



Walt Strader

## Leading a Legacy Which Gratifies and Astonishes

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

*Always do right. This will gratify some people*

*and astonish the rest - Mark Twain*

Who is the final arbiter of right doing? Do you know it when you see it? Will others recognize it when you describe it? Will your honorable doing be celebrated by all engaged in the discourse? Are any of the preceding questions relevant to our industry?

I believe that the questions of doing what is right in the political and water conservation context are many times non-intuitive to the business professionals, because the positions run counter to the skills and processes we have honed throughout our careers. Business has taught us that doing what is right is about honesty and fairness. We nurture robust analytical tools that deliver objective data and minimize uncertainty. Business processes are designed to identify consumer preferences and satisfy every desire with compelling products. Leaders are encouraged to minimize distractions and focus on their core business. Success is measured in delivering returns to our stakeholders.

A glaring example of the political process and our best business processes colliding was the California AB1953 lead bill. PMI's post mortem of our activities was that we rested our case on objective scientific data without recognizing and responding to the power of the anecdotal emotional positions of the opposition. Water

efficiency positions often run counter to our fundamental positions of respecting and satisfying consumer options and do not identify a viable "end game". Long term water supply solutions are dependent on issues which extend well beyond PMI members' products and markets. Should we as individual businesses focus on our core and ignore issues beyond, or should PMI as the voice of the industry be more far ranging in engaging topics than the individual companies?

In the past, I have written about energy policy and alternatives because there is a far larger body of research and enlightened discussion regarding long term alternative solutions than water policy. As energy suppliers look 40 years in the future, they see a world population expanding from six billion to nine billion. Today fossil fuel supplies 90% of the world's energy demand. Assuming 40 years from now that 40% of energy supplied is alternative, the demand for fossil fuel will still grow.

Today, two thirds of all fresh water is used for irrigation of crops. Forty years from now, food production will need to increase by at least 50% to support nine billion people. And will someone please help me with that math given that, unlike energy, there is no alternative to using water and absent a clear change of direction of water usage, the supply shortfall will impact our product offerings? Should PMI have a position on intelligent water use in agriculture?

How many gallons of water does one US dollar buy in various parts of the world?

Germany	88 Gallons
UK	111 Gallons
France	132 Gallons
Australia	146 Gallons
Italy	167 Gallons
US	357 Gallons
China	840 Gallons

Economics 101 suggests that the price of a commodity restricts or encourages its use. Should PMI engage in the conversation of appropriate pricing of water which fully supports its replacement cost including waste water treatment which is underfunded to the tune of \$150-\$450 billion over the coming decade?

While reflecting on past newsletter editorials I have written, it occurred to me that the readers could logically ask why this fixation on a legacy? I believe as a trade organization, we are reaching a point where we need to build consensus on our agenda for the future to assist those who will follow us. Will we focus only on topics which only impact our core products and markets, or should we have a larger perspective? Many of the larger or longer term issues will require us to add business analysis and actions based on conflicting moral outlooks to our skill inventory to determine what is the right thing to support and do. It is my expectation, that we will find ways to both gratify and astonish those around us.

# Enhancing Programs At PMI... And The Dangers of Vacationing

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Wow - what an eye opener! For only the second time in my 11 years with PMI, I took a vacation this summer that was not connected to a business trip. No briefcase, no laptop, no business suit or

panty hose. (The first non-business trip was three years ago when we traveled to Nova Scotia, which might as well be Mars, where cell phones and internet connections are involved.) The occasion this year was our 20th wedding anniversary and the destination was Alaska. No cruise for us, but instead, 10 days on land, exploring from Seward to Denali. Mountains, and glaciers and bears... oh my!

I warned PMI staff that I would not be accessible and pretty much stuck to my guns. Sadly, the hotels we stayed in offered free internet in the lobby so there were a few days where I simply could not resist the lure of the Lorelei and logged on for a PMI update.

By and large though, I relaxed. I remember a warning from Symmons' **Bill O'Keefe**, the first PMI Board President that I served back in 1998, who advised me to be careful not to

"burn out". I hit the ground running then and hadn't slowed down till this summer. I am married to another type A, perfectionist, over-achiever and so I don't have the built-in barometer at home to signal when it's time to stop working. We both just keep on a-runnin'! Relaxing does not come naturally to me so I wasn't sure what Mr. O'Keefe meant... though after Alaska, I am beginning to get it.

I'm sure I have shared this before, but the image I have in my head about my role at PMI is that of Indiana Jones, frantically running to avoid being crushed by the enormous boulder rolling after him. PMI is in the business of delivering value to members in the form of early warning, information and contacts. Though we have no competitive association to worry about, we've dedicated ourselves to staying ahead of issues and providing information faster and more efficiently than other resources members may use. We are competing against the internet, our members' precious dollars and their need for personal time with their families. PMI is up to the challenge though and consistently proves its value as evidenced by member retention and strong attendance of PMI events. As an example, even in these challenging times, registrations for the upcoming Fall Meeting are coming in strong.

What keeps me energized is the

unlimited potential of PMI and the collective power of the association to do virtually anything it puts its mind to. Currently, we have an initiative underway to enhance the reporting we do for the marketing professionals within our ranks. Such projects are driven by members and PMI is well-positioned to fill information gaps given our unique niche in the industry. Keep those ideas coming.

The recent move to consolidate product groups is another example of how PMI constantly changes to adapt to the world around it. As noted in the last issue of *PMI News*, the reason for this change is to provide a venue for the discussion of PMI member products not covered under the current product category structure (water coolers, manifolds, etc.). It will also provide opportunities for new members in the future whose products do not fit into the current product structure. In addition, PMI meetings will be structured around "issues" that cut across various product categories. This change will streamline agendas and open up the meetings for attendance for a broader base of membership, which is healthy for the association.

I continue to be excited about PMI, and while Alaska was great--- just like the omnipresent spirits in the classic movie *Poltergeist*...

I'm b-aaaaaaaaaaaaaaaa-ck!

## Life Cycle Assessment: Green Grows Up (Part 1 of 2)

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relevant forms: atmospheric emissions, noise, waterborne wastes and solid wastes. The inputs are then normalized, combined and examined in total, including their impacts on the environment. Known as "impact assessment," this stage considers the total impact of the product on indicators such as global climate change, ozone depletion, smog, acidification, eutrophication, natural resources (habitat, water, fossil fuels, minerals, biological resources), human toxicity

and ecotoxicity.<sup>3</sup>

Part two of this article (next issue) will delve into the attributes, uses and development of LCAs. Be sure to join us at the PMI Fall Meeting to hear a presentation on LCA by **Barbara Lippiatt**, from the National Institute of Standards and Technology.

*Editor's Note: This article first appeared in the September, 2009 edition of PM Engineer. Reprinted with permission.*

Citations:

1. Life Cycle Assessment: Principles and Practice, USEPA, May 2006.
2. National Renewable Energy Laboratory Website: [www.nrel.gov/lci/assessments.html](http://www.nrel.gov/lci/assessments.html)
3. Life Cycle Assessment: The Environmental Performance Yardstick, Rita Schenck, 2002.
4. Life Cycle Inventory of the Production of Plastic Pipe and Fittings for Use in Three Piping Applications, PPFA, 2008.

# Life Cycle Assessment: Green Grows Up (Part 1 of 2)

By: Shawn Martin, Technical Director

Remember when you first noticed that "green" products were filtering into Main Street stores in significant numbers? Looking back just a few years ago, we can now see that these early arrivals were the harbingers of what has become an avalanche of environmentally sustainable products, available in virtually every market.

During those early stages, green was simple - a product was or it wasn't. If it used less energy or water than everything else sitting on the shelf, it was green. As these products grew in number and performance claims, so did skepticism among consumers. Embarrassing revelations about products billed as "green" that lived on for millennia in landfills or were produced using highly toxic chemicals, led to the coining of a new term: "greenwashing." It soon became very clear to manufacturers and consumers alike, that the question was no longer whether a product is green, but "How green is that product?"

These days, environmental considerations enter into every aspect of a product's sustainability: design, manufacturing, distribution, use and even disposal. Therefore, the only fair and balanced way to consider "greenness" is holistically over the product's entire life. The challenge then becomes listing and accounting for all the environmental impacts of a product.

To better explain this challenge, let's look at a green product virtually everyone has used. One of the darlings of the current environmental movement in the United States has been the

compact fluorescent light bulb (CFL). These remarkable devices use 75% less energy than an incandescent bulb and last ten times longer. Yet even these products, considered "green" by so many, have a dark side. Unlike the lowly incandescent bulb, each contains small amounts of mercury. If large numbers of them end up in pieces, dumped in landfills, they could lead to mercury contamination of these sites.

In spite of that ugly possibility, CFLs are being promoted by most environmental organizations. Why? After comparing the potential mercury contamination risks with the energy-saving rewards, the near unanimous opinion was that CFLs were the greener option.

My point? Looking at individual products and systems holistically is not enough in the end. We also need a framework to compare the pros and cons: to weigh the savings in energy consumption and fossil-fuel use - to use our CFL example - against the negatives of groundwater contamination.

## LCA: Cradle-to-Grave Process

The solution that has finally emerged is a decision-making tool known as Life Cycle Assessment. LCA is not new, but it has been developed significantly in recent years. LCA was born out of early research into the cumulative energy requirements and sources for production in the chemical industry. Later refinements added material use and waste considerations to create a modeling technique that went beyond energy alone. In the early

to mid 1970s, standard methodologies began to arise, as companies began to use this tool to make decisions. In the early 1990s, increased environmental interest led to the further development of LCA, culminating in the release of the first of the series of ISO 14000 Environmental Management standards in 1997.<sup>1</sup>

According to the National Renewable Energy Laboratory Website, "LCA is a systematic, cradle-to-grave process that evaluates the environmental impacts of products, processes, and services."<sup>2</sup> It is a powerful tool that provides a frame-work for evaluating the inputs and outputs of a product or system as it moves through its various stages of life.

As shown in Figure 1 for a generic product, LCA organizes the life cycle by segmenting it into discrete elements, known as unit processes. In this "black box" approach, the inputs are aggregated into total materials and energy. Outputs are considered in the same way and may be waste, finished products or intermediate products. Product and material outputs can then serve as the inputs to a subsequent unit process.

The waste flows can take many

*(continued on page 2)*



Shawn Martin

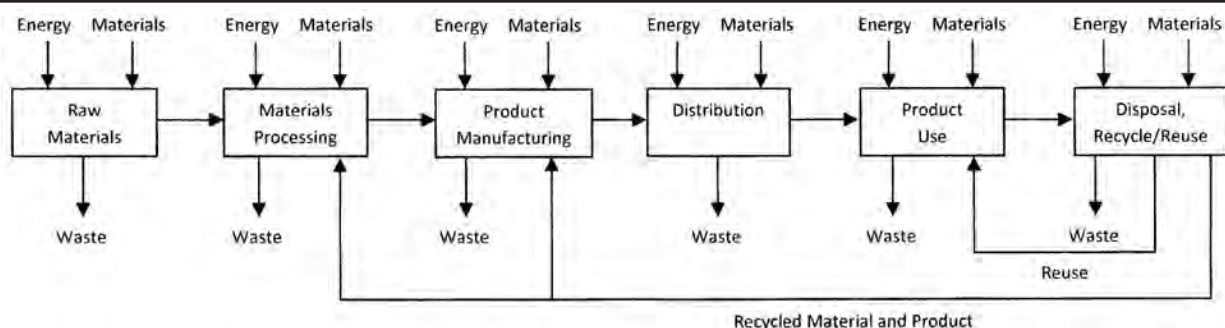


Figure 1: Generic LCA Flowchart: LCA organizes the life cycle by segmenting it into discrete elements, known as unit processes (black boxes).<sup>6</sup>

# Associations: Studies Show, You're Happy to be Here!

By: Amy Berg-Ferguson, Association Manager



Amy Berg-Ferguson

Do you remember back to your college days when friends of yours announced they were joining fraternities and sororities? When asked why, they probably replied that they were making connections for the future. Hopefully these connections would aid in finding future employment and open the door for other opportunities. They joined these organizations to get something out of them and to help steer their success. The same can also be said for individuals who join associations.

Professional organizations and trade associations can be found in just about every industry and discipline and their membership ranks are growing. The percentage of the adult working population that belongs to at least one association is nearly three times higher today than it was in the early 1970's. We know associations offer many benefits and opportunities to those who join, but that belief has not been quantified until now.

The William E. Smith Institute for Association Research published a study authored by Syracuse University Professor, **Arthur C. Brooks, PH.D.** entitled *Where the Winners Meet: Why Happier, More Successful People Gravitate Towards Associations*. In this study, Dr. Brooks reviews the relationship between job satisfaction, member income and association membership. According to his study, association members are more successful, on average, than non-members. They earn more, they like their jobs more than non-members and the data he produces shows they are happier people overall.

Some readers of this study might say that there are probably other variables at work to explain the disparities in income and job

satisfaction, such as race, age and gender. However, Dr. Brooks used a statistical technique that is commonly used to level the playing field and keep these variables constant. Keeping these variables in mind, he still proved his theory that association members are happier people.

To be fair, his study did not insinuate that association membership *causes* these benefits. Rather, those who are involved in associations have access to resources that others may not have. They can find themselves networking with their industry peers, they can develop relationships with those in their industry and they can work to increase their own recognition among their peers. They are exposed to like-minded individuals and they can benefit from a "brain trust" of knowledge and experience. The association member can take that knowledge and experience and apply it to their own skill set, bringing a distinct advantage to their position. As Dr. Brooks said in his study, "The data show that associations are where the winners meet."

The study also noted that associations can create value for employers. Employee attrition is a serious issue for most companies. However, the study noted that, "Exposing high value employees to the positive 'winning' atmosphere of an association will encourage higher morale, and virtually everyone agrees that higher morale lowers attrition. Thus, it is in the

interest of employers to encourage high-value employees to participate in their professional associations." This statement says it all. Associations help create an atmosphere of success. If an employee feels successful with the help of their professional association, then the employee will bring that positive feeling to their own job. If an employee is feeling positive about their job, why would they want to leave for greener pastures?

At PMI, we do everything in our power to bring information, experience and service to our members. We strive to offer value every single day. That means getting our members what they need, when they need it, in a timely fashion. We are also frequently asking our members what we can do better. What programs can we offer that will be valuable to our members? Do our members have any ideas to increase membership? What can we do to project our forward thinking ideals to potential members? We want to hear what you have to say!

We try to go above and beyond the call of duty for our members at PMI. Although we can't say that you will be thinner and better looking to others if you join our association, we can tell you that we value our members above all else and we cherish our relationships with each and every member company. Those fraternity and sorority relationships have nothing on what we can provide our members!

## Association Membership is Expanding By Leaps and Bounds

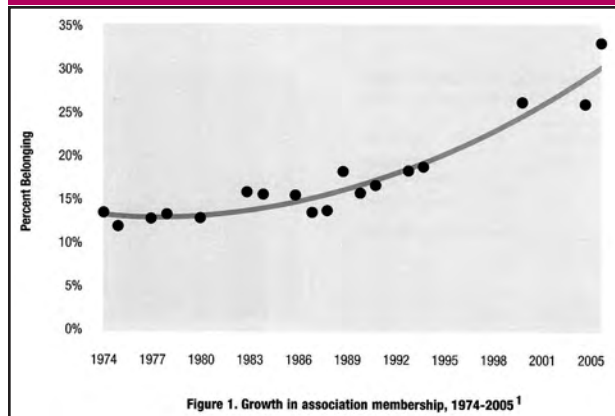


Figure 1. Growth in association membership, 1974-2005<sup>1</sup>

*Where the Winners Meet: Why Happier, More Successful People Gravitate Towards Associations*, published in 2008 by The William E. Smith Institute for Association Research, established and funded by SmithBucklin Corporation. Excerpted with permission from SmithBucklin August 2009.

# Sunken Treasure...Shining Quality by Fisher Manufacturing!

Submitted By: Fisher Manufacturing Company

Those who appreciate commercial plumbing know about Fisher components, few more than **Ray Fisher Jr.**, the fourth-generation Fisher Manufacturing owner. But Ray never dreamed that proof would one day be sitting on his conference room table, having spanned a thousand miles, half a century, and been brought to light from the strangest of places.

## *The Odyssey Begins*

Cut to Eugene, Oregon, where two intrepid young men, **Aaron Little** and **Kyle Sanderson**, are setting out on a SCUBA diving trip to the frigid waters of Puget Sound off Seattle, Washington. Their goal? Dive the wreck of the SS Ranger, a double-hulled workboat resting in Port Townsend's Boat Haven marina in 30 feet of water.

Young, fit and trained, both were well-prepared for the adventure ahead. Tied to Eugene Skin Divers Supply, the two had achieved coveted Dive Master status with the Professional Association of Diving Instructors (PADI), and brought over sixteen years of SCUBA experience between them. With cold water temperatures, strong currents and often poor visibility, the waters of the Pacific Northwest can tax even the toughest. But Little and



A closeup view of the recovered valve.

Sanderson were well equipped, carrying thermally insulated "dry suits" and high-capacity 120 cubic foot tanks of air.

Nothing would stop these men from seeing the wonders the Ranger would reveal. However, neither had an inkling they would discover, if not

sunken treasures, per se, a piece of the Fisher legacy.

## *Making a Big Splash*

Suiting up and slipping beneath the surface, Little and Sanderson reveled in exploring the remains of this 80-foot World War II era workboat, including the chain steering pulley and cables that once controlled a huge rudder. The wreck was also covered with many varieties of plant and animal life. But something much more interesting quickly caught their eye: a large solid brass gate valve which, unlike the badly corroded piping and other debris, was still in excellent condition despite the age of the vessel and its years under water. This, they thought, was too good not to be shared with the rest of the world.

## *Busy Beneath the Waves*

So Little and Sanderson set to work. But bringing the valve to the surface, they soon learned, was no walk in the park or, in this case, no dip in the family pool. In fact, using a hack saw the two labored for about an hour to cut the valve away. Then, with two lift bags inflated from air in their tanks, they at last freed the device and watched it drift slowly to the surface, where it saw sunlight for the first time in many years.

Back on the boat, they finally got a chance to admire their prize up close, and appreciate its size—a whopping 85 pounds. The valve was in the closed position with the rubber gaskets fully intact.

Equally intriguing, it opened without forcing or breaking and was still under pressure. The two were awestruck. Where did this piece of hardware come from? How could it be in such excellent shape after so many years? They were determined to find out.

## *Bringing Home the Quality*

After carefully cleaning the valve



Ray Fisher, Jr. owner of Fisher Manufacturing (left), Kyle Sanderson and Aaron Little show off their sunken treasure.

the divers saw the Fisher name on the side and instantly agreed to try locating the manufacturer. That's when Little and Sanderson met the man with the key that unlocked the mystery of the sunken gate valve—Ray Fisher, Jr. He was very happy to answer their questions, and ecstatic about being reunited with his company's handiwork—an obvious piece of history.

Without hesitation, Ray flew the divers from Eugene, Oregon, to Fisher Manufacturing in Tulare, California, at his expense, treating them to a grand plant tour and sumptuous lunch.

There was also a ceremony of sorts for the other homecoming hero: the 4" solid brass gate valve itself. Like the two brave explorers, Ray was just as floored by its remarkable condition, especially seeing it now, restored by a thorough cleaning. After a careful bit of research, he explained that Fisher had made the valve under contract to the U.S. Government and Merchant Marines somewhere between 1940 and 1945. It was no less than sixty-four years old!

Standing there in the conference room, gazing at that gleaming, quite-functional solid brass fitting, all three men beamed with pride too, Little and Sanderson for their noble decision to resurrect the sunken valve and find its origins and certainly Ray Fisher, Jr., who proudly heads the long Fisher family tradition of craftsmanship.

# 2009 PMI Fall Meeting, October 11-14

This year's theme, "**Shaping the Legacy for a Sustainable Future**," reflects the focus the meeting will take on "green" issues that affect the plumbing manufacturing industry. These are pertinent discussions that should not be missed.

The meeting will again be held at the Sheraton National Hotel in Arlington, VA. The hotel is located four miles from Reagan/National Airport in Washington, D.C.

PMI has once again put together a top notch list of guest speakers and topics that inform and entertain.

Our federal lobbyist team, **Diana Waterman** and **Alicia Oman** of

Waterman & Associates, will lead a very special federal lobbying workshop on Monday afternoon. They will coach PMI members on the best ways to approach issues that matter with your senators and congressional representatives.

Congress is moving full force on issues that will impact plumbing manufacturers. PMI has a new voice in Washington and YOU can help to deliver our message to your congressional office when you attend the PMI Fall Meeting. This is your opportunity to meet face-to-face with your member of Congress and/or key legislative staff. Our Washington lobbyist staff will make it easy and effective for you.

They will inform and educate us on the PMI top issues, prepare PMI materials for your meeting on Capitol Hill, offer guidance and tips for a successful meeting AND even schedule your appointment for the morning and afternoon of Wednesday, October 14th.

You do not want to miss this important new feature of the PMI meeting. **If you are interested in participating, please book your return flight late on the afternoon of Wednesday, October 14th to allow time for scheduling your Capitol Hill meetings between 9:00 a.m. and 3:00 p.m. that day.** Please visit the PMI website [www.pmihome.org](http://www.pmihome.org), to register.

## Meeting Highlights at a Glance

### Monday Highlights

- Special Presentation by **John Wicks**, Merchandising Vice President of Home Depot
- New Plumbing Products Committee Meetings
- Federal Lobbying Workshop by **Waterman & Associates**

### Tuesday Highlights

- Special Presentation on Market Trends by **Don Abraham** of Social Technologies
- Special Presentation on the Markets in Brazil, India and China by **Michael Colopy**
- Presentations on Accessibility by **Marsha Mazz** of the U.S. Access Board and Life Cycle Assessment by **Barbara Lippiatt** of the National Institute of Standards and Technology (NIST)
- Certifiers Panel with representatives from **ICC, CSA International, NSF International, Water Quality Association, IAPMO, Underwriters Laboratories** and **Truesdail**
- Entertainment by **The Capitol Steps**

### Wednesday Highlights

- UCA/Technical Committee and a de-brief of the Certifiers Panel
- PMI Member visits to Capitol Hill



# 2009 PMI Fall Meeting Schedule of Events

## SUNDAY, OCTOBER 11

- 2:30 p.m. - 5:30 p.m. Board of Directors Meeting (Restricted attendance)  
3:00 p.m. - 5:00 p.m. Meeting Registration  
6:00 p.m. - 7:30 p.m. Cocktail Reception  
*Dinner on your own*

## MONDAY, OCTOBER 12

- 8:30 a.m. - 9:30 a.m. **ISSUE COMMITTEE: Materials Performance**  
9:30 a.m. - 9:45 a.m. Break  
9:45 a.m. - 11:15 a.m. **ISSUE COMMITTEE: Water Efficiency and Sustainability**  
11:15 a.m. - 12:00 p.m. Special Presentation by **John Wicks**, Merchandising Vice President of Home Depot  
12:00 p.m. - 1:30 p.m. Lunch  
1:30 p.m. - 3:00 p.m. **Plumbing Products Committee**  
3:00 p.m. - 3:15 p.m. Break  
3:15 p.m. - 4:45 p.m. **Government Affairs Committee and Federal Lobbying Workshop**  
4:45 p.m. - 5:45 p.m. **General Membership Meeting**  
6:00 p.m. - 7:15 p.m. Cocktail Reception  
7:30 p.m. - 8:30 p.m. Dinner

## TUESDAY, OCTOBER 13

- 8:15 a.m. - 10:00 a.m. **Member Services Standing Committee** with a Presentation on Market Trends by **Don Abraham**, Futurist and Managing Director of Social Technologies  
10:00 a.m. - 10:15 a.m. Break  
10:15 a.m. - 11:45 a.m. Special Presentation on the Markets of Brazil, India and China by **Michael Colopy**, Foreign Affairs Specialist  
11:45 a.m. - 1:00 p.m. Lunch  
1:00 p.m. - 1:15 p.m. Special Presentation by **Brian Shirley**, President and CEO of Manufacturers' Agents National Association (MANA)  
1:15 p.m. - 2:00 p.m. **ISSUE COMMITTEE: Fair Trade** with a Presentation by **Yvonne Orgill** of the Bathroom Manufacturers Association (U.K.)  
2:00 p.m. - 3:15 p.m. Accessibility Presentation by **Marsha Mazz** of the U.S. Access Board and Life Cycle Assessment Presentation by **Barbara Lippiatt** of the National Institute of Standards and Technology (NIST)  
3:15 p.m. - 3:30 p.m. Break  
3:30 p.m. - 5:30 p.m. Certifiers Forum Panel  
6:00 p.m. - 7:15 p.m. Cocktail Reception  
7:30 p.m. - 9:30 p.m. Dinner with Entertainment by **The Capitol Steps**

## WEDNESDAY, OCTOBER 14

- 7:30 a.m. - 9:00 a.m. Buffet Breakfast  
8:00 a.m. - 9:30 a.m. **ISSUE COMMITTEE: Universal Conformity Assessment Issue/Technical Standing Joint Committee**  
9:30 a.m. - 4:00 p.m. PMI Member Visits to Capitol Hill (as individually scheduled)

# PMI Members In The News

Compiled By: Diane Turuc, Administrative Assistant



Diane Turuc

PMI Executive Director, **Barbara Higgins**, commented on the PMI-led coalition urging the passing of Texas House Bill 2667 which requires high efficiency toilets to be installed in all new residential and commercial building. Citing harmonization as PMI's ultimate goal, Ms. Higgins says that water efficiency and quality of performance should be able to go hand in hand.

(Multi-Housing News Online)

**Nikki Brigham**, manager for wholesale marketing at Kohler Co., commented on the company's new website, SaveWaterAmerica.com and the many ways they are trying to educate the public on water-saving techniques and fixtures. Kohler works with its wholesalers and area plumbers to put on tent sales and other events that help consumers to better understand WaterSense, High Efficiency toilets and low-flow showerheads.

The Green Products Showcase highlighted **American Standard's** H2Option Dual Flush Toilet, **Bradley's** Lead-Free Thermostatic Mixing Valves as part of the Navigator line and **Kohler Co.'s** Two-Piece Strela Toilet.

(Green Mechanical Contractor, Fall 2009)

The Green Products column has featured **American Standard's** H2Option High Efficiency Toilet.

The Product section has highlighted **Alson's** Activtouch Hand Shower Spray, **Bradley's** Navigator Lead-Free Thermostatic Mixing Valves and **Sloan Flushmate's** Change-Out Kit for the discontinued PF/2 Energizer pressure-assist system.

(Contractor, August 2009)

PMI Executive Director, **Barb Higgins** commented on PMI's new position statement advocating water efficiency as well as consumer choice in "Breaking News".

**Robert Roth** was named Chief Marketing Officer at Fluidmaster.

BrassCraft has hired **Jim Pletcher** as senior director of Wholesale Sales.

**Ed McCoy** has been appointed as regional sales manager of the wholesale team at Gerber and **Melissa Berecek-Hays** has been promoted to regional sales manager of new construction in the Western division.

(The Insider E-Newsletter, August 2009)

**BrassCraft's** Safety=PLUS® Excess Flow Valve and Gas Installation Kits were two examples of the company's desire for quality and innovation, as highlighted in the PHC Case Studies.

(South PHC, August 2009)

**Jen Roccio Bruno**, manager of training and development at Hansgrohe, describes the new offering of monthly product training workshops for plumbing and mechanical contractors at their Aquademie facility in the North American headquarters. Besides classroom instruction, plumbing professionals are offered a hands-on experience as well.

The Green Products column highlighted **Caroma's** Profile Smart HET that places a small sink in the lid of the toilet to promote water-savings; **InSinkErator's** environmentally responsible garbage disposers and **Viega's** Snap-Panel tubing system.

The Products section highlighted **Delta Faucets'** water efficient showerhead using H2Okintic technology and **Kohler Co.'s** Cordial Bar Sink.

(Contractor, July 2009)

**Bradley Corp.'s** Thermostatic Mixing Valve, **American Standard's** Champion 4 toilets and flushing system, **Delta Faucets'** installation of H2Okintic faucets and showers in Orme, TN (as part of PMI effort), **Gerber Plumbing Fixtures'** involvement in the first LEED Platinum certification award, **BrassCraft's** line of Excess Flow Valves and Gas Connectors and **WCM Industries'** line of American Made Products were all featured as part of the Case Histories 2009 section.

In conjunction with the city of Alamo Heights, Texas and Morrison Supply Co., **Caroma** is participating in a voucher rebate program that enables homeowners to replace their toilets with a Caroma water-efficient toilet at a reduced cost and additionally qualify for a water bill credit.

Products and Literature highlighted the following PMI members and their products: **American Standard's** Siphonic Dual-Flush Toilet, **Kohler Co.'s** Flipside™ rotating handshower spray, **Moen's** new L-Shaped Shower Grab Bar and Moen Inc. Commercial's Free-Hand™ high efficiency flush valves.

**Viega** is offering a contractor promotion when they order the Climate Panel radiant panel system.

(Plumbing & Mechanical, July 2009)

**American Standard** provided over 400 FloWise Three-Function Showerheads as "gift giveaways" at the Nature Conservancy's "Design for a Living World" gala event.

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## PMI Members In The News

(Continued from previous page)

*Reeves Journal* sought out some of the newest in "green" products that combine water efficiency with quality of performance. Several PMI member products were highlighted. **Jeff Baldwin** of T & S Brass commented on their B-0108 jeTSpray low sprayer; **Fisher Manufacturing's** Ultra Spray with strength and efficient water usage; **Moen's** WaterSense-certified Rothbury, Eva and Brantford faucets; **Kurt Backlund**, Delta Faucet's senior product manager, offered comments on their Linden Pull-Out Kitchen faucet with Diamond Seal technology; **Gerber's** WaterSense-certified Riverdale collection of faucets and fittings and **Sloan Valve's** Lumino faucets that are a part of the Optima family of touch-free faucets.

Along with water-saving faucets and fixtures, *Reeves Journal* highlighted high-efficiency toilets that combine water savings with a powerful performance. Caroma's General Manager, **Derek Kirkpatrick** spoke about their Brisbane units and sited dual flush toilets as becoming much more common in the future; **James Walsh**, American Standard's chinaware director commented on their H2Option dual flush toilet with jetted bowl cleansing and Gerber Plumbing's Marketing Director, **Kevin McJoynt** commented on the growing trend towards HET's such as their Avalanche 1.28 and Maxwell Dual-flush models. He also spoke of an increased interest in gray water systems.

In the article, "Get the Lead Out!" PMI's Executive Director, **Barbara Higgins** was interviewed and commented on PMI's efforts to encourage lead compliance on a national level based on the new California legislation AB1953. Member companies are striving to find alternative materials for production. **Jeff Baldwin**, engineering manager for T & S Brass and Bronze Works says that their company is becoming compliant with the new lead laws by manufacturing the EcoBrass versions of their most popular models. This is a transitional period as companies look to become compliant by 2010. In order to become compliant, **American Standard** has changed over all of its kitchen and bath faucets using bismuth as a replacement for lead in its brass alloy.

**BrassCraft's** gas flow valves, connectors and installation kits were "spotlighted" in the 2009 Manufacturers Spotlight section of the magazine.

The New Products section of the magazine highlighted the following PMI members and their products: **Bradley Corp.'s** Navigator Lead-Free Thermostatic Mixing Valves, **BrassCraft's** SureConnect Dishwasher Kit, **Moen's** 1255 Duralast faucet cartridge and **Sloan Valve Co.'s** AQIS Greywater System.

(Reeves Journal, July 2009)

BrassCraft named **Barger & Associates** as its sales reps for the Maryland and Washington D.C. markets.

**Viega** held a grand opening event for its new manufacturing and distribution center in McPherson, KS as part of its 110 year celebration.

(Supply House Times, June 2009)

The online 2009 People's Choice Stevie Awards named **Delta Faucet's** Pilar pulldown kitchen faucet as a Favorite Product in a nationwide vote open to the general public.

**Caroma** is participating in a toilet replacement program for Alamo Heights, TX in conjunction with Morrison Supply Co.

Hansgrohe President, **Russ Wheeler**, spoke with *Supply House Times* about the effect the economy is having on his company. While Hansgrohe is cutting back in some areas, Mr. Wheeler sites investing in new production as one way the company is continuing to stay successful.

**Caroma's** Profile Smart high efficiency toilet with built-in sink was highlighted in the Product Preview section of the magazine.

**Jim Olszynski's** article about advertising and marketing professional, **Dave Weiner**, mentions several PMI members. 50 years ago Mr. Weiner worked closely with **Bob Cox**, InSinkErator's sales and marketing vice president, to help the company become the success it is today. Mr. Weiner is now with Marketing Support Inc., who handles advertising and/or public relations for **Elkay**, **Fluidmaster** and **American Standard**. Reminiscing about earlier days in the industry, the article mentions **Fred Rexford**, retired sales and marketing vice president for Elkay and **Dave Harrison** of Kohler Co.

The 2009 Manufacturer Spotlight highlighted four PMI member companies. Engineering Manager for T & S Brass, **Jeff Baldwin**, was quoted in an article on AB1953 lead-free law (PMI's lobbying efforts were mentioned as well); **BrassCraft's** quality and innovation of their Safety +Plus® Excess Flow Valve and other gas products; **Elkay's** new GreenSpec® listed VRCGRN Green Water Cooler Unit and **Delta Faucet's** Pilar™ faucet with Touch2O™ Technology.

(Supply House Times, July 2009)

Viega honored nine of its salespeople for outstanding leadership and sales performance at its National Sales Meeting. Vice-President of Sales, **Dave Garlow**, presented the Top Gun awards to the following: **Olivier Roberge**, **Darrell Markley**, **Josh Dimacchia**, **Wendy Toth**, **Ted Atkinson**, **Jon Miller**, **Bill Sloan**, **Dennis Harvey** and **Tara Kemen**, who received the National Top Gun award. Congratulations to all!

(The Wholesaler, July 2009)

# Giving Our Website A Facelift and Keeping It Fresh

By: Lori Palcheck, Member Services Coordinator



Lori Palcheck

The saying, "Don't judge a book by its cover," may not hold true when it comes to websites. First impressions can have lasting effects and it is our goal that when members

and non-members visit our PMI home page: [www.pmihome.org](http://www.pmihome.org), they are welcomed warmly and find what they are seeking. We hope that navigation is as easy as possible. Therefore, we

welcome our members' comments and ideas to improve. Please let us know what you think.

The PMI staff is actively seeking ways to enhance and perfect our website. We are taking a close look at the website and will be making improvements. We are always on the lookout for ideas and tools for keeping our website fresh and current. Here are some of the results:

- PMI has ventured into the social media arena by exploring the possibility of a Wikipedia page.
- Join us at our LinkedIn group. We have 44 members to date.
- Send us your case studies and ideas

to help us make updates and improvements to [Safeplumbing.org](http://Safeplumbing.org)

To make these changes and maintain our site, members of the PMI staff will be attending training on website software to edit our website pages so that they are kept current.

Lastly, we hope that you are finding the registration for meetings easy to use. We encourage our members to take a close look at our website and give us your feedback. Let us know if there is something that we can do differently or something you would like to see on our website. Email your comments to: [lpalcheck@pmihome.org](mailto:lpalcheck@pmihome.org) or call 847-481-5500 x 108.

## PMI Attends 77th Annual CIPH Conference in Quebec

Executive Director, **Barbara Higgs** once again attended the Annual Business Conference (ABC) of the Canadian Institute of Plumbing and



CIPH President, **Ralph Suppa**; **Trey Higgs**; PMI Executive Director, **Barbara Higgs** and **Susie Suppa**.

Heating (CIPH), this year in Charlevoix, Quebec. Barb addressed attendees during a breakfast meeting on Monday June 29, 2009.

The conference featured presentations by a variety of speakers including government officials, environmentalists, and social networking and management strategists. The formal black tie Chairman's Banquet, Tuesday night, traditionally features the bag-piping in of the CIPH Board of Directors. This year, Barb's husband, **Trey**, was invited to do the honors to

the delight and surprise of those at the banquet who know Trey, but not his special and award-winning talent. Trey was featured again the next day as part of the Canada Day festivities which closed the conference.

In 2008, CIPH and PMI signed a Memorandum of Understanding which formalizes the long-standing relationship between the two allied associations. President **Ralph Suppa** has been a frequent attendee of PMI



CIPH President, **Ralph Suppa**; Executive Director, **Barbara Higgs** and CIPH Chairman, **Cliff Sarjeant**

meetings and he and his wife, **Susie** are making plans to participate in the 2010 Spring Meeting in San Diego. PMI and CIPH have successfully worked together for years on such issues as product requirement harmonization, water efficiency and product

content issues. In addition, the groups share best practices and meeting speaker contacts.



**Trey Higgs** bagpipes in the CIPH Board of Directors. Immediately behind Trey is CIPH Chairman, **Cliff Sarjeant**

## Announcements

Congratulations To Our New Government Affairs Co-Chair, **Dave MacNair**, From InSinkErator.



# Public View on Manufacturing Index is Now Available

Submitted By: Emily DeRocco, President, The Manufacturing Institute

*Public View on Manufacturing* is a new annual index developed by Deloitte LLP in partnership with The Manufacturing Institute that assesses public perceptions about the key strengths and challenges of U.S. manufacturing. The index reveals a wide perception gap between the public's highly positive views of manufacturing's contributions to America's prosperity and their negative views about pursuing a career in manufacturing.

The Manufacturing Institute recently had the opportunity to highlight the results of this survey of 1,000 "average Americans" and the implications for U.S. manufacturing competitiveness with business, government, labor and academic leaders at The National Summit, convened by the Detroit Economic Club to define America's future in the global economy.

This brief summary of the survey results may be helpful as you travel and speak to audiences about manufacturing.

The key findings are as follows:

- Over 70% of respondents agree that developing a strong manufacturing base should be a national priority.
- Over 80% believe that America's manufacturing base is either important or very important to their standard of living and to economic prosperity.
- Nearly 60% believe the U.S. can compete globally in manufacturing today.
- However, 75% of respondents think the U.S. needs a more strategic approach to developing its manufacturing base.
- Relative to six other industries, manufacturing is seen as the most important industry to maintaining a strong national economy, followed in order by:

- (2) Technology
- (3) Energy
- (4) Health Care

(5) Financial Services

(6) Retail

(7) Communications

- 66% of respondents think manufacturing today is "high tech."
- And nearly 60% agree that manufacturing requires well-educated and highly skilled workers.
- When asked what type of new facility they would support if they could create 1,000 new jobs in their community, respondents ranked:

(1) a manufacturing facility

(2) technology development center

(3) energy production facility

(4) health care facility

(5) retailing center

(6) communications hub

(7) financial institution.

- But only a little over 1/3 of respondents think manufacturing jobs are higher paying than other industries.
- And only 1/3 of respondents believe manufacturing jobs are clean and safe.
- Less than 1/3 said they would encourage their children to pursue a career in manufacturing.
- And only 13% of respondents said their own parents had encouraged them to pursue a career in manufacturing.

- Only 17% said the school system in their community encourages students to pursue careers in manufacturing.
- The manufacturing industry ranked fifth on the same list of seven industries they would pick if they were to start their careers today. The ranking of all industries was (1) technology, (2) health care, (3) energy, (4) communications, (5) manufacturing, (6) financial services, and (7) retail.

• Respondents believe the top five "ADVANTAGES" U.S. manufacturers have competing in the global marketplace are:

- (1) Technology use and availability
- (2) Skilled workers
- (3) Energy availability
- (4) Natural resources
- (5) Creativity

Note: "productivity" ranked sixth.

• Respondents believe the top five "DISADVANTAGES" U.S. manufacturers have competing in the global marketplace are:

- (1) U.S. corporate tax policies
- (2) Government business policies
- (3) Trade policies
- (4) Environmental regulations
- (5) Wage rates

## Sally Remedios Honored For Industry Service

By: Amy Berg-Ferguson, Association Manager  
with Contributions by Jason Bourque, CIPH



Sally Remedios receives her award from Paul McDonald of Bradford White Canada

was presented with the ninth Joseph K. Seidner Award at the annual Canadian Advisory Council on Plumbing Meeting in Victoria, BC.

**Sally Remedios**, Manager of Product Compliance for Delta Faucet Company

The award, presented August 18th, is in recognition of Ms. Remedios' outstanding contributions to Canadian plumbing codes and standards.

According to a press release issued by the Canadian Institute of Plumbing and Heating, the award was established by the CIPH Board of Directors in November 2000 to honor **Joe Seidner**, who passed away in 2003. In her acceptance speech, Ms. Remedios shared that Joseph K. Seidner was a mentor of hers for many years.

Congratulations Sally!

## The Travels of Barbara Higgens



Rep. Mary Grant and Executive Director, Barbara Higgens

PMI Executive Director, **Barbara Higgens** and Massachusetts State Representative, **Mary Grant** met on

August 11 to discuss PMI's support of House Bill 3653. This bill parallels California AB 715 and Texas HB 2667 to promote the use of high-efficiency plumbing products.

In addition to meeting with Rep. Grant, Barb met with staffers from Rep. **Anthony Petrucci's** office as well as Rep. **William Straus'** office.

The meetings were set up by PMI's Massachusetts lobbyist, **Matt Fisher**, of Johnson Haley. Also participating in the hill visits for the first time was **Amy Berg-Ferguson**, Association Manager.

## PMI Babies in the News



Bram Silow

File this under better late than never. PMI belatedly congratulates **Victoria Silow**, Marketing Manager for Speakman

Company, and her husband, **Alex** on the birth of their son, **Bram**. He was

born June 8th, 2008 at 11:15 p.m. He may have been a bit small when he arrived, 3 lbs, 15 oz, but he has grown in leaps and bounds.

He recently took his first vacation. His mom, Victoria said, "The Silow Family spent their summer vacation at the beach with 1 year old son, Bram. One week of sand castles, ice cream and merry-go-round rides, life is good."

Life certainly is good!

## A Possible New Look for PMI? Stay Tuned!

Watch for the PMI logo preference survey coming your way! PMI's Member Services Committee is considering a facelift for PMI's logo. Under the leadership of co-chairs **Rick Reles**, Kohler and **Marie-Helene Pernin**, NEOPERL, PMI's Member Services Committee is considering a facelift for the 11 year old PMI logo. The idea to change the logo follows on the suggestion by Executive Director, **Barb Higgens** to the PMI Board of Directors that PMI's name be updated to better reflect our initiatives and scope. The Board has agreed in principal to changing the name to Plumbing Manufacturers International (from

"Institute"). Before any change is made, costs, timing and impact will be evaluated. The final decision rests with the PMI Board of Directors.

As part of the analysis, an electronic survey has been sent to PMI members and other allied groups for input. Please complete the survey so we have a clear idea of your expectations and preferences.

The designs under consideration appear below. Two of the designs were developed by students at Kendall College of Design, Grand Rapids, Michigan at the suggestion of PMI Board member **Stephanie Leonardos**, president of Amerikam.

## 2009 PMI LEADERSHIP

### Executive Committee

**Walt Strader**, Price Pfister (Ret.)  
President

**Lee Mercer**, Moen Incorporated  
First Vice President

**William Ball**, WCM Industries  
Second Vice President

**Jack Krecek**, Elkay Manufacturing Co.  
Treasurer

**Rod Ward**, Speakman Company  
Immediate Past President

### Directors at Large:

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

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

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

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

### Open

(1/09-12/11)

**Stewart Yang**, Kohler Co.  
(1/08-12/10)

### PMI STAFF:

**Barbara C. Higgens**  
Executive Director

**Shawn E. Martin**  
Technical Director

**Amy Berg-Ferguson**  
Association  
Manager

**Lori Palcheck**  
Member Services  
Coordinator

**Diane Turuc**  
Administrative  
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