



NEWS

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The Newsletter for PMI Members — by PMI Members

November/December 2008

Information Overload? What's YOUR PMI-Q!

By: Rodman Ward, President of the Plumbing Manufacturers Institute and President of Speakman Company

Over the years, we have extolled the value of PMI on a number of levels. Your industry association is an important educational resource. This message came through loud and clear to the PMI Board of Directors in the results of the annual PMI member satisfaction survey conducted most recently this past September and reviewed at our October Board meeting. Top among the most valued member benefits is information. Whether in the form of technical workshops, semi-annual meetings, the website or this newsletter, the information that PMI provides its members is rated as most important.

The recent PMI Fall Meeting once again showcased the vast variety of topics covered by PMI. Our small but mighty PMI staff works to keep our members advised on a myriad of current issues and coming trends. In an era of information overload, having an ally like PMI is critical if our companies hope to sift through the clutter and stay on top of, or better yet, ahead of industry changes.

Over the years, PMI has expanded beyond simply being a networking venue for information exchange, to becoming a proactive educator of the membership. One way we keep members informed is through our semi-annual meetings and the impressive cast of speakers featured there, combined with comprehensive reports delivered by the various committees and staff. Separately, focused workshops offer in-depth information on specific topics. Past workshops have covered marketing,

information technology (IT) and supply chain management issues, as well as the very successful and popular Codes and Standards workshop, this year enhanced with a special section on "sustainability". Surveys indicate continued interest in having more of these workshops. Moving forward, we will consider developing a workshop on the nuances and effectiveness of federal and state lobbying. Between these in-person sessions and email reports, the "Members Only" portion of the website keeps members up-to-speed on industry news.

As you learned at the Fall Meeting, PMI is currently investigating new and exciting ways to deliver knowledge to a broader PMI audience. We recognize the need to make the training and information readily available to individuals who may not be able to travel to our meetings. We are all bracing for the character-building economic challenges of 2009. Will travel cutbacks impact attendance at PMI meetings and workshops? If so, we want to be prepared with alternative ways to convey important industry information.

In addition, we recognize that individuals are changing the way they choose to get their information. Our experiment to deliver PMI Fall Meeting materials on a flash drive, reducing by half the size of the traditional three-ring meeting material binder, was a rousing success with 100% approval of the change! Further, there is overwhelming support to eliminate the binders completely in the future. Consider it done! This move,

the result of suggestions from PMI members, represents a great savings to the organization in terms

of production and shipping costs, not to mention the "green" aspect. Also, we will be able to provide more up-to-date and last minute information to meeting attendees, since staff will not have to cut off information gathering to meet a printing deadline. AND the drives are less cumbersome for you to carry to meetings. A win/win!

As I leave my term as 2008 PMI president, I look back on a year of continuous improvement and progress for the organization. PMI is dedicated to offering its members valuable and tangible benefits. PMI tunes into your needs and does what it takes to remain an important part of your company's strategy and business plan. It has been a rewarding year at the helm!



Rodman Ward

Holiday Calendar

The PMI offices will be closed for the holidays on:
November 27 and 28
December 24-January 2

Happy Holidays from
the staff of PMI!

Enjoying Success by Association - The PMI Way!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Don't run with scissors. Stop crossing your eyes or they will stick like that. Be careful who you pal around with because you will be judged by the company you keep. The

greatest of these admonitions is

the latter. If your mother's advice was anything like my mother's advice, you were warned that we are judged by the company we keep because birds of a feather flock together. That is known as guilt by association.

The good news for industry groups like the Plumbing Manufacturers Institute (PMI) is that there is success by association, too! Time and again we have shown that there is strength in numbers by groups like ours, who band together to achieve a common goal. In fact, in my role as the 2008 chair of the Council of Manufacturing Associations (CMA) of the National Association of Manufacturers (NAM), I have suggested "Success By Association" as the theme for our upcoming December meeting. More than 230 industry associations comprise the Council, and represent countless success stories of how various industry associations have worked with their members to achieve their goals.

One of the most exciting benefits of being the chair of the Council, is serving a three-year term on the Board of Directors of the National Association of Manufacturers. Quite an honor and privilege for me! The meeting this past October (just two days before the PMI Meeting in Washington D.C.) was a classic example of the effectiveness of associations. Poetry in motion!

Among the distinguished guest speakers at the NAM Board meeting on October 3, 2008 was **U.S. Treasury Secretary Henry Paulsen**. Amazingly, the Secretary made a presenta-

tion at the NAM Board meeting only hours before the critical vote on the "Rescue Plan". Regardless of your politics or your views on this controversial package, the fact that he would make an appearance at the NAM conference at such a critical time was both remarkable and a testament to the respect NAM commands. The Secretary appeared very nervous as he spoke about the urgency in getting the votes needed to pass this bill. He candidly admitted that he simply did not know what would happen to the U.S. economy if the bill failed. As he concluded his comments, he noted that he'd "better get back to the office," eliciting chuckles from attendees. He left via a side door surrounded by a cadre of Secret Service agents, speaking into their sleeves.

Impressive as this presentation was, what happened next was even more incredible. Next up were the NAM Government Affairs staff, lead by **Jay Timmons**, executive vice president and **Aric Newhouse**, senior vice president, who many of you heard speak at the PMI Fall Meeting. They encouraged those in attendance from jurisdictions where the vote was undecided, to go to the Hill to lobby their legislators to support the initiative. And that's what they did! In a matter of only two hours, collectively the group turned 20 votes from negative or undecided to positive. THAT is the power of an industry association!

As I wrap up my 10th year at PMI, I am continually reminded that this stuff really does work! Through its presence and accomplishments, the power of PMI sells the value of the organization, as it promotes the industry and its ideals. PMI staff's job is to look for new opportunities to demonstrate the effectiveness and importance of what we do, to get the word out and ensure that the industry receives its well-deserved credit.

As PMI staff will attest, I am a stickler for perfection. We proofread and confirm details and proofread

again. Our work reflects not only on us, but on PMI members as well. With a strict corporate background, I have been raised to know that the details and deadlines DO matter. One result of our meticulous attention to detail is that people are often quite surprised to learn the small size of our staff in view of all that we do.

But there is a trade off. Recalling the theme of the recent PMI Fall Meeting, there must be a "healthy balance" between perfection and productivity. Projects must be kept moving along in order to tackle everything on the list. This lesson was burned into my brain long ago in grade school, back in the day of the latch hook rug. Remember those? My jaunty little hat-wearing turtle on a grassy background was absolutely perfect. Every stitch was exactly the same height as the one next to it. I would drive the hook through the burlap and fiddle with the yarn, adjusting it first from the top and then the bottom, until it was perfect. Only then, was it on to the next stitch. Predictably, when the assignment deadline came, I was only half-finished with the project. My teacher noted that instead of the "A+" that the completed project would have earned, this half-done masterpiece would receive only a "C". Life lesson learned!

The notions of quality and attention to detail, work. This has been the hallmark of PMI since its renaissance in 1998. As we move into the next decade of our evolution, we will strive to reach new heights and achieve even greater accomplishments for the industry and the constituents we serve: members, consumers, allied groups, the environment and the industry.

It's time to get off my soapbox now to wish you all the happiest of holidays and a bright new year!

Congratulations to PMI Massachusetts Lobbyist Matt Fisher and Andrea Serlin, who are the proud parents of a baby boy, Langan Fisher.

Anti-microbial Products: Watch Your Language! (Part 2 of 2)

By: Shawn Martin, Technical Director

The first of this two-part series on anti-microbial pesticides examined the range of these products and provided an introduction to the regulatory framework in the U.S. The second part of the article will go into more depth on that framework, and detail exemptions to the requirements of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA).

To reiterate, no company may make public health pesticidal claims for any product unless it uses a registered anti-microbial agent and is, itself registered. The standard for approval and registration used by the Environmental Protection Agency (EPA) is that the anti-microbial pesticide and the treated article must not produce "unreasonable adverse effects on man or the environment".

Once registered, products containing anti-microbial pesticides must meet strict and extensive labeling requirements. The label must display several key pieces of information including:

- Name, brand, or trademark of the product;
- Name and address of the producer;
- Net contents;
- EPA product and establishment registration numbers;
- Statement of ingredients and concentrations;
- Warning statements as determined by toxicity categories;
- Directions for use;
- Use classifications¹.

All producers of anti-microbial products requiring registration, whether manufacturers, packagers, repackagers, or importers, must also register their production facility. This registration must be conducted at the outset of production, and also requires annual reporting to EPA. The resulting registration number is known as the Establishment Number, which must also be provided on the label of the associated registered product.

Unfortunately, compliance with the federal requirements for pesticides is

not sufficient in the U.S. Most individual states have separate registration requirements for products sold or even transported within the state. Links to each of the pesticide regulatory agencies in each state can be found on the National Pesticide Information Center website at <http://npic.orst.edu/state1.htm>.

Not only that, products containing anti-microbials intended for import or export have special provisions under FIFRA Section 17. Registration of treated articles is not required if the product is intended solely for export, provided that it is labeled "Not Registered for Use in the United States". Several other requirements must be met. Treated articles to be imported must meet all requirements of FIFRA and EPA must also be notified prior to the arrival of the products through the filing of a Notice of Arrival Form.

There is, however, an important exception to the requirements of FIFRA, known as the "Treated Articles Exemption". When an anti-microbial pesticide is incorporated into a product for the sole purpose of protecting the article or substance itself AND the pesticide is registered by the EPA for that use, it is not subjected to the requirements of FIFRA. A common example is pesticides incorporated into wood for protection against fungus. Care must be taken to ensure that these provisions are met for the exemption, however. For example, Wm. Zinsser & Co. settled with the EPA for \$46,000 in 2001 regarding claims it made regarding "mildew-proof" paint. The EPA determined that the claim implied the protection of the wood or walls to which it was applied, and not the paint film itself. Since the paint film was considered the treated article, the claim was deemed not subject to the Treated Articles Exemption.

The exemption also applies to claims of odor and mildew-resistant properties since it can contribute to the maintenance, and useful life of the

treated article. An excellent compilation of information on appropriate and inappropriate claims under the Treated Articles Exemption can be found in EPA Pesticide Registration Notice 2000-1.



Shawn Martin

In this ever-evolving field, the regulatory agencies are struggling to keep up with the rapid pace of development of new anti-microbial agents and products. Two areas currently under study are E-Commerce and the sale of anti-microbial products over the internet. EPA has stated that they believe such items to also be subject to FIFRA requirements and are studying the best way to communicate vital information to buyers and consumers in that venue. Nanotechnology is also beginning to intersect with anti-microbials. The EPA is also studying the appropriate application of FIFRA to nanomaterials with anti-microbial properties, such as nanosilver and nanocopper (which was recently registered by the Copper Development Association). New regulations and rules are expected in both areas in the coming years.

Overall, if you choose to make use of anti-microbial products, it is crucial that you exercise care in selecting them, and in the claims you make regarding the product's performance. If you choose to make public health claims, be sure to work with the material provider, a testing laboratory (if applicable), and the EPA to ensure that you comply with the terms of FIFRA and all applicable state regulations. Additional information is available from the National Pesticide Information Center, www.npic.orst.edu or 1-800-858-7378, and on the EPA's website at www.epa.gov.

1. "Zinsser settles with EPA over "mildew-proof"". Painting & Wallcovering Contractor. Jan/Feb 2001. FindArticles.com. 14 Aug. 2008.

Meet PMI Board Member, Stewart Yang of Kohler Company

by: Amy Berg-Ferguson, Association Manager



Stewart Yang

Find good people and empower them through trust. Establish clear goals. Decide how you are getting from point A to point B. Stay connected but don't over manage. Recognize achievement.

These are the management philosophies of **Stewart Yang**, vice president of engineering for **Kohler Company** and a PMI Board member since January 2008. Stewart has been personally involved with the Plumbing Manufacturers Institute for over three years.

When asked why Kohler Company joined PMI, Stewart had an interesting answer, "One of Kohler's goals is to always be a positive citizen of the plumbing community. Membership with PMI helps us mutually achieve this goal. It also provides opportunities to be more active in the plumbing industry through technical committees, regulatory bodies, lobbying efforts, education and industry research."

Stewart says Kohler Company has a vision for PMI to become a positive and authoritative voice for the plumbing industry recognized by an audience both inside, and especially, outside the plumbing world. In addition, he says that PMI is an organization that can bring focus, clarity and resolution to often complex issues facing our industry. Through the member community, PMI is a collective body of experts for information, decisions and industry positions on ever changing key issues.

Before joining the Kohler organization three years ago, he spent over 20 years in the automotive industry with heavy hitters Delphi and General Motors. Stewart spent four years in Germany and two years in China on expatriate assignments and held

positions primarily in engineering, but also in business line management, sales, quality and manufacturing. During these years he traveled extensively through Europe and Asia for both business and vacation. He says he thoroughly enjoyed living and working abroad with his family, but do not ask him to name a favorite vacation spot. "There are too many to list," he says. "I enjoy a variety so no one vacation destination stands that far above another."



Courtney and Sydney Yang

Stewart is married to **Marlene Yang**. They celebrated their 20th wedding anniversary last December. He is the father of **Sydney**, 13 and **Courtney**, 6. "They are two fabulous daughters in the eyes of their humble father," he says.

Stewart was born in New York City and describes himself as a Giants fan, but he has also become a Green Bay Packer fan. "It is hard to live in Wisconsin and not be swept up by the incredible fan support for the green and gold. I have been a lot of places, and I must say the Packer fans are by far the most diehard," Stewart said. When not watching football, he enjoys outdoor sports such as skiing, cycling, sailing and tennis. He laughs when he says, "On occasion, I also pretend to play golf. But the best way to relax is spending time with my family."

When asked who the most influential person in his life has been, he answers without hesitation, "My father. As a young man he lost

everything, his family, his wealth, his way of life and had to start all over in a foreign country on his own. So when I'm having a tough day, it is never so bad in comparison."

Stewart's personal credo is that a positive attitude is a choice, it also makes life a lot more fun. His only pet peeve is people who complain, but don't do anything to help the situation get any better. What is his secret to success? "Keep a level head no matter how good or bad things are going. Don't confuse activity with progress. Be sure to laugh along the way, especially at yourself," he advises.

Stewart has brought these philosophies to his position on the PMI Board. "It is well known that water is becoming a more vital and controversial resource. With that will be more restrictions, legislation and regulations. It is critically important to our industry and the public to maintain a coherent and sound approach to water management," he says.

Involvement in PMI has brought Stewart fulfillment on a personal level saying, "I am involved first, for education. I personally learn a great deal about the industry and pertinent issues



The Yang Family - Stewart, Courtney, Marlene and Sydney

through my involvement with PMI. Secondly, I enjoy networking with others in the industry. PMI is a great opportunity to meet with peers from other companies and other parts of the industry on a regular basis."

We appreciate all you have done for PMI and everything you will do in the future. Thanks Stewart!!

PMI Welcomes Our First-Time Fall Meeting Attendees



**Tom Liebhardt,
Moen, Incorporated**



**David Bacon,
LSP Products Group**



**Charles Hettrick,
Delta Faucet Company**



**Robert Gottermeier,
Viega North America**



**Larry Gildea,
Lavelle Industries**



**Paul Patton and Frank Foster,
Delta Faucet Company**



**William McCarthy and David Marbry,
Fluidmaster, Inc.**



**Dennis Broderick and David MacNair,
InSinkErator**



Jorg Rudolph, NEOPERL, Inc.



**John Bertrand,
Moen Incorporated**



**Gary Morgan,
Viega North America**



Chad Jones, Danco, Inc.



Phil Szuba, Price Pfister

PMI Fall Meeting: October 5-8, 2008



Jeff Baldwin, T & S Brass and Bronze Works; Stephanie Leonardos, Amerikam; Kem Theisen and Claude Theisen, T & S Brass and Bronze Works



PMI Association Manager, Amy Berg-Ferguson, Keynote Speaker, Tucker Carlson and PMI Membership Manager, Debra Nelson



PMI Executive Director, Barbara Higgins and luncheon Keynote Speaker, Dr. Jack Bacon



PMI Technical Director, Shawn Martin; John Bertrand, Moen Incorporated; Rod Ward, Speakman Company and Lee Mercer, Moen Incorporated



Nora DePalma, Building Profits and speaker, Tom Kraeutler, co-host of "The Money Pit"



Rod Jones, Canadian Standards Association



American Standard's C.J. Lagan



Kathy DeKeyser, Fluidmaster and Fernando Fernandez, TOTO



Rear Admiral William Sutton, Assistant Secretary, U.S. Department of Commerce and Gary Cole, T & S Brass and Bronze Works



Gary Morgan of Viega North America accepts his company's membership plaque from PMI President, Rod Ward of Speakman Company.



Lars Christensen, Hansgrohe



PMI Technical Director, Shawn Martin; Greg West and Jay Peters, both of ICC and PMI Executive Director, Barbara Higgins

Promoting a Healthy Balance!



Aric Newhouse, National Manufacturers Association and Brian Castelli, Alliance to Save Energy provide political insight



Kent Larson, MIT



Steve Tokarz, BrassCraft Mfg. Co.; Matt Fisher, PMI Massachusetts Lobbyist; Mark Bidinger, Elkay Manufacturing Company; Christian Richter, PMI Federal Lobbyist and Jerry Desmond, Jr., PMI California Lobbyist



Member Services Meeting speaker Reggie Henry, ASAE/The Center for Association Leadership



Shabbir Rawalpindiwalla, Kohler Co. and C.J. Lagan, American Standard



Economists David Huether of the National Association of Manufacturers and Jim Haughey of Reed Business Information



John Wright and Ken Martin, Delta Faucet Company



Keynote speaker, MSNBC's Tucker Carlson and Rod Ward, Speakman Company



Bill Ball, WCM



Walt Strader, Price Pfister and Thomas Kempf of KWC



Mike Miller, Alsons Corporation; Steve Tokarz, BrassCraft Mfg. Co. and Tim Kilbane, Symmons



Health Analyst and Humorist, Dr. Art Hister and PMI Executive Director, Barbara Higgins



Rick Reles, Kohler Co.; Marie-Helene Permin, NEOPERL, Inc.; Nora DePalma, Building Profits and John O'Reilly, LNC Communications

PMI Member Companies in the News

Compiled by: Diane Turuc, Administrative Assistant

American Standard's 2008 Bathroom Habits survey revealed that Americans are doing more in their bathrooms than "the usual". It seems we are catching up on reading our mail, talking on the phone and listening to music, probably due to the fact that our time is so limited we multitask every chance that we get.

Caroma is partnering with GreenPlumbers in promoting water conservation and water saving technologies.

Viega has launched its new comprehensive website www.viega.com. Visitors can gain access to product information, downloads, open positions, training schedules and much more.

Moen Incorporated's Freehand Sensor-Operated Flush Valves and **T&S Brass' Conservation Savings Calculator** were both featured items in the Green Products section of the magazine.

Bradley's Aerix Hand Dryer, **BrassCraft's** Push-Connect High-Performance Push-On Stop, **Elkay's** Mystic Undermount Sink, **Fisher's** half inch faucet and **Hansgrohe's** Axor Montreux Widespread Faucet were all highlighted in the Products section of the magazine.

(**Contractor**, October 2008)

Furthering its commitment to the Green Movement, **BrassCraft** is now using recycled materials in its packaging and has reduced its fuel consumption and carbon emissions in its manufacturing processes.

The Chicago Faucet Company has launched its ECAST line in response to California AB 1953.

The Products section has featured **Bradley Corporations** NRS recirculation station, The Navigator® and **Sloan Valve Company's** solar-powered Flushometer.

(**Plumbing & Mechanical**, October 2008)

Kris Alderson, senior marketing manager for Bradley Corp. wrote the article, "Green Plumbing Opportunities For Healthcare Facilities" which discusses water-reduction programs that can be developed and used by hospitals and other healthcare facilities.

Peter Jahrling, director of engineering for Sloan Valve Co. tackled the "green plumbing" issue in healthcare as well, in his article, "Green Plumbing In Healthcare: Merging Efficiency and Hygiene." He discusses reducing germ and bacteria transmission with the use of touchless water closets and urinal flushometers.

The ASPE Show Enhancers featured **BrassCraft's** PushConnect water stop, **Chicago Faucets' line** of water conserving faucets, **Elkay's** hand-free WaterSentry@Cooler with Visual Filter Monitor and **T & S Brass' AB1953-compliant** line of plumbing products.

(**PM Engineer**, October 2008)

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

(**PM Engineer Enewsletter**, October 2008)

All of **American Standard's** bathroom faucets now meet the WaterSense maximum flow requirements for high performance and water efficiency.

Reorganization is taking place at BrassCraft in its marketing and product development teams. **Mahesh Cheerla** has become director of business development, water products; **Tod Mapes** has been appointed as director, packaging engineering; **Patty Stinson** is now the director of business development, gas products and **Steve Tokarz** is director of new product development.

Kohler Company has launched its new website designed to provide trade groups, i.e. plumbers, contractors and designers with research information

regarding kitchen and bath products, services and industry news. Projects and information may be organized and stored for future reference on the password-protected site.

Based on their survey of 150 suppliers, David Weekley Homes, the largest privately owned homebuilder in America, has awarded **Moen Incorporated** with an "A" rating in service for the fourth consecutive year.

Daniel Lewis has been appointed to the position of director of global sourcing at Sloan Valve Company.

Several of our members were asked to make comments that were quoted in the article, "Pot Sink Boogie, Codes Keep Commercial Kitchens Up to Par". **Richard Fayhe**, marketing product manager and **Jeff Baldwin**, engineering manager for T&S Brass, and **Ray Fisher**, president of Fisher Manufacturing offered their views on keeping faucet flow low while still cleaning dishes at a fast enough rate in commercial kitchens.

Viega's new 439,000-square-foot manufacturing and logistics facility received delivery of new air conditioners and exhaust units via helicopter.

The following member products were highlighted in the Fall Product Launch: **Chicago Faucets' ECAST™** line of faucets and fixtures, **Caroma's** line of high efficiency urinals and **Delta Faucets' DIAMOND™ Seal Technology**.

Chicago Faucets' new "Green" brochure featuring water-saving components and fixtures and **T&S Brass' EasyInstall Concealed Widespread** faucets were shown in the New Products section of the magazine.

(**Reeves Journal**, October 2008)

Chicago Faucets' new products catalog is now available, featuring their entire line of commercial products.

(continued on next page)

PMI Member Companies in the News

(continued from previous page)

Fluidmaster participated in the ISH-North America Trade Show in Atlanta in October. Their ProSeries Connectors were highlighted in this month's publication.

(**Southern PHC**, October 2008)

Elkay Manufacturing Company has developed their new Commercial and Residential Wholesale business units. Among many people who will be supporting this endeavor are **Jack Krecek, Gary Israelson, Rod Magnuson, Darold Vredberg, Kevin Keane, Franco Sevoni, Tom Samanic, Wally Moran, Mark Hird, Martin Zummersch, Angela Sheehan, Jens Bolleyer, Mike Douglass, Pete Wozniczka and Laura Gicela.**

Greg Shaw has been named global vice president of human resources at Sloan Valve Co.

Some very familiar names can be seen in the article, "Lead-Free Water Delivery" as PMI and many of our member companies were interviewed and quoted. PMI Executive Director, **Barbara Higgins** joined company with **Rick Roetken** of Delta Faucet Co., **Russ Wheeler** and **Lars Christensen** of Hansgrohe, **John Fitzgerald** of Chicago Faucets, **Dave Meisner** of American Standard, **John Watson** of Sloan Valve Co., **Eva-Marie Fox** of T&S Brass and Bronze Works, **Jeff Reilly** of Symmons and **Brian Baratka** of Kohler.

(**Supply House Times**,
October 2008)

Duravit has appointed three new regional sales managers; **Todd Bruner** is the new East Central regional sales manager, **Ron Retaleato** is the New England regional sales manager and **Louie Steed** joins them as the Southwest regional sales manager.

(**The Wholesaler**, October 2008)

American Standard's Compliance Engineering Manager, **C.J. Lagan** has written an informative document entitled, "High Efficiency Toilets (HET's): Why Flushing with Confidence is Here to Stay". This downloadable piece gives an overview of HET's and what they mean to the future of water efficiency.

(**The Wholesaler E-newsletter**,
October 2008)

All of the faucets, tub fillers, shower trims and lav and bidet faucets in **Hansgrohe's** Axor Bath Collection will now be produced with lever handles.

(**Hansgrohe Press Release**,
September 22, 2008)

American Standard has made two new online tools available that promote water conservation. The Water Savings Calculator estimates water savings with the conversion to more efficient fixtures and The Rebate Locator offers a list of water conservation rebates available to consumers.

Viega donated manifolds and PEX tubing for plumbing and radiant floor heating applications to help rebuild the town of Greensburg, Kansas, which was destroyed by a killer tornado in May of 2007.

Viega hosted the Viega Fall Hydronics Seminar with John Siegenthaler on October 14-15 which was designed to offer networking opportunities and training.

Green Products highlighted **Delta's** water efficient Lahara Bath Collection, **Hansgrohe's** Axor water-saving electronic faucets and **Sloan Valve Co.'s** new HET systems.

The Product section highlighted **Elkay's** Echo kitchen sink and **Fisher Manufacturing's** lead-free compliant stainless steel faucets.

(**Contractor**, September 2008)

Nate Kogler, product manager for Emergency Fixtures at Bradley Corporation, authored the article, "Keeping the Water Flowing, Strategies for meeting the ANSI full-flush requirement," which discusses the choosing and installation of emergency drench showers and eyewashes.

Chicago Faucets' 2008 commercial catalog available on CD, **Haws Corp.'s** brochure on its new Engineered Solutions Division and **Viega's** Digital Setpoint Control II were all featured in the Product News section of the magazine.

Sloan Valve Company is partnering with Watersaver Technologies to promote graywater reuse and water efficiency solutions to the residential and commercial marketplace.

(**Plumbing Engineer**,
September 2008)

Elkay Manufacturing Company is partnering with the Cystic Fibrosis Foundation by enabling employees to donate a portion of their earnings to the organization.

Museums house more than dusty relics and antiques. **Duravit** is providing bathroom fixtures for The Museum of Modern Art's Cellophane House, an exhibit exploring the significance of factory-produced architecture. The exhibit will use sink basins from the Vero collection and toilets and accessories designed by Philippe Starck.

(**The Wholesaler**, September 2008)

Sloan Valve Company's ECOS automatic dual-flush flushometer was highlighted in the Plumbing Products section of the magazine.

(**Building Design+Construction**,
August 2008)

Green Meetings: How *Not* to Leave a Lasting Impression

By: Debra Nelson, Membership Manager



Debra Nelson

In this day and age you can't go a day without hearing about being "Green". From a business perspective it can be a daunting task to incorporate this ideal into your

business plan. However, there are many ways that organizations such as PMI can help us each remove a few carbon footprints from our lives. By hosting Green friendly meetings, organizers can significantly reduce the negative impact on the environment. At the request of the PMI Board of Directors, staff is looking into Green hotels for future PMI meetings.

Using Green hotels and smart venue locations are two of the biggest avenues available to reduce the waste. By using websites such as www.green-hotels.com or www.environmentallyfriendlyhotels.com we have, at our

fingertips, a register of hotels that are very aware of the impact business travel and events can have on our environment. They each have taken measures to reduce the impact on our planet. When selecting a Green venue, two important things to consider are whether the city has a "walkable" downtown and whether the airport nearest the hotel is accessible by mass transit. Many hotels are already taking Green friendly initiatives, such as having guests reuse their towels and bed linens, using low flow showerheads and toilets, incorporating programable thermostats and using environmentally friendly cleaning products.

"Greening" your upcoming meeting can also be accomplished by simply taking measures during the meal planning. Just by asking that the venue use cloth napkins as opposed to paper napkins or china as opposed to disposable dishware, we can significantly reduce the amount of waste. For example, if a five-day event serves 2200 people breaks, breakfasts, lunches and recep-

tions using china instead of plastic disposables, it prevents 1,890 pounds of plastic from going into a landfill. That is nearly one ton! And, don't serve bottled water.

During and after meetings, there are plenty of additional steps that can be taken successfully to reduce your carbon footprint. Simply having recycling bins available is a move in the right direction. By having attendees return reusable name tag holders, companies are not only reducing waste but also saving money. As PMI meeting attendees know, PMI has been doing this for years! And, PMI recently took steps to further reduce waste by having the Fall Meeting materials on flash drives as opposed to printing out large, bulky, hard to carry notebooks.

Everyone can take steps toward reducing their carbon legacy on the environment. By simply making changes to how meetings are orchestrated, we are able to reduce the environmental effects that our companies have on the planet.

PMI Meets the Media at Environmental Journalists Conference

By: Nora DePalma, Building Profits, Inc.

Technical Director **Shawn Martin** and **Nora DePalma** of PMI's public relations team, attended the annual conference of The Society of Environmental Journalists (SEJ) in October to raise visibility for SafePlumbing.org as a source to learn the facts about water efficiency and clean drinking water.

Identified as a key influencer for PMI's 2008 awareness campaign, the organization of 1,200 journalists attracted more than 500 of their members to Roanoke, VA for their 19th conference, hosted by Virginia Tech. PMI purchased a full-page ad about SafePlumbing.org in the conference program.

Prestigious members included science and environmental writers at top U.S. newspapers and news networks. The roster of speakers inclu-

ded the governors of West Virginia and Virginia, along with **Philippe and Alexandra Cousteau**. The keynote speaker was **Dr. Rajenda Pachauri**, chairman of the Inter-governmental Panel on Climate Change, the organization that shared the Nobel Peace Prize with **Al Gore**.

Curiously, no sessions addressed the building industry or issues related to drinking water, although PMI Technical Director, Shawn Martin attended a session related to lead and consumer goods. When asked about the omission, an SEJ member said that this year's proximity to Appalachia steered content more towards coal and energy issues.

SEJ is an organization for journalists, by journalists. Conference sessions were more like press conferences, with opening statements by

the experts followed by questions that could often be quite direct. Non-journalists could not ask any questions until the blue-badged media attendees were done. Committee membership, including 2009 conference planning, is not open to non-journalists.

The evenings were looser, however, with opportunities to build relationships with key journalists during table top exhibits and hospitality suites. Exhibitors were primarily universities and non-government organizations spanning every side of every environmental cause imaginable, from those promoting unfettered use of bottled water to PETA.

Shawn and Nora connected with journalists on the "green" beat at the *Philadelphia Inquirer*, the *Seattle Post Intelligencer* and a *Boston Globe* reporter attending Greenbuild.

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If Y'all Ain't at the Table, We'll Find Y'all on the Menu!

By: Dan Hinkle, PMI's Texas Lobbyist

Did you miss me at the Washington meeting? I missed seeing y'all. In these economic times, Barbara Higgins and I agreed that it especially did not make sense for PMI to pay for me to travel to the meeting and pay for a hotel room so I could tell you in person, "We are doing well in Texas". We always try to be good stewards of your resources...both time and money. We hope that you see that in all of the work that we do for you. Nonetheless, I did miss seeing and vising with y'all.

As I write, Texas is in the closing days of the General Election. By the time you read this, the voters will have spoken. We will know "who won". I hope that you voted. Rather than play "this is what is going to happen", let me pass on to you how I, as a lobbyist in Texas, approach an election and especially one that is as crazy as this one has been.

Many times people ask me: "Are you a Democrat or a Republican?" I tell them I am a 76-21 guy. They generally look as puzzled as you are right now. Then they ask, "What is a 76-21 guy?" So, I explain. For me to pass or defeat a bill in the Texas House, I need 76 votes. In the Texas Senate, you need 21 to get the bill put on the floor. Being able to do that is what I am concerned about. Being able to put together 76 members of the House or 21 members of the Senate is what I need. A member's party affiliation means almost nothing to me. In this business, you learn pretty quickly that party affiliation is the last indicator that you should use in determining how a member will vote. If that is what you are using to determine votes, even in the U.S. Congress where they are way too partisan, then get ready for lots of surprises.

Then they ask, "Well if you don't care about the party, what do you look for in a candidate?" The answer is the same thing most voters look for. Integrity. Character. Then I look for some understanding of business and whether they care about jobs. If they

don't have integrity and character, they are generally not good for the process. They generally will not keep their word. Keeping your word, like "I am a 'No' vote or a 'Yes' vote," is the currency of what we do. Having an understanding of business is more than just, "How do I make money?" I like people that have been in business or have owned their own businesses. They know what a budget is. They know what it takes to meet a payroll. They know how to make a decision. They know how to analyze issues and they know that government actions or inactions can impact business. Those are all good traits for a legislator to have. Finally, I try to find out about their interest in creating or keeping jobs. Jobs are what keep us all going. Creating or keeping jobs needs to be a factor in almost every public policy decision. It is not the only factor in making a public policy decision. but legislators that ask about what impact this decision has on jobs are the kind of folks that we should want to elect.

The last thing I look at is the district they represent. Contrary to popular belief, legislators generally try to represent their district. Contrary to popular belief, the state legislatures and Congress are representative bodies. Most legislators look and act like their district. If they get too far away from what their district looks like, they will not be there for long. Further, it is a much better indicator of what and who they are than party affiliation. Let me give you an example. A suburban legislator is going to be a lot more interested in

roads and education. Why? Well, the folks in his district moved there for good schools, most of them are willing to pay for good schools and everyday they



Dan Hinkle

have to drive to where their job is. Sure they work for other issues, but one that doesn't pay attention to these issues and can talk about them in a campaign will not be there for long. Are they looking to attract manufacturing or smoke stack jobs to their district? Probably not. As a result, rarely will you see a suburban legislator leading an effort to create or protect manufacturing. In contrast, an inner city legislator that is trying to hold onto every job they can or a rural legislator that works everyday to bring jobs to the rural area may well be the "go to" guy on a manufacturing issue. Party on this issue does not matter. The needs of their district have a much greater influence on what their interests are.

Hopefully, I have made the case that if you vote purely on party lines or you expect certain actions based purely upon party affiliation then you are going to be sorely disappointed. Not all Democrats are "tax and spenders" and not all Republicans are "fiscal conservatives". As I have said before, the key to successfully influencing legislation is being at the table. If you are not at the table, you will likely wind up on the menu!

Do You Have Ideas for the PMI Website?

The PMI website will undergo a facelift in 2009 and we would like to hear your ideas!!

Do you have suggestions for:

New links?

Navigation?

New features?

We want to hear what you have to say!!

Please submit your suggestions to Amy Berg-Ferguson

PMI Meets the Media...

(continued from page 10)

Valuable exhibitor contacts included American Rivers, just days before they released water efficiency recommendations in three Southeast state capitals that closely mirrors PMI's water efficiency objectives.

Two other pieces of valuable intelligence gleaned:

1.) SEJ members are very hip to social media. Members blogged from the conference and SEJ set up wiki pages and Flickr photo sites for mem-

bers to report on what they learned. 2.) SEJ is considering "Water" as one of the possible themes for the 2009 conference, which will be held October 7-11. While SEJ will not release planning committee member names, PMI did make contact with the committee chair who issued a personal invitation to submit session ideas and speakers.

Nora DePalma, a PMI consultant, can be reached at 770-772-4726 or www.building-profits.com.

Letters From Our Members

Hello Barbara,
Great fall meeting! I so enjoyed getting to know quite a few of the members, support consultants and special guests over the past few days. The speaker line up met and exceeded my expectations! Just a great group of people who made me feel most welcome! Thank you, and all the PMI staff very sincerely!

Best regards,

Gary Morgan, R&D Manager
Viega North America

Shawn,
I cannot thank you enough for your recent workshop at Symmons. It was thrilling to have you here. The wealth of information that you imparted to us was invaluable. And once again, you made the material interesting and accessible. Look forward to being in touch in the future.

Best wishes,
Sunrise Hart, Product Manager
Symmons

Where in the World is Barbara Higgens?

PMI Executive Director **Barbara Higgens** updated members of the Bathroom Manufacturers Association on U.S. plumbing industry issues at their annual conference held in the heart of the English countryside in Warwickshire, England on October 14. The next day she joined 200 delegates and 22 exhibitors from across the bathroom industry for an

industry-wide conference which included representatives from government, the environmental community and industry. The theme for this year's event - "Sustainable Solutions – Awareness, Engagement, Action" - sparked lively debate during the session.

For more information visit:
www.bathroom-association.com.



2008 BMA President, Alan Brown, Santitec (far right); BMA Chief Executive, Yvonne Orgill; PMI Executive Director, Barbara Higgens; BMA 2009 President, Steve Lee, Bristan Group (Masco)



BMA Technical Director, Mike Rymil and PMI Executive Director, Barbara Higgens

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