



Leveraging Important Relationships

By: Ken Martin, President of the Plumbing Manufacturers Institute and Senior Director, Commercial Product Development of Delta Faucet Company



Ken Martin

Recently back from the annual meeting of the Canadian Institute of Plumbing and Heating (CIPH) held in June on Prince Edward Island, PMI Executive Director, **Barbara Higgins** and I are again struck by the many similarities of our two organizations. While the membership structure varies slightly (CIPH also includes wholesalers and contractors as members), the association's mission and goals strongly parallel our own.

For example, recognizing the upcoming labor shortage in our industry, CIPH has developed a compelling DVD to attract young people to careers in the field of plumbing. The DVD will be distributed to high school career counselors. Perhaps this could be the next step in our own efforts as we follow on to the PMI "Plumbing is Cool" brochure. The booklet, funded in part by a grant from the National Association of Manufacturers (NAM), has been distributed at local job fairs and at junior colleges, and is also available on the PMI website www.pmihome.org.

Another outreach issue highlighted at the CIPH conference was the need for proactive communication with various constituents. In Canada as in the United States, it appears that when our industry makes the headlines it is often not "good" news. PMI, too, has identified the need to be recognized for the many positive contributions our industry makes on a regular basis. Work on codes and standards harmonization, industry statistics and water conservation initiatives are also on the

radar screen of our neighbors to the north, just as they are on ours.

In my formal greetings to the group on behalf of the PMI Board of Directors and membership, I reviewed the long history that CIPH and PMI have shared. The relationship extends far beyond attending each others conferences, though this networking has proven valuable to both sides. Together we have made an impact in a number of areas. Both organizations are eager for the relationship to continue and grow. We are pleased that **Shawn Martin**, PMI's new technical director, has been invited to carry on the tradition of PMI's involvement in the Plumbing Industry Advisory Council (PIAC). In addition we will continue our important connections and committee work with the Canadian Standards Association (CSA).

Elsewhere in the world, work continues on the development of the new EU-based plumbing association to be based on the PMI member-value model. We continue to build on and benefit from our relationship with the Bathroom Manufacturers Association (BMA) headquartered in the UK.

Communication, cooperation and understanding are keys to success. It is that foundation upon which PMI continues to grow and prosper. Our mission is to deliver value to the membership in new and unique ways. Staying tuned-in to the trends and pressures of the industry is fundamental to achieving this goal. As you will soon see, our hiring of Shawn Martin is an outward extension of this goal. Shawn

brings an array of new capabilities, interests and technical expertise which will propel PMI

into the next new and exciting phase. We will of course, retain the traditional technical value of PMI as we expand the dimension of the role.

Just as networking with your peers at PMI forums and events adds immeasurable value to your organization in general and to your understanding of issues personally, PMI's networking brings value to our organization. That is, as an organization PMI practices what we preach. We network in the same way we encourage you to do. Through these important relationships we build political support, benchmark best practices (interesting to note that CIPH has adopted the folded behind-the-badge schedule format used by PMI for years!), find solutions and identify key industry contacts.

Very soon you will receive details of the upcoming PMI fall meeting. We will once again be "pushing the envelope" and providing you with a meeting schedule filled with relevant topics and knowledgeable expert speakers. You'll see the results of our networking and efforts to bring the various factions of our industry together to achieve better results, faster. Don't miss the meeting! See you October 7-10 in Washington, D.C.

The Summer of '07 -- A Tale of New Beginnings At PMI!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

The scene is April 1998— I'm sitting at my kitchen table, making lists of projects and knocking them off one-by-one, fielding phone calls alternating between PMI

members and an assortment of suppliers working on the construction of PMI's new headquarters.

Fast forward to July 2007 — I'm sitting at my kitchen table, making lists of projects and knocking them off one-by-one, fielding phone calls alternating between PMI members and an assortment of suppliers working on the construction of PMI's new headquarters. The difference? I now also have a laptop computer with email access, office furniture in storage and three co-workers.

This summer has been one of exciting changes for PMI. As you know (or will read on Page 3), at the end of June, **Dave Viola** our technical director left PMI to take his career in a different direction by joining IAPMO as Director of Special Services. We wish all the best to Dave and good luck on his new path!

Also at the end of June, we signed on **Shawn Martin**, formerly of the National Association of Home Builders Research Center as our new technical director (see story on page 5). While Shawn's official start date was July 5, following the Independence Day holiday, we were delighted to have him join us at the PMI Technical Workshop June 21-22 (see photographs on pages 6-7 and story on page 11.) The transition was a smooth one and Shawn has become immediately active and effective on PMI issues.

Shawn brings a set of exciting and unique capabilities to his new role. He is the ideal choice to build on the strong foundation Dave has left. With

Shawn's help, we will expand PMI's training capabilities and online presence by enhancing the content and effectiveness of the "Members Only" portion of our website. (I encourage you to call us for your personal password to the site if you haven't already!) Shawn will also help us pursue the possibility of developing a PMI blog as suggested at the recent spring PMI meeting. As you will read in Shawn's profile, (on page 5) he has a strong background in green building and water efficiency — two areas of special importance to PMI's mission. Just before his arrival, for the first time in our recent history PMI members came together to create what we hope one day will be the National High Efficiency Toilet/High Efficiency Urinal Standard. We have presented this concept to California Assemblyman John Laird to include with his new legislation, AB 715. We will also promote this template with the Texas legislature.

This is groundbreaking stuff. It sends an important message to legislators and our environmental friends alike that we are sincere in our mission to promote the efficient use of water. All we ask is that industry be included in the discussion and planning process to ensure viable and ample products. Nobody wants another EPACT '92 debacle which was the product of a well-intentioned few who ignored the expert input and passionate warnings of industry, resulting in a compliance timetable that was unacceptable. We all paid a high price in aggravation and public image for that one.

Last fall, history repeated itself when California ignored industry's input and signed AB 1953 into law. As we have maintained, while no one is making a case for lead, caution must be taken to understand its important function in assuring robust plumbing products and to guard against the unintended consequences of using unproven or scarce replacement alloys. We continue to work with California

through Senator Ronald Calderon to seek better definitions of the parameters of the new law, through a new proposed bill, SB 651. Some have misunderstood PMI's actions as moving away from a commitment to performance-based product standards. This is not the case. We believe strongly that it is only through performance that a product can be accurately evaluated. Though we worked vigorously over the better part of last year to demonstrate the weaknesses and evaluation difficulties of a prescriptive approach, we lost the argument by a very slim margin. The result? California has a new law on the books, imposing a prescriptive approach to product manufacturing with which manufacturers must comply. Industry's responsibility now is to work to clarify the demands of that law and to obey it.

As PMI continues to promote the value of performance-based product standards in jurisdictions beyond California, I am pleased to report that we now have the support of the National Association of Home Builders (NAHB). As a member of the NAHB's affiliate organization for manufacturers, the National Council of the Housing Industry (NCHI), PMI drafted and submitted for consideration a resolution to endorse a performance based approach to product evaluation. The California Building Industry Association (CBIA) agreed to co-sponsor the request for adoption of the resolution, given their hard work and ultimate frustration with and concern about the impact of the new California law. In early June, **Lee Mercer**, Moen, and I attended the Spring meeting of the NAHB Board of Directors and presented the resolution in nine sub-committee meetings, seeking their approval in advance of the final board vote. The support of these nine committees was unanimous as was the final vote. We now have the NAHB's support in our ongoing efforts to reinforce the merits of performance-

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Massachusetts Moves Forward with Adoption of NSF 61

By: David Viola, Technical Director

At their June meeting, the Massachusetts Board of State Examiners of Plumbers and Gas Fitters (Plumbing Board) voted to move forward with PMI's proposal to incorporate the performance-based NSF 61 standard into the Massachusetts Plumbing Code. The action culminates a key PMI initiative to eliminate a barrier that prevented many products from being sold in the Commonwealth of Massachusetts. The new requirements will allow manufacturers the option of complying with the current 3% lead provision or meet NSF 61. The Board's action also includes recognizing the list of products that are exempt from NSF 61, Section 9, which means that products such as tub fillers, shower valves, and flushing devices will not have to meet NSF 61 or the 3% lead requirements.

Now that the Plumbing Board has embraced NSF 61, it is working quickly to get it implemented. Because of its benefit to public health and its impact on industry, the Plumbing Board is expediting the adoption of NSF 61 through an emergency process. According to **Joe Peluso**, Executive Director of the Plumbing Board, the emergency adoption process could be completed in as little as 4 to 6 weeks. Once completed, NSF 61 becomes effective, and the Plumbing Board will no longer require products that are exempt from NSF 61 Section 9 to comply with the 3% lead requirement and will accept NSF 61 test reports for all other products.

The 3% lead requirement in the Massachusetts Plumbing Code was implemented in the early 1990's around the same time the Safe Drinking Water Act was being developed. In an attempt to be proactive, the Plumbing Board set the 3% lead requirement with the expectation that it would be moving to NSF 61 once it had been completed and gained widespread use. However,

they were unable to initiate another code change cycle until 2003. For many years, the lead requirement in the Massachusetts Plumbing Code was not much of a problem for manufacturers because the Plumbing Board did not enforce it for products that didn't convey water intended for human consumption and they accepted NSF 61 test reports as proof of compliance for all other products.

This all changed when the legal counsel for the current Plumbing Board realized that compliance with the performance-based NSF 61 standard did not assure that the prescriptive 3% provisions were met. The Board stopped accepting NSF 61 test reports, and started to require manufacturers to submit proof that all plumbing products contained 3% or less lead.

At that point, the inclusion of NSF 61 in the Massachusetts Plumbing Code became a top priority for PMI. In 2004, PMI

initiated a campaign to educate the Plumbing Board on NSF 61's benefits to public health and safety. In 2005, the Plumbing Board voted to adopt a proposal developed by PMI to include NSF 61.

However, the Plumbing Board was pressured into tabling the proposal due to questions raised by the Massachusetts Water Resource Authority (MWRA). With help from PMI, the Plumbing Board was able to gain support for adopting NSF 61 from the Massachusetts Department of Public Health and the MWRA. With the support from key state agencies, the Plumbing Board re-introduced PMI's proposal and voted with only one dissenting vote to adopt it through the emergency process.



David Viola

Viola Bids Fond Farewell To PMI

Dear Colleagues and Friends:

I just wanted to write a quick note of appreciation and thanks to all the great people that I have had the great fortune to work with over the last nine years. As most of you know by now, I gave notice in early May that I would be leaving PMI to pursue a wonderful opportunity at another organization.

It is a bittersweet moment for me as I am leaving a great organization with great leadership, staff and members. My position has also allowed me to work closely with and develop friendships with many of you. I feel privileged to have had the opportunity.

Although I am leaving, PMI has never been better positioned to handle the present and future issues and obstacles of the plumbing industry. PMI's technical affairs now rest in the very capable hands of **Shawn Martin**. I know that you will show him the same courtesy and professionalism afforded me.

As I will remain in the industry, it is my hope that our paths will continue to cross and our relationships maintained in some fashion. Please do not hesitate to contact me if I can ever be of assistance.

Warmest regards,
Dave Viola

Symmons Industries: Keeping It All In the Family

by: Lori Palcheck, Member Services Coordinator (with text from Symmons)



Lori Palcheck

Symmons Industries was founded in 1939 by **Paul Symmons** to make the pressure balancing (anti-scald) shower valve he had developed.

Today, Symmons operates out of a 140,000 square foot office and plant complex in Braintree, MA just south of Boston where it employs about 300 people. The company sells its showers, faucets and a variety of commercial water temperature and flow control products through its own sales force in New England, Florida, and Southern California and some 45 independent manufacturers' representatives throughout the country and Canada. The company also does job work internationally and intends to increase that focus as well.

Symmons has always been a private family owned business and remains such today with **Paula J. O'Keeffe**, the Founder's daughter, as the principal owner. Her husband **William B. ("Bill") O'Keeffe** served as outside legal counsel from 1966-1985, and then joined the company and has been its CEO for the past 22 years. Currently the O'Keeffe Family and the company are in the midst of a succession-transition plan pursuant to which **Tim O'Keeffe**, presently Director of the Custom Design Products Group and Executive Vice-President will succeed his father at the end of 2009.

Very few private start-up companies make it to the third generation of ownership still tightly family-owned, experiencing strong growth, and intent upon further market success, and Symmons is proud to be one of them. But that is not to suggest the road has always been smooth and easy.

For the first 25 to 30 years of its

existence Symmons remained a fairly small company with little presence beyond the Northeastern part of the country. It had developed an excellent quality product in the Temptrol anti-scald shower valves, but the national market remained beyond its reach. Since the product couldn't reach the market, Symmons decided to bring the market to the product and began the slow process of changing the then multiple plumbing codes to require the safety of pressure balancing/anti-scald shower valve technology in new construction. Today pressure balancing is the national standard, and Symmons' reputation for durable, reliable commercial grade products is known across the country.

Symmons has been an active contributing member of PMI since 1965, when PMI was known as the Plumbing Brass Institute. Symmons values PMI as a source for industry and government trends data, rules and regulations, and its executives have always served as leaders in PMI. Bill O'Keeffe served as President in 1998-1999 when PMI was challenged by the Proposition 61/9 concerns and facilitated the executive leadership change to **Barbara Higgins**. Today **Tim Kilbane** Symmons' Commercial Sales Director Co-Chairs PMI's Universal Conformity Assessment Committee.

What has sustained Symmons throughout its history is a core sense or persistence of belief that the company is doing something better – making a high quality valve – that makes life a little better. Mr. O'Keeffe believes that the ability of a small private company to prosper and grow is determined not so much by the quality of its assets or the brilliance of its market strategy as it is by the belief of its people – particularly their own belief in themselves and their willingness to act upon it.

So where is Symmons going? In addition to its core commercial business (showers, faucets, thermostatic controllers, gang and

automatic showers and metering/sensor faucets) and its strong niche in the hospitality business Symmons, has recently developed a completely new approach to product development and the luxury design market with its Custom Design Products Group. Utilizing state of the art electronic design communication and serial lithographic modeling, Symmons today is challenging leading architectural firms and designers to lay down their tired catalogs and re-fire their creative minds to design their own unique custom design fittings for the finest hotels, destination resorts and luxury condominiums. Popular spin-offs of this process have been used by Symmons to initiate a showroom presence and bring style and high-end looks to its core business.

Above all Mr. O'Keeffe has always urged employees never to think of Symmons as a Company. "The right answer to the question 'What is Symmons' is... SYMMONS IS US." Once you realize that, Mr. O'Keeffe believes you understand that your actions matter. From that point anything becomes possible, and the future "is always as limitless as our belief in ourselves acting together."

Symmons looks ahead with belief in what it does and enthusiasm for the unknown. In this regard for over 20 years the company's contingency business plan has always been confined to a single sentence – **Winston Churchill's** definition of success – "Success is going from failure to failure without loss of enthusiasm."



Moscato kitchen faucet by Symmons

Introducing Shawn Martin, PMI's New Technical Director

by: Lori Palcheck, Member Services Coordinator

We are pleased to announce that **Shawn Martin** has joined the PMI staff as Technical Director. He is a familiar face to PMI members. Just last October, as a representative of the NAHB Research Center, Shawn spoke on the topic of Water Conservation through system design and gave a green building guidelines overview at the Fall PMI meeting in Washington, D.C. Although Shawn's official start date was not until July 5, he began networking with members at the PMI Technical Workshop, June 22-23 in Schaumburg, IL.

It is easy to see that Shawn will make an excellent addition to the PMI team. He holds an M.S. in Mechanical Engineering from Vanderbilt University, and a B.S. in Mechanical Engineering from Grove City College.

He has over 10 years of experience leading product development, research, and testing programs, particularly in the field of fluid dynamics and residential building technologies, with an emphasis on plumbing products, systems and water conservation. He says he has had the pleasure of working with a number of our members as both a product design engineer and as a researcher.

Prior to joining PMI, Shawn managed the applied field research of the NAHB Research Center as Director of the Technology Division. Research conducted by Shawn and his team through the federal Partnership for Advancing Technology in Housing (PATH), included the study of the water efficiency of such technologies as rainwater harvesting, grey water reuse, manifold plumbing systems, and demand-based recirculation systems.

Shawn also was responsible for the maintenance and operation of the ToolBase.org website, disseminating information on innovative building technologies, including many addressing water efficiency. He and his team developed and released a number of water-efficient technology summaries and best practice guides, including the

PEX Design Guide, developed with the Plastic Pipe Institute (PPI).

Previously, Shawn managed multidisciplinary teams that developed products for the plumbing and spa industries at Bowles Fluidics. He helped develop low-flow showerheads, body sprays, and faucet products, and participated in an extensive flapperless toilet development effort, conducting a significant amount of toilet benchmark testing in doing so.

According to Executive Director, **Barbara Higgins**, "Shawn is a terrific asset to PMI. His strong background in water efficiency and in green building, compliment PMI's direction in these areas. He has made important contacts in the water conservation, regulatory, legislative and association world and is comfortable interfacing with these groups. As we have seen first-hand at the fall PMI meeting, and on PMI teleconferences since, Shawn has the unique and coveted ability to communicate technical information effectively."

Barb adds, "Shawn also brings to the Technical Director position experience in interactive web training development and is interested in assisting us in developing a PMI blog, as discussed at the recent Spring PMI meeting."

In his new role, Shawn will be responsible for managing and administering technical activities and programs including participation in a range of green building and water efficiency programs (WaterSense, the National Green Building Standard, and Leed-H) and as a consensus committee member of the ANSI-accredited National Green Building Standard.

Shawn explained his vision for PMI. "I'm excited about PMI's future. I feel strongly that the plumbing industry is facing a period of unprecedented and exciting change as conservation and green building efforts gain momentum. PMI is well-positioned to lead the industry through these changes and has transformed itself into an organization that is not only effec-

tive in representing its members, but is also proactive in the marketplace. We will play a significant role in shaping the future of water efficiency, while helping our members to thrive and take advantage of new product opportunities."



Shawn Martin

Shawn is ready to dive into the issues at PMI. Although he will operate remotely, communication will be seamless. Having grown up in Pennsylvania Dutch Country among the Amish, he currently resides in Annapolis, Maryland with his wife of six years, **Jill** where they keep busy with their two energetic young boys **Alex**, 3 years and **Drew**, 9 months. Shawn credits Jill with being the greatest influence in his life. She is his sounding board, he says and is somebody he admires tremendously.

Shawn believes that it is his Christian values that have guided him and shaped his views on life. He keeps motivated by remembering that life is incredibly short and to make the most of everyday. In his spare time, Shawn enjoys reading, hiking, woodworking, remodeling, and volleyball.

Shawn shared his secrets to success; "As an engineer, the key has been a focus on solving problems, curiosity, and a willingness to seek creative solutions to problems. I'm also a big believer in the importance of bringing solutions from other industries, countries, and disciplines to my work. All of that means little, though without a solid work ethic and integrity. I aspire to bring all of these aspects to my work. Plus, I try not to take myself too seriously."

Welcome aboard, Shawn! We look forward to great things!

2007 Technical Work

(See Story On



Three attendees from TOTO, left to right: Fernando Fernandez, Chris Paulsen and Bhavik Patel



Lorenzo Garcia, and Greg Wisner of Fluidmaster chat with Julie Chappen, NSF International



Alexander Wolf of Dornbracht with Julian Giggs and Mike Miller of Alsons



The Speakman group; Michael Boyer, Jeff Harwanko and Victoria Silow reviews the day's events and the lessons learned.



Rose McCullough and Chicago Fa



PMI's New Technical Director, Shawn Martin meets Dick Emerick of Elkay Manufacturing



Jeff Baldwin and Gene Faasse of T&S Brass enjoy dinner at the Wildfire Restaurant.



Bruce Reidel of H2O C Zimmerman o



Maja Jankov of Durvait



Terry Stryjewski, NEOPERL, Inc. with Larry Himmelblau of Chicago Faucet



Michael Martinez of Price Pfister and Melissa Hulsey of Fisher Manufacturing

Workshop With a Twist

(Continued on Page 11)



Featured speakers included Bill Gauley, Veritec (left) and Peter Mayer, AquaCraft



Mike Zolnierek, Amerikam, Inc. and Patrick McQuillan, Zurn Industries



Barb Higgins and Dave Viola welcome Shawn Martin (left) to his first PMI workshop.



Ronn Jefferson, faucet



Christine Hau, Gerber Plumbing Products



Prospective PMI members, Tony McFarland and John Patzelt of LDR Industries



John Watson of Sloan Valve shares stories with Michael Rosen of Gerber Plumbing Products



Guard with Rob Kohler



David Ross, AquaBrass, Inc. chats with PMI's Lori Palcheck



Cathy Gutkowski, Franke Consumer Products and Andy Wong of Price Pfister compare notes on the workshop



Brian Livingston of Elkay Manufacturing and Ron Hilger of Jing Mei



Tim Kilbane of Symmons and Jeff Harwanko, Speakman enjoy a laugh



Tom Palkon of the Water Quality Association discussed NSF 61 testing

PMI Member Companies In The Industry News

(From *Supply House Times* May 2007)

The election of PMI's **Barbara C. Higgins** to vice chairman of CMA a division of the National Association of Manufacturers is mentioned.

Bradley Corporation recognized Reps of the Year for Divisions 22 and 10 during its three-day national sales meeting at the Atlantis Resort on Paradise Island in the Bahamas as part of its 85th anniversary celebration.

Richard E. Posey, president and CEO of Moen announced plans to retire effective Oct. 1, 2007. Mr. **David B. Lingafelter**, President of U.S. Faucet Businesses will succeed Mr. Posey as president of Moen's U.S. businesses.

Dornbracht USA is changing its name to **Dornbracht Americas**. The new name reflects its expansion beyond United States and Canada, where it is heading into its third decade, and into Mexico, Central America and South America.

Falcon Waterfree Technologies named Richard Gephardt, former U.S. House of Representatives Minority Leader, to its board of advisors. Also serving on the board are former Vice President Al Gore, former Los Angeles Mayor Richard Riordan and retired Army Lt. General Donald E. Rosenblum.

(From *PM Engineer* May 2007)

Sally Remedios, Delta Faucet Company is author of an article titled Internal Check Valves: Essential to Proper Backflow Prevention. This article is about the considerable efforts that the industry has taken to protect what drinkable water we have through devices and technologies that have evolved over the last century.

(From *Reeves Journal* May 2007)

Richard Manoogian said April 9 that he will leave his position as CEO of Masco in July. He plans to remain aboard for at least five more years as full-time executive chairman of the building products company.

(From *Plumbing and Mech.* May 2007)

Richard Manoogian has recommended to the board of directors of Masco that **Timothy Wadhams**, Masco's chief financial officer, be named CEO.

Alan Barry Masco's president and COO plans to retire early next year.

Masco Corp. also announced that **Keith Allman** will be president of its Delta Faucet Co. division.

(From *The Wholesaler* May 2007)

Hansgrohe won multiple design awards in 2006 continuing a long-running streak of national and international awards.

(From *Plumbing Engineer* May 2007)

Chicago Faucets has redesigned their bubblers to incorporate a clean, sleek appearance with enhanced safety and durability. The line includes new models with flexible heads that help to protect against injury.

(From *The Wholesaler* June 2007)

Kohler, TOTO USA, American Standard, Delta and Moen among others were highly visible and acknowledged for the innovations at the 2007 KBIS show in Las Vegas.

Upscale luxury condo remodel in Pennsylvania features **Vitra's** Nuovella collection.

Eight toilets from **Kohler Co.** earned the WaterSense label, which means that these toilets use at least 20% less water than standard 1.6 gallon toilets.

(From Press Release June 8, 2007)

Todd Talbot, President of BrassCraft, has decided to leave Masco to return to his native California, where he will be taking on a



new challenge in the industrial and commercial building industry. His new company will announce his appointment shortly. Todd joined the Masco family in 1988 as Regional Sales Manager with BrassCraft, and held increasingly responsible positions until his appointment as President in 2002.

Effective immediately **Don Woody**, currently the President of Liberty Hardware, will assume the role of President of BrassCraft/Alsons. Don joined Masco in March 2000 as Vice President of Operations with Baldwin Hardware. Following the divestiture of Baldwin, Don served as the President of Weiser from 2002–2004, the President of Alsons/Bath Unlimited from 2004–2005, and most recently as the President of Liberty Hardware from 2005 through the present. Don has extensive experience in management, manufacturing and engineering. He is well prepared to lead BrassCraft and Alsons, meeting the challenges brought on by the current environment within the building industry.

Also effective immediately, **Robert Buck**, Executive Vice President of Liberty Hardware, has been promoted to the position of President of Liberty Hardware.

PMI Member Companies In The Industry News

Continued from page 8

(From *Southern PHC* June 2007)

Elkay Manufacturing Company's plumbing products division recently launched a new visual display program for residential showrooms that will revolutionize how showrooms present Elkay sinks and faucets.

American Standard introduces FloWise™ Showerheads which are about comfort and convenience as well as water conservation.

The Croma 1-jet EcoAir handshower and showerhead is new from **Hansgrohe**.

BrassCraft introduced InnoFlex, a multi-layered water connector that provides durability and flexibility with an elegant, contemporary finish.

(From *Supply House Times* June 2007)

Gerber Plumbing Fixtures is celebrating its 75th anniversary and launching a national search for plumbing contracting firms who have reached or exceeded the same 75-year milestone. Gerber plans to honor these firms.

Kohler Co. announced that its board of directors elected **David Kohler** executive vice president of Kohler Co.

David Lingafelter, President, Moen Global Businesses announced that **Todd Teter** has been promoted to the position of Vice President & General Manager, Moen Wholesale Business Unit. Teter joined Moen in

2001 as Vice President, Channel Management. Most recently, he served as Vice President & General Manager, Moen Retail Business Unit.



Todd Teter

Here's What's New With PMI Staff

Congratulations to **Lori Palcheck** who has been named PMI's Member Services Coordinator. She is responsible for member communications including member requests, press releases, PMI News, meeting announcements, membership directory updates, and outreach to prospective PMI members. In addition she will provide support for **Shawn Martin**, PMI's new Technical Director. (See story on page 5). Her strong writing and organizational skills make her ideally suited for her new role.

Lori joined PMI in September of 2005. Previously she was PMI's office assistant. Lori and her husband Tony reside in Palatine, Illinois with their three children Anthony, Amber and Nick. A full profile about Lori appeared in the November/December 2005 issue of PMI News.

Maria Bazan will continue to serve as PMI's Association Manager, focusing on the daily administration of the office, budget tracking, the PMI website, staff travel arrangements, computer maintenance and assisting with meeting planning and project management.

Maria has been with PMI since November of 2002. When not enjoying their get-away home in Michigan, Maria and her husband John reside in Willowbrook with their feisty Maltese dog, Louie. A complete story about Maria appeared in the January/February 2003 issue of PMI News.

Crystal Vision Award Presented At KBIS 2007 In Las Vegas

DuPont Surfaces and Building Innovations and Supply New England were awarded top honors at the Storehouse of World Vision's annual Crystal Vision Award Gala, during the May 2007 Kitchen and Bath Industry Show (KBIS). The Storehouse is a non-profit organization that provides donated building materials, school supplies, and personal products to organizations serving in low-income communities.

DuPont was presented with the Crystal Vision Award in recognition of the 2006 Fab4000 event, an effort to

aid more than 4,000 families and non-profits through the donation of new DuPont bathroom vanity tops. The tops were fabricated by DuPont-certified fabricators across the United States.

In previous years the following PMI members were recipients of the Crystal Vision Award: **Kohler, Masco Corporation, Moen Incorporated, and Elkay Manufacturing**.

The gala also highlighted the contributions of donor companies who have contributed for five and ten

years. PMI Executive Director, **Barbara Higgins** serves on the Planning and Procurement Committee of the Storehouse.

PMI On The Move!

PMI has a new location:
1921 Rohlwing Road Unit G
Rolling Meadows, IL 60008
Phone: 847-481-5500
Fax: 847-481-5501
Come Visit Us Soon!

Tips To Help Keep Your Computer in Tip-Top Shape

By: Maria Bazan, Association Manager



Maria Bazan

PMI's membership in the Internet Security Alliance, (ISA) provides helpful tips for computer users. Here is a summary of the most recent alerts.

Web-based attack poses as greeting card, tries three exploits.

A new round of greeting card spam that draws users to visit attack sites relies on a sophisticated multipronged, multiexploit strike force to infect machines, security professionals said. Captured samples of the unsolicited email have all borne the same subject line "You've received a postcard from a family member!" and contain links to a malicious Website. "If JavaScript is disabled, then they provide you a handy link to click on to exploit yourself," said an alert posted Thursday afternoon by SANS Institute's Internet Storm Center (ISC). The greeting-card gambit tries a trio of exploits, moving on to the second if the machine is not vulnerable to the first, then on to the third if necessary.

Malicious spam posing as fake vulnerability patch leads to Trojan horse infection.

Experts at Sophos have warned of a widespread attempt to infect email users by sending them a warning about a bogus Microsoft security patch. The emails, which have the subject line "Microsoft Security Bulletin MS07-0065" pretend to come from Microsoft, and claim that a zero-day vulnerability has been discovered in the Microsoft Outlook email program. They go on to warn recipients that "more than 100,000 machines" have been exploited via the vulnerability in order to promote medications such as Viagra and Cialis.

Users are encouraged by the email to download a patch which, it is claimed, will fix the problem and prevent them from becoming attacked by hackers. However, clicking on the link contained inside the email does not take computer users to Microsoft's Website but one of many compromised Websites hosting a Trojan horse.

DOJ warns U.S. citizens of phishing attack.

The U.S. Department of Justice (DOJ) is alerting email users about a possible phishing attack using messages that claim to be from the DOJ. In a recent news release, the DOJ said the emails may have the subject field or be addressed "Dear Citizen." It also said the messages may refer to a fraudulent U.S. Internal Revenue Service case filed against the recipient, and may contain a DOJ logo in the body of the mail or as an attachment. The DOJ said the email is a hoax.

USB Flash drive worm spreads AIDS info.

Security experts have disclosed details of a worm that copies itself onto removable drives, such as USB Flash drives, in an attempt to spread information about AIDS and HIV. The LiarVB?A worm hunts for removable

drives such as floppy disks and USB memory sticks, as well as

spreading via network shares. It creates a hidden file called 'autorun.inf' to ensure that a copy of the worm is run the next time the drive is connected to a Windows PC. "Much of the malware we see is designed to generate income for the hackers, but this worm is different in that it spreads information about AIDS instead," said Graham Cluley, senior technology consultant at Sophos.

Rogue security software on the rise.

Experts are warning of a sharp rise in the number of malware infections caused by rogue security programs. Trend Micro has reported a fivefold year-on-year increase in the use of such programs, which claim to clean a computer system but end up infecting users. Typically a user will visit a Webpage that includes a pop up warning that their computer is infected and offering a free trial of software to clean up the computer. Suspect software includes Winfixer, SpywareQuake, ErrorSafe, ErrorGuard, SpyShield, ApyAxe, SpywareNuker and, most recently, Spyhealer, DriverCleaner and SystemDoctor. "Rogue security programs are clearly on the rise, and users must demonstrate caution and always be alert when downloading software," said George Moore, threat researcher at Trend Micro.

Who Was That Masked Man...?

Callers in to PMI in late June through mid-August were greeted with a friendly but unfamiliar baritone voice. Now the Mystery Man is revealed...

We were very pleased to have had **Michael Giuntoli** assisting PMI staff by fielding phone calls and helping as needed with the move of the PMI headquarters.

Mike is the nephew of **Lori Palcheck** and is a pre-law student at University of Illinois Champaign-Urbana. He is number three of four children and is home from college for the summer.

Thanks Mike for taking some of the pressure off! Good luck in school!



Michael Giuntoli

California Legislative Updates From PMI's Lobbyist

By: Jerry Desmond, Desmond and Desmond



Jerry Desmond

Efforts are continuing in order to obtain clarification of AB 1953 [Chan] of 2006 which establishes a maximum level for lead in plumbing fittings, pipes and faucets that

will take effect in 2010. We are engaged with the State Legislature and the Executive Branch. **Senator Ron Calderon** is working with us on both fronts, and he has introduced SB 651 to assist several major problems with the statute.

SB 651 is intended to provide specificity regarding the products covered to comport with the purpose of the statute. The current law is subject to broad interpretation, which can inappropriately result in the inclusion of products such as bidet faucets and toilet flush valves. The intent of the law, however, was to address lead in plumbing fittings used specifically for human consumption such as kitchen faucets and bathroom sink faucets.

The new legislation is also intended to clarify the manner in which the lead content is to be calculated. The current law is unclear and can be interpreted to discourage manufacturers from converting parts of their plumbing fittings to lead-free materials. Legitimate questions exist as to whether the weighted average is to be applied across the entire plumbing system from the distribution center to the tap, and whether all wetted components are to be considered or only those that include lead.

The new bill is also intended to provide a clear delineation of when a product is placed into commerce and is subject to the law. The current law states that "no person shall introduce into commerce" a product that is not in compliance. It is not certain whether imported products will be prohibited

from being transported across the state, and whether wholesalers and retailers will be permitted to warehouse products that would be distributed to other states. SB 651 is intended to specify that the law would apply to when a product is sold, or offered for sale, for use or installation in California.

SB 651 is also intended to ensure a level playing field, compliance with the law, and enforcement of the new requirements. This would be accomplished by a requirement for independent, third party-certification that all products sold in California meet the law's requirements. This would protect consumers from inaccurate statements that products are in compliance.

Negotiations are taking place with regard to the provisions to be set forth in SB 651, and a hearing in the Senate Environmental Quality Committee is pending.

We are also engaged in efforts with regard to AB 715 [Laird], which proposes lower flush volume requirements for toilets and urinals. This is a follow-up to the member's AB 2496 which was vetoed last year.

The key development is Assembly Member Laird's agreement to revise his bill to include PMI's proposal for

an alternative approach through a National Toilet Standard developed and approved by the PMI membership. Negotiations with Laird and his staff included Executive Director **Barbara Higgins**, **Peter DeMarco**, American Standard, **Rob Zimmerman**, Kohler Company and myself.

AB 715 was amended on June 5 to adopt PMI's effective approach to increase water efficiency through a market-based conversion to high efficiency toilets and high efficiency urinals.

As revised, the bill would establish a five-year schedule requiring fixture manufacturers to provide an increasing portion of toilet and urinal models that are high efficiency. This approach acknowledges and utilizes the free-market system to identify the best products and ultimately achieve the necessary water efficiency. Discussions are continuing with regard to several aspects of the bill that need further development and refinement including the exclusion of institutional products, as well as other provisions that related to waterless urinals and mechanical traps.

AB 715 will next be considered in the Senate Committee on Appropriations.

PMI Holds 7th Technical Workshop

On June 21-22, 34 PMI members, five prospective members and two guests attended the 7th PMI-hosted technical training workshop at the Double Tree Hotel in Schaumburg, IL. In addition to the traditional codes and standards training presented by outgoing PMI Technical Director **Dave Viola**, this enhanced session featured three guest speakers addressing issues of water efficiency, water closet testing and NSF certification.

Presentations were made by **Peter Mayer**, of AquaCraft, Inc., **Bill Gauley** of Veritec Consulting, Inc. and **Tom Palkon** of the Water Quality Association. Each presentation was followed by a lively question and answer session. PMI's incoming Technical Director, **Shawn Martin**, was on hand to network with the group.

See photographs on pages 6 and 7 of this issue of *PMI News*, and the enclosed satisfaction survey results for more information.

PMI/US China Build Mission Update

PMI Executive Director **Barbara Higgs** traveled with **Gary Stanley** of the US Department of Commerce, **Jeff Patchell**, Publisher, *World Plumbing Review* and others to Shanghai, China to participate in a trade mission jointly coordinated by the Commerce Department and US-China Build, a China market development program for US building materials producers.

A series of meetings were set up to provide insight to getting US products into the burgeoning China market. Visits to home development sites, the Building Materials Market Street, the largest foreign investment home center in Shanghai, and a pipe manufacturing firm in Huzhou were part of the five-day agenda, including meetings with key contacts. In addition, Barbara and Jeff were invited by Sloan to tour their facility in nearby Suzhou, China.



I to r: Minhjiu Hua, Vice Chairman/Secretary General, Plumbing Facilities Committee of China; Jeff Patchell, Publisher, *World Plumbing Review Magazine*; Xiaming Jiang, Deputy General Manager, Shanghai Deshi Clean Water Pipe Manufacturing Co., Ltd
Seated: Barbara Higgs, PMI Executive Director and Miao Zhang, Chief Engineer/Senior Engineer Professor, Technical Center of Shanghai Xian Dai Architectural Design (Group) Co., Ltd

Eric Hsu, Commercial Officer of the US Foreign Commercial Service also addressed the group with details about the Chinese market and its potential. **Amy Sommers** of Squire, Sanders & Dempsey, L.L.P., provided advice for US exporters, detailed legal concerns and issues of doing business in China and ways to avoid and/or address disputes if they occur.

An important and fruitful meeting was held with **Mingjiu Hua** of Plumbing Facilities Committee of China, PMI's counterpart there and a fellow member of the World Plumbing Council. While Barbara had been in contact with the organization previously via email, the opportunity to meet face-to-face facilitated a productive dialogue about the possibilities of working together on world plumbing manufacturing issues of mutual interest. Details will follow as plans develop.

Summer of '07 - A Tale of New Beginnings

Continued from p. 2

based testing protocols in other states. Thanks NAHB!

In the midst of all of this activity, I made the decision to relocate the PMI headquarters to a newer, more accessible office complex. The new location offers a more modern facility and the space has been customized to our specifications, including both a conference room and spacious training facility seating about 40. Given the competitive real estate leasing market in our area, despite the expanded space, there will be little (if any) added cost to PMI. We will for

example no longer need to rent meeting space for our workshops and forums.

Oh, and did I mention that I spent 10 days in China as part of the PMI/US Department of Commerce trade mission? (see story above) We made some important contacts and broached a number of interesting joint effort possibilities (and also ate a lot of stuff with the head still attached). Stay tuned as details develop.

You know, I love when folks ask... "So, what's new at PMI?"

2007 PMI LEADERSHIP

Executive Committee

Ken Martin, Delta Faucet Company
President

Rod Ward, Speakman Company
First Vice President

Walt Strader, Price Pfister
Second Vice President

Peter DeMarco, American Standard, Inc.
Treasurer

Claude Theisen, T&S Brass & Bronze Works
Immediate Past President

Directors at Large:

William Ball, WCM Industries Inc.
(1/06-12/08)

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

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/06-12/07)

Fred Fraisse, NEOPERL, Inc.
(1/07-12/08)

Jack Krecek, Elkay Manufacturing Co.
(1/07-12/09)

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

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