

Is This Really the End?

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

As we approach the end of 2009 and my last newsletter to you as President of PMI, it seems appropriate to honor the tradition of reflecting on the events of the past year and boldly make predictions of what the upcoming year will hold.

January of this year ushered in a new group of folks in Washington, D.C. who, love them or hate them, will have a profound but yet not well understood impact on the future cost and processes of business. Concurrent with the inauguration, profit expectations of global business executives reached its nadir. The laundry list of negative happenings of this past year is depressingly long, headlined by unemployment reaching 10% nationally, decline of home and commercial real estate values and construction dramatically reducing demand for PMI members' products, credit and marquee industrial company crises and general mistrust that government understands the complexity of issues that pummeled the economy which, even if understood, may not have the courage to pull the proper levers to correct. Perhaps most depressing for those of us in business leadership roles was the passing parade of corporate senior executives who placed personal gain before their duty to the share and stakeholders of their enterprises. People from all quarters have rightly asked when will the bad news end?

The last two quarters of the year have seen some improving metrics such as stock market value and strong earnings from some companies, which

begs the question, is this really the end of this financial contraction? What does the future hold for business in general and plumbing manufacturers specifically? What should PMI do to best support our members as we climb out of the hole?

I will defer the future predictions of business conditions to over 1,500 global executives who responded to the highly respected consulting firm McKinsey & Company survey, *The Crisis - One Year On: McKinsey Global Economic Conditions Survey Results, September 2009*. A brief summary of findings were:

- Most companies are not in crisis. They are managing in a new normal, with an enlarged role for government and lower long term growth expectations.
- Innovation is more important than ever; the companies that have the highest hopes for their own futures are likeliest to be focusing on it.
- Executives now look forward to economic growth, but few expect a quick, full recovery.
- Executives indicate that the past year has slowed, but not stopped globalization and that skepticism about the value of free markets will continue as well.

Looking at a few of the survey details, I note some surprising disconnects which should provide guidance to PMI and its membership:

- 45% of respondents see more innovation in their future.
- 36% of respondents see stricter governmental regulation.
- 6% of respondents are lobbying or

seeking to influence legislation that could affect their company.



Walt Strader

While I vigorously concur that the future belongs to those most creative and committed to innovation and that governments at all levels are increasingly inserting themselves in our business alternatives, a cautionary note should be sounded. The often overlooked reality of companies which seek an advantage in innovation, but participate in regulated industries, many times find their creative efforts fail due to: innovation = step or exponential change, governmental and legal systems = incremental change. Individual plumbing manufacturers should always seek competitive advantage via innovation, but we will likely find our efforts diluted by governmental incremental initiatives and mandates without a strong unified industry voice. The small percentage of companies attempting to influence legislation is indicative of the inherent difficulty of going it alone and the value of PMI's lobbying efforts. All of which points to the need for strength and clarity of our message. Strength of that voice will require engagement by all member companies.

It is with a profound sense of pride in PMI's accomplishments, great respect for its member companies and positive expectations for the future, I turn PMI's gavel over to those who will follow me.

Thank you all.

When The Going Gets Tough, The Tough Get Networking!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Both the PMI fall conference and this year's conference of the Bathroom Manufacturers Association (BMA-UK), held back-to-back in October, enjoyed resounding successes. Despite challenging economic conditions and the inevitable downsizing, which puts even more time pressure on those left standing, attendance at both events was solid. Around the world, the value of trade associations is tested continuously, but especially in tough times. It is in times like these when difficult decisions must be made about how to spend precious and limited resources. Trade associations that don't measure up, are quickly abandoned.

Like PMI, the BMA offers value in the legislative, technical and trade arenas. The need for focus on these



Yvonne Orgill of the Bathroom Manufacturers Association (BMA-UK).

topics is heightened when member companies are under siege. The result: healthy attendance at industry conferences. The strength of associations, while often attributed to staff, is actually found in the collective involvement of its members working to better the industry. Association staff provides the structure for the association, but the vitality and direction of the organization is an outgrowth of member involvement. Trade associations provide a forum for the talented members of the organization to exchange ideas and to identify areas of focus. The staff compiles, sorts and processes this

input into an organized fashion as the framework of conferences and strategic action plans.

In another of the countless parallels between PMI and the BMA, our British counterpart recently named a new Technical Director, **Christian Taylor-Hamlin**, replacing 17+ year veteran **Mike Rymil**. Mike had been involved with association activity nearly all of his professional life, working on British and European standards. PMI's first Technical Director, **Dave Viola**, joined the International Association of Plumbing and Mechanical Officials (IAPMO) in 2007 after an impressive nine years at PMI and was followed there by **Maria Bazan** in 2008, who had joined PMI in 2002 after coming to us from my husband's company. Both Dave and Maria are flourishing at IAPMO and we wish **Shawn Martin** the same good fortune as he leaves PMI after a two-year stint

to begin his new adventure at the International Code Council (ICC). With this most recent departure, PMI is being ribbed about being something of a farm league for the code bodies. The point is this: PMI recruits and trains talented individuals who are then put into high profile positions within the industry. These folks perform well in the spotlight and become the focus of recruiting efforts. I suppose on some level, it's PMI's service to the industry!

There has been a great deal of interest in the open position at PMI. We all recognize that change in business and in life is a natural, ongoing process and that the organization is larger than its component parts. In the words of **Bhavik Patel** of TOTO USA, at the recent Greenbuild Show in Phoenix, "I'm not worried. PMI always finds excellent people!" Indeed we do!

Stay tuned and Happy Holidays!

PMI Exhibits at Greenbuild Show in Phoenix, AZ

PMI exhibited at the Greenbuild Show, which was held November 10-12 at the Phoenix Convention Center in Phoenix, AZ. Staffing the booth were **Barbara Higgins**, executive director and **Amy Berg-Ferguson**, association manager with backup by **Trey Higgins**, Barb's husband.

Demonstrating PMI's commitment to water efficiency in its role as a charter member of the Alliance for Water Efficiency, Barb invited the organization to share PMI's booth space. **Jeffrey Hughes**, AWE's administrative director, was on hand to help spread the word. PMI and AWE have 12 members in common.

Over 28,000 attendees walked the show floor and attended workshops pertaining to green issues. Several PMI members exhibited at the Greenbuild Show, including **American Standard, Bradley Corporation, Caroma, Delta Faucet Company, Gerber Plumbing Fixtures, Kohler Co., Moen Incorporated,**

NEOPERL, Inc., Sloan Valve Company, Speakman Company, T&S Brass and Bronze Works, Inc. and TOTO USA.

A live demonstration of www.safeplumbing.org was the focus of PMI's presence at the show. In addition, 459 packets of wildflower seeds were distributed to promote the website address and build traffic at members' booths.

PMI has already made plans to exhibit at the 2010 Greenbuild Show, being held at McCormick Place in Chicago, IL, November 16-18.



Jeffrey Hughes, Barbara Higgins and Amy Berg-Ferguson in the PMI booth at the Greenbuild Show.

Life Cycle Assessment: Green Grows Up (Part 2 of 2)

By: Shawn Martin, Technical Director

In Part 1 of this article, we examined the origin and need for Life Cycle Assessments (LCAs). With that foundation in place, this second part will examine their attributes and uses.

First and foremost, LCAs are flexible. It is both their strength and their weakness. They can be conducted for all or part of a product life cycle and can consider many or only specific impact categories. In Figure 1, for example, LCA could be used to focus on a unit process like product manufacturing or examine only airborne emissions. A practitioner must also decide on the appropriate depth for an analysis. It may be sufficient to consider the inputs and outputs from the manufacturing process itself without including other input-output information, such as for the creation and maintenance of the manufacturing equipment.

Thanks to their flexibility and structured approach, LCA analyses can have a myriad of uses. Done comparatively, they can help choose among several potential products, processes or systems. During the design phase, they can help designers select among different materials and technologies. For existing products, they can reveal areas where the greatest environmental improvement in a product, process or system can be achieved. The strength of LCA is that, if done properly, it can prevent or highlight the kind of "problem shifting" that has been the basis of many greenwashing charges. That is, problem shifting...

- from one stage of life to another.
- from one sort of problem to another.
- from one media to another (uses less water, but consumes more energy).
- from one location to another?

LCA analyses permit products to be viewed holistically, which avoids glossing over problem areas. Perhaps just as importantly, they prevent misperceptions that can lead us to assume that a product has a relatively poor environmental performance.

It is equally important to understand

what an LCA is not. It is not a fully inclusive, decision-making tool. It will tell the user nothing of the performance of a product or system. Nor will it necessarily provide information on cost effectiveness, even though product life factors into analyses. Therefore, results derived from it must be prioritized and weighed against other, outside information.

Above all, it is not a simplistic, one-size-fits-all method. Its very flexibility, which makes it so versatile, also makes its results murky at times. LCAs cannot be compared side by side, unless they were specifically constructed for that purpose. Results from different LCAs will look different, as some will focus on parts of systems or only on certain environmental impacts. For this reason, the results of analyses can be easily misunderstood or abused. This, in turn, has led to reluctance on the part of some to cite LCA results widely.

Because of these characteristics, it is extremely important for those who encounter LCA results to have a sense for its constructs, elements and most importantly, limitations.

As shown in Figure 1, there are four phases to an LCA process, as set forth by the ISO 14000 standards. Before delving into them, we should note that all flow lines in the illustration go both directions, forward and backward. This is because LCA is a highly iterative process. Acquiring information on products and processes can lead to

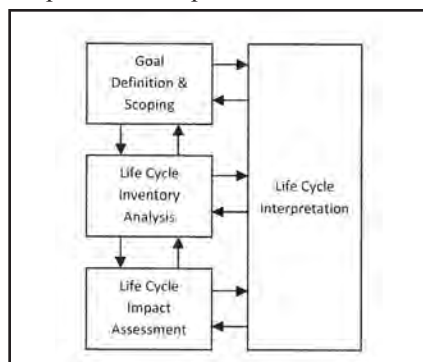


Figure 1: LCA Methodology¹: All flow lines go both directions, forward and backward, and because LCA is a highly iterative process.

revisions in goals, changes to scopes and the addition or deletion of environmental impacts.

The four phases of an LCA are as follows:

1) Goal Definition and Scoping. This stage involves the establishment of project scope and system boundaries. This should be the result of a very careful description of the objective and the results needed. The researcher defines the unit processes, context, environmental-impact categories and the depth to which the study is to be conducted. While the process is iterative, the importance of this stage cannot be overstated. LCAs are by their very nature, complex and potentially highly time consuming. Careful forethought can avoid significant wasted effort or needlessly detailed studies.

2) Life Cycle Inventory (LCI) Analysis. This involves the identification and quantification of the inputs and outputs associated with the unit processes in a system. As shown in Figure 1, these are the materials and energy that flow into a system, and the waste and product that emerge. All flows are normalized for a specific quantity of product and for a reference indicator, to allow them to be compared and eventually aggregated.

A good example of this stage is an LCA conducted by the Pacific Institute in 2006 to examine the environmental impact, energy, water and emissions of bottled water versus drinking water supplied from municipal sources.³ The analysis first found that the energy required to make a typical polyethylene terephthalate (PET) bottle, cap and packaging was approximately 3.4 mega joules (MJ) of energy. This was then normalized, based on the



Shawn Martin

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Meet Mike Miller, PMI Committee Co-Chair

By: Amy Berg-Ferguson, Association Manager



Mike Miller

"I've only been involved with PMI for a few years, but just in that short time, I have noticed PMI is taking a much more proactive role in the industry, especially in the area of water conservation and sustain-

ability. I'm looking forward to being involved as the industry continues to progress," says **Mike Miller**, engineering manager with Alsons Corporation. Mike has been involved with PMI for only four years, but he has already made his mark as a co-chair of the Supply Fittings and Water Temperature Device Committee, now a part of the Plumbing Products Committee.

Mike says, "Alsons Corporation is a member of PMI so we can keep up on the regulatory issues that affect our products. On a personal level, I find the politics behind something as simple



Jillian and Mike Miller with their sons, Seth and Ben.

as plumbing fascinating. Who would have ever thought that toilets and showerheads could spark so much debate in Congress?"

Mike is a Rutgers University alumnus with a bachelor's degree in Material Science and Ceramic Engineering. He then completed a masters of business administration at Western Michigan University. He landed a position as a New Product Development Engineer with American Standard in their Chinaware Division.

He then moved to Alsons, where he has been for five years. When asked what his management philosophy is, Mike replied thoughtfully, "I'm a big believer in separating personal emotions from the management of business. That's the only way to make clear-headed decisions." He also added that the secret to his success was simple, "A good memory helps and always dress for the job you want, not the job you have."

Spending time with his family is a



Seth and Ben Miller at home.

favorite way to relax. Mike has been married to his wife, **Jillian**, since 2001. Together, they have two sons, three year old **Ben** and one year old **Seth**. "My wife is the most influential person in my life," he says. "She is the most honest, caring and upbeat person I have ever met and she keeps me sane no matter how stressful or crazy things get. Let's be honest; who has more influence over a man than his wife?"

A die-hard New York Mets fan, his other interests are politics, "I might be the lone Democrat in PMI. I voted for **Barack Obama** and I would do it

again. I kind of keep that quiet at PMI meetings," he laughed. He also cites music as an interest, "I'm always looking for the next song to download, legally of course." When asked who his heroes are, he says without hesitation, "I would have to say Superman. He can fly and has the cool disguise when he's **Clark Kent**." Mike's favorite vacation spot currently exists in his mind, "I'd love to visit Fiji. I have never been there, but it sounds like it would be my favorite," he laughed. "If you have ever lived in Michigan, you would understand."

His pet peeve is one most can relate to, "I can't stand it when someone leaves their phone number at the end of a long message and they say it so fast you can't understand it and have to listen to it multiple times to figure it out. It is very frustrating." His outlook on life is one everyone should take note of, "I try to learn something from every experience I have or person I meet. Everyone has a unique outlook on life and his or her own unique experiences. If you take the time to listen, I believe you can always learn something new."

Mike has enjoyed his time with PMI and is looking forward to what the future brings, "I think PMI helps Alsons Corporation be more successful by continuing to be proactive on the issues that affect our products."

PMI appreciates Mike's success and hard work and we look forward to his continued participation in the industry. Thanks for your years of commitment and dedication to your committee chair position, Mike!

**Congratulations to NEOPERL, Inc.,
who won 2nd runner up for the
Innovation Award at The Home Depot.
Way to go!**

PMI Announces New Dues Structure for 2010

By: Lori Palcheck, Member Services Coordinator



Lori Palcheck

The PMI Board of Directors met at the 2009 PMI Fall Meeting and one order of business that was accomplished during their session was discussion and approval of the PMI dues structure for the

year 2010. **Jack Krecek**, PMI treasurer, presented three models for consideration for the 2010 dues structure and the Board of Directors unanimously approved and adopted one of them.

Mr. Krecek reported that the new structure is designed to address inconsistencies in the previous structure, by equalizing the brackets and the relationship between sales levels and dues levels. While the new structure raises the dues cap to better reflect PMI member company sizes, any change in

individual dues level due to the bracket adjustment will be capped at 2% annually. In other words, the new structure is intended to have little financial impact to members or to PMI, but in the event dues levels do change, the member would pay no more or less than 2%. Mr. Krecek also noted that the PMI Board of Directors would review the dues structure annually at the Fall Meeting.

Another change is that now the dues declaration form will include a space in which to report actual company sales. This additional information will enable staff to more accurately predict dues levels and annual income.

Dues notices will go out in December and renewals are payable by February 1, 2010. The dues renewal packet includes detailed step-by-step instructions on how to pay dues. Included in the packet is the dues declaration form, which must be filled out,

including the company's sales, dues level and a payment term option of annual, semi-annual, quarterly or monthly that will need to be selected and reported on the form.

Checks should be made payable to the Plumbing Manufacturers Institute, to the dues collection address shown here:

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

Please note, payment may either be in full, one-half, one-quarter or the first two months of your total 2010 investment. **Remember, this payment is due no later than February 1, 2010.**

Thank you for your continued support of the Plumbing Manufacturers Institute. If you have any questions about dues or the dues payment process, please contact Lori Palcheck at 847-481-5500 x 108 or lpalcheck@pmihome.org.

Symmons Industries Appoints Tim O'Keeffe as CEO

Submitted By: Megan Thatford, Symmons Industries

Symmons Industries is pleased to announce the appointment of **Tim O'Keeffe** as Chief Executive Officer as of January 1, 2010, following the retirement of **Bill O'Keeffe** in December. This transition represents the company's third generation of management since 1939.

Symmons Industries was founded by **Paul C. Symmons**, who created the pressure-balancing, anti-scald technology for the shower valve, an innovation that revolutionized the plumbing industry. This technology has become the standard for safe showering and the platform for the company's 70 years of product development.

"Less than 15% of family businesses successfully transition to the third generation and I am proud that Tim represents the next generation of leadership at Symmons," said Bill O'Keeffe. "Tim shares the same

values, drive and vision his grandfather did in the 1940's and I am confident that as a third generation company we will be as strong as ever."

Symmons began as a small shower valve company with a solid commercial customer base in New England. Under Bill O'Keeffe's leadership, Symmons remained true to its commercial heritage and the products that have given Symmons its reputation for durability and reliability. In the last decade, Symmons has expanded product lines to include premium bath suites for the home-owner and custom designed bath fittings for commercial projects.

"Our goal is to continue offering products that are high quality and beautifully designed, which will further elevate our brand, making Symmons the smart choice in plumbing products for any residential or commercial project," said Tim O'Keeffe. The con-

tinued product development and extensive commercial offering have been responsible for the company's significant growth and have increased Symmons' presence within the plumbing fittings market. In the last two years, Symmons has offered over 50 new premium products to the home-owner which has helped establish Symmons in the high-end showroom business.

"Tim's appointment as Chief Executive Officer is a true representation of our company pride and the commitment our family has made to the business. Tim's leadership will continue to strengthen the company and position Symmons for continued growth," said Bill O'Keeffe.

PMI will be closed
December 23-January 1
for the holidays.

2009 PMI Fall Meeting: October 11-14



The Capitol Steps comedy troupe entertained meeting guests at the Tuesday night dinner.



First Time Attendee, Michael Werner, Globe Union Group



Ron Green and Tim Mulligan, BrassCraft Mfg. Co. and Mike Regelbrugge, Amerikam, Inc. enjoy the Capitol Steps performance.



Jay Burnett and Paul Patton, Delta Faucet Company



Mike Martinez, Price Pfister and Tom Liebhardt, Moen Incorporated at the Tuesday night reception.



Mike Miller, Alsons Corporation and Mike Reffner, Moen Incorporated



Tim Kilbane, Symmons Industries, Inc. greets Prospective PMI Member, John Lindahl, Cash Acme



PMI Administrative Assistant, Diane Turuc



Marie-Helene Pernin and Fred Fraisse, NEOPERL, Inc. and Maja Jankov, Duravit, USA, Inc. stop for a photo during their conversation.



Certifier Panel Participants tackled a number of industry issues. (From left) Thomas Bowman, Underwriters Laboratories; Tom Palkon, Water Quality Association; Terry Burger, CSA International; Norman Hester, Truesdail; Shahin Moinian, IAPMO; Jay Peters, ICC; Robert Hill, NAHB Research Center; Timm Schaeffer, Intertek and Jeremy Brown, NSF International



Guest Speaker, Michael Colopy with his wife, Steffi and PMI First Lady, Suzan Strader.



Prospective PMI Member, Larry Muller, Chase Brass & Copper Company

"Shaping the Legacy for a Sustainable Future"



Imants Stiebris,
Speakman Company
enjoying his first PMI
meeting.



**Michelle Desiderio of the
NAHB Research Center
displays her speaker's award,
presented by Rob
Zimmerman of Kohler Co.**



**Pat MacAuley, U.S. Department of Commerce;
Dale Gallmann, Bradley Corporation;
Gary Stanley and Brian Woodward,
U.S. Department of Commerce pose for a photo
after their presentation. (Not shown: Bill McElnea,
U.S. Department of Commerce)**



**Steve Sebahar, Fisher Manufacturing
Company and Certifiers Panel partici-
pant, Norman Hester, Truesdail
Laboratories**



**PMI President, Walt Strader
presents Home Depot's
Merchandising Vice President,
John Wicks with a speaker gift for
taking the time out of his schedule
to speak at the Fall Meeting.**



**First Time Attendee,
Penny Mauro, Price
Pfister**



**Certifiers Panel participants, Tom
Palkon, Water Quality Association
and Thomas Bowman, Underwriters
Laboratories chat with Sally
Remedios, Delta Faucet Company.**



**First Time Attendee,
Gene Faasse, T&S Brass
and Bronze Works, Inc.**



**Past President, Ken Martin, Delta
Faucet Company and First Time
Attendee, Jeff Jollay, BrassCraft Mfg.
Co. share a moment during the Sunday
night reception.**



**John Watson, Sloan Valve Company;
Casey Hayes, Haws Corporation and
Alicia Oman, PMI Federal Lobbyist**



**Dean Denny and First Time
Attendee, Kathryn Turke,
Lavelle Industries**



**Robert Gottermeier, Viega North
America and Prospective PMI
Member, Dale Stroud, Uponor**

PMI Members In The News

Compiled By: Diane Turuc, Administrative Assistant



Diane Turuc

Dorothy Biggs of Viega has been named president of the Radiant Panel Association.

The article, "Rethink What You Drink" addresses the bottled water dilemma and has highlighted two PMI Member products that turn tap water into filtered water. **Haws Corp.'s** HydrationStation is a state-of-the-art system that dispenses filtered water, touch-free, for glasses and refillable water bottles. **Elkay's** WaterSentry Cooler is a hands-free, water-filtering drinking fountain designed to filter up to 1,500 gallons without a filter change.

The Products & Literature section highlighted **Alson's** ActivTouch "Pause Control" hand held shower spray and **Elkay's** addition of 39 custom-sized kitchen accessories to its Gourmet e-granite and Avado sink lines.

(Plumbing & Mechanical, October 2009)

Alson's showerhead using Fluidics spray technology was highlighted in the New Products section of the magazine.

(PM Engineer, October 2009)

Dennis Broderick, vice president of wholesale sales at InSinkErator, commented on the company's support of and donation to the 2009 PHCC Educational Foundation's "Invest in Your Future" campaign. The Foundation helps educate future plumbing professionals, as well as provide training for current contractors and their employees.

David MacNair's appointment as Co-Chair of PMI's Government Affairs Committee was announced in the Newsconnection section of the magazine. Mr. MacNair is vice president of marketing for InSinkErator. PMI President, **Walt Strader**, vp strategic technology, Price Pfister (Ret.), made the announcement that Mr. MacNair will serve with existing Co-Chair, **Ken Martin**, director of commercial products for Delta Faucet Company.

Several PMI member companies were quoted in the article, "A Conservative Approach." Sensor technology, water conservation and higher efficiency are combining to make a much more appealing option in Green Electronics. **Rick Nortier**, project manager for the Optima products offered by the Sloan Valve Co., discusses the water saving ability of their sensor-actuated dual flush mechanism. **John Couture**, vice president of engineering with Symmons Industries sites hygiene as the main focus for sensor faucets. He mentions that their "Position Sensitive Detection" helps save water by reducing false activations. Director of Commercial Business Development for Delta Faucet Company, **Ken Martin**, commented on the reliability and

water saving ability of electronic faucets. In addition, over time, these products will become quite cost-effective.

The Fall Products Launch highlighted two of PMI's member companies: **BrassCraft's** Safety +PLUS® Excess Flow Valve, Pro-Coat® gas connectors, Gas Installation Kits and gas ball valves are just some of the products that have helped to build BrassCraft's reputation. **Viega's** part in the restoration of the Idaho Capitol Building with its ProPress® System, allowed replacement of all heating and cooling components with flameless installation, protecting the structure that dates back 85 years.

The New Products column featured **Hansgrohe's** Swing C series of bathroom faucets and showers that are now available in a rubbed bronze finish.

(Reeves Journal, October 2009)

The Products column highlighted **BrassCraft's** new Tankless Water Heater Kits.

(Southern PHC, October 2009)

Vice President of Marketing and Brand Officer for InSinkErator, **David MacNair**, wrote a letter to the editor regarding the column, "Our Waterworks Conundrum."

Speakman Co.'s revamped commercial website has been unveiled. Visit www.speakmancompany.com.

Sally Remedios, manager of product compliance for Delta Faucet Company, was awarded the Joseph K. Seidner Award at the Canadian Advisory Council meeting in August, for outstanding contributions to Canadian plumbing codes and standards.

If you come up with one of the best toilet stories submitted to **American Standard's** Facebook page, you might win one of five Champion 4 toilets being given away.

(Supply House Times, October 2009)

American Standard's Town Square Flowise high efficiency toilet and **Moen's** eco-performance Rainshower showerhead were both featured in the Green Products column of the magazine.

Fisher Manufacturing's half-inch faucet, **Hansgrohe's** Massaud freestanding bathtub, **Kohler's** Kelston bath faucet and **KWC America's** Ono Highlex faucet were highlighted in the Products section of the magazine.

Kohler Co. is doing its part to become more water and energy efficient at their Kohler, WI headquarters. They have been awarded Silver LEED Status by the U.S. Green Building Council for improvements made on their Environmental, Health and Safety Building. **Davor Grgic**, senior vice president, commented on Kohler's water,

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PMI Members In The News

(continued from previous page)

energy, lighting and materials upgrades, along with new landscaping that has earned them LEED Certification.

Efforts on behalf of the PMI membership by **Jerry Desmond, Jr.**, California lobbyist for PMI, regarding the HET ordinance passed in Los Angeles, were reported on.

Robert Gottermeier, vice president of Viega, wrote an article for the Education section of the magazine on lead-free products meeting the NSF 61 requirements. He highlights Viega's development of a zero-lead bronze alloy and other alloys that aid in their efforts to meet the lead-free standards.

Green General Contractor, **Marshall Erdman** has built its new LEED Gold certified office building in Madison, WI using water efficient products from PMI member companies. **Symmons'** shower valves in the fitness center and locker rooms and **InSinkErator's** disposers and utility boxes for coffee maker and icemaker water were installed.

The Green Products section of the magazine featured **Hansgrohe's** Axor Citterio kitchen prep faucet with a flow rate of 2.2 GPM and **Moen's** Envi eco-performance showerhead with a flow rate of 1.75 GPM.

American Standard's Tropic vanity collection, **Bradley's** stainless steel individual coverall wall shower, **Gerber's** Maxwell High-efficiency, dual-flush toilet and **Kohler's** Iron/Occasions integrated sink were all highlighted in the Products column.

(*Contractor*, September 2009)

Texas has joined California as the second state to require high-efficiency toilets in all new residential and commercial construction, thanks to a coalition led by **PMI**.

Sloan Valve Co.'s water efficient products and hygienic restroom systems have been installed in the 30+ million square foot headquarters of U.S. Equities Realty in Chicago.

(*Plumbing Engineer*, September 2009)

Bradley Corp.'s Navigator Lead-free valves were featured in the Products & Literature section of the magazine.

(*Plumbing & Mechanical*, September 2009)

Plumbers, showrooms and building trade professionals will be able to obtain free product training by signing on to **American Standard's** new e-Learning Center. This new website presents information in three modules: toilet, faucet and water efficiency.

InSinkErator presented information about the beneficial impacts of food waste disposers at the PHCC Seminar in New Orleans in October.

Brian Dougherty has been promoted to National Account Manager of New Construction in the Eastern division at Gerber Plumbing Fixtures.

Caroma now has 47 WaterSense-labeled toilets available.

Caroma has donated high efficiency dual flush toilets to Habitat Baldwin County, AL in efforts to build their certified "green" home.

The New Products section of the magazine featured **Alsons'** Fluidics low-flow shower head and **BrassCraft's** SureConnect Dishwasher Kit.

(*Reeves Journal*, September 2009)

Eva-Marie Fox, vice president of marketing for T & S Brass and Bronze Works was interviewed and offered insight on many Green issues, such as AB1953, LEED certification and the Buy American Act.

Elkay Manufacturing Co.'s sinks, faucets and drinking fountains for schools and other educational facilities, were featured as part of a Case History in this issue. Their durability, no-lead design and antimicrobial agent that limits the spread of bacteria, makes these products ideal for a school or institutional setting.

(*PM Engineer Case History Issue*, August 2009)

American Standard Brands has named **Mark Hamilton**, general manager for luxury and showrooms; **Gerry Messina**, director of customer development-retail faucet and **Carter J. Thomas**, director, industrial design-luxury business.

Bradley Corp. has promoted **Erik Mullett** to vice president of Division 10 Sales.

American Standard Brands CEO, **Don Devine's** address to the Southern Wholesale Association convention in Hilton Head, SC was featured in Down the Pipe. Mr. Devine offered advice to the SWA members on how to take advantage of the positive long-term trends in the housing market and how to make the most of aspects such as an aging housing stock and population growth.

(*Supply House Times*, August 2009)

Please Note PMI Technical Resource

Norm Kummerlen will act as a technical resource while PMI searches for a new Technical Director. If you have any questions, please contact Norm at his main number: 216-396-2909.

His email address is
norm.kummerlen@gmail.com.

PMI Selects New Public Relations Firm



Heather West

program and marketing communications activities. Working closely with

The Plumbing Manufacturers Institute (PMI) is pleased to announce that **Heather West Public Relations** has been selected to assist with the organization's media relations

PMI's staff, Heather will help industry journalists connect with PMI's knowledgeable sources on topics such as water efficiency, health, safety, quality and environmental sustainability of plumbing products. In addition, she is assisting PMI with frequent updates to www.safeplumbing.org.

For nearly 20 years, Heather has facilitated the informational exchange between industry leaders and leading industry media. For the past decade, she and her firm have specialized in

architectural products and services, including many that share a commitment to environmental stewardship and efficient business practices. She has already created two brochures for PMI and assisted with PMI's recent appearance at Greenbuild.

Please feel free to contact Heather with your news and other information:

Heather West Public Relations, Inc.
612-724-8760 direct office line
heather@heatherwestpr.com

A Piece of PMI History Returns Home

By: Diane Turuc, Administrative Assistant

You've all heard the stories of the cat that got left behind and travelled hundreds of miles to be reunited with its family that moved across the country. Sheer will, determination and love of family kept the cat from harm while it sought its way home!

Well, PMI's giant gavel has returned home in similar fashion. Imagine the surprise when a three-foot long box was delivered to PMI Headquarters addressed to Executive Director, **Barb Higgins**. It wasn't golf clubs or a yard of beer glass. It was the long lost PMI Presidents' gavel dating back to 1978, when PMI's president was **George I. Theisen**, father of Past President, **Claude Theisen** of T&S Brass and Bronze Works. The gavel head

measures nine inches across and in addition to Mr. Theisen, it bears the names of **Edward T. Leutheuser**, Alson's Corporation (1979); **Arthur W. Perlet**, Garvin/Division of RHW, Inc. (1980); **Leonard C. Andrus**, BrassCraft Mfg. Co. (1981); **Peter E. Warshaw**, Speakman Company (1982); **J. Bruce Barlow**, C. S. & B (1983); **Raymond F. Kennedy**, Delta Faucet Company (1984) and **Fred E. Schmuck**, Fluidmaster, Inc. (1985).

However, the unusual part of the story is the way that the gavel found its way home. Inside the box was a letter from **Mrs. Marilyn Balchan** of LaQuinta, CA. Mrs. Balchan writes that her husband found our gavel at a flea market and purchased it. She sent

it to PMI thinking that we might like to have it back.

Our thanks go out to Mr. and Mrs. Balchan for their thoughtfulness and the research that was done simply to locate PMI. It is wonderful to have a piece of PMI history back where it belongs.



Diane Turuc and the PMI Presidents' Gavel.

Plumbing Products Industry Group Announces New Officers

Submitted By: CM Coate, Executive Director, PPI Group

The Plumbing Products Industry Group (PPIG) has announced its 2009/2010 slate of officers, elected at the annual general meeting held in Melbourne, Australia on September 29. PMI and PPIG signed a Memorandum of Understanding (MOU) in 2007.

The 2009/2010 officers are as follows: President, **Tim Fisher**, Enware Australia; Vice President, **Richard Michaels**, Zetco; Executive Member, **Steve Cummings** (also active in PMI), Caroma Dorf; Executive

Member, **Evan Foster**, Reece; SW SIG Chair, **Jim Longley**, Gemini Industries; HHW SIG, **Greg Morwood**, Reliance Worldwide and **Paul Degan**, Enware Australia.

Incoming President, Tim Fisher, thanked the Immediate Past President, **Peter Flynn** of Reliance Worldwide and confirmed to the membership that PPI Group is well placed to deal with the complex external issues facing the membership. He advised that he will continue to progress on all issues with

vigor to deliver an environment conducive to building the commercial operations of the membership and providing stable and effective conditions for the whole industry.

Mr. Fisher said that the PPI Group has a management team for 2009/2010 with considerable Australian and international industry experience whose collective expertise will build on the substantial momentum that has been delivered through the stewardship of the outgoing President.

Life Cycle Assessment: Green Grows Up (Part 2 of 2)

(continued from page 3)

annual quantity of plastic consumed worldwide and the amount of energy in one gallon of oil. This calculation resulted in the often-quoted figure of the equivalent of 17 million barrels of oil needed to produce the plastic bottles.

Does this mean that a literal 17 million barrels were actually consumed? No. A variety of energy sources were used - electricity (gas, coal, wind, hydropower), natural gas and petroleum. However, for the purposes of normalization, their energy values were converted to a petroleum equivalent. To further illustrate the point, the Pacific Institute factored in the energy used for filling, refrigerating, transporting and recycling or disposal. The Pacific Institute concluded, "The total amount of energy required for every bottle is equivalent, on average, to filling a plastic bottle $\frac{1}{4}$ full with oil."³

In this case, the objective of the researchers was to demonstrate that bottled water is environmentally undesirable compared with tap water sources and drinking fountains - something the final value does very effectively.

3) Life Cycle Impact Assessment: During this stage, the LCA assesses the impact of resource and energy consumption, as well as waste releases on humans, the environment and the ecology. For example, ecological disruption can come from resource consumption, airborne emissions and water contamination, to name a few. For a given product, this stage would examine the total effect of all of these impacts on the ecology. Unlike the previous stage, this is fairly subjective, especially when the researcher attempts to lump all impacts on an entity into a single score. Value judgments inevitably come into play, and the use of an expert review panel is often desirable.¹

4) Life Cycle Interpretation: This last stage involves the prioritization and assessment of the results of the

preceding steps. The most significant impacts and unit processes are identified and potential mitigating steps are discussed. In the case of product or process comparisons, this stage would be used to establish the environmentally preferable choices and their rationales. This step also usually involves a significant measure of subjectivity and is sometimes omitted from LCA analyses.

Development of LCA continues at a rapid pace. As it is further standardized and packaged, engineers can expect to encounter LCA results and analyses in many different venues. While it is beyond the scope of this article to teach readers how to conduct an LCA, the outline should enable the reader to be an informed and effective user of the results. In general, it is best to keep a few general tips in mind when dealing with an LCA:

- Know the scope. Which parts of the life cycle were included? Which were omitted? What environmental impacts were included?
- Be aware of the researcher. Be aware of his or her objectives and any value judgments that may have been made.
- Understand normalizations. As with the bottled water example, references to tons of CO₂, barrels of oil or MJs of electricity may not be literal. Instead, they may be used as indicators. Watch for the word "equivalent" in connection with such results.
- Consider your local conditions. LCA analyses are often done nationally or globally, and consider average inputs. If you intend to apply the results in a more localized region, you may need to adjust them to account for local waste-handling practices (mix of recycling, reuse, landfill, incineration, etc.) and energy sourcing (combinations of coal, petroleum, wind, hydro, etc.).
- Know your alternatives. When LCAs are done comparing products and processes, review the options

studied. Be sure that there are no other options you would like to consider.

- Consider other data points. As noted, LCAs cannot provide information on the performance, cost effectiveness or risks associated with products, processes or systems. Gather all necessary information and prioritize with LCA information appropriately. Determine if other LCAs have been done by others that you can use as well.

After so many cautions, you might be tempted to avoid LCA results. That would be a mistake. LCA has the ability to take us beyond simplistic, single variable considerations of green, to a holistic and more honest view of sustainability. As with any other sophisticated and versatile tool, use it with care - but use it.

Editors Note: This article first appeared in the September 2009 edition of PM Engineer. Reprinted with permission.

Citations:

- 1: National Renewable Energy Laboratory Website: www.nrel.gov/lci/assessments.html
- 2: "Life Cycle Assessment - What it is and How to Do it," United Nations Environment Programme.
- 3: "Bottled Water and Energy - A Pacific Institute Fact Sheet."

PMI Attends SEJ Conference



Wisconsin Governor, Jim Doyle, spoke at the opening dinner for the Society for Environmental Journalists conference in Madison, WI October 8, 2009. PMI Association Manager, Amy Berg-Ferguson attended the opening festivities. PMI's goal is to become the go-to resource for these important journalists.

Dr. Barbara Beck Given Achievement Award

We are pleased to announce that **Dr. Barbara D. Beck** of Gradient was awarded a Lifetime Achievement Award in the industry sector at the 2009 Annual International Conference on Sediments, Soils and Water. The conference, which has been taking place for 25 years, is held under the auspices of the University of Massachusetts, Amherst. The award is given to the environmental professionals who are deemed to have made

significant contributions to a field of science or engineering, as assessed by the level and longevity of contributions, assumption of responsibilities and volunteerism for charitable organizations and not-for-profit groups in the areas of industry, academia, government and military.

PMI has used Dr. Beck's professional expertise over the years. Please join us in congratulating her on this significant honor.

PMI Announces 2010 Slate of Officers

Members of the Plumbing Manufacturers Institute (PMI) elected **Lee Mercer**, director of product compliance for Moen Incorporated as Board President for the year 2010. Mr. Mercer was elected at the 2009 Fall Meeting, held October 11-14 at the Sheraton National Hotel in Arlington, VA. Mr. Mercer succeeds 2009 PMI President, **Walt Strader**, vice president, strategic technology for Price Pfister (Ret.), who will continue to serve as PMI Immediate Past President.

Also elected to serve on the 2010 PMI Executive Committee are **William Ball**, vice president of WCM Industries, Inc. as First Vice President; **Jack Krecek**, vice president and general manager, Commercial Business Unit for Elkay Manufacturing Company as Second Vice President and **Stewart Yang**, vice president, engineering, global faucets for Kohler Co. as Treasurer.

Newly-elected Directors at Large include **Casey Hayes**, director of engineered solutions for Haws Corporation and **John Watson**, director, technical services for Sloan Valve Company.

Returning Directors at Large include **Jeff Baldwin**, engineering manager for T&S Brass and Bronze Works, Inc.; **Fred Fraise**, vice president of sales for NEOPERL, Inc. and **Tim Kilbane**, national sales manager for Symmons Industries, Inc. There is one vacant seat on the PMI Board yet to be filled, by appointment.

Representing manufacturers across the plumbing industry, the PMI Board steers the activities of the Institute. Board members must be actively employed by a PMI member company for consideration. Board members are elected by the membership at the Fall PMI Meeting for three-year terms that start the following year.

Watch for New Logo Survey

PMI recently sent out a survey asking participants to weigh in on a potential new logo for the Plumbing Manufacturers Institute. After reviewing the results, there was no clear winner in the race.

PMI tested the two newly proposed logos below at the 2009 Greenbuild Show. Stay tuned as the process to develop a new PMI identity progresses.



2009 PMI LEADERSHIP

Executive Committee

Walt Strader, Price Pfister (Ret.)
President

Lee Mercer, Moen Incorporated
First Vice President

William Ball, WCM Industries
Second Vice President

Jack Krecek, Elkay Manufacturing Co.
Treasurer

Rod Ward, Speakman Company
Immediate Past President

Directors at Large:

Jeff Baldwin, T&S Brass & Bronze Works
(1/09-12/11)

Fred Fraise, NEOPERL, Inc.
(1/09-12/10)

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

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

Open

(1/09-12/11)

Stewart Yang, Kohler Co.
(1/08-12/09)

PMI STAFF:

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Executive Director

Amy Berg-Ferguson
Association
Manager

Lori Palcheck
Member Services
Coordinator

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