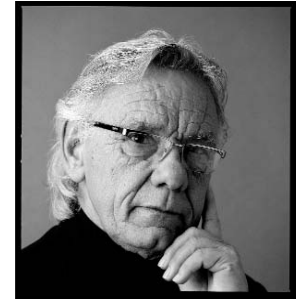


Leading the Legacy of Positive Policy Influence

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



Walt Strader

- *They make us look ugly*
- *They interfere with infrared remote controls*
- *They take too long to turn on (so we leave them on)*
- *They're difficult to trash because of their mercury content*
- *They don't dim well*
- *They consume as much energy even as they begin to lose light output*

These assertions were part of an article directed toward professional consumer electronics installers and manufacturers. The focus of the article was that misguided politicians are social-engineering the populace by developing energy mandates which require the use of Compact Fluorescent Lights (CFL's), while ignoring alternatives which could be equally efficacious and more esthetically pleasing. Hopefully, tongue-in-cheek, the article suggested that after the 2012 elimination of incandescent bulbs, "a black market will evolve, complete with bulb-related violence as in the days of prohibition. It could get ugly." The suggested alternatives to CFL's were dimmers with conventional lighting sources. It was estimated that if every light switch in the U.S. had a dimmer set at 85% of potential output, the equivalent of 52 large coal-fired power plants could be taken off line. While I have no desire to engage in a defense of either CFL's or dimmers, I believe that the discussion points to important lessons for PMI members.

The preceding assumes that energy policy is a vehicle for the satisfaction

of special interests or a product of less than brilliant politicians. While water policy is not as "top of mind" as energy, we will find our elected officials increasingly engaged in serving up bills which will impact our daily business. A critical question is what role should PMI play in this process? Should it be a focus? What should our attitude be towards policy makers?

Peggy Noonan of the *Wall Street Journal*, published a piece on the hearings of Supreme Court nominee, **Sonia Sotomayor** where she asked us to remember the childhood game of "playing grown-up" and encouraged Republicans to reenact this process. Her pointed advice to politicians would serve us well as we consider our lobbying positions on water policy. Use the hearings to perform a public service: find out what she thinks and why she thinks it. Explain differences in philosophies. Don't make it a sparring. Make it thinking. Don't grill and grandstand. Summon and inform. Show respect. Ask and listen. Get the logic. Explain where you think it wrong. Fill the airwaves with thoughtful exchanges.

Developing credible positions with water policy makers is increasingly important because, as discussed in last month's newsletter, water efficiency is approaching a fork in the road. The low hanging fruit of reducing end point device flow is a diminishing return activity. To insure healthy growth of our industry and to supply maximum consumer benefit, we must reject

mandated conservation which dictates consumer options as the only answer. We must, rather, provide creative technology supported solutions which preserve consumer choices. We, as an industry, must utilize the total spectrum of potential water conservation and creation (desalination equals creation?) solutions. These solutions will not always be intuitive and will likely employ technology which may not be familiar to legislators, highlighting the need to now build the bridges which will facilitate the successful future conclusions.

When contemplating future industry action in respect to water efficiency, I believe it is useful to continue to remind ourselves that the earth has roughly the same amount of water as it had millions of years ago - 1.4 billion cubic kilometers. Of this total, only .75 percent is readily accessible fresh surface or ground water, the balance of 2.25 percent is either frozen or 97 percent salty. Given the amount of fresh water taken off line due to pollution and other human activity, an increased sense of urgency should accompany our dual challenge of creating the technology and influencing policy to ensure its timely deployment.

PMI offices will be closed September 7 for Labor Day.

Nintendo Wii®, Global Politics and the Perils of Over-Correcting

By: Barbara C. Higgins, Executive Director



Barbara Higgins

If you've followed this column over time, you know at least two things: I am not much into fitness and many of my life lessons come from unexpected sources.

Recently while entertaining some friends, the young son of one of them became (understandably) bored with the conversations of the economy, health and other adult stuff. (Those childhood memories are still embedded in my memory; suffering through countless long, boring dinners. WHY do adults eat so slowly???? Then finally with an end in site, I remember hearing those dreaded words from the adults, "Yes! I would like a second cup of coffee." Noooooooooooooooooo!)

Anyway, I responded to James' plea for "somebody to play with", and we trotted into the other room to check out the Wii®. Sure, as empty-nesters the Wii® was sort of an odd purchase for the Higgins'. Blame **Suzan Strader** for getting me hooked on the exercise disks while I was staying with them back in February. In the last issue of *PMI News*, we established the fact that exercise is NOT my thing. Despite that however, the Wii® presents interesting and irresistible techniques for strength training and yoga challenges, not to mention the balancing exercises which portray me as a penguin sliding across an iceberg to catch multi-colored leaping fish. So, we now have a Wii®.

Back to the story...

James introduced me to the other activities that the Wii® has to offer: table tennis, baseball, games that we'd never tried. The car racing was the hardest - I spent most of my time in the infield then over-correcting and crashing into bales of hay.

The tournament went on for about 45 minutes with me still trying to hit

my stride. Little James sighed as he looked at me and asked, "Isn't there anything you are good at?"

Ouch. Out of the mouths of babes. I just couldn't get the correct rhythm. I was clumsily over-correcting in my attempts to bat, putt, serve or steer.

Fast forward a couple of weeks and I was on my way to the 2009 CEIR conference (see related story on page 8). In addition to exchanging important information on the state of plumbing around the world, I always learn something extra about our European counterparts. The discussion turned to politics. One of the delegates moaned that the government had become very "conservative" out of frustration over past administrations. The same action/reaction seems to happen in the U.S. as well, as we veer right then left, seeking the perfect political balance. Perhaps, what we really need is something in-between? I am hesitant to delve into the topic much further since the last time I did, I got "hit" by my fellow debater. (*PMI News* Nov/Dec 2004) In any case, the lessons learned on the Wii® seem to have application in real life too. Keep steady on the main path and try not to deviate too far to the left or to the right. Strive for balance.

PMI aims for balance too. We differentiate water conservation (simply cutting back on the use of water) from water efficiency (getting the same job done as well, or even better, using less water.) Without customer satisfaction, there will be no real water savings. This concept is incorporated into the EPA's WaterSense program that does not recognize products that restrict water use to the point that consumer satisfaction is in question.

PMI works very hard to achieve balance in the work we do. As a trade association, we must consider the varied points of view of our members to establish our official positions. We work to establish balance in legislation and regulations. We are working to

harmonize product standards in North America and around the world.

PMI's interest and visibility throughout the world have increased dramatically in recent years as globalization has made its impact on our industry. Industry trade associations like PMI must reflect the issues and changes faced by its membership, and ideally stay ahead of the curve to provide information and early heads-up on key topics.

One of the ways PMI keeps up to date is by participating in international organizations including CEIR (see this issue of *PMI News*), the Canadian Institute of Plumbing and Heating (see the next issue of *PMI News*) and the Bathroom Manufacturers Association (the next conference is in mid-October).

This increased activity globally, together with the outdated sound and inaccurate meaning conveyed by the word "Institute", has caused us to rethink our name and our logo. With the goal of keeping the familiar "PMI" designation, we've embarked on a project to change the meaning of the acronym to Plumbing Manufacturers *International*, and to update the look of our logo. For those who might question the timing of this initiative, know that we are very aware of the tough economic pressure around us and certainly do not want to be perceived as "fiddling while Rome burns". The PMI Board of Directors agrees with the recommendations of the Member Services Committee under the

(continued on page 7)

Editor's Note

In the May/June 2009 issue of *PMI News*, Tricia Musgrave, Marketing Communications Specialist from Viega, was incorrectly identified.

PMI apologizes for the error.

What's "Brewing" with PERC?

By: Shawn Martin, Technical Director

A memorandum of understanding (MOU) establishing the Plumbing Efficiency Research Coalition (PERC) was signed with great fanfare on January 6, 2009 at the office of former EPA Administrator, **Stephen Johnson**. In it, five plumbing organizations, **PMI, Plumbing Heating and Cooling Contractors (PHCC), the International Association of Plumbing and Mechanical Officials (IAPMO), the International Code Council (ICC) and the Alliance for Water Efficiency (AWE)** committed to collaborate and share research on water efficiency.

Soon thereafter, the group selected Drainline Transport Efficacy for Commercial High-Efficiency Toilets as the first joint research project. **Pete DeMarco** from IAPMO was appointed to serve as project coordinator for this inaugural research study. The Technical Committee, chaired by Pete, and comprised of representatives of each of the five member associations of PERC, has been assembled to develop the technical specifications for this first project.

Why Drainline Carry?

In recent years, there has been considerable focus on reductions in water consumption by water closets, given that they consume a large percentage of the water use per capita. Residential High-Efficiency Toilets (HETs) have become increasingly common. This is largely due to the advent of high quality WaterSense-certified products, and increasingly common state and local requirements mandating or encouraging their use. PMI has supported such requirements in places like California, North Carolina and Texas (where House Bill 2667 has just become law).

At the residential level, the case for proceeding has been clear. Various studies have shown the drainline carry of HETs in residential applications to be more than adequate, which has been overwhelmingly confirmed by the very positive response of consumers to these devices. On the commercial

front, however, the situation has been more complex. Given the potential for much longer lateral drainage line lengths, complex geometries and heavy loading from things like paper seat covers, PMI has urged more caution. While we are confident in the ability of commercial HETs to clear the bowl of waste, the ability of drainage systems to convey the waste in all commercial circumstances is not yet clear.

What Do We Hope to Learn?

The distinctions are important here. PMI is very specific when addressing this issue: the question is not the performance of commercial HETs; rather, it is the performance of the drainage systems in some commercial installations, when equipped with HETs. Clearly, commercial HETs function well with the vast majority of commercial drainage systems. The key is for us to research and understand:

- First - whether drainline carry is sufficient for HETs installed on some commercial drainline systems.
- Second - If there are issues with drainline carry, when and where they appear. This could be linked to variables like drainline length, geometry (fittings, path, etc.), slope, loading and pipe material.
- Third - If there are issues with drainline carry, what are some potential steps we can take to minimize or eliminate them through measures like system design or supplemental flows?

The ultimate objective is to provide some concrete answers and give designers and plumbers the tools they need to confidently install HETs on as many commercial installations as possible.

What's the Plan?

To accomplish this, the PERC Technical Committee is proposing a three-tiered research effort: lab, computer modeling and field. The lab tier would be used to study a variety of circumstances like drainline slope, material, flush loading, media, geometry and even flush sequence combinations. This effort will dovetail with a second tier - computer

modeling. This portion will seek to refine and validate existing models of drainline carry to accommodate HETs.

The goal is to develop a design tool that will allow designers and plumbers to check their system designs in advance, to determine whether performance is adequate.

The field research tier will be used to ensure that the results in the model and lab match up to observations in the field. Ideally, this will involve the replacement of older toilets in existing facilities of various types, followed by detailed examinations of the changes in system performance. Existing structures that have already been retrofitted and are experiencing drainline system failures may also be studied. When functioning properly, this research program will be heavily coordinated between the tiers. Problems discovered in the field can be replicated in the lab and modeled. Results of studies in the lab can give field workers insights on the right places to look for problems.

To date, the group has developed draft Requests for Qualifications (RFQs) for the laboratory and modeling tiers. The field RFQ is under development, and the group is pursuing an opportunity for collaboration with the U.S. Navy at a base in Southern California, seeking to substantially reduce water consumption. These RFQs will be used to establish program costs and identify potential partners. Look for more news from the group as the RFQs are released in the near future, and the group pursues the federal funding and grants needed to make this study a reality.

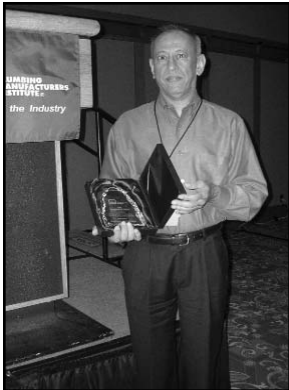


Shawn Martin

Meet Kohler's Shabbir Rawalpindiwala: One of the Good Guys!

By: Amy Berg-Ferguson, Association Manager

He is a staple at PMI's semi-annual meetings. He's the man who isn't afraid to ask the tough questions. **Shabbir Rawalpindiwala** is also one of two recipients of PMI's inaugural President's Award, which was presented by PMI President **Walt Strader** at the Spring Meeting in April. Shabbir is also a man who



Shabbir Rawalpindiwala with his President's Award, which was presented at the 2009 Spring Meeting

believes that honesty, integrity and treating others with respect is the best way to achieve success, both personally and professionally.

As the Manager of

Codes and Standards for Kohler Co., Shabbir has a lot on his plate. He has been with Kohler for 11 years, having previously worked with IAPMO for 13 years and prior to that, SGS US Testing in Tulsa, OK. "I was a testing engineer for SGS US Testing. Everyday there was something new to test and analyze," he remembers fondly. All told, Shabbir has been working in the engineering field since 1975.

Shabbir has been an active member of PMI for the last ten years, most recently co-chairing the Flushing Devices/Fixture Joint Product Groups. "I'm involved with PMI so I can enhance my personal knowledge by learning something new that I may not have known. I also like the networking aspect of PMI." He says Kohler Co. is a member of PMI so the company can keep up with federal and state legislation, codes and standards and to collectively voice comments on any regulations that could negatively affect their products. He added, "I

would like to see PMI be able, in a timely manner, respond to any pending regulations and work with the parties involved to come up with an amicable resolution that benefits both sides."

Shabbir is a real stickler for details and accuracy. He continues to be a tremendous resource for PMI staff when it comes to reporting and proofreading meeting minutes.

Born in Karachi, Pakistan, Shabbir has very fond memories of his childhood home. "My town was a very clean, nice, cosmopolitan city. It was a very British style commonwealth while I was growing up. I used to go back every year, but I haven't been back for about two years now," he said. Shabbir attended Oklahoma State University, located in Stillwater, Oklahoma, and secured his degree in Engineering. "I considered going to University of California at Berkley. But if I had, I wouldn't have met the great people I met at OSU. I really enjoyed my time there. I'm still friends with some of my classmates



Shabbir receives his "toilet tummy" from PMI Technical Director Shawn Martin at the 2008 Spring Meeting.

and I still keep in touch with my college roommate."

In his spare time, Shabbir likes to read, do crossword puzzles, garden and he loves to cook. "I like to pick a recipe out of *Bon Appetite* magazine, invite my friends over and let them be my recipe guinea pigs," he said laughing. "I've had good reactions to everything I've made, so far." He also enjoys traveling, saying that San Diego is a favorite vacation spot. "I love the weather and there is so much to see

and do in that area. It's a great entertainment town." Coincidentally, the PMI Spring 2010 meeting will be held in San Diego. When this was mentioned, Shabbir said without hesitation, "I'm definitely going to do everything I can to make it to that meeting!"



Shabbir dances the tango during a trip to Buenos Aires, Argentina in 2008.

He says his father, an accountant at Burmah-Shell Oil, was the most influential person in his life. "My father taught me that I should do my work diligently, honestly and continuously strive to further my knowledge." His own personal credo on life is a simple one: treat others the way you would like to be treated. As for his management philosophy, he says, "Let your associates know what is expected of them and then let them work on their own and not micromanage." He says his biggest pet peeve is when people say "To tell the truth" when responding to a question. "Does that mean they are not telling the truth at other times," he asked? He jokingly said his other pet peeve is standing in line at the grocery store and the person in front of you takes forever to find their checkbook after every item has been scanned.

Shabbir Rawalpindiwala has been an active and energetic member of PMI for several years. He is a member we can count on to voice his opinion and offer his support when needed. He certainly earned the award presented to him earlier this year. For everything he has done for PMI, we extend our appreciation.

Thank you Shabbir!

Delta's Sally Remedios is Someone You Should Know!

By: Amy Berg-Ferguson, Association Manager



Sally Remedios

When you talk with **Sally Remedios**, you soon realize she is a woman with a lot to say. Sally also received the President's Award, presented by **Walt Strader** at the PMI Spring

meeting. She is the Manager of Product Compliance for Delta Faucet Company, located in Indianapolis, Indiana, where she has been for 14 years. During her time with Delta, Sally has been personally involved with PMI. She has chaired several committees, including the Supply Fitting/Water Temperature Device Product Groups and the Faucet Product Group.

Sally truly enjoys the time she puts into PMI. She takes pleasure in being a useful member for Delta Faucet Company, where there is an opportunity to assist other members who may not have the experience she has gained over years in the industry. She says she enjoyed the golf outings PMI previously held at the Spring Meetings and misses the opportunity to spend some time relaxing with other members whose paths may not normally cross. She also enjoys working on the code change proposals where there is an opportunity to promote new technologies with the regulators in a team effort. Sally feels that Delta Faucet Company became a member of PMI because they saw that PMI is a great source of information in areas that most companies could not cover on their own. "There is an opportunity to address industry initiatives without having to put the company name on the issue," she said.

Born in a suburb north of London, England, Sally attended the University of Sheffield and graduated with a degree in engineering. After marrying,

she and her husband moved to Canada where she raised her two children, **Matt** and **Nicole**. Nicole is now married to her husband **Scott** and is the mother of Sally's grandson **Issac**. Matt also works in the water industry.

Her management philosophy is an interesting one: treat people as part of a team because everything can be related to sports. European football (or soccer to Americans) is Sally's passion. She is a die hard London Arsenal fan. She even wears their team apparel regularly.

She believes that getting the best out of her employees means fitting the



Sally's son **Matt**, son-in-law **Scott**, Grandson **Issac** and daughter **Nicole**.

plan around the talents of the person, as opposed to asking the person to fit into the plan. "We so often get diverted from doing our best by being forced to fit a preconceived mold," she said thoughtfully. "In a situation like that, our talents aren't being used to their fullest. We shouldn't have to change what we do best to fit."

When asked what her secret to success is, she said simply, "I think I'm a good listener and that has helped me. You can learn a lot by listening to people." But when the time comes, Sally understands the power of communication, "If there is a conflict, talk about it. I think that is one of the problems in this world. We just don't communicate. It's through this lack of communication that conflicts arise."

In her spare time, Sally enjoys gardening, playing golf and watching sports. When she is looking to relax, she simply looks to spend time with

her family. "My children are the most influential people in my life. They keep me updated on new things and encourage me in the work I do," she says.

In addition to her hobbies, Sally loves to travel. She describes herself as bit of a nomad and says that Switzerland and Australia are two of her favorite vacation destinations. "Switzerland was unbelievable. It was so clean and pristine and the people are wonderful. We drank some lovely Swiss wine and we asked a local if they export their wines. They said no, they would prefer to drink their own wine than export it. I guess that's why they are so happy, it's something in the wine," she said laughing.

Sally loves to listen to the **Beatles**, **Victor Borge** and anything classical. She also loves the books written by author **Bryce Courtney**, such as *The Power of One* and *Tandia*. She says her pet peeves are those who use the English language incorrectly. "For



Sally and **Shabbir Rawalpindiwala** at the 2009 Spring Meeting.

example," she says "some use the word 'momentarily' when 'in a moment' is the correct phrase." To sum it all up, Sally says her personal outlook on life can be summed up in four words, "Keep healthy, be happy."

Sally has been a vocal and active member in PMI for quite some time and she certainly deserves the recognition she has received. We look forward to her involvement for a long time to come.

Thanks Sally!

PMI Members in the News

Compiled By: Diane Turuc, Administrative Assistant



Diane Turuc

Several PMI member companies were featured in an article on the Kitchen/Bath Industry Show in Georgia at the end of April. **Delta Faucets'** Collins kitchen faucet with Diamond Seal and Touch-Clean technologies; **Pilar Waterfall** kitchen faucet and **Brizo** fashion faucet brand; **Moen's** ioDigital water controller; **Kohler Co.'s** WAVE and Insight touchless faucet and flushometer

technology; **Gerber's** Wicker Park Bathroom Suite™ and Maxwell Dual Flush high efficiency toilet were all big hits at the show.

The Green Products section of the magazine featured the following member companies: **Delta Faucets'** showerhead with H2OKinetic technology, **Gerber's** new Avalanche high efficiency toilet, **Kohler Co.'s** WAVE hands-free technology for toilets and urinals, **Moen's** Freehand high efficiency flush valve and **Sloan's** Bio-Deck solid-surface lavatory system.

Bradley's Advocate lavatory hand washing station and **Hansgrohe's** Axor Starck shower collection were featured in the Products section of the magazine.

(Contractor, June 2009)

Follow *Plumbing Engineer's* **John Mesenbrink's** descriptive travelogue as he explores Germany with Viega. He had the opportunity to tour Viega's manufacturing plant and training center, headquarters and the production and logistics facility. Mr. Mesenbrink had the opportunity to meet with **Dave Garlow**, vice president of sales, **Dan Schmierer**, president, **Mark Evans**, director of sales Viega Canada, **Katrin Wichert** and **Christian Geisthoff**, vice president, marketing and business development, who were all involved in various aspects of the tour.

Caroma's low flow bathroom fixtures and water conservation technology were highlighted in the 2009 Plumbing Innovation section of the magazine.

Literature News spotlighted **Caroma's** product brochure and **Moen's** commercial products catalog.

Moen Inc.'s freehand high efficiency flush valves, **Sloan Valve Co.'s** SloanStone® solid surface lav system and **T & S Brass'** WS-100 all-in-one hand washing sink were highlighted in Product News.

(Plumbing Engineer, June 2009)

As part of PMI's Spring Meeting held in Asheville, North Carolina, a field trip was taken to the Eco-Dorm at Warren Wilson College. Attendees were treated to a tour of the student-run dormitory that runs on radiant heat, solar panels

and uses rainwater collection and composting toilets as part of its unique make-up.

(Plumbing & Mechanical, June 2009)

InSinkEerator is announcing the retirement of **John Davis**, regional sales manager for the northeastern U.S. **Joseph Maiale** will be taking over his responsibilities on an interim basis.

Elkay Manufacturing Co. has awarded **Braswell & Associates** of Farmers Branch, Texas the 2008 Rep of the Year award for the third time.

Caroma's Sydney Smart HET, **Sloan Valve's** Lumino touch-free faucet and **T & S Brass'** Hydro-Generator for the ChekPoint electronic faucet line were all featured in the Green House section of the magazine.

(Reeves Journal, June 2009)

"Greg Gerber Adventures" is a new interactive coloring book from **Gerber Plumbing** that teaches children the importance of water conservation. The free coloring book is printed on recyclable paper, further showing Gerber's efforts towards a more environmentally friendly world.

This month's cover story is about **Caroma** and its continuing efforts to conserve water while providing attractive and affordable bathroom fixtures to the public. Noting that all 45 Caroma floor-mounted toilets are WaterSense labeled, the article goes on to highlight several locations that have installed Caroma's water efficient, dual flush Sydney line of toilets, including the College Gardens Apartments in South Florida and the Hilton Palacio Hotel in San Antonio, TX.

The Kitchen & Bath segment of the magazine highlighted **American Standard's** Arch and Pekoe Faucets, **Gerber Plumbing's** Wicker Park™ Bathroom Suite, **Moen's** 1255 Duralast™ ceramic-disc cartridge design and **Symmons'** Oxford Bathroom Suite.

Sloan Valve's specification sheet highlighting its Solar Collection, was featured in the Literature column of the magazine.

American Standard's website received the Webby Award for Best Navigation and Site Structure.

Sloan Valve Company has appointed **Ted Garcia** as Director, International Business and **David Woodworth** as Southeast Regional Sales Manager.

Rob Grim has been promoted to senior vice president of sales at InSinkEerator and **Dennis Broderick** will become vice president/wholesale sales.

(Southern PHC, June 2009)

(continued on the next page)

PMI Members in the News

(continued from previous page)

Haws Corp.'s HydrationStation™ hands-free bottle filler and **T & S Brass'** antimicrobial faucet handles were featured in the Product News section of the magazine.

(**The Wholesaler**, June 2009)

T & S Brass' WS-1100 Hand Washing Sink was highlighted in the Green Products section of the magazine.

(**Contractor**, May 2009)

Dennis Broderick, vice president/ wholesale sales for InSinkEerator, and **Don Devine**, president of American Standard Brands, will be among the participants in the panel discussion, "Deterring Roles for Success" taking place at the PHCC Connect 2009 in New Orleans in October.

(**Plumbing and Mechanical**, May 2009)

Kris Alderson, senior marketing manager for Bradley Corp. has written the article, "Green Demand. Dominating Restroom Installations" which examines the multitude of ways that public restrooms are turning to more water efficient fixtures, as well as increasing their longevity, resulting in cost savings.

The Product News section of the magazine has featured **American Standard's** Washbrook™ FloWise® Pint Urinal System and **Haws Corp.**'s HydrationStation™ sensor operated bottle filler.

By July 1, 2009 **BrassCraft** will have a full range of products that will be compliant with the new California and Vermont lead laws.

(**Plumbing Engineer**, May 2009)

Rob Zimmerman of Kohler Co. authored the article, "Water-Efficient Kitchen & Bath Design" which speaks to the growing trend towards more environmentally friendly residential and commercial construction. He examines the integral part that plumbing and mechanical engineers play in the transition to this new type of building.

(**PME**, May 2009)

Steve Henry of Bradley Corp. has been named western regional sales manager for Division 10 products.

(**Supply House Times**, May 2009)

Eva-Marie Fox, vice president-marketing and **Gary Cole**, operations manager of T & S Brass & Bronze Works spoke on the company's conversion to Eco Brass, a lead-free alloy, in compliance with the new lead standards set forth by California AB 1953. By 2010 most of T & S Brass'

products will contain no more than 0.25% lead content.

The Sisters of Providence and EGA Architects have chosen Caroma to provide almost 50 Caravelle 270 Easy Height toilets with raised buttons for the Mary's Meadow long-term care facility in Holyoke, MA. This style toilet is ideal for those with limited dexterity and mobility. In addition, **Derek Kirkpatrick**, Caroma North America general manager, commented on Caroma's donation of \$157,000 worth of high efficiency toilets to **Brad Pitt's** Make It Right Foundation rebuilding effort in hurricane ravaged New Orleans.

Jim Whiteherse, senior vice president-sales at BrassCraft commented on the company's compliance of the new lead laws in California and Vermont. Their new fittings will include the Speedi Plumb® PLUS connectors.

David MacNair, vice president-marketing at InSinkEerator commented on the company's recognition by the National Association of Home Builders (NAHB) as playing a positive role in environmental responsibility through the use of food waste disposers. Leaving a small environmental footprint, InSinkEerator's products are now associated with the Green Building Standard.

David Lingafelter, president of Moen Incorporated commented on their partnership with KB Homes to provide water-saving faucets to all new homes. Part of this decision was based on Moen's association with the EPA's (Environmental Protection Agency) WaterSense program.

(**The Wholesaler**, May 2009)

Nintendo Wii®, Global Politics...

(continued from page 2)

direction of **Rick Reles** (Kohler) and **Marie-Helene Pernin** (NEOPERL), that in view of the 10-year old logo and the dramatic changes the organization has undergone and the exciting work ahead, the time for change has come.

The process will begin with a survey to test the various suggested logos on you and others who come into contact with PMI. We'll look at the implications of the change and the overall costs. The PMI Board of Directors will make the final determination on the timing of the change, which is tentatively targeted for November 2009 at the Green Build Show in Phoenix, Arizona.

Stay tuned and be sure to provide your input when asked. We value your input as we continue to grow stronger with every success.

European Valve Committee, CEIR, Observes 50th Anniversary

By: Barbara C. Higgins, Executive Director

CEIR, the European Committee for the Valve Industry hosted its 50th conference May 23-25 in Baveno, Italy. Eleven countries were represented either through their country trade associations (like the Plumbing Manufacturers Institute) or by individual manufacturers. PMI Executive Director, **Barbara C. Higgins** was once again invited to



Barbara Higgins (2nd from left) with Laura, Ugo and Maria Pia Pettinaroli, following the tour of the impressive headquarters of valve manufacturers Fratelli Pettinaroli at the CEIR conference.

attend the conference where she made a presentation to the assembly on the U.S. economy and key issues affecting the plumbing industry. The confer-

ence ended with factory tours to **Nobili** (a highly automated manufacturer of



Maurizio Meloda, Owner of Ottone-Meloda, and Barbara Higgins renew ties at the 2009 CEIR meeting. Mr. Meloda attended the 2001 PMI Fall Meeting in Chicago.

sanitary valves/ faucets) and **Pettinaroli**, a manufacturer of building valves, affiliated with **JOMAR International** of Warren, Michigan.

CEIR is organized around three Product Commissions (PC), which deal with standardization, market, production and technical questions. The Product Commissions, each with its own president, define the standardization policy, approve the annual report and the yearly revised work

programs of the Technical Commissions (TC) and issue directives for their operation. PC 1 focuses on sanitary valves, PC 2 on gas, heating, water and fire fighting valves and PC3 on industrial valves. CEIR is administered and controlled by a Board, elected by the membership.

PMI has participated in CEIR conferences since 1999, and through the affiliation, has built strong relationships with allied organizations and manufacturers around the world.



Jean-Claude Cennac (France), 2009 President of CEIR and Maurizio Brancaloni (Italy), 2010 President of CEIR with the cake commemorating the 50th anniversary.



2009 CEIR conference attendees in front of Lago Maggiore, Baveno, Italy. (Can you find Barb?)

Consolidation of Product Committees Streamlines PMI Meetings

By: Barbara C. Higgins, Executive Director

When PMI re-organized in 1998, it was done so around products groups and focus issues. Back then, the tool was a clever and effective one for segmenting meeting business and highlighting the mission of PMI.

Over time, and while the individual concerns of specific product groups are



Supply Fitting/Water Temperature Product Groups Chairs (from left) Tim Kilbane, Symmons Industries; Steve Tokarz, BrassCraft and Mike Miller, Alsons Corporation

still very important, the work of PMI has centered on industry issues. Water efficiency, regulations on material content of products, the impact of globalization on fair trade, conformity assessment and harmonization cut across product lines.

We see the overlap in planning meeting agendas: Does the topic of EPA's WaterSense programs belong on the agenda of Water Efficiency and Sustainability? Fixtures? Fittings or Government Affairs? What about the topic of lead in products? Is this best discussed under the headings of Materials Performance? Fittings? Or Government Affairs where laws are being enacted around product material content?

And what about our newest members whose products do not fit in any of our defined product groups? We know that these companies have joined PMI to keep up-to-date on the wide scope of the issues covered, despite that fact that they don't have an official product group "home". And what about prospective members? Are we "turning off" prospective members who look at the list of product groups and not finding their products, incor-

rectly assume that PMI is not the organization for them?

This issue has bothered me for some time and so I introduced the dilemma at the February Board of Directors' summit meeting. My proposal was that PMI meetings be organized primarily around issues, but retaining product sessions for specific needs. After discussion and thoughtful consideration, the Board agreed.

We will launch a new format for product committees at the Fall 2009 Meeting. Broadly named "PMI Product Committees", a joint session will be held with each of the current product committee chairs taking a portion of the combined meeting. The joint session will end with a discussion of products not formally covered under a current group: food disposers, manifolds, drinking fountains.

The contributions of our product committee chairs are immeasurable and greatly appreciated! No immediate changes will be made in the committee leadership. The plan is that as the committee chair term expires, we will not replace them, but rather as terms expire, cull down the leadership roles to two co-chairs. This process will take until 2011 under the current terms. As always, we are interested in

your feedback. Please call me if you have questions about the new format. Continuous improvement has been and will continue to be the key to PMI's success, and YOU the membership are a critical part of that!



Flushing Devices/Fixture Joint Product Groups Chairs (from left) Fernando Fernandez, Toto USA; John Watson, Sloan Valve Company; Shabbir Rawalpindiwalla, Kohler Co. and C.J. Lagan, American Standard

The Next PMI Codes, Standards and Green Workshop will take place July 28 and 29 at the PMI Headquarters in Rolling Meadows, IL.

Congratulations to Our New Committee Chairs!

The three year terms for new committee chair positions officially begin with the 2009 PMI Fall Meeting in Washington, D.C. The appointments, by PMI President **Walt Strader**, were based upon leadership, expertise, demonstrated commitment to PMI and attendance record at PMI meetings and forums.

Congratulations to these new Focus Issue and Standing Committee co-chairs and thank you to everyone who volunteered to be considered for appointment to these important leadership roles.

Materials Performance Focus Issue Committee:

Craig Selover, Masco
(reappointed)
Alston Williams, Price Pfister

Universal Conformity Assessment Standing Committee:

Maja Jankov, Duravit USA
(serving with **Jeff Baldwin, T & S Brass and Bronzeworks**)

Fair Trade Focus Issue Committee:

Dale Gallmann, Bradley Corporation
(serving with **Robert Easter, Coast WET**)

PMI Membership Housekeeping-A Refresher Course

By: Lori Palcheck, Member Services Coordinator



Lori Palcheck

As I return to my role as Member Services Coordinator of PMI, I feel that a refresher on a few membership procedures and processes would be beneficial to all. So, here we go!

Membership Directory

First, an updated Membership Directory can be found on our website at www.pmihome.org. You can access the directory online in the Members' Only section by logging in with your user name and password. Contact the PMI office to obtain a user name and password, if you don't already have one. The Membership Directory is a networking benefit to members and consists of a listing of all Member Companies, contact information and a list of Primary contacts as well as Sales, Shipping, Marketing, Technical and IT contacts. Also included in the directory are the PMI Bylaws, Policies, Leadership and Committee and Product Group listings.

This past March, members were

asked to review their company membership page and inform the PMI office of any changes. We realize that personnel changes are continuous, therefore, please take the time to review your company information and notify me of any changes as soon as possible. Contact me with any updates or changes at anytime at 847-481-5500 x 108 or at lpalcheck@pmihome.org.

The regular practice will be to update the PMI Membership Directory two times throughout the year. Look for the updates to occur every October and March before the PMI Fall and Spring Meetings. An email will be sent to your company's primary contact with the company directory page attached for your review. You will be asked to notify me of any changes. Thank you for your cooperation with the directory.

Dues

PMI is a dues-driven industry association and as such, depends on dues income for planning and budgeting purposes. The PMI dues declaration form as completed and signed by a member company officer, states the payment terms each company has elected. According to these terms, invoices will be generated

and sent by email in advance of the due date as a reminder. Please let me know if there is a change in the contact person to receive the invoice at lpalcheck@pmihome.org or 847-481-5500 x108.

Prospecting

Recently, I participated in a webinar by **David Gammel** of the Avectra Academy on "Data Driven Marketing." One message that I walked away with from this presentation is that in tough economic times marketing budgets should not be neglected, but enhanced or at least maintained. New business is needed more than ever and as a result, our prospecting efforts should be increased. PMI asks for your help as members, who see the value of PMI, to pass along the names of others who would benefit from our association. We appreciate your membership and your referrals. Let us know if there is anyone you know who would benefit from being a member of PMI.

Please feel free to contact me at any time with questions regarding membership, dues or any concerns. I am glad to be back in my role as Member Services Coordinator and look forward to working with all of you again.

Save the Date for PMI's Fall Meeting in Virginia

The PMI Fall Meeting will take place October 11-14 at the Sheraton National Hotel in Arlington, Virginia, near Washington D.C's Reagan Airport.

As with every semi-annual PMI Meeting, we are working to bring you the excellent subject matter and topical speakers you have come to expect. We are working to bring some big names in the industry to address our members. This is a meeting that should not be missed! PMI is very excited to

announce that the Capitol Steps comedy troupe will be providing the entertainment after dinner on Tuesday, October 13.

The PMI staff has more surprises in store for the meeting. Online registration will open soon. Watch your email inbox for more information about speakers, subject matter and registration information. We'll see you in October!



**Congratulations
Shawn Martin!**

**Shawn has been
named to the
International Code
Council's Sustainable
Building Technology
Committee.**



PMI Legislative Issues Roundup

Compiled By: Amy Berg-Ferguson, Association Manager

Federal Update

Alicia Oman

Congress and the Administration have been looking for ways to incentivize consumers and states to purchase water efficient products. The \$787 billion economic stimulus bill, signed into law in February of 2009, required that 20 percent of the \$6 billion allocated for states' revolving water funds must go to "projects that address green infrastructure, water or energy efficiency improvements, or other environmentally innovative activities." The President's fiscal year 2010 budget also has language in it that sets aside funding for the same types of projects.

The PMI supported H.R. 2368, also known as the Holt/Miller bill was recently added as an amendment to the American Clean Energy and Security Act of 2009. The major provisions of H.R. 2368 authorize the WaterSense Program to provide rebates to consumers who purchase water efficient products. It also directs the EPA Administrator to establish performance standards so WaterSense products are not just highly efficient but perform as well or better than other products on the market. This bill was passed by the House Energy and Commerce Committee in May and should be on the house floor by the end of June.

Rep. Coffman (D-CO) and **Sen. Udall** (D-CO) have introduced tax credit legislation (H.R. 1908/S. 1321) for the purchase of water-efficient products bearing the WaterSense label. The Water Accountability Tax Efficiency Reinvestment Act (W.A.T.E.R. Act), modeled after federal tax credits designed to promote energy efficiency, would provide consumers a tax credit of up to 30% of the cost of a product with a total cap of \$1,500. PMI supports this legislation since it drives consumer demand for water efficient technology and in turn will reduce consumer water use, decrease the demand on our water infrastructure, ensure energy security, and create jobs.

Texas Update

Dan Hinkle

House Bill 2667 is a bill that has the same terms as what was passed in California as to the 1.28 toilet phase-in provisions. It was negotiated with Texas water conservationists and supported by AWE. HB 2667 also repeals fees and testing requirements that the state had for plumbing fixtures. Any product that has been approved by WaterSense is exempt from the Texas program. There are no enforcement provisions in the bill. HB 2667 has passed the Texas House and passed the Texas Senate. Governor **Rick Perry** signed the bill into law on June 19.

PMI's Texas lobbyist is monitoring the San Antonio Water System's efforts to pass a San Antonio ordinance on High Efficiency Toilets. He believes it will now mirror what is in HB 2667.

California Update

Jerry Desmond, Jr.

California is in an unprecedented budget deficit situation and is desperate for revenue sources. In addition to mandatory furloughs and hiring freezes for state employees, the governor is looking into the possible consolidation or merger of state environmental agencies. Although there is no end in sight for California's budget woes, this hasn't had an effect on lead initiatives yet.

The state executive branch has a pending January 1, 2010 deadline for plumbing products and fixtures to comply with the .25% maximum lead content requirements set forth in Health and Safety Code Section 116875. The Department of Toxic Substances Control is working now to approve a methodology as required by the new .25% law, for the use of third-party certifiers.

The same department is developing plans to implement the requirements of the new law that it sampled products in the marketplace for compliance.

Currently, there are no pending

legislative proposals that would mandate product changes. Several proposals have been introduced that would accelerate the transition to higher-efficiency products. The Los Angeles Department of Water and Power has taken the lead and is proposing an ordinance to the Los Angeles City Council that would require the installation of water-efficient toilets [1.28 gpf], urinals [0.5 gpf], faucets [2.2 gpm] and showerheads [2 gpm] beginning December 1 of this year in new and remodeled buildings.

Beginning October 1, 2010, urinals will need to meet a 0.125 gpf limit. It is anticipated that other cities and counties will soon follow the City of Los Angeles and will adopt similar ordinances.

Governor **Arnold Schwarzenegger** has issued a proclamation of a state drought emergency. As such, he has requested that all urban water users immediately increase their water conservation activities in an effort to reduce water use by 20 percent. This proclamation also directs state agencies to immediately implement a water use reduction plan and take immediate water conservation actions and request that federal and local agencies also implement water use reduction plans for facilities within their control.

Massachusetts Update

Matt Fisher

For the first time in several years, Massachusetts finalized their state budget before the close of the fiscal year. This budget will cut deeply into state and local programs.

Johnson and Haley, LLP is actively lobbying for bill HB 3653, an act relative to environmental performance standards for plumbing fixtures. Currently it is in committee. They are also actively lobbying for SB 436, an act to establish a water resources conservation act and efficiency program. It is currently in committee.

PMI Newborns in the News

Congratulations to PMI Technical Director, **Shawn Martin** and his wife, **Jill** on the arrival of their third child **Luke Thomas**, who was born May 19, 2009 at 5:55 p.m. weighing in at 7 lbs. 14 oz. Welcoming Luke's arrival were his two big brothers, **Alex** (4) and **Drew** (2). Here's wishing you all a lifetime of love.



Luke Thomas Martin and "friend"

Flight 4/11 through Charlotte, North Carolina. Their new granddaughter was born the day before, on 4/11 and was named Charlotte! WOW! Good thing the PMI meeting wasn't in "Tupelo" or "Poughkeepsie"!

Congratulations to PMI Executive Director, **Barb Higgins** and her husband **Trey** on the arrival of their second granddaughter, **Charlotte Pearl Sommers** born at 5:55 p.m. on Saturday, April 11th. She weighed 6 lbs. 13oz. and was 19.25 inches long. She has red hair like her sister, dad and Grandpa Trey.

Parents are **Melissa** (formerly Higgins) and **Matt Sommers** of Denver, Colorado. Charlotte joins her sister, **Avery Mae** who turns 2 on July 20th (also her mom's birthday).

Barb and Trey returned from the PMI Spring Meeting on April 12 on



The Sommers Family: Melissa, Charlotte, Avery and Matt

Letters From Our Readers

Dear Barb,

Excellent article from you on website. I wish exercise was part of my daily routine.

Thanks.

Julie O'Keefe

Sales Associate

Gail Davis and Associates

Barb,

Just finished reading your May/June PMI newsletter. Again, you wrote a humorous and poignant Exec Director essay.

And based on your suggestion I am going to visit afterburner.com to download a copy of their debriefing document. And, I am going to take a walk.

Barbara McMurray

Senior Vice President

National Association of Home

Builders (NAHB)

Barb, Lori, Amy and Diane

Thank you all for the sweet gifts that arrived for Luke.

I love the picture frame and the elephant will be a hit with Luke, I'm sure.

Thank you again for your kindness.

The Martins

Good Morning Barb!

I truly enjoyed the Walt Strader article and your page also.

PMI is to be congratulated on the continuing positive steps they are taking to provide high quality, certified products to the consumer. And of more importance the PMI goal to provide energy efficient and water efficient products. The North American plumbing industry is a world leader in every dimension.

E.R. Hardison CET, CAE
(formerly of CIPH)

2009 PMI LEADERSHIP

Executive Committee

Walt Strader, Price Pfister
President

Lee Mercer, Moen Incorporated
First Vice President

William Ball, WCM Industries
Second Vice President

Jack Krecek, Elkay Manufacturing Co.
Treasurer

Rod Ward, Speakman Company
Immediate Past President

Directors at Large:

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

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

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

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

Steve Tokarz, BrassCraft Manufacturing Co.
(1/09-12/11)

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

PMI STAFF:

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Executive Director

Shawn E. Martin
Technical Director

Amy Berg-Ferguson
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Manager

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