

PMI 2013 Fall Conference: A Solid Foundation for the Future!

By Dawn Robinson, PMI Communications Manager

The PMI monthly newsletter *PMI News* has a new name: *Ripple Effect: The Voice of Plumbing Manufacturers International!* The new name was voted the winner among several worthy submissions and is reflective of the goals PMI has set for itself to be a leader in affecting change and being the Voice of the Industry. We will continue to spread the word about plumbing and its issues across the industry and around the world—to create a ripple effect for positive growth. This October, at the PMI 2013 Fall Conference, we will continue to build A Solid Foundation for the Future to help us spread our message and be that voice.

The 2013 PMI Fall Conference is set for October 13-16 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 16 to allow enough time to visit your state legislators. Take this opportunity to let your voice be heard!

"My goal is to set some new attendance records this year at the Fall Conference! The PMI team has once again put together a content-rich conference schedule, featuring a variety of subject-matter experts and representatives from a number of government agencies. Don't miss it," says PMI President **Jeff Baldwin**.

Among the highlights of the PMI Conference is the panel discussion set for Tuesday, October 15, focusing on the subject Universal Conformity Assessment. Panelists will be members of the various certification agencies. Don't miss out on this enlightening panel discussion!

The Fall Conference will kick off on Monday, October 14 with a keynote speech from political analyst **Charlie Cook** who will speak on the upcoming political elections and the current environment in Washington, DC. (See page 2)

Election of officers, board members, presentation of the 2014 budget and approval of the dues schedule will occur at the

General Membership session followed by **Carl Culotta** of Frank Lynn Associates, who will discuss how to get "Back to Basics with Market Mapping."

Meeting tracks for both the Advocacy and Outreach Council and the Technical Council will be held Monday, October 14. We have had positive response to the dual track sessions. We encourage you to make sure an employee from your company attends the Fall Conference to take advantage of this popular format. That night attendees will enjoy a free night to explore our nation's capital.

Tuesday's sessions will feature presentations by **Brian Pallasch**, Managing Director of the American Society of Civil Engineers who will discuss the 2013 Report Card for America's Aging Infrastructure. After the close of the panel discussion, attendees will enjoy a cocktail reception and dinner.

"As attendees plan their Fall Conference travel schedules, it's important to remember that PMI members are urged to participate in the Wednesday Hill visits. This activity is critical to the success of PMI's advocacy efforts. Legislators can't help us if they don't know us!" remarks **Barbara Higgins**, PMI Executive Director. She adds, "Also, please note that PMI's meeting pattern is changing. Next year's Fall Conference will be in the Chicago area. Given the importance of Hill visits, in 2014 PMI will start a tradition of spangtime, fly-ins."

Registration and hotel information are available at www.pmihome.org. See pages 4 and 5 for additional details.

Please note, the registration deadline for both the meeting and the hotel are September 19.

Registration begins the week of July 22, make plans to participate in the Capitol Hill lobbying visits.

We'll see you there!

PMI Joins NAM for a Summit on Capitol Hill

PMI's Communications Manager **Dawn Robinson**, joined the National Association of Manufacturers (NAM) for the 2013 Summit on Capitol Hill to meet with Congressional leaders about the issues important to our industry. Topics focused on infrastructure concerns, the need to address the aging products in our market and on education for the next generation. The group was joined by members of both the House and Senate and addressed by House Speaker **John Boehner**.



Dawn Robinson of PMI attends a rooftop reception overlooking the Capitol Building to meet with Congressional leaders and members of NAM



A record-breaking number of people attended the summit, including more than 500 manufacturers



House Speaker John Boehner speaks about his perspective on the political influence and governing course for growing manufacturing by creating jobs and boosting the economy

Charlie Cook

to be featured as opening keynote speaker at the PMI 2013 Fall Conference



Editor and Publisher of
The Cook Political Report

Columnist for the *National Journal*

"There are political junkies, and then there's **Charlie Cook** – the man who knows more about everything political than anyone else." *The Washingtonian*

When Charlie Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be "in the know" sit up and listen. For more than two decades he has been Washington's most trusted – and most accurate – voice on all things political, whether it's the outcome of a Congressional, gubernatorial, or presidential election.

As the editor and publisher of *The Cook Political Report* and a political analyst for the National Journal Group, his prodigious writing is a direct line to the heart of politics. He writes weekly for *National Journal* magazine and *National Journal Daily*, and he also pens a regular column for *The Washington Quarterly*. Once deemed "the Picasso of election analysis" by *The Wall Street Journal* and represented exclusively by Leading Authorities speakers bureau, Cook produces the sharpest political handicapping in the business, serving as the one-man, go-to-source for Americans who want to be truly informed." For the spring semester of 2013, Charlie Cook is serving as a resident fellow at the Institute of Politics at the Kennedy School of Government at Harvard.

“How Low Can You Go?” (And How Do You Know?)

By Len Swatkowski, PMI Technical Director



We knew this discussion would not be a short one. In fact, there's a long road left to travel before we have a high confidence level in the limits of indoor water

efficiency and can point to data and research to support these limits. The level of interaction and participation in the discussions during PMI's Spring Conference was indicative of the passion we have for providing the safest and most efficient plumbing products to meet consumers' expectations as pressure is put upon us to use less water.

The four groups that discussed the “How Low Can You Go” issues in the Technical Track were divided by product: lavatory faucets, kitchen faucets, showerheads and water closets/urinals; while the Advocacy and Outreach team addressed the concerns of legislators, industry professionals, environmentalists and consumers from each of their unique perspectives. While our goal was to identify a minimum acceptable flow rate, the output from the groups focused on the boundaries, or walls limiting the range of performance for the four different product areas. Many energy efficiency exercises for electrical products key on a cafeteria style list of options that can be analyzed and optimized for each product type. Plumbing products do not have the same type of boundaries. Our products also need to conform to consumer expectations for performance, safety and sanitation.

The unintended consequences from reducing water flow, based on current technology, user habits and existing infrastructure were listed for the four product areas. This resulted in lists defining the current boundaries of water efficiency for plumbing products rang-

ing from: residential versus commercial usage, drainline carry, biofilm buildup, maintenance, thermal shock/scalding, wait time and material compatibility. Plumbing products are often regulated as individual products, but the way they work together is intrinsic to their performance level. For example, it was noted that in the case of low-flow faucets and showerheads, the reduced flow rate may not be high enough to trigger the hot water heater and may need to run for an extended period of time to activate the trigger; thus negating the intended water savings. The identification of these issues was an important step in the development of our “How Low” story, and laid the groundwork for the work to come. (The “How Do You Know” part.)

Our goal is that future levels for water efficiency will be reflective of safe and responsible progressions that take into account current parameters. Within the four product groups, each chairperson will identify an “optimal” flow or usage rate, based on current technology, existing building and sewer systems, as well as consumer behaviors, to ensure both safety and performance. Our goal is that future efficiency levels will be set based on the information available to date with in-depth research studies and reports; but there are many more areas that need additional research and have questions that need to be answered. Our meeting in Washington DC, will result in a list of the research areas that need to be completed in order to ensure safe and responsible water usage across the plumbing spectrum.

Completing the task of clearly identifying the limits of water usage for our products within the indoor environment comes with many benefits. Having the boundaries delineated and supported by research will be a powerful story to help regulators and policy makers understand how our products can be safely defined. These limits will set the standard for the future use of plumb-

ing products and provide opportunities for regulators to take the next steps and assess early retirement/early replacement programs and other areas where significant water savings can be harvested.

Paul Patton of Delta Faucet Co. will once again facilitate our discussion on “How Low Can We Go?” and “How Do We Know?”

Until the overall design and function of plumbing systems is radically changed, this work will provide the plumbing industry and concerned policy makers with the information needed to create sound indoor water efficiency levels based on facts and data. It will define the risks of randomly ratcheting down water use by arbitrary percentages, and provide policy makers and regulators with a safe path forward to the benefit of both consumers and the environment.

See you in Washington DC.

Baldwin Appoints New Committee Chair

Congratulations to **Michael Martinez** of Delta Faucet Company who has been appointed PMI Committee Chair for the Technical Committee.

The appointment was made by PMI President **Jeff Baldwin** and is effective immediately with the first committee meeting to be held at the 2013 Fall Conference. The 3-year term for this position expires with the 2016 PMI Spring Conference.

The appointment was based upon leadership, demonstrated commitment to PMI, and attendance record at PMI meetings and forums.

Thank you to all who submitted their names to be considered for this position.

Note: PMI provides leadership training and coaching for committee chairs.

PMI 2013 Fall Conference: A Solid Foundation for the Future!

October 13-16

Hyatt Regency Washington on Capitol Hill Washington, D.C.

PMI members, spouses and prospective members are encouraged to attend the Fall Conference.

“Discovery Rate” for First Time Attendees

Prospective member manufacturing companies are welcome to attend the conference at the “Discovery Rate” (some restrictions may apply). Registration fees cover the costs of all meeting materials, receptions and group food functions at the hotel.

If you are a first-time attendee from a member company, you are also entitled to attend the conference at our “Discovery Rate” of \$900

Airport Transportation Options

Hyatt Regency Washington on Capitol Hill does NOT offer transportation from the airport, but cabs are plentiful to and from Reagan National Airport. One-way cab transportation from the airport to the hotel is about \$20.00-\$25.00.

Special Needs

Please contact a PMI staff member if you have any dietary restrictions or other special needs.

Please note: PMI conferences are non-smoking events.

New Lower Price for the Fall Conference!

- PMI Member: \$1,100
- First-Time Attendees and Prospective Member Attendees: “Discovery Rate”: \$900
- Spouse: \$350

Hotel Information

PMI has secured sleeping rooms for a special rate of \$239 per night at the Hyatt Regency Washington on Capitol Hill, located at 400 New Jersey, NW in the heart of Washington D.C. Located just 15 minutes from Reagan National Airport, the Hyatt rests in the shadow of Capitol Hill. Check-in time is 3:00 p.m., check-out is noon. Contact the hotel directly at 1-202-737-1234 and ask for Plumbing Manufacturers International rate of \$239.

PMI is pleased to host the Fall Conference at the Hyatt Regency Washington on Capitol Hill. This hotel is located three blocks from Capitol Hill, making lobbying visits at the close of the PMI Fall Conference as convenient as can be.



made under that “block” are protected against cancellation. PMI can continue to negotiate the best conference rates for future meetings based on the success in meeting the room block.

While cheaper rates are sometimes available outside of PMI’s block through an Internet service, hotels are not required to honor those reservations. These cheaper Internet-only prices are often cancelled by the hotel when it is faced with an “over sold” situation. You arrive at the hotel, only to learn that your reservation has been released and you have no sleeping accommodations.

When room reservations are made outside of PMI’s block, it can result in stiff financial penalties to PMI and, in the end, the individual “savings” costs the organization more!



Important Note:

How you make your reservations impacts PMI... and can also impact you! PMI contracts for the hotel’s best conference rate by agreeing to meet a certain number of room nights during the meeting (our “block” of rooms) and guarantees that reservations

Conference and hotel registration deadline is September 19.

Conference cancellations received after September 30 are not eligible for refund.

For more information and registration, visit www.pmihome.org.

See you in October!

PMI 2013 Fall Conference Schedule

Sunday, October 13

- 1:30 pm - 5:00 pm PMI Board of Directors Meeting (Invitation Only)
5:30 pm Meeting Registration opens
5:30 pm - 6:00 pm First Time Attendee Reception
6:00 pm - 7:00 pm Cocktail Reception
DINNER ON YOUR OWN

Monday, October 14

- 8:30 am - 10:00 am Opening Keynote: Political Insight with **Charlie Cook**, editor and publisher of The Cook Political Report and political analyst for the National Journal
10:00 am - 10:15 am Break
10:15 am - 11:15 am Welcome and General Membership Meeting
11:15 am - 12:15 pm “Back to Basics – Market Mapping” Presentation with **Carl Culotta**, Frank Lynn Associates
12:15 pm - 1:30 pm Buffet Lunch and Free Time for Office Catch-Up
1:30 pm - 4:00 pm Dual Track – Phase 2: How Low Can We Go and How Do We Know?:
Technical Council - Identifying Research Gaps
Advocacy/Outreach Council - Communicating The “How Low” Message
4:00 pm - 5:15 pm Report from Dual Track Sessions Wrap Up
DINNER ON YOUR OWN

Tuesday, October 15

- 8:00 am - 9:45 am ISSUE COMMITTEE: Water Efficiency with **Stephanie Tanner**, Lead Engineer and **Veronica Blette**, Chief, WaterSense of the EPA, **Christian Taylor-Hamlin** of the Bathroom Manufacturers Association and others.
9:45 am - 10:00 am Break
10:00 am - 10:45 am “Report Card on America’s Aging Infrastructure” with **Brian Pallasch**, Managing Director, American Society of Civil Engineers
10:45 am - 12:00 pm Government Affairs Standing Committee
12:00 pm - 1:15 pm Buffet Lunch and Free Time for Office Catch-Up
1:15 pm - 2:15 pm ISSUE COMMITTEE: Fair Trade with updates from the U.S. Department of Commerce with **Gary Stanley/Salim Bhabhrawala** as well as an “Internet Sales of Non-Compliance Products/ Environmental Labeling” Presentation by **Hampton Newsome**, Attorney, Bureau of Consumer Protection for the U.S. Federal Trade Commission.
2:15 pm - 2:30 pm Break
2:30 pm - 4:30 pm “Universal Conformity Assessment and Certification Issues” Panel Discussion with **CSA, IAPMO, ICC, Intertek, NAHB Research Center, NSF, Truesdail Group, UL and WQA.**
4:30 pm - 5:00 pm Question & Answer Session, Summary, and Wrap-Up
6:00 pm - 7:15 pm Cocktail Reception
7:30 pm - 9:30 pm Dinner

Wednesday, October 16

- 7:30 am - 9:00 am Buffet Breakfast
8:00 am - 8:30 am Special Guest Speaker (TBD)
8:30 am - 9:00 am Capitol Hill Visit Tutorial
9:00 am - 4:00 pm Capitol Hill Visits

CSA Group Announces 2013 Award of Merit Winner

Congratulations to **Shabbir Rawalpindiwala** Manager of Codes and Standards at the Kohler Company, in for receiving the Award of Merit in recognition of outstanding leadership, strong technical expertise and dedicated development and advancement of CSA Group plumbing standards.

The Award of Merit is an honor bestowed by CSA Group to individuals that have demonstrated leadership in developing voluntary standards and who, through technical, administrative, or special standards activities, have advanced the purpose of CSA Group.

The 2013 Awards of Merit were presented by **Bob Cook**, Chair of the

Board, CSA Group, at a special awards ceremony held during the CSA Group Annual Conference in Calgary, Alberta.

In addition to Mr. Rawalpindiwala, 16 other individuals from the USA and Canada were recognized for their leadership in voluntary standards development. Nominations are open to all present or past CSA Group voting members, as well as former CSA Group employees that have: served in CSA Group committee activity or other associated standardization work; showed leadership in technical, administrative, or special committee activities; published papers, or made public addresses, which have been of special benefit to the work of the Association; and

have advanced the prestige or interest of CSA Group.

Congratulations Shabbir!



Hitting the Road with Green Codes and Standards

After successfully completing the first two segments of PMI's on-line Codes and Standards Workshop, ten employees of Delta Faucet attended a live presentation of the final installment. Focusing on Green Codes and Standards, the third part of series, was originally presented at the 2013 PMI Spring Conference but can be made available to members upon request. The presentation was made by PMI's Technical Director, **Len Swatkowski**.



Back row: Brian Durham, Michael Martinez, Dayne Tyner, Terry Fourman, Mira Al Hares
Front row: John Finch, Jon Gunning, Len Swatkowski, Sam Mei, Cookie Gu, Donna McCarthy

Have You Taken PMI's Online Workshop yet?

PMI has teamed up with IAPMO to make it easier and faster for you to become more valuable to your employer and the industry, through a comprehensive knowledge of codes and standards. This two-part series, presents an in-depth view of the standards, regulations, codes and conformity processes that are integral in providing quality, safety and efficiency to the plumbing products enjoyed by consumers in the United States and the world. In just under three hours, you will have a good codes and standards background, and, more important, will know where to find the reference points you need, when you need them.

Employees of PMI member companies receive the two-part course and a certificate (upon completion) for \$195 (\$295 for non-members). Register by visiting our homepage at www.pmihome.org.

Congratulations to **C.J. Lagan** of American Standard for being the first to complete the course.

PMI Heads to Canada to Attend the CIPH Conference

PMI President **Jeff Baldwin** represented PMI as he addressed the 2013 Annual Business Conference of the Canadian Institute of Plumbing and Heating (CIPH) in Halifax, Nova Scotia last month. Jeff was accompanied by his wife **Ruth Ann** and Executive Director **Barbara Higgins** and her husband **Trey**, who was asked to bagpipe as he led the procession of the CIPH Board at the start of the formal dinner. The conference theme was “Pathways to Relevance.”



PMI President Jeff Baldwin, Executive Director Barbara C. Higgins and CIPH President Ralph Suppa



PMI First Lady Ruth Ann Baldwin, Barbara Higgins, Jeff Baldwin and Trey Higgins enjoy a Canadian feast featuring lobster and chicken for Ruth Ann!

PMI's Len Swatkowski Visits Member Companies



Member Company Waterpik visits with PMI's Technical Director. Back row: Ryan Saunders, Design Engineer; Michael Quinn, Sr. Design Engineer; Preston Peterson, Design Engineer; Brian Boyd, Director, Showers Operations; Len Swatkowski. Front row: Hal Luetgen, Director, Engineering; Ken Hair, VP, New Products and Engineering; Joe Mammoser, Manager, Regulatory Compliance and CAD Services; Lee Leber, Sr. Design Engineer



PMI's Len Swatkowski stops by WCM Industries for a member visit. Shown here are WCM's Vice President William Ball, President Steve Woodford with PMI Technical Director Len Swatkowski and WCM Product Manager Scott Simms

In Remembrance of Donald Lee Simcoe

It is with great sadness that PMI announces the loss of **Barbara C. Higgens'** father. Mr. Simcoe passed away on May 28, 2013, eight days after Barb's Florida visit and while she was attending the CEIR meeting in Belgium. Please join us in sending our condolences to Barb and her family during this difficult time.



Donald Lee Simcoe was born in Minneapolis September 20, 1925. He graduated from the University of Minnesota in 1950 after serving in the Army during WWII. He was employed as a Pharmaceutical Salesman by Pfizer Laboratories for 35 years.

Having lived in Dunedin since 1978, Don has served on five city boards; he was a Mason for 50 years, a Shriner for many years, a Rotarian and an Elder in the Presbyterian Church. He is survived by his wife **Donna**, daughter **Barbara Higgens (Trey)**, son **John Simcoe (Patty)**, step-daughter **Amy LaBrie**, Grandchildren **Nash Simcoe**, **Elise Simcoe**, **Melissa (Matt) Sommers** and **Tracy (Will) Gee**, Great Grandchildren **Payton**, **Avery**, **Charlotte**, and **Quentin**, plus many nieces and nephews. He has one surviving brother, **Bruce**, in Minneapolis.



Presbyterian Church. He is survived by his wife **Donna**, daughter **Barbara Higgens (Trey)**, son **John Simcoe (Patty)**, step-daughter **Amy LaBrie**, Grandchildren **Nash Simcoe**, **Elise Simcoe**, **Melissa (Matt) Sommers** and **Tracy (Will) Gee**, Great Grandchildren **Payton**, **Avery**, **Charlotte**, and **Quentin**, plus many nieces and nephews. He has one surviving brother, **Bruce**, in Minneapolis.

In lieu of flowers, contributions should be made to H. Lee Moffitt Cancer Center (www.moffitt.org), Suncoast Hospice (5771 Roosevelt Blvd. Clearwater, FL 33760), or Shriner's Hospital (www.shrinershospitalsforchildren.org).

PMI Goes Global at 2013 CEIR Conference

This year's European Association for Taps and Valves Industry (CEIR) gathered together industry leaders from across Europe and abroad in Ghent, Belgium. Executive Director Barbara C. Higgens participated on behalf of PMI.



KWC President Roland Gloor poses with PMI's Barbara Higgens at CEIR



Klaus Schneider, 2014 CEIR President and Managing Director of Keramik Laufen AG (Sanitaryware) and Similor AG (Faucets) with PMI's Barbara Higgens and BMA's Yvonne Orgill



Barbara Higgens joins the panel discussions at CEIR on the importance and impact of water efficiency and product labeling. Shown here (l/r): Monica Mireles-Serrano, Senior Advisor of EU Environmental Policy for IKEA, Barbara C. Higgens, Executive Director of PMI; Caroline Van Marcke, CEO of Van Marcke Group; Klaus Schneider, 2014 CEIR President and Managing Director of Keramik Laufen AG (Sanitaryware) and Similor AG (Faucets) and Davide Minott, Director, General Environment of the European Commission.

2013 PMI LEADERSHIP

EXECUTIVE COMMITTEE

Jeff Baldwin, T&S Brass and Bronze Works
President

Tim Kilbane, Symmons Industries
First Vice-President

Fernando Fernandez, TOTO USA
Second Vice-President

Paul Patton, Delta Faucet Company
Treasurer

Stewart Yang, Kohler Co.
Immediate Past President

DIRECTORS AT LARGE

Ray Fisher, Fisher Manufacturing Company
(9/12-12/13)

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

C.J. Lagan, American Standard Brands
(1/13-12/15)

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

Bobbi Warren, Amerikam
(1/13-12/15)

John Watson, Elkay Manufacturing Company
(1/13-12/13)

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