



Walt Strader

Leading the Legacy with Creative Water Solutions

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

Bad Energy Plan; Jimmy Carter nagging the American people that if they would only wear sweaters, turn the lights off and heat down and drive less we would solve the energy crisis

Good Energy Plan; Since Mr. Carter's presidency we have generated energy efficiency improvements which have saved 50% of the energy that otherwise would have been used. That is more energy than we get from oil, twice what we get from coal or natural gas and six times what we get from nuclear plants (source: "Alliance to Save Energy").

The bad plan relies on conservation. The good plan exploits efficiency. Conservation has a bias for fatalism and negativity. Efficiency celebrates and rewards individuals for their creativity and initiative in generating solutions which do more with less, not less with less. How do we continue to drive energy savings and what are the parallels to water efficiency?

Repeated market tests have demonstrated that when consumers have visibility of their energy costs and intuitive, collaborative systems capable of saving homeowners money and helping utilities manage peak load demand, surprising amounts of energy are saved. These savings result in reduced capitalization for generation capacity which is able to subsidize smart meter installation. These meters are the key to generating information

back to the utility for grid optimization, as well as the "head end" for a home wireless network. The key element for electrical use efficiency is pertinent, intelligent, enabling and timely information that promotes a win-win for all stakeholders.

Some interesting companies think there is a corollary between smart electrical grids and smart water management. Sharon Nunes, Vice President of IBM's Big Green Innovations team says, "What we are proposing is to make the water grid smart. It's an echo of IBM's effort in smart grid projects meant to bring enhanced communications and controls to the currently dumb electricity distribution and transmission grids around the world." These efforts include sensor networks that can track water flow and quality, water meters that can give utilities and customers up-to-date information on water use and price and complex predictive modeling to let water managers plan for the future. IBM believes that their efforts represent an incremental \$20 billion information technology business opportunity in addition to the recently launched water consulting business.

The relevance of the above to PMI member companies is - it's all about INFORMATION, folks.

I would think that we all are in agreement that we need to drive greater levels of efficiency into how we use water, but how? How much lower can we make flow rates of faucets and showerheads? How much

further can we reduce gallons per flush from toilets? How do we utilize information to drive efficiency without penalizing consumers with poor performing products? Battery-powered radio frequency (RF) devices are reaching a "tipping point" as standard protocols costing as little as \$5.00 per node are starting to be widely introduced. These same in-home RF networks will, in some cases, be subsidized by electrical utilities to facilitate demand side management.

How would you save water if you could communicate with all elements of a hot water system? If you had low cost control of all relevant information, would that facilitate a business opportunity in reclaiming and processing graywater? If you owned the home's network and smarts, would you find a way to save irrigation water which currently constitutes 50% of urban water use in many areas of the country? If you could utilize information to save water by eliminating waste while preserving the consumer's water experience, would that positively impact your business' bottom line, and make a positive difference for your community? These questions are only the beginning and a small part of a serious exploration required to ensure that we deliver on the promise of leaving a positive legacy.

Next newsletter -- identifying and overcoming barriers while exploiting this paradigm.

It's True What "They" Say: Attitude is Everything!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

"I feel a little fat. I think I will go out for a run." I can honestly say that those words have never crossed my lips. My attitude toward exercise is that it is not fun, a real chore and akin to having a root canal.

That is NOT the attitude of my husband's family however, who consider exercise a routine part of life--like brushing your teeth. And the results show! I know that I need to reshape my attitude about exercise in order to reshape me!

The agenda of the recent PMI Spring Meeting reflects the power of having the right attitude. (If I can apply the principle in my business life-- why not in my personal life?) In planning the sessions, we purposely did NOT invite an economist to perpetuate the predictions of doom and gloom in our economy. We all know and are living the realities. We all read the press stories and benchmark with our own set of indicators to assess the depth and length of the current slump. While it is equally wrong to bury one's head in the sand, it is important to not pile on and fuel the downward spiral. I am notoriously a glass half-full person. I firmly believe that we create our own destinies. The theme of the Spring Meeting, Leading the Legacy, was all about that. The spirit of our 2009 PMI President **Walt Strader** is all about that too. Let's channel our energy into making a difference instead of moping and wailing.

We've had some recent personnel changes at PMI, at both the staff and consultant levels. It is critical in all companies, but especially in small ones like PMI, that everyone is rowing in the same direction. Corporate culture, a focus on adding value and the

importance of a shared vision, common work ethic and "fitting in" are essential to success. The return of **Lori Palcheck** to PMI staff completes the team portrait. (See related story on page 4.) We are delighted to once again have Lori within our ranks to assist in the support of our members and initiatives. We appreciate her winning attitude and attention to detail. No mere lip service to work ethic here. Lori's actions speak for her! Her skills and dedication are an ideal complement to those of fellow staffers; **Shawn Martin, Amy Berg-Ferguson** and **Diane Turuc**. What a team!

In like manner, our new lobbying firm brings a fresh, strategic and enthusiastic approach to PMI's legislative agenda. We have already seen tremendous output and progress from them. (See related story on page 11.) The value that the new team brings has been apparent from Day One. No more rhetorical, non-conclusive questioning "Well - what do YOU think?" Instead, PMI and the Government Affairs Committee now receive excellent, creative, well thought-out strategies and suggestions for proactive next steps that are based upon years of successful experience. No double talk or Washington, DC-speak... Just good solid advice!

Adding value to the process and to the organization is always what success has been about. It is even more important today, in times of added pressure, to perform and produce. Adding value is the constant drumbeat of weekly PMI staff meetings. The team is asked: *Is the activity which consumes your day, moving the ball forward for the membership and for our organization? Do you understand your role? Are you executing your responsibilities in the most productive and efficient way possible? And how's your attitude?*

The world loves a winner. It is the power of positive thinking that sets apart the winners from losers. Positive thinking will help to put the confidence back in our economy. Positive thinking results in important incremental victories that lead to success on the grand scale. No Pollyanna, ostrich head-in-the-sand approach here. It's just the reality that a positive attitude and proactive efforts make a real difference as we look at the challenges ahead. Working together, we have the power and determination to see those challenges through to a successful outcome.

You know - I'm feeling a little fat... I think I will go out for a run.

Have You Heard?? PMI is now LinkedIn!!

PMI is happy to announce our active presence on LinkedIn, a business oriented social media website used for networking.

PMI would like to make the most of its presence on the site by including as many PMI members as possible. Our LinkedIn page is an additional outlet for information, discussions, and job and resume postings related to the plumbing manufacturing industry.

We are asking each of you to take a moment to log on to LinkedIn and join our group. If you don't have a LinkedIn account, simply go to www.linkedin.com and register.

Visit our page often to see who has joined, what's being discussed and what's new with PMI!

UCA: Certification the Way it Was Meant to Be - Part II

By: Shawn Martin, Technical Director

Because I'm an engineer, I often think of issues, even outside that field, in technical terms. One of the primary laws of physics used in disciplines like thermodynamics, fluid dynamics, materials science and even sociology, is the second law of thermodynamics. At the risk of causing eyes to glaze over and curing insomniacs, I'll try to explain. One way of expressing it simply is that closed systems cannot move from disorder (chaos) to order without the input of energy. For anyone with children, a simple look at the state of their room will confirm this to be true. Without active effort on their part (or yours), their room constantly moves from a state of order to chaos. The same is true for UCA. Without active work and attention from companies and organizations like PMI, the certification landscape becomes more and more disorganized.

PMI's ideal of Universal Conformity Assessment (UCA) breaks down in the real world in several different ways:

- Differing standards and requirements for the same product.
- Acceptance of certification listings throughout states, regions and countries.
- Acceptance of certification listings and test data between certifiers.

The first is fairly simple. Where there are competing and differing standards for the same product and issue, differing requirements will often arise. This leads to cases where one jurisdiction or region will require one standard, and another jurisdiction will require another standard. When this happens, manufacturers have two options: either make separate products (with different certifications) for both jurisdictions, or certify all products to both standards for use in either jurisdiction. Usually, manufacturers choose the latter. In doing so, they incur extra costs, markings and delays. A prime example, until recently, was the standards for plumbing fittings, ASME A112.18.1 and CSA B125.1. When it was harmonized into a single

standard, ASME A112.18.1/CSA B125.1, the need to certify products to two separate standards was eliminated.

While these gains should be celebrated, we need to remember that the goal is "Tested once, recognized worldwide". Harmonization is proceeding in North America, but is virtually non-existent globally. Next steps should include harmonization with European and Australian standards. Clearly, much work remains.

Beyond the issue of standards, the second UCA breakdown occurs at the jurisdictional level. Even if a single standard existed for each product and issue, there are multiple certifiers providing certification to that standard. The reality is that not all jurisdictions accept the certifications provided by all certifiers. This again forces manufacturers to maintain separate listings and marks - to the same standard.

In some cases this is explicit, where a jurisdiction clearly states that it will only accept certifications from certain certifiers (and not others). Other times, it takes on a more subtle form, where individual inspectors in the field refuse or balk at certain certifications, resulting in the dreaded red tag. While these can sometimes be overcome, the resulting delay and complication can easily result in lost business for manufacturers, even if the inspector is eventually proven wrong. Again, manufacturers will often provide two or more listings to avoid these delays and hassles.

PMI's position on this point has been fairly simple as well. We promote the acceptance of third-party certifiers who are reputable and are themselves accredited by organizations like ANSI, to standards such as those contained in ISO/IEC Guide 65. At the jurisdictional level, PMI seeks to ensure that individual inspectors conform to the local requirements and not their own preferences.

The third area where UCA breaks down pertains to the acceptance of data and certifications between certifiers.

This can come into play when a product or accessory is developed by one manufacturer, for use in a larger assembly or product that must also be



Shawn Martin

certified to a standard. In our industry, this occurs commonly with respect to the water quality standard, NSF 61. The component is certified to NSF 61 by Certifier A. This component is then incorporated into an assembly by another manufacturer, which must also meet NSF 61 in its entirety, as tested by Certifier B. If Certifier B does not accept the Certifier A's listing or data, the manufacturers are faced with a dilemma. Either remove the component and replace it with another that is acceptable, or retest the component with Certifier B. Essentially, retest or lose the business.

PMI has worked with certifiers at various points in its history to promote the mutual acceptance of certifications and test results. This has culminated in several memoranda of understanding between certifiers permitting mutual acceptance. This is where the second law of thermodynamics comes in. Mutual acceptance of data is again declining, with the expiration of agreements and the rise of new certification bodies. PMI is again working to address this issue and is working to promote the renewal and expansion of acceptance agreements in our marketplace.

UCA may appear mundane, but its impacts on our industry are far from trivial, and go straight to the bottom line. With your help, PMI will continue to push toward the ideal of UCA. This is where feedback is vital. When you encounter places where certifications are not accepted or duplication is necessary, please let us know. In the end, UCA benefits us all.

PMI Welcomes Back Lori Palcheck, Member Services

By: Barbara C. Higgins, Executive Director



Lori Palcheck

We are delighted to announce the return of **Lori Palcheck** to the PMI staff as Member Services Coordinator. As many of you will remember, Lori joined PMI on September 20, 2005. She left

the organization in 2008 for a career opportunity which would allow her to spend time with her growing and active family. Now that her children are older, Lori is ready to roll up her sleeves once again to provide excellent support for PMI initiatives.

"Having a good work ethic separates marginal employees from great ones. I believe that work ethic can be taught, but I also believe that in order for it to 'stick' it has to be incorporated into an individual's value system," says Lori. "Having a good work ethic means that doing a good job is part of who you are. When a person believes that the quality of the work they are doing reflects upon them personally, it shows!"

Lori remembers first learning about the job opening at PMI in 2005 through a mutual friend of Barbara Higgins. She says she had a "good feeling" about PMI the moment she walked in the office to be interviewed. "The mood is very warm and professional," she says. "I felt at home right away."

That feeling is mutual! Lori made her mark early and quickly establishing herself as a valuable part of the team. With a background in sales, Lori is well-versed in the importance of first impressions, members, prospective members, customer service, attention to detail and follow up. Lori will be responsible for producing the membership directory, PMI's daily accounting (including dues

collection) and helping to administer member services.

Lori graduated from the University of Illinois/Chicago with a degree in marketing. She began her professional life selling services of the Harrison Conference Center (featured in the Hitchcock movie thriller *North by Northwest*) to meeting planners. She later joined Motorola to market two-way radios and data communications equipment, listing the Great America Amusement Park as her biggest customer.

Following her marriage to husband **Tony** and the arrival of their first child



The Palcheck family: Tony, Amber, Nick, Anthony and Lori

Anthony, a year later, Lori tried her hand at real estate sales, which she describes as "a great part time job". It turns out that Lori was something of a "natural," quickly gaining the distinction of being named "Sales Person of the Year", and also as a member of the Million Dollar Club!

Through the years and between children, Lori gained experience in accounting, benefits administration and website maintenance. She holds a teaching certificate and enjoys volunteer work, having served as treasurer and on various committees of the PTA, as well as helping out at school and as a religion teacher at church. Meanwhile, her husband Tony has been climbing the corporate ladder as a Motorola executive, currently specializing in the analysis of potential Motorola acquisitions.

Both Lori's and Tony's parents are in the local Chicago area, a great benefit for keeping the families tightly

knit. Lori considers herself the 50/50 blend of her mother and father. She particularly admires the nurturing style, sewing prowess and culinary skill of her maternal grandmother who (so it seems) could teach Martha Stewart a thing or two!

Lori lists her primary goal in life as trying to be a good role model and mother for her children and to provide them with as many experiences as she can. Once they are grown, Lori says, she will refocus on her personal goals. Best advice? Words of wisdom? She encourages her children to be tolerant of others. Among her heroes is civil

rights activist, **Rosa Parks**, "I very much enjoyed reading her biography, and admire her for defending her rights," Lori says. "There were a series of events leading up to the bus incident. Rosa Parks worked vigorously for civil rights long before she refused to give up her bus seat." Asked about pet peeves, Lori lists "anxious drivers who force their way into traffic. It's not only rude, it's a real safety hazard."

The Palchecks are active in sports and music. Husband Tony wrestled and played baseball in high school. Today, he and Lori enjoy walking, biking and playing tennis. These days, the couple spends a fair amount of time as spectators of their children's activities. Anthony, 19, is just completing his freshman year at University of Iowa studying business administration. **Amber**, 17 is a junior who plans to apply to Northwestern, Notre Dame and University of Illinois with a long term goal of becoming a lawyer (and like her mother the middle child between two brothers) and writes for the school newspaper, hoping to make editor next year. An enthusiastic and successful student, **Nick**, 14, plays alto saxophone. He aspires to one day work as an architect or engineer. All that time and money spent on Legos may one day pay off.

(continued on page 12)

Make Debriefing Stick in Your Company

An Afterburners Case Study

Editor's Note: During the Spring Meeting, Afterburners, a team of motivational "retired" fighter pilots, spoke about the importance of debriefing after the completion of a meeting or a project. The following is a case study that explores the real world importance of the debrief in business.

It's Monday morning. You've got 50 emails in your inbox — 25 are spam. The rest is more stuff you have to do by Wednesday. You're trying to drive change and get ahead of the curve, but you just don't seem to be able to change the recurring problems your team faces every day.

Debriefing can help you out of this vicious cycle, but you are going to have to push through some barriers

and create an environment where Debriefing can take hold and thrive. If you are up for the challenge, here are some things you need to consider.

Train your leaders. Maybe some of your leaders can't handle the truth. Maybe they have poor listening skills or get derailed because they have to control everyone around them. Some of your people may need some leadership training to be able to give and receive nameless, rankless feedback. Make sure you address this before you start. If you try and fail, you may create resentment.

Use a format that's easy to use. If it's not easy to collect the information from the Debrief, you will never do it consistently. We suggest modifying standard forms available on the

Afterburners website, www.afterburnerseminars.com. Create a way to manage the Lessons Learned from your Debriefs. Don't go to the well without a bucket! If you don't have a way to capture and disseminate Lessons Learned in a way that's relevant to your team, your Debriefs will lose 90% of their value and degenerate into "gripe sessions".

Make sure people understand the boundaries. Set a specific time and place for Debriefs to happen. Ritualize the process so that people understand that the nameless and rankless only applies to what is said and done in the Debrief. If nameless and rankless spills out into every interaction people have, anarchy will likely follow.

PMI Welcomes Our First Time Spring Meeting Attendees



**Dale Gallmann, Bradley Corporation
and his wife Terry**



**Paula and Dean Denny,
Lavelle Industries, Inc.**



**John Karas,
Caroma USA**



**Kate Jakubas,
Elkay Manufacturing
Company**



**Nick Hirsch,
InSinkErator**



**Bob Rodenbeck,
Delta Faucet
Company**



**Mike Zolnierok,
Amerikam, Inc.**

PMI 2009 Spring Meeting



Paula and Tom Eberhardy, Bradley Corporation, First Lady Suzan Strader and Barbara and Klaus Fromme, Bradley



Special presenter Patrick "Lips" Houlihan during the Afterburners presentation



PMI Past President, Rod Ward, receives an award for his service from current President Walt Strader



David MacNair, InSinkErator, receives his company's PMI membership plaque from PMI President, Walt Strader



Speaker, Duncan McPherson, Samsel Architects



Fred Fraisse and Marie-Helene Pernin, NEOPERL, Inc.



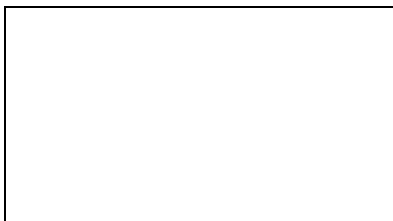
PMI Executive Director, Barbara Higgins and California Lobbyist, Jerry Desmond, Jr.



Paul Braese, Director of Facilities Management at Warren Wilson College discusses the features of the EcoDorm with the assistance of Duncan McPherson, lead architect on the construction of the dorm



Ken Martin, Delta Faucet Company at the Sunday night reception



John Watson, Sloan Valve Company, accepts a plaque commemorating 25 years of membership in PMI



Mike Sennett, PMI Legal Counsel; Steve Tokarz, BrassCraft Mfg. Co; Shawn Martin, PMI Technical Director and Paul Patton, Delta Faucet Company



Fernando Fernandez, TOTO and Bobbi Doorenbos, Afterburners

Leading the Legacy



Rob Zimmerman and speaker Gary Hunt, North Carolina Department of Environment and Natural Resources



PMI Treasurer Jack Krecek, Elkay Manufacturing Company



Keynote Speaker Emory Austin, Gary Morgan, Viega and prospective member Jim Palmour, Chase Brass & Copper Company



Mike Miller, Alsons Corporation; Bob Miodonski, Business News Publishing Co. and Thomas Kempf, KWC America



Exterior of Warren Wilson College's EcoDorm, the site of the Wednesday field trip



Michael Breck University of Texas; Gary Cole, T & S Brass and Bronze Works, Inc. and Robert Easter, Coast WCP



PMI Spring Meeting attendees are plugged into the action



PMI Administrative Assistant Diane Turuc and speaker Jim Dempsey



Klaus Fromme, Bradley Corporation; Casey Hayes, Haws Corporation; Tim Kilbane, Symmons; Jeff Baldwin, T & S Brass and Bronze Works, Inc.



Craig Selover, Masco; Carolyn Elfland, University of North Carolina, Chapel Hill; Marc Edwards, Virginia Tech University and Lee Mercer, Moen Incorporated



Rick Reles, Kohler Co.



New federal lobbyists, Diana Waterman and Alicia Oman

PMI Members in the News

Compiled By: Diane Turuc, Administrative Assistant



Diane Turuc

David Kohler has been elected president and COO of Kohler Co. and will be responsible for leading the company's Kitchen & Bath Group, Global Power Group, Interiors Group

and Technical Services. **Jim Westdorp** has been appointed group president-Kitchen and Bath and **Jeffrey Mueller** was elected as president-Global Faucets.

(Kohler Press Release, April 2009)

Caroma provided 297 of their Sydney Smart toilets for the newly renovated Crowne Plaza Hotel in Austin, TX. Toilet complaints from guests have stopped.

Based on the results of five International Forum design-award competitions since 2006, **Hansgrohe** has ranked No. 1 among plumbing manufacturers and No. 17 overall. There are 1,499 companies included in these rankings. Congratulations!

PMI's involvement in legislation promoting the installation of HETs and HEUs in the state of California, was referenced in the article, "Washington State Bill Targets HETS".

Kohler Co.'s new Wave and Insight touchless technologies and **Delta Faucets'** patented Pilar Pull-Down Kitchen Faucet with Touch2O technology were both unveiled at the 2009 International Builders Show in Las Vegas.

The Green Products section of the magazine featured **Alsons'** new Fluidics Spray Technology, **Caroma's** Sydney Smart High Efficiency Toilet and **T & S Brass'** Hydro-Generator to be used with the CheckPoint electronic faucet line.

The Products section of the magazine highlighted **American**

Standard's Pekoe Collection of kitchen faucets, **Hansgrohe's** Swing C Series of bath and kitchen faucets, **Kohler Co.'s** one-piece toilet as part of their Fountainhead Bathroom Collection and **Moen's** Eva Single-Handle Faucet.

(Contractor, April 2009)

BrassCraft's SureConnect® Dish-washer Kit was highlighted in the Products & Literature section of the magazine.

(Plumbing & Mechanical, April 2009)

The Top Products of 2008 included: **Sloan Valve Co.'s** new 7000 Series SloanStone solid-surface lavatory systems, **Symmons'** new Elements Line of luxury faucets and **T & S Brass'** water-conservation products brochure.

(PME, April 2009)

American Standard and **BrassCraft's** websites were featured in the Website Directory section of the magazine.

Several PMI member companies were featured in the New Products section of the magazine: **American Standard's** new Arch and Pekoe faucet designs, **Bradley Corp.'s** SpinTec drench showers, **Elkay's** Green Spec-listed VRCGRN pressurized water cooler, **T & S Brass & Bronze Works'** conservation savings calculator and **Viega's** new ProPress butterfly valves.

(Reeves Journal, April 2009)

Eddie Wilcut has joined Caroma as their National Water Conservation Manager for Caroma North America.

Sloan Valve Company's new brochure on sensor-operated faucets was highlighted in the Literature section of the magazine.

Two of PMI's member companies,

BrassCraft and **InSinkErator**, were featured in the 2009 Company Profiles section.

Showing true team spirit, Hansgrohe employees from all departments and levels voluntarily gathered on a Saturday morning to modify 2500 lavatory faucets from company inventory with low-flow aerators. Product Manager, **Lars Christensen** estimates that this will save approximately 2.4 million gallons of water annually.

BrassCraft's newly renovated website was featured in the Web Sites section of the magazine. The new, easy to navigate website, focuses on the company's five core product categories.

(Southern PHC, April 2009)

The Associate of the Year Award was presented to **Kohler Co.** by the International Surface Fabricators Association.

Sloan Valve Co.'s new High Efficiency Toilet Systems was listed in the magazine's Top 10 Products of 2008.

(Supply House Times, April 2009)

NSF International has announced that **Kohler Co.**, **Moen** and **Price Pfister** are the first faucet manufacturers to have plumbing products comply with the new low lead content and standards.

(WC & P International, April 2009)

Gerber Plumbing Fixtures' long-standing, loyal relationship with Coburn Supply Company was the subject of a featured article.

The companies were compared to one another, finding many similarities including the fact that they are both family owned. Dependability and longevity are among the reasons this relationship has survived for so long.

(continued on next page)

PMI Members in the News

(continued from previous page)

Supplier News featured **Symmons Industries'** new expanded line of premium bathroom suites. With distinctly different lines and styles, The Oxford Suite, Ballina Collection, The Naru Suite and The Winslet Collection offer homeowners many decorating choices.

American Standard, TOTO, Elkay, InSinkErator, Kohler, Delta, Moen, Hansgrohe, Price Pfister and **Alsons** are all product lines carried by master distributor, The Distribution Point, which was featured in an article in the publication.

Alsons' IN2ITION ergonomically designed showerhead, **Caroma's** H2Zero waterless urinal, **Gerber Plumbing Fixtures'** Avalanche 1.28 High Efficiency Toilet, **Hansgrohe's** Raindance Rainfall horizontal, multi-functional shower panel, **Kohler Co.'s** Fountainhead VibrAcoustic multi-sensory bath and Leaf Vessels bathroom sinks and **Sloan Valve Co.'s** Flushmate® Pressure Assist flushing system were all listed in Peter Schor's K/BIS Picks.

(The Wholesaler, April 2009)

Delta Faucets' Lahara Dual-Function Shower was featured in the Green Products section of the magazine.

KWC's Eve Kitchen Faucet featuring an illuminated LED light band and **Moen's** minimalist Level Kitchen Faucets were highlighted in the Products section of the magazine.

(Contractor, March 2009)

Moen has added a section on sustainability to its website.

(Plumbing Engineer, March 2009)

Price Pfister's Ashfield collection of lavatory trough faucets has earned the EPA WaterSense Label.

(PME, March 2009)

American Standard and Delta Faucet Company sponsor the PHCC Educational Foundation Scholarship Fund which is awarded to students enrolled in an approved plumbing or HVACR apprentice program.

BrassCraft and **Caroma** were featured in the Manufacturer Q & A section of the magazine.

(Reeves Journal, March 2009)

Kohler Co. has aligned with Artisan Group to form a specialty dealer program which will provide special training and access to product line in this first-of-its-kind program.

Kevin McJoynt, director of marketing for Gerber Plumbing Fixtures' was interviewed on the introduction of their new Avalanche™ 1.28 High Efficiency Toilet and was highlighted in the publication's Manufacturer Spotlight.

Caroma's Smart™ Technology in high-efficiency, dual-flush toilets with a gravity forced "washdown" system was featured in the Manufacturer Spotlight.

Bob Gottermeier, vice president of Technical Marketing for Viega, commented on the new PEX Manufacturing and Distribution Center that they have built in the Manufacturer Spotlight.

Moen has placed their electronic Free-Hand™ faucets and flush valves in all the restrooms at Saputo Stadium in Montreal, Canada.

Caroma is retro-fitting all of the bathrooms in the Hilton Palacio del Rio Hotel in San Antonio with its Sydney range of High Efficiency Toilets.

Eva-Marie Fox, vice president of marketing at T & S Brass and Bronze Works, published an article entitled, "A Green Future For Plumbing" which discusses the direction of the green movement and how it relates to the plumbing products of today and tomorrow.

Alsons Corporation's Americans with Disabilities Act decorative wall bar was featured in the article, "Universal Design Products Coming of Age" which discusses the need for products that are usable by people with and without special needs.

Product News featured several PMI members' products: **Bradley Corp.'s** fusion restroom partitions, **BrassCraft's** SureConnect dishwasher kit, **Elkay's** VRCGRN pressurized water cooler, **Gerber's** Avalanche™ High Efficiency Toilet, **Speakman Company's** low-lead brass line of faucets and **Symmons Industries'** Oxford Suite of bathroom fixtures.

C.J. Lagan of American Standard published the article, "Is the U.S. Now Prepared for Water-Efficient Plumbing Products?" PMI's SafePlumbing.org was one of the resources used for the article.

Tim Schoenecker, director of plumbing wholesale channel sales, Susan Manley, director of customer service and Jon Dommissie, director of marketing and new product development for Bradley Corp. were interviewed for the article, "Bradley Corp. is Committed to Green Manufacturing and Products".

(The Wholesaler, March 2009)

William O'Keefe (NOT of Symmons) has been named corporate marketing manager of Haws Corporation, and both **Charles A. Dowd** and **Dr. H. Dean McKay** have been named to the company's board of directors. Charles A. Dowd is the former group president of Masco.

(Supply House Times, January 2009)

Did You Know You Can Add Your Events to our Online Calendar?

Log on to www.pmihome.org, click on "Calendar of Events" and submit your meeting or event. The date and location and it will be posted for all to see!

PMI Presents Inaugural President's Award at Spring Meeting

Submitted By: Nora DePalma, O'Reilly/DePalma

The Plumbing Manufacturers Institute recently presented its inaugural President's Award to two of its most active and stalwart member-volunteers: **Sally Remedios** of Delta Faucet Co. and **Shabbir Rawalpindiwala** of the Kohler Co. The presentation was made by PMI President **Walter Strader** during the group's 2009 Spring Meeting, held April 5-8 in Asheville, N.C.

The two were recognized for their outstanding service to PMI, as well as their lifetime achievements within the plumbing industry. Ms. Remedios works as Manager of Product Compliance for Delta, while Mr.

Rawalpindiwala serves as Manager of Codes and Standards at Kohler.

"The President's Award is a first for PMI, designed to recognize exceptional service contributions by members to the organization," Mr. Strader told attendees during the Monday luncheon on April 6. Mr. Strader is also Vice President of Strategic Technology for Price Pfister.

"We see the award as a great way to pay tribute to Sally and Shabbir for their dedicated, energetic support of PMI over many years, as well as the knowledge and insight they bring to our deliberations," he continued. "We could not have chosen a more

deserving pair of individuals to honor with this first-ever award."



Sally Remedios, Delta Faucet Company, Shabbir Rawalpindiwala, Kohler Co. and Walt Strader, PMI President and Vice President of Strategic Technology, Price Pfister

PMI Member Viega Opens New Manufacturing Center

Submitted By: Patricia Musgrave, Marketing Communications Specialist, Viega

McPherson, Kan. - Nearly a thousand industry partners, government officials and Viega personnel



Leading the ribbon cutting ceremony (left to right) **Heinz-Bernd Viegner**, owner; **Tom Brown**, mayor; **Dan Schmierer**, Viega North America CEO; and **Walter Viegner**, owner.

gathered on Tuesday, April 21, for the official grand opening of Viega's 439,000 square-foot Manufacturing and Distribution Center. "Today, we unlock here in McPherson, another door to the future," said Viega co-owner **Walter Viegner**.

The event kicked off in grand style at 10:00 a.m. where Viega CEO, **Dan Schmierer**, welcomed guests. "This facility represents Viega's commitment to the plumbing and heating industry" said Schmierer. While the housing market is not favorable now, Viega is

confident the housing market will soon recover. Joining CEO Schmierer on stage were Viega owners, Heinz-Bernd Viegner, **Walter Viegner**, and newly-elected McPherson Mayor **Tom Brown**. "We have three reasons to celebrate. Our 110-year global presence in Germany, our 10-years in North America and today's grand opening," said Viega co-owner Heinz-Bernd Viegner.

Viega GmbH & Co. KG (Viega), headquartered in Attendorn, Germany, has been providing plumbing and heating solutions to builders, contractors and wholesalers for 110 years. Viega is a family owned business which employs 500 employees in North America and approximately 2,800 people worldwide. Approximately 210 of Viega's North American employees work at the new facility in McPherson.

Presentations concluded with a ribbon-cutting ceremony, plant tours and a Kansas BBQ lunch complete with 12 oz. ribeye steaks and a cake spanning 3 feet by 5 feet, which resembled the enormous facility. The Manufacturing and Distribution Center spans 11-acres, which equates to

nearly 10 football fields under one roof.

Equipped with extrusion and injection molding machines, logistics and office space, the new facility and the state-of-the art equipment it employs, will help streamline operations, improve efficiency and provide Viega employees the space to start developing new products. Soon, 22 states throughout the Midwest will receive all Viega products from this location.

When co-owner Heinz-Bernd Viegner was asked if he would have invested in this large of a facility if he had known the housing industry was about to collapse, Mr. Viegner quickly responded, "Yes. Viega has remained a family owned company for 110-years. Long term thinking and employee interests have always been more important than short termed financial figures. The money earned during the good times is to remain in the company and be used for future oriented investments. " When the housing market turns around, this new facility will enable Viega to easily meet the demands of the rebounding housing industry.

PMI Welcomes New Federal Lobbyists, Waterman and Assoc.



Diana Waterman

The Plumbing Manufacturers Institute (PMI) is pleased to announce that Waterman & Associates (W&A) has been selected as our new federal lobbyists. This

federal relations firm has earned respect and credibility as an organization that specializes in representing the metalworking industry in our nation's capital.

Their record of success spans over 20 years. The firm was founded by Ron Waterman in 1984 and today, continues to proudly serve all of their original clients. In 1987, after serving as General Counsel to the U.S. Senate Judiciary Committee, **Diana Waterman** joined the firm, expanding the client portfolio to the manufacturing and metalworking industries.

For over two decades, Waterman & Associates has implemented effective, creative strategies to achieve success in any political environment. They provide their clients not only with lobbying expertise, but also with strategic counsel in dealing with the Congress, federal agencies, and the Executive Branch to solve regulatory roadblocks, create favorable federal policies, and secure funding support.

Today, they serve as the full service Washington, D.C.- based government relations office for both the **American Foundry Society (AFS)** since 1990 and the **North American Die Casting Association (NADCA)** since 1988.

In addition, Waterman & Associates created and served two dynamic industry consortiums delivering millions of federal dollars annually for metalworking research and development (R&D) programs: the **Cast Metals Coalition (AFS / NADCA / SFSA)** – Department of Energy funding; and, the **American Metalcasting Consortium (AFS / NADCA / SFSA / NFFS)** – Department of Defense

funding.

They also served the following metalworking organizations on special projects: **Steel Founder's Society of America; Nonferrous Founder's Society; Investment Casting Institute; Center for Heat Treating Excellence;** and, the **National Tooling & Machining Association.**

Ms. Waterman and her team of professionals and their business philosophy is a distinct advantage to PMI. W&A is comprised of a staff of six seasoned professionals and three legislative assistants. Three of the lobbyists are dedicated exclusively to serving the metalworking client base. The professional staff couples issue expertise with knowledge of the legislative and regulatory processes.

As a relatively small firm, the focus is on each client's unique needs, philosophy, and goals that distinguishes their service. With W&A, PMI can depend upon dedicated service, attention to detail, and a commitment to excellence.

"We are pleased with the progress to date," said PMI's **Barbara Higgins**. Waterman & Associates have demonstrated solid strategic thinking and have already made great progress in driving PMI's initiatives ahead. We look forward to great things from them."

Ms. Waterman serves as the firm's Vice President and managing partner. Her prime focus is collaborating with client groups on special projects and development of innovative client programs.

Ms. Waterman assumes the lead role in serving PMI, particularly with the development, implementation and oversight of the comprehensive advocacy strategy to advance PMI's two key legislative issues: promoting water efficiency and harmonizing product content requirements.

Prior to joining W&A in 1987, Ms. Waterman served as the general counsel to the Senate Judiciary

Committee. In this capacity, she reported directly to the Chairman; was responsible for providing legislative advice and counsel to the 17 senators serving on the committee; managing the staff attorneys; and, for general oversight of all legislation within the committee's jurisdiction. This experience immersed her in the federal legislative process and onto the Senate floor working to advance or oppose legislation on a regular basis. She developed a respected reputation, working closely with many members of the Senate, top level committee staff, and administration officials.

From 1978 to 1984, Ms. Waterman practiced law in Wisconsin primarily representing small and medium business and manufacturing clients. Ms. Waterman graduated from the University of Wisconsin Law School, where she was on the Dean's Honor List. She received her bachelor's degree in political science from the University of Wisconsin-Milwaukee, where she graduated with honors.



Alicia Oman

PMI's day-to-day contact is **Alicia Oman**, an Associate who advocates on behalf of metal-working clients before Congress and the administration primarily with

regard to environmental issues. As a professional lobbyist, her clients rely upon Alicia's expertise on issues such as climate change, energy and environment, resource recovery and R&D federal funding. In addition, she manages the government relations services for one of our larger metal casting clients. Prior to joining W&A, Alicia worked at the **Center for Public Integrity** where she conducted research on a variety of public policy topics. She graduated Phi Beta Kappa from the University of Delaware with a bachelor's degree in political science and history.

PMI Welcomes Back Lori Palcheck

(continued from page 4)

This active lifestyle doesn't leave much time for leisure but Lori says in her limited spare time she enjoys scrap booking and annual family vacations to different areas of the United States. Hawaii and California (in particular San Francisco and Los Angeles) rate high on the list.

Add to the list a job at the

Plumbing Manufacturers Institute, and it becomes clear that Lori has a very "full plate." With a can-do spirit, seemingly limitless energy and a commitment to excellence, Lori has already made quite a positive impact on PMI. She is a valuable addition to the PMI team.

Welcome back, Lori!

Congratulations to Stephanie Leonardos!



Stephanie Leonardos was presented with an honorary Doctor of Business and Industry from Ferris State University, located in Grand Rapids, MI on May 9. She

was recognized for her work in the community and as a leader in industry. Ms. Leonardos is on the PMI Board of Directors.

In addition, Ms. Leonardos is celebrating 10 years of ownership of Amerikam AND Amerikam is marking its 75 anniversary this year.

Way to go!!

Letters From Our Readers

Barbara,

I would like to thank you and your staff on another wonderful organized meeting. One could see how much hard work that you and your staff had put into it, to make sure it was a success and I am sure that you must be very pleased with the outcome.

Best Regards,

Maja Jankov
Duravit USA Inc

Hi Walt,

I would like to thank you for presenting me with the Lifetime Achievement award. It was a complete surprise, so much so as when you were talking about it I was thinking that perhaps couple of our lobbyists were the recipient. I am very much humbled by it and once again would like to thank you, Board of Directors and Barbara. Please extend my appreciation to BD. I hope I can live up to the recognition and strive to better serve the industry. Shabbir Rawalpindiwala

Kohler Co.

Shabbir,

Thank you for your many contributions, your award was well deserved.

Walt Strader
Price Pfister

Barbara,

Thanks. And once again, great meeting in Asheville. You and the PMI team do a great job preparing for, and running these meetings.

Best Regards,
Dave MacNair

Holiday Calendar

PMI will be closed
May 25 to celebrate
the Memorial Day
holiday!!

2009 PMI LEADERSHIP Executive Committee

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Lee Mercer, Moen Incorporated
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(1/08-12/10)

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

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

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(1/08-12/10)

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