



NEWS

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The Newsletter for PMI Members — by PMI Members

November/December 2010

Wrapping Up a Busy and Productive PMI Year!

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



Lee Mercer

When we started off this year, my primary goal was to try to expand PMI's reach through our voice, credibility, influence and member participation. Overall we have made great progress but there is still work to be done. We are seeing trends where outsiders now turn to PMI as the industry voice. Our influence is apparent as a participant as well as a leader to quickly build a coalition of companies to focus on some of the regulatory and legislative challenges that were a primary focus this year. We are making positive strides to get in front of many industry issues and to work to drive them in a positive direction that is mutually beneficial to our users and customers as well as our members.

And it's exciting that we are on the verge of being successful in helping get federal legislation passed for the very first time through our collective efforts promoting and supporting national lead legislation and WaterSense rebates in the proposed Silver Star Senate bill. I am pleased that PMI will build off of the success of our community outreach event in San Diego and has committed to continue our host city outreach initiative, as we will again help Habitat for Humanity when we visit New Orleans in March of 2011.

Several planned and unplanned opportunities this year have strengthen-

ed our position as the Voice of the Plumbing Industry. While previously many codes and standards bodies recognized and called upon us for our viewpoints, this year we have also been successful in continuing to forge relationships with the Environmental Protection Agency, the California Department of Toxic Substances Control and while sometimes contentious, even the U.S. Department of Energy. These groups now know where to turn when they need the industry expertise and viewpoint.

Our "Think Tank" brainstorming sessions have resulted in numerous ideas on how we can try to broaden our reach into the member organizations in an effort to increase PMI's strengths and intellectual horsepower. Several different ideas are going to be evaluated; one of those ideas being given consideration is to revise the formats of our annual meetings to split out technical content sessions from marketing-related sessions, run those sessions parallel to each other, then bring the groups back together for networking and general industry interest programs.

As a Board, we will also be taking a different approach to leadership, whereby the First and Second Vice Presidents will expand their leadership roles by assisting the President and Executive Director in driving specific

initiatives throughout the year. "Green" will be one of our ongoing challenges and opportunities as we move into the future, both from a material selection stand point, as well trying to manage and influence the increasing and often fragmented water/energy conservation regulations. We are active and on the front lines but need to continue to get ahead and shape the discussion.

We are heading down the home stretch of 2010; we have been able to continue making positive strides and are continuing to build our affiliated relationships to help us become more globally-focused. I am proud to have had the opportunity to lead the Plumbing Manufacturers Institute through the challenges of the past year. As I hand the baton to 2011 PMI President **Jack Krecek** (Elkay) and transition into my role as Immediate Past President, I will be continuing to work on furthering the progress we have made.

Thank you all for your ongoing support of our organization and for your continued confidence in the leadership team that you have elected to advance and solidify PMI.

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When Communications Collide - Interrupting is a Sign of the Times!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Personality profiles appearing in *PMI News* always include a question about an individual's "pet peeves." While "dishonesty and fibbing" top my list, interrupting is a very close

second (followed by lack of work ethic and being full-of-baloney.) This annoying phenomenon unfortunately is becoming something of a national pastime these days. Worse yet, I have picked up this rude habit!

The best I can figure is that there is so much going on these days, fitting it all into a conversation is a challenge. There is frenzy to be sure that one's views get registered above the cacophony and before the subject switches to something else. The key

question to consider is....Are we really listening after all or merely focusing on what we have to say and planning our next comments?

Interrupting was rampant during the recent frenzy of the Department of Energy showerhead debate. (And we aren't done yet!) Folks were verbally climbing all over each other to be heard. Conversations collided. There was and are so many issues to consider, there was barely time to let others finish their thoughts before jumping in with ours.

And what could be worse than a meeting with everyone speaking at once? How about the same conversation on a cell phone with the annoying time lag! Our world truly seems to be out of synch these days! So what's to be done? It seems to me that awareness is the first step. If you catch yourself interrupting, my suggestion is that you apologize and stop. Take a deep breath, slow down, listen and wait

for your co-conversers to pause. Remember that a dialog is a two-way conversation. Today much of what we are exposed to is a one-sided download of information. There is no real idea exchange. You have a right to be heard...but so do others around you. And for the record, I am committed to practicing what I preach!

It comes as no surprise I am sure, that I am for the most part conservative in my life and in my views. I have said before that either extreme to the left or the right is downright frightening. We need to consider all sides of an argument to arrive at the best conclusions. When passions flare, interrupting increases and listening stops. That is a bad combination for progress!

As we close out 2010 and look to an exciting new year, let's respect others and what they have to say. You might learn something!

Here's to a kinder, gentler, quieter world. Happy New Year!

2010 Bathroom Conference Embraces Good Customer Service

Submitted By: Yvonne Orgill, Bathroom Manufacturers Association

October's Bathroom Conference, which for the first time extended to two full days of meetings, workshops and presentations, has been described



PMI's Barbara Higgins (shown left) with BMA's Yvonne Orgill was again a speaker at the BMA Conference, held in Chester, England.

as the "best yet." Some commentators have questioned how it could possibly be bettered!

This year's theme "Customer Service - making good business sense" attracted a full house. Delegates from all sectors of the industry were represented - bathroom manufacturers,

importers, merchants and retailers, installers and the media. They were provoked, stimulated and inspired.

Five key messages were developed during the day of speeches from the panel of international experts.

1. Customer service is the responsibility of everyone in a company.
2. Customer service is a key differentiator.
3. Good customer service is good for both the customer and for the staff of the company.
4. A successful company gets into its customers shoes.
5. Life is complicated enough. Nobody wants to complicate their lives any further. All companies should do what they say they are going to do, be simple, open, honest and transparent, with nothing hidden and no surprises.

The BMA's annual bathroom conference is clearly the highpoint in



A well-attended industry trade show was part of the BMA conference.

the industry's business calendar and is developing year on year. "We are delighted with this year's event," commented **Yvonne Orgill**, BMA's CEO. "Our membership embraces the conference and sees it as just one aspect of our rapidly growing association. We can't wait till our next conference!"

The Grass Will Only Get Greener: "Green" is Here to Stay

By: Charles Hernandez, Technical Specialist

Not a week goes by where I don't receive a question from a member concerned about the lower water efficiency rates that are popping up on the many "Green" Standards, (ANSI/ GBI 01-2010) Rating Systems, (LEED) and supplements, IAPMO Green Plumbing and Mechanical Code Supplement, not to mention State and local legislation, etc. Questions that arise are: "How did this get into the code?" "When do we have to comply?" "Can we get this changed?" And the number one question, "How did we miss this?" Before we call out the Calvary, lets back up a bit and see how and why we have come to this and what it means to the plumbing Industry.

The "Green Movement" has been around a lot longer than you think. It started in the 70's with reducing reliance on oil. Remember the lines for gasoline? Oil was also used for combustion of power-generating facilities. Some auto makers woke up and realized the gas guzzler days were over. Those that fell asleep at the wheel, never woke up and are no longer with us. Next, we needed to reduce electrical consumption in mechanical systems via the Seasonal Energy Efficiency Ratio (SEER) standard originally established by congress in 1987 and regulated by the Department of Energy. This forced manufacturers to make high efficiency fan motors, compressors and condenser coils. This standard substantially reduced electrical consumption as well as the HVAC/appliance manufacturers who did not see this coming.

According to the Environmental and Energy Study Institute, Lawrence Berkeley National Laboratory research report, "The benefit energy savings are more than three times the cost on a net-present value basis. In 2000, standards reduced the peak generating needs by approximately 21,000 megawatts (MW), which is the same as seventy 300 MW power plants. As old appliances are replaced by new ones

the positive impact of the energy efficiency standards will continue to grow. From 1990 to 2030, it is estimated that consumers and businesses will save approximately \$186 billion (1997 dollars) just from the existing standards that have been adopted."

Let's not forget Carbon Fluorescent Lighting (CFL's), which has been around since 1980. Beginning this year, Australia became the first country to ban incandescent bulbs. In case you forgot, the phase-out of incandescent bulbs in the United States begins in 2012 with a total ban by 2014. Some manufacturers have already slowed down or stopped production of incandescent bulbs. Those that have not jumped on this bright idea won't be around long and one of them is already feeling this effect. Why? Because they thought CFL's were too expensive and that no one would buy them, despite the fact CFL's can reduce electrical household consumption by up to 20%.

About ten years ago I replaced 56 incandescent bulbs (mostly in can lighting) in my home with CFL's and I reduced my yearly electrical bill by over 20%. The payback was a little over one year, not to mention the reduction in air conditioning run time. Energy from an incandescent bulb is 90% heat. If you don't believe me, put your hand on that living room lamp, turn it on then see how long you can keep your hand on it.

The Energy Star website says, "If every American home replaced just one light with a light that has earned the ENERGY STAR rating, we would save enough energy to light three million homes for a year, save about \$600 million in annual energy costs, and prevent nine billion pounds of greenhouse gas emissions per year, equivalent to those from about 800,000 cars."

That brings us up-to-date and now let's look at those first questions from a perspective that should not surprise us. Water efficiency standards have lagged

behind all those mentioned above. Why? One main reason: Water was and still is cheap in most parts of this country.

However people are now realizing the long term impact of not conserving water is getting shorter. Energy cost saving in transporting and treating water can be reduced by water conservancy.

It is important to note that Green documents are not codes until a code authority or jurisdiction enacts them. Until then they are just what they are: standards, guidelines, supplements or certifications. The only Green Code in the nation is the California Green Code, so don't get too nervous when you read about all the new "Green" credentials floating around. As far as changing a code once written, although they do go into revisions, we don't see any more 454 V8 engines with 4 barrel Holly carburetors coming off the assembly lines anymore either. The trend is definitely moving to "Green."

The changes in codes and standards on water conservancy will continue to creep up on us. We must be diligent in our efforts to identify new challenges and create opportunities for new products that benefit our industry and the consumer. The electrical, HVAC, appliance and automobile manufacturers, at least the ones that are left, saw this coming and have adjusted accordingly. Now it's our turn.

So wake up and smell the grass. We have been getting "Greener" all along. This is not a new phenomenon and it will not go away. And by the way, if you did not buy stock in those wind turbine manufacturers ten years ago, then you missed that bottom line deal as well.



Charles Hernandez

Meet Paul Patton, One of PMI's Newest Board Members

By: Amy Berg-Ferguson, Association Manager

"I believe in people and their ability to do the job. I am a hands off manager that never asks anyone to do something that I would not be willing to do. Teams are a big belief of mine and that each and every participant brings a unique value and experience that enhances the outcome of the project being worked on." These words of wisdom come from one of PMI's newest Board members, **Paul Patton** of Delta Faucet Company. Paul was elected to the PMI Board of Directors just last month at the Fall Meeting, held in Washington, D.C.

Paul is a native of California, Santa Monica to be exact, and has worked in the industry for 29 years. "I've been with Delta for 19 years, my title is Senior Product Development Manager - Research and Development. Prior to that, I was with Artistic Brass out of Los Angeles and Snyder Diamond out of Santa Monica. I have worked in the capacity of sales, store management, wholesale and purchasing, but product development is my passion. That's where I've spent the past 20 years," he said enthusiastically. His love for product development leads to his secret to success, "My secret is always asking why and challenging the outcome from as many different perspectives as possible." He then adds, "I never have a problem saying I was wrong."

He has been involved with PMI through the codes and standards group and has been regularly attending the semi-annual meetings since 2007. When asked what he gets out of PMI on a personal level, he stated, "I believe that part of my job is to know and understand the issues that could impact the direction I may take on a project. I am a strong believer that a product manager should have an understanding of the technical side and should not rely on others to provide this direction. PMI is a great avenue to provide me with the knowledge that I need to effectively do my job."

Paul also has great vision for what he would like to see for the future of

PMI, "PMI has proven its strength in the technical side and my vision is to go to the next level and become the leading expert in the plumbing field. PMI should be the source that anyone would consult as they think about programs, codes, standards or other areas that impact our industry," he said



Paul Patton, Senior Product Development Manager - Research and Development, for Delta Faucet Company

enthusiastically. "We should be leading the charge on issues and influencing the outcome. It should be recognized as a proactive organization that shapes the future of the plumbing industry," he concluded.

Although Paul may find a great deal of satisfaction in his work at Delta and with PMI, there are other sides to him. Paul worked as a criminal investigator for the U.S. Army for nine years and holds a degree in criminology. He is also very active in the performing arts community in Indianapolis. "I am a big believer in the community and have served on several different boards in the area. I am currently serving on the Indianapolis Children's Choir board." His interest in this type of work was born at home. "My daughter had the privilege of being in the

Indianapolis Children's Choir for 10 years. I have found I love hearing the voices of children singing," he said fondly.

His daughter, **Katherine**, is no longer singing with the choir. She is now attending Butler University. Paul and his wife of 20 years, **Elaine**, are now empty-nesters, which gives him more time to indulge in reading and playing video games. When asked what his favorite vacation spot is, he replied quickly, "That's easy, home!"

Paul also has a very unique pet peeve, "I do not like it when they 'mark' the grass for underground lines. I have been known to go out with scissors and cut each blade of grass that has paint on it!"

Delta Faucet Company has a distinct reason for being a member of PMI, "Our belief is that an organized group has strength in numbers and that as a collective group, we can influence the outcome as issues arise. PMI brings the industry together to work on issues that impact member companies seeking solutions that make sense from every aspect. The technical sharing and working together has brought logical conclusions to many different issues and situations that otherwise are viewed from only one perspective," he said thoughtfully. He concludes by saying, "PMI needs to be the visionary that influences the changes that come."

PMI looks forward to the knowledge and experience Paul will bring to the Board of Directors. Welcome!

**PMI will be closed
November 25 and 26 for Thanksgiving
and December 24 - January 3 for the
Christmas Holiday.**

Happy Holidays from the PMI Staff!

PMI "Takes Charge of Change" at Fall Meeting

By: Amy Berg-Ferguson, Association Manager

The Plumbing Manufacturers Institute (PMI) hosted its Fall Meeting, October 3-6, 2010, at the Liaison Capitol Hill in Washington, D.C. "Taking Charge of Change" was the theme for this year's meeting. As organizations are tightening their belts in this weak economy, everyone must creatively adapt to changes and challenges in the workplace or be left behind.

The meeting kicked off on Monday, October 4, with an opening keynote presentation by pilot, author and adventurer **Lane Wallace**, entitled "Taking Charge: Strength Through Adversity." Her presentation spoke to the idea that change sometimes isn't enjoyable, but we come out at the end of it better for the experience. Her presentation was followed by **Suzanne Fisher** of Pratt Industries, who spoke on the issue of sustainability in packaging.

Larry Muller of Chase Brass and Copper Company gave attendees a lesson in the basics of dezincification and **Günter Schieweck** of IAPMO R&T Germany presented a brief description of certification processes for sanitary products in Europe. **Chris Di Iorio** and **Ian McGaw** of CADworks offered a demonstration of Building Information Modeling (BIM) software. **Charles White** of Repairs, Inc. examined scald and thermal shock issues in ASSE 1016 and 1017 devices.

The first day of meetings closed with the General Membership meeting. As PMI is expanding its scope of membership, members voted to approve a name change for the organization. The Plumbing Manufacturers Institute will now be known as Plumbing Manufacturers International. In addition to the name change, PMI will roll out a new logo in 2011.

Klaus Fromme of Bradley Corporation was presented with the President's Award for his outstanding contributions to the plumbing industry. Mr. Fromme has been in the plumbing industry for 31 years and has been

active with PMI as a committee co-chair. (See related story on page 10 of this issue.)

PMI President **Lee Mercer**, Director of Product Compliance for Moen Incorporated, also welcomed two new committee co-chairs. **Mark Malatesta** of American Standard is the new co-chair of the Technical Committee and **Mike Douglass** of Elkay Manufacturing Company is the new co-chair of the Fair Trade Issue Committee. The Tuesday, October 5 meetings opened with updates from PMI's federal and state lobbyists and were followed by a presentation by **Pat Cleary** of Fleishman-Hillard on crisis communications.

Elise Owen of the American National Standards Institute spoke on standards and market access in India and China. **Terry Miller** of the Heritage Institute examined the Department of Energy Showerhead issue and the Heritage Foundation's support of consumer choice in the matter. **Gary Stanley** and **Pat MacAuley** of the Department of Commerce spoke on the National Export Initiative.

An International Plumbing Forum took place on Tuesday, October 5 to identify mutual goals and solidify partnerships. Representatives of various international plumbing organizations engaged in a lively discussion on the issues they face in their respective countries. The panel

included **Tim Fisher**, Plumbing Products Industry Group (Australia); **Yvonne Orgill**, Bathroom Manufacturers Association (Great Britain); **Günter Schieweck**, IAPMO R&T (Germany); **Christian Taylor-Hamlin**, Bathroom Manufacturers Association (Great Britain) and **Ken Tomihiro**, Canadian Institute of Plumbing and Heating (Canada).

Retired Marine Corps. **General Anthony Zinni** was the closing keynote speaker. He spoke of what it takes to weather change on the battlefield and in the boardroom. At the conclusion of his presentation, General Zinni autographed copies of his book for attendees, *Leading the Charge: Leadership Lessons from the Battlefield to the Boardroom*.

Wednesday, October 6 featured last minute tips for attendees who were participating in Capitol Hill lobbying visits from **Stephanie Salmon** and predictions for the upcoming elections by **Jeff Burton**, Director of Outreach for the House Republican Whip, **Eric Cantor** (R-VA). The meeting closed with a presentation by **Neil Swiacki** of Environmental Carolinas who spoke on promoting environmental achievements in the media.

Photographs of the meeting are on pages 6 and 7 of this issue. The 2011 Spring Meeting will take place March 27-30 at the Hotel Monteleone in New Orleans, LA. Mark your calendar!



PMI Fall Meeting - October 3-6



The Government Affairs Team: Jerry Desmond, Desmond & Desmond; Committee Chairs Ken Martin, Delta Faucet Company and Dave MacNair, InSinkErator; Joe Miedusiewski, Semmes, Bowen & Semmes; Diana Waterman, Waterman & Associates; Stephanie Salmon, Waterman & Associates and Matt Fisher, Johnson Haley



First Time Attendee, Oliver Schottke, Dornbracht Americas



First Time Attendee, Andy Langston, Cash Acme



Charles Hettrick, Delta Faucet Company and Jorg Rudolph, NEOPERL, Inc.



First Time Attendee, Joel Smith, Kohler Co.



Opening Keynote Speaker, Lane Wallace, discussed living a life without boundaries.



Bill Strang, TOTO USA and Tim O'Keeffe, Symmons Industries



Gary Israelson, Elkay Manufacturing and Ece Cokyasar-Potter, Vitra USA



John Watson, Sloan Valve Company and Chuck White, Repairs, Inc.



Bronze Level Sponsor, Dain Hansen, IAPMO R&T; Bob Mader, Contractor Magazine and Lee Mercer, Moen Incorporated



Jack Kreck, Elkay Manufacturing Company



First Time Attendee, Michael Klueh and Derek Taylor, both of Hansgrohe

Taking Charge of Change



Kate Jakubas, Elkay Manufacturing Company and Mike Sennett, PMI Legal Counsel



The International Plumbing Forum discussed mutual goals: Tim Fisher, Plumbing Products Industry Group (Australia); Christian Taylor-Hamlin, Bathroom Manufacturers Association (Great Britain); Yvonne Orgill, Bathroom Manufacturers Association (Great Britain); Günter Schieweck, IAPMO R&T (Germany); PMI President, Lee Mercer, Moen Incorporated, Moderator and Ken Tomihiro, Canadian Institute of Plumbing and Heating (Canada)



Elise Owen, American National Standards Institute; Pat MacAuley, Department of Commerce; Mike Douglass, Elkay Manufacturing Company; Gary Stanley, Department of Commerce; Terry Miller, Heritage Foundation and Dale Gallmann, Bradley Corporation



Keynote Speaker, General Anthony Zinni, U.S. Marine Corps (Ret.) spoke about what it takes to weather change on the battlefield and in the boardroom.



Bronze Level Sponsors and Prospective Members, Larry Muller and Jim Palmour, Chase Brass and Copper Company



Mike Regelbrugge, Amerikam and John Karas, Caroma USA



First Time Attendee, Tim Doyle, Amerikam



C.J. Lagan, American Standard; Suzanne Fisher, Pratt Industries and Rob Zimmerman, Kohler Co.



Dave MacNair, InSinkErator and Fred Luedke, NEOPERL, Inc.



Mike Martinez, Price Pfister; Casey Hayes, Haws Corporation; Maja Jankov, Duravit USA and Mark Malatesta, American Standard



Silver Level Sponsor, Ned Dickey, CSA and Lee Mercer, Moen Incorporated

PMI Members in the News

Compiled By: Amy Berg-Ferguson, Association Manager

Bradley Corporation's Green Manufacturing Summit was mentioned in the Green News section of the magazine. The free business forum was presented in partnership with Wisconsin's Focus on Energy and the *Milwaukee Journal-Sentinel* newspaper and gathered nearly 200 business and community leaders who explored how going green makes their practices more efficient, productive and cost-effective.

Several of **BrassCraft's** products were mentioned in the Fall Product Launch pages, including the Safety+PLUS® Excess Flow Valve, Tankless Water Heater Installation Kits, Gas ball valves and gas connectors.

American Standard's cast iron kitchen sinks and a cast iron island/bar sink was featured in the New Products section.

(Reeves Journal, October 2010)

Delta Faucet Company recently awarded six scholarships in the amount of \$2,500 for students pursuing plumbing-heating-cooling-related studies.

(Plumbing & Mechanical, October 2010)

Lars Christensen of Hansgrohe has been promoted to the position of director of product development. In his new role as director, he will oversee all the details of product development for the North American market.

Claudia Mueller of Hansgrohe has been appointed director of marketing. In her new role, she will oversee all marketing initiatives for the North American market.

American Standard's EcoSilent™ Whirlpool System, which cuts noise levels by 50% while using 45% less energy than the previous generation of whirlpool systems, was featured in the Products section.

InSinkErator® has announced the company is donating Evolution Series® food waste disposers and instant hot water dispensers to the Fisher House™ program, a private-public partnership that supports America's military and veteran families in their time of need. "We admire the work of the Fisher House program and are proud to be able to provide a small measure of assistance to our country's veterans and military families," said **David MacNair**, InSinkErator vice president of marketing. "Understanding that guests are preoccupied with their family member's illness, disease or injury, donating product is an easy way for us to show our appreciation and support."

In the Industry News section, **American Standard** announced it has acquired Safety Tubs, LLC, a privately held U.S. business specializing in the design and manufacturing of walk-in bathtubs for those with limited mobility, including the elderly, obese and disabled.

(Southern PHC, October 2010)

Bradley Corporation has recently completed its second annual national Healthy Handwashing Survey about handwashing behavior in public facilities. The survey determined that concerns about the H1N1 virus has impacted American handwashing habits: 50% said they wash their hands "more thoroughly or longer or more frequently" due to the virus, up from 45% in 2009. Sixty percent of respondents said they have had an unpleasant experience in a public restroom due to its poor condition.

Hansgrohe's Raindance Air Green Showerhead, **Caroma's** Leda Vasque washbasin, **Kohler's** Purist Collection of faucets and fixtures, **Speakman's** Anystream Massage Shower, **Moen's** Arbor Collection of faucets and fixtures, **American Standard's** Solutions Collection of lavatories and **Fisher Manufacturing Company's** heavy-duty pot and kettle filler were mentioned in the Editor's Choice section of the magazine.

(Contractor, October 2010)

Gerber's North Point™ High Efficiency Urinal and **Delta Faucet Company's** Foundations faucet line were featured in the Product News section.

Duravit USA has appointed **Alexandra Bursac** its NYC Showroom Manager. Bursac will oversee all of Duravit's Manhattan showroom operations, showroom staff and daily activities. She will act as a local reference for architects and designers, spearhead all new product launches and orchestrate showroom-specific events.

Casey Hayes, director of engineered solutions for Haws Corporation, presented a workshop titled ANSI Z358.1-2009 Emergency Eyewash/Showers-Tepid Water in the Workplace at the Voluntary Protection Programs Participants' Association Conference. The presentation included information about the newly updated standard, studies on tepid water and solutions for market needs.

Sloan Valve Company was featured in the Supplier Profile section of the magazine.

Elkay Manufacturing Company named the Bongard Corporation of Forest Lake, MN the winner of its 2009 Rep of the Year Award. The Bongard Corporation received this award based on their history of steady growth of the Elkay line, especially in the past five years.

(The Wholesaler, October 2010)

The Product Review Section highlighted **American Standard's** Extender Body Spray and **Symmons Industries** Museo Bath Collection.

Judd Lord, director of industrial design for Delta Faucet Company's Brizo line, was featured in an interview with the magazine.

(Supply House Times, September 2010)

PAMCANI "Works" Conference Explore Industry Issues

Submitted by: Barbara Bigelow, PAMCANI

Contractors, association officials and executives, industry observers and invited guests gathered for two days of conversation, education and networking at "The Works" conference at the Doubletree in Downers Grove on October 22 and 23, 2010 hosted by PAMCANI (Plumbing and Mechanical Contractors Authority of Northern Illinois). The event blended key speakers representing the plumbing and mechanical trades - including PMI Executive Director **Barbara Higgins**, IL PHCC Executive Director **Bev Potts**, Union Affiliated Contractors Chair **Robert Melko**, and Plumbing & Mechanical Magazine Publisher **Bob Miodonski**.

Higgins provided a concise yet

informative update on the Plumbing Manufacturers Institute's latest activities, including its involvement in educating and advising members about the DOE's rules and regulation on fixtures mandated to meet the 2.5 gallon per minute flow rate, as well as the organization's ongoing commitment to water conservation through products and advocacy. In describing the invitation by PAMCANI to address the conference, Higgins said, "Forming this coalition and addressing these issues says a lot about our trade associations and its ability to pull people together."

Also on the roster were Chicago Federation of Labor President **Jorge Ramirez**, Construction Industry



Jennifer Rice, Fox Valley Labor News;
Bob Miodonski, P&M Magazine and
Barbara Higgins, PMI

Service Corporation Executive **John Brining**, Illinois Specialty & Mechanical Contractors Association Executive Director **Louie Giordano**, and IAPMO Director of Special Service **David Viola** (formerly PMI's Technical Director).

Georgia Governor Sonny Perdue Honors TOTO USA

Submitted by: Lenora Campos, Ph.D., TOTO USA

Governor Sonny Perdue honored TOTO USA on October 6 with the 2010 Conserve Georgia Water Conservation Award. The award recognizes the company for leading the way in sustainable water use by developing water-saving plumbing fixtures, ensuring the highest levels of efficiency in its Morrow manufacturing plant, and educating employees, the community and fellow businesses on the importance of water conservation and how to achieve it.

The Governor began the Conserve Georgia program in 2008 with the goal of encouraging a statewide "culture of conservation" that helps preserve and sustain the state's natural resources for generations to come.

"Georgia is blessed with abundant natural resources. It's important to the vitality of our state that we protect these resources for the future," said Governor Perdue. "Businesses like TOTO are leading the way in creating a culture of conservation, and it is my pleasure to recognize them for their accomplishments."

Chris Clark, Chair of the Conserve Georgia Council and Commissioner of

the Georgia Department of Natural Resources, affirmed the governor's statement: "We are proud to recognize TOTO USA with the 2010 Conserve Georgia Water Conservation Award, acknowledging their commitment to promoting water efficiency in their facility, products and community."

Over the past several years, TOTO has garnered numerous conservation awards, both local and national, for its commitment to environmental stewardship. For example, Georgia's Southface Energy Institute, has recognized the company with its prestigious Argon Award for Sustainability for its outstanding environmental leadership. At the national level, TOTO is the only plumbing manufacturer honored by the Environmental Protection Agency with its coveted Water Efficiency Leader Award.

The company actively shares its passion for environmental sustainability by serving in the leadership positions of organizations focused on energy and water-efficiency, such as the United States Green Building Council (USGBC), the Leadership in Energy and Environmental Design



Governor Sonny Perdue presents the Conserve Georgia Water Conservation Award to TOTO Vice President Bill Strang and Quality Engineer Natasha Ellison.

(LEED) green building rating system and the Alliance for Water Efficiency, a national organization dedicated to water efficiency that is spearheaded by the EPA.

"TOTO is continuously looking for ways to eliminate waste, create more efficient products and improve people's lives through all levels of social sustainability. From product lifecycle analysis that ensures the smallest carbon footprint possible to advocating water savings through end-user practices, TOTO is dedicated to natural resource conservation," stated **Bill Strang**, vice president of operations at TOTO.

PMI Names Recipient of Second Annual President's Award

By: Amy Berg-Ferguson, Association Manager

Plumbing Manufacturers Institute (PMI) Board President **Lee Mercer**, Director of Product Development for Moen Incorporated, bestowed its President's Award to **Klaus Fromme** of Bradley Corporation during the 2010 PMI Fall Meeting. Mr. Fromme is the Director of Corporate Manufacturing Services. This honor is given as a lifetime achievement award in recognition of outstanding contributions to the plumbing industry.

"This award was unexpected and very surprising, but I was very honored

to be chosen for such a distinguished award," Mr. Fromme said.

Mr. Fromme has been in the plumbing industry for 31 years and has been a contributor to both national and international standards development. In addition to being a PMI committee chair, he has also been active with several industry organizations. Mr. Fromme will be retiring from Bradley Corporation at the end of 2010. He plans to spend more time supporting the social and charitable organizations of Milwaukee that he is a member of

and spend more time with his family.

Congratulations Klaus!



Klaus Fromme, Bradley Corporation accepts the President's Award from PMI President, Lee Mercer, Moen Incorporated.

PMI Meets With Key Congressional Staff in Washington, D.C.

By: Heather West, Heather West Public Relations



Heather West

The Plumbing Manufacturers Institute (PMI), as part of its second annual Legislative Advocacy Day, met with key staff on Capitol Hill from 15 states to discuss the importance of the plumbing manufacturing industry and seek immediate, bipartisan support for two legislative matters of importance to the industry. The two legislative issues included providing the nation with clean, safe drinking water and water-efficient plumbing products prior to the final adjournment of the 111th Congress. Specifically, PMI and its members urged the country's leaders to expedite the passage of "The Reduction of Lead in Drinking Water Act" and to support the HomeStar/WaterSense consumer rebate provisions within an energy bill.

"Clean Energy Jobs and Oil Company Accountability Act of 2010" (S. 3663) is the energy bill under consideration in the U.S. Senate. It includes the HomeStar Retrofit Rebate title, which would encourage consumer demand for water-efficient products that are labeled in compliance with U.S. Environmental Protection

Agency's (EPA's) WaterSense® program. As currently drafted, a homeowner could receive a rebate of \$150 on the cumulative purchase of \$300 for the purchase and the installation of WaterSense-labeled products.

"PMI strives to ensure that this rebate is available to homeowners regardless of whether they install the products themselves or choose to hire a contractor," says PMI Executive Director, **Barbara C. Higgins**. "Installation by either a homeowner or a contractor would protect and create jobs in the plumbing manufacturing sector, while delivering the desired water and energy savings."

According to the EPA, at least 36 states will experience severe water shortages by 2013. The agency estimates that if every household had WaterSense-labeled products, the nation would save 3 trillion gallons of water and more than \$17 billion per year. In addition, if just 1% of U.S. homes replaced older, inefficient toilets with WaterSense-labeled models, the country would save more than 38 million kWh of electricity, the equivalent of 43,000 households' monthly electrical supply.

PMI was one of the earliest partners in the WaterSense program and its

members' products have earned the WaterSense label, demonstrating that the products have been consumer tested and reduce water consumption by at least 20%. "We are committed to protecting the future of our national and local water supply through safe, water-efficient plumbing products and practices," says Higgins.

She adds, "That is why we also are proud to support the 0.25% standard for lead in the Safe Drinking Water Act. We have worked with Congress for several years to uniformly reduce the lead standard for pipes, pipe fittings and plumbing fittings to 0.25% across the nation, which is consistent with the current laws in California, Maryland and Vermont."

Helping accomplish these goals, the U.S. House of Representatives approved the "Assistance, Quality and Affordability Act of 2010" (AQUA - H.R. 5320) in July 2010. On Sept. 29, 2010, PMI's work with the bipartisan leadership of the U.S. Senate Environment & Public Works Committee spurred the introduction of "The Reduction of Lead in Drinking Water Act" (S. 3874). This freestanding bill directly matches the 0.25% lead provision already approved in the House's AQUA bill. The EPA, in

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California Legislative Issues Update - Part 1 of 2

By: Jerry Desmond, PMI's California Lobbyist

As this article goes to press, the 2009-2010 legislative session in the State Capitol has adjourned, the Governor and Legislature have enacted a state budget for the fiscal year that began on July 1, and attention has been directed at the November 2 statewide election.

The outcome on November 2 will bring new statewide officeholders for the positions of Governor, Lieutenant Governor, Insurance Commissioner, and State Superintendent of Public Instruction. Elections will also be held for one-half of the 40 Senate seats and all of the 80 seats in the Assembly. The state's term limits will bring new office-holders to eight Senate seats and 18 Assembly seats.

Voters may decide to revise the votes needed for the Legislature to pass bills increasing fees and establishing the budget, and to either expand or repeal our state's experiment in having a citizen's commission draw legislative districts. A continuing budget deficit, perhaps reaching \$20 billion next year, will present an early and difficult challenge.

At the doorstep of these significant changes, following is the first of a two-part update on the key issues in which PMI is engaged:

Green Chemistry/Safer Alternatives Regulations

PMI is engaged as the California Department of Toxic Substances Control [DTSC] considers safer consumer product alternatives regulations following a November 1 comment deadline. The department aims at having regulations adopted and in effect by January of 2011.

The regulations specify the processes to scientifically and systematically identify and prioritize chemicals and consumer products, for manufacturers to conduct alternatives assessments and for DTSC to impose regulatory responses.

DTSC Acting Director **Maziar Movassaghi** confirmed with us that

PMI member plumbing products will not be in the "initial rounds" of "priority products" that will be subjected to the full panoply of requirements of these comprehensive regulations which will include "alternative analyses" and possible "take-back programs."

This in part due to the fact that the faucets are being regulated by DTSC for lead, and it is also because the initial priority products will be those where there is significant direct human exposure and perhaps sensitive subpopulation exposure.

Lead in Plumbing Law

DTSC has provided PMI with the list of questions DTSC sends a company when the department has received a request for information through the Public Records Act. The questions assist DTSC in determining whether the information is "trade secret confidential information." The information the department develops independently of the manufacturers, such as through product testing, is not considered confidential information.

DTSC is finalizing its plans for a "simple presentation format" of the product sample test results it will post on the web. It is considering the NSF chart as a template, and responded to PMI concerns by indicating its plans to list substances generically and not to include the specific source and manufacturer. It also plans to include the manufacturer's response at the company's request.

The department is not conducting a full scan of all chemicals in a product. The lab results will indicate whether lead is present and the level.

DTSC has purchased 17 products from throughout the state and 303 samples have been sent to the labs for analysis. The first phase has been completed, but due to the absence of a state budget, subsequent phases were placed on-hold.

Only half of the product manufacturers have responded to DTSC's letter.

The department will contact PMI when it has not heard from a member. At PMI's suggestion, the department may also reach out to third-party certifiers to help reach the manufacturers.



Jerry Desmond

DTSC is working through the issues of responsibility for compliance. At its request, PMI provided information on group buyers for affiliated franchise stores, the manner in which distributors and retailers interact, as well as the member efforts to contact distributors and retailers in order to minimize non-compliant inventory.

The department is also having difficulty identifying the date of manufacture of products pulled from shelves, and it is saving the packaging. PMI shared information on the approaches being taken by manufacturers and retailers to mark and track products.

DTSC is "still working on it both internally and with other agencies," is "hoping to provide a more clear answer" and does not yet have a timeframe for that answer on replacement parts. It stated it would consider PMI's input and appreciated our perspectives on:

- Adding a section to its letter to manufacturers, identifying whether the part is a component of a certified assembly, and

- Distinguishing between "service parts" that cannot be installed in a plumbing system by themselves and should not be independently subject to the standard, and "replacement parts" that can be so installed.

- The department is considering the burden on manufacturers if a replacement part is intended to be used for multiple products. PMI has offered to help with this issue. ***Don't miss part 2 in the next issue of PMI News!***

PMI Meets With Key Congressional Staff

(continued from page 10)

accordance with the Safe Drinking Water Act, allows faucets to be sold in the U.S. with a level of lead that does not leach more than an amount equivalent to a teaspoon of water in an Olympic-size pool.

Aging infrastructures, including pipe and plumbing infrastructure components, are the main contributors of trace amounts of lead in today's U.S. water supply. In 2003, the EPA estimated it would cost \$276.8 billion and take more than 20 years to

upgrade. PMI also supports legislation pending before Congress to address this infrastructure need.

PMI's educational website, SafePlumbing.org, presents news and information about clean, safe drinking water and water efficiency. This convenient, online resource gives lawmakers, journalists, industry professionals and homeowners fast access to research findings, scientific data and industry facts. Learn more at www.SafePlumbing.org.

**Watch your inbox for the
2011 PMI dues notices.**



Thank you for your continued support!

Congratulations to New Grandpa, Lee Mercer

By: Amy Berg-Ferguson, Association Manager

PMI President **Lee Mercer**, Moen Incorporated, and his wife Judy are now the proud grandparents to their first grandchild, Madison Rae Mercer. Madison was born October 19 at 10:55 p.m. weighing in at 8 lbs, 5 oz. and measuring 21 inches in length.

Madison's parent's, Forest and Beth Mercer, are ecstatic over the birth of their first child. Grandpa Lee said it best, "She is destined to be spoiled."

Congratulations Mercer family!



Beth and Forest Mercer welcome the new addition to their family, Madison Rae. Forest is the son of Lee Mercer.

**Congratulations Moen Incorporated,
named WaterSense 2010
Partner of the Year!**



2010 PMI LEADERSHIP

Executive Committee

Lee Mercer, Moen Incorporated
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Fred Fraise, NEOPERL, Inc.
(1/09-12/10)

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

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

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

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