



NEWS

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The Newsletter for PMI Members — by PMI Members

July/August 2002

PMI: Together We Can Move Mountains!

by: **Todd Talbot, PMI President and President, Brass Craft Manufacturing Co.**



Todd Talbot

Traveling on vacation in the mountainous west this week, I have been enjoying some of the natural wonders of our land that have been slowly carved out by the seemingly gentle, yet unrelenting persistence of streams over time. While the immediate impact of the waters' present flow is unapparent, within the microscopic details of its action and when measured over a period that is representative of the long-term continuance of the effort, the impact can produce dramatic results.

Sometimes our efforts at PMI may seem like the efforts of a small mountain stream. We continue to drive our focus issues and other industry matters against "mountains", wondering if an impact is being made.

I was encouraged by our progress this past month on one such issue, trade show consolidation, when Tom Brown Jr., publisher of *The Wholesaler* magazine, developed a new perspective on this subject, while supporting our efforts through a strong endorsement of the revenue neutral formula.

At times we have stood alone on this issue; PMI has been the **only** voice in our industry. We have

persisted on this matter because we realize that many more of our industry partners are also burdened by both the financial and opportunity costs of attendance (time commitment). It is refreshing to now see one of these industry partners step forward to join us in our cause, and it hasn't stopped there...

The tactic we have taken on the specific focus issue of trade show consolidation — to raise the awareness of the unproductive proliferation of trade shows through an "unrelenting" public relations campaign, including concepts like the revenue neutral formula — has begun to pay dividends for us, as the issue's visibility in nearly all industry periodicals has stepped up drastically since our last release, and in anticipation of the ISH North America Exhibition. Let's keep it up!

Like trade show consolidation, most issues faced within PMI are advanced through consensus. As we have seen within our works, consensus in today's agenda requires PMI to reach to an ever-broadening base of constituents in order to reach our objective (...remember Knollenberg?!). All this takes a growing amount of time and hence patience. However, I hope that like I, you too are encouraged by the

small stones that are turned along the way (such as with Mr. Brown's editorial viewpoint).

We all appreciate your continued work with us on the paths we have taken to improve our industry.

In this issue of *PMI News*, we have reprinted Mr. Brown's article for your reference and motivation, along with a brief note of my thanks for his support (pages 9 and 12). In addition, as always, you will find within our newsletter insightful information and updates on some of the other matters we continue to follow.

To further your involvement in PMI, I encourage you at this time to register and recruit for our fall meeting, where I am certain you will find some of our latest initiatives to be "mountain moving". You won't want to miss it!

See pages 9 and 12 for Mr. Brown's editorial and Todd's response on behalf of PMI!

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Humility and Heroism: Not Necessarily Mutually Exclusive

by: Barbara C. Higgins, PMI Executive Director



Barb Higgins

“Humble people don't think less of themselves, they just think about themselves less.” - Anonymous

Interesting words in an era, and sometimes a nation, of self-promotion and chest pounding. Do nice guys really always finish last? Do actions speak louder than words? Does character matter? Is the only way to succeed at the expense of others?

As we approach the anniversary of the September 11 tragedy, and as companies struggle with how best to commemorate the day, we are again reminded of the heroic efforts of humble, “ordinary” citizens on that fateful day, who worked together selflessly as a team to help strangers in need. They have become heroes in their own right without the need to “blow their own horn” or hire a public relations agency.

There has been much debate over the use, and especially over-use, of the word “hero” and how the meaning has been diluted. There was a recent report of some researchers who tested mosquito repellent by putting their untreated arms in mosquito-filled boxes. The reporter called them “heroes.” Please. Think again about the indelible images of September 11.

My brother and I were raised by our parents to compete with ourselves, not each other. To focus on being the best WE could be individually without comparing ourselves to the successes (and failures) of others. The result is that one is never done growing and improving. The bar is continually being raised. The journey to self-improvement and achievement is never over!

We've had U.S. presidents who have focused more on building their legacy than on the work at

hand; the main motivation being to “be remembered”. Others have focused on the task at hand and became legends almost in spite of themselves.

The heroes in our world are not the brash, conspicuous, self-promoting types, but rather those who roll up their sleeves and work behind the scenes to build consensus, coalitions and affect meaningful change.

Modesty is not weakness.

Braggadocio is not strength.



PMI Attends 2002 CEIR Conference in Switzerland

Executive Director **Barb Higgins** once again attended the CEIR (Comite European de L'Industrie de La Robinetterie) meeting of European Valve Manufacturers. This year's conference was held in Lucerne, Switzerland, and included a tour of the nearby KWC facility.

Among the issues discussed were international harmonization of

codes and standards, trade show consolidation, fair trade, and protection of intellectual property rights. In addition to these parallel interests between the

two organizations, CEIR members were very interested in PMI's evolution since 1998 and the emphasis on streamlined meetings and the dues/value equation.

Maurizio Meloda, (presi-

dent of Ottone Meloda, Italy and CEIR PC 1 president) again plans to attend PMI's fall meeting to continue to build and strengthen this important international relationship.



KWC Tour (l-r): KWC CEO Hans Straessler, PMI's Barb Higgins and George Storrer.



Dennis Schneider (left) is Barb's tour guide of KWC.

How Important Are Model Codes and Product Standards?

by: David Viola, PMI Technical Director

In the last issue of *PMI News*, I addressed PMI's recent successes at the two model plumbing code hearings. Since the article was published, I've had a couple of members follow up with me to discuss the role and importance of model plumbing codes and plumbing product standards. As such, I thought it was appropriate to spend some time discussing model codes and standards and their impact on PMI members.

Few plumbing manufacturers spend time pondering provisions of plumbing codes or product standards until they find that the use of their product has caused a construction project to be halted, delayed or forced over budget due to a code violation. This could result in significant cost to the manufacturer to bring the installation into compliance, or even worse, loss of the job to a competitor. These manufacturers often wonder how such troublesome provisions were dreamed up. In most cases, however, that provision was a result of lengthy deliberations that took place several years earlier.

Most jurisdictions in the United States currently base their plumbing codes on "model" codes developed by one of two organizations: the International Association of Plumbing and Mechanical Officials (IAPMO) and the International Code Council (ICC). IAPMO develops the Uniform Plumbing Code (UPC), which is widely adopted in the western United States. The ICC develops the International Plumbing Code (IPC), which has broad acceptance in the eastern United States.

Product standards contain minimum performance requirements and test procedures that impact product design, manufacturing process and cost. All plumbing codes require products to comply with the applicable referenced standard. As such, the requirements within the product standard become a mandatory extension of the plumbing

code. The major standards-setting organizations for products impacting PMI members include the American Society of Mechanical Engineers (ASME), the American Society of Sanitary Engineering (ASSE), the Canadian Standards Associations (CSA), and NSF International.

PMI's Role in Plumbing Codes and Standards

Every year, numerous issues arise in both the codes and standards arenas. PMI advocates the interests of members by serving as a voting member on the committees that develop these documents. With regard to model plumbing codes, the primary mission is to create uniformity between the IPC and UPC. PMI members are asked to offer their expertise to PMI staff when help is needed in responding to developing issues. This is done through the various PMI product groups and issue committees. The "real-world" perspective of plumbing manufacturers is a critical voice that needs to be clearly heard in these processes. PMI's presence, with the firm backing of our members, will ensure that the codes and standards of the future provide a safe and reasonable regulatory environment.

Also, in an effort to achieve reasonable and uniform plumbing product requirements throughout the U.S., PMI encourages the local and state level jurisdictions to adopt or

update to the latest edition of the UPC or IPC with minimal amendments.

Codes and Standards Activities at the Fall Meeting

Attendance at the 2002 PMI Fall Meeting is a must to gain a better understanding of the plumbing codes and product standards, and how they affect your company. **PMI is conducting a Plumbing Code and Standard Workshop on Tuesday morning, October 8, 2002.** The workshop will provide attendees with an orientation on model plumbing codes and product standards, how they are developed, and how they affect manufacturers.

Also, a **code change ad hoc meeting has been scheduled for Saturday, October 5, 2002**, to identify proposed revisions to the IPC, UPC and state and local plumbing codes. This is a very important meeting, since we will be developing strategies for the successful implementation of proposals for the 2006 editions of the UPC and IPC.

We hope you can attend these very important sessions. Please contact staff for more information or consult your meeting registration material.



David Viola

Viola Becomes Chair of A112 Committee

Technical Director **Dave Viola** will serve as chair and member of the ASME A112 Plumbing Materials and Equipment Committee for a term effective July 1, 2002, and expiring June 30, 2005.

The A112 committee is responsible for more than 50 product standards addressing materials, fixtures, devices, and equipment used or installed in

plumbing systems. As chair, Viola will oversee the development of new A112 standards and the maintenance of existing A112 standards.

Dave assumes this chairmanship after Pat Higgins, who had served as chairman of the ASME A112 committee for 20 years, passed away suddenly last November.

PMI Welcomes Two New Members: Caroma and Wellspring

Caroma Industries



Caroma Industries was founded in 1941 by Charles Rothause, and in 1945 production and technological innovation began with the creation of the world's first transfer injection molder. Caroma produced the "Deluxe" all-plastic cistern in 1956. Today, Caroma is regarded as a leader in the Australian sanitaryware industry.

Caroma is a wholly-owned subsidiary of GWA International Limited with a variety of manufacturing operations. Caroma's history of design and product leadership has been achieved by total commitment to research, development and quality — all Caroma craftsmen are involved in the production process.

Their dedication to conserving the world's and Australia's natural resources compels them to develop water and noise efficient products. In 1993, Caroma developed the first 1.6 gallon per flush (gpf) dual flush cistern.

Glenn Sheargold, manager North America, and **Steve Cummings**, research and development manager, will serve as Caroma's main representatives in the Institute. According to Mr. Sheargold, Caroma considers its membership to PMI as a very important strategic step in the development and growth of the Caroma business in North America.

"Dr. Cummings and I, as the nominated Caroma North American representatives to PMI, look forward to a high level of participation as members of PMI and we very much look forward to the attending the PMI Fall meeting in Washington D.C. in October." Dr. Cummings adds that the company looks forward to taking an active role in the future activities of PMI.

Wellspring Wireless Utility Services

From concept to production in only three short years, Wellspring Wireless Utility Services, one of PMI's newest members, today provides innovative, water and wet energy submetering in a variety of applications. Founded by **Wade Smith**, CEO, and **Brian Brittsan**, president, (both former American Standard executives) the company produces a radio-transmitting, point-of-use submetering system, which monitors water and domestic hot water energy usage in multi-family apartment buildings. The system allows owners to recoup utility costs for water, sewer, and related energy consumption while at the same time promoting water conservation.

Wellspring's unique system senses the rotational speed of an integral turbine and water temperature. It then computes water use, energy use, logs flow events and flow time — and transmits the information by radio to Wellspring's website where data can be read by the apartment owner or tenant. One sensor is used on, and coded to, each appliance in the apartment (toilet, showerhead, tub spout, and hot and cold faucets).

Wellspring has offices in Princeton, N.J. and San Diego, Calif. Products are manufactured in Cherry Hill, N. J. and Kasell, Germany.

Messrs. Smith and Brittsan will serve as primary company contacts for PMI. Asked about Wellspring's motivation to see PMI membership, Mr. Smith said the company's interest lies with PMI's lobbying capabilities as well as codes and standards work.

"Until recently, water meters were seldom used in plumbing systems, so code authorities are unfamiliar with metering or the requirements of ANSI/ASME A112.4.7-02 adopted earlier this year. We look forward to our new relationship with PMI and to networking with other members at the fall meeting," Mr. Smith said.



Bruno Trenkler, vice president of product development, (left) and **Wade Smith**, CEO, show off Wellspring's submetering system during a visit to their facilities by **Barb Higgins**.

PMI In The Trade Press

"Will Home Depot Buy Larger Wholesaler?"; *Contractor*, May 2002.

"Revenue-Neutral Exhibit Plan Does Not Suit All"; *Plumbing Engineer*, May 2002.

"Pay Associations To Merge Shows, PMI Suggests"; *The Wholesaler*, May 2002.

"Plumbing Industry Shows Its 'Stars and Stripes' in Wake of Sept. 11 Tragedy"; *Official*, July/August 2002.

"PMI Tables Self-Certification"; *Plumbing & Mechanical*, June 2002.

"Code Update"; *Plumbing Engineer*, June 2002.

"Time to Clear the Air"; *Plumbing Engineer*, June 2002.

"Harmonized Testing, Certification of Products Sought By Plumbing Manufacturers"; *The Wholesaler*, June 2002.

"Doubling the Frequency of ISH Won't Make It The Expo Our Industry Needs"; *The Wholesaler*, June 2002; *Contractor*, June/July 2002.

NEOPERL, Inc.: A Niche Provider to the Plumbing Industry

by: Marie-Helene Pernin and Fred Luedke, NEOPERL, Inc.

The involvement of **NEOPERL, Inc.** in the plumbing industry dates back to 1952, when Waterbury Pressed Metal, as the company was then known, produced the first faucet aerator under contract from Chase Brass and Copper Company of Waterbury, Conn. Chase Brass had acquired the rights to this first aerator design from inventor Elie Aghnides in 1938. Waterbury Pressed Metal eventually purchased the product, known as the Spring-Flo® aerator, which NEOPERL sells to this day in

plumbing and valve industries to include flow regulators and check valves in addition to faucet aerators.

With its single-minded focus on a narrow product niche, the company has been able to invest in product and process technology to develop a range of cost-effective products to meet local standards and operating

conditions anywhere in the world, making NEOPERL a valuable global partner to its worldwide customer base.

NEOPERL® designs and manufactures solutions to enhance stream quality, control flow rate and provide backflow protection. Products include a complete line of faucet aerators, pressure compensating flow

regulator inserts (0.5 to 18 gpm) and check valve cartridges available in sizes from 3/8 inch to 2 inches. Applications include all types of plumbing fixtures and faucets, shower products, heating systems, filtration systems, appliances, food service valves, irrigation devices, and other water handling equipment.

An important aspect of NEOPERL's close working relationship with its customers is its involvement with PMI, where it has the opportunity to work on shared objectives alongside other members of the



NEOPERL's headquarters, located in Waterbury, Conn.



NEOPERL's product offering includes aerators, check valves and flow regulators.

large quantities as replacement aerators to the tradition-loving plumbing trade.

Subsequently, the company, which by now had changed its name to WPM, Inc. under President Dirck Barhydt (a former PMI Chairman in 1985) abandoned contract manufacturing in favor of development of a proprietary line of plumbing specialties, including faucet aerators.

Meanwhile, in Europe, another faucet aerator company, NEOPERL, began operations in 1961 with manufacturing located in Germany and an international sales office in Switzerland. By 1987, when these two companies joined forces, between them WPM and NEOPERL produced the majority of faucet aerators used in the world. WPM changed its name to NEOPERL, Inc. in 1994, and the NEOPERL® Group has gone on to expand its product offering to the

industry. NEOPERL recently celebrated its 25th anniversary as a member of PMI in 2001.

Fred Luedke, president of NEOPERL, Inc. and former PMI President in 1999 says, "In addition to the excellent networking opportunities it offers, PMI plays an immensely valuable role in the plumbing industry by creating a forum for companies to collectively work toward solution of shared industry problems. PMI offers a unique opportunity for individual companies to have a real impact on the business environment in which we all operate. This is especially important for a small company like NEOPERL that otherwise would not have a voice."



President Frederick Luedke (center) is shown reviewing automated faucet aerator production machinery with past presidents Dirck Barhydt (left) and Charles Fulkerson (right) during the NEOPERL open house for customers, vendors and employees in 1995.

United We Stand: PMI Convenes 2002 Fall Meeting in D.C. New This Year: Saturday Start, Supplier Forum, CEO Program!

PMI is returning to Washington, D.C. on **October 5 through 8** for the 2002 Fall Meeting at the Loews L'Enfant Plaza. This meeting will begin on Saturday morning and run through Tuesday afternoon which is a change from past meetings. As always, PMI has packed the three-and-one-half days with committee and product group meetings and other special events.

Saturday morning offers a code change ad hoc meeting, followed by a **mandatory** leadership briefing for all committee chairs, board of directors and executive committee members in the afternoon. (The Board of Directors meeting for board and past presidents will be held from 12 p.m. to 3 p.m.). The PMI welcome reception and dinner will take place Saturday evening.

Sunday features a general membership briefing to review the PMI Board of Directors strategic planning meeting that took place back in May, all of PMI's product group meetings, Trade Show Consolidation and Universal Conformity Assessment Issue Committee meetings, and a forum to showcase PMI's supplier members.

CEOs and VIPs are invited to attend Monday's session as our guest (see related article on page 7). After breakfast on Monday morning, **Mark Barron** of Ducker Worldwide is back with PMI to talk to the membership on new developments in the statistical reporting program. At the Fair Trade



Issue Committee meeting, **Department of Commerce Deputy Assistant Secretary Kevin Murphy** (invited) is scheduled to address the membership and will introduce a Commerce Department official who will discuss China intellectual property issues.

Early afternoon will feature a briefing on EPA issues with **Ben Grumbles** from the Office of Water (**Administrator Whitman** has been invited). **David Berman** of Build.com will address the Monday afternoon Information Technology Committee meeting with an update on plumbing e-commerce initiatives and the success of his company's business model. Monday night's reception and dinner culminates with a keynote presentation by **Oliver North** (see article below).

Stick around for Tuesday morning's much-anticipated codes and standards workshop given by PMI Technical Director **David Viola**. A workshop on recruiting, motivating and retaining employees will be run by **Phyllis Eisen** of the National Association of Manufacturers (NAM), followed by a farewell lunch.

The hotel reservation deadline is September 4. You can call the hotel directly at (202) 484-1000 or use the hotel fax back form found with the registration materials (enclosed with this issue of *PMI News*).

We'll see you in D.C.!

America in the 21st Century: Oliver North to Offer His Perspective As Keynote Speaker Following October 7th Dinner



Oliver North

He is a combat decorated marine, a number one best-selling author, the founder of a small business, an inventor with three U.S. patents, a syndicated columnist, former candidate for the United States Senate, the host of a nationally syndicated daily radio show and the host of "War Stories" on the Fox News channel.

PMI is pleased to have retired Lt. Col. **Oliver North** offer his comments on the new face of America, pulling

from both his professional experience in the government and his role combating terrorism, to his personal experiences in the wake of September 11. His remarks will follow dinner on October 7; a photo opportunity will be available during the reception, and a book signing will occur following his remarks.

Col. North was born in San Antonio, Texas, graduated from the U.S. Naval Academy in Annapolis, Md., and served 22 years as a U.S. Marine. His awards for service in combat include the Silver Star, the Bronze Star for valor and two Purple Hearts for wounds in combat.

Assigned to the National Security Council Staff in the Reagan

Administration, Col. North was the United States government's Counter-Terrorism Coordinator from 1983 to 1986 and was involved in planning the rescue of 804 medical students on the Island of Grenada. He also played a major role in the daring capture of the hijackers of the cruise ship Achille Lauro.

Col. North broadcasts a syndicated show, "Common Sense Radio", Monday – Friday, 3 p.m. to 6 p.m. His first two books, "Under Fire" and "One More Mission" were international best sellers. His next book, "Mission Accomplished", is due out in September.

NEW This Fall: Non-Member VIPs Get a Taste of PMI on Us!

If you're a CEO/VIP of a non-member company and have been meaning to check out PMI for some time, we've created the perfect opportunity to do so this fall! **PMI is inviting all non-member CEOs/VIPs to be our guest for meeting activities on Monday, October 7 at the Loews L'Enfant Plaza Hotel in Washington, D.C. CEOs of member companies are also encouraged to attend.**

This special invitation will give VIPs from non-member companies a first-hand opportunity to experience a PMI meeting and meet with other industry professionals in D.C. for the meeting.

Monday, October 7 is jam-packed with committee meetings (see schedule, right) and speakers including representatives from the Department of Commerce (Fair Trade), Environmental Protection Agency (Government Affairs), the successful Build.com (Information Technology), and a special dinner keynote speaker — retired Lt. Col. Oliver North.

Be sure to check out the special CEO/VIP briefing Monday morning to learn more about PMI and how the Institute is working harder than ever to advance industry issues for members.

Look for a special invitation in the mail, followed by a full set of meeting materials. Non-members are of course welcome to attend additional sessions by registering for the full conference; contact the PMI office at (847) 884-9764 to learn more.

IMPORTANT DEADLINES

**Hotel Deadline:
September 4**

**PMI Registration Deadline:
September 13**

**Questions? Call PMI
(847) 884-9764**

2002 Fall Meeting Schedule

Times are approximate and are subject to change. Meetings will run consecutively and it is the responsibility of the attendee to monitor up-to-date schedules each day.

Saturday, October 5, 2002

8:00 a.m.	Code Change Ad Hoc Meeting
12:00 p.m. - 3:00 p.m.	PMI Board of Directors Meeting
12:00 p.m. - 4:00 p.m.	Registration
4:00 p.m. - 5:00 p.m.	Leadership Meeting/Leadership Notebooks
6:15 p.m. - 7:00 p.m.	Reception
7:00 p.m. - 9:00 p.m.	Welcome Dinner

Sunday, October 6, 2002

8:00 a.m. - 9:15 a.m.	General Membership Buffet and Registration
9:30 a.m. - 10:15 a.m.	General Membership Briefing: Review of PMI Board Strategic Planning Meeting
10:30 a.m. - 11:30 a.m.	PRODUCT GROUPS: Faucet & Shower/Tub-Shower Fittings Joint Meeting
11:45 a.m. - 12:45 p.m.	PRODUCT GROUPS: Flushing Devices & Fixture
12:45 p.m. - 1:15 p.m.	ISSUE COMMITTEE: Trade Show Consolidation
1:15 p.m. - 2:15 p.m.	Buffet Lunch
2:15 p.m. - 3:15 p.m.	ISSUE COMMITTEE: Universal Conformity Assessment
3:30 p.m. - 5:30 p.m.	**SPECIAL SUPPLIER FORUM/EXPO**
6:00 p.m. - 7:15 p.m.	Reception only
	<i>Dinner on your own</i>

Monday, October 7, 2002

NON-MEMBER CEO/VIP DAY!!

7:15 a.m. - 8:30 a.m.	Buffet Breakfast
8:00 a.m. - 9:30 a.m.	Member Services Committee
9:45 a.m. - 10:45 a.m.	ISSUE COMMITTEE: Fair Trade
11:00 a.m. - 12:00 p.m.	**SPECIAL CEO/VIP BRIEFING**
11:00 a.m. - 12:30 p.m.	Technical Committee
12:30 p.m. - 1:30 p.m.	Lunch
1:45 p.m. - 3:15 p.m.	Government Affairs Committee (Ben Grumbles; Administrator Whitman invited)
3:30 p.m. - 5:15 p.m.	Information Technology Committee
6:30 p.m. - 7:15 p.m.	Reception
7:15 p.m. - 9:30 p.m.	Dinner/Keynote Address by Oliver North (followed by book signing)

Tuesday, October 8, 2002

7:15 a.m. - 8:30 a.m.	Buffet Breakfast
8:45 a.m. - 9:45 a.m.	General Membership Meeting
10:00 a.m. - 11:00 a.m.	Codes and Standards Workshop
11:15 a.m. - 12:30 p.m.	Employee Recruiting and Retention Workshop
12:45 p.m. - 1:45 p.m.	Buffet Lunch
2:00 p.m. - 4:00 p.m.	Final Board of Directors Meeting

News from the Canadian Institute of Plumbing & Heating: Ralph Suppa Named CIPH President at June Conference...



Barb Higgs with new CIPH President Ralph Suppa

Ralph Suppa was recently appointed President of the Canadian Institute of Plumbing & Heating (CIPH) by its board of directors. CIPH Chairman of the Board Case De Jong (Kindred

Industries) made the announcement at the association's Annual Business Conference in June; Executive Director **Barb Higgs** was in attendance at that meeting, representing PMI (see box).

Ralph succeeds Ed Hardison, who has retired as president after 16 years. He plans to attend PMI's fall meeting where he will address the Universal Conformity Assessment and Trade Show Consolidation Issue committees. Ralph has played a key role in the development of CIPH programs since joining the association in 1988. He worked closely with industry members, associations and government over the past several years, to develop the CSA B214.01: the important Installation Code for Hydronic Heating Systems which will become part of the Canadian Building Code in 2003.

During his career with CIPH, Ralph has also managed the Canadian Hydronics Council, the Plumbing Industry Advisory Council, the Canadian Advisory Council on Plumbing, the Education & Training Council, the Manufacturers Division, the Membership Committee, the Annual Business Conference, the Canadian Association of Pump Manufacturers, the Canadian Water Quality Association and CIPH Ontario Region.

Among his recent accomplishments, Ralph, along with representatives from the Mechanical Contractors Association of Canada (MCAC) and the Mechanical Contractors Association of Alberta (MCAA), was successful in securing

the bid for the 2008 World Plumbing Conference (WPC) in Canada during WPC 2002 in Berlin.

Ralph holds the Certified Association Executive (CAE) designation from the Canadian Society of Association Executives (CSAE) and is a graduate of York University in Toronto.



Beautiful Jasper, Alberta — site of CIPH's conference in June

...As PMI Offers Good Wishes to Retiring CIPH President Ed Hardison

Executive Director **Barb Higgs** traveled to the annual CIPH conference June 24-26 in Jasper, Alberta, to both strengthen ties with colleagues in Canada and to offer best wishes on behalf of PMI to **Ed Hardison**. She thanked Ed for his many years of service to the plumbing industry and provided him with a special gift from PMI and a plaque signed by PMI President **Todd Talbot** in recognition of PMI's appreciation. Following is a letter from Mr. Hardison in appreciation of the gesture:



Retiring president Ed Hardison and his wife Anita

Barbara,

Thank you for the wonderful surprise from PMI. That was a classy thing to do! I truly appreciate the thoughtfulness of the PMI Board. It has been a joy working with you and your staff. Anita and I have enjoyed the opportunity to attend the PMI meetings.

CIPH members are always interested in hearing from you at our annual meeting. CIPH and the new PMI are an excellent team and will continue to improve the manufacturers' opportunities to impact the certification process.

And one day there will be trade show consolidation, provided the manufacturers can truly work together to support this concept.

We will keep in touch.

You can depend on Ralph Suppa to continue his support of the PMI/CIPH team.

God bless!

Ed Hardison



Barb Higgs presents Ed Hardison with a special plaque of appreciation. She also presented him with two books commemorating the heroes of the September 11 tragedy. Ed was one of the first to call to express sympathy and support following the incident.

A View from the Hill: Congress Responds to Corporate Improprieties

by Fred Eames, Balch and Bingham, LLP



Fred Eames

Death. Taxes. This year you can add a new corporate responsibility law to the list of the inevitable.

Since I reported in the last *PMI News* on corporate responsibility legislation, WorldCom revealed \$3.8 billion in overstated earnings, the Dow has dropped over 1,500 points, consumer confidence has dropped, and worst of all, the Senate has decided to act on corporate responsibility legislation. S. 2673, the "Public Company Accounting Reform and Investor Protection Act of 2002", passed the Senate on July 15 by a 97-0 vote.

It often takes a crisis for Congress to act, and a crisis usually results in bad legislation with unintended consequences. (Draw your own conclusions about the relationship between those two statements.) With the House already having passed a bill

and public clamor rising for action, get ready for unintended consequences in a financial department and boardroom near you. It is nearly inconceivable in the current climate that Congress would end the year without enacting corporate responsibility legislation.

Congressional leaders have said a House-Senate conference could begin immediately, with a goal of sending a bill to President Bush by the end of July. The sudden rush to action, especially in the Senate, comes amid daily press accounts decrying inaccuracies in corporate earnings reports and linking them to erosion in market confidence. House Financial Services Committee Chairman Mike Oxley quipped, "Summary executions would get 85 votes in the Senate right now."

Among the more controversial provisions likely to be adopted by the Senate:

- Chief Executive Officers and Chief Financial Officers of public companies would be required to certify the accuracy of financial statements filed with the SEC, elevating liability risks.

- If the Leahy amendment is adopted, the statute of limitations for bringing a claim of securities fraud would be extended to five years.
- Auditing firms hired by the corporation would be prohibited from providing eight different services or categories of services.

The Senate is also considering numerous amendments to block compensation for executives when a corporation faces financial difficulties, such as an amendment to prohibit incentive-based compensation for executives within 12 months of declaring bankruptcy.

Another key difference between the House and Senate bills is the Senate's provision for a new government entity to oversee the accounting industry, in addition to the Securities and Exchange Commission. This raises potential future problems with duplication, confusion and forum-shopping.

Public companies would do well to weigh in with their representatives on any concerns before the debate carries much further. Please let me know if I can be of assistance.

Tom Brown on Trade Show Consolidation: Doubling the Frequency of ISH Won't Make It the Expo Our Industry Needs

By: Tom Brown Jr., Publisher of The Wholesaler (June 2002)
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As you know, the short-lived series of NEX plumbing/heating/pvf trade shows is being reborn as ISH North America.

Its producer, Messe Frankfurt Inc., acquired the rights to NEX from the American Supply Association, Canadian Institute of Plumbing & Heating and Plumbing-Heating-Cooling Contractors National Association. They retain a sizable financial stake in ISH. They hope Messe Frankfurt can reinvigorate the show and make it a big money-maker. Meanwhile, the **Plumbing**

Manufacturers Institute has taken its members' grumblings about the burdens of exhibiting at so many trade shows and made it a rallying cry for manufacturers against what it contends is a proliferation of costly trade shows. "Trade show consolidation" has become a PMI mantra.

PMI was optimistic about the re-birth of NEX as ISH North America. Replacing a weak biennial show with a strong biennial show boded well for its members who, after all, pay for trade shows through hefty exhibition space fees.

But PMI was surprised when it became known late last fall that ISH, originally touted as an every-other-year

event, was to be held every year. If a biennial NEX had failed due to poor attendance and weak exhibitor interest, why, wondered PMI, would renaming it and holding it every year reverse its fortunes? If doubling the frequency of our industry's main show isn't proliferation, then what is?

We at *The Wholesaler* aren't "bearish" on ISH North America, but neither are we "bullish". Except for a contract for exhibition space, we don't have a business relationship with Messe Frankfurt — so our opinion on ISH is independent.

And our opinion is this: An ISH

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Pete DeMarco: Dedication to the Industry and American Standard

By: Kelly Enright, PMI Technical Services Coordinator



Pete DeMarco

Peter DeMarco has worked his way up through the engineering ranks at American Standard throughout out his dedicated 27 years at the company by

holding various positions in reliability testing, technical services, product development, codes and standards and marketing. Currently, Pete serves as the director of compliance engineering in the new design center in Piscataway, N.J. These years of experience have led Pete to develop a management philosophy which entails “surrounding yourself with good people and trusting their judgment and their ability to do their jobs well. Listen first, think, and then talk. But most importantly, LISTEN!”

Pete is a co-chair of PMI’s fixture product group and has been involved in PMI for quite a few years. He was also active on the legislative task forces during the development of the EPACT rule making and the Knollenberg bill and related activities.

“PMI is an industry association with

great potential. For many years, the plumbing industry did not have a unified voice. This resulted in the adoption of ill-conceived regulations and expensive redundancies in product approvals and certification that impact time-to-market. PMI has the ability to bring the industry together to discuss the technical merits or faults with pending regulations.” These are the reasons American Standard is a member, he states. Pete says he is personally involved because “PMI provides a unique opportunity to meet and interact with others in the industry. Listening to the viewpoints and concerns of other member companies provides an opportunity for me to better my understanding of the industry at large.” He says the interaction makes him a better-educated manager of information who can speak with authority on industry matters.

Pete comments that “PMI is on the right track by re-evaluating the

cost/benefit equation of membership.” He says American Standard’s vision for PMI is “to attract a larger and more diverse membership base, which will strengthen the clout of the association. In addition, PMI needs to work on increasing its value outside of the ‘technical arena’ by focusing more on the marketing and sales needs of the industry.”

Pete and his lovely wife, Susan, have two children — Jessica (17) and Christopher (15).

His primary and most important interest is his family in addition to cooking, music, guitars and sports — especially baseball, football and basketball. Speaking of music, Pete loves to unwind with his guitar and cranking up some tunes! Of course, spending time with family and friends is also his favorite way to relax. His outlook



Pete unwinds amidst his guitar collection in his family room.

on life is to “keep it in perspective and no matter what life throws at you, never lose the ability to find humor wherever you can.”

As for reflections on PMI and the industry, Pete states that PMI has changed significantly over the past few years, and for the better. “Staff is leaner and better than ever. Meetings are more compact and more comprehensive than ever. PMI will need to continue to change to meet the needs of a radically changing industry if it hopes to be successful. PMI will only be as good as its industry members make it, therefore, its outcome is up to us as members.”

Thanks Pete for your dedication to PMI!

Addendum to Last Month’s Company Feature on Geberit Manufacturing

The last issue of *PMI News* featured a profile on Geberit Manufacturing. Following the production of the article **Bruce Martin**, president and CEO of PMI member W/C Technology Corp. requested, and Geberit President Keith Kramer approved, the addition of the following:

“Geberit’s new behind the wall,

pressure-assisted flush system was developed for Geberit by another PMI member, W/C Technology Corp.”

Thank you, Bruce, for this addition to last issue’s company profile.

Also since the last issue, Geberit has purchased PMI member Chicago Faucet Company (see page 11).

PMI Members Make Recent News Mentions

Alsons and Build.Com Announce Agreement

Build.com has announced a three-year e-commerce agreement with **Alsons Corporation**. Build.com will sell the Alsons line of products at all of its National Online Showrooms and create exclusive stores for Alsons products. According to Build.com, Alsons will have the opportunity to show their products alongside those of their competitors through the national coverage of the program.

Elkay Improves Its Website and Debuts First Child ADA Coolers and Fountains

Elkay Manufacturing's website, www.elkay.com, was redesigned to make access to information on the company's products nearly instantaneous. An advanced product search function was added that has an icon to explain each product feature in detail. In addition, the website's "spec sheet" section provides one-click access and fast downloading of .pdf files on specification sheets for residential and commercial products.

Elkay has produced a line of water coolers and drinking fountains designed for children ages 12 and under, following criteria outlined by the American with Disabilities Act (ADA) and Texas Accessibility Standards.

Geberit Expands in the USA

Geberit Manufacturing recently acquired 100 percent of the shares of the **Chicago Faucet Company**. With this acquisition, Geberit significantly increases its presence in the U.S. and continues its successful expansion strategy. Geberit will combine its existing product line with Chicago Faucet's line to form a comprehensive

range of offerings to the commercial plumbing market.

Hansgrohe Shows Off Flashy Website Graphics

With the help from media firm Kizmet Interactive, **Hansgrohe** has an upgraded website,

www.hansgrohe.com, that incorporates new flash technology. The site also incorporates a product database so Hansgrohe can deliver real-time updated information on more than 1,000 products as well as a comprehensive dealer list.



Haws Corporation Launches New Website

Haws Corporation recently launched its new website, www.hawsc.com. Users can obtain and store information such as specs, installation drawings, photos and compliance guides in a folder system that can be organized by job.

Kohler Co. Unveils a New Program for Showrooms

The "Premier Kohler Showroom" program is designed to offer **Kohler Co.** distributors a turnkey showroom operation. The new program will give consumers access to more information than before. The full-service package includes custom design services for a 1,500-sq. ft. showroom floor plan that conforms to a distributor's unique space and layout needs.

Changes at Whirlpool

Timothy Yaggi was promoted to senior vice president and general manager, brand portfolio group, North America. He will have responsibility for **Whirlpool's** North American portfolio of brands, sales and marketing efforts.

Talbot To Head Brass Craft; McFarland Named New Alsons President

Todd Talbot, PMI's president and president of **Alsons Corporation**, became president of **Brass Craft Manufacturing** on July 29. Todd, who had been president of Alsons since 1996, succeeds **Don Milroy**, who will serve as group president at Masco overseeing Cobra, Faucet Queens, W/C Technology Corp., and now Brass Craft.

Todd began his career at Hoyt Heater Company in 1982 in various sales and marketing positions before joining Brass Craft Manufacturing as sales manager in 1988. He joined Alsons as vice president of sales in 1994. Under Todd's leadership, Alsons redesigned its product line, consolidated Alsons and Mixet operations, experienced record sales growth, and built new manufacturing and corporate facilities.

Steve McFarland was named president of Alsons Corporation, effective July 1. He also has responsibility for Resources Conservation Inc., a shower head/accessories manufacturing company acquired in 2001 by Masco, and Mixet, a tub/shower valve and trim company.



Steve McFarland

Steve joined the Masco Corporation family in 1997 as director of finance at Delta Faucet. He became vice president and controller in January 1999, where he also was responsible for customer service, information services and printing/display services.

Steve holds a B.S. degree in accounting from Millikin University in Decatur, Ill., and an M.B.A. from University of Illinois at Springfield. He is a certified public accountant and a certified management accountant.

Brown Weighs In On Trade Show Consolidation

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North America that's held every year constitutes trade show proliferation, not consolidation.

Messe Frankfurt says the show will be held annually for only a few years, to establish "momentum", and then would revert to every other year.

Baloney! It's proliferation and it doubles exhibitors' costs.

Furthermore, are there truly enough new products in our industry each year to make a yearly show relevant and cost-justifiable? A recent independent survey of our readers' preferred sources of information about products and services indicated their No. 1 source is manufacturers' reps, No. 2 is trade magazines, and a distant No. 3 is trade shows. Most manufacturers we've talked with are not enthusiastic about an every-year ISH.

PMI, to its credit, has come up with a plan. It suggests higher exhibit fees be charged for ISH, with the excess revenue to go to trade associations having shows of their own in return for their giving up their shows or merging them into ISH.

We support PMI's "revenue-neutral formula." Here's why: It takes the money issue out of the equation, it's fair to all parties, it's an initiative for fruitful

dialogue and negotiations among interested parties, and it makes business sense.

For example, ASPE's biennial Engineered Plumbing Exposition ought to be folded into a larger show. A biennial ISH incorporating the ASPE Expo would make a solid exposition for the plumbing/heating/pvf industry. It'd be a draw for wholesalers and distributors, engineers and systems designers, contractors and dealers. Its traffic would enthrall exhibitors; they'd see it as a useful, cost-effective marketing vehicle. We recommend, at the very least, keeping and alternating both ISH and the ASPE shows.

Friends, as a 30-year veteran of our great industry and as a successful publisher serving it, I know a thing or two about helping manufacturers and other suppliers reach wholesalers, contractors and engineers. Manufacturers pay to advertise in *The Wholesaler* because they know their ads will land on the desks of at least 28,927 qualified industry wholesalers and distributors every month. They don't have to take our word for it because our circulation is audited twice a year by an independent bureau (most recently Dec. 31).

A trade show is like a trade magazine: its "product" is x number of qualified show attendees ("circulation")

and its customers are the exhibitors ("advertisers") — except exhibitors must accept the show producer's attendance figures on little more than faith and hope. There's no independent auditing of attendance.

Manufacturers, understandably, won't buy advertising in publications that can't deliver market coverage and readership. I hope they're as discriminating in considering booth space in a trade show that doesn't draw its promised numbers of qualified buyers and specifiers...or occurs too often for its own good.

2002 PMI LEADERSHIP

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In response to Mr. Brown's editorial, PMI President Todd Talbot wrote the following:

On behalf of PMI, I would like to thank you, Tom, for the supportive editorial on the revenue neutral concept, and your efforts to independently encourage our industry to be more competitive in the manner in which we bring our products to market in the global economy. At times we manufacturers feel as if we are standing alone on this issue; however we recognize that the costs associated with the excessive trade show events are not only shouldered by we within the manufacturing community, but also burdens our partners throughout the plumbing industry. I again appreciate

your insight and the additional perspective you have brought to the table.

While we at PMI recognize the concept to develop a revenue neutral formula will require existing show partners to part from long standing traditions and their featured presence around these events, we certainly hope that the prospect of a long term stable revenue stream from a single, dominant show with a broad and sustaining appeal will resonate well in the minds of our business partners, whom we have worked together with to build this great industry.

Thanks again Tom! Todd Talbot