

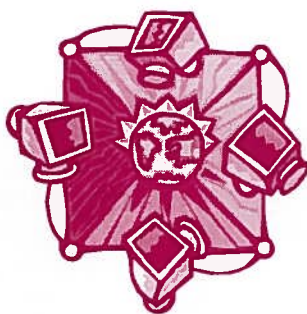
PMI PLANS LANDMARK INFORMATION TECHNOLOGY (IT) FORUM ON AUGUST 17

BY LORI SMELSER, ASSOCIATION MANAGER

Plans are well underway for PMI's "landmark" Information Technology (IT) Forum on August 17 from 10 a.m. to 4 p.m. at the Holiday Inn O'Hare International, 5440 North River Road, Rosemont, Ill., to explore the real and potential impact electronic commerce, or "e-commerce," and the Internet is having on the plumbing industry.

The Forum is open to members and non-PMI members alike — all manufacturers and suppliers who have a vested interest in how the Internet is shaping our industry. The cost is \$75 for PMI members (\$50 for each additional company representative attending the Forum) and \$250 for non-members (\$200 for additional non-member company

representatives). Non-members who submit a completed application for membership on or before the day of the Forum can attend at the member rates.



It is becoming more and more clear that the commercial presence of the Internet is here to stay, and PMI has taken the lead in investigating these issues for the plumbing industry. The IT Forum presents a unique and interactive opportunity for manufacturers and suppliers alike to learn more about this emerging commercial venue and how to manage it to meet the needs of their companies. Registration material for the Forum was mailed on July 14. Please contact PMI at (847) 884-9PMI (9764) with questions or for a registration form.

PREDICTABLY UNPREDICTABLE BY LINDA MAYER, PMI PRESIDENT



Linda Mayer

People and the economy are predictably unpredictable. Just like the weather. However, as intelligent human beings we learn from experience. For example, when the weather forecasters underestimate a bad weather system, the next time there is even a hint of bad weather, we all overcompensate. It's like the old saying, "Once bitten, twice shy." Somewhere inside us I'm convinced there is

a microchip with a little beeper that goes off in our brains to make sure that we learn from our experiences. If we've ever been through a hurricane unprepared, no way are we going to rely on the weather forecast to be prepared for the next one.

But, the funny part is, weather forecasters are people, too. And, they feel a responsibility to help their listening audiences be prepared. So, what happens? After a forecast misses the mark, they emphasize the potential for bad weather as soon as possible. As a result, we end up with super-prepared citizens ready for severe weather

several days early and...not much happens. Both the forecaster and the listeners learned from experience.

Guess, what? After a few of those rather dire forecasts, the beeper in our brain goes off and reminds us that we have already learned not to believe the weather forecaster. Then people began to compensate in the other direction. They start to figure the "gale-force winds" will really just be "strong winds" and there is no need to go buy those candles and Spam. And, sure enough, along comes that

Continued on page 4

IN THIS ISSUE...

(In addition to our regular features)

On the Road to Globalization	2
Election Year Campaigning is Right Around the Corner	6
Speakman, A Company with Staying Power	7
Frank Evans, Dedication to Industry Pays Off	8



Barb Higgs

We all know that the world is getting smaller thanks to the Internet and other forms of instant information exchange (fax, phone, and the relative "ease" of air travel). During the month of June alone, I had three international trips (Scotland and Victoria, British Columbia for business; Germany as a vacation/high school graduation gift for our daughter). It was simple! (A bit time-consuming but simple!)

Once "there," of course it's rather difficult not to feel as if you're simply in EPCOT Center at Disney World. I'm one who prefers to seek out and celebrate the *differences* when I travel, instead of trying to duplicate the U.S. wherever I go. These days, however, it becomes something of a challenge to find authentic regional language, movies, music, clothing, souvenirs... even food! (Is "McDonalds" Scottish?)

Throughout my travels, I attended seminars that referred to the U.S., our economy, culture, interest rates, and global impact. In one presentation the U.S. was credited with having "the only economy that works." That made me proud.

But with that "presence" and power comes responsibility. We are not alone in the world (though the behavior of some American tourists would make it seem so!) We need to continue to nurture an understanding and appreciation of our global neighbors, their businesses and business concerns. We are much more similar than different... and growing more similar every day. Old concepts and definitions are changing. We need to be aware of the impact of these changes on our lives... and on our trade association.

Having lived my business life in the U.S. manufacturing industry, I had no interest in purchasing a "foreign" car. What a surprise to find that the Mercury Cougar I was considering was manufactured in Canada while the Toyota Camry my husband was pushing for was built in Kentucky!

What is "foreign?"

For that matter, what is "manufacturing?"

The lines are being blurred and the definitions and categories of PMI membership are no longer as clear as they once were. We need to make sure that our categories and dues structure reflect the changes in the industry since those guidelines were initially developed. Plus, we need to be careful to ensure that EXISTING members would not be disqualified by existing or proposed membership requirements.

Is soldering considered "manufacturing?" How about re-packaging? Does Home Depot now qualify as a "manufacturer"? What constitutes a "domestic" member? Having an U.S. office here? Having an U.S. factory? Having U.S. sales? These, among other strategic and "philosophical" topics, are on the agendas of the Strategic Advisory Committee (SAC), Executive Committee and the Board of Directors. As this is YOUR organization, we would appreciate your thoughts on the matter, too.

With our mission to be the "Voice of the Industry", we must ensure that we do not inadvertently exclude major industry players through some "technicality" or out-dated membership definition. It is interesting to note that we are not the only organization taking a fresh look at the structure and requirements of membership. In my networking with other domestic...and now "foreign" associations, a common theme is how to broaden the scope of membership without losing the integrity of the core. In many cases, our sister trade associations are no longer making a distinction between so-called foreign and domestic membership requirements or fees. Something for us to think about.

We are proud of the relationship we have with our Canadian friends at CIPH (see related article on page 4). Together, we have tackled issues including trade show consolidation, and most recently conformity assessment and the current struggle with CSA, NSF and others. Our goal is to establish equally valuable relationships with our counterparts elsewhere in the world as well.

Attendees of the June CEIR conference in Edinburgh, Scotland were very interested in PMI and seemed pleased that we have reached out to their organization. CEIR is an organization of plumbing manufacturing associations and their members from around the world. (See related article on page 4). We share common goals and objectives including conformity assessment and fair trade. We have begun to forge a mutually beneficial relationship and exchange of information. In parting, I extended an invitation to CEIR members to attend a future PMI meeting and it appears that we will have at least one guest, John Pennell of the British Bathroom Council, at our Spring Meeting next year.

The obvious question now is... what next? How much and what type of information do we exchange? Will we simply be an information resource for each other or will we actually join forces and work together to resolve issues and improve the plumbing industry globally? What do we want/need from "them" and what do they want/need from us? These are topics of discussion for the SAC, Executive Committee and the Board.

Through our out-reach and networking, we've taken the first exciting steps in what promises to be a most exciting journey! We're glad to have you along for the ride.

PRODUCT MARKING PROPOSAL CAUSES CONCERN

By DAVID W. VIOLA, TECHNICAL DIRECTOR

On Tuesday, September 5, 2000, in Anchorage, Alaska, the International Association of Plumbing and Mechanical Officials (IAPMO) membership will be asked to consider a series of product marking proposals that could adversely affect plumbing product manufacturers. The proposals require additional marking to be placed on some products, and require the actual product manufacturer and manufacturing location to be readily identifiable to the end user of the product. These proposals unnecessarily discriminate against the practice of private labeling and add unjustified product marking provisions.

To give a little history, the marking issue resulted from a codes and standards battle (apparently in and out of the courtroom as well) between the Cast Iron Soil Pipe Institute (CISPI) and Richmond Foundries. Richmond Foundries, formerly a cast iron pipe manufacturer and CISPI member, now imports all of their pipe and fittings from China. Their products are labeled with Richmond's name, country of origin, and logo designating the manufacturing plant. In code hearing testimony, CISPI has stated they are concerned about the potential difficulty in tracing back to the original manufacture and holding Richmond Foundries accountable in case of product failures. The UPC proposals would prohibit the Richmond marking practice and require the name of the Chinese manufacturer as well as their manufacturing plant location to be listed on the product.

The proposed changes are being submitted by the Cast Iron Soil Pipe Institute and are intended to address the traceability and accountability of cast iron pipe manufacturers. The primary proposal submitted by CISPI is as follows:

301.2.3 Marking. Each length of pipe and each pipe fitting, trap, fixture, material, and device used in a plumbing system shall have cast, stamped, or indelibly marked on it, the maker's mark or name, and the weight and quality of the product, which shall readily identify the maker to the end user of the product when such marking is required by the approved standard that applies. The maker is the manufacturer's name of the foundry, plant, mill or manufacturing location where the product is cast, extruded, or manufactured. All materials and devices used or entered into construction of plumbing and drainage systems, or parts thereof, shall be marked and identified in a manner satisfactory to the Administrative Authority. All such markings shall be done by the manufacturer. Field markings shall not be acceptable.

As can be seen, the revision extends far beyond cast iron pipe and applies to all types of plumbing products. The proponents argue that the revisions change nothing in the code, and merely clarify what is already required. This may be the case for cast iron soil pipe and other plumbing products consisting of a single component. However, this is a significant change for manufacturers producing multiple component products.

In addition to requiring products to be marked with the actual manufacturers' name or mark, the proposed

language requires products to be marked with the manufacturing location. Products consisting of multiple components are very often manufactured at other or multiple locations, and/or purchased from other U.S. or foreign companies. How is a manufacturer to determine the manufacturing location if primary parts are manufactured and assembled in different locations? Besides adding additional markings on the product, it is inappropriate, unnecessary and unrealistic for a product to bear the label with the manufacturing locations. For those manufacturers that utilize an internal code to determine manufacturing location, a change would have to be made to make the location recognizable to the end user.

The code changes also pose a problem for private labeling, which is a very common practice in the plumbing industry. Many original equipment manufacturers (OEM) supply products to other manufacturers or to other companies, like hardware chains or home improvement stores. In these instances, the products and packages are marked with the purchasing company brand name. This company provides the warranty and assumes responsibility for its performance. Requiring the OEM's name and manufacturing location on the product is undesirable to the purchasing company and causes confusion for the consumer. The marking of the product with the body responsible for that product should be the only mark that appears on the product.

Since all plumbing products are required by the UPC to be certified by a third party agency, CISPI's concerns are already addressed. The certification agency controls the manufacturing process and determines compliance with the applicable standards on an ongoing basis. As such, the certification agency has full knowledge of the original manufacturer and manufacturing location, and therefore has the ability to trace a product back to its origins.

The entire industry of plumbing product manufacturers should not be subjected to unnecessary and unrealistic marking requirements because one segment is unable to police its own products.

Product marking is a complicated issue that varies from product-type to product-type. It has no place being regulated by a plumbing code and should only be addressed within the appropriate product standards.

PMI is rallying the membership to attend the IAPMO hearings and voice opposition to these proposals. We have been actively working with other segments of the industry affected by the changes. In addition, we have contacted the plumbing trade press. As a result, *Plumbing and Mechanical Magazine*, due out in mid-August, has agreed to run an article in support of our concerns. If you need additional information on the code changes or the hearing, please feel free to contact PMI at (847) 884-9PMI (9764).



Dave Viola

hurricane and catches people off guard. And so, the cycle continues.

And just what does the weather have to do with PMI, you're thinking? Everything. The weather is just like the economy and just like people — predictably unpredictable.

Our industry feels the effect of economic cycles. Most of us have all weathered those cycles and learned from past experiences. But, what have we learned? To lower inventories at the first hint of a slow down? Or, alternatively, to figure the prediction of lower housing starts is just like last year when they were wrong? Or, to wait and see?

Economic forecasting is as much an art as it is a science. Initial forecasts last summer were for a significant drop in housing starts in 2000. At this point in the middle of the year, it looks more like a soft landing. Now, it's 2001 that's supposed to see a major drop in single family housing starts. That little microchip in our brain that helps us learn by experience would make us think that the

forecasters might just be wrong. After all, it didn't happen this year as they told us it would.

Experience may teach us not to rely on forecasts, but it also teaches us how to weather the storms. As long as the basement is well stocked, the generator is gassed up, and we have plenty of fresh water, there is no need to panic at the thought of a major storm. This is important. We need to be prepared for a slow down in housing starts, and we need to watch closely for those signals which have alerted us in the past, but no one is going to tell us exactly when it will happen.

Turning points, changes in patterns — both are tough to navigate. That's when our recent experiences would blind us to the impending events. 1999 was a pretty incredible year for the building industry. We want to believe that the strong demand will continue, especially now that 2000 is not as bad as was initially forecasted. But, what we need to draw upon is experience through cycles, not just current events.

PMI BUILDS INTERNATIONAL INDUSTRY PARTNERSHIPS

The Canadian Institute of Plumbing and heating (CIPH) held its 68th Annual Business Conference (ABC) in Victoria, British Columbia, June 25-28, 2000. Among the invited guests was PMI Executive Director Barb Higgins who addressed the group during opening ceremonies, bringing greetings from PMI. In her remarks, Ms. Higgins highlighted the strong and effective relationship the two organizations have formed and how collaborative efforts are helping make a difference in the industry. Two of PMI's five Focus Issues also affect CIPH. The organizations have worked closely together on trade show consolidation and, most recently, universal conformity assessment. PMI and CIPH have issued a joint position statement to accredited certifiers and testing laboratories to drive home the strong desire of manufacturers that reciprocal agreements be developed among agencies and testing labs to accept test data and certifications from other qualified organizations with respect to NSF Standard 61.



Shown here are (left to right) Ed Hardison, president of CIPH; Barb Higgins; and Ralph Suppa, CIPH general manager. Next year, CIPH's ABC will be held in June 24-27 on Prince Edward Island.



From left to right: John Pennell, president of the British Bathroom Council and secretary of CEIR; Barb Higgins, PMI executive director; and Wilfred Delker, American Standard and past chairman of one of the three CEIR product committees (PC3), enjoy a bit of socializing at the opening reception of CEIR's "Congress 2000" on June 4. The reception, sponsored by Tyco Valves and Controls, was held aboard the former Royal Yacht Britannia in Edinburgh, Scotland.

In her address to the group, Ms. Higgins outlined PMI's structure, profiled the Focus Issues and extended an invitation for CEIR attendees to attend a future PMI meeting. Several members of the group expressed interest in working more closely with PMI and its members.

CEIR is an association of European and U.K. plumbing manufacturers associations and their members. The three-and-one-half-day conference included business meetings, networking and a visit to the test labs at the University of Edinburgh School of Mechanical Engineering. A number of issues being worked on by CEIR are fair trade and universal conformity assessment as it relates to the European Union — issues paralleling what PMI is currently facing.

CEIR has also been discussing standards which establish basic performance test requirements for safe and efficient operation of water closets (WC's) with 6 litres and reduced flush volumes not to exceed 4 litres. For more information on the Department of the Environment, Transport and the Regions' "Water Supply (Water Fittings) Regulations: 1999 Regulators Specification for the Performance of WC Suites installed after 1 January 2001, Final Version," go to <http://www.detr.gov.uk/environment/wsregs99/waterfit/regs/section1.htm>. This site offers information on test methods,

THE CELEBRATION CONTINUES...THE TORCH IS PASSED: PMI CONVENES ITS 2000 FALL MEETING BY LORI SMELSER, ASSOCIATION MANAGER

PMI is celebrating 25 years as the voice of the industry, America is gearing up to showcase its athletic talent in Sydney, Australia, and countries around the globe are preparing to usher in the new millennium — what an exciting time we have before us!!

At PMI's 200 Fall Meeting, September 24-27, in Washington, D.C., we will combine those three important events into our meeting program. We will continue our anniversary celebration and fondly remember the first 25 years of PMI while passing our "torch" of issues affecting our industry into the new millennium and anticipate the next 25 years of success!

You won't want to miss this, our last meeting of the 20th century!

2000 FALL MEETING HIGHLIGHTS

New Focus Issue — IT!

Make plans to attend the inaugural meeting of PMI's newest Issue Committee — the Information Technology Issue Committee — meeting on Sunday, September 24, from 2 p.m. to 4 p.m. In addition to reviewing the discussions held during PMI's landmark Information Technology Forum on August 17 and formulating a purpose and scope to drive the activities of the new Issue Committee, we will hear from technical experts on the proliferation of "portals" to conduct business on the web, and learn how our industry is faring in the e-commerce world.

Featured Speakers

The Technical Committee meeting will include a discussion on accessibility issues with **Ms. Soy Williams**, government relations director for the International Code Council (ICC), and **Mr. Bob Herman** of the Paralyzed Veterans of America.

Attendees of the Trade Show Consolidation Issue Committee meeting will hear from **Mr. Dirk Ebener**, international marketing manager at Messe Frankfurt, Inc., the show producer of ISH. Mr. Ebener will discuss recent developments at ISH, its possible venture into North America and how that development might affect future efforts to consolidate building products shows. An update on existing consolidation discussions will also be offered.

The Fair Trade Issue Committee meeting on Monday afternoon will feature a representative from the Department of Commerce Internal Trade Administration who will provide an update on trade issues of concern to PMI and the plumbing industry.

Special UCA Certifier Presentation/Panel Discussion

Moving forward from the 2000 Spring Meeting, PMI — in conjunction with the Canadian Institute of Plumbing & Heating — issued a joint position statement on manufacturers' concerns regarding duplicative testing, certification, auditing and costs on NSF Standard 61 compliance. During the Universal Conformity Assessment

Issue Committee meeting on Tuesday morning, representatives from certifiers and testing laboratories will discuss their company's response to the joint position statement. Presenters include **Mr. Shahin Moinian** of the International Association of Plumbing & Mechanical Officials (IAPMO), **Mr. Norman Hester** of Truesdail Laboratories, **Mr. Ron Coiner** of NSF International, **Mr. George Kupfer** and **Mr. James Beyreis** of Underwriters Laboratories, and **Mr. Joe Gryn** and **Mr. John Glowacki** of CSA International. This program will be an informative and interactive one on conformity assessment plans in testing and certification!

REGISTRATION/HOTEL ARRANGEMENTS

Full registration/promotional material for the 2000 Fall Meeting is being sent to PMI members and prospects eligible for membership in PMI. Registration fees for the 2000 Fall Meeting are \$1,150 for members (see promotional material for information on "3+ member discounts"), \$375 for spouses (which will again include a unique Washington, D.C. tour package!), and \$1,650 for guests eligible for membership in PMI. **The deadline for completing registration material and sending it with a check made payable to PMI, is September 2.**

We are pleased to again have the Willard Inter-Continental Hotel host PMI's Fall Meeting. The Willard has undergone some exciting renovations that promise to make our stay even more enjoyable, including totally remodeled sleeping rooms. PMI's special rate for the 2000 Fall Meeting is \$275 single/double. To make reservations at the Willard, contact (202) 628-9100 or use the envelope that can be found in your full registration/promotional material. **The deadline for making your hotel reservations with the Willard is August 23.**

Contact PMI headquarters at (847) 884-9764 with questions regarding the 2000 Fall Meeting. We look forward to seeing you there!!



...and so is PMI's Fall Meeting!



CeCe Kremer

With nearly four months yet to go before Election Day, control of the 107th Congress is still up for grabs. An intensely competitive election campaign is shaping up with the political dynamics changing daily. Both parties claim to have the edge on the competition but, in a year where few incumbents are expected to be defeated, the Democrats have a slight advantage in the battle for the open seats. Only seven Democrats are retiring while 23 Republicans have decided to depart Washington. Many believe that the Congressional contests are closely linked with the presidential race; whoever carries the White House will also carry the House of Representatives.

What an exciting time to be in Washington, D.C. for PMI's annual Fall Meeting!! In preparation, you should be receiving your packet of information concerning arrangements for this year's congressional visits. Because of election year campaign activities and schedules, you may wish to consider an alternative or additional visit with your legislator closer to home — back in the district. *A visit by your legislator to in-district facilities is one of the most effective ways to establish and build relationships while providing opportunities to highlight your company and to discuss issues and areas of concern.*

Most members of Congress welcome plant tour invitations as a valuable political opportunity. They know they will meet voters in a friendly environment with positive media attention. Your company will benefit as your legislator learns more about your company, your business and your issues.

Whether attending meetings with your representative on Capitol Hill, arranging an in-district visit to your facility or attending a local town-hall type meeting chaired by your legislator, PMI Government Affairs stands ready to assist. We will work with you to provide the necessary assistance — from the issuing of invitations and scheduling the event, to determining the best way to link issues with facility operations; from drafting announcements and coordinating press activities to providing proper briefing materials; from refining your message with visuals to effectively follow-up after the visit is completed.

One of the important benefits of PMI membership is our Government Affairs program which is dedicated to bringing a full range of experience and expertise to the legislative arena by promoting effective advocacy for the plumbing manufacturing industry. See you in September.

PMI members interested in receiving "Guidelines for Conducting Successful Plant Tours for Members of Congress," should notify PMI Government Affairs at 816-931-4077.

**A FOND FAREWELL BY BARB HIGGENS,
EXECUTIVE DIRECTOR**



Congratulations, Barb!!!

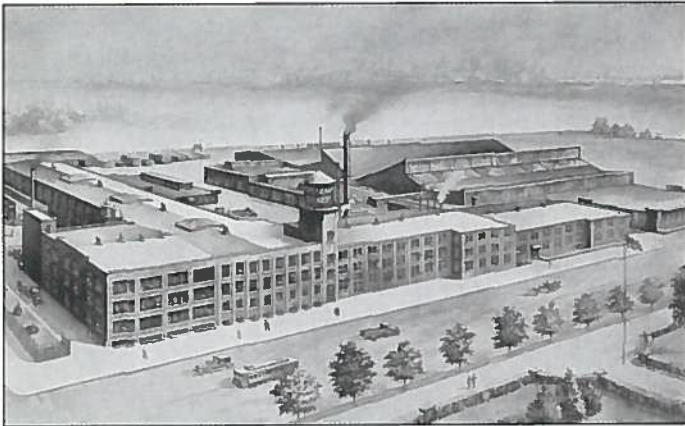
Congratulations to Executive Director Barb Higgs on her long-awaited, but finally successful, appointment to serve on the Industry Sector Advisory Committee on Building Products and Other Materials for Trade Policy Matters (ISAC 9) as a representative of PMI and U.S. industry. The nomination process, which included an extensive background check and the submission of other material, took more than one year from start to finish!!

Barb's role in representing PMI on this committee is critical to pursuing trade objectives that reflect the concern and interests of both PMI members and the plumbing industry. Her first meeting as a member of the ISAC 9 is September 13 in Washington, D.C. Please contact her to discuss specific trade-related issues to bring before the Committee.

Congratulations and loads of luck to Martie Gunther, association coordinator, who is leaving PMI for a sales and marketing position with a online ticket broker. Martie describes the opportunity as "an offer she couldn't refuse" and says she will miss all of the friends she has made since joining PMI last April.

We're sure that Martie will stay in touch and we wish her all the best!

When thinking of those things American that have been with us since we can remember, things like "baseball," "hot dogs," "apple pie" come to mind. How 'bout "Speakman"? To many, Speakman products have been an important part of the plumbing market ever since they can remember. Founded in 1869 as a plumbing pipe fitting company, Speakman has now successfully spanned three centuries, with no end in sight, according to Vice President and General Manager Will Denham.



Speakman's Riverview Plant in Wilmington, Del. (artist rendition).

With more than 130 years under its belt, the Wilmington, Del.-based company has forged a reputation for innovation and product quality and expanded its product base by offering ceramic disc shower and bath valves, sensor activated electronic faucets, commercial faucets, emergency equipment, and showerheads. Since introducing the forerunner of its universally-recognized ANYSTREAM® showerhead more than 75 years ago — back in the 1920s, when daily bathing was the rallying cry of the plumbing industry — Speakman has made its niche in the plumbing products market. By keeping a keen eye to quality combined with a sensitivity to the needs of the market, Denham says that today's Speakman showerheads are made with the flexibility to provide variable spray options while conserving water at 2.5 gallons per minutes (gpm) to meet the requirements of the law.

Fifty years ago, Speakman pioneered another field — industrial safety — with the development and introduction of the first safety showers. According to Denham, the emergency shower was designed to deliver a "massive deluge of water to immediately wash away injury-causing material from the body." Today their product line of emergency safety equipment has expanded to include such offerings as the Speakman-exclusive aerated water devices that allow water to flow smoothly across and around the irregular contours of the eyes and face. Their showers now also feature the patented "impeller action" shower head with 12 impellers that soften the impact of the water on the body while providing a more intense and universal cleaning.

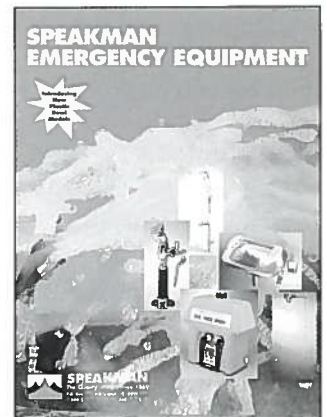
Still, Speakman Company was not done. Next was the development of the "Sensorflo" technology in electronic faucets. Speakman Sensorflo faucets include such features as above-counter temperature control, manual override, battery-powered products, and many styles for various applications. The faucets are also ADA compliant, conserve water, and are vandal-resistant.

While Speakman's slogan may be "The Difference is the Experience," it would also be quite appropriate to substitute "quality" for "experience." Speakman has a commitment to quality that foreshadows the direction the company takes in enhancing existing products and developing new ones for the plumbing market. According to Denham, the quality goes hand in hand with the acceptance Speakman products have had with contractors and building owners, who are looking for "affordable, easy-to-install-and-maintain, and reliable equipment."

Speakman is a registered recipient of ISO 9001 certification for the design, development and manufacture of showerheads, shower valves, bath and shower combinations, faucets, electronic faucets, and emergency safety equipment. While Denham maintains he's proud of the Speakman reputation for quality and the ISO certification, "we're also just as proud of having our products installed around the world in thousands of hotels, schools, hospitals, office buildings and in millions of homes too."

Speakman has always been a leader in setting the standard for excellence in the plumbing industry — through the development and maintenance of industry codes and standards and through its involvement in the leading industry trade association. The company actively participated in the formulation of the ANSI Standard Z358.1, which was published in 1981. And Denham, himself a representative the full 36 years Speakman has been a member of Plumbing Brass Institute (later PMI in 1975), served as chairman of PBI in 1970.

Denham and Speakman Company have enjoyed the benefits of PMI membership over the years. Denham says that PMI meetings offer more than just learning experiences by "allowing members to keep abreast with regular issues, technical data and political issues as well." One major value of those meetings, says Denham, "is that we meet as a group to discuss problems that confront the industry, formulate solutions together and act together with an industry-wide force."



Speakman's catalog offers a range of quality products.

FRANK EVANS: DEDICATION TO INDUSTRY PAYS OFF

BY MARTIE GUNTHER, ASSOCIATION COORDINATOR



Frank and his wife Jerri enjoy themselves at a PMI meeting.

Frank C. Evans, director of engineering and quality assurance for The Chicago Faucet Company, located in Des Plaines, Ill., is also PMI's current first vice-president. He has been involved in the plumbing industry since 1964 and involved with PMI since 1978.

Evans says he hopes his involvement in PMI helps contribute to "the betterment of the industry and return to the industry

the education" it has given back to him. He has definitely given back to PMI by being an active member! He has been chairman of the former Codes Committee, co-chair of the Technical Standing Committee, and has moved up the chairs of the Board of Directors and Executive Committee. He is slated to serve as president during 2001.

Evans recently joined the team at The Chicago Faucet Company, but his career in the industry has spanned 36 years. He has been employed by other member companies such as American Standard Inc. for 13 years, Gerber Plumbing Fixtures Corporation (Globe Valve Corporation) for four years, ZinPlas Corporation for 16 years and Alsons Corporation. His advice on the secret of success is "finding a mentor in your company or industry and following his/her advice." Evans' management philosophy is to question everything and his pet peeve is to receive a "non-answer" answer after posing a question to someone.

When asked why Chicago Faucet Company belongs to PMI, Evans said, "Membership [in PMI] allows for a proactive approach to design, manufacture, sales, and distribution of products to ensure that they comply with all codes, standards and regulatory requirements." He also envisions PMI continuing to grow both in its size and its influence on the industry, and to become more proactive in any endeavor. He would like to see PMI take a stand on ALL positions, including minority positions, if necessary, and voice it to all concerned parties.

Evans and his wife, Jerri, have been married for 38 years and have three children — daughter Terri and sons, Marty and Mike, and 8 grandchildren. Evans' dedication to family is something he learned from a person who had tremendous influence in his life — his father. Despite the fact his father only had a fourth-grade education, he went on to be successful and Evans credits his dedication to his career and the support of his family. Evans' outlook in life is that "life is too short and that one should live life to the fullest, with a

smile and a positive attitude." He does this by vacationing in his favorite spot — Hawaii (especially Maui), playing golf, spending time on his computer, playing guitar, and listening to folk music (but not all at the same time). Evans enjoys folk music because of its simplicity, the history it conveys and the life lessons to be learned.

Evans reflects on the evolution of PMI during the last 25 years and is "pleased to see the change in PMI from a trade organization that existed to primarily provide input to the standards and codes groups to one that is issue driven. PMI must continue using that driving force and become even more driven to take a stand on issues and publish them to the world including the rationale for the position."

We appreciate his dedication and look forward to his leadership of the Institute next year!

2000 PMI LEADERSHIP

Executive Committee:

Linda Mayer, Moen Incorporated, President
Frank Evans, Chicago Faucet Company, First Vice President
Todd Talbot, Alsons Corporation, Second Vice President
Ralph Herrbach, Cifial Brass Works, Treasurer
Fred Luedke, NEOPERL, Inc., Immediate Past President

Directors at Large:

Mario Bortoli, Quality Metal Finishing Co. (1/97-12/00)
Ken Martin, Delta Faucet Company (1/99-12/01)
Claude Thiesen, T&S Brass & Bronze Works (1/00-12/00)
Al Walcutt, MPC Plastics, Inc. (1/00-12/02)
Jim Westdorp, Kohler Company (1/99-12/01)
Claus Zieger, Interbath Inc. (1/00-12/02)

PMI Staff:

ADMINISTRATIVE

Barbara C. Higgins, Executive Director
Lori Smelser, Association Manager

LEGISLATIVE & REGULATORY

CeCe Kremer

TECHNICAL

David W. Viola, Technical Director

LEGAL COUNSEL

Michael Sennett, Bell Boyd & Lloyd

PMI Headquarters:

1340 Remington Road, Suite A, Schaumburg, IL 60173
Phone: 847-884-9PMI (9764) • Fax: 847-884-9775

www.pmihome.org

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