



NEWS

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The Newsletter for PMI Members — by PMI Members

November/December 2006



Claude Theisen
T&S Brass and
Bronze Works, Inc.

Wrapping Up An Issue-Filled Term As President

By: Claude Theisen, President of the Plumbing Manufacturers Institute and President of T&S Brass and Bronze Works, Inc.

Our members and a number of prospective members saw first hand the value of PMI at the recent October meeting in Washington,

DC. PMI's reach and influence continue to expand. Our voice continues to be heard.

The role of trade associations is to represent the best interests of its membership. When there is disagreement, consensus is built to reach a common position. While that can be a challenge, often it is not. In the case of the California "toilet consumption/waterless urinal" bill AB 2946, PMI took a neutral position since, while PMI supports the efficient use of water, the bill called for product performance requirements unique to California. PMI is opposed to a "patchwork" approach to legislation and regulation. In the end, the bill was vetoed by **Governor Schwarzenegger**.

An attempt to confuse the issue by muddying the PMI position was made recently in a trade journal by a consultant who was one of the bill's supporters. We responded immediately to the publisher of the magazine to

reinforce our very clear, neutral position on the issue. **No one speaks for PMI, except PMI!**

In the case of the onerous California "Lead" bill AB 1953, our membership was solidly behind our position of "opposition" all the way. That the bill is now law, does not change the facts or the position of our members on the issue. The bill is based upon misinformation and prescribes a manufacturing recipe with which we cannot comply. We will continue to work together to determine next steps.

Ironically, such times of industry crisis serve to strengthen trade associations and amplify their value and purpose. There is a real advantage to being part of the strategic discussions centered on the impact of the legislation and possible "next steps." Those on the "outside," who are not PMI members, have no industry voice, role or representation. Plumbing manufacturers need PMI now more than ever as we move toward 2007 and the regulatory and legislative uncertainties that lie ahead.

As I turn over the reigns of the Plumbing Manufacturers Institute to Delta's **Ken Martin**, I am more confident than ever that PMI is armed and ready to defend our industry. Financially, PMI is in the best shape of its history. We are in the hands of a talented, informed and driven staff, bolstered by savvy, well-positioned government affairs professionals. The organization is known and respected. Our message is being heard. And with the launch of our communications campaign next year, we will enhance our exposure and increase our reach even further.

While being in the spotlight is not my "thing," preferring instead to offer guidance from behind the scenes, I have felt it a privilege to serve you as your president. The PMI staff has made my job much easier than I would have thought and I have seen from a very close vantage point all of the hard work they do. Thank you to them, and thank you to you, our PMI membership for your continued support of and confidence in the organization.

**Mark Your Calendar For The
PMI 2007 Spring Meeting
April 1-4 (Sunday - Wednesday)
The Grove Park Inn,
Asheville, North Carolina**



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California Politics Win; Common Sense And Science Lose

By: Barbara C. Higgins, Executive Director



Barbara Higgins

As by now you likely know, PMI members and a coalition of some 17 diverse organizations were dismayed with the recent signing into

California law, a bill which imposes arbitrary and unnecessary lead restrictions on the manufacturing of some plumbing products including faucets. The impact of the new law is devastating and far-reaching. No compliant products have been identified; there is no readily apparent alternative; and there is no enforcement mechanism in the bill which is scheduled to go into effect very soon... January 1, 2010.

More frustrating and perplexing is that there is no need for the new law. Faucet manufacturers are committed to public health and safety. Faucets are safe and consumers have nothing to fear. There was no event in California to spark concern or action.

Known as "AB 1953" the bill, now law, ignores valuable, proven performance-based health effect standards and instead prescribes the material content of plumbing products (such as faucets) with no regard to functionality, quality, durability, or for that matter, availability. Materials used in faucets today are highly regulated nationally through rigorous, ongoing performance testing (NSF 61), which evaluates the quality of the water coming out of the faucet and subsequently into consumers. Lead is only one of a number of elements measured and screened by this testing.

The new law dictates an arbitrary, convoluted prescription for constructing faucets which, by ignoring performance criteria, potentially puts consumers at risk. The meaningless and flawed formula completely

discounts the science-based NSF 61 performance/health standard. To reiterate, the important point is not the material component of the faucet, but rather the quality of the water flowing from it into the glass of the consumer. The new law ignores both science and common sense. With an implementation deadline of January 1, 2010, the law imposes an exceedingly tight deadline for manufacturers (and their customers), especially when considering alternatives are unknown.

While the law's authors seem to claim the intent of the bill is noble, the motivation and genesis of the initiative was not. As there was, and is, no evidence of any issues in California related to elevated lead levels in the water, it became evident early on, that the bill was politically motivated and used as a diversionary tactic by the California water utility which authored the bill. Products under their purview, which contain the highest lead content of any components in the delivery system and are the least regulated, are exempted from the law.

The authors muddied the issue by implying all components of a water system can be manufactured similarly, but then do not make the same material content requirement for all components in the system. This caveat seems contradictory to the supposed intent of the AB 1953, and one would question the rationale. While some specialized materials are ideal for use in simple components (water meters and ironically those products now exempted by the law), these alloys are not robust enough for use in complicated mechanical devices such as faucets, **particularly in applications where the products are under pressure, as in a high rise apartment complex.**

The Plumbing Manufacturers Institute organized vigorous opposition to the bill beginning at its introduction in February 2006 and continuing through to its signing late in the night of September 30, 2006 — the last day

of the legislative session in California. Throughout the process, PMI members were actively engaged in the effort, committing their time and talent to the cause. In addition, PMI built a coalition of 17 diverse and affected organizations (including homebuilders, retailers, foundries, copper developers, civic groups and others) and launched a campaign of visits, letters, emails and phone calls to California legislators.

Finally, PMI spearheaded the appeal for a veto. Hopes were high, as another drinking water-related bill had been recently vetoed on the grounds that such action should be science-based and left to the regulators. In the end, despite an acknowledgement that the bill is flawed and an admission by the authors of the bill that they cannot find products to meet the requirements, politics won the day, given the pressures of the upcoming California elections.

Although the bill is now law, and as the dust settles, PMI's work continues as we explore options. The new law is characterized by a number of myths which have been dispelled by PMI on our website (www.pmihome.org) and elsewhere.

The question of "What Next?" remains. There is no ready solution or alternative in sight. PMI and the aforementioned coalition have worked vigorously to be heard. While some headway was made, in the end, politics and individual agendas prevailed. Science, truth, and common sense were ignored.

While those behind the bill, having tossed in the hand grenade, are now free to move on to invent and then resolve the next "crisis," we, the good guys are left to deal with the fall out and clean up the mess. In an era of real terrorism, it is a shame that some feel compelled to frighten the public needlessly and to create unnecessary laws based on confusion and deception.

Massachusetts Product Approval Program Remains Top Priority

By: David Viola, Technical Director

Educating regulatory agencies on the importance of product certifications from ANSI-accredited certifiers in the product approval process remains an important part of PMI's mission to harmonize plumbing code and product approval requirements. Nowhere is this more important than in the Commonwealth of Massachusetts, where a product approval program there continues to subject manufacturers to unnecessary layers of cost, duplication and delays.

Because of the product approval burdens, manufacturers have had to rethink the Massachusetts market and cut back on the number and types of products they have approved in the state. Consequently, the Massachusetts consumer is penalized by having a limited choice of products and innovative technologies and at an added expense.

PMI has made it clear that we do not oppose the Massachusetts Plumbing and Gas Board's role in the product approval process, but feel strongly that they must give credence to product certifications of ANSI-accredited certification bodies.

In reviewing the various laws and regulations, it appears that the Massachusetts Plumbing Board has the authority to accept certifications from ANSI-accredited certifiers without legislative or regulatory changes being made. In fact, Massachusetts Plumbing Code already establishes the precedent of accepting product certifications by specifically requiring grease traps and interceptors to be third party certified by the Plumbing and Drainage Institute.

Recently, PMI has enlisted the help of the American National Standards Institute (ANSI), the Gas Appliance Manufacturers Association (GAMA), and several ANSI-accredited product certifiers to address the Massachusetts program. GAMA is an obvious partner because their membership is subjected to the same challenges as PMI members. ANSI and the plumbing product certifiers were enlisted, since it is their

programs that we are trying to get recognized in Massachusetts. During initial meetings with the Board, they appeared receptive but it was apparent that additional education is necessary.

The primary focus of the coalition will be to develop educational tools to illustrate the key aspects of the ANSI product certification program, how they exceed Massachusetts regulations, and that products certified by an ANSI-accredited certifier provide the highest level of assurance that the products comply with all applicable standards.

The ANSI program establishes an acceptable level of performance for product certifiers to ensure they are competent, capable and independent. The ANSI program also requires test labs to be competent and that results are precise, accurate and repeatable. The ANSI program ensures that certified products continue to comply with applicable requirements through on-going factory audits and periodic re-testing. Finally, the ANSI program assists plumbing inspectors by providing a mechanism to verify compliance in the field via certification marks on products and packaging.

The ANSI program exceeds Massachusetts requirements in all of these areas. As such, it is important that we point out to the Plumbing

Board that recognition of the ANSI program:

- * raises the level of confidence that safety to life and property are protected,

- * relieves industry of unnecessary duplication of effort, costs and delays,

- * allows the Massachusetts Plumbing Board to focus more resources on the other key duties, such as licensing, certification, enforcement and education.

The result is improved code enforcement and safer plumbing systems.

Once work is complete, the coalition will re-engage the Board to determine if there is a workable solution. With no legal barriers prohibiting the Board's acceptance of certifications from ANSI-accredited organizations, resolving political issues and lost revenues may prove to be the biggest hurdles to overcome. Although there is no guarantee that a change will result, if the Board continues to have an open mind, we may actually reach our goal.



David Viola

PMI Extends Thanks To The Copper Development Association

A sincere thank you to **Andy Kireta Sr.**, President and CEO and **Bob Weed**, Vice President-Wire and Bar, of the **Copper Development Association (CDA)** on behalf of the Plumbing Manufacturers Institute (PMI) for their support of PMI's efforts to defeat California bill AB 1953. Many of CDA's member companies are suppliers to PMI's member companies.

In addition to technical expertise, time, and moral support, CDA provided financial support by helping defray PMI's lobbying costs. The contribution is most appreciated.

CDA's partnership with PMI continues as we work to determine "next steps," now that the bill has been signed into law. For example, CDA will host a round table discussion in the suburban Chicago area to explore the impact of the legislation, possible new direction, and information needs. The session has tentatively been set for Wednesday, December 13, 2006, 9:00 a.m. to 3:30 p.m. to enable most attendees to participate without the need for an overnight hotel stay.

Watch for details on this important session coming your way soon.

PMI Member Companies In The Industry News

(From PME Insider Oct. 2006)

David Lingafelter has been named president of Moen's US Faucet Businesses. He has been serving as Vice President and General Manager of Moen's US Wholesale Business Unit and will retain those responsibilities.

(From Wholesaler Oct. 2006)

Sloan Valve Company's UPPERCUT Dual-Flush Flushometer has been chosen as one of the top 10 green building products for 2006 in *Sustainable Industries Journal*, published by Celilo Group Media. A panel of green building experts singled out the UPPERCUT as being of the most innovative advances in the commercial building industry.

American Standard Companies Inc. announced the appointments of **Dale Elliott** as President of its global Bath and Kitchen business and **Donald Devine** as President of the Americas Region. Also, **Richard Ward**, Vice President and General Manager of Bath and Kitchen Asia, was named President of the region. They join **John Rietveldt** in Europe, whose appointment was announced in May, as leaders of American Standard's global Bath and Kitchen business. All three regional leaders will report to Mr. Elliott.

Haws Corporation recently announced key personnel moves: **Michael Markovsky** was named Vice President, Marketing. **Casey Hayes** has been promoted to Director of Operations. Succeeding Casey as Engineering Manager is **Vic Strandberg**. **Tony Caiazzo** was named Western Regional Sales Manager.

Moen Incorporated announced the addition of **Tim Millay** as Director of Commercial Sales.

(From Supply House Times Oct. 2006)

Sloan Valve Company announced six key management appointments. **Steve Connaughton** was promoted to

Product Line Manager of Sloan Programmed Water Technologies and Sloan Monitored Systems. **Chris Nicosia** was promoted to Western Regional Sales Manager. She will also manage the Los Angeles distribution center. **Tod Reveles** was named Western Specification Manager/International. **Scott Brown** is the new Product Manager for Sloan's QuickTop™ manual faucet line. **Don Yurkovich** was promoted to Central Regional Sales Manager. **Joe Somerville** was named Southeast Regional Sales Manager.

Bill Blaine, Senior Vice President of Sales, Elkay Manufacturing, has announced his plans to retire effective January 15, 2007 after 12 years of service. He joined Elkay as Vice President of Sales in January 1995 and was promoted to Senior Vice President of Sales in February 2004. Mr. Blaine hopes to stay involved in the industry.

(From Southern PHC Oct. 2006)

Elkay Manufacturing Company's Plumbing Products Division has announced a new management structure and key personnel appointments to maintain growth through the expansion of the sales and marketing departments. **Pat Mulvey**, is now the Vice President of Trade Sales and Market Development for the East region. **Mark Whittington** is the Vice President of Trade Sales and Market Development for the West region. **Mike Purcell** has been promoted to National Account Manager. **Tom Samanic** will fill the newly created role of Director of Marketing Services.

Dornbracht has released a new catalog, The SPIRIT OF WATER is a hybrid of magazine and catalog called a "magalog." Separate editions for each category of Dornbracht's business are available: The SPIRIT of WATER/Kitchen, and The SPIRIT of WATER/Bath.

(From Contractor Oct. 2006)

Barbara C. Higgins, PMI, is quoted on her reaction to **Governor Schwarzenegger** signing, the bill, AB 1953 in an article titled "*Schwarzenegger Signs Anti-Lead Faucet Bill.*"

(From PM Oct. 2006)

PMI Executive Director, **Barbara Higgins'** letter to The Sacramento Bee in response to the paper's editorial on legislative efforts in California regarding AB 1953 appears in this issue.

An article written by **Peter Jahrling**, Director, Design Engineering, Sloan Valve Company, on proper design of plumbing systems that improves patient care appears in this issue.

(From Wholesaler Sept. 2006)

Sloan Valve Company donated a shipment of pressure-assist toilets to help rebuild homes destroyed or damaged by Hurricane Katrina.

An article highlighting **PMI's** website redesign is featured describing the rave reviews and goals of the design.

(From Supply House Times Sept. 2006)

Vitra introduced a logo that reflects its character as a supplier of creative and aesthetic designs and technology.

(From Chicago Faucets Media Release Oct. 2, 2006)

Chicago Faucets is pleased to announce that **Matthew Hurley** has joined the company as Vice President of Commercial Sales. Mr. Hurley will be responsible for growing Chicago Faucet's commercial business and supporting the company's industry relationships.

On The Road With PMI's Executive Director, Barb Higgins

Fall 2006 has been a busy one for PMI and specifically for our Executive Director, **Barbara C. Higgins**.

In September, Barb participated in a "Strategic Leader Staff Ride" sponsored by the Council of Manufacturing Associations (CMA), of the National Association of Manufacturers (NAM) through the United States Army College, at the Carlisle Barracks near Gettysburg, PA.

The mission of the ongoing two-day program, designed for corporate leaders, is to "apply the lessons of Gettysburg to meet the leadership challenges of today." The program is conducted by the Army War College faculty.

In preparation for the event, participants were asked to read *Killer Angels*, an historic novel by Michael Shaara about the events of the days surrounding the Battle of Gettysburg during the American Civil War. On site, following a welcome by the Commandant of the College and a briefing session, participants were taken on a guided tour of the Gettysburg Battlefield, to gain insights of the challenges, and issues faced by

the leaders of both armies as they dealt with diminishing personnel, limited resources and difficult choices. Following dinner, taps, and revelry on Day Two, the group reconvened for a discussion of the strategic lessons learned. Facilitating the discussion were literally "top brass" including a number of generals and professors, all bearing outstanding credentials and expertise.

"The experience was a moving and unforgettable one on a number of levels," Barb reported. "The Battle of Gettysburg came alive for me and I have a new respect for the leadership, the politics, and the decisions made in impossible situations. The lessons learned can be applied in modern world management situations in which time, personnel, and resources are limited. I would recommend this training for managers at every level."

Among the highlights were the running (really!) of the ill-fated Pickett's charge and hearing Lincoln's Gettysburg address read in the spot where he originally delivered it.

Information on the Army War College and the Gettysburg Strategic Leadership Staff Ride is available by calling **Col. Scott G. McConnell**, Director, Strategic Leader Staff Ride Program 717/245-4528 or by visiting the website <http://www.carlisle.army.mil>.

Following the PMI Fall Meeting, Barb's next stop was Chepstow, Wales where she attended the **Bathroom Manufacturers Association (BMA) Conference** at the invitation of **Yvonne Orgill**, Chief Executive. As



PMI's Barb Higgins and BMA's Yvonne Orgill at the BMA Conference in Wales

previously noted and formalized with the signing of the Memorandum of Understanding (MOU) last fall, the issues and goals facing PMI and BMA continue to parallel one another. This session was no different. The theme was "Precious Water, Water Pressures." Barb provided an overview of PMI activities and issues in a BMA "Members Only" session prior to the conference. She summarized recent activities in California including the new lead law and the defeated toilet bill and proposed the bringing together of the PMI and BMA technical representatives, possibly at the March 2007 ISH fair.

For the first time, the BMA session was opened to representatives of the industry and not just limited to members. Various water groups including utilities, government agencies and conservation groups spoke about the need to preserve this precious resource. The approach in the United Kingdom (UK) is to begin by educating and motivating consumers, and by encouraging manufacturers to produce products that promote the efficient use of water. Only as a final step, would legislation on this issue be considered.

Barb's last stop was as a guest at

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Where's Waldo? Can you spot PMI's Barb Higgins among this group of participants of the Staff Leadership Ride facilitated by the US Army War College at Gettysburg Battlefield? Good Luck!

Back Row (l to r): Col. Jim Oman; Col. Lee De Remer; Woody Sutton, President of Air-Conditioning and Refrigeration Institute and Rear Admiral USN-retired; Noah Cohrsen, Associate Director of the CMA; Robert Weidner, President and CEO of the Metals Service Center Institute; Col. Scott McConnell; and Paul O'Day, President American Fiber Manufacturers Association.

Front Row (l to r): Dr. Douglass V. Johnson, Research Professor of National Security Affairs, Robert Crollius, President of the Refractories Institute, Barbara Higgins, Executive Director of the Plumbing Manufacturers Institute, Bruce Parker, President and CEO of the Environmental Industry Association; David Asselin, Executive Director of the CMA; Michael W. Finamore, Lieutenant Colonel of the Ohio State Highway Patrol and Professor Douglas Campbell, Director of the Center for Strategic Leadership. **Not shown:** Dr. Craig Bullis, Professor of the Behavioral Science Department of Command, Leadership and Management.

2006 Fall Meeting



Eleanor Clift and Tony Blankley provided lively sparring at the Tuesday night dinner

Thank you again for a very well planned and informative meeting. I always leave with new learned information and new ideas for improving and implementing into our company.

Clayton Magerfleisch
Hansgrohe, Inc.



Rick Reles of Kohler Co. and **Mark Malatesta of American Standard** co-chairs of the Member Services Committee, look forward to leading a great session



Member Prospects Joe Gugliuzza, James Morando, and Richard O'Reagan of Mansfield Plumbing Products with **Barb Higgins of PMI** chat at the Welcome Reception



Maria Bazan and Lori Palcheck of PMI thank **Tracy Higgins (Barb's daughter)** for all her help at the Fall Meeting



Gary Israelson of Elkay Manufacturing chats with **Mike Sennett, PMI Legal Counsel** (Welcome back Gary!)



Mike Bauer shows the ropes to first-time attendee **Mike Reffner** both of **Moen, Inc.**



PMI's Dave Viola introduces himself to **William Chung of Jing Mei Industrial (USA)**



Mert Karasu, Vitra USA reflects on the day's events



Steve Cummings, Caroma Industries smiles after his presentation in the Water Conservation meeting



Ralph Herrbach of Nikles Inter AG makes first-time attendee **Alston Williams of Price Pfister** feel welcome during a networking session

Thanks for the meeting, everything was great.

Mert Karasu, Vitra USA



PMI's Lobbyist Team: Dan Hinkle, Texas; Jerry Desmond, Jr., California; and Christian Richter, National



Member Prospects Bob Orton and Juan Zaragoza of Briggs Plumbing Products relax after a day of meetings



Stu Yang and Jim Westdorp of Kohler Co. take a break from discussing California

- United We Stand



Jeff Baldwin of T&S Brass and Bronze Works congratulates Stephanie Leonardos of Amerikam, Inc. on her election to the PMI Board



Hail to the Chief! Ken Martin of Delta Faucet Co. PMI's incoming President



Shabbir Rawalpindiwala of Kohler Co., presenters: Dru Crawley of DOE, David Sheridan of Aqua Cura, Shawn Martin of NAHB; and John Watson of Sloan Valve Co. at the final session - a great way to end the meeting

I enjoyed the meeting and found the content to be first class. Great work from the PMI team.
Steve Cummings
Caroma Industries Ltd.



HAPPY BIRTHDAY! Pete DeMarco of American Standard



First-time attendees Mahesh Cheerla of BrassCraft Mfg. Co. and Pat Lenius of Supply House Times share a sigh at the end of a busy day



Guest Speaker Rose Braden of US China Build receives thanks from Fair Trade co-chair Gary Cole of T&S Brass and Bronze Works



Member Prospect James Harris of Eljer Plumbingware is welcomed by PMI's Barb Higgins



Joseph Dodd of Moen, Inc. held down the fort in the absence of co-chair Darold Vredberg of Elkay Mfg.



Walt Strader of Price Pfister and Lee Mercer of Moen, Inc. stop for a photo on their way out to dinner



Bill Axline of Fluidmaster and Ron Grabski of Gerber Plumbing Fixtures enjoy a laugh

Great job on the part of the staff. Excellent arrangements, very good speakers and selection of topics.
Mahesh Cheerla
BrassCraft Mfg. Co.



Scot McLean, Haws Corporation cries "uncle," claiming his brain is full



Ray Fisher of Fisher Mfg. and Danny Gleiberman of Falcon Waterfree pause for a quick photo



Claude Theisen, President of PMI and T&S Brass and Bronze Works thanks Pollster Frank Luntz for his entertaining presentation on Tuesday

Meet Jack Krecek - PMI's New Director At Large

by: Lori Palcheck, Office Assistant



Lori Palcheck

At the PMI 2006 Fall Meeting this past October held in Washington, DC, PMI members elected **Jack Krecek**, Vice President of Marketing,

Elkay Manufacturing to the PMI Board of Directors. He will begin serving his three-year term January 2007.

Jack, a veteran member of PMI, recalls attending his first PMI meeting in 1986 in Washington, DC as a marketing analyst studying faucet market data available from PMI at the time. His career took him to the bottled water and water quality industries until his return to plumbing in 2004. Jack, who enjoys being active, quickly became involved as co-chair of the Government Affairs Committee in Spring of 2005, appointed by 2005 PMI President **John Lauer** and will hold this position through December 2007. He is also an active member of the Materials Performance Group,



Fran and Jack Krecek at the Asia Bottle Water Association Show in Bali Indonesia

formerly the Lead Working Group. Jack commented that he is involved with PMI because he likes to contribute at a high level and values networking with other

manufacturers. He adds that he is eager to develop the contacts he needs to function effectively in his current position.

Jack sees the value of PMI for Elkay in that PMI is an organization of

manufacturers where the membership shares common issues, such as manufacturing and trade issues, not taken up in their other industry associations. In fact, Jack has told us that he sees the new vision of PMI, "The Plumbing Manufacturers Institute Will Be Recognized As The Worldwide Voice Of The North American Plumbing Industry," which was launched at the Strategic Board Meeting, June 2006, as a great start.

As for future public relations initiatives for PMI, Jack agrees that PMI must more aggressively promote what it does for the industry. His vision for the future of PMI is for it to be recognized as a certification agency in a similar way the Water Quality Association launched the Gold Seal program. He feels that manufacturers need generally accepted alternatives for certification services, therefore, he suggests creating strategic alliances with the certification supplier community. Other ways Elkay benefits from PMI membership is through the political lobbying efforts, trade show consolidation, certification assistance, and the valuable code and standard support PMI provides.

Jack's career at Elkay began 22 years ago, serving time in various divisions including the International Division and the Cordley/Temprite and Watertech Divisions. He has also held numerous positions in marketing, sales, business development and general management. He attributes his success to the following rules of thumb: work hard, have integrity, listen to others, take appropriate risks, don't be afraid to fail, learn from mistakes, and have faith and trust in others. His advice to managers is, don't micro-manage, always keep your eye on "magnetic" north and resist temptation to shift course frequently. He manages by the philosophy that management is getting things done through people. Jack advises, "Surround yourself with the brightest people you can find (and afford) and give them the freedom to do their jobs." Also, Jack agrees with

and utilizes the following familiar words of wisdom that he often hears inside the walls of Elkay, "If we want things to stay the same, things will



Jack Krecek

have to change."

Jack's educational background is in Marketing. He received both a BS and an MBA in Marketing from Southern Illinois

University (SIU), and he currently serves on the External Advisory Board of the SIU College of Business. Jack has been inspired by others throughout his life. His hero is **Ron Santo**, third baseman for the Chicago Cubs and radio announcer. He admires Mr. Santo because he was the type of player who played for the love of the game rather than for money, and who persevered as an announcer for Cubs radio through the challenges of losing both legs to diabetes. However, the most influential people in his life are two of his graduate school professors who not only taught him academics but provided him with the foundation for his strong work ethic. They also gave him the tools he needed to differentiate himself from others at his level, giving him his competitive edge.

Currently Jack resides in Downers Grove, IL with his wife, **Fran**, daughter, **Allison**, 11 and son **Andrew**, 13. In his free time Jack enjoys two extraordinary hobbies, scuba diving and motorcycle riding besides carting his kids to their extracurricular events. An interesting fact about Jack is that in the early 1990's he participated in a 1,000 mile motorcycle rally circling Lake Michigan in 22 hours, and lived to tell about it. However, this is something he doesn't recommend. Jack does know how to relax, and this he does with a good bottle of wine,

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Meet Jack Krecek- PMI's New Director At Large

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The Krecek Family: Allison, Andrew, Fran, and Jack

to experience some exotic spots such as Europe, South America, and Asia while he served as Managing Director

listening to rock music, or running. As evidenced by the pictures, Jack enjoys traveling just about anywhere and has had the privilege

of Elkay's International Business. However, his destinations of choice are Italy, Australia, and Thailand.

When reflecting on the evolution of PMI over time, Jack commented on the meeting style. He feels the meeting he attended in 1986 bears no resemblance to the PMI meetings of today. He sees the services offered by staff to the members as more tangible and continuing to be so going forward. He hopes to be able to see PMI raise its value to the membership and would like to see an increase in the number of members. According to Jack, PMI is an organization of like-minded people and

companies pursuing common goals. He is happy to be serving on the Government Affairs Committee and looks forward to his new role on the Board.



Fran and Jack taking a relaxing ride

Welcome to the PMI Board Jack, we look forward to working with you.

Sloan Valve Company Celebrates 100 Years Of Success

by: Lori Palcheck, Office Assistant

Sloan Valve Company, a leading manufacturer of water-conserving plumbing systems, announces that 2006 marks its 100-year anniversary. Sloan Valve Company, headquartered in Franklin Park, IL, is a family-owned company that manufactures plumbing products and accessories for commercial, industrial and institutional markets worldwide.

In 1906, Sloan's founder and inventor of the Flushometer, **William E. Sloan**, introduced his first model of the Royal® Flushometer. So ingenious was the first Flushometer that the basic design has yet to change. Today, the Royal is the most widely specified flush valve on the market with millions of units sold and installed in facilities worldwide.



Sloan's Royal Classic™

In commemoration of its centennial anniversary, Sloan has released a special addition to its manual Flushometer product line: the new Royal Classic™. This model is a replica of the Royal Flushometer from 1906, designed with the original Royal's bell-like top and white,

porcelain handle, as well as all the modern-day technological updates that make the Royal a long-lasting, reliable fixture.

Charles Allen, President of Sloan Valve Company, says that the company is committed to carrying on the proud tradition that its founder began. "Sloan Valve Company has enjoyed a long history of providing quality, innovative products to the plumbing industry—from the introduction of the first Flushometer in 1906 to today's full line of both manual and sensor-operated Flushometers and faucets and other water- and energy-conserving plumbing systems," he says. "We plan to remain the market leader in offering the most reliable, technologically advanced plumbing systems available."

In addition to the introduction of the Royal Classic, Sloan planned a number of celebrations to honor its anniversary, including an employee picnic and other private events.



John Lauer

Sloan Valve Company has been a valued PMI member since 1984 with employees active



in PMI holding chair and board positions. **John Lauer**, Director, International Business Development currently holds the position of past PMI president and was PMI's president in 2005 while, **John Watson**, Director, Technical Services is co-chair of the Flushing Devices Product Group and the Water Conservation Committee. John Watson feels, "PMI has been a valuable resource to Sloan by providing us with timely industry information, especially in the area of Codes and Standards. It's almost as if we have an 'extra' employee who is informing of us any new developments in this area."

As for Sloan Valve Company he boasts, "If you think the past 100 years have brought advancements to the plumbing industry, wait until you see what happens in the next 10-20!"

Peter Jahrling, Director, Design Engineering is also active in PMI meetings and initiatives.

PMI congratulates Sloan Valve on its 100 year legacy!

PMI Task/Working Groups And Committee Chair Lists

By: Maria Bazan, Association Manager



Maria Bazan

Following the recent PMI Fall Meeting, **Larry Himmelblau** of Chicago Faucet suggested that PMI post a listing of the various PMI Task/Working Groups and the members of

each of these groups in the Members Only section of the PMI website.

Listed here are the active PMI Task/Working Groups and the function/task of the groups.

To see a list of the Task/Working Group members, please visit the Members Only section of the PMI website, www.pmihome.org.

Contact PMI staff if your name is not listed where it should be or if you wish to join one of the Task/Working Groups of PMI.

Accessibility Task Group: To compare California and Texas accessibility requirements to the new ADAAG, highlight differences, and report findings back to the committee;

Electronics Working Group: To operate under the Technical Committee;

Fair Trade Working Group: To evaluate a PMI effort and presence in China; To work on trade issues, especially as related to trade barriers around the world, and to respond to requests for comments by the Department of Commerce;

Finance Committee: To review the policy and set the direction for PMI investments (Restricted);

Fixture Group: To proactively identify, monitor, influence and be the authoritative source for all information on significant issues related to plumbing fixture and appliance products;

Lead Working Group: To coordinate technical, policy, and communication efforts with PMI activities in

Washington on lead legislation on Capitol Hill and regulatory issues at EPA and elsewhere;

Member Services Task Group: To investigate ways to certify codes and standards experts who complete PMI-sponsored forums;

Member Services Task Group: To gather and make a list of job opportunities and internship programs offered throughout the plumbing industry;

Showerhead Flow Rate Task Group: To update the PMI position statement on showerhead safety, investigate impacts of reduced showerhead flow rates, compile data, identify data gaps, and determine if additional testing is necessary;

Supply Fitting Task Group: To review ASME, EPA and other related efforts to reduce faucet and showerhead flow rates and recommend a course of action;

Technical Committee Task Force:

To review and recommend positions on proposed changes to model codes;

PMI Issue Committee Groups:

Fair Trade Issue Committee; Materials Performance Issue Committee; Trade Show Consolidation Issue Committee; Universal Conformity Assessment Issue Committee; Water Conservation Issue Committee;

PMI Product Groups: Supply Fitting; Fixture Product Group; Flushing Devices Product Group; Water Temperature Device Product Group;

PMI Standing Committees:

E-Business Issues and Opportunities Committee; Government Affairs Committee; Member Services Committee; Technical Committee;

PMI Issues on Monitoring Status:

Specialty Finishing Product Group.

Nine Years Running - No Dues Increase!

At the recent PMI Fall Meeting the Board of Directors voted to hold dues flat for the ninth year running, since the emergence of the new PMI in 1998.

2007 dues information will be mailed the first week of January. Part two of the dues simplification effort will be implemented in 2007, representing a rounding of the dues levels to the nearest \$500. Please remember that sales of all plumbing products you manufacture which are covered within PMI's scope, must be included when computing your annual dues level.

We ask that you complete the "Verification of Products" form indicating the products manufactured and/or supplied by your company and that encompass the range of products covered. This information will be updated in our database and used by PMI staff to keep you informed of activities affecting your product lines.

Membership renewal information will be emailed to you the first week of January 2007. Your dues information form, product verification form, and dues payment option sheet (full, half, or first month) are to be received at the dues collection address no later than **Thursday, February 1, 2007**. Late payments will be assessed a penalty. The forms and your payment should be sent to:

Plumbing Manufacturers Institute
36644 Treasury Center
Chicago, IL 60694-6200

If you have any questions regarding the PMI dues collection process, please contact Executive Director **Barbara Higgins** at:

(847)884-9764, or

bhiggins@pmihome.org

Thank you in advance for your continued support of PMI in 2007!

Will Federal EPA Follow California's Lead on Lead?

By: Christian Richter, PMI Lobbyist

With California's recent action on lead legislation, rumors are circulating in some quarters in Washington that the US Environmental Protection Agency (EPA) is poised to get in on the action and lower the boom on lead in a major way. PMI members may be hearing some of it. The essence is that EPA will likely move to insert tougher lead restrictions in its otherwise fairly modest set of proposed changes to the Lead and Copper Rule (LCR).

For some in the industry, federal action might seem entirely irrelevant in the equation of how to go forward in the wake of AB 1953. After all, what could be worse than what's already happened in California? There are a few scenarios, one being that if the California law is indeed successfully challenged, it won't be very helpful for the industry to have the feds following right along behind.

Do the rumors amount to a real story? The truth is that a California connection is now not a factor in the thinking of federal EPA water officials responsible for reviewing drinking water standards for lead in the LCR rulemaking. However, what is factoring into the picture is a brand new EPA scientific report on lead and human health – EPA's Air Quality Criteria for Lead. It wasn't generated by the federal drinking water program but was done for an entirely different office at EPA – the air office. The new report, whose broad conclusions we outlined at PMI's recent Fall Meeting, updates an aging 1986 EPA technical document on lead as a harmful air pollutant. At first blush, the report seems eerily timed, coming on the heels of the latest action out of Sacramento.

Of course there's neither a conspiracy nor a surprise here. There's no conspiracy because the report is a result of circumstances entirely independent of the recent California lead debate. Rather, the encyclopedia-sized document is driven by litigation from the Missouri attorney general and activist groups who last year won a federal court order directing EPA to

update its research and air standard for lead. The Clean Air Act mandates that EPA periodically review and consider revisions to the air rule. EPA had fallen behind on getting it done, so the activists scored an easy victory.

There's also no surprise here, as the study certainly doesn't do the plumbing manufacturing community any favors in its sweeping conclusions about the impact of lead on human health. The report, generated by scientists from EPA's Office of Research and Development, confirms with a proverbial exclamation point that there is no safe level of lead. It also goes further and delivers a broadside on the rock solid argument that modern environmental and health regulations are delivering results on the lead front.

We at PMI, echoing the US Center for Disease Control, have consistently argued that existing regulations are directly responsible for lowering blood lead levels in the US population, especially children, and that blood lead levels continue to decline. The new report's answer is that what was considered "low" for blood lead levels in the 1980s is an order of magnitude higher than the current US average right now, and that "the current mean remains perhaps as much as two orders of magnitude above a 'natural' background level in humans." The report goes on to argue that even using the term "low level" of lead exposure now borders on the unacceptable and argues that the term is "increasingly being recognized as a descriptor that has little biological meaning..."

While the new study clearly isn't

about California, it's part of a larger set of phenomena that PMI members gave voice to in Washington. It's about the fact that

regardless of where the pressure's coming from, the scientific and political debates continue to be reframed and recalibrated in ways that make it a more complex and challenging task to rationally engage opponents and reach a reasonable solution on these issues. This will continue to serve as the backdrop for the debate over brass plumbing products, regardless of what the data tell us about the over-whelming track record on health and safety Americans enjoy relative to their drinking water.

On the issue of whether the new lead study will drive EPA to make big changes in the LCR, the short answer is that at this point, the LCR was already proposed and commented on by PMI, state and local agencies, and the comment period closed in September. So if EPA wanted to make any significant changes, it would have to do it in the context of a brand new rulemaking. Stranger things have happened, we'll see how this will play out. PMI is continuing to cover the landscape in Washington and engage credibly with EPA and Capitol Hill on the issue. We will need to be prepared on all fronts in the coming months.



Christian Richter

PMI Office Holiday Schedule



The PMI office will be closed:

**Thursday and Friday November 23-24, and
Monday, December 25 through Tuesday, January 2, 2007.**

We wish a great holiday season to you and yours!

PMI Announces 2007 Board Of Directors

Executive Committee:

(serving one-year terms starting 1/07)

President:

Ken Martin, Delta Faucet Company

First Vice President:

Rod Ward, Speakman Company

Second Vice President:

Bill Axline, Fluidmaster, Inc.

Treasurer:

Pete DeMarco, American Standard, Inc.

Immediate Past President:

Claude Theisen, T&S Brass and Bronze Works, Inc.

New Directors at Large:

Jack Kreckek, Elkay Manufacturing
(Term 1/07 - 12/09)

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

Returning Directors at Large:

William Ball, WCM Industries, Inc.
(Term 1/06 - 12/08)

Herb Barnhart, Tempress Ltd.
(Term 1/05 - 12/07)

Ray Fisher, Fisher Manufacturing Co.
(Term 1/06 - 12/07)

Walt Strader, Price Pfister
(Term 1/06 - 12/08)

2006 PMI LEADERSHIP

Executive Committee

Claude Theisen, T&S Brass & Bronze Works
President

Ken Martin, Delta Faucet Company
First Vice President

Rod Ward, Speakman Company
Second Vice President

Bill Axline, Fluidmaster, Inc.
Treasurer

John Lauer, Sloan Valve Company
Immediate Past President

Directors at Large:

William Ball, WCM Industries Inc.
(1/06-12/08)

Herb Barnhart, Tempress Ltd.
(1/05-12/07)

Peter DeMarco, American Standard, Inc.
(1/04-12/06)

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/06-12/07)

Walt Strader, Price Pfister
(1/06-12/08)

Tom White, Haws Corporation
(1/04-12/06)

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A Fond Farewell To Frank Evans!

Congratulations to **Frank Evans**, former PMI 2001 President on his retirement from MPC Plastics, Inc. in Cleveland, OH. Frank has been a "fixture" in the plumbing industry (pun intended!) since joining American Standard in 1964. Over the years his career included stints at PMI member companies Gerber, ZinPlas, Chicago Faucet and finally MPC.

Frank and his wife Jerri will move back to the Grand Rapids, MI area to the home they built on a golf course there. The Evans' three children and eight

grandchildren are all in the vicinity. Jerri expects to continue to pursue her love of quilting where, with her talent, she has made quite a name for herself. Frank has shifted from fiddling to



Jerri and Frank Evans at the PMI 2004 Spring Meeting

picking, moving from playing bluegrass music on the fiddle now to the five-string banjo.

Frank threatens (we mean of course, *promises*) to keep in touch and will continue to do some consulting work for MPC.

Best wishes Frank from all of your friends at PMI for a long and happy retirement!

You'll be missed!

On The Road With Barb Higgins

Continued from p. 5

the **Window and Door Manufacturers Association (WDMA)** conference in Sommerlin, NV. There she met new WDMA President, **Joel Hoiland**, and participated in sessions focused on Green Building initiatives. On the "other side" of the meeting planning role, Barb picked up some new ideas for PMI meetings and met a number of talented guest speakers

there. She also used the opportunity to conduct a site visit, looking for possible future PMI meeting venues.

Now it's back to PMI headquarters to catch up on business before the travel schedule heats up again in mid-November with the Green Building Conference in Denver, CO.

On the road again...