industry issues.

With respect to general member communications, our respondents felt that they would like to see more coverage of legislative and industry news. The current coverage of PMI, its members and events is about right. Members are most interested in content about legislation influencing the plumbing industry, followed by water efficiency, and by codes and standards. There were also several positive comments about moving toward more online, web-based communications.

Based on these survey responses, PMI is currently working on a communication plan that takes into account suggested improvements and ideas for the future. Stay tuned for what comes next!

## PMI Brainstorming Session Yields Terrific Results

By: Amy Berg-Ferguson, Association Manager

On the final day of the PMI Spring Meeting, attendees got together for one purpose. That purpose was to brainstorm ideas for the future of PMI.

Facilitated by **David Hagopian** and **Charles Hernandez**, this session entitled *Focus: Future!* brought together decision makers from PMI's member companies to discuss five questions ranging from where PMI and the plumbing industry has been in the past and where they envisioned both would be 5 years, 10 years or 15 years down the road. The tempo of the meeting was lively as attendees suggested ideas and concepts in a setting that had only one rule: no idea is off limits.

When asked how the plumbing products industry has changed over the last five years, manufacturers reported seeing more alternative materials such

as brasses and plastic in waterways and a move away from metals and low-lead materials.

The question was posed: What are the manufacturing and business challenges facing your company today that were not front and center in 2005? Not surprisingly, attendees responded overwhelmingly that they are feeling the pressure of the current economic downturn and learning to understand issues of sustainability.

Attendees were asked to give an example of one product in the industry today that is new or was not as popular in 2005. They mentioned WaterSense products, thermostatic control valves, solar products, tankless products and wireless communication.

When asked how they thought the plumbing industry would change in the next five years, responses ranged from

seeing more decentralized infrastructure, market globalization, use of greywater and fitting the needs of aging baby boomers.

The final question of the day was: what should PMI staff be focusing on now to serve you in 2015? Many attendees want to see PMI become more active politically. In addition, they would like to see lead industry sponsored research, more measuring and reporting of industry metrics and harmonization in North America and internationally. At the conclusion of the meeting, participants said they wanted to see PMI become "indispensably relevant."

PMI staffers took this information back home and are now using it to develop the technical direction of PMI. Be on the lookout for the results!

# Massachusetts Legislative Update

By: Matt Fisher, PMI Massachusetts Lobbyist

The near-1,000 point drop in the Dow Jones Industrial Average on May 6, 2010 could signal what may happen as the polls close on November 2, 2010: no one will believe how many losers are out there.

Due to the economy, mistrust and dissatisfaction of politicians, and any number of other reasons, it appears that incumbent candidates across the United States will have to settle in for a long and debilitating campaign season.

Arguably, it all started with the unexpected victory of **Scott Brown** during his quest to fill the United States Senate seat once occupied by "The Lion of the Senate," **Ted Kennedy**. In cities and towns across the country, candidates who were once considered easily marginalized are now thought of as not only viable candidates, but perhaps frontrunners.

And adding fuel to this fire is the fact that virtually every state in the nation is experiencing historic budget deficits with no relief in sight. Although the federal government ponied up a substantial amount of cash to help states during the current fiscal

year, it is likely that less money will be available in FY2011 and virtually none in FY2012.

As a result of these factors, more and more candidates are stepping into the political scene and an almost unprecedented number of incumbents are voluntarily stepping aside. In Massachusetts, for example, 10 of 40 senators and 25 of 160 representatives are not seeking reelection. Also, the number of challengers to the overwhelmingly Democratic legislature has increased substantially. In 2008, there were 22 Democratic House members who faced a challenger; in November of 2010, 59 Democratic House members will face a challenger. On the Senate side, the number is even more dramatic with four challengers to incumbent Senate Democrats in 2008 compared to 16 in the upcoming election.

In addition to "natural" forces like the economy and voter opinion, it seems as those sitting legislatures are making moves that could potentially alienate thousands of voters, particularly business-minded people.

In the northeast, from Maine to

Rhode Island, legislatures have passed or are considering legislation to require manufacturers to bear the burden of collecting and recycling products that sell to consumers. In Massachusetts, a "safer alternatives" bill (which would require the replacement of "priority toxic substances" by state-approved alternatives) has been on the verge of passage for years. During such a difficult economic time, one wonders why legislative leaders would risk their own positions by passing such legislation that jeopardizes jobs, businesses and revenue in their state.

It is evident that the economic and legislative outlook for 2010 is uncertain at best. And if politicians continue down the path that they've become accustomed to in prior years, it is equally clear that their constituents will be investing in a new stock offered as the alternative on the ballot in November.



# PMI Announces Appointment of Technical Committee Co-Chair

By: Lori Palcheck, Member Services Manager



Mark Malatesta

PMI President **Lee Mercer** has named **Mark Malatesta**, fittings engineer for American Standard Brands, as the new Technical Committee Co-chair serving with current chair, **Casey Hayes** of Haws Corporation. **Klaus Fromme** has retired from Bradley Corporation, leaving this opening for a Co-chair.

Mark will begin serving his three year term with the PMI Fall 2010 Meeting in Washington D.C. and concluding with the PMI Spring 2013 Meeting. Mark is an experienced Committee Co-chair, having served previously as Co-chair of the Member Services Committee from the fall of 2006 through the spring of 2009, and looks forward to serving on the Technical Committee. He thanked **Barb Higgins** and Lee Mercer for this opportunity and said, "I'm very excited to

take on this position."

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

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

Currently, PMI has a Committee Chair opening for the Fair Trade Issue Committee serving with **Dale Gallmann** of Bradley Corporation. Members received an email notice of this vacancy. Please let PMI staff know if you are interested in this position. President Lee Mercer will appoint this chair in June. Service will begin immediately with the Fall 2010 meeting and expire with the Spring 2013 meeting. PMI provides training for its volunteer leaders.

## With Deepest Sympathy and a Note of Thanks



**Jason Bourque** of the Canadian Institute of Plumbing and Heating passed away peacefully at his home in the

presence of his loving family on Tuesday, April 6, 2010 at the age of 36 years. Jason was a dearly loved son of **Gerald and Sandra (Lockhart) Bourque** of Woodlands, New Brunswick. A loving brother of **Troy** and his wife **Corry Ellen** and **Nola** and her husband **Charles Carr**. A cherished

uncle of **Megan** and **Maddie** and **Dee**.

Jason's charm and wit will be missed by all who knew him. At the suggestion of **Sally Remedios**, Delta Faucet Company, PMI members signed a card at the 2010 Spring Meeting, which was delivered to Jason.

On behalf of our membership, PMI has made a donation to Habitat for Humanity in Jason's memory. Those who wish to offer condolences can visit his Facebook page - "Friends of Jason Bourque" or [www.rosar-morrison.com](http://www.rosar-morrison.com).

It is with great sadness that we share the news that **Lori Palcheck's** father, **Edmund Rydz**, passed away on April 23. In lieu of flowers, Lori's family requests that donations be made to Rainbow Hospice. For more information on their works, visit [www.rainbowhospice.com](http://www.rainbowhospice.com). PMI has made a donation to Rainbow Hospice in Mr. Rydz's name. (Lori serves as PMI's Member Services Manager.)

Dear Barb, David, Charles, Amy and PMI Members:

Thank you so much for your kind expressions of sympathy and support. Your donation to Rainbow Hospice in memory of my father is greatly appreciated.

Most Sincerely,  
Lori Palcheck and Family

## No Flight Delays or Lost Luggage this Time!



When PMI's **Barbara Higgens** travels, she travels in style! Barb flew to Madison, Wisconsin to attend a meeting with Planet Propaganda, the company who is helping with PMI's new logo concept, in a plane piloted by her husband, **Trey Higgens**. Here's Barb next to the "PMI corporate jet" with **John Besmer** of Planet Propaganda.

### 2010 PMI LEADERSHIP Executive Committee

**Lee Mercer**, Moen Incorporated  
President

**Jack Krecek**, Elkay Manufacturing Co.  
First Vice President

**Stewart Yang**, Kohler Co.  
Second Vice President

**Jeff Baldwin**, T&S Brass & Bronze Works  
Treasurer

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

#### Directors at Large

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

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

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

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

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

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

#### PMI STAFF:

**Barbara C. Higgens**  
Executive Director

**David Hagopian**  
Director of Strategy and Technology

**Charles Hernandez**  
Technical Specialist

**Lori Palcheck**  
Member Services  
Manager

**Amy Berg-Ferguson**  
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