

# NEWS

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The Newsletter for PMI Members — by PMI Members

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Lee Mercer

# Tap Into The Power of One: It's Exponential

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

In an earlier issue of *PMI News*, we talked about the relevance of the Plumbing Manufacturers Institute. We

confirmed that our primary objective for PMI, as industry leaders, is to make sure that the organization is positioned for a sustainable future, that our relevance is always apparent for the members and is continually expanded to a broader universe.

We continue to look for ways to expand PMI's value and influence. Thus far this year, there have been numerous opportunities that PMI has taken advantage of to expand our voice to a broader group. PMI has been a leader of and also been very active with several coalitions of varying industries working together to better understand and positively influence initiatives at the federal, state and local levels in the legislative, regulatory and codes arena. This reach has touched subject areas of green chemistry, conservation and reuse of water and continued harmonization of standards and regulations. But if we really want to maintain momentum and relevance as a sustainable organization, we need

to also make sure that some of our focus is expanded inwardly to our member organizations.

As with any successful organization when you look into what makes them successful, it comes down to one key component .... it's people. PMI is no different. We have reached our level of success because of the people we have in our organization: board, staff and our member company participants and their dedication to our industry.

When I look out into the room at a PMI meeting, I can't help but recognize the value of the knowledge and several hundred years of industry experience that our members bring to this organization. The intellect and experience of the folks that are currently active in our organization is immeasurable. But are we sustainable? As new challenges arise and active members move to other stages of their career, can we continue to bring expertise and value?

As with any team that wants to win, developing new talent and advocates for your cause is paramount to achieving your goals and future success. We need to find new ways to communicate our successes, expand the value and benefits within the member companies and get some new perspec-

tives and participants beyond those who regularly participate in PMI activities.

So where do we start? It starts right here with all of us. We need to take charge of change.

We typically have around 75 participants from our 30 member companies at our semi-annual PMI meetings. If each member company reached out into their organization and recruited one new person from their company to come to the next meeting and they become active in PMI, we would substantially increase the intellectual horsepower of PMI, and help to continue to solidify PMI as the sustainable industry voice, now and into the future. Let's get them engaged and involved. When you couple these new faces with the knowledge and leadership we have in our current active members, this is a positive step in positioning PMI to face the challenges the future holds for our industry.

Success starts with one idea from one individual and one action that then collectively transcends within and leads to one strong industry voice. The Power of One.

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#### Proud to be a Manufacturer: To Know Us is to Love Us

By: Barbara C. Higgens, Executive Director



Barbara Higgens

This year has been marked by tough political challenges for PMI and the industry. We are facing pressures from a number of corners on issues including showerheads, Water Sense and lead in plumb-

ing products. It seems that even when we are on the same side as those traditionally our political opposites, they can't resist taking a shot at us in the press.

And why is that? Manufacturers are not the devil incarnate. We have values and principles. We produce good, safe and useful products. We create jobs and contribute positively to the economic health of our country. We have families and participate in our communities as productive citizens. What's not to love?

In most circles unfortunately, manufacturers are only known when we are opposing an issue or action. While PMI is trying very hard to change the pattern, because we are often not included in early discussions we become known only after-the-fact, when a damaging regulation or piece of legislation is being proposed. We then come out in opposition, trying to have our voice heard long after those on the other side have made their points known. As a "Johnnie Come Lately," our voice seems defensive and less compelling. Ironically, in most cases, our industry is on the same side of whatever movement is in play (such as reducing lead in plumbing products or using water efficiently). It is only in the definition, methodology, application, and enforcement that we offer our comments for improvements. The "devil" is often in the details.

In the current case of DOE's objective to now "clarify" the long-standing definition of showerheads, the

U.S. Department of Energy chose not to tap into PMI as a resource for writing the initial language. As a result, products were included in the proposed new scope that it now appears DOE never intended to restrict. Further, in an effort to drive home the point, whether the fault of the Department or over-eager journalists, the recent series of articles in the Wall Street Journal and elsewhere about the clarification initiative, only confuse the issue. The articles often feature graphics of products flowing at 12 gpm, which PMI and industry wholeheartedly agree are and have been illegal. In fact, PMI over the years has worked as a clearinghouse to turn over to DOE such products in violation of EPACT '92, as discovered in the market by our members. We support and actively work to enforce regulation and the efficient use of water! Promoting water efficiency is a key tenet of water in our mission statement.

So why the arrows? Confusing the issue is damaging to public perception of manufacturers and to the relationship between manufacturers and government agencies like DOE. Why must we be seen as the "enemy?" Part of the motivation, I believe, is simply human nature. In order for there to be a good guy there needs to be a bad guy. Painting the scene as good and bad, right and wrong, black and white, is an easier way to sell a concept. It feels a bit odd and uncomfortable when seemingly disparate groups agree. Also, it is much easier to paint an entity as "evil" if they are faceless and unknown. That is where PMI ... and YOU come in! We are working very hard to become known. We are working to have our positions heard in a pure format without spin and interpretation by those with an agenda. I encourage you to visit PMI's microsite www.safeplumbing.com if you have not done so. That is the forum in which we communicate our positions in our truest and purest voice. Take a look. We welcome your editorial contributions and suggestions.

Networking is critical also. As PMI members know and have seen over the years, we have worked to build and foster relationships with groups of all types throughout the USA and the world. By bringing groups together, the goal is to create a better understanding of our views and to work to be included earlier in discussions affecting our industry and products.

So what can you do? Recently **Diana Waterman**, **Stephanie Salmon** (of PMI's Washington office) and I began what we hope will be a series of member visits (see page 7 for photos) to provide an update on legislative initiatives as well as to encourage all to join PMI in making visits to legislators on Capitol Hill and in the Districts. We encourage all of you to do the same!

While the PMI October 2010 meeting falls just before elections and some of the legislators may not be returning to office, Hill visits offer a valuable opportunity to "practice your pitch." We are working to establish relationships and a level of trust that will help us with our issues as we move forward. We are working to establish a face for PMI and the industry, and to cement the industry as a credible resource when legislators are looking for facts. We encourage you to join the Hill visits this fall and even more importantly, to invite legislators to visit your plant to see exactly what it means to be a manufacturer. We want them to experience first hand your work ethic and the value you provide to your communities. Please do your part. PMI is here and ready to help you with what to do and what to say!

There is no question that we can get so much more done and with so much less pain if we work together. With increased communication and a better understanding, the world will see that manufacturers aren't so bad after all and that our views aren't different from those of our "opponents." To know us is to love us. Please help spread the word!

## Too Much Information (TMI): A Sign of the Times

By: David Hagopian, Director of Strategy and Technology

When you hear TMI, what comes to mind? Is it the 1993 song by Duran Duran? Maybe it reminds you of someone you know in the office that just has the unquenchable desire to share information that just should not be known. I looked up the definition online in a couple of places. At The Urban Dictionary.com, TMI is defined as "when knowledge is not power, just disturbing," or as "inappropriate disclosure; wordy description," or "when someone says something you didn't need or want to know." At Wiktionary.com, TMI is defined as "An expression indicating that someone has divulged too much personal information and made the listener/viewer uncomfortable." As a marketer, operations manager and technology guy, I thrive on data. In my book, information, the ability to filter it, and use it is a key factor in success.

We at PMI depend on information. Our goal is to be a clearinghouse of information. Core to our mission is the exchange of information. Combine that with our other mission mandates where we promote, educate, and advocate, you can begin to see the picture of how big information exchange is to us. On any given week, we will send out email to around 4,200 addresses. We receive about 6.600 emails. We have quite a filter, in that 30% of what we receive we do not send out. Everyone gets "junk" e-mail: you know, the equivalent of flyers from stores you don't shop at or credit card applications in your home USPS mail. However, a lot of what we receive (and don't send out) is background knowledge that we use to stay sharp on a given subject, or use to formulate a point from multiple data sources. But a driving factor here is that we don't just pass along, untouched, every piece of data that comes across the transom. We work hard at bringing value to you, our members, in using our professional expertise in not only filtering out the

junk, but consolidating and sending out information in line with our duties and mission. We fully realize that, as a service organization, we are but one facet of the time that our members allot to their workday.

We try hard to most efficiently use our time and yours.

As a consensus organization, our actions are limited by the direction we seek and receive from our members. Regardless of it being a position paper on water efficiency, a review of the latest plumbing code, showerheads, or Federal Legislation, we represent you and your perspectives. In order to form consensus we MUST have your input! While we know you are flooded with TMI, we ask that you please carve out time to thoughtfully consider and respond to PMI requests for input as promptly as you can. We can't move forward without orders from you!

This summer we have had so many top priority issues like:

- Code Changes (UPC, GPMC, IGC, etc.)
- · New York Green Code
- The DOE showerhead redefinition

- Federal Lead legislation
- The DOE proposed water efficiency reporting changes





David Hagopian

We are at an especially busy time that requires our efforts and your input. We are always looking for a way to be more productive, and are trying to improve the quality of what we send out to make it easier for our members to process information. When we ask for your input, we really need it to proceed. TMI and too much of your time is NOT what we are shooting for! JRI-JRT is our goal (Just the Right Information and at Just the Right Time). Help us to provide the best service possible. Give us your comments and suggestions on how we can best use the technology at our disposal to most efficiently communicate with you!

## An Update on the PMI Brand Status

The PMI Board of Directors has selected a logo and work will soon begin by our legal team to ensure that both the new name (Plumbing Manufacturers International) and graphics are free and clear for our use. A usage style book is being prepared in anticipation of the launch. A vote to approve the name change and the new graphics will be held during the PMI Fall Meeting at the General Membership Meeting, October 4, 2010.

However, with a slight dip in dues income this year, added PMI staffing expenses and a substantial increase in federal lobbying expenses, the 2010 budget has been impacted. Therefore, the PMI board has asked that the both the branding project and the

pmihome.org website redesign project be put on hold.

We will NOT introduce the new name and logo at the Greenbuild Show in November as originally planned.

We are looking at possible dates and events in 2011 for the launch. Possibilities include: the PMI Spring Meeting, International Water Day, K/BIS, Fix a Leak Week and the 2011 Greenbuild Show in Toronto.

Thanks to all for your good work on this project. We will keep you up-todate on the progress.

## Meet Duravit's Tim Schroeder, Someone You Should Know

By: Amy Berg-Ferguson, Association Manager



Tim Schroeder

Although Tim Schroeder of Duravit USA hasn't been involved with PMI for very long, (two and a half years,) his presence has been felt during that time. He has

been a fixture (pun intended) at the semi-annual meetings and now he has been nominated for a position on the PMI Board.

Tim is the President and CEO of Duravit USA, an Atlanta, GA based



The Schroeder Family: Kimberly, Tim, Teddie and Avery

company. With nearly 200 years of history behind them, Duravit was born from a small factory in Hornberg, Germany and has grown into an international designer bathroom brand. Founded in 1817 in the heart of the Black Forest, Duravit today is a leading manufacturer of ceramic sanitaryware, bathroom furniture, whirl tubs and accessories. With a tradition of excellence and a forward-looking stance, the company prides itself on being design-driven, technologically cutting-edge and environmentally sensitive.

Duravit has been proud to have Tim on board for the last 15 years. Prior to his time with Duravit, he spent 20 years self-employed in the plumbing product industry. He says that Duravit has a great vision for the Plumbing Manufacturers Institute, "We would like to help lead the industry in



Tim reels in a big one on vacation.

defining new technologies and innovations in order to broaden the market. We are getting more involved with the organization with our Product Manager, **Maja Jankov** serving as a co-chair on the Universal Conformity Assessment Standing Committee and I am looking forward to increasing my involvement as well," he said.

He says that Duravit is involved in PMI because, "It keeps us engaged in the most current technical dialogue and discussions and the growing national governing code changes and approval processes," he said. "I also like the networking. It helps me stay informed on the latest industry and market information as well as government



Tim's family enjoys spending time in the great outdoors.

regulation at all levels (federal, state and local) and it reinforces Duravit's dedication to our industry and our partners," he added.

As devoted as Tim is to his post at Duravit, he is also a dedicated family man. He has been married to his wife, **Kimberly**, since 1988 and they are the

proud parents of daughters **Avery**, 16 and **Teddie**, 14. He calls Chicago his hometown, graduating with a Bachelor of Arts degree from the Art Institute of Chicago and Master of Arts Degree from the University of Illinois. In a nod to his education, Tim notes that he enjoys painting as a hobby.

He enjoys outdoor activities and motor sports in his off time. When asked about his hero's, Tim said, "I consider **Jack Welsh** a personal hero. But the most influential person in my life has definitely been my father."

When Tim has a chance to relax, he loves to fish (as shown by the photos



Another great day on the sea! he provided for this story). "I also love to read but don't ask me my favorite book, there are just too many to name," he enthused. "I also love listening to classic rock and roll." For a vacation, he loves to escape to the British Virgin Islands.

When asked what his pet peeves are, he responded, "I can't stand when people cut in line!" Members of PMI might be surprised to learn, "I keep a journal and I enjoy gardening," he said.

Tim had a great closing statement reflecting on PMI, "PMI has done a great job in acquiring a broader selection of participants, which is a great achievement for all involved! Now, with more CEO's, Marketing and sales oriented people on the list, PMI is an invaluable resource for both existing and new members alike."

We welcome Tim's contributions and we look forward to his participation in PMI in the future.

### Symmons Industries Appoints Jeffrey Reilly as President

Submitted By: Megan Thatford, Symmons Industries

Symmons Industries is pleased to announce the appointment of **Jeffrey Reilly** as the company's new President. In his new role as President, Jeff will have direct responsibility for the Marketing, Sales, Engineering and Operations groups.

Since joining the company in January of 2007, Jeff has played a significant role in driving change at Symmons. Jeff led the marketing initiatives to elevate the new Symmons "smart choice" positioning. During his time with Symmons, Jeff also worked to establish the company's new direct-selling strategy and increase sales through all channels.

"Over the last three years, Jeff has collaborated with the Engineering,

Customer Service and Operations groups to further grow our business," said **Tim O'Keeffe**, Chief Executive Officer at Symmons. "The operations of our company are diverse and need strong leadership to continue the upward momentum we've experienced in the last four years. Jeff's strong leadership and strategic direction will ensure our continued success," said O'Keeffe.

Symmons began as a shower valve company with a solid commercial customer base in New England. Since the rebranding and the launch of over 100 new products, including premium bath collections, Symmons has reasserted itself in the plumbing industry.

"My goal is to continue to drive sales and elevate the Symmons brand," said Jeff Reilly. "The key to our longterm success is differentiating ourselves in the



Jeff Reilly

marketplace, which we are able to do by manufacturing high quality, durable and stylish products. We are proud to be a US-based manufacturer and provide products that the contractors, home-owners, designers and architects can depend on."

Congratulations, Jeffrey!

# There is Something New About SafePlumbing.org

By: Lori Palcheck, Member Services Manager

PMI's educational microsite, safeplumbing.org, presents news and information about clean, safe drinking



Lori Palcheck, Amy Berg-Ferguson, Ben Hirby, Marcus Trapp and Corinne Schmutz pose for a photo after their training session was completed.

water and water efficiency. This online resource gives lawmakers, journalists, industry professionals and homeowners fast access to research findings, scientific data and industry facts.

To keep this useful website working at its optimum performance, PMI staff has been working with Planet Propaganda of Madison, WI to move this website to a hosting engine that would allow staff to update the site weekly with news, events and industry information.

In early August, the change was

made and safeplumbing.org was seamlessly moved from Go Daddy to Expression Engine. The previous hosting engine, Go Daddy did not allow for staff to make additions and edits to the website and thus PMI hired a consultant to make the additions and changes. With the move of the website, PMI no longer has the expense of the consultant fees to make updates to safeplumbing.org. Now, staff can make changes quick and efficiently.



Amy Berg-Ferguson and Lori Palcheck get ready for take off in the "PMI corporate jet," piloted by Trey Higgens.

We are saving money and time! In today's economy, that is especially important.

Staff was
trained on the
new software at
Planet
Propaganda by
Ben Hirby,
interactive
creative manager,
Corinne
Schmutz,
interactive
coordinator and



Lori Palcheck

Marcus Trapp, interactive developer. Amy Berg-Ferguson, association manager and Lori Palcheck, member services manager, travelled in style to Planet's headquarters in Madison.

**Trey Higgens**, PMI Executive Director **Barbara Higgens**' husband, flew Amy and Lori to the training. This efficient mode of transportation also saved PMI time and money! Amy and Lori have already been making updates and are very excited about the change, which has made the task of updating safeplumbing.org almost effortless.

Visit safeplumbing.org. There won't be any visual change but there is a wealth of pertinent industry information.

#### PMI Members in the News

Compiled By: Amy Berg-Ferguson, Association Manager

Hansgrohe said that **Nicolas Grohe**, who has served its North American operations for nearly 10 years, most recently as director of marketing and product development, will return to Europe this summer to work at Hansgrohe headquarters.

BrassCraft Manufacturing Company hired **Michael S. Pierron** as national sales manager for special markets, including industrial and international markets. He formerly worked for Midland Metal. Kohler and Bemis.

Duravit appointed **Art Smith** as northeastern regional sales associate.

**American Standard Brands** acquired Safety Tubs LLC, a designer and manufacturer of walk-in bathtubs.

The Product Preview section featured **NEOPERL** aerators, which are WaterSense-listed, help save 30% or more on water consumption and gain LEED points toward building certification.

Also featured were **T&S Brass and Bronze Works** Buy American Act products. T&S Brass offers more than 5,000 products and parts that meet the Buy American Act (BAA), federal legislation that requires the U.S. government to prefer American products in its purchases. These products are primarily manufactured, assembled and distributed from the T&S Brass headquarters in South Carolina.

(Supply House Times, August 2010)

Hansgrohe's first iPhone app, Hansgrohe@home, is now available. Users can take a picture of their current bathroom sink, edit out their old faucet and replace it with a PureVida fixture- all with just a few taps of the finger. The end result can be e-mailed to friends or saved in an image gallery. The app can be downloaded for free at the itunes app store or by visiting www.hansgrohe-usa.com.

Several member companies were featured in the Green Products section of the magazine. **Hansgrohe's** Croma E 100 Green Vario Jet Showerhead, **TOTO USA's** Guinevere High Efficiency Showerhead, **Gerber's** new addition to the Maxwell line of plumbing products, **Caroma's** Invisi Series II Toilet and **T&S Brass'** EC-3106-HG Chekpoint Electronic Faucet.

The Editor's Choice section of the magazine highlighted Moen's Envi Eco-Performance Showerhead, Price Pfister's Contempra Bath Faucet, Kohler Co.'s Elate Pull-Down Kitchen Faucet, Fisher Manufacturing Company's EZ-Install Adaptor and American Standard's Tetsu Free-Standing Bathtub.

(Contractor, August 2010)

**Elkay Manufacturing Company** was featured in the Case Histories section of the magazine. The article focused on Elkay's Rapid Production Center and their ability to go from sink concept to prototype in 90 days, at 40% of the typical cost of conventional hard tooling methods.

**American Standard** was part of the Case Histories section. American Standard has a free, online plumbing specification system that provides comprehensive plumbing specifications.

Woodford Manufacturing Company was also mentioned in the Case Histories section, highlighting their Freezeless Roof Hydrant Mode and their Freezeless Hot and Cold Wall Faucet.

The New Products: Green Scene section noted American Standard's Monterrey Commercial Faucet, TOTO USA's Helix High-Efficiency Faucet, Caroma's Dual Flush Toilets, Gerber's Ultra Flush line of toilets, and Sloan Valve Company's Water Reuse System. Bradley Corporation's BIM files were also mentioned.

(PM Engineer, August 2010)

The People section of the magazine noted the appointment of **Mike Douglass** to Plumbing Manufacturers Institute Fair Trade Committee Chair.

(WC&P International, August 2010)

**BrassCraft Manufacturing Company** has expanded its line of tankless water heater installation kits with a series of kits designed for sweat applications. The new kits center around a one-piece forged brass valve body that reduces connections and enhances longevity.

**InSinkErator** was featured in the PHC Case Studies section. The article noted that InSinkErator makes a food waste disposer for every lifestyle.

(Southern PHC, August 2010)

Cash Acme's SharkBite® Connection System was featured in an article entitled "Let's Twist Again Like We Did Last Summer."

The Product and Literature Showcase featured **BrassCraft Manufacturing Company's** Sweat-Ready Tankless Water Heater Installation Kits, **T&S Brass'** Buy American Act Products and **Fisher Manufacturing Company's** EZ-Installer Adaptor.

(Reeves Journal, August 2010)

(continued on page 7)

#### **PMI Members in the News**

(continued from page 6)

The Product Review section of the magazine put the spotlight on **NEOPERL's** Faucet Aerator Mini Deals and **Alsons Corporation's** In2ition Shower System.

The 2010 Manufacturer Spotlight noted **T&S Brass and Bronze Works** low-lead products and several faucets can help contribute to two of five categories of LEED performance. Also mentioned was **American Standard**, who is simplifying vendor lines while maximizing customer choice.

(Supply House Times, July 2010)

The People section noted the appointment of **Mark Malatesta** of American Standard to co-chair the Plumbing
Manufacturers Insitute's Technical Committee.

American Standard's Berwick Collection ,Hansgrohe's iBox Universal Plus rough and Elkay Manufacturing Company's EZH20 bottle filling station were mentioned in the New Products section.

(Reeves Journal, July 2010)

## Barbara Higgens and Federal Lobbyists Tour Wisconsin



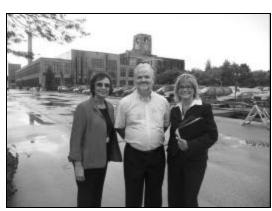
From left: Stephanie Salmon, Waterman & Associates; Stewart Yang and John Redding, Kohler Co and Diana Waterman, Waterman & Associates.

Barbara Higgens and Diana Waterman and Stephanie Salmon, PMI's Federal Lobbyists, took the time to visit some PMI members in Wisconsin. to provide updates and encourage Hill visits.

See story on page 2.



A vist and tour of InSinkErator, located in Racine, Wisconsin. Diana Waterman, Stephanie Salmon, David Williams, manager of manufacturing engineering and Dave MacNair, InSinkErator and Barbara Higgens



A stop at Kohler Co. was in order. Diana Waterman, John Redding, manager, current product engineering, global faucets for Kohler Co. and Stephanie Salmon



Bradley Corporation was the last stop on the tour.
Rick Dykowski, Bradley Corporation;
Stephanie Salmon, Kris Alderson, Bradley
Corporation; Bryan Mullett, Bradley Corporation;
Tom Eberhardy, Bradley Corporation; Diana
Waterman, Arnie Wilke, Bradley Corporation and
Adam McNeill, Bradley Corporation

# Who is Driving Change in the Plumbing Industry?

By: Charles Hernandez, Technical Specialist



**Charles Hernandez** 

We are hearing a lot of talk about change in our industry. Some of it is real change and some of it is not really change, though we like to think it is. One thing is

for certain, everything around us is constantly changing and you can't stop it. Change happens every day. We change our clothes, we change our minds and we change what we eat almost every day. But is that really change? Sometimes what is old is new again. Greywater is one thing that is not changing. Greywater and the process of reusing it has been around for over 20 years, however the process of cleaning it up to make it reusable and/or potable in a residential application in the US is change.

All companies involved in building and construction industry are in the midst of significant change due to the lengthy recession in the United States. The way business was done in the past and the needs of the consumers are and will continue to change. Any businesses still operating the way they did six, three or even one year ago, are probably heading into oblivion, if they are not already there. Businesses that are reactionary to their clients, consumer or markets, will be consistently behind their competitors and looking at them and their products trying to figure out what they're doing right.

The leaders in their respective industries are not waiting for change to happen. They are making change happen. They are driving change in their industry and it happens all the time. Just look at the Fortune 100, they would not be in the top 100 if they did not continually change the way they do business. Companies who are on the cutting edge of their industry will support leadership that will not only talk of change, but will actually implement it.

I was employed by one of those Fortune 100 companies (which is now doing over \$28 billion a year) and I remember there was no looking back and dwelling on the past. Every year they had vision week and rolled out a new business model. Yeah go ahead and laugh, just remember they have been around for over a hundred years! The Illinois Area Manager would often say, "Past performance is not indicative of future gains." He would mention this whenever someone said what the business did in past sales. His point was to keep looking down the road for improvements and not to use the past as the only means of determining sales and client needs, as client needs constantly change. What I found interesting is that we never talked or mentioned our competitors because when you're the leader in your industry vou had none.

Talking about change and doing it are two different attributes and most people talk about it, but rarely implement it. Why? Because change is difficult for most of us to accept. Living in the past is a big part of human nature. Changing that perspective is a challenge all leaders face. The skill to enact change comes from having vision, forward thinking and an all inclusive ability to impact the company and to take a holistic

approach to providing solutions, not just on a yearly basis but weekly and daily as well. The CEO, who has this type of vision and the ability to convey it, can consistently deliver results to the bottom line and to the shareholders.

So let's look at what change is not and what it really is. Change is not getting up in the morning and putting on that new outfit you bought yesterday at your local department store; change is getting up and throwing out your old wardrobe and buying all new clothes at the upscale department store. Change is not trading in your six year old American made automobile for another of the same make; change is trading in your late model car for a foreign made high performance vehicle. Change is not just changing your company name; change is breaking the business mold and meeting new challenges. Change is not providing a single solution to a local problem; change is taking a holistic approach to solving a local problem and expanding that to provide a global solution.

Now that we have clarified what change is, ask yourself: are you driving industry change or is the industry driving you to change?

It's Not Too Late to Register for the PMI Fall Meeting, being held October 3-6 at the Liaison Capitol Hill.

Visit www.pmihome.org for more information.

**Don't Miss Out!** 

## Kohler Co. Renews Commitment to Habitat for Humanity

Submitted By: PR Newswire

Habitat for Humanity International announced Kohler Co. has renewed its commitment, pledging an additional \$1 million in water-saving products and \$25,000 in funding to support Habitat's affordable housing work throughout the United States. The company's current pledge is part of an online campaign dedicated to water conservation and will bring Kohler's total commitment to a total of \$2 million worth of product to Habitat for Humanity.

The campaign, SaveWater-America.com, is aimed at providing education about the importance of water conservation and water-saving products. For every visitor who takes the simple three-question quiz, Kohler donates \$1 in water-saving products to Habitat for Humanity's sustainable building efforts. Since January 2009, nearly 1,000 homes have been built

with Kohler water-saving products in 47 states.

"Kohler recognizes the looming freshwater shortage facing the United States, and that saving water inside the home represents the best opportunity for a family to make a significant impact on their water consumption," said **John Engberg**, manager of integrated communications and research at Kohler. "SaveWater-America continues to educate homeowners, and benefit Habitat for Humanity with donations of KOHLER plumbing products."

Information about water-saving products is easily accessible on SaveWaterAmerica.com, which includes a database of available toilet rebate programs throughout the country. These rebates, ranging from \$25 to \$150, help offset the cost of

replacing older model fixtures.

"Habitat for Humanity is committed to building energy-efficient homes and conserving natural resources, not only as a matter of conserving resources but also to better serve families," said **Larry Gluth**, senior vice president for the U.S. and Canada at Habitat for Humanity International. "Money saved on utility costs help to make Habitat homes even more affordable."

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, visit their website www.habitat.org.

## Barbara Higgens Speaks at PAMCANI Meeting

Submitted By: Barbara Bigelow, PAMCANI

PMI's **Barbara Higgens** recently spoke at the Plumbing and Mechanical Contractors Authority of Northern



John Mansfield, Resource Solutions Group; Barbara Higgens and Robert Melko, Bishop Plumbing

Illinois' (PAMCANI) North Area Summer Meeting on July 20.

The meeting was the destination for PAMCANI's contractors, associate members and invited guests for an information packed educational event. Barbara Higgens was the first speaker of the evening. She provided a comprehensive overview of the Plumbing Manufacturers Institute, stressing how

PMI and PAMCANI can collaborate in ongoing efforts to improve, revive and grow the plumbing/piping business.

Additional speakers included **Robert Melko** of Bishop Plumbing and United Affiliated Contractors (UAC) chairman, who provided an explanation of the UAC, which is an enhanced service group that is part of the National Plumbing-Heating-Cooling Manufacturers.

**John Mansfield** of Resource Solutions Group presented on Chicagoland's natural gas savings program and



Bob Miodonski, BNP; John Mansfield, Resource Solutions Group and Barbara Higgens



PMI Executive Director, Barbara Higgens, introduces PANCAMI attendees to the Plumbing Manufacturers Institute.

Adam Lindsten of Resource Insurance Advisors discussed the impact of the recently passed Healthcare Reform Act on union employers, focusing on the new W-2 requirements and regulations issued on grandfathered plans.

A great time was had by all. Many thanks to PAMCANI for their generous hospitality and warmth.

### PMI Hosts 10th Annual Technology Workshop at Headquarters

By: Amy Berg-Ferguson, Association Manager

The critical importance of the development of water distribution and waste disposal systems, the history of plumbing systems and codes and standards were just a few of the subjects studied by attendees of the Technical Workshop hosted by the Plumbing Manufacturers Institute at its Rolling Meadows, Illinois head-quarters on July 28 and 29. Several PMI member companies sent representatives to take part in the workshop as well as a few non-member companies.

This year's workshop had a new host, PMI's Technical Specialist, **Charles Hernandez**. Charles took the group through some new subject matter for a technical workshop. The workshop, the 10th held since PMI was reorganized in 1998, worked to give attendees a solid foundation

regarding building plumbing systems and water and sewer development and their vital contribution to modern day plumbing.

Also new with this year's workshop was a presentation by **Chris Di Lorio** of CADWorks on the subject of Building Information Modeling (BIM).

At the close of day one, attendees were treated to networking dinner at Emmett's Brewing Company in Palatine, Illinois.

Day two focused on code development, model codes and conformity assessment. **David Hagopian**, Director of Strategy and Technology, gave a presentation originally developed by **Steve Cummings** from PMI member company, Caroma. The presentation focused on work done in Australia and Germany on HET performance with drain line carry.

"I was very excited to be a part of this technical workshop for PMI. This was a great opportunity to meet some of our members for the first time and share knowledge and ideas with them. I hope they enjoyed it as much as I did," said workshop leader, Charles Hernandez.



PMI's Technical Specialist, Charles Hernandez, lead the 10th annual Technical Workshop, held July 28 and 29 at PMI headquarters.



David Hagopian, PMI; Melissa Evans, Franke; Larry Muller, Chase Brass and Copper Company; Gene Faasse, T&S Brass and Bronze Works and Tim Mulligan, BrassCraft Manufacturing Company



Kate Jakubas, Elkay Manufacturing Company; Wally Moran, Elkay Manufacturing Company; Martin Schubring, InSinkErator and Oliver Schottke, Dornbracht Americas, Inc.



Stuart Welden, Alsons Corporation and John Lindahl, Cash Acme



The group settles in for two days of education at the PMI technical workshop.

#### Recent Developments in Product Stewardship Around the US

By: Dan Connelly, Johnson Haley LLP

On March 17, 2010, a product stewardship or extended producer responsibility bill was signed into law in Maine. Although the language of the bill requires a report to be submitted to the legislature and authorizes subsequent legislation to be filed in order to designate products to be included in a product stewardship program, it nonetheless marks a significant step forward in the advocacy for the passage of similar legislation.

More than 30 states currently have some sort of product stewardship or "take-back" law on the books, and at least 15 are considering similar legislation or expanding on existing programs. As part of its green chemistry initiative, California has proposed regulations that require end-of-life take-back programs.

The state of Rhode Island has taken significant steps towards passing an omnibus product stewardship bill. In 2009, the legislature passed a resolve to require the Rhode Island Department of Environmental Management (DEM) to develop recommendations for "establishing a comprehensive product stewardship approach to reducing environmental and health risks posed by the use or disposal of products."1 As a result of this directive, the DEM contracted with the Product Stewardship Institute to draft the report; a "stakeholders" meeting was held on April 15, 2010 and at least some of the information gathered at this meeting was incorporated into the final report released in July 2010.<sup>2</sup>

In addition, the Rhode Island legislature considered a proposal during 2010 that was virtually identical to the Maine law. Although the bill's sponsor, Rep. Amy Rice, expressed her opinion that this bill should be passed "as-is," the bill did not advance in the legislative process, likely due to the fact that the Rhode Island DEM was conducting the study as directed by the 2009 resolve.

In May of 2010, the Council of

State Governments reviewed Suggested State Legislation and rejected a proposal similar to the Maine legislation.

The Product Stewardship Institute held its sixth National Product Stewardship Forum in Boston on July 20 and 21, 2010. Topics discussed at this meeting were: the principles of product stewardship; laws, rules and regulations in the United States and Canada; the "framework approach," which is the foundation of Maine's law; battery recycling and stewardship programs;



and packaging recycling programs.

As the Council of State Governments embarks on another opportunity to review the merits of legislation establishing product stewardship or extended producer responsibility programs, it is vital for those who have significant experience and expertise in scientific and economic evidence to voice their concerns about moving forward with such proposals. Therefore, as this initiative is discussed, please consider the following facts:

- Individual state mandates and approaches will severely affect businesses and will result in a patchwork of approaches among the 50 states, thereby creating compliance challenges for manufacturers and bureaucratic inertia for governments that is very hard to change
- The method of levying and collecting fees to pay for state efforts to develop product stewardship programs, in addition to the unknown

- costs to implement the programs, is not really product stewardship at all but is a "producer pays" system that is debatable even among the advocates who support the initiative
- Voluntary programs are successful in part because the initiating business or industry can integrate recycling activities into their business model
- Legislatures and regulatory agencies can and do use producer pays systems to pay for totally unrelated government services even though these systems are not established for that purpose
- Consumer choice and basic principles of the free market can prove to be the most influential means of encouraging businesses to change practices
- Most product stewardship approaches establish mandates without considering other ways to reduces health or environmental risks; in addition, the mandates may force business to take actions that increase health and environmental risks (such as increasing CO2 levels by requiring increasing truck traffic into neighborhoods for take-back programs)

In closing, it should be noted that although several states have made efforts to implement product stewardship programs, the costs and practical considerations have resulted in the states taking a second look at the benefits of mandated programs. Voluntary initiatives continue to be successful and states should encourage innovation rather than establish rigid and unrealistic goals.

- 1. R.I. House Resolution 335 & Senate Resolution 339 (July 16, 2009)
- 2. http://www.productstewardship.us/associations/6596/files/RI%20Framework%20Report%20and%20meeting%20summary%20final.doc

Note: **Dan Connelly** works with **Matt Fisher** of Johnson Haley LLP, PMI's Massachusetts lobbying firm. Contact Johnson Haley directly at 617-778-1200.

#### **PMI Hosts Staff and Vendor Outing**

By: Amy Berg-Ferguson, Association Manager



Attendees at the PMI staff/vendor "Thank You" lunch: Rick Schildgen, CL Graphics; Amy Berg-Ferguson, PMI; Lori Palcheck, PMI; Maureen Baird, Barbara Higgens, PMI; Bob Wodrich, W&W Services Trey Higgens, Victor Kelly, InTrust and Bob Locke, Harris Bank.

Not pictured: Charles Hernandez, who was unable to attend.

We at PMI work very hard, but occasionally we get a chance to enjoy a little time for rest and recreation.

Recently, PMI staff and several vendors got together on August 16, 2010 for a well deserved lunch at Mad Mark's Mystic Pizza in Schaumburg, IL. Everyone had a chance to get acquainted on a social level and enjoy a great meal too.

Attendees included **Rick Schildgen** of CL Graphics, **Maureen** 

Baird, graphic designer (who created our new logo), Chuck Wodrich of W&W Services, Victor Kelly of InTrust (I.T. support) and Bob Locke of Harris Bank as well as PMI staff plus Trey Higgens, Barbara Higgens' husband. PMI's Charles Hernandez was unable to attend.

Many thanks to our vendors who took time out of their schedules to join us and for making our jobs a little easier and more enjoyable.

If you haven't signed up for PMI's LinkedIn group, you don't know what you are missing!

We are loading the site with new information and articles consistently.

If you are a member, check frequently for updates and news.

If you aren't a member, visit www.linkedin.com and request to be added to the "Plumbing Manufacturers Institute" group.

#### 2010 PMI LEADERSHIP

#### **Executive Committee**

Lee Mercer, Moen Incorporated
President

Jack Krecek, Elkay Manufacturing Co. First Vice President

**Stewart Yang,** Kohler Co. Second Vice President

**Jeff Baldwin,** T&S Brass & Bronze Works
Treasurer

Walt Strader, Price Pfister (Ret.)
Immediate Past President

#### **Directors at Large**:

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

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

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

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

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

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

#### **PMI STAFF:**

Barbara C. Higgens
Executive Director

#### **David Hagopian**

Director of Strategy and Technology

Charles Hernandez
Technical Specialist

Lori Palcheck Member Services Manager

Amy Berg-Ferguson
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