

**THE TWO HATS OF PMI MEMBERSHIP** BY FRED LUEDKE



Fred Luedke

In the last issue of *PMI News* fresh from the experience of the Spring Meeting, I briefly commented on the dual role of a PMI member – as a customer of PMI services and at the same time as a provider of PMI services. The more I thought about this concept the more convinced I became of the usefulness of this idea as a source of energy for the organization.

If we embrace the concept that we, the members, have the ultimate responsibility for shaping and directing PMI, we have effectively defused any lingering inclination we may have to offer up complaints from the back of the room without any suggestions about how the situation might be improved. That is not to suggest that we, wearing our customer hats, shouldn't demand services and leadership from the organization. Donning our member hats, however, we should go beyond simply stating our request and continue on to the next step of thinking about how best to meet the need we have identified. Another way to think about this dual role and its apparent dichotomy is that demands that we place on PMI as a customer of its services are made from the perspective of a member company, while our response to these demands comes from our perspective as individual members of PMI.

We must be careful here not to stifle suggestions or complaints by making their articulation a guaranteed ticket to a "volunteer assignment". Those of you with any experience with the U.S. Army know that the first rule of survival was never to hold up your hand in response to anything, however innocuous, because it inevitably led to "volunteering" for some unpleasant task. Anyone who has ever run a meeting knows that the best way to discourage unwanted suggestions is to always respond with, "Good idea! Would you please look into that and report back with recommendations?" We certainly do not want to discourage anyone from raising thorny, but important, issues where the solution might not be obvious. However, what we are trying to do is encourage thoughtful debate arising out of a sense of responsibility for the outcome.

If we take our responsibility as PMI members seriously by raising issues that we think are important and then pitching in to develop an appropriate PMI response, I believe the eventual result will be an association that dynamically provides the services demanded by its customers/members. Along the way, of course, there are all the benefits of full participation including keeping very well informed about industry happenings while developing worthwhile relationships with other people in the industry.

Another thought that struck me about this dual customer/member role that we have as PMI members is that it is awkward for our PMI staff to aggressively request the desired level of participation from members. After all, they are our employees. They can politely ask, but there is a limit to how hard they can really push. So it is left up to the volunteer hierarchy — the Executive Committee, Board of Directors, Committee Chairs — to encourage and request the participation of our fellow members.

Finally, the idea of two roles and two hats is just too juicy an opportunity to pass up as a subject for a slogan and some kind of promotional gimmickry. (Knowing Barb, can an appropriately embroidered shirt or cap be far behind?) Barb and I have been having fun kicking around possible slogans. We rejected the idea for a double-billed cap out of hand as being a bit too hokey and probably difficult to implement. Some of the other ideas for slogans that have surfaced so far include:

*I'm the "I" in PMI!  
I am PMI*

The following have to be pictured as inscriptions on the front and back of a cap:

*PMI-The Voice of the Industry — Speak Up!  
Why PMI? — Well?  
Why PMI? — Why not!  
PMI — Just Do It!  
Why PMI? — Just Say Yes!  
PMI — Make a Difference!*

If any of you creative types out there would like to weigh in with your opinions on the above slogan ideas or to suggest one of your own, just phone, fax or e-mail your comments to Barb. Your suggestions are welcome, however, the decision of the judges is final.

Have a great summer!



**Barb Higgins**

By now you have heard and hopefully have seen that PMI is clearly focused on the Focus Five. We've added to the staff and created a new position (Technical Services Manager) to make sure that we have the resources and the focus we need to accomplish our goals.

We have come a long way in a year. (Not long ago I was working alone from home on my kitchen table. Now we have an office "suite" complete with furniture, phones, computers and *people!*) But we have only just started. We have a number of large and exciting projects ahead...and the clock is ticking.

So how are we to tackle these huge Focus Five issues and the other Strategic Goals we have set forth? After defining the objective, the key is to break large projects into a series of smaller manageable tasks, and then begin knocking them off, one-by-one. Not broken into components, large tasks seem impossible. Feelings of being overwhelmed lead to procrastination and these important tasks may *never* be completed. Accomplishing little tasks step-by-step along the way, eventually and almost magically leads to the accomplishment of the larger task.

I am a big list-maker and I encourage our staff to do the same. Every Monday morning, we have a staff meeting that includes the five of us, plus Chuck Feltes our industry liaison, and Cece Kremer our VP of Government Affairs (via speakerphone). Even with our small group, it's amazing how much information we all must process in a week's time. Our meetings are a good opportunity to compare notes, review progress on our critical issues, and share all that we've been exposed to since the last meeting.

Communication is critical to PMI's success as an organization. We must coordinate our various efforts and ensure that we're all rowing in the same direction. We operate from a master "To-Do" list that keeps everyone on track and in the loop.

As said, once the task has been broken into manageable bits, it's important to *list each component of the task*, rather than listing the task itself as the "To-Do." Listing the MEGA-task as a whole, often relegates the project to an evasive insurmountable objective that is never achieved. One example in my case is, rather than listing the task as "establish the PMI office", I broke the task into the steps leading to that goal (analyze/select an office location, research/purchase phone/computer system, hire staff, etc). The result? I was able to cross something off the "To-Do" list each day!!! And for me, one of the greatest joys in life is to draw a bold line through a task on the list once it's complete. (Simple pleasures are the best.)

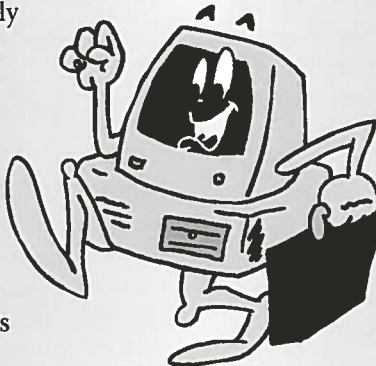
At PMI as in life, we have the opportunity to make a difference every day. I encourage that thinking in my co-workers and I like being around people who think that way. What a great feeling it is to look back on the day and actually *see* the progress and accomplishments that have been made...no matter how small the step. That's the mode we are in, here at the "new" PMI. It's an exciting time. We feel it and it appears that you are feeling it too. Your involvement continues to increase and the association is back in your hands where it belongs. Take a moment to re-read Fred Luedke's article in this issue of *PMI News*. Consider the various "cap-shuns" we have proposed and be sure to call us with your ideas.

As "they" say even the longest journey begins with a single step. We've made some great strides and have come a long way in a year. But the best is yet to be! Stay tuned.

*Next month... Our Strategic Plan*

## **MAKE THE (PMI WEB) CONNECTION**

PMI recently debuted its members-only section of [www.pmihome.org](http://www.pmihome.org). Among the information offered on the members-only page is *Tech Talk*, PMI's bi-weekly publication of technical information and briefings of plumbing codes and standards meetings attended by our Technical Director. PMI staff will be continually adding to the information that can be accessed by PMI members only on the site.



Each member has a password and user name to log onto the protected site. If you have not already done so, please contact (847) 884-9PMI (9764).

Requests for user names and passwords can only be made via a telephone call from the specific user. And don't forget – in order to keep this page secure, please keep password and user name information confidential!

***Call us and make the connection!***

## ELECTRO CHEMICAL FINISHING DEDICATES NEW PVD SYSTEM

Electro Chemical Finishing Company (ECF) unveiled its new Hauzer HTC-1500 system on April 9 in Wyoming, Michigan. U.S. Representative Vernon J. Ehlers (R-MI-3), City of Wyoming Mayor Douglas L. Hoekstra Jr., and PMI's Executive Director Barbara Higgins, were on hand to congratulate Electro Chemical in the dedication. All ECF employees were also invited to attend the ceremony.

The HTC-1500 is a physical vapor deposition (PVD) system which allows coatings over both Electro Chemical Finishing Picture metallic and plastic



Above: PMI Executive Director Barb Higgins joins the ECF staff for the unveiling of its new PVD system. Pictured, from left to right: John Giere, founder; Terry Vollmer, president/founder; Richard Groggel, founder; Hon. Vernon Ehlers, Rep. MI-3; Bill Peck, vice president of sales and marketing; Hon. Douglas Hoekstra Jr., mayor, city of Wyoming; Barb Higgins; and Donald Mason, city manager, city of Wyoming.

Right: ECF sends its appreciation for PMI's involvement in its PVD system dedication.

substrates, producing a decorative finish. The system, made possible in part by a tax abatement from the City of Wyoming, is manufactured in Venlo, The Netherlands. Fewer than 20 systems can be found in the United States.

Electro Chemical Finishing Company joined PMI in August 1996. **Bill Peck**, the company's vice president of sales and marketing, is the co-chair of PMI's Specialty Finishing Product Group.

Electro Chemical  
Finishing

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WYOMING, MI 49500  
(616) 531-0670  
FAX (616) 531-2440

April 13, 1999

Plumbing Manufacturers Institute  
1340 Remington Road Suite A  
Schaumburg, IL 60173


ATTN: Barbara C. Higgins, Executive Director

Dear Barbara,

Because of your presence during the unveiling of our new PVD system, our employees are even more excited about the future of ECF. Friday was a very special day for each of us.

Terry Vollmer, Dan Trapp and I thank you for taking time from your busy schedule and participating in our dedication.

Sincerely,

  
**Bill M. Peck**  
Vice President of Sales and Marketing

c: Terry Vollmer  
Dan Trapp

Where Quality is MORE THAN DECORATIVE™

## PMI MEMBERS...MAKING THE NEWS

**Symmons Industries Inc.** announced **Alan McKittrick** as director of operations and **Chris Mediate** as eastern regional sales manager.

**Kirk McLaren** has joined **Geberit Manufacturing Inc.** as technical sales advisor.

**Gerber Plumbing Fixtures** promoted **Wess Foltz** to plant manager of Kokomo Sanitary Pottery.

**Chicago Faucet Company** named **Jamie Heinz** as central regional manager and **Patrick Kimenar** as northeast regional manager.

## Got News to Share???

The deadline for PMI's July/August issue of *PMI News* is July 12, 1999.

Please forward all story ideas and company news items via mail, fax or email ([pmiadmin@pmihome.org](mailto:pmiadmin@pmihome.org))

Better yet – add us to your mailing list to receive company information!!

## ENVIRONMENTAL LAW UPDATE: REDEVELOPING "BROWNFIELDS"

BY ERIC L. LOHRENZ AND WILLIAM C. IVES, MICHAEL BEST & FRIEDRICH

Businesses seeking to expand or relocate now have more options available to them — federal, state and local programs are available to encourage the reuse and redevelopment of so-called "brownfields." A "brownfield" site is a piece or portion of property with actual or perceived contamination and an active potential for redevelopment. Brownfield sites include currently operating manufacturing and industrial facilities that may have become contaminated with hazardous substances as a result of historic material handling practices that were perfectly legal at the time they were used. The new programs encourage redevelopment and reuse of these brownfields by reducing or eliminating liability-related obstacles to brownfields acquisition and cleanup, and by providing financial incentives for brownfields projects.

In the 1980s and continuing through at least the early 1990s, the federal Superfund law discouraged the transfer, reuse and redevelopment of brownfields. It made current owners and operators liable for the cleanup of contamination, even if they had nothing to do with the practices that caused the contamination. And it required that the properties be cleaned up to very stringent levels. Therefore, businesses which desired to expand or relocate often would avoid brownfield sites, with their uncertain liabilities and cleanup obligations, in favor of undeveloped, typically agricultural, "greenfields."

In recent years, however, federal, state, and local regulators have established a number of programs to encourage the cleanup and reuse of brownfield sites, while maintaining greenfield sites for agricultural use, or as open space. Specific programs vary, but two key elements common to most brownfields programs are: (1) an approach to determining cleanup levels that is based on an acceptable level of risk remaining after cleanup, taking into account the anticipated end use of the property (e.g., industrial vs. residential) and other site-specific factors; and (2) the expectation (or

presumption, in some states) that, if the property is cleaned up to acceptable levels, the current site owner and subsequent owners will not have to take further action to address the same environmental conditions in the future. Together, these two elements can provide the flexibility and finality that often was lacking for cleanups conducted under the Superfund law.

There are also financial incentive programs in place to foster brownfields redevelopment — brownfield-specific grant programs, loans, and tax incentives. Often these programs can be combined with other incentives designed to promote business relocation, retention, or growth, or to construct or improve infrastructure such as roads and utilities. The combined incentive package then may be sufficient to turn a marginal project or site into a site that is viable for industrial or commercial use.

The Council of Great Lakes Governors has published an excellent resource for identifying these programs and incentives (at least in the Great Lakes states) entitled, "A Blueprint for Brownfield Redevelopment." This publication can be obtained by contacting the Council of Great Lakes Governors, at (312) 4070177. In addition, information regarding U.S. EPA's brownfields programs can be obtained at <http://www.epa.gov/brownfields>. It should be noted, however, that these programs and incentives typically are not available to assist parties which actually caused or contributed to the contamination that is present on the sites.

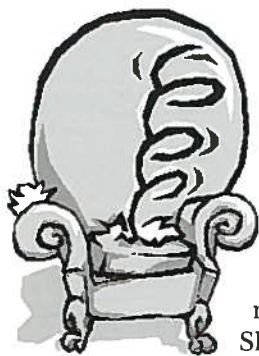
## ATTENTION PMI "BOOKWORMS" ...WE NEED YOUR SPECS!!

We are actively trying to complete our library of information on each member of PMI. Specifically, we are in need of each member company's product literature. Whether it be sales catalogs, installation information, product specifications, or other technical/promotional literature on specific products, we need to have it all on file. We are currently missing updated information from about 2/3 of our members!

Having this information on file is a benefit to you, the member. Updated product literature helps us identify manufacturers who are directly affected by industry issues and enables us to work with each member on developing effective, targeted solutions. And don't forget...include us on your product information update service!

Thanks to those members who have submitted information on their 1999 line: **Cifial Brass Works, LLC; Delta Faucet Company; Electro Chemical Finishing; Gerber Plumbing Fixtures Corp.; Hansgrohe, Inc.; Haws Corporation; Heartland Faucet Company; Jay R. Smith Mfg. Co.; Kohler Company; KWC Faucets, Inc.; Moen Incorporated; NEOPERL, Inc.; Price Pfister; Rockford Sanitary Systems, Inc.; and Teledyne Water Pik.**

## STILL WANTED!!!



### A Few Good Chairs...

We need a Fair Trade Issue Committee Co-Chair to join **Mr. Alan Lougee** of the Chicago Faucet Company in promoting domestic competitiveness and mutual respect among trading partners for basic free market principles and intellectual property rights. We also need a Shower/Tub-Shower Fittings Product Group Co-Chair to work with **Mr. Jim Galvin**,

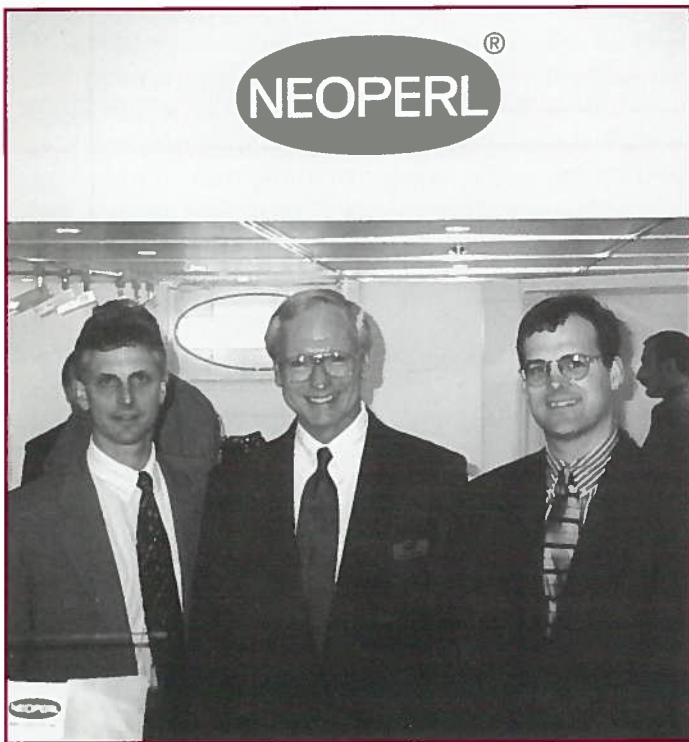
of Symmons Industries Inc., and guide the members through issues that are specific to the group. Contact PMI at: (847) 884-9PMI (9764) if you'd like to serve in one of these capacities. We need your help!

**THE ISH '99 SCRAPBOOK** BY MARTIE GUNTHER, ASSOCIATION COORDINATOR

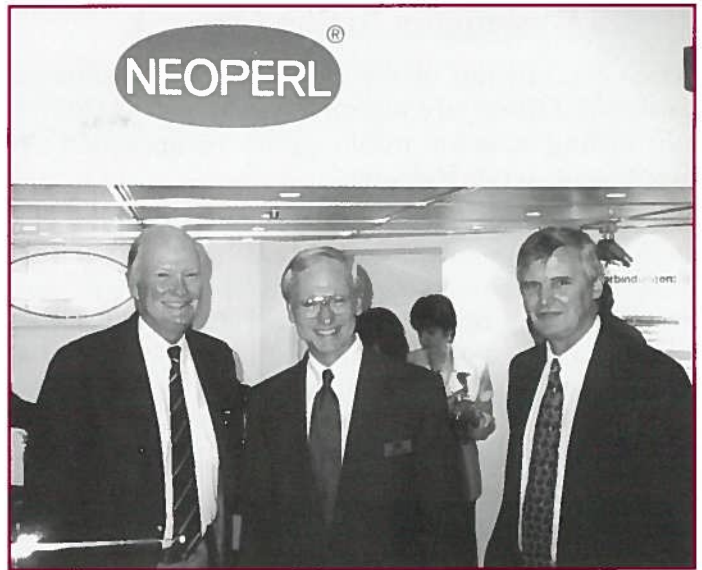
ISH '99 took place March 23-27 in Frankfurt, Germany. PMI Technical Director Dave Viola and several PMI member companies joined in the festivities. Dave was let loose with a camera and let us have a few of his snapshots.



*Jim Galvin, VP of Marketing & Sales, Symmons Industries (left) and Bill Tracy, Marketing Manager, Symmons Industries (right) stop for a photo-op.*



*Moen Incorporated's VP of Product Development Mike Pickett and VP of Marketing, Moen Faucets David Lingafeller, surround PMI President Fred Luedke at NEOPERL's booth.*



*Networking is the key — Will Denham, VP & General Manager, Speakman Company (left) joins PMI President Fred Luedke (center) and Graham Paterson, Head of Product Development, Speakman Company (right) at NEOPERL Inc.'s booth for an enjoyable moment.*



*It looks like the end of a good day for Peter Jahrling, Director of Design Engineering, Sloan Valve (left) and John Lauer, Manager of Installation Engineering, Sloan Valve (right)!*



*Tim Mullally, President & General Manager, KWC Faucets hams it up for the camera.*

## **PMI'S Washington Action Network**

The core mission of the Plumbing Manufacturers Institute Office of Government Affairs (OGA) is advocating national public policy issues which are important to our industry.

In the nation's capital, PMI OGA consistently serves you by promoting and advancing PMI interests with Washington's legislators and regulators in areas such as water conservation and safe drinking water leachates. But it is beyond the beltway where the real potential for political involvement and communication lies. That is where PMI, through members like you, has the ability to affect positive change at the grassroots level, where you and your elected representatives meet to discuss issues and develop relationships.

The year 2000 congressional election cycle will be a significant event. The party that controls the House and the Senate as we begin the next millennium will play a critical role for manufacturers. Our strength lies in the relationships we have developed with our elected officials over the years. In order to continue to enjoy the benefits our networking provides, you as

plumbing manufacturers must continue to stay involved at the local level.

Over the next 18 months, PMI OGA will conduct a grassroots political outreach campaign to strengthen these ties. Your participation in this campaign is crucial. And what better way to begin than with congressional plant visits and tours. At your request, PMI OGA will provide guidance on how to conduct a successful plant visit and tour for a member of congress.

Remember, PMI OGA's legislative monitoring, member facility location data bank, congressional directory, targeted grassroots rapid response program, legislative alerts and facility visits are all elements of a PMI OGA's Washington Action Network. Our continued success in this arena is up to you.

Electo Chemical Finishing kicked-off our campaign with a plant visit and tour last month when Congressman Vern Ehlers accepted Bill Peck's invitation and dropped by the facility. (See related article, page 7.) Here is Bill's report:

## **ECF's PVD Dedication Overview by Bill Peck**

On April 9, 1999, ECF had its ribbon cutting ceremony for our PVD equipment with an invitation to both our Congressman and local officials that included the Mayor and City Manager. Our goal was to get some local public relations and news releases in the trade rags. Unfortunately our local press release had little interest due to having former President Gerald Ford in town during the same time. ECF will run a second news release to the local press and anticipates coverage.

Putting the ceremony together was a task in itself. We had assistance from our Human Resource Department, which did an excellent job putting all the incidentals together such as flowers, food and beverages. We also utilized our ad agency for press releases and photography. CeCe Kremer of PMI was very helpful in assisting with the proper protocol of how to handle the dignitaries (proper introductions, who is introduced first, what order the speakers should be in, and what each speaker is going to say.) Some seven to five days prior to the dedication day, each speaker was given an overview of what we considered important from their perspective, such as city tax abatement for the Mayor, and technical background for the Congressman. Each dignitary received a badge with their name and our company logo on it and also

received an agenda of the ceremony. Memos were sent to all of our employees which included an agenda of what was taking place during the dedication. Our employees were very excited about both hearing and meeting the politicians, and both politicians were very gracious and more than available in meeting as many employees as possible.

Contacting the Congressman's office had to be done as much as three months in advance. First we contacted his Washington office through the lead staff person who then had us contact the office in the district that actually committed the time slot for the Congressman. For the city officials, contact was made 30 days prior. We found that the Mayor and the City Manager were very willing to participate.

Since our ceremony for our new PVD equipment was a ribbon cutting ceremony, we presented both the Congressman and the Mayor with 24K gold scissors, which we had plated and engraved. Also, PMI Executive Director Barbara Higgins presented the Congressman with a PMI glass paper weight.

We believe all of the effort put into this dedication day was well worth it from the response the City Government has given to ECF. Our employees have also let us know how important it was having local and national dignitaries at our dedication.



Dave Viola

## Moving Forward on Conformity Assessment

In the March/April 1999 edition of *PMI News*, I reported that the Universal Conformity Assessment Issue Committee (UCA) agreed to develop a model plumbing product certification program that can be presented to

jurisdictions to eliminate unnecessary duplication and complexity in conformity assessment requirements. Since that time, I've been contacting organizations having similar goals and objectives to solicit assistance.

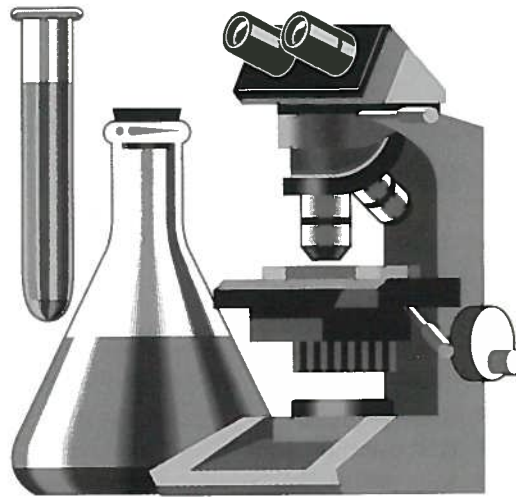
One of the first groups contacted was the National Conference of States on Building Codes and Standards, Inc (NCSBCS). NCSBCS was a logical choice because of who their members are and what they are trying to accomplish. NCSBCS's policymaking body is composed of governor-appointed delegates who are the chief building regulatory officials of each state and territory as well as a representative from the NCSBCS Associate, Affiliate, and Organizational membership categories. Non-delegate members include other state and local building officials, architects and engineers, building contractors, manufacturers of equipment and building materials, corporations, national construction associations, federal government officials, and consumers.

NCSBCS's primary objectives are virtually identical to those of PMI's UCA Committee. NCSBCS strives to create uniformity in building regulations, and eliminate or reduce regulatory duplication and overlap. NCSBCS is also interested in assisting the U.S. construction industry in gaining greater acceptance of their products and services overseas.

One of NCSBCS's major initiatives to create uniformity and eliminate regulatory redundancy is its program to streamline the nation's building regulatory process. This streamlining project is an exciting opportunity for PMI to pursue our goal

for worldwide recognition from a single product test. The program works by submitting a model process, procedure, program, rule, regulation or enabling legislation which streamlines the building regulatory process. After several levels of review and refinement, the resultant models are judged on their usefulness to both the public and private sectors and their ability to protect public health, welfare, and life safety. If approved, the NCSBCS Streamline Implementation Committee will assist in getting the models adopted and implemented across the nation.

The program requires the submission of an existing regulatory program that has been proven successful. And as luck would have it, such a model exists. In 1997, the State of Oregon adopted a procedure for approving plumbing products. PMI, along with the National Institute of Standards and



Technology (NIST) and the American National Standards Institute (ANSI) worked closely with Oregon officials during the development of this legislation and fully supported its adoption. The Oregon product approval procedure is ideally suited to serve as a model because it requires little if any modifications and is consistent with the strategy adopted by PMI's UCA. The Oregon procedure requires jurisdictions to approve plumbing products certified by third party agencies

complying with ISO Guide 65.

PMI is in the process of preparing a draft plumbing product approval procedure. The draft procedure will be reviewed by the UCA Task Group and submitted to NCSBCS for consideration. PMI is also in the process of soliciting assistance from industry groups, such as ANSI and NIST. If all goes well, a plumbing product approval model could be introduced as early as November 1999 at the NCSBCS Annual Conference in San Juan, Puerto Rico.

As you can see, PMI continues to stay focused on achieving our established goals. This is just one of many initiatives we expect to report on in upcoming editions of *PMI News*.

## PMI PRIMER: THE WORLD TRADE ORGANIZATION (WTO)

By Sharon Sroka, Technical Services Manager



Sharon Sroka

Lately, you have probably been hearing a lot in the news about trade issues, bananas and the WTO. Based on that, we thought it would be appropriate to provide some basic information about the WTO and its obligations at this time.

**The WTO is an international organization that provides the rules for trading between its member nations.**

The rules are set up through various agreements which are geared toward ensuring that trade will flow as freely as possible between the member nations of the WTO. The WTO membership currently consists of 134 nations and WTO decisions are determined by consensus. The WTO agreements were negotiated by its members, approved by consensus and ratified individually by the parliaments of the member nations. **Some of the most visible agreements of the WTO include a dispute resolution procedure, an agreement on intellectual property rights, the General Agreement on Tariffs and Trade (GATT), and the General Agreement on Trade in Services (GATS).**

The WTO dispute resolution procedure sets up a forum for resolution of disagreements between member trading countries. Since the WTO agreements apply to all its members, any nation can be challenged about violation of an agreement. The focus of the dispute process is on *interpretation of the agreements and member commitments.*

The process also examines whether a member's trade policies conform with the WTO agreements. It should be noted that the USA is currently being challenged on the conformity of its trade policy with the WTO agreement.

The WTO's intellectual property agreement establishes rules for trade and investment in ideas and creativity. The rules state how copyrights, trademarks, geographical names used to identify products, industrial designs, integrated circuit layout-designs and undisclosed information such as trade secrets — "intellectual property" — should be protected when trade is involved.

**The General Agreement on Tariffs and Trade (GATT) establishes the rules for the trade of goods and the General Agreement on Trade in Services (GATS) relates to items such as financial services.** As a point of clarification, it should be noted that the WTO actually replaced a founding organization/conference which was also known as GATT.

Through the agreements, each member country receives guarantees that its exports will be treated fairly and consistently in other countries' markets. Each member also promises to do the same for imports into its own market.

The third ministerial conference of the WTO will convene this fall in Seattle, Washington and any significant developments that may occur will be reported to you in future editions of *PMI News*.



## **DON'T FORGET!!!**

*PMI begins its summer hours after the Memorial Day holiday.*

*Effective June 1 through September 3,  
PMI headquarter's hours will be as follows:*

*Monday – Thursday 8 a.m. to 5 p.m. CDT*

*Friday 8 a.m. to noon CDT*



## UNIFORM PLUMBING CODE (UPC) HEARING HIGHLIGHTS BY DAVID W. VIOLA, TECHNICAL DIRECTOR



The International Association of Plumbing and Mechanical Officials (IAPMO) recently held hearings on proposed changes to the Uniform Plumbing Codes. Listed below are a few of the PMI "wins". Please contact PMI staff or visit the Members Only section of the PMI website for complete results of the UPC Code Hearings.

- **Requirements for pressurized flushing devices to be installed on all water closets in public, commercial and employee occupancies were rejected by the UPC Code Committee.** PMI successfully argued that the proposals were too broad in scope and the proponent offered no data substantiating claims of poor performance. In addition to the proposal's proponent, support also came from Bruce Martin of W/C Technology Corporation. The proposal was a threat to PMI's effort to combat the Knollenberg legislation.
- **A proposal that would have required all bathtub and showers to have slip resistance surfaces was rejected**

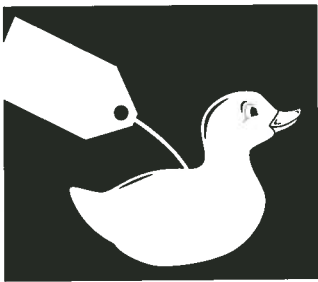
**by the Code Committee.** PMI successfully argued that the proposal would effectively prohibit the use of plastic, terrazzo and tile-lined bathtubs and shower receptors.

- **There were various proposals that would have required the use of in-line devices complying with ASSE 1016 to protect public lavatories, bathtubs, whirlpools, and kitchen sink faucets.** PMI successfully argued that the proposal was a misapplication of the ASSE 1016 device and actually excludes the use of other available technology. The proposals were defeated.
- **A proposal that would have required the installation of flushing device relief valves was rejected.** PMI successfully argued that a product standard was an essential prerequisite and that the flushing device manufacturers have not been able to validate claims and evaluate the effects on flushing performance.
- **Several proposals to eliminate the vacuum breaker limitation of faucets with pull-out spouts were rejected.** The opponents argued that it was premature to approve proposal without additional test results.

*PMI works . . . for you!*

## MARKING AND LABELING REQUIREMENTS UNDER THE ENERGY POLICY ACT

BY SHARON SROKA, TECHNICAL SERVICES MANAGER



The Energy Policy and Conservation Act (EPACT) gives the Federal Trade Commission (FTC) the authority to assess penalties for violations of labeling and record keeping requirements established under the Act.

Manufacturers of products affected by EPACT are required to **submit certain data about their covered products to the FTC on an annual basis.** For the plumbing industry, this information is due on or before March 1 of each year with all revisions to such data (both additions to and deletions from the preceding data submittal) to be submitted as part of the next annual report. **Failure to file the required reports can lead to a fine up to \$110 per day per violation.**

Manufacturers are also required to **properly mark or label products, promotional material and catalogs.** Promotional materials displayed or distributed at point of sale shall clearly and conspicuously include the product's water use expressed both in liters and gallons per minute, cycle or flush as appropriate. (This requirement is not extended to written warranties,

installation instructions, use and care manuals or other post purchase information for the purchaser.) **Failure to properly mark promotional material displayed or distributed at point-of-sale, catalogs, packaging, or the product itself can earn a fine of \$110 per product.**

Manufacturers **must test the water consumption of their covered products** in accordance with the test procedures listed in the Title 10 Part 430 of the Code of Federal Regulations. The tests incorporate procedures from ANSI/ASME A112.18.1M-1996 for faucets and showerheads and ANSI/ASME A112.19.6-1996 for water closets and urinals. Manufacturers are required to keep test data on file for a period of two years after production of that model has been terminated. Upon receipt of notification from the FTC to review the data, **a manufacturer must provide the test data results within 30 days of receipt of the request.** **Failure to comply with a request from the FTC for record review can earn a fine of \$110 per day per violation.**

At the 1998 Fall Meeting, the PMI Fair Trade Issue Committee agreed that PMI would serve as a vehicle to educate noncompliant manufacturers about their responsibilities under EPACT. In that regard, if you are aware of any manufacturers that may not be in compliance, phone PMI headquarters: (847) 884-9PMI (9764).

## PMI WELCOMES NEW STAFF TO INCREASE MEMBER SERVICES, INDUSTRY ACTIVITIES



Lori Gill

In a move designed to enhance services to PMI members and increase industry activities, we have added two new members to the PMI staff. **Lori Gill** joined the Institute April 12 as Association Manager. **Martie Gunther** joined PMI in January as a temporary employee and assumed full time duties as Association Coordinator on April 26.

Lori replaces **Sharon Sroka** as Association Manager. Sharon has taken on an important assignment as Technical Services Manager to provide research and timely technical support for our members. In addition, she will offer much-needed backup for our Technical Director, **Dave Viola**, as we expand the technical value of PMI. Sharon will also continue to coordinate *Tech Talk*, PMI's bimonthly "members only" technical bulletin; track legislation at the state level; and work on accessibility issues within the plumbing industry.

Lori will coordinate all Institute meeting planning activities, facilitate member communications via the bimonthly *PMI News* and maintain PMI's website ([www.pmihome.org](http://www.pmihome.org)). She will assist **Barb Higgins** with marketing and membership development, as well as



Martie Gunther

handle budget tracking and other administrative activities. Lori brings with her a wealth of association and meeting planning experience. Martie will provide meeting administration support, office management and coordination, and communication development. She has experience in office and fiscal administration, and she has already proven herself to be an enthusiastic and efficient team member.

Dave Viola remains in charge of managing and administering the association's technical activities and programs. Barb, as PMI's Executive Director, will continue to set direction and achieve strategic goals, serve as the PMI's spokesperson and industry liaison, and oversee the administration and operation of PMI's headquarters and field activities.

The additional staff broadens the services available to PMI members and will increase PMI's presence in the plumbing industry. "We are pleased to have Lori and Martie on board to complement the wide range of services we provide to our members. Sharon's new role as Technical Services Manager will greatly enhance and expand the technical value of PMI, both to members and the industry. By increasing our activity in the industry and streamlining the services we provide to our membership, PMI will solidify its position as the 'Voice of the Industry,'" Barb says.

Both Lori and Martie can be reached at PMI headquarters, and each looks forward to working with all PMI members in promoting their interests and strengthening PMI's voice in the industry.

Join us in welcoming Lori and Martie, and wishing continued success to Sharon in her new role!

## PMI FOCUS ISSUE: TRADE SHOW CONSOLIDATION

At the 1999 Spring Meeting, PMI members ratified a PMI statement supporting the consolidation of North American Building Products Trade Shows by next year. The statement reads as follows:

### *Statement Supporting a Consolidation of North American Building Products Trade Shows By 2000*

The Plumbing Manufacturers Institute ("PMI"), the national trade association of manufacturers of plumbing fittings and fixtures, is increasingly concerned over the excessive number, duplication and fragmentation of domestic trade shows displaying plumbing products. This situation imposes inefficiencies on exhibitors and attendees.

PMI believes trade show consolidation is a necessity. It continues to advocate fewer but bigger North American building products trade shows by the year 2000. The requisite organizational and planning skills to promptly achieve trade show consolidation already

exist among the individual sponsors of the current trade shows—only the will to consolidate is missing.

Consolidation would benefit everyone: those organizations currently sponsoring shows; current and potential exhibitors, large and small; and attendees. Assuming increased size and central, accessible U.S. locations, the fewer shows should attract thousands of additional attendees, including the important international visitors. Increased attendance and show participation of this magnitude should generate exhibitor and attendee revenue to satisfy each show sponsor.

For these reasons, PMI strongly recommends that the sponsors of existing building industry trade shows seriously and promptly consider co-sponsoring a meaningful consolidation of industry trade shows.

***Aggressive planning for consolidation must begin now!***

*The Next Tradeshow Consolidation Meeting is August 16, 1999 in conjunction with the National Hardware Show in Chicago. Contact PMI for Details. (847) 884-9PMI (9764).*

## PMI'S FALL MEETING: PROACTIVE MEMBER INVOLVEMENT IN LEGISLATION AND INDUSTRY ISSUES

BY LORI GILL, ASSOCIATION MANAGER

It's not too soon to begin making plans to attend PMI's 1999 Fall Meeting, October 10-13 at the Willard Inter-Continental Hotel in Washington, D.C. PMI's Fall Meeting is an opportunity to network, lobby and learn alongside other industry leaders as we tackle the issues facing our industry today.

This fall's schedule includes meetings of PMI's Focus Five, Product Groups and other committees, as well as the pre-arranged visits with legislative staff. This meeting will also feature a spouse/companion program (details to be announced).



Single/double room accommodations at the Willard are \$210 per night during PMI's Fall Meeting. Contact the hotel directly at (202) 628-9100 to make your reservations with the hotel. Registration materials for the Fall Meeting will be mailed to all members and invited guests in July. And stay tuned to the next issue of *PMI News* for program information and other important meeting updates.

PMI is enjoying a year of successful code and issues management, as well as proactive member involvement.

Let's keep the momentum going in D.C.!

### Schedule of Activities\*

#### Saturday, October 9

8:00 a.m. – 5:00 p.m. Ad Hoc Committee Meetings (as needed)

#### Sunday, October 10

1:00 p.m. – 5:00 p.m. Board of Directors  
5:00 p.m. – 5:45 p.m. Leadership Briefing  
6:30 p.m. Welcome Dinner

#### Monday, October 11

7:00 a.m. – 7:30 a.m. Gen. Membership Breakfast  
**ISSUE COMMITTEE MEETINGS:**  
7:45 a.m. – 9:15 a.m. Conformity Assessment  
9:30 a.m. – 11:00 a.m. Trade Show Consolidation  
11:15 a.m. – 12:45 p.m. Water Conservation  
12:45 p.m. – 1:45 p.m. Networking Luncheon  
2:00 p.m. – 3:30 p.m. Leachates  
3:45 p.m. – 5:15 p.m. Fair Trade  
5:15 p.m. – 6:30 p.m. Ad Hoc Sessions (as needed)  
6:30 p.m. – 7:00 p.m. Reception  
7:00 p.m. – 9:00 p.m. Dinner

#### Tuesday, October 12

7:00 a.m. – 7:30 a.m. General Membership Breakfast  
7:30 a.m. – 8:15 a.m. Technical Committee  
8:30 a.m. – 9:30 a.m. Marketing Committee  
9:45 a.m. – 10:45 a.m. **PRODUCT GROUP MEETINGS:**  
Faucet  
Shower/Tub-Shower Fittings  
Flushing Devices/Fixture

11:00 a.m. – 12:00 p.m. **PRODUCT GROUP MEETINGS**

Drainage  
Specialty Finishing

12:00 p.m. – 1:15 p.m. Government Affairs Briefing/Luncheon

1:15 p.m. – 5:30 p.m. Congressional Visits  
Dinner on your own

#### Wednesday, October 13

7:00 a.m. – 9:00 a.m. General Membership Breakfast  
9:30 a.m. – 11:30 a.m. Final Board of Directors Meeting

\*Please note that certain Product Group meetings may not convene if activities, projects and/or issues do not warrant a meeting.

**COMING SOON  
TO A FALL MEETING  
NEAR YOU...**

**A PMI SPOUSE/COMPANION  
PROGRAM IS IN THE WORKS!!**

*STAY TUNED...*Detailed information will be included in the next issue of *PMI News* and in the meeting registration material!!

**NEW!**

**June 1999**

- 3-4 A117 Committee Meeting  
*Washington, DC*
- 9 ASME A112.19.2/19.6 Project Team  
*Indianapolis, IN*
- 10-11 ASME A112 Main Committee  
*Indianapolis, IN*
- 18 Public Comment Deadline on Public  
Hearing Reports
- 19-23 ASHRAE Annual Meeting  
*Seattle, WA*
- 20-22 CSA International Annual Conference  
*Alberta, Canada*
- 20-24 AWWA Annual Conf. & Expo  
*Chicago, IL*
- 22 **PMI Executive Committee Meeting**  
*Schaumburg, IL*

**July 1999**

- 4 **Fourth of July**
- 8-9 ICBO ES Committee  
*Los Angeles, CA*

**August 1999**

- 15-18 Nat'l. Hardware Show  
*McCormick Place, Chicago, IL*
- 17 **PMI SAC Meeting**  
*Schaumburg, IL*
- 20 NSPC hearing  
*TBD*
- 29- Sept 2 IAPMO Annual Education & Business Conference  
*Washington, DC*

**September 1999**

- 6 **Labor Day**
- 11 **Rosh Hashanah**
- 12-16 SBCCI/BOCA/ICBO Joint Annual Conferences  
*St. Louis, MO*
- 15-18 ASA Annual Meeting  
*San Antonio, TX*
- 16-18 5th World Plumbing Conference  
*Sun City, South Africa*
- 17 ICBO ES Committee  
*St. Louis, MO*
- 20 **Yom Kippur**
- 22-23 NSF Joint Committee on Drinking Water Additives  
*Ann Arbor, MI*
- 24-25 CIPHEX '99  
*Toronto, Canada*

**October 1999**

- 10-13 **PMI Fall Meeting**  
*Washington, D.C.*
- 13-17 PHCC-NA Annual Convention  
*Nashville, TN*
- 16-24 ASSE Annual Meeting Cruise  
*Tampa, FL*
- 27-31 ASPE Convention and Expo  
*Philadelphia, PA*

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*Interested in keeping  
up to date with industry  
events and activities?*

Check out [www.pmihome.org](http://www.pmihome.org), your source for updated information on conferences, seminars, expos, committee meetings and more affecting our industry.

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**1999 PMI LEADERSHIP**

**Officers**

President: Fred Luedke, NEOPERL, Inc.  
1st Vice President: Bruce Smith, Jay R. Smith Mfg. Co.  
2nd Vice President: Linda Mayer, Moen Incorporated  
Treasurer: Frank Evans, Zin-Plas Corporation  
Immediate Past Chair: Bill O'Keeffe, Symmons Industries Inc.

**Directors at Large**

Mario Bortoli, Quality Metal Finishing Co.  
Ken Martin, Delta Faucet Company  
Todd Talbot, Alsons Corporation  
Al Walcutt, MPC Plastics, Inc.  
Jim Westdorp, Kohler Company

**PMI Staff**

Barbara C. Higgins, Executive Director  
David W. Viola, Technical Director  
Sharon Sroka, Technical Services Manager  
Lori Gill, Association Manager  
Martie Gunther, Association Coordinator  
Chuck Feltes, Industry Liaison

**Legal Counsel**

Bill Ives  
Robin Grover

**Government Affairs**

CeCe Kremer

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