



NEWS

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The Newsletter for PMI Members — by PMI Members

January/February 2003

Confronting Strategic Choices: Dilemma or Opportunity?

by: **Ralph Herrbach, PMI President**



Ralph Herrbach

This is the year for growth. We have all followed the development of PMI over the past years and have observed the building of a strong foundation. PMI's full-time staff is dedicated to ensuring the value of your membership in PMI. One by one, we have tackled our Focus Issues and have made progress towards realizing our goals. In 2002, our Board took a hard look at PMI's Strengths, Opportunities, Weaknesses, and Threats, (the S.W.O.T. analysis) and invested time, thought, and effort in a plan for the next phase of life for PMI as an organization. As part of the initiative to enhance the "value equation" for PMI membership, we have taken a hard look at the structure of how dues are assessed. As a result, we have devised an aggressive plan to present to prospective new members that represents an "offer they can't refuse!" As our membership expands and grows, we should eventually be able to adjust dues for all members while increasing the value of membership in our organization for everyone involved.

As I begin my role as PMI president, I am delighted to be following in the footsteps of **Todd Talbot** and to have the opportunity to keep the momentum going. Each

of us as PMI members is a testimonial for the power and value of the organization. We know from an insider's point of view what an impact we can have and how we can make a difference. It is our responsibility to spread the PMI word, to recruit others to make the organization an even more powerful force, and to be a representative voice for the industry.

However, this year we face a critical point in time in PMI's history. We have tackled some tough industry issues and have accomplished many of our objectives. We have proven that we are an effective organization, particularly responsive to emergencies. Where we haven't yet seen success, we are comfortable that we are on top of the related issues and making progress. From my vantage point though, this can be a dangerous place to be as an organization. In the words of Douglas MacArthur, "There is no security on this earth; there is only opportunity." When considering how to go forward, there is a temptation to relax and "keep it simple". This is especially true for an organization such as PMI that depends heavily upon volunteer efforts from the ranks of its member

companies' staffs.

We should take the next months to revisit hard questions, to move forward with our strategic thinking and to clarify our purpose and direction. Remaining a relatively small group that is focused on a somewhat narrow range of topics is one option. Another alternative is to push the boundaries, to explore new ways to deliver meaningful services to our current and perspective members and to reach out to a broader constituency. Whether we look at such growth as an opportunity or a burden is critical. Is there an inherent risk in staying small, focused and ready to take on the next emergency? Do we see ourselves as an "antibiotic" to fight off the periodic ills of our industry or should we be a "fertilizer" for growth? Should we be "inclusive" or "exclusive"?

We live in a time when all organizations, not just PMI, must evolve...or risk extinction. In order to continue to grow, we need to focus on the future and keep our eyes on the horizon. I do not know

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It's Not What You Know. . . The Power of Networking

by: Barbara C. Higgins, PMI Executive Director



Barb Higgins

It has been said that the key to success is not “what” you know, it’s “who” you know.

The phrase is a left-handed endorsement of the power of networking. As PMI members

know, the power of networking is one of the prime values of being a member of a trade association. We have shown that there is indeed strength in numbers. PMI provides a forum to build coalitions to affect change. In the process, important information is shared, problems are averted and/or solved, relationships are built, suppliers and customers find each other, and the industry is enhanced. Just as PMI members benefit from networking, networking has played an important role in PMI’s success, as well. PMI’s relationships with NAM, ASA, PHCC, PDI, standards writers, certification bodies, and others have served our organization (and you) well.

Over the past few years, there has been quite a bit of speculation in the association world about the impact on association membership of the Internet, rising travel costs and an emerging generation of so-called non-joiners. Compared to membership levels of 50 years ago, for example, organizations including after-work social groups, civic organizations, special interest clubs and even churches have experienced declining numbers. Published in 2000, the title of a popular book on the future of associations seems to say it all. Robert Putnam’s *Bowling Alone*, addresses what the author terms as “the collapse of the American community.” While at times somewhat overly dramatic, Putnam’s point is that when people

feel disconnected from their communities as a result of hectic lifestyles, expanded work schedules and long commutes, they are less likely to join organizations within that community. Ironically, this creates a vicious cycle, making the individual feel even more disconnected. Putnam appears to be on target, though I believe that such trends are cyclical and that evidence suggests this trend is indeed already changing.

For example, while innovations such as virtual trade shows have been proposed, there has not been a rush to abandon conventional communication conduits in favor of high tech ones. Prospective customers want to experience our products through touch and feel.

E-tailing has had an impact on, but has not replaced, retailing. While it seems that e-mail is our lifeline to the outside world, we still have telephones on our desks and in our homes. Human beings are, by nature, a social group. I’m sure we all have stories about e-mail messages we have sent or received that were misinterpreted because the meaning could not be enhanced or reinforced with the benefit of body language and facial expressions. And haven’t we all been frustrated by being imprisoned in “voice mail jail?” Nothing beats speaking to a human being when your question or issue falls outside of the prescribed “help” template.

It’s tough to “go it alone” whether it be in life, in business, or in politics. Most often success is a result of building and leveraging relationships. It is the rare exception that an individual working entirely alone is responsible for a real break through. Perhaps due to the tragedy of September 11, throughout the U.S. and even the world, there is a renewed spirit of teamwork and certainly patriotism. Civic organizations are growing again.

Volunteerism is on the rise. Established places of worship are expanding and enormous new ones are springing up throughout the country. The key, though, is that these revived groups are not the same as their predecessors. They have been revamped and modernized to meet the needs of a new target group. Just as PMI has done, these groups have taken a hard look at their core competencies and their “value equations” to be sure they are in parallel with their members and potential members. They have made critical adjustments to be attractive and remain relevant.

It is not enough simply to be a “club” these days. As people prioritize their time and attempt to balance all of life’s demands, the value of an organization must be real and readily apparent. Gone are the days of the automatic renewal of membership or dutiful attendance at a meeting that offers nothing new. As we have retooled PMI, we have taken the value challenge seriously. Some members have asked, “Where are the personality roasts? Where is the ballroom dancing? The posh resorts? The games?” These elements are no longer appropriate and as such are no longer a part of PMI’s meetings. Be assured that we still find a way to have fun but, to paraphrase Neoperl’s **Fred Luedke**, now in a “compassionately compressed way.”

Some of our elusive member-prospects have missed this evolution. Their impression of PMI is outdated and inaccurate. But first impressions are lasting and prejudices are difficult to change. My pitch to the non-believers is “come and see for yourself!” You, as an active PMI member, can help in this effort by spreading the word about PMI and our accomplishments. Encourage prospects to attend a PMI meeting

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ASME and CSA Harmonization Is The Theme For 2003

by: David Viola, PMI Technical Director



David Viola

The harmonization of U.S. and Canadian plumbing product standards remains a main priority in 2003. We started the year by wrapping up the harmonization of U.S. and Canadian fixture fitting standards, while kicking off the process of harmonizing fixture standards. These harmonization efforts are a critical part of PMI's conformity assessment goal of "one test, one certification, recognized worldwide". Synchronized U.S and Canadian plumbing product standards would virtually eliminate the technical barriers between the two countries. This, in turn, results in reduced testing and certification costs for manufacturers selling products in both markets, and opens the Canadian market to those who have resisted up to now due to the technical and financial barriers. And for those of us directly involved in the development of the American Society of Mechanical Engineers (ASME) and Canadian Standards Association (CSA) plumbing standards, it will take far less resources to keep a single set of harmonized plumbing standards up to date.

In harmonizing the plumbing fixture fitting standards, a team of representatives from the Canada and the U.S. have been meeting regularly for the last two years to merge the overlapping provisions of CSA B125 and ASME A112.18.1. Thanks to the leadership of **Sally Remedios** of Delta Faucet Company (and formerly PMI's Technical Committee co-chair), and the hard work of the harmonization team, a final draft will be completed and ready for review and approval by mid-year.

In addition, with the publication of the new ASME A112.18.2 standard for waste fixture fittings (i.e., tub wastes and overflows, fixture traps and tail pieces), the process has started to harmonize

waste fixture fittings requirements between ASME A112.18.2 and CSA B125. The waste fixture fitting team has met once and is nearly half-way through with its review and consolidation of these two standards. If all goes well, a draft harmonized waste fixture fitting standard will also be ready for review and approval by the end of the year.

CSA and ASME management are currently working to establish a process for harmonizing the remaining overlapping plumbing product standards. These primarily involve plumbing fixtures that fall under the scope of CSA B45 and the ASME A112.19 series of standards. Once the process has been put in place, work should commence this summer. **Pete DeMarco**, the new chairman of CSA B45 and interim project team leader of ASME

A112.19.2, has made harmonization the top priorities of these committees this year.

(Pete is also co-chair of PMI's fixture product group). The table below provides a breakdown of the various ASME product standards and CSA equivalents that are included in the current harmonization efforts.

Each of the harmonized standards will be owned jointly by CSA and ASME, maintaining the ASME and CSA titles and number designations. The latter point, maintaining the original titles and numbering schemes, is critical to avoid the need

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ASME Std.	Title	CSA Std.
A112.18.1	Plumbing Fixture Fittings	B125
A112.18.2	Plumbing Fixture Waste Fittings	B125
A112.18.3	Performance Requirements for Backflow Protection Devices and Systems in Plumbing Fixture Fittings	B64, B125
A112.18.6	Flexible Water Connectors	No equivalent
A112.18.7	Deck Mounted Bath/Shower Transfer Valves With Internal Backflow Protection	B125
A112.19.1	Enameled Cast Iron Plumbing Fixtures	B45
A112.19.2	Vitreous China Plumbing Fixtures	B45
A112.19.3	Stainless Steel Plumbing Fixtures (Designed for Residential Use)	B45
A112.19.4	Porcelain Enameled Formed Steel Plumbing	B45
A112.19.5	Trim for Water-Closet Bowls, Tanks, and Urinals	B125.3
A112.19.6	Hydraulic Requirements for Water Closets and Urinals	B45
A112.19.7	Whirlpool Bathtub Appliances	B45.10
A112.19.8	Suction Fittings for Use in Swimming Pool, Wading Pools, Spas, Hot Tubs and Whirlpool	B45
A112.19.9	Non-Vitreous Ceramic Plumbing Fixtures	B45
A112.19.10	Dual Flush Devices for Water Closets	No equivalent
A112.19.12	Wall Mounted and Pedestal Mounted, Adjustable and Pivoting Lavatory and Sink Carrier Systems	No equivalent
A112.19.13	Electrohydraulic Water Closets	B45
A112.19.14	Six-Liter Water Closets Equipped With a Dual Flushing Device	No equivalent

Jing Mei Industrial Limited: Vertically Integrated Company Emerges as a Global Leader

by Lori Smelser, PMI Member Services Manager

The year is 1968. The process — plating technology on plastics — has already begun to emerge in parts of Asia, but in Hong Kong, such processes are unknown and unavailable. One man, L.S. Chan (current chairman of Jing Mei), begins to develop this process in his tiny apartment in Hong Kong, during off hours from his primary place of employment. Soon, this one-man show grows to a company of 12 and becomes one of the few companies in the territory to specialize in the electroplating of plastic-resin products. Ten years later, the company developed in-house plastic injection molding to ensure high quality plastic surfaces for its surface finishing processes. The customer base also expanded to overseas markets such as Europe, Southeast Asia, the U.S. and Canada.

From such humble beginnings has emerged a global company that is one of the industry's leading manufacturers in decorative and functional plastic and electroplating.



The JMI factory in Panyu County, Guangdong Province

Today, **Jing Mei Industrial (JMI)** has more than 1,000 employees spanning the globe. Its corporate office is in Hong Kong, while its production facilities are in the People's Republic of China, the Special Economic Zone of Shenzhen and the southeast region of Panyu County, Guangdong Province. Its presence in the United States since 1998 is in Schiller Park, Ill., where a staff of 20 handles distribution,

project management, and sales and marketing.

JMI is a vertically integrated business incorporating research and development, engineering, and in-house mold (tool/die) fabrication. JMI maintains in-house plating rack fabrication and SPC (statistical process control, methods to monitor critical production processes) in plastic component fabrication, plating and PVD coating processes — one-stop surface finishing services for its customers. According to **Steve Edwards**, vice president and general manager of the Schiller Park office, "This full integration has enabled JMI to provide its customer base with fast lead times and top notch quality control." JMI is active in the automotive, plumbing, appliance, telecommunications, business machines and electronics industries; according to Edwards, approximately 35 to 40 percent of their business is concentrated in plumbing.

Depending on the needs of its customers, Jing Mei conducts primary electrochemical processes (electroplating and electroless plating) as well as secondary finishing processes (electrophoretic deposition [ED] coating, PVD coating, and spray painting). These processes may either be part of their integrated production process

where components are produced by the company or the start of a production process where molded components are provided by its customers.

In addition to providing plating services to its plumbing customers, Jing Mei itself manufactures plumbing products. Today, the company also produces showerheads, pull out spouts, tub spouts, vegetable sprays, and other accessories.



JMI Directors: Front Row (l-r) Julie Cheung, Raymond Chan (President), L.S. Chan (founder), Ricky Chan (President - Automotive Group), Angela Chan

Back Row (l-r) Mario Ngan, M.K. Lam, Warren Chung, C.K. Li, Richard Li, C.W. Yip

Jing Mei utilizes "cross functional" teams to get the job done — teams comprised of members of the sales, engineering, manufacturing, plating and molding departments — who work together with the customer through product design and development, production and shipment to the customer's door. Says Edwards, "We've seen and implemented the trend of setting up a group of people with special skill sets, and we've found this approach to be highly effective — being a single source provider that is willing to assume total project management from start to finish and utilizing the whole team in each step of the process rather than in isolated segments."

Jing Mei joined PMI in 2000; Gary Turner of Water Pik Technologies introduced Edwards to the Institute. According to Edwards, PMI is "a good organization to be a member of to show our support to our customers and align our efforts with theirs." PMI continues to be, for Jing Mei, "a valuable organization to be a part of", as the company gains

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Jing Mei Industrial: Company Emerges as a Global Leader

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insight into the goals of their customers and help serve them better. In addition, Jing Mei benefits greatly from the technical side to PMI. "PMI does an excellent job in

the technical arena," says Edwards. Belonging to a trade association is helpful "in coming to a clear understanding of the codes and regulations that govern our products

and processes, and providing input into that system."

"We can't do it by ourselves," says Edwards. "But we can do it as a group with PMI".

ASME and CSA Harmonization Is The Theme For 2003

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to revise the countless plumbing codes, regulations and legislation that currently reference these standards. Equally important is the fact that manufacturers will not have to make costly changes to product, packaging and literature markings and information. With regard to the harmonized ASME A112.18.1/CSA B125 standard, CSA will be the secretariat and handle its publication.

Some of the details that have yet to be resolved by CSA and ASME are secretarial and publication responsibilities and format of the remaining harmonized documents. These are important matters for ASME and CSA, since the development, maintenance and publication of standards require the commitment of considerable resources, and the sale of standards

provide a significant source of revenue.

With harmonized U.S. and Canadian products standards in place, we will be in a much better position to harmonize international provisions and realize our goal of "one test, one certification, recognized worldwide".



Thank you to the 2002 PMI Board of Directors shown here with Lt. Col. (ret.) Oliver North at the fall meeting.



Kelly Anderson (left), Barb Higgins and Dave Viola (right) pose with Lt. Col. (ret.) Oliver North.

Coming Soon: June/July 2003 PMI Codes and Standards/ Plumbing Industry Basics Workshop!

- Two-Day Workshop (dates TBA) conducted by Dave Viola
- Open to the industry and FREE to PMI members!
- Chicago area location TBA
- Opportunity to earn "Certified Compliance Expert" designation

Codes and Standards Workshop

- Differences between codes and standards (purpose, scope, intent)
- Overview of codes and standards process
- Outline of industry players
- Pitfalls of non-compliance (What does it mean to be red-tagged?)
- Implications for engineering and marketing staffs
- Certification
- Surviving an audit and working with inspectors

Plumbing Industry Basics

- Who's Who?
 - Channel overview
 - PMI's role and mission
- #### Plumbing Basics
- Technologies, systems and product philosophies
 - Product performance

Introducing Maria Bazan, PMI's Newest Team Member

by: Lori Smelser, PMI Member Services Manager

Members who have called into PMI recently may have noticed a new voice — that of **Maria Bazan**, PMI's new association manager (see article from the last issue of *PMI News* announcing her arrival in November). In her role, Maria will conduct office and computer management activities, and work on projects including PMI's I.T. Forum, as **Lori Smelser** assumes her new role as member services manager. Maria is the person to call to receive your username and password to PMI's members only section of the website as she coordinates web updates.

Prior to joining PMI, Maria worked for PennWell Publishing for 5 years as an administrative manager. As with her job at PMI, Maria wore many hats at PennWell — those of sales assistant and publisher's assistant, as well as creating her own niche within the company using her computer and database management skills.

A native of Indianapolis, Ind., Maria's father owned a local



Best in show — "The Charmer"

plumbing business in the Indiana town of Beech Grove until 1982, when he sold it to Maria's brother who still owns and operates it today. Perhaps then it was destiny that PMI found her...

Maria moved to the Chicagoland area in 1989 when she married her husband, John. She and John first met 25 years ago (when Maria was barely a teenager), at an Easter dinner at the house of her parent's best friend; the best friend owned a business for which John worked. Sparks didn't fly that day, but they were reacquainted at the wedding of a friend 10 years later in 1987, married in November 1989 and settled in the Chicago suburb of Willowbrook.

Maria and her husband travel often (the Carribean is their favorite locale) and love to spend their vacation time with friends — as a matter of fact, her last "vacation" with just her husband was their honeymoon!!! While they like to choose warm climates for their excursions, they are quite fond of the winter time — "we love winter sports and cold weather", says Maria — and some day plan to make their retirement home in a northern climate.

When Maria is not working, she likes to unwind with a ride on a motorcycle — her own motorcycle, that is!! Maria is the proud owner of a 1983 Yamaha 750, purchased, she says, "because I won't ride on the back of my husband's motorcycle!"

Maria also has a pretty unique hobby that utilizes most of her free time — she creates and paints porcelain dolls. She has a kiln in her home, enabling her to design and create the dolls from scratch, and she specializes in antique reproductions — dolls based off of true antiques made in Germany and France in the 1700s and 1800s and which are painted and costumed very



Maria with her husband, John

specifically (as opposed to artistic liberties taken with modern dolls). Maria is currently working on achieving the title of "master dollmaker". To attain that designation, she enrolled in a program that requires three separate three-day seminars, additional seminars for credit throughout the year to maintain the designation, entering dolls into competition and achieving a minimum 80-90 points out of a possible 100 points (which is red ribbon status). Once she achieves this designation, she will continue on for her "grand master dollmaker" distinction, which will require more seminars, additional competitions, and a minimum blue ribbon status (90-100 points out of 100 points).

Maria estimates she has made 25 dolls since she began, and she enjoys entering dolls into competition. To date, she has entered four competitions with three male dolls, and she has won blue ribbons with each doll. Last August, she won "best of show" with her male doll, "The Charmer" (shown at the left).

Maria has hit the ground running at PMI, and she looks forward to the challenges she faces here. "My skills are general, not specific, and this position allows me to utilize my skills to cover many areas of an office."

Welcome Maria!

PMI “Shorts” — News You Can Use

- **Your company’s 2003 dues investment is now due!** Dues packets were mailed in mid-December; either a full, one half or monthly payment is due **February 1**. Questions can be directed to **Barb Higgins** at PMI headquarters or **John Stuckey** at Selden Fox, (630) 954-1400.
- **The Technical Committee is looking for a co-chair!** The co-chair will be appointed by PMI’s president, **Ralph Herrbach**. Please contact him if you would be interested in serving in this volunteer capacity.
- **Have you checked out PMI’s website lately?** If not, you’re missing out on its totally new look and new information! The site contains, among other things, technical articles, stock tracking ability, economic indicator links, industry links, member roster, an updated industry calendar, and more!
- **Got your members-only password yet?** It’s the only way you can access the wealth of information on PMI’s website that is available only to PMI members — past issues of *Tech Talk*, PMI

meeting minutes, meeting handouts, forms and presentations, copies of the Internet Use survey, and more! It’s easy to get a username and password — contact **Maria Bazan** at PMI headquarters and access will be quickly granted.

- **Don’t forget about PMI’s electronic communication procedures!** As in all communications with fellow PMI members, it is important to follow the guidelines set forth in our antitrust policy statement when communicating electronically. It is a mistake to assume that electronic communications are more protected or confidential than conventional means! PMI members should use the same caution and procedures with electronic communications as have generally been followed for other forms. All reasonable efforts should be made to direct e-mails between or among PMI members involving PMI matters to or through the appropriate PMI staff member.



PMI staff was given a presentation and demonstration during lunch on December 19 by **Eric Su**, a personal trainer from Goality (above). **Barb Higgins** met Eric at a Schaumburg Business Association gathering and asked him to give staff (below) healthy eating and fitness tips to start 2003 off in a motivated spirit!

Get ready for the new lean, mean PMI team!



Viola Praised

Dear Dave,

Thanks for taking the time to share your professional and personal experiences in legislative advocacy — it is greatly appreciated! Thanks, too, for your advice and feedback regarding NSF 61. Hopefully, we will join forces on future projects.

Best and Happy Holidays,

Michael Schoen
Manager
Government and
Environmental Affairs
Wellspring International



On December 17, 2002, PMI staff celebrated the holiday season with a lunch at **Sal & Carvão** in Schaumburg, Ill. The restaurant originated in Brazil and the all-you-can-eat meal of meat is served off of a skewer (shown above). PMI staff enjoyed the variety of beef, chicken, pork and lamb and the entertaining waiters.

It’s Not What You Know. . .

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and experience the “new” PMI first hand (the **Spring Meeting** is **April 5-8** at the **Château Élan** just outside of Atlanta).

We have taken up the challenge of adding value to the industry and to

our members’ companies. Every dues renewal is an endorsement that we are on the right track. Thank you for your continued support. We’ll continue to work hard to earn your vote of confidence! Let’s get growing!

CSA International Appoints New Vice President of Certification



Randall W. Luecke

Rob M. Griffin, president and CEO of the CSA Group, announced the appointment of **Randall W. Luecke** to vice president, certification of CSA

International. Under Luecke's leadership, operational efforts are underway, designed to streamline how the organization manages the certification process and increases their use of technology to drive

efficiency. CSA International is also continuing to take a leadership position in addressing the issues critical to manufacturers such as harmonization of standards. Luecke will focus on making CSA International more responsive to customers' needs, particularly timely delivery of service. In turn, according to CSA, it will continue to "set the pace for excellence in the certification industry for years to come."

"With a solid background in business, operations and finance, Rancy Luecke brings excellent management and leadership experience to this position," said

Griffin in a letter to PMI. Mr. Luecke stated in a recent press release, "I am very pleased and excited to enter this challenging new role with CSA International."

At the CSA 2002 Annual Conference, CSA International affirmed their support for the need to eliminate unnecessary duplication of product testing and certification, and presented a program on the rising threat of counterfeit certification marks and what they are doing to combat it.



CIPH Raises Funds For Habitat For Humanity

The Canadian Institute of Plumbing and Heating (CIPH) has raised \$582,545 in cash and products for 2002 and 2003.

Since 1994, CIPH members have contributed more than \$1,717,363 to Habitat for Humanity Canada, an independent, nonprofit Christian housing program dedicated to the elimination of poverty housing by building homes in partnership with families in need. The first CIPH home will be built in Niagara Falls this spring.

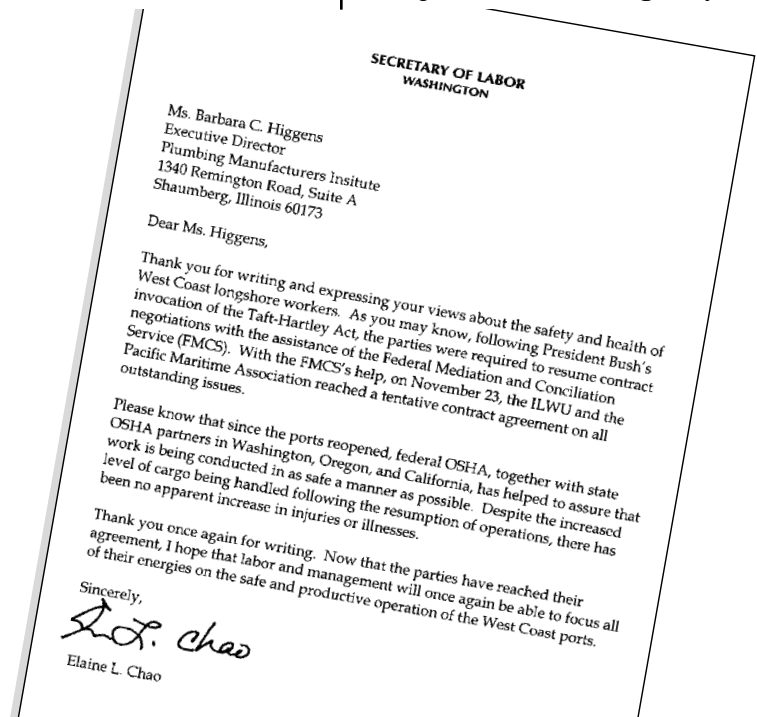


Major donors who have donated at least \$15,000 in cash or products include PMI member companies **American Standard, Inc.;** **Delta Faucet Company;** **Moen Incorporated;** and **Price Pfister/BDHHI.** Other cash and product donors include **Brass Craft Canada Ltd., Delta Faucet Canada** and **Sanitary for All.**

PMI Weighs In On West Coast Lockout

When the labor dispute between the International Longshore and Warehouse Union (ILWU) and the Pacific Maritime Association heated up in late September and before its effect on exporters and importers alike was felt, PMI went to bat for the plumbing industry. A letter was sent on September 30 to **Labor Secretary Elaine Chao** expressing the grave concern of manufacturers

regarding the financial impact of the lockout and to ask that intervention take place to foster a quick resolution to the matter. (The government invoked the Taft-Hartley Act on October 7 to get the parties to work, and on November 25 a new contract between the two parties was ratified.) Below is a copy of Ms. Chao's response. Yet another example of **PMI working for you!**



Pursuing PMI's Legislative Priorities in the 108th Congress

by Fred Eames, Balch and Bingham, LLP

While PMI supports its members' interests in issues like trade and tax policy, ergonomics, and tort reform through participation in efforts by larger groups like the National Association of Manufacturers (NAM), one of PMI's most important policy advocacy functions is to address issues specific to the plumbing industry which, but for PMI's attention, would not get the attention they require.

Here are a few of the legislative priorities we will be addressing on your behalf in the 108th Congress, and a brief description of the challenges we need to address to be successful:



Knollenberg Bill

Though he has not yet done so, it is possible Rep. Joe Knollenberg (R-MI) will reintroduce his legislation to repeal the water flow restrictions for plumbing fixtures and fittings Congress enacted in the Energy Policy Act of 1992. Rep. Joe Barton (R-TX), a Knollenberg bill supporter, returns as chairman of the House subcommittee with jurisdiction over the bill. PMI has already talked with key committee staff, and at this time the Knollenberg bill (should it be

reintroduced) is *not* a committee priority.

PMI "Energy Efficiency" Provisions

PMI successfully included in both the House and Senate versions of H.R. 4, the comprehensive energy bill Congress considered last year — two provisions expressly authorizing energy efficiency funding under federal housing programs to be used to retrofit plumbing fittings. This

will allow our products to compete well with other energy efficiency improvements to federal housing facilities. While the House and Senate adopted these provisions without controversy last year, new leadership in the relevant House and Senate committees, as well as

inter-committee jurisdictional issues, may require considerable efforts to get our provisions back into the energy bill this year. An energy bill will be a top congressional and Administration priority. As with the Knollenberg bill, PMI has already begun lobbying key congressional personnel to pursue this priority.

Federal Funding for Local Rebate Programs

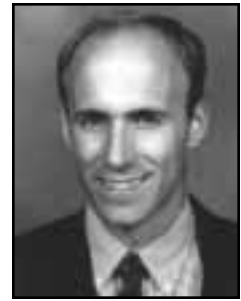
In conjunction with water efficiency advocates, PMI lobbied

for provisions to authorize the enormous Clean Water Act and Safe Drinking Water Act State revolving funds to be used for water efficiency

measures, such as rebate programs, arguing such measures would be more cost-effective than construction of new water treatment facilities. As with our energy bill provisions, this would encourage product sales as well as promote federal policy interests. There is new committee leadership in the Senate to convince, but PMI has already met with House Subcommittee on Environment and Hazardous Materials Chairman Paul Gillmor (R-OH) to encourage his support.

As noted above, these are priorities PMI has chosen because they are specific to our industry and can provide direct benefit to members. Should you have additional priorities you would like us to pursue, please let us hear from you.

Fred Eames can be reached at (202) 347-6000 or email feames@balch.com.



Fred Eames

What Is U.S.- China Build? EBPA Receives Grant

Evergreen Building Products Association (EBPA) received a \$354,375 grant from the U.S. Department of Commerce to fund market development activities for U.S. building materials in China. The program, known as U.S.- China Build, is a cooperative effort of EBPA, AF&PA, Softwood Export Council, the state of Washington Office of Trade & Economic Development, the Center for

International Trade in Forest Products, and the U.S.D.A. Foreign Agricultural Service. The program promotes wood frame construction and U.S. building materials (including plumbing products) in China through market education and trade promotion activities including technical transfer programs, trade missions, newspapers, and trade shows. A quarterly newsletter is also produced and includes information

on the China market and U.S.-China Build program activities available to U.S. exporters.

U.S. companies do not need to be members of EBPA or the U.S.-China Build Member program to participate. For more information about the U.S.- China Build program activities, contact Rose Braden at (206) 543-0700 or rbraden@uschinabuild.org, or go to the website: www.uschinabuild.org.

Storehouse To Present Crystal Vision Award To The Great Indoors At K/BIS®

The Storehouse of World Vision will present its Crystal Vision Award to The Great Indoors (TGI). The third recipient of this award, TGI will be honored at a special breakfast during the Kitchen and Bath Industry Show, Orlando, on Saturday, April 12.

According to Ivan Gonzalez, general manager of the Chicago Storehouse, "For the past three years, TGI has been one of our most vocal supporters within the industry. Their encouragement has helped heighten the awareness of our mission and has led countless product donors to The Storehouse. They've been instrumental in opening doors for us by encouraging vendors to donate obsolete or non-saleable goods to our organization from the retail and manufacturing markets. We are grateful for their partnership. TGI has set a high standard for all corporate partners."

The Crystal Vision Award is presented each year to an individual or company in recognition of exceptional corporate leadership and

on-going support of The Storehouse. Previous award recipients are Kohler Co. and Masco Corporation.



Each year, The Storehouse serves more than 1,500 community-based organizations and churches, and 2,000 low-income individuals, by providing donated building materials and supplies for a minimal

handling fee to non-profit organizations and ministries committed to revitalizing low-income communities. Products and materials are available at The Storehouse's 40,000 square foot facility, located on Chicago's west side; a new 27,000 sq. foot facility recently opened in Philippi, W. Va. A new Storehouse is slated for Detroit in the next 12-15 months, with additional locations planned for Los Angeles, the District of Columbia and Minneapolis/St. Paul.

If your company would like to take part in the initiatives of The Storehouse, please call Sharon Jackson-Pincham, Corporate Relations Officer, at (773) 921-3900.

GOT OLD, SLOW-MOVING, NON-SALEABLE OR OBSOLETE INVENTORY??

Put it to GOOD USE by Making a **TAX-DEDUCTIBLE DONATION!!**

The Storehouse of World Vision, a nonprofit organization in Chicago that provides building and plumbing products to those less fortunate can use your castoffs!

Why donate?

- ✓ It'll bring a smile to the faces of those less fortunate
- ✓ It'll increase your warehouse capacity
- ✓ It'll benefit your bottom line with up to twice the cost basis of your product!!

The Storehouse of World Vision — a **SMART BUSINESS SOLUTION** to your inventory woes!



ISH North America Premieres in Toronto

The first ISH North America trade show was held October 31 - November 2 in Toronto. Show organizers Messe Frankfurt, Inc., who have labeled the show a "tremendous success" reported that 10,375 visitors roamed the aisles of the National Trade Centre at Exhibition Place during the three-day event. Messe Frankfurt reports the following results:

- the Canadian audience was well represented with more than 4,500 attendees
- the U.S. offered the most visitors with 5,300
- large contingents of attendees came from Italy, Taiwan, Mexico and Germany
- 475 companies participated in the trade show, using almost 110,000 square feet of exhibit space
- Of the exhibitors, 23 percent were Canadian companies and 72 percent U.S. companies
- more than 40 countries outside of North America had a presence
- Almost 25 percent of exhibiting companies featured a new product
- A diverse educational program featured 50 individual sessions, many of which were sold-out

Check out ISH online for more information: www.ish-na.com.

Calendar of Events

March

- 5** Hotel Registration Deadline
- 16-18 SWA Annual Convention
Boca Raton, FL
- 18-21 Midwest Builders Show
Rosemont, IL
- 24 ICC Code Change Deadline
- 25-30 ISH Frankfurt
Frankfurt, Germany

April

- 5-8** PMI 2003 Spring Meeting
Atlanta, GA
- 11-13 K/BIS®
Orlando, FL

Plumbing Industry Loses Two Veterans: Neupert / Konen

Karl E. Neupert **Former ASA President**

Karl E. Neupert, 62, former president of ASA and the ASA Educational Foundation, died on December 16 after a brief battle with pancreatic cancer. Neupert is best known for his role in founding the ASA Education Foundation's "Pipeline to the Future" Endowment Fund in 1997. He had envisioned a \$10 million endowment fund to serve the PHCP wholesale industry; the fund has received \$9.3 million in pledges to date, nearly \$8 million of which has already been received and invested. The ASA Education Foundation Board of Trustees recently renamed the endowment fund after Neupert in recognition of

his efforts to inspire industry leaders to support the fund and the Foundation's initiatives.

Thomas P. Konen **Engineering Professor**

Thomas P. Konen died of a brain aneurysm Dec. 17 at the Somerset Medical Center, Somerville, N.J. He was a research professor at Stevens Institute of Technology, Hoboken, N.J., and a professional engineer, recognized internationally for his expertise in water supply and drainage. Konen was given the first place award in excellence in plumbing design by the American Society of Plumbing Engineers (ASPE) and was featured in *National Geographic* magazine for his research. He was the holder of

several patents and authored numerous technical papers, greatly contributing to public health and safety, plumbing system and product design, and the advancements of new technologies. PMI worked closely with Konen and the Stevens Institute of Technology in 1999 in a study to evaluate fixture fitting backflow prevention devices in 1999 in accordance to ASME A112.18.3. Konen was a member of the A112 Committee for many years and served as project team leader of both Project Teams 19.2 and 19.6. **Donations may be made to the Thomas P. Konen Memorial Fund, Stevens Institute of Technology, Castle Point Station, Hoboken, N.J. 07030.**

PMI Members Make Headlines in the Plumbing Trade Press

- **American Standard, Inc.** opened their new 54,000-sq. ft. Bath and Kitchen Product Design Center near its headquarters in Piscataway, N.J. The Design Center will be for American Standard's product development and marketing teams serving North American markets. American Standard expects the facility to cut the product development time for coordinated suites of bathroom and kitchen products from the current three years down to seven months.

- **Delta Faucet Company** broke ground last summer to expand its Greensburg, Ind., manufacturing facility. The new facility will be dedicated to expanding their finishing capabilities. The completion date is scheduled for April 2003.

- Three years ago, **Elkay Manufacturing Company** announced an initiative to enhance the business knowledge of its sales representatives through an industry certification program. According to Elkay, the program is a success with participation at 100 percent of all representative firms and nearly half of the representatives have already

completed the program. The three-year program provides courses to executive education for owners and managers of professional field sales organizations offered at Indiana University and Arizona State University.

- **Geberit Group** recently acquired 100 percent of the shares of W/C Technology Corporation from Masco Corporation. Geberit said that with acquiring Chicago Faucets and now W/C Technology the company is continuing to increase its presence and commitment in the United States as part of its expansion and internationalization strategy.

- **Herbert V. Kohler, Jr.**, CEO of **Kohler Co.**, has been named the 2002 National Ernst & Young Entrepreneur of the Year in the manufacturing category.

- **KWC Faucets Inc.** is celebrating its 50th anniversary of the patent for the pullout sprayhead faucet. At its inception, the function of the pullout spray feature made it ideal for easy clean up in the kitchen while offering the ultimate in faucet function since most consumers didn't have the luxury of owning a

dishwasher. To honor the 50th anniversary, KWC has retrieved previously unpublished photography from its archives in Switzerland and is making them available for distribution in the U.S.

- A number of PMI member manufacturers were mentioned in the *Wall Street Journal* article regarding high-pressure toilets on December 18, 2002, including **American Standard, Geberit Manufacturing Company, Kohler Co., Sloan Valve Company, and W/C Technology.**

- **Pete DeMarco, American Standard,** and **Barb Higgins** were quoted in an article in the *Washington Post* regarding the conflicting results of various water closet studies. While appreciative of the coverage, Barb said after the publication of the article in regard to her quote, "Dave and I spent a great deal of time on the phone with the reporter discussing various aspects of the study. She was having a hard time understanding why it is difficult to agree on appropriate protocol for test media. Of all the salient points being made, it's disappointing *that* is the quote she selected."

Higgins Elected To NAM Council Board

PMI Executive Director **Barb Higgins** was among three new directors elected to the Board of National Association of Manufacturers (NAM) Council of Manufacturing Associations. Evan Gaddis, president of the Gas Appliance Manufacturers Association (GAMA), and Malcolm O'Hagan, president of the National Electrical Manufacturers Association, were also elected. Barb and the others will fulfill a three-year term that began on December 6, 2002.

The Council is an independently funded division of NAM, comprising more than 200 manufacturing trade associations. Its mission is to help develop legislative, regulatory, economic and educational opportunities that further the interests and purposes of associations and their members. PMI has been a member of the

Council for several years and through Barb's active participation has been able to work closely with NAM on industry-specific and general manufacturing issues.

"These are excellent additions to the Council board," said NAM President Jerry Jasinowski, and the "exceptional quality of the board" will help the Council further the interests and purposes of the manufacturing community.

According to Barb, "NAM and PMI have joined forces on a number of issues with excellent results. NAM has been a terrific resource for me both professionally and personally. I am honored to have been selected and look forward to the opportunity to serve on the Council."

A complete listing of the Council board is available upon request from PMI headquarters.

Confronting Strategic Choices

Continued from page 1

exactly what direction we should take, but I believe there is a "next level" that PMI can reach. Mark Twain once said, "I believe our Heavenly Father invented man because he was disappointed in the monkey." While we are all proud of the very positive strides PMI has taken and what we have become, we must be vigilant to assure the organization's strength for the next battle.

One thing is certain — attracting and recruiting new members is a requirement for survival. Each of you play a critical role in new member growth. It is important to seize every opportunity to talk about PMI. Discussing PMI is not hard to do. The subject of PMI can be introduced very easily and naturally in conversational settings. No need for a "hard" sell. Once you present the benefits to a prospective

member, PMI sells itself. We need you simply to get the ball rolling. PMI staff has developed tools to assist you in telling the PMI story. Check the website for a copy of the Power Point presentation "Why PMI." Become familiar with the brochure, "Why PMI." And refer to *PMI News*, the organization's newsletter. Take time to review the promotional materials for our semiannual meetings. All of these publications provide helpful information and details about the mission, goals and benefits of membership in our association.

I look forward to working with all of you over the coming months. We are a strong and effective organization today and I am genuinely excited to see just how the future unfolds as we continue our efforts to ensure the vitality and positive energy of this group.

**Watch for
Spring Meeting
registration
information headed
your way soon!!
Join us April 5-8 at
Château Élan near
Atlanta, Ga.**

2003 PMI LEADERSHIP

Executive Committee

Ralph Herrbach, Cifial USA
President

Jim Westdorp, Kohler Company
First Vice President

John Lauer, Sloan Valve Company
Second Vice President

Al Walcutt, MPC Plastics, Inc.
Treasurer

Todd Talbot, Brass Craft Manufacturing Co.
Immediate Past President

Directors at Large:

Ray Fisher, Jr., Fisher Manufacturing Co.

Jim Galvin, Symmons Industries, Inc.

Ken Martin, Delta Faucet Company

Lee Mercer, Moen Incorporated

Tim Mullally, KWC Faucets Inc.

Claude Theisen, T&S Brass & Bronze Works

PMI STAFF:

Administrative

Barbara C. Higgins Executive Director
Maria Bazan Association Manager

Lori L. Smelser
Member Services Manager

Technical

David W. Viola Technical Director
Kelly D. Anderson Technical Services Coordinator

Consultants

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