

Plumbing As A Profession: Reflections On Our Image

By: **Stewart Yang**, PMI President and Vice President Engineering Global Faucets, Kohler Co.



Stewart Yang

It is a mystery to me why, in this country, the perception of manufacturing borders on the negative. In particular plumbing manufacturing is misunderstood, misrepresented and under-valued. Plumbing has saved more lives than the medical profession. So why is there an image problem? We have likely all experienced the reaction when the discussion topic turns to our industry-- the wise cracks, the smirk, the eye roll.

The word “plumbing” conjures up a variety of images—few of them strongly positive or glamorous. But – the reaction and emotion is far different when the topic turns to water. Water is in the news a lot these days. It has been said the water is the next “oil” and that in the future wars may be fought over this precious element. We are in the water business! We play a key role in the health and well being of the public by delivering and maintaining safe clean water through plumbing systems. We need to build a stronger connection in the minds of the public between our industry and the efficient and safe management of this precious resource.

Our manufacturing sector is not the only one affected by the image issue. One of the important outcomes of the April 30th Plumbing Industry Leadership Council summit meeting was the revelation that plumbers, engineers, contractors, and suppliers are all underappreciated as a profession.

More than simply frustrating, there is a need for us to raise our visibility in a positive way. We need to be brought to the table as a valued, credible resource early in the legislative and regulatory processes. To fulfill this goal we must be taken seriously as the innovative, proactive, creative and collabora-

tive industry that we are. It is important to note that we are only asking that our image be reflected accurately, not to change it!

The 2012 Fall Conference (October 7-10 in Washington DC) will feature a keynote address and a panel of individuals from diverse backgrounds to explore the source of the misperceptions, the impact of these misperceptions, and most importantly, what we can do to turn these perceptions around? It is our responsibility to own the image of our industry.

I hope you will join us at the Fall Conference in Washington DC beginning the second week of October. Other conference highlights include presentations on key industry issues including hex chrome, legionella and Life Cycle Analysis; updates on legislation and regulation; Capitol Hill visits; political analysis by pundit **Donna Brazile**; and an optional relaxing evening networking cruise on the Potomac. Join us as we see our nation’s capitol at its best, and from a new vantage point. For some comic relief, the popular improvisation group **The Capitol Steps** will be with us for an evening. See you there!

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PMI: Staying Focused and Communicating Results



Barbara C. Higgins

What a summer this has been: record-breaking heat and a ground breaking strategy session here at PMI!

Since 2009, PMI has

regularly held Think Tank sessions to review our organization's strategic direction. This year the session was enhanced with valuable input from the CEOs and senior leadership of the 12 PMI member companies represented on the Board of Directors plus two others for a total of 14. The interest, insight, support and the time invested by our industry leaders with me on the phone is critical to our continued success as an organization.

The message from these industry thought leaders was consistent and clear: stay focused on PMI's core value: Advocacy and Technical Expertise.

As I have commented previously in this column, it is sometimes easy to be distracted by a "Random Good Idea." As different as our personalities may seem, PMI staff shares a common trait: We aim to please! Over the years, a number of potential initiatives have been proposed as fitting roles for PMI to fill. Many of these ideas were generated with the goal of providing new and diverse revenue streams for PMI. The resulting output of some of the past Think Tank sessions has been long lists of "Things To Do." In the spirit of aiming to please, staff has dutifully added these projects to our "action item" list only to be frustrated by not being able to deliver on all of them.

As now reinforced during this year's session, the key to success – whether on the athletic field, the concert stage or in our business world -- is staying focused.

When presented with the "Random Good Idea," a simple test determines the next action. The question must be asked as to whether or not the idea falls in line with PMI's core value and fits within our strategy. If so, let's implement the idea! If not, is the idea good enough to warrant adjusting the strategy? If the answer is "no," the idea must be rejected.

Think Tank participants left the two-day session with renewed enthusiasm and a real sense of purpose and direction. In phone interviews after the session, the group directly attributed the success of the session to the input of the CEOs and senior leadership. In fact, I will continue to work through the membership roster and make it a point to gather input from all of our member company CEOs.

In addition, it was agreed that a quarterly report will be developed for PMI members to take to their respec-

tive CEOs to keep them up-to-date on all that is underway at PMI. There is a lot to talk about! You will see from President **Stu Yang's** article in this issue and as detailed on our Fall Conference schedule that we will be tackling the important issue of promoting the professionalism of plumbing. We will work to make the important link between plumbing and water in the minds of the public. Promoting a better understanding of what we are all about is critical to our success in advocacy and elsewhere. During the Think Tank, we identified a list of important messages and then targets with whom we need to communicate. Internal communication is as important as external communication.

So — no more "message in a bottle" for PMI. We will aggressively and regularly be getting the word out. We hope you will help by engaging others in your companies. See you in Washington DC!

PMI Welcomes Back Water Pik

Plumbing Manufacturers International (PMI) President **Stewart Yang** of Kohler Co. is pleased to announce that Water Pik has joined PMI as its newest member. Water Pik, Inc. has been developing innovative personal and oral healthcare products for the entire family since 1962. Headquartered in Fort Collins, Colorado, Water Pik operates facilities in the United States, Canada and the United Kingdom.

"Water Pik is indeed excited to be rejoining PMI at this time," said **Ken Hair**, vice president of new products and engineering. "We recognize PMI's leadership and advocacy role in the North American plumbing industry, and with today's changing market and regulatory environments, we feel we need to be a part of such an organization again. We've been away far too long and hope to participate more actively in this dynamic organization well in to the future."

"We are delighted to welcome Water Pik back to the fold," said PMI Executive Director **Barbara Higgins**. "As a member from 1984 to 2002, the company was an important force in the reorganization of PMI in 1997. Since then, we have built a strong proactive organization on that platform."

PMI welcomes Water Pik and looks forward to their contributions to the association.

PMI Hosts “Action Tank” Meeting with Great Results!

The fourth meeting of the PMI Think Tank took place June 6 and 7 at the headquarters of the Tooling and Manufacturing Association (TMA) and this year's meeting did not disappoint. The meeting was repositioned as an “Action Tank” to avoid non-productive brainstorming.

The attendees were comprised of Board members, past PMI Board presidents and invited guests. Included were **Jeff Baldwin**, T&S Brass and Bronze Works; **Fernando Fernandez**, TOTO USA; **Lyle Hunnicutt**, formerly with Fortune Brands and now an industry consultant; **Pete Jahrling**, Sloan Valve Company; **Tim Kilbane**, Symmons Industries; **Jack Kreckel**, Elkay Manufacturing Company; **C.J. Lagan**, American Standard Brands; **Jeannette**

Long, American Standard Brands; **David MacNair**, InSinkErator; **Scott McDonald**, Fluidmaster; **Lee Mercer**, Moen Incorporated; **Paul Patton**, Delta Faucet Company; **Rick Reles**, Kohler Co.; **Craig Selover**, Masco; **Mike Sennett**, Jones Day; **John Watson**, Elkay Manufacturing Company; **Stu Yang**, Kohler Co. plus PMI staff members **Barbara Higgins**, **Len Swatkowski** and **Amy Berg-Ferguson**. Mr. Yang and Mr. Patton served as facilitators for the meeting.

The meeting kicked off with lunch and presentations by **Brian McGuire**, TMA President, and **Jason Blake**, TMA Vice President. The meeting was held at TMA headquarters as a possible new home for PMI. (Note that since the meeting it has been decided that PMI will remain at its

current location.) Afterwards, attendees dove into the feedback from member company CEO's on the priorities PMI should be focusing on in the short and long term. Attendees agreed with CEOs that the focus of PMI should be technical expertise and advocacy and outreach. They then brainstormed the internal and external audiences for PMI's message.

Bright and early the following morning, the group discussed the important topics PMI should address and the content of the messages as well as what was the best way to share these messages with the plumbing industry. The outcome of the Think Tank meeting will be shared during a special session at the PMI Fall Conference, being held October 7-10 at the Hyatt Regency Washington on Capitol Hill in Washington, DC.



The Think Tank meeting took place June 6–7 at the Tooling Manufacturers Association headquarters



Stewart Yang, Kohler Co. and Paul Patton, Delta Faucet Company, acted as facilitators for the meeting



Attendees enjoy one of the lighter moments during the meeting

PMI Heads Back to the Nation's Capitol for Fall Conference

The 2012 PMI Fall Conference is set for October 7-10 at the Hyatt Regency Washington on Capitol Hill in downtown Washington, D.C. As the conference will take place in the shadow of Capitol Hill, we are taking advantage of our location by offering Hill visits again this year. Please don't leave Washington, D.C. before 4 pm on Wednesday, October 10 to allow enough time to visit your state legislators. Take this opportunity to let your voice be heard!

Among the highlights of the PMI conference is the panel discussion set for Tuesday, October 9, focusing on the subject ***Promoting Plumbing as a Profession***. The plumbing industry has saved more lives than the medical industry... but we don't get the attention and respect we deserve! The panel discussion will investigate what we can do to improve the image of our plumbing industry. Are we to blame for some of these stereotypes? The industry is indeed innovative but we don't get credit for the strides we have made in health, safety and water efficiency. Panelists will be members of

related associations as well as image and branding experts. Don't miss out on this enlightening panel discussion!

The Fall Conference will kick off on Monday, October 8 with a keynote speech from political analyst **Donna Brazile** who will speak on the upcoming political elections and the current environment in Washington, DC. PMI will demonstrate its new online training platform. This training program is the outgrowth of a Memorandum of Understanding between PMI and IAPMO.

Election of officers and budget approval will occur at the General Membership session followed by **Christian Richter** of the Nickel Institute, who will provide a timely update.

Monday's sessions will close with the dual track format. Meeting tracks for both the Advocacy and Outreach Council (formerly the Marketing Council) and the Technical Council will be held Monday, October 8. We have had great attendance for the dual track sessions

and we encourage you to make sure an employee from your company attends the Fall Conference to take advantage of this popular format. After a long day of informative sessions, our members are invited to take an optional evening boat cruise down the Potomac River to see our nation's capitol at its best, as we network.

Tuesday's sessions will feature presentations by **Ann Mason** of the American Chemistry Council, who will discuss Hex Chrome and **Rex Pace** of the U.S. Access Board. After the close of the panel discussion on plumbing as a profession, attendees will sit down for dinner and entertainment by the improvisational group **Capitol Steps**.

Registration and hotel information are available at www.pmihome.org. **Please note, the registration deadline for both the meeting and the hotel are September 14.** Register today and make plans to participate in the Capitol Hill lobbying visits. We'll see you there!

Promoting the Professionalism of the Plumbing Industry

The plumbing industry has saved more lives than the medical industry.... But we don't get the attention and respect we deserve!

The Fall Conference will feature a panel discussion on what we can do to understand and enhance the image of our plumbing industry. Are we to blame for some of these stereotypes?

The industry is indeed innovative but we don't get credit for the strides we have made in health, safety and water efficiency.

We are tired of being the Rodney Dangerfield's of Industry!!! Join us!

Promoting Plumbing as a Profession **Panel Discussion**

Keynote: Annie Longsworth, Saatchi and Saatchi

Keynote: Erin Streeter, National Association of Manufacturers

Moderators: Barb Higgins/Paul Patton

Panelists:

- **Tom Bigley**, UA (plumbers)
- **Jim Kendzel**, ASPE (engineers)
- **Gerry Kennedy**, PHCC (contractors)
- **Bryan Albrecht**, Gateway Technical College (educator)

PMI Fall Conference Schedule

Sunday, October 7

2:00 pm - 5:00 pm	PMI Board of Directors Meeting (Invitation Only)
3:00 pm - 5:00 pm	Meeting Registration
5:30 pm - 6:00 pm	First Time Attendee Reception
6:00 pm - 7:00 pm	Cocktail Reception
DINNER ON YOUR OWN	

Monday, October 8

8:30 am - 9:00 am	Welcome and Think Tank Review
9:00 am - 10:00 am	Opening Keynote: Political Outlook with Donna Brazile , Political Expert
10:00 am - 10:15 am	Break
10:15 am - 11:45 am	Government Affairs Standing Committee
11:45 am - 12:15 pm	PMI Online Training Demonstration - Content and Mechanics with Steve Lehtonen of IAPMO
12:15 pm - 1:30 pm	Buffet Lunch and Free Time for Office Catch Up
1:30 pm - 2:00 pm	General Membership Meeting
2:00 pm - 2:30 pm	Special Presentation by Christian Richter of the Nickel Institute with an Industry Update
2:30 pm - 2:45 pm	Break
2:45 pm - 3:15 pm	Special Presentation by Pete DeMarco of IAPMO with a PERC Update
3:15 pm - 5:30 pm	Dual Track Sessions: (Choose One): <div><div>Technical Council</div><div>Advocacy/Outreach Council (formerly Marketing Council)</div></div>
7:30 pm - 9:30 pm	Evening Networking Reception/Boat Cruise on the Potomac River (Optional - See PMI website for separate registration). Beverages and hors d'oeuvres will be served. If desired, dinner will be on your own following the cruise.

DINNER ON YOUR OWN

Tuesday, October 9

8:00 am - 9:15 am	Water Efficiency and Sustainability Issue Committee
9:15 am - 9:45 am	Hex Chrome Discussion with Ann Mason of the American Chemistry Council
9:45 am - 10:15 am	Special Presentation by Rex Pace of the U.S. Access Board
10:15 am - 10:30 am	Break
10:30 am - 11:30 am	Fair Trade Issue Committee with a Special Presentation by the U.S. Department of Commerce on Anti-Dumping Filings
11:30 am - 12:30 pm	Reports and Action Items from Dual Track Meetings
12:30 pm - 2:00 pm	Buffet Lunch and Free Time for Office Catch Up
2:00 pm - 3:15 pm	Panel Discussion: <i>Promoting Plumbing as a Profession</i>
3:15 pm - 3:30 pm	Break
3:30 pm - 5:30 pm	Panel Discussion Continues
6:00 pm - 7:15 pm	Reception
7:30 pm - 9:30 pm	Dinner and Entertainment by The Capitol Steps

Wednesday, October 10

7:30 am - 11:30 am	Special PMI Board Meeting (Invitation Only)
7:30 am - 9:00 am	Buffet Breakfast
8:30 am - 9:30 am	Capitol Hill Visit Tutorial
9:30 am - 2:00 pm	Capitol Hill Visits

PMI Staff Visits PMI Member Company Globe Union

PMI Executive Director **Barbara C. Higgins** met with **Michael Werner**, president of Globe Union on July 10 to share the output of the recent Think Tank meeting (see related story on page 3 of this issue of *PMI News*). Mr. Werner was one of the 14 member company executives she had interviewed to provide valuable insight and direction, as part of the preparation for this year's strategy session. Joining Higgins and Werner

were **Kevin McJoynt**, Vice President of Marketing, and **C.K. Lim**, Engineering and Quality Manager.

Barb summarized the progress of the session, including the Strategy Map and plan that were developed as a result of June session.

Later in the month, PMI Technical Director **Len Swatkowski** visited Globe

Union to provide an industry briefing to the Technical Team. The session was well-received by the nine participants.

PMI staff makes it a point to visit PMI member companies. You are "on our list," but please let us know if there is a particular time you would like to see us and we will make that happen!

PMI works — for YOU!



Globe Union employees (left to right) Ed Detgen, Vicky Chang, Chris Jajko, Len Swatkowski (PMI), CK Lim, Michael Rosen, Christine Hau, Nick Rigitano, Kevin McJoynt, KC Yong

Gerber CEO is Entrepreneur of the Year Finalist

Gerber Plumbing Fixtures announced that CEO and President **Michael Werner** was named a finalist in the Ernst & Young Entrepreneur of the Year® 2012 program in the Midwest.



Michael Werner

The prestigious award recognizes outstanding entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Werner was selected from a large pool of over 500 nominations by a panel of independent judges. Awards were presented at a special gala on June 21 at the Hilton Chicago Hotel.

Although Gerber is an 80-year-old company, Werner was recognized for infusing Gerber with the passion of a start-up business and for the successful turnaround of the company following Globe Union's acquisition of Gerber's assets in 2003. In spite of the worst housing market in history, Gerber has achieved record financial results in each of the past three years.

PMI Wishes a Fond Farewell to Jack Krecek

Best wishes to **Jack Krecek** who is leaving his role as vice president and general manager of Elkay Manufacturing Company to become president of Fenner Drives, located in Manheim, PA. Jack has been involved with PMI for several years, including serving as Board President in 2011 and most recently as Immediate Past President. His presence and involvement in PMI has been greatly appreciated over the years. PMI wishes the best of luck to Jack in his new role.



Jack Krecek gives his wife Fran a lift when they worked on PMI's Habitat for Humanity Build Day prior to the start of the 2011 Spring Conference.



Joyce Nessler, Jack's former administrative assistant, and Jack Krecek. Joyce was one of several people who joined Barbara Higgins, PMI Executive Director, to say goodbye at Jack's going away party in Oakbrook, Illinois.

Higgins Presents Crystal Vision Award at 2012 K/BIS

The Storehouse of World Vision hosted its 12th celebration of the Crystal Vision Award Breakfast on April 25 during the Kitchen and Bath Innovations Show in Chicago. This event celebrates selected industry leaders for their efforts benefiting American families in need. The Storehouse is a non-profit organization that provides donated building materials, school supplies and personal products to over 1.6 million people in low-income communities annually.

Each year, the Storehouse selects one organization to receive the Crystal Vision Award. This year's event honored PMI member **Kohler Co.** for their work to serve those who utilize the Storehouse's services.

Lyle Hunnicutt was the recipient of this year's Lifetime Achievement Award.

PMI Executive Director **Barbara Higgins**, the 2011 recipient of the Lifetime Achievement Award, spoke of Mr. Hunnicutt's contributions and dedication to the industry when she presented him with his award.

World Vision's Storehouse network is comprised of warehouses across the U.S. that receive corporate donations of new, top-quality goods made available to local community partners for distribution. World Vision is a Christian humanitarian organization dedicated to working with children, families and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice.

For more information, visit www.world-vision.org.



PMI President Stewart Yang and PMI Executive Director Barbara Higgins



Barbara Higgins, Robert F. Atkins Lifetime Achievement Award Winner Lyle Hunnicutt and Bob Atkins (the man for whom the award is named) shown after the awards ceremony.

PMI President Announces New Committee Co-Chairs

Plumbing Manufacturers International President **Stewart Yang** of Kohler Co. is pleased to announce the appointment of three chairs, the reappointment of one chair and the election of one chair to serve on PMI's Focus and Standing Committees. The three-year terms for these positions officially begin with the 2012 PMI Fall Conference, being held October 7-10 at the Hyatt Regency Washington on Capitol Hill in Washington, DC. His decision was based upon PMI meeting attendance, leadership, expertise and an overall commitment to PMI.

The Government Affairs Standing Committee is now co-chaired by **Joel Smith**, manager of new product engineering for Kohler Co. Mr. Smith will co-chair the committee with **Daniel Gleiberman**, manager of product compliance and government affairs for Sloan Valve Company. The Fair Trade Issue Committee is now co-chaired by **Ece Cokyasar-Potter**, sales manager-plumbing division for Vitra. Ms. Cokyasar-Potter will co-chair

the committee with **Sal Gattone**, director of program management – consumer fixtures for American Standard Brands.

Craig Selover, director of plumbing products technology for Masco, has been reappointed chair of the Materials Performance Committee. **Brian Hinson**, product manager for KWC America, will chair the Universal Conformity Assessment Focus Issue Committee. **David Marbry**, engineer-codes and standards for Fluidmaster, has been elected by the membership to chair the Plumbing Products Committee. Mr. Selover, Mr. Hinson and Mr. Marbry will be a part of the Technical Council, serving alongside existing chair **Mark Malatesta**, product compliance engineer for American Standard Brands.

PMI congratulates the new chairs and thanks all those who submitted their names for available positions.

Bradley Corporation Delivers Intelligent Specifications Through the e-SPECS BPM Program

Bradley Corporation announces its partnership with the e-SPECS BPM Program, which allows Bradley Revit families of high quality models to be widely available for architects, engineers, contractors and facility owners.

Developed by InterSpec Inc., a leading provider of BIM integrated construction specification software and services, e-SPECS enables Bradley to deliver automation between its BIM models and coordinated product specifications with access of product data directly in the BIM models during design, construction and facility management phases.

"e-SPECS enables us to deliver more design products to our customers without requiring additional time and money to be spent coordinating the models and specs," comments **Michael Vickery**, National Sales Manager, Bradley Corporation. "After polling our customers, e-SPECS was the platform being used with BIM models. We expect to grow our market share and revenues based on the e-SPECS BPM Program membership."

PMI Enjoys a Day at the Track

PMI staffers and consultants headed out for a day at the races for the summer employee outing at Arlington Park Race Track in Arlington Heights, IL. Employees and their guests were treated to lunch and entrance fee for the afternoon of thoroughbred racing. All attendees had a lovely afternoon. Congratulations to **Sandy Lesniewski**, the big winner of the day.



Enjoying a day at Arlington Park Race Track: (left to right) Kevin Lesniewski, PMI Maintenance and Housekeeping; Sandy Lesniewski, Kevin's wife; Betty Swatkowski, Len's wife; Len Swatkowski, PMI's Technical Director; Jack Krecek, formerly of Elkay Manufacturing Company; Barbara Higgins, PMI Executive Director; Trey Higgins, Barb's husband; Amy Berg-Ferguson, PMI Membership Manager; Victor Kelly, Intrust (PMI's IT consulting group)

2012 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Stewart Yang, Kohler Co.
President

Jeff Baldwin, T&S Brass and Bronze Works
First Vice-President

Tim Kilbane, Symmons Industries
Second Vice-President

Fernando Fernandez, TOTO USA
Treasurer

Lee Mercer, Moen Incorporated
Acting Immediate Past President

DIRECTORS AT LARGE

Bobbi Bieschke, Amerikam
(10/11-12/12)

Peter Jahrling, Sloan Valve Company
(1/12-12/14)

C.J. Lagan, American Standard Brands
(7/11-12/12)

David MacNair, InSinkErator
(1/12-12/14)

Paul Patton, Delta Faucet Company
(1/11-12/13)

Tim Schroeder, Duravit USA
(1/11-12/13)

PMI STAFF

Barbara C. Higgins
Executive Director
bhiggins@pmihome.org

Len Swatkowski
Technical Director
lswatkowski@pmihome.org

Jim Galvin
Senior Technical Advisor
jgalvin@pmihome.org

Amy Berg-Ferguson
Membership Development
abergferguson@pmihome.org

Newsletter Design By:
Maureen Baird Graphic Design
info@mbairdgraphics.com



1921 Rohlwing Road, Unit G
Rolling Meadows, IL 60008
Phone: 847 481-5500
Fax: 847 481-5501

www.pmihome.org
www.safeplumbing.org