



NEWS

Don't Miss The
PMI 2005 Fall Meeting!
Details On Page 5

Volume 8, Issue 5

The Newsletter for PMI Members — by PMI Members

September/October 2005

It's Time To Secure Your Spot In Washington, DC!

By: John Lauer, President of the Plumbing Manufacturers Institute and Sloan Valve Company's Director of International Business Development

It's that time again! Time for the PMI 2005 Fall Meeting. Once again, we've packed the agenda with a myriad of topics and speakers focused on issues that are pertinent to your business and our Industry. Our theme — Securing The Future — resounds on a number of levels. Certainly, the issue of Homeland Security is on the minds of all us, particularly those of us who spend inordinate amounts of time in airports and on airplanes. We are delighted to announce that **Governor Tom Ridge** will be our keynote speaker, providing his insight as to the impact on business of heightened security measures. He will also provide a look at the impact on our businesses of the emergence of China as a trading entity.

Michael Colopy has been invited back to continue his discussion of China as well. Be sure to bring your questions and concerns to the Fair Trade meeting on Monday. During Monday's lunch hour we will hear a presentation by **Tony Luh**, the Managing Director of Dragon Ventures, a group with which we may contract a PMI trade mission to China in 2006.

In addition to the subject of "China," two other topics will figure in strongly during our conference and have earned stand-alone segments in the meeting: Lead in Plumbing Products and Water Conservation. The PMI Lead In Plumbing Working Group, headed by **Lee Mercer** of Moen and **Craig**

Selover of Masco, will continue the discussions on PMI's involvement with testing and research, and the identification of, availability of, and barriers to using lead replacement alloys. You won't want to miss this!

On Tuesday we have invited luminaries from the water conservation community to participate in a panel discussion. Participants will include representatives of utilities, the Environmental Protection Agency (EPA), authorities involved in administering conservation programs in the United States and Canada, consultants and related industry association executives. In addition, we have extended invitations to a number of interested parties to populate the audience and to provide their input and stimulate the question-and-answer session. Be sure to join us for this unique opportunity to learn what is coming down the pike on this important topic. On Wednesday, we'll have a PMI "members only" Water Conservation Summit. This will be a strategic discussion of Tuesday's session to determine next steps for our industry and organization.

Discussions on the move toward RFID and storing digital images will also be covered during the Fall Meeting. Our member services committee and the various product committee meetings round out the agenda.

This year, PMI adopted a new

Mission Statement, which summarizes the ideals we embrace:

**To promote the water efficiency, health, safety and quality of plumbing products while maximizing consumer choice and value in a fair and open marketplace.*

**To provide a forum for the exchange of information and industry education.*

**To represent the members' interests in the regulatory/legislative processes.*

**To enhance the plumbing industry's growth and expansion.*

Our Fall Meeting is a reflection of these ideals and this mission statement. Through this meeting, we will continue to open and improve channels of communication, to be heard and understood. As we observe our 30th anniversary, PMI continues in the role as the Voice Of The Industry. But it is important to note that we are listening too! By working together on a regular basis with others who have related goals, we improve the final product or program. More often than not, we learn that our objectives are in parallel and by working together from the very start of the project, can accomplish a great deal more for the benefit of all concerned.

See you in Washington!



John Lauer

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We Are All In This Together - Communication Is The Key!

By: Barbara C. Higgens, Executive Director



Barbara Higgens

Life is funny. While we spend a great deal of time in our various roles of executive, citizen, colleague, mentor, spouse, or parent every

now and then "life" happens and we are exposed to the core, revealing our true selves. In those moments, we are "real"—human and honest. In those moments, we find truth... and often a great deal of humor! (Thanks for all of your letters and comments about last month's column on humility, by the way. The experience I wrote about was an excellent example of honesty from the perspective of a five-year-old!)

As you have read in **John Lauer's** article on the front page of this issue of *PMI News*, the 2005 Fall Meeting is centered on major issues facing our industry, with the intent of bringing affected groups closer together to discuss these issues. By meeting face to face, we establish ourselves as more than a faceless industry. We will have the opportunity to be seen as the human beings that we are—Human beings that are concerned about world issues.

As I wrote recently in response to an editorial in *Contractor* magazine by **Bob Miodonski**, it is amazing and frustrating to me that folks are sometimes surprised to learn that manufacturers actually care about water conservation, in addition to other environmental issues, public health/safety, and product performance. Some groups are shocked to learn that "manufacturers" are actually people who have families and drink water! Legislation doesn't dictate our conscience, we do that ourselves! PMI's mission statement embraces all of our concerns and more!

The "image" issue is one that

bothers me quite a bit. I feel that poor image/perceptions result in plumbing manufacturers being "picked on" by various groups who have little respect for or understanding of our positions on important issues, and the wonderful and innovative products/technologies produced by our group. I'm not fond of the "Rodney Dangerfield" role in which we frequently find ourselves. We at PMI, together with you, our members, work hard to help change these prejudices and preconceived notions.

One day, rather than being taken for granted, I hope that our manufacturers are viewed with the awe and respect that they each deserve, given their contributions to enhancing the quality of our lives. Why is it that folks brag about the speed and efficiency of their latest new techno gadget, and not the performance and benefits of their fabulous fittings and fixtures? We have much to be proud of in our industry, beginning with but certainly not limited to the health benefits and convenience our products provide. We will continue to do what it takes to get the word out and be understood—Fall Meeting forums such as the Lead Team Report and the Water Conservation Panel are one way. Another way is through the PMI website which will soon undergo a design change to improve not only the aesthetics, but more importantly to improve usability—especially for non-manufacturing groups (such as consumers) wanting to learn more about our positions on various issues.

Prejudice and stereotypes are a shorthand way for people to categorize individuals and make quick sweeping judgments about them (or a group). He's a liberal. She's a conservative. She's Muslim. He's Methodist. He's a plumbing manufacturer. She is an environmentalist. While these statements may conjure up images, life and people don't naturally fall into neat categories. Because labels and philosophies don't line up perfectly, it

pays to take the time to learn a bit more before making generalizations about an individual or group. At the end of the day, it's been my experience that we are more alike than different. We share common goals even though the path to get there may differ. Open, honest communication is the key to better understanding and to resolving issues more quickly and less painfully.

And while we are on the topic of the impact of clear communication — let me share a story from a recent business trip. Sitting at the gate of the Las Vegas airport after enduring the amazing, and inexplicably long security check in line, an announcement came over the loud speaker. Open, honest and straight forward the voice asked "Will the person leaving a set of false teeth and a hearing aid at security please return there to claim these items— IF you can hear me."

Honest, straight forward and I swear... A TRUE STORY!

Life is funny!

Readers Write

Some comments from readers of last month's *PMI News*:

Loved your editorial in your latest PMI news... a clown no less.

Barbara McMurray,
Staff VP
NCHI-The Supplier 100 of NAHB

Excellent ...I read it cover to cover.
E.R.Hardison CET, CAE
partner , A & E Hardison, Advisors



JUST ADDED!

Bob Weszely of the Storehouse to address the Member Services Committee at the Fall Meeting on Tuesday, October 18 at 2:15 p.m.



ICC And IAPMO Discuss Merging Plumbing Codes

By: David Viola, Technical Director

The International Code Council (ICC), developers of the International Plumbing Code (IPC) and the International Conference of Plumbing and Mechanical Officials (IAPMO), developers of the Uniform Plumbing Code (UPC) announced in a recent press release their intention to explore the prospects of creating a single national plumbing and mechanical code. The announcement is not a big surprise as IAPMO's primary partner, the National Fire Prevention Association (NFPA) is having great difficulties, while the ICC has been very successful.

NFPA and IAPMO currently team up to produce a family of model codes that compete against the ICC codes. The building codes are the most important part of the family because they cover all aspects of construction and are designed so that secondary codes, such as plumbing, electrical and mechanical are automatically adopted when the building code is adopted. Thus far, NFPA has been unable to get their building code adopted since it was first published in 2003. The California Building Standards Commission dealt a crushing blow to NFPA this summer when they decided to adopt the ICC International Building Code, reversing an earlier decision to adopt the NFPA Building Code. The loss of California leaves many to speculate that NFPA will drop out of the building code business. Without a viable building code developer to team up with, IAPMO would have a difficult time fighting the ICC alone.

It should be noted that combining the IPC and UPC is by no means a done deal, even though both organizations have stated publicly that they are committed to pursuing the goal of a single code. This is a complex issue and past attempts to bring the model plumbing codes together have failed.

There are benefits and drawbacks to any consolidation activity, and merging model plumbing codes is no exception.

On the positive side, a single national plumbing code may be an easier path to total uniformity in U.S. plumbing product requirements — one of PMI's primary technical goals. It also creates a single maintenance process, which results in fewer resources needed to participate.

The negatives of creating a single model plumbing code include the risk of creating a monopoly, increased costs and bureaucracy, reduced ability to influence change, and reduced levels of customer service. Model codes are currently developed by companies operating in the private sector, where competition has a profound and positive influence. Industry relies on model codes to be responsive and up-to-date, and services like product certification to be cost-effective. Another potential risk is the proliferation of more state- and locally-written codes. If the resultant model code changes dramatically from the model that jurisdictions are currently using, they may choose to write their own or choose not to update.

Many in the construction industry point to the National Electrical Code (NEC), published by the National Fire Protection Association (NFPA) and the National Plumbing Code (NPC) of Canada as tried and true examples of successful national codes. There is no arguing that the NEC and NPC are hugely successful in harmonizing national requirements, but they may not work as prototypes for a U.S. model plumbing code. Unlike the model plumbing codes, the NEC has never had competition, having served as the only U.S. electrical code since its inception more than 100 years ago. Also, NFPA doesn't get involved in product evaluation and certification services, so there is no risk of monopoly in these areas. Lastly, the NEC development process includes more than 20 committees and requires more industry resources to stay involved.

The NPC is the only model

plumbing code used in Canada, and virtually every province and territory adopts it. The NPC is developed by a federal agency (National Research Center of Canada). For obvious reasons, having a federal agency facilitate the development of a model plumbing code in the U.S. is not an acceptable scenario.

To date, PMI has taken the position of supporting the model plumbing codes and has not pushed for a single national code. This is due to the fact that the U.S. model codes are kept up-to-date and free from trade barriers and conflicts impacting PMI member products, thanks to the work of PMI and the likely result of competition between code bodies. As the code groups continue to explore plumbing code consolidation, PMI and its members will cautiously remain engaged with them to ensure that; any resultant code is safe, creates a level playing field, and remains free from unnecessary restrictions; any resultant maintenance process continues to afford PMI voting representation; and any resultant services do not create a monopoly, are efficient, and cost-effective. The ICC and IAPMO have promised to reach out to PMI and other stakeholders as the dialog moves forward.



David Viola

The August Codes and Standards Workshop was a sell out! Watch your email box for details on the date and location for the repeat Codes and Standards Workshop this year.

PMI Codes and Standards Workshop Sold Out Again!

By: Maria Bazan, Association Manager



Maria Bazan

The Codes and Standards Workshop held August 17-18 in Schaumburg, Ill., hosted 35 attendees from 14 plumbing manufacturer companies was once again sold

out with several names on a waiting list to get in! With that in mind, PMI is considering repeating this most recent program in December of this year as well as continuing to offer the workshop on an annual basis in August.

PMI Technical Director **Dave Viola** began the two half-day program by

introducing PMI staff (**Maria Bazan**, **Barb Higgens**, and **Michelle Frenette**) and a history and profile of PMI. He then briefly familiarized the attendees with a long list of acronyms used throughout the workshop presentation and which attendees would continue to use when they returned to their offices. He then presented an inside look on PMI's role in the technical arena and plumbing codes/regulations in the United States and Canada. This afternoon session gave the attendees information on model codes and the model code organizations, code change cycles, and manufactured housing.

After an evening of networking over dinner, the morning of day two began with information on accessibility provisions, state and federal regulatory

agencies, major state and local jurisdictions, how and why product standards are used, standards developers, standards accreditation, the standards development process, and ending the with information on conformity assessment.

Survey results (enclosed with this issue of PMI News) indicated that the sessions continue to be well-received by and valuable to participants. Nice job, Dave!

Watch for the PMI Codes and Standards Workshop to be featured as part of future trade show educational sessions and at the conferences of related associations. Details to be announced!



Attendees get to know their neighbors during a break



Russ McCartney and Fred Argenton of Dornbracht



Mike Murray, Sloan Valve Company



Chris Mandell, Gary Cole, and Jeff Baldwin of T&S Brass and Bronze Works along with Barb Higgens, PMI



Deb Haderer and Mahesh Cheerla of BrassCraft



David Viola, PMI Technical Director



David Schreurs, Mark Tegge, and Steve Reinbacher of Kohler Co.



Manfred Wolpert and Bruce Martin of The Chicago Faucet Company along with Maria Bazan, PMI

Attend The PMI 2005 Fall Meeting: Securing The Future

By: Michelle Frenette, Member Services Manager

The Plumbing Manufacturers Institute returns to the Capital Hilton October 16-19, 2005 to enjoy D.C.'s charm and welcoming October weather. The theme for this meeting, "Securing the Future," confirms PMI's role as the "Early Warning Defense System" for the industry. And in celebration of its 30th anniversary, PMI has secured a



special keynote speaker, **Governor Tom Ridge**, former Secretary of Homeland Security, who will present "The Business Impact of

Homeland Security and the Emergence of China" on Tuesday, October 18.

The meeting kicks off Sunday evening with the welcome dinner and General Membership Meeting which will include the election of PMI's 2006 Officers and Board of Directors, the president's report by **John Lauer**, and a preview of the Fall Meeting. Then, PMI Executive Director **Barbara Higgens** will outline PMI's activities since the Spring Meeting in April 2005.

PMI is pleased to welcome back **Michael Colopy** for his



third presentation on Chinese culture, history and business. Mr. Colopy will speak at the Fair Trade Issue Committee meeting on Monday morning, October 17th.

Michael Colopy Monday's luncheon

will feature **Tony Luh**, Managing Director of Dragon Ventures who will discuss the proposed PMI trade mission to China. The E-Business Issues and Opportunities Standing Committee, also meeting on Monday, will feature two presentations: Digital Asset Management and Radio Frequency Identification. Following on the heels of PMI's successful Dynamics of Change and Emerging Technologies Forum, PMI has invited **Matthew Gonnering**, Director of Sales and Marketing, Widen Enterprises, to give

Environmental Protection Agency (EPA) and other groups regarding future initiatives with respect to lead in plumbing products.

Tuesday morning PMI

will host a Water Conservation Summit panel discussion featuring prominent water conservation authorities from the EPA, environmentalist groups and more. A strategic summit exclusive to PMI members will take place on Wednesday morning October 19 to determine next steps. Don't miss this opportunity!



Michelle Frenette

Securing the Future



2005 Fall Meeting
Sunday, October 16 - Wednesday, October 19
Capital Hilton, Washington, D.C.

a demonstration on managing product images also known as digital assets, and **Patrick Yanahan**, President of USA Strategies, Inc. will present "Move Over UPC, Here Comes RFID!"

Monday afternoon will include an update from the PMI Lead Team who will outline PMI's involvement with the

(847) 884-9764 or visit the PMI website for meeting details and registration forms, www.pmihome.org.

Be There!

Luxurious guest rooms and more than 40 suites are a part of the Capital Hilton's elegance. Location is key: the Capital Hilton is two blocks from the White House, a short walk to other attractions, and ten minutes from Reagan National Airport.

We look forward to seeing you there! Call for more information



Al Romanwicz of Symmons, and Joseph Dodd of Moen



Darold Vredberg of Elkay Manufacturing Co.



Matthew Gonnering, Widen Enterprises



Joe Lentile of American Standard and Michael Trenham of Speakman Company



Fred Ettinger of Motorola and Barb Higgins of PMI



Fred Ettinger's bag of tricks used to stay connected.

PMI Hosts "The Dynamics of Change and Emerging

By: Michelle Frenette, Member Services Manager

The Plumbing Manufacturers Institute's all new expanded forum designed for Marketing, Sales, Operations, Engineering and I.T. professionals kicked off on the afternoon of August 9, 2005. The forum was set up to begin and end on two half days to allow for travel, with one full day in the middle.

Following a welcome by **Barbara Higgens**, PMI's Executive Director, and introductions of PMI staff and committee co-chairs/forum moderators **Darold Vredberg**, Manager of Business Process Sales and Marketing for Elkay Manufacturing Company, and **Joseph Dodd**, Manager of Design, Development and Marketing Systems for Moen Incorporated, **John Kabbes** opened the forum with a discussion of Change Management. Mr. Kabbes, of John Kabbes and Associates, is a frequent and well-received PMI presenter/creator and host of two previous PMI forums, "Demand Forecasting" and "Managing Inventory Across the Entire Supply Chain." To improve the effectiveness of transition, Mr. Kabbes encouraged attendees to fully understand the problem and agree on the need for change before implementing a solution to make the transition go more smoothly.

The Wednesday full day session began with **Chuck Poirier**, Partner, CSC Consulting discussing "Demand Chain Meets Supply Chain: Through a Contemporary Business Model." Mr. Poirier urged attendees to recognize the uniqueness of each customer. The

morning progressed with a presentation on Digital Asset Management by **Matthew Gonnering**, Director of Sales and Marketing, Widen Enterprises who explained the ins and outs of handling digital assets, also known as product images, by giving a real time demonstration. Mr. Gonnering made it all look easy, and he has been invited to the Fall Meeting in D.C. to give his demonstration to the membership. Wednesday morning wrapped up with a presentation by **Jim Kinney**, National Account Representative, World Commerce Services, LLC who offered sage advice on the topic of Supply Chain Issues and Solutions. Mr. Kinney examined the increase in import flow into the United States vs. export flow, and identified the issues of container movement, availability and peak season issues. Woven into the presentation were photos of shipping mishaps that made attendees want to laugh and cry at the same time.

The afternoon began with a presentation on Trends in Warehousing Systems by **Steve Caulkins**, Senior Partner, CSC Consulting. Mr. Caulkins encouraged attendees to investigate systems that tie all warehouse processes together, from appointment scheduling to yard and dock management to labor management staffing optimization. The afternoon continued with a presentation on Knowledge Management by **Sherry Budziak**, President and Creative Director, .orgSource and **Kevin Ordonez**, Executive Vice President,



Jim Kinney, World Commerce Services, LLC



John Kabbes, Kabbes and Associates



Attendees get settled in for the

Technologies Forum” To Rave Reviews

Avectra. Giving the example of golf caddies sharing strategies with each other, in order to pass them on to the golfers in the hopes of better tips, Ms. Budziak drove home the point that a good Knowledge Management system will reinforce organizational culture to encourage sharing and learning, reduce duplication of efforts and enable better information to be more widely available as members come and go from an organization. Mr. Ordonez discussed the implementation of Avectra's Client Relation Management (CRM) system in house to streamline data and encourage customer service to keep information centralized and move away from each person creating their own client spreadsheets and hoarding information. Mr. Ordonez stressed the three C's: current, correct and complete.

Starting off the second half of the afternoon, **Pat Yanahan**, President, USA-Strategies Inc., hosted a demonstration of Radio Frequency Identification currently being used in a German super market during his presentation “Move Over UPC, Here Comes RFID!” Even for those familiar with RFID, the presentation was something right out of the futuristic cartoon, “The Jetsons.” While the demonstration focused on consumer product goods and not plumbing products, it was an enjoyable and ‘light’ way to begin the discussion of RFID. Wednesday afternoon wrapped up with a discussion on “How to Stay Connected” by **Fred Ettinger**, University Relations

Manager, Motorola Corporate Staffing. Mr. Ettinger discussed the history of the cell phone noting that the original “brick” phone weighed in at one pound, while the newest versions are as light as 3.4 oz. Mr. Ettinger then discussed the convergence of multiple devices like PDA's, cameras and pagers into one device that fits on a belt clip. With a nod to the safe landing of the space shuttle, Mr. Ettinger showcased one of four transponder devices created for the Apollo 15 mission. Attendees then enjoyed a networking reception and dinner at Millrose Restaurant.

Thursday morning, **Chuck Davis**, Principal, CSC Consulting took Wednesday's RFID demonstration a step further and examined the promise and pitfalls of RFID in Supply Chain. **Dan Feely**, Founding Partner, Transforming Solutions Inc. (TSI) followed up with real world advice on software vendor evaluations, and the morning closed with an update on the UCCNet initiative. Mr. Vredberg introduced the topic and gave some background on member company involvement. **Nate Perryman**, Merchandising Operations Supervisor, The Home Depot, joined the group via conference call and gave an update on the Global Data Synch Network which is the data pool from which all vendors, including UCCNet can pull data.

PMI will use information gathered from a post forum survey (included in this issue) to identify areas of interest for the next forum.



**Chuck Poirier,
CSC Consulting**



Dan Feeley, TSI



**Patrick Yanahan,
USA-Strategies**



**Sherry Budziak of
.orgSource and Kevin
Ordonez of Avectra**



**Steve Caulkins,
CSC Consulting**



Mark Labadie of Kohler Co., Darold Vredberg and Frank Rehn of Elkay Manufacturing Co., with Dan Feeley of TSI



**Suzette Rubio
of Supply
House Times**



**The “remote”
Nate Perryman,
of Home Depot,
presenting via
phone from
Canada**

What's Happening In and Around The Industry

(from Plumbing & Mechanical,
August '05)

The Board of Governors of the National Electrical Manufacturers Association(NEMA) announced the retirement of **Malcolm O'Hagan**, the association's president. The board also announced that **Evan Gaddis**, president of the Gas Appliance Manufacturers Association (GAMA), will succeed O'Hagan as president.

(from GAMA Press Release)

GAMA Chairman **Thomas F. Huntington** announced today that **Jack W. Klimp**, a senior executive of the Phoenix House Foundation, has been appointed the new president. GAMA is the national trade association representing manufacturers of appliances, components and related products used in space and water heating, commercial food service and power generation.

In 2001 Mr. Klimp retired from a distinguished 33-year career in the U.S.

Marine Corps as a Lieutenant General (3 stars), where his final command was a Deputy Commandant, Manpower and Reserve Affairs. Immediately following the Marine Corps, he served until the present time as Senior Vice President and Director of Operations for the New York Region of Phoenix House Foundation in New York City.

(from Plumbing & Mechanical,
August '05)

PMI Executive Director **Barbara Higgens** and PMI Lobbyist **Christian Richter**, The Policy Group, were quoted in the August issue article "Plumbing Products Get Reprieve From Federal 'Lead Ban' Bill."

(from PMEngineer e-Newsletter
August '05)

Federal legislation that would have drastically reduced the amount of lead in common plumbing products from 8% to 0.2% was sidetracked by some quick lobbying efforts by the Plumbing

Manufacturers Institute (PMI). Senator **Jim Jeffords** (I-Vt.) introduced the Lead-Free Drinking Water Act on June 29, and by July 20, the bill's lead provisions that affected plumbing products were effectively halted, replaced by a bipartisan amendment to a larger Senate water infrastructure funding bill. Part of the amendment includes calling for a study on plumbing products with input from PMI.

(from NKBA Press Release
September '05)

After an extensive interview process by an executive search committee, **Michael Kelly** was offered the position of CEO for the National Kitchen & Bath Association.

Mr. Kelly holds a MBA in Marketing and International Finance as well as a Bachelor of Science degree with a dual major in Management and Computer Science. Most recently, Mr. Kelly was President and CEO of General Wire & Stamping Co., Inc.

Strong Volunteer Leadership: A PMI Tradition For 30 Years

Hail to the chiefs -- Presenting The Chairmen/Presidents of the Plumbing Manufactuers Institute over the last 30 years:

Board Presidents:

2005 **John Lauer**, Sloan Valve Company
2004 **Jim Westdorp**, Kohler Co.
2003 **Ralph Herrbach**, Cifial USA
2002 **Todd Talbot**, BrassCraft Manufacturing Company
2001 **Frank Evans**, The Chicago Faucet Company
2000 **Linda Mayer**, Moen Incorporated
1999 **Fred Luedke**, NEOPERL, Inc.
Board Chairmen:
1998 **William O'Keeffe**, Symmons Industries, Inc.
1997 **Gary Turner**, Water Pik Technologies

1996 **Alan Lougee**, The Chicago Faucet Company
1995 **Patrick Kelly**, Haws Corporation
1994 **Alan Barry**, BrassCraft Manufacturing Co./Masco
1993 **William Seal**, Fort Recovery Industries, Inc.
1992 **James McNeany**, Gerber Plumbing Fixtures Corporation
1991 **Joseph Woodford**, WCM, Inc.
1990 **Craig Selover**, Delta Faucet Company
1989 **Richard Chandler**, Central Brass Manufacturing Company
1988 **Richard Swiers**, The Chicago Faucet Company
1987 **Claus Zieger**, Interbath, Inc.
1986 **Delwin Renfroe**, U.S. Brass
1985 **Dirck Barhydt**, WPM, Inc.
Board Presidents:
1984 **Fred Schmuck**, Fluidmaster, Inc.

1983 **Raymond Kennedy**, Delta Faucet Company/Masco
1982 **Bruce Barlow**, C S & B
1981 **Peter Warshaw**, Speakman Company
1980 **Len Andrus**, BrassCraft Manufacturing Company
1979 **Art Perlet**, Garvin, Division of RHW
1978 **Edward Leutheuser**, Alsons Corporation
1976-1978 **George Theisen**, T & S Brass and Bronze Works, Inc.
1975 **James Burgess**, Waltec Industries

Plumbing Brass Institute Expands Scope and Becomes Plumbing Manufacturers Institute in 1975

1974-1975 **Warren Fisher**, Guarantee Specialty

A View From The Hill

Recap On Lead: PMI Summer Legislative Success

By: Christian Richter, PMI Lobbyist

Congress returned to Washington just before Labor Day after its August recess was cut short by the terrible devastation of Hurricane Katrina. As leadership from both parties scrambled to hash out an emergency aid package and intensify Washington's response to the disaster, it quickly became clear that the events in New Orleans and nearby locales will likely force a massive shift of attention on Capitol Hill this fall.

While most other priorities seem to pale in comparison to the recovery effort now underway, it's worth pointing to some recent PMI accomplishments on the political front this summer.

In the last *PMI News*, we noted that the "lead ban" legislation advanced by **Senator Jim Jeffords** and **Congressman Henry Waxman** was about to be offered again this year as an amendment to a larger drinking water infrastructure package being considered by the Senate Environment and Public Works Committee. Through PMI's efforts, the "ban" language in the amendment was defeated.

Jeffords, however, pressed

Republicans to deal with lead in plumbing products in some manner. In response, the Republican leadership committed to strike a compromise with Jeffords that would entail a general study of plumbing products, lead content and the extent to which lead substitutes are being used. The committee later reached an impasse on a few other items in the larger water package in which the study language was included, and at this point is still sitting in committee awaiting action. In the meantime, the House has not moved anything yet on the lead issue.

PMI played a significant role in shaping the outcome of the Senate debate on lead in plumbing products. In particular, we greatly appreciate the assistance and efforts of Senate Environment **Committee Chairman James Inhofe** (R-OK), and Senator **Lincoln Chafee** (R-RI), who chairs the Senate Environment subcommittee that oversees drinking water issues. Once again, PMI's early education effort on Capitol Hill and substantive approach to the discussion assisted in successfully opposing the threat of illconceived legislation on the industry. As this

article goes to press, PMI will be meeting with Senator Inhofe's senior staff shortly to determine whether the committee will take up the issue again in the coming months.

Also of interest to PMI on the lead issue, is the imminent publication of a second major report from the federal government's Government Accountability Office (GAO) on lead contamination in the nation's drinking water. The first report focused more on Washington, DC, while the upcoming one asks some larger questions of just how well EPA's Lead and Copper Rule is working across the nation, how might the existing regulatory framework be changed, and how well kids in school and day care are being protected from lead in drinking water. We plan to study it and forward it along to PMI members once it is published.



Christian Richter

Hurricane Katrina Disaster Relief Initiative

The Plumbing Manufacturers Institute is participating in an industry coalition to assist in relief efforts in the wake of Hurricane Katrina and in the event of future disasters. The first of several conference calls was held Friday, September 2. We will keep you posted as the details come together.

In lieu of providing meeting attendees with a gift at this year's Fall Meeting, we have on behalf of the PMI membership, made a donation to organizations offering relief to victims of Hurricane Katrina. PMI members know first hand that there is strength in numbers. What better way to

demonstrate that strength than to help others at this critical time?

Thank you for your continued support of PMI and most especially for your assistance to victims of Hurricane Katrina.

Making Headlines In 1975 -- 30 Years Ago

-FBI Agents capture Patty Hearst, who is indicted and convicted of bank robbery.

-Marines rescue the crew of the American ship in Mayaguez near Vietnam.

-Cincinnati Reds win the World Series.

-Pittsburgh Steelers win Superbowl IX.

-Philadelphia Flyers win the Stanley Cup.

-Production begins on *Star Wars*.

-*Jaws* and *The Rocky Horror Picture Show* are top grossing films.

-Saturday Night Live and Wheel Of Fortune premiere.

-Teamster Jimmy Hoffa disappears.

-Natalie Imbruglia, Drew Barrymore, David Beckham, Enrique Iglesias, Angelina Jolie, and Tiger Woods were born.

-*The Way We Were*, performed by Barbara Streisand, wins the Grammy for best song.

-PMI was formed.

PMI Member Companies In The Industry News

(from Contractor, July '05)

Kohler introduced at K/BIS a toilet that doesn't look like a toilet, the Purist Hatbox, a tank-less, chair-height, electric toilet that's influenced, the company said, by the minimalist school of design. The tankless design uses Kohler's Power Lite technology, a 1/5 hp electric pump enclosed within the toilet bowl to provide a 1.6 gpf flush. It's flushed with a "soft touch" actuator on the side of the bowl. The water supply can come up through the floor and attach inside the bowl base so it's concealed.

(from Contractor, July '05)

American Standard took its Champion toilet containing its Flush Tower 3-in. flush valve, then tweaked the waterways, and out came FloWise, a gravity toilet that reduces water usage by more than 20% using a single flush and a standard trip lever. The FloWise toilet uses 1.28 gpf, allowing it to save as much water over the long term as a dual flush or pressure-assisted toilet. The Flush Tower releases the water in less than a second. The toilet also has the Champion's 10-year warranty.

(from Contractor, July '05)

Gerber displayed at K/BIS the Ultra Flush 1.1 gpf pressure-assisted toilet that uses water pressure to compress air inside the tank.

(from Contractor, July '05)

Delta Faucet displayed at the K/BIS Show its H2Okinetic Technology. Defined as the study of water in motion, it was introduced last year in the Vesi Custom Shower System from Brizo. H2Okinetic Technology provides greater control over the showering experience by managing the water droplet size and velocity, spray coverage and thermal dynamics, the company said.

(from Contractor, July '05)

Swiss faucet maker **KWC** showed its wares at a nearby hotel suite because showing the faucets on the K/BIS show floor would make them vulnerable to counterfeiters and knock-offs, a spokesperson said. Highlight of the KWC collection is the Systema, a system of interchangeable matching components, such as pull-out sprays, that a customer can put together to create an "ideal water appliance and delivery system."

(from Contractor, July '05)

Hansgrohe showed its Downpour Air Rainmaker showerhead during K/BIS, a 24in. oval with 350 spray channels. The firm's air injection technology mixes air bubbles in each drop of water. The showerhead comes with an overhead whirl-air massage mode. The huge head is designed to be built into the ceiling of the shower.

(from Contractor, July '05)

Elkay continued to show that it could do virtually anything with stainless steel, including making custom countertops or any kind of sink imaginable at K/BIS. The firm's Mystic 4-ft. long meandering entertainment sink has proven so popular that Elkay has come out with a shorter version. Elkay also introduced the Avedo, a zero-radius undermount 16-gauge satin finish sink.

(from The Wholesaler June '05)

Sloan Valve Company was awarded by W.W. Grainger, Inc. the distributor's CFQ1 (Customer Focused Quality) award. The CFQ1 award recognizes suppliers who are consistently committed to excellence in service, quality and knowledge, including delivery, overall commitment, product information and responsiveness.

Sloan Valve was selected from more than 1,200 eligible Grainger suppliers.

"We are honored to be recognized

for this award and understand that our continued success depends upon our ability to satisfy customer requirements for technical expertise, on-time deliveries, fast communication and, of course, quality products," said **Chuck Allen**, Sloan President and CEO. "This award recognizes the entire Sloan Valve team. Because of the dedication and commitment of our employees, we continue to maintain leadership in our industry and with our customers."

Ren Owen, vice president-business development accepted the award on behalf of all Sloan employees during a ceremony at Grainger headquarters.

(from Plumbing and Mechanical, June '05)

Delta Faucet Company relaunched its consumer Web site with dynamic imaging and detailed information on all products (www.deltafaucet.com). Users can select products using various search options, and a special "Buyer's Guide" section offers helpful tips on selecting a faucet.

(from Plumbing and Mechanical, June '05)

In an article by **Katie Rotella** examining the question of 'Why did those early low-flow toilets clog?' a few PMI members were quoted: **James Walsh**, Director of Residential Toilets at American Standard, said "Water conservation - especially for drought areas or septic systems- is imperative. We're constantly looking at ways to innovate, and also improve the bathroom experience for our customers." Mr. Walsh also said he doesn't believe functionality needs to suffer in order to save a few gallons.

Kevin McJoynt, Director of Marketing for Gerber, spoke about the pluses of Gerber's Ultra Flush toilet; "Ultra Flush toilets are perfect for high-traffic applications, which need extraordinary performance and

Continued on p.11

PMI Member Companies In The Industry News Continued

minimal required maintenance." Ultra Flush features a large trap and pressure-assist flushing platform that utilizes siphonic jet action and offers ultra-low-consumption at 1.1 gpf.

(from The Wholesaler, July '05)

For the second year in a row, a Hansgrohe showering product took top honors in the "Fittings" category in the annual KB Awards, honoring "the year's outstanding products for kitchen and bath" and sponsored by Woman's Day Specials Kitchens and Baths magazine. This years' winner, the Pharo Lift shower panel, allows the bather to adjust the height of the entire panel to maximize coverage and comfort.

The award was formally presented to Hansgrohe at the National Kitchen and Bath Association Board of Directors Gala, held May 9 on the eve of the annual Kitchen/Bath Industry Show Las Vegas. Accepting the award from **Olivia Monjo**, editor-in-chief of Woman's Day Specials, was Hansgrohe vice president-sales and marketing **Kate Maselis**.

(from The Wholesaler, July '05)

Delta Faucet Company announced that **Vasken Altounian** has rejoined the company's U.S. operations as executive vice president-sales and marketing. Mr. Altounian has been president of Delta Faucet Canada since April 1999. Senior vice president-sales and marketing **Ray A. Kennedy** resigned from Delta Faucet effective June 1, 2005. Mr. Kennedy was with the company for over 11 years. **Rod Pullen** assumes the role of president for Delta Faucet Canada, in addition to his current role as president of BrassCraft Canada.

(from The Wholesaler, July '05)

Greg Koehn was promoted to director of manufacturing engineering at BrassCraft. After joining BrassCraft in 1988 as a tooling engineer, Mr. Koehn was promoted through a series of positions, most recently serving as

a manufacturing engineering manager. He also completed the Masco Leadership Program. In addition, BrassCraft promoted **Joel Paul** to director of operations of the company's Brownstown packaging and distribution facility in Brownstown Township, MI. Mr. Paul was previously director of sales administration. He joined BrassCraft in 1990 as an information services programmer and was promoted to supervisor of EDI and shipping in 1995. Mr. Paul graduated from Masco's MBA program at Eastern Michigan University in 2000, and earned the Masco Leadership Program-Operations Management certificate in 2004.

(from Reeves Journal, June '05)

In an article on commercial kitchens, **Stan Tracz**, product specialist for The Chicago Faucet Company noted that architects or designers generally hire consultants to do the space planning for commercial kitchens in order to determine where equipment will be placed - items such as walk-in coolers, ranges, ovens, sinks, tables and grease traps. Allied with their work, the engineers on the job generally will draw up the specifications for the kitchen's plumbing systems.

"Commercial kitchens have some very specific needs," said **Jim Bauman**, The Chicago Faucet Company's vice president of sales. "For instance, for every six feet of prep area you must have a hand washing station," he said. "Hand washing is a huge issue in the food preparation business and many facilities often have classes for their employees on how to properly wash their hands." Mr. Bauman pointed out that his company is seeing a lot of electronic faucets being added in commercial kitchens in recent years. "But because of all the grease and soap that you'll find in a commercial kitchen, the electronic faucets generally need a little more tender loving care than in other situations," he said.

"Chicago Faucet makes them as robust as possible and we make recommendations about certain types of products that should be used to clean the units."

(from Reeves Journal, August '05)

The Kohler Co., in an effort to train its partners on the benefits of water-saving products, has launched a summer-long road trip designed to bring knowledge to the people.

The Water Conservation Toilet Minivan, which carries both Kohler and Sterling-brand water conserving toilets kicked off its journey in May and will travel through New Mexico, Arizona, Nevada, California, Oregon, Washington, Utah and Colorado before looping back to its home base in Wisconsin in October.

"Most of the scheduling of customer stops is somewhat impromptu as we designate the van to one of our branch offices and they schedule," said Kohler Co. spokesman **Todd Weber**. "In August, the minivan is scheduled for the L.A. branch office for the month and will be available to sales reps within that region to make sales calls, including stops in and around Los Angeles, Santa Rosa, Sacramento, San Francisco and Stockton/Modesto."

He said the minivan will be in Fresno, Portland and Seattle in September.

Attention PMI Members:

Please include PMI on your public relations mailing lists to help keep us up-to-date on your company news.

A Fond Farewell To Michelle Frenette

After a year-long journey into the world of plumbing, PMI Member Services Manager, **Michelle Frenette**, has decided to return to working within the realm of electricity. As you may recall from her *PMI News* bio (September/October 2004), Michelle came to PMI from an electrician apprenticeship, and prior to that had supported an HRIS product, managed scheduling for a call center, and worked in the Human Resources areas of recruiting and benefits administration.

Michelle will be leaving PMI in late September to work for a large international company whose products she had installed as an apprentice. She said "The desire to work with electrical products stayed with me, and I look forward to learning more about the automation industry and product applications."

The PMI staff wishes her well, and will miss those steaming pots of jet fuel strength coffee that Michelle would occasionally brew.

Forum Attendees Give The 'Thumbs Up'

A BIG thank you to the PMI staff for the prep work [at the Dynamics of Change Forum] and who made me feel "right at home!"

Joseph Dodd
Manager-Design
Development &
Marketing
Systems
Moen, Inc.



Joseph Dodd

Dave,

I wish to congratulate you on another excellent [Codes and Standards] workshop. I was at the inaugural meeting as well. I believe the two key elements that were most poignant were the harmonization that has successfully taken place in the market to streamline testing as well as the model code adoptions that continue to evolve throughout the states.

Regards,
Fernando
Fernandez
Sr. Engineering Manager,
Codes and Standards
TOTO USA, Inc.



Fernando Fernandez

Barbara,

Just wanted to send a quick note thanking you for your hospitality at the PMI [Codes and Standards Workshop] meeting and for putting up with me at dinner! As a PMI rookie I was honored to have the Executive Director as a dinner neighbor and I told all the Symmons folks back here how comfortable I was made to feel. I have heard many good things about yourself and PMI from the "boys" back here at the home office and it all proved true.

Anyway just wanted to send a quick thank you note. It was well worth my while attending and I would enjoy any kind of organization news or any other industry info that the organization puts out to members. Maybe it's time for us purchasing/manufacturing types to get involved and not just the sales guys!

Thanks again. Hope to see you at a trade show or other PMI event soon.

All the best,
Joe Terrio
CPM, CPIM
Purchasing
Manager
Symmons Ind.



Joe Terrio

2005 PMI LEADERSHIP

Executive Committee

John Lauer, Sloan Valve Company
President

Claude Theisen, T&S Brass & Bronze Works
First Vice President

Ken Martin, Delta Faucet Company
Second Vice President

Rod Ward, Speakman Company
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Jim Westdorp, Kohler Company
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Directors at Large:

Bill Axline, Fluidmaster, Inc.
(1/05-12/07)

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

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

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/03-12/05)

Walt Strader, Price Pfister
(1/05-12/05)

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

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