

## A Time For Reflection as the Gavel is Passed

**By: Jack Krecek, PMI President and Vice President and General Manager-Commercial Business Unit, Elkay Manufacturing Company**



*Jack Krecek*

This is where I am supposed to say “what a great year – went by too fast – can’t believe it’s over.” It was a very good year, but I’ll stop short of calling it great. The economic and political climate is keeping most of us on edge and it’s just not an extraordinarily fun time to be a business leader at the moment. Accepting a leadership role requires a commitment somewhat akin to a marriage. You do so for better and for worse, for

richer, and for poorer and so on. Those of us whose businesses are tied to residential and commercial construction markets certainly can appreciate being in something for the long haul, and I truly do believe that the long term outlook for our industry is favorable.

The year went by quickly, but not so quickly that PMI didn’t have time to get key things accomplished. As I look back on the initiatives I outlined as important in November of 2010, I’m pleased with the progress in three specific areas. First, we launched the dual track format officially making marketing the fourth leg of the PMI stool, supporting technical leadership, networking and advocacy. Second, with strong leadership from the marketing team, the PMI Board approved a new dues category, now allowing certifying bodies and suppliers to officially belong to our vital association as allied members. Third, we engaged the senior executive leaders from several PMI members in our first CEO panel held in Washington DC this fall.

In addition to the key initiatives, I remember being concerned about the Spring Conference where we tried several new things. We changed the venue from the traditional east coast/west coast rotation and selected New Orleans, a location that we were concerned might not have had wide appeal within our traditionally conservative group. We abandoned one evening of banquet food and experimented with a “dine

around” where the total group was split into several smaller groups to experience the culinary excellence that was New Orleans. Finally, we selected noted Democratic pundit **James Carville** as our keynote speaker to address a predominantly Republican audience. What could possibly go wrong? Well nothing went wrong and the chances we took with the format, venue and content were met with substantial approval by PMI members. It was well worth the moderate anxiety we endured leading up to and through the spring meeting. Attendance was great and so was the feedback!

Finally, “I can believe its over” as all good things must come to an end. Serving as an association president is one of the most rewarding and challenging assignments one can experience in their career. I would like to take this time to thank **Barb Higgins** and the PMI staff for all of the support they have given me. They are truly a world class team. I would also like to wish the best of luck to your 2012 PMI President **Stu Yang** of Kohler Company and extend my welcome to incoming board members **Peter Jahrling** of Sloan Valve, **David McNair** of InSinkErator and **Bobbi Bieschke** of Amerikam. There is a full slate of issues to be tackled by the PMI leadership, staff, and members. It gives me great peace of mind knowing that I am leaving the association in such capable hands.

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## Speechless in Seattle (well, actually Rolling Meadows)

**By: Barbara C. Higgins, Executive Director**

I had one of those eye-opening experiences recently and learned a few things about myself. It is no surprise that PMI's semi-annual conferences are the result of meticulous planning and scheduling. The devil is in the details and the quality of the conferences does not happen by accident. I have often compared the planning of PMI meetings to coordinating my wedding twice each year. And I love it. After months of planning, PMI staff executes the meeting and then prepares the meeting minutes to summarize and document the 2 ½ days of information we share with you, our members. After all that, it is back to business as usual and among other initiatives, on to the planning of the next PMI conference which follows in another six short months.

Following the 2011 Fall Conference and an especially robust travel schedule, I lost my voice. As several PMI members will attest, I don't mean that the volume of my voice was diminished. I mean that I my ability to speak ranged from squeaking and squawking like cartoon character **Marge Simpson** to having absolutely no voice at all. (For my husband **Trey**, it was perhaps the most blissful time in the past 22 years.)

But as they say, the show must go on. While in the office, **Amy** fielded phone calls and I responded by email. I traveled to Washington DC for the quarterly meeting of the U.S. Department of Commerce ITAC/9 (our industry trade advisory committee) and to the World Standards Day meeting and dinner, where PMI entered into a Memorandum of Understanding with International Association of Plumbing Mechanical Officials -- IAPMO (see related story on page 12 of this issue of *PMI News*). Simple tasks took on an entire new challenge. Directing cab drivers, placing a restaurant order, participating in a conference call, trying to get the attention of someone across the room in the ITAC meeting: I gained a real appreciation for

my voice as well as for how much I use and rely on it. Apparently communication is a cornerstone of my role and a fundamental personal need.

At the same time all of this is going on, I have been engaged in some personal coaching with the goal of achieving a better work/life balance. A number of books and articles have been recommended to me as part of this exercise. One admonition is that sometimes "good" is "good enough." Wow. That one knocked me for a loop. While I recognize the need to slow down, take pride in accomplishments and enjoy life's journey, aiming for "good" goes against my DNA. I respond well to pressure and deadlines. I seem to thrive on adrenaline and seek personal continuous improvement. I have a tremendous sense of obligation, ownership and urgency. I have been known to apologize for the weather as if I were somehow responsible for it. That is just me. I'm not sure I can set my sights on "average." PMI has been built on a platform of excellence. "Outsiders" are often surprised by the quality of our work and the bandwidth we cover with our modest budget and small but mighty staff.

As we close out another year, I take pride in our accomplishments over the past months. Beginning in 2010 and throughout this year, PMI effectively delivered on its promise of providing tangible benefits to members. Passage of the Federal lead legislation, harmonization of lead requirements in various independent states looking at other levels, support of harmonized efficiency standards, thwarting initiatives that would put further economic pressure on our industry, leveraging domestic and international relationships, joining forces with entities that can help PMI increase its influence and effectiveness... It has been a great year.

And while I do recognize the need to stop and smell the roses once in a while, I also recognize that am happiest when I am working to my fullest potential to further the initiatives of our organization and industry. At the end of the day and in the wake of all that PMI does and stands for, my goal is to leave PMI members and those around us the way I was in October: speechless.

Happy Holidays.

## PMI 2012 Spring Meeting Returns to California Wine Country

Plumbing Manufacturers International will return to wine country for the 2012 Spring Conference, being held April 1-4 at the Doubletree Sonoma Wine Country in Rohnert Park, CA.

2012 Board President **Stu Yang** promised a departure from traditional conference activities as well as a "California Casual" mood. The PMI room block rate is \$125.00 per night, an astonishing rate for a hotel in a beautiful location. This Tuscan style hotel was designed with your comfort in mind. Each room features views of the beautifully landscaped courtyard pool, surrounding golf course fairways, or Sonoma Mountains.

A scenic hour drive from the world famous San Francisco Golden Gate Bridge and only 20 minutes from the Sonoma County Airport, guests can visit over 190 wineries in the area. For more information about the Doubletree Sonoma Wine Country, visit [www.dtsonoma.com](http://www.dtsonoma.com).

PMI held a Spring Conference at this location in 2004 and it was one of the best-attended conferences in PMI's history. Mark your calendar and don't miss out on this meeting. More information about the conference will follow in the coming months. Check our website for more details soon.

# Examining the Role of Waterwrights

By: Len Swatkowski, PMI Technical Director



Len Swatkowski

Millwrights are a trade group that was created for trained professionals that have multi-faceted skills with machines and equipment.

Their skills cover the use of wood and steel in the manufacturing and maintenance of machinery. Their role is to use their broad-based skills to work within any factory or machine shop to repair or build equipment to keep the business moving forward.

PMI members are responsible for the manufacture of plumbing industry products including potable water supply system components, fixture fittings, waste fixture fittings, fixtures, flushing devices, sanitary drainage system components, and plumbing appliances, which are marketed and sold within the territorial limits of the United States and Canada. We, as an industry, are waterwrights. We have the skill and knowledge to address any issue related to the efficient delivery of safe water to our customers and work hard every day to maintain that status.

As waterwrights, what is our role on a planet that is 70% water? We know that 97% of the water on our planet is in the oceans. Electric utilities continue to find more applications for salt water in the generation of electricity. Desalination efforts, while expensive and limited, do provide a small portion of the fresh water consumed in the world. For the most part, however, we need to manage the 3% of the earth's water supply for all of our residential, agricultural, industrial and commercial needs.

Where did the water go? Like the first law of thermodynamics, water cannot be created nor destroyed. While

this statement is not exactly true, the amount of water on our planet is a virtual constant. Freezing, thawing, evaporating and condensing, water changes forms and moves through our ecosystem as vapor, liquid and solid with the overall quantity remaining unchanged. Our challenge as waterwrights is to manage that defined quantity of fresh water so it is available to the people using it when and where it is needed. The population of the world is expected to hit 7 billion by the end of October. Being a waterwright will be an increasingly important occupation.

Looking at global water management requires that we define the difference between water "used" versus water "consumed." While we noted that water is neither created nor destroyed, water used is defined as water returned to municipal infrastructure after we are through with it. Washing dishes, laundry, showering and cooking are activities that "use" water. Lawn irrigation, power washing homes and car washing can be defined as water "consumption" since the water is normally lost through evaporation versus returned through drain pipes for treatment. Moving into the future, waterwrights will need to manage water in different ways if it is used than consumed.

A couple of years ago *Popular Mechanics* had an article on rainwater management. The article noted that several jurisdictions did not allow rainwater capture and use. The states and municipalities owned the rainwater. These locals in Colorado, Arizona, Washington and Utah, among others, had laws prohibiting the capture and use of rainwater. Many of these laws have since been changed to permit the use of rainwater in local conservation efforts, but the answer to the question of "who owns the rainwater" is not as obvious as it seems. Hopefully we still own the right to the air we breathe.

On a global basis, water management will look at the quality of the earth's fresh water supply and how to preserve the ability to have safe water when and where we need it. Last year the United Nations declared that access to clean water and sanitation is a human right. Nearly 900 million people do not have access to clean water and 2.6 billion people do not have access to sanitation. Our innovations as waterwrights, directed in part by the need to address voluntary and mandatory measures, have helped to lead the world in conservation efforts as responsible custodians of the fresh water supply.

Looking at local, or microeconomic, concerns in our role as waterwrights, we are continuously working to resolve new understandings of material sciences and second order impacts from reduced water flow. We will continue to be vigilant in providing a balance between the need to create efficient products that meet the needs of consumers while maintain sanitation infrastructure needs and the safe use of hot water in lavatories and showers. Successes in California and Texas and continued dialogue with other states have proven our value as waterwrights as we address the needs of the consuming public for safe, efficient and ecologically responsible products.

## Happy Holidays!

**PMI will be closed November 24 and 25 for the Thanksgiving holiday, and December 23 through January 2 for the Christmas holiday. PMI wishes everyone a safe and happy holiday season.**

# Out and About with PMI Staff as We Strengthen Ties



*Lavelle Industries member visit in September: Dean Denny, Chip Way, Barbara Higgens, Len Swatkowski and Paul Sullivan*



*PMI's Len Swatkowski and Barbara Higgens enjoy a quick lunch with Lavelle's Kathryn Turke and Chip Way*



*Len Swatkowski visited Haws Corporation in October: Vic Strandberg, Tom White, Sam Hong, Margo Mee, Len Swatkowski and Casey Hayes*



*Barb and Len visited Sloan Valve Company in August. Shown here are Barbara Higgens, John Aykroyd, Jeff Krull, Sherri Davenport, Len Swatkowski, Peter Jahrling and Mariana Nicolae*



*Prospective PMI member Ugo Pettinaroli of Pettinaroli Company and Barbara Higgens at the CEIR conference in Turkey*

**Watch for news of the staff visits to Amerikam, Kohler, Bradley and Insinkerator in the next issue of PMI News!**

## Thanks to our Fall Conference Sponsors!



# PMI Hosts Fall Conference to Rave Reviews

PMI hosted its Fall Conference and response from attendees indicate that one of the chief highlights of the conference was the Executive Roundtable. (See separate email and PMI website).

The meeting kicked off on Monday, September 19, with an Executive Roundtable Event, featuring executives from seven member companies who gathered to discuss the state of the plumbing manufacturing industry, their company's response to the economic downturn, the global trends they see that will impact the industry and many other topics. Political pundit and journalist, **George Will**, moderated the roundtable. The event participants were **Keith Allman**, President, Delta Faucet Company; **Donald Devine**, Chief Executive Officer, American Standard Brands; **Timothy Jahnke**, President and Chief Executive Officer, Elkay Manufacturing Company; **David Lingafelter**, President, Moen Incorporated; **Tim O'Keefe**, Chief Executive Officer, Symmons Industries; **William Strang**, Chairman, TOTO Mexico and Senior Vice President, TOTO USA and **Jim Westdorp**, Group President, Kitchen and Bath, Kohler Co.

After the conclusion of the roundtable event, George Will offered the keynote address to the attendees. He touched on topics such as the economic climate in the states and Europe, the economic bailout and the current agenda of the federal government.

On Monday afternoon the dual track format that made its debut at the PMI Spring Conference, returned to great acclaim. Attendees were given a choice to attend either the technical council meeting or the marketing council meeting. This separate track system has generated a great deal of interest and attracted many new PMI conference attendees.

Tuesday, September 20 featured a presentation by **Dr. Chad Moutray**,

Chief Economist with the National Association of Manufacturers. **Stephanie Tanner**, Lead Engineer for the Environmental Protection Agency; **Brendan Owens**, Vice President-LEED Technical Development for the U.S. Greenbuild Council and **Christian Taylor-Hamlin**, Technical Director of the Bathroom Manufacturers Association gave presentations during the Water Efficiency and Sustainability Issue Committee Meeting.

The Fair Trade portion of the conference saw presentations by **Gary Stanley**, Acting Director – Office of Materials Industries and **Salim Bhabrawala**, Senior International Trade Specialist, both with the U.S. Department of Commerce and **Yvonne Orgill**, Chief Executive of the Bathroom Manufacturers Association.

PMI President and Vice President and General Manager – Commercial Channels for Elkay Manufacturing Company, **Jack Krecek**, presented the President's Award to **Rick Reles**, Vice President, Kitchens, Cast Iron and Corporate Accounts Worldwide, Kohler Co. and **Paul Patton**, Senior Product

Development Manager, Delta Faucet Company, in recognition of their efforts to enhance PMI's value to marketing professionals through the development of the Marketing Council. This is the third year that the President's Award honor has been bestowed; the tradition having been started in 2009. The award is discretionary and given annually by the PMI President for commitment and contributions to PMI and the industry. Previous winners are: **Sally Remedios**, Delta Faucet Company; **Shabbir Rawalpindiwala**, Kohler Co. and **Klaus Fromme**, Bradley Corporation.

Wednesday, September 20 started with a short tutorial on lobbying visits. PMI Fall Conference attendees then left to meet with their elected officials on Capitol Hill.

PMI would like to extend its thanks to the Fall Conference Sponsors: **Chase Brass and Copper Company**, **International Association of Plumbing and Mechanical Officials (IAPMO)**, **International Code Council (ICC)** and **Dornbracht Americas**.

## 2011 Fall Conference Executive Roundtable



*Executive Roundtable Participants: Keith Allman, Delta Faucet Company; David Lingafelter, Moen Incorporated; Jim Westdorp, Kohler Co.; Timothy Jahnke, Elkay Manufacturing Company; William Strang, TOTO USA; Donald Devine, American Standard Brands; Tim O'Keefe, Symmons Industries and Panel Moderator and Keynote Speaker, George Will*

# PMI Fall Conference 2011 in Washington, D.C.



*Ken Martin and Sally Remedios, Delta Faucet Company and Stu Yang, Kohler Co.*



*Gold Level Video Sponsors Jim Palmour and Larry Muller, Chase Brass and Copper Company*



*C.J. Lagan, American Standard; Rob Zimmerman, Kohler; Shabbir Rawalpindiwala, Kohler; and Jeannette Long, American Standard*



*First Time Attendee Oliver Bleich and Oliver Schöttke, Dornbracht Americas*



*Donald Devine, American Standard Brands; Jim Westdorp, Kohler Co. and William Strang, TOTO USA*



*Michael Klueh, Hansgrohe; Christian Taylor-Hamlin and Yvonne Orgill, Bathroom Manufacturers Association (UK)*



*First Time Attendee George Simadiris, Fluidmaster*



*Melanie Bastian, Kohler Co.; Len Swatkowski, PMI and Maja Jankov, Duravit USA*



*Dan Hinkle, PMI Texas Lobbyist; Prospective Member, Michael Miller, LSP Products and Peter Jahrling, Sloan Valve*



*Prospective Member Attendee Andreas Nowak, Chicago Faucet Company*



*Keynote Speaker, George Will and PMI President, Jack Krecek, Elkay*



*Prospective Member Attendee Joe Napolitan, Mueller Brass*



*Bronze Level Sponsors Shahin Moinian, ICC and Pete DeMarco, IAPMO*



*Ece Cokyasar-Potter, VitroA; Barbara Higgins, PMI and First Time Attendee Barbara Booth, Fluidmaster*



*Jack Krecek presents the PMI President's Award to Rick Reles of Kohler Co. and Paul Patton, Delta Faucet Company*



*Paul Sullivan and First Time Attendee, Chip Way, Lavelle Industries*



*Ken Martin, Delta Faucet Company; PMI Texas Lobbyist, Dan Hinkle; PMI Massachusetts Lobbyist, Matt Fisher; PMI California Lobbyist, Jerry Desmond; PMI Federal Lobbyist, Joe Davis and David MacNair, InSinkErator (Not Pictured: PMI Federal Lobbyist, Stephanie Salmon)*



*Prospective Member Attendee R. Stuart Holden, Keeney Manufacturing Company*



*First Time Attendee Dianne Orlina, Kohler Co.*



*First Time Attendee Sal Gattone, American Standard Brands*



*First Time Attendee Bobbi Bieschke, Amerikam*



*First Time Attendee Michael Rosen, Gerber Plumbing Fixtures*



*First Time Attendee Kris Alderson, Bradley Corporation*

# PMI Members in the News

**Assembled by: Amy Berg-Ferguson, Association Manager**

**John Watson** joined Elkay Manufacturing Company as the LEED Green Associate. **Michael Martinez** has joined Delta Faucet Company as Product Compliance Engineer.

**BrassCraft Manufacturing Company** is celebrating its 65th anniversary. Founded in 1946, BrassCraft Manufacturing Company is headquartered in Novi, MI and has grown to include distribution and manufacturing facilities in Michigan, California, North Carolina and Texas.

**Bradley Corporation** is sponsoring an Architectural Design Studio Course with University of Wisconsin-Milwaukee's School of Architecture and Urban Planning. The topic is "Intelligent Skins for Intelligent Buildings," which utilizes students' design, research and analysis to influence the appearance and performance of a structure's "skin" to create an intelligent building.

The Green Products – Editor's Choice section featured write ups about **American Standard Brands'** Decorum Flowise Urinal, **Caroma's** Invisi Series II Wall Hung Toilet and **KWC's** AVA faucet.

**Bradley Corporation's** Diplomat Washroom Accessories were featured in the Editor's Choice section.

*(Contractor, October 2011)*

**American Standard Brands'** Platinum ZM Heat Pump was featured in the Product Preview section.

Haws Corporation promoted **Sam Sarver** to director of sales in North America and **Vic Strandberg** to director of research and development. Sarver has been with Haws since 2005 and will take responsibility for all domestic sales activities. Strandberg will assume all the responsibilities for research and development project management and will con-

tinue his management of all operational aspects of product engineering.

*(Supply House Times, October 2011)*

**Bradley Corporation's** third-annual healthy handwashing survey reveals 90% of Americans wash their hands more often when using a public restroom, a 3% increase since the survey's introduction in 2009.

The survey also notes 91% of Americans say an unclean restroom has a negative impact on their perception of the business or establishment, while 11% of respondents admit they are germaphobes. Additionally, the three surfaces in a public restroom people dislike touching most are toilet stall door handles, restrooms entrance doors and faucet handles. The survey also reveals 26% use a towel, sleeve or other material to open the restroom door after washing their hands. To see the entire results of the survey, visit [www.bradleycorp.com](http://www.bradleycorp.com).

**Speakman Company's** Anystream Assana showerhead was featured in the New Products: Green Scene section.

*(PM Engineer, October 2011)*

**American Standard Brands** donated more than 1,500 plumbing fixtures and accessories to the St. Bernard Project to help the non-profit organization re-build homes in the hurricane-ravaged New Orleans area. The products will be used to rebuild homes for families who do not have the resources to repair the homes they own and to support the project's Opportunity Housing Program, which renovates abandoned or blighted properties and converts them into properties for sale or rent.

A team of penguins can be seen "chilling out" in **Duravit's** Vero line of bathroom ceramics in this summer's family comedy, "Mr. Popper's Penguins," the story of a businessman whose life gets

turned upside down when he inherits six penguins and they turn his swanky NYC apartment into a snowy winter wonderland.

Duravit has appointed **Alison Provenzano** Northeastern regional sales associate. Provenzano has extensive experience in the decorative plumbing and hardware industry, including account and project management, inside sales, research and development and A&D specifications.

**KWC's** AVA faucet and **Speakman Company's** upgrades to the redesigned Anystream® Icon 8-jet showerhead were featured in the Product News section.

*(The Wholesaler, September 2011)*

Speakman Company recently appointed **Robert "Bob" Knoll** as the first chief operating officer for the company in its 143-year history. Knoll joins Speakman from Easthill/East Wood Company where he was president and COO for the Easthill Group, Inc. Knoll will play a major part in the company's growth initiatives in commercial plumbing and residential shower and bath. Knoll's key role will focus on the fulfillment process, improving forecasting and streamlined communication on the supply chain team.

PMI Technical Director, **Len Swatkowski's** article "All Together Now! In Consideration of Global Plumbing Product Standards," was featured in the magazine.

PMI Executive Director, **Barbara Higgins** and **Jeff Baldwin**, T&S Brass and Bronze Works were both quoted in the article "The WaterSense Label."

**Caroma's** water conserving toilets and urinals, **Sloan Valve Company's** FLUSHMATE® Pressure Assist Technology and **T&S Brass and Bronze Works** hydro-generator, featured in the

*continued on page 9*



# PMI Members in the News

*continued from page 8*

ChekPoint™ sensor faucets were mentioned in the Green Product Showcase.

**American Standard Brands'** Manual Flo-Wise Flush Valves and **Lavelle Industries'** Korky brand Water WISE Fill Valve were featured in the New Products section.

*(Reeves Journal, September 2011)*

**Gerber Plumbing Fixtures** received seven (ADEX) Awards for Design Excellence for its plumbing products. Gerber Plumbing Products received three platinum awards for the Avalanche 1.28 one-piece compact elongated HE toilet, North Point HE urinal and lavatory with shroud; three gold awards for the Carol Stream bathroom faucet, Daylene kitchen faucet and a metering faucet and one silver award for its Gerber PLUS valve.

**Sloan Valve Company's** retrofit urinals were featured in the Product Review section.

*(Supply House Times, September 2011)*

**David MacNair**, vice president of marketing for InSinkErator, authored a Guest Editorial column about harnessing the power of food disposers.

The Products and Literature section featured write-ups about **Moen Incorporated's** M•Power dual-flush valves and **Duravit's** Utronic water saving urinal.

*(Plumbing and Mechanical, September 2011)*

The PM Profile section of the magazine featured an interview with **Michael Werner**, CEO and President of Gerber Plumbing Fixtures, to discuss issues facing the plumbing industry.

**NEOPERL's** Faucet Outlets, **Duravit's** Utronic water saving urinal and **Sloan Valve Company's** retrofit urinals were

featured in the Products and Literature section.

*(Plumbing and Mechanical, August 2011)*

**T&S Brass and Bronze Works** and **Moen Incorporated** were featured in the Case Histories section of the magazine.

*(PM Engineer, August 2011)*

**Caroma** was awarded the 2011 Green Good Design Award for its Profile Smart Toilet. The Chicago Athenaeum: Museum of Architecture and Design and the European Centre for Architecture Art Design and Urban Studies, annually bestows its Green Good De-

sign Award to outstanding individuals, companies, organizations, governments and institutions, awarding them for their dedication to integrating sustainability with aesthetic design.

**T&S Brass and Bronze Works'** Pressure Balance Shower Valves and **Fisher Manufacturing Company's** E-Z Install Adapter were featured in the Product Literature Showcase.

*(Reeves Journal, August 2011)*

**Speakman Company's** 8-Jet Showerhead Upgrade was featured in the Product Review section.

*(Supply House Times, August 2011)*

## Kohler Awarded Fourth Consecutive WaterSense Award

Kohler, a two-time WaterSense Partner of the Year and 2010 Excellence Award winner, was recognized with its fourth consecutive WaterSense award from EPA – this time a 2011 Excellence Award for strategic collaboration. Kohler is the only organization to garner four consecutive WaterSense awards and received its latest honor at the annual WaterSmart Innovations Conference in Las Vegas, Oct. 5.

“Kohler is honored to be recognized by the EPA four straight years, which once again acknowledged our collaborative efforts on the serious issue of water conservation,” said **Rob Zimmerman**, water conservation and sustainability manager for Kohler Co. “Kohler has a large stake in the availability of clean, safe water. And our company understands the ongoing importance of educating homeowners about reducing water usage.”

Specifically, the 2011 Excellence

Award was given to Kohler for efforts in promoting and publicizing its WaterSense-labeled plumbing products with displays at nearly 900 wholesale showrooms and approximately 500 Home Depot and Lowe's retail outlets.

The company also placed WaterSense fixtures and faucets at high-profile venues, such as the 2010 PGA Championship, Yellowstone National Park, historic Union Station in Washington, D.C., Charmin Holiday Restrooms in Times Square, and J.W. Marriott Corp. hotels.

Kohler continued its Save Water America educational campaign with an interactive Web site and donating another \$1 million in products to help build Habitat For Humanity homes with water-efficient plumbing products. Over a two-year period – and the Save Water America program is currently in its third year in 2011 – Kohler provided more than \$2 million in product donations to help build 1,245 homes in 48 states.

# California Legislative Issues Update

By: **Jerry Desmond, Jr., PMI California Legislative Advocate**



*Jerry Desmond, Jr.*

PMI is engaged with the State of California as agencies begin efforts towards the development of the next update to the state's green building standards code. The code is formally known as

the California Green Building Standards Code, Title 24, Part 11 of the California Code of Regulations and is referred to as CALGreen.

## Context

CALGreen is aimed at making new residential and non-residential buildings be more energy efficient and environmentally responsible, thereby achieving reductions in the emission of greenhouse gases, the consumption of energy and the use of water.

Since its initial development and adoption, CALGreen has been intended to serve as a framework and structure to be enhanced and expanded through time as new materials, technology, and designs are developed and become available, and as needs to accomplish efficiencies are identified. The objective is for CALGreen to proactively move the state forward to a more sustainable and environmentally responsible future.

## Residential

PMI participated in initial focus group meeting held by the Department of Housing and Community Development [HCD], Division of Codes and Standards on August 25, 2011 to discuss proposed changes to be included in the 2013 CALGreen. The Department is aiming to accomplish additional efficiencies in water usage through the proposed revisions.

With presentation of PMI's comments and recommendations at the

focus group meeting, we also worked to establish a dialogue between HCD with the PMI technical committee. A teleconference was held on September 28 to review the initial draft regulations and the issues that had been identified with that document.

We were pleased with HCD's interest, and in the discussion of the Home Water Use data and the specific recommendations for the water use baselines table and the fixture flow rates table in the draft. PMI presented the Department with issues regarding the voluntary levels of water efficiency noted in section A4.302 of the draft, and the relationship between the levels and consumer usage. Discussion was held regarding the data presented in the draft table A4.303.1 and the relationship with the actual baseline amount of water to be expected in real life.

Another comment concerns voluntary measures in the draft Appendix, Division A4.3. Providing a voluntary flow rate schedule for adoption by various townships and municipalities throughout California creates a multitude of issues from an enforcement and manufacturers' standpoint.

From our discussion, the Department has provided for our review a study from Aquacraft, Inc., sponsored by the California Department of Water Resources [DWR] covering an overall period of 2005-2010 (data collected from 2005 to 2008), dealing with the subject of how water is used in single-family homes in California. This has enabled us to obtain a clearer understanding of the Department's thought process in developing its draft regulations.

PMI's dialogue with HCD will continue. The Department has scheduled a second focus group meeting for November 14 to review updated drafts of proposed changes to be included in the 2013 CALGreen.

## Non-residential

In addition, PMI is establishing a dialogue with the California Building Standards Commission [CSBC] in advance of the Commission's development of updates to CALGreen's non-residential provisions. The Commission is currently working on a draft of proposals and hopes to convene a nonresidential Focus Group meeting on CALGreen in the near future. More information is forthcoming.

## Julianne Marsink Staff Update

In the last issue of PMI News, you met Julianne Marsink, PMI's newly-appointed operations manager. If you attended the PMI Fall Conference; you now know that Julianne is no longer with PMI.

Unfortunately, Julianne resigned from PMI just prior to the Fall Conference to assist her mother as she struggles through some serious health issues. Julianne was off to a terrific start with PMI as those of you who met her know. True to her nature, she has made the right choice and has her priorities firmly in place as she tends to the needs of her family.

Julianne has been in touch with us frequently since she left, checking to make sure we have her previous assignments under control. Our hearts go out to Julianne and we wish her all the best as she navigates through these tough times. She is a class act and will be missed.

# Delta Named 2011 WaterSense Partner of the Year

Submitted By Delta Faucet Company



Back row left to right: Sally Remedios, Carl Trendelman, Dave Yocum, and Charles Hettrick. Front row left to right: Mike Miller, Paul Patton, and Justin McCarthy

Delta Faucet Company, America's faucet innovation leader, has been named 2011 WaterSense Manufacturer Partner of the Year by the U.S. Environmental Protection Agency (EPA). The manufacturer of Delta®, Brizo® and Peerless® branded products was recognized for its outstanding support of the WaterSense program and ongoing commitment to promoting advancements in water efficiency. **Paul Patton**, senior product development manager, accepted the award on behalf of Delta Faucet Company at the 2011 WaterSmart Innovations Conference and Exposition annual awards banquet in Las Vegas on October 5.

Launched in 2008, the WaterSense Partner of the Year awards recognize partners that help advance the overall mission of the WaterSense program, demonstrate overall excellence in the water-efficiency arena and increase awareness of the WaterSense brand in a measurable way. Each year, the program recognizes just one manufacturer that demonstrates exceptional performance in each of these areas.

"Delta Faucet Company is honored to be recognized by the EPA as its 2011 WaterSense Partner of the Year," said **Keith Allman**, president of Delta Faucet Company. "As a company, we place a high priority on products that address today's water conservation concerns and

promote water quality and accessibility. We strongly value our relationship with the WaterSense program, a sentiment that is due in part to our organizations' shared belief that it is possible to create products that are both water-efficient and high performing without taking away from the end user's experience or decreasing the quality of performance."

A WaterSense partner since the program's inception, Delta Faucet Company is a pioneer in the advancement of performance standards for water-saving products and has developed several groundbreaking technologies that help promote water conservation in the bath.

"We take pride in the fact that we provide consumers with a wide range of products featuring sustainable designs,

innovative solutions and most of all, water efficiency," said Patton. "More than anything, we want to continue to develop new and innovative solutions that help people use water in smarter and more environmentally responsible ways while also enhancing the end user's experience."

Within the industry, Delta Faucet Company maintains memberships and is a leading voice in several key trade associations directed toward promoting water conservation, with employees taking active roles in various committees. Some organizations in which Delta Faucet Company is involved include the Alliance for Water Efficiency and the Plumbing Manufacturers' International (PMI).

## PMI Welcomes Six New Leaders

Plumbing Manufacturers International (PMI) is pleased to announce the election of **David MacNair** and **Peter Jahrling** to the 2012 PMI Board of Directors as Directors at Large and the appointment of **Bobbi Bieschke** as a Director at Large.

Mr. MacNair, vice president of marketing and Emerson brand officer for InSinkErator, and Mr. Jahrling, director of design engineering for Sloan Valve Company, will begin their three terms in January of 2012. Ms. Bieschke, chief financial officer for Amerikam, will begin her term immediately to fill a recent vacancy. Her term will expire in 2012, when she will be eligible to run for a full three-year term.

Plumbing Manufacturers International (PMI) President, **Jack Krecek** has announced the appointment of three new Committee Chairs. **Charles Hettrick**, technical services manager for Delta Faucet Company

and **John Watson**, LEED green associate for Elkay Manufacturing Company, have been named as the two new Co-Chairs of the Water Efficiency and Sustainability Committee.

In addition, **Sal Gattone**, director of program management for consumer fixtures for American Standard Brands has been named as the new Co-Chair of the Fair Trade Committee. Also serving on the Fair Trade Committee is **Dale Gallmann**, corporate codes compliance manager for Bradley Corporation.

The new Co-Chairs began their terms at the PMI Fall Conference, held in Washington, D.C. September 18-21. Their terms run from Fall 2011 through Spring 2014.

PMI congratulates Mr. MacNair, Mr. Jahrling, Ms. Bieschke, Mr. Gattone, Mr. Watson and Mr. Hettrick and looks forward to seeing their contributions to the Board of Directors and their respective committees.

## IAPMO, PMI Sign MoU to Explore More Dynamic Collaboration

The International Association of Plumbing and Mechanical Officials (IAPMO) and Plumbing Manufacturers International (PMI) have entered into a Memorandum of Understanding (MoU) specifically detailing ways in which the two venerable organizations will work together to jointly advance and promote mutual industry interests as related to education, training and advocacy.

Through this MoU, IAPMO and PMI pledge cooperation in the achievement of numerous objectives, including the following:

- Where mutually beneficial, identify and consider a possible agreement between IAPMO and PMI to promote new and existing sustainability opportunities and services collaboratively to our members and the industry, including IAPMO's green training programs.
- Consider ways the organizations might aid best practices in the plumbing industry, and seek collaborations with other industry groups to promote effective delivery of continuing education programs for workers and recruitment of new workers.
- Identify joint areas of interest in legislative and regulatory advocacy.



*Pete DeMarco, Allen Inlow, Dave Viola all of IAPMO (standing). Russ Chaney, IAPMO CEO and Barbara Higgins, PMI Executive Director (seated)*



*Russ Chaney, IAPMO CEO and Barbara Higgins, PMI Executive Director*

- Consider expansion of IAPMO educational content and offerings to including hosting of existing PMI courses and collaborate with PMI on development of new courses that may be offered jointly and co-promoted.
- Investigate the feasibility of jointly produced educational conferences.

IAPMO CEO **Russ Chaney** and PMI Executive Director **Barbara C. Higgins** signed the MoU Oct. 13 in Washington, D.C.

"Sharing talents through collaborative relationships like this one with IAPMO has been an important part of PMI's success over the years. We are delighted to have the opportunity to explore areas of mutual interest and to investigate ways to work together," Higgins said.

"IAPMO and PMI have long worked together and with others to advance the industry, but with this Memorandum of Understanding we look forward to engaging in an even more proactively cooperative relationship," Chaney said. "Each association becomes a stronger advocate of its stated mission with the assistance and backing of the other."

## 2011 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Jack Krecek, Elkay Manufacturing Company**  
President

**Stewart Yang, Kohler Co.**  
First Vice-President

**Jeff Baldwin, T & S Brass and Bronze Works**  
Second Vice-President

**Tim Kilbane, Symmons Industries**  
Treasurer

**Lee Mercer, Moen Incorporated**  
Immediate Past President

### DIRECTORS AT LARGE

**William Ball, WCM Industries**  
(1/09-12/11)

**Bobbi Bieschke, Amerikam**  
(10/11-12/12)

**Fernando Fernandez, TOTO USA**  
(1/10-12/11)

**C.J. Lagan, American Standard Brands**  
(7/11-12/12)

**Paul Patton, Delta Faucet Company**  
(1/11-12/13)

**Tim Schroeder, Duravit USA**  
(1/11-12/13)

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