



# NEWS

Join us at the Fall Meeting! Details on pages 6-7

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The Newsletter for PMI Members — by PMI Members

July/August 2004



**Jim Westdorp**  
Kohler Company

## PMI: The Right Choice For You and Your Company!

by: **Jim Westdorp**, PMI President and Kohler Co.'s President of Global Faucets

In these hectic times, there are many factions competing for your attention, energy, and resources. The pressures of your work, and family combine with commitments to your community, neighborhood, religious organizations and social groups to pull you in a variety of directions.

And then, along comes the announcement for the PMI Fall Meeting, September 19-22. Will you attend? Will the time and money you invest be worth it?

The Plumbing Manufacturers Institute and its Board of Directors understand that there are countless demands on your time and dollars. We also know that PMI offers the best value for your dues dollar and time commitment, and we work hard with PMI staff to make sure that the value continues to be enhanced.

Given our impressive track record of successes, PMI remains the right choice for your dues dollar. Your company's membership in PMI is reimbursed several times over in terms of the service and protection the organization provides. PMI is the right choice for obtaining critical

information about the industry and the issues facing it. PMI is the right choice for codes and standards training, as well as for the targeted, industry-specific seminars we provide.

PMI is the right choice for coalition building. Through the important relationships fostered by our PMI staff with various related organizations, we are able to achieve our goals through effective coalitions formed of these groups. Our most recent example is the "victory" (so far -- so good, but we're not finished) in blocking the Jeffords/Norton bill from moving to the next step of the legislative process. This was accomplished through the work of our PMI members, the PMI staff, and their contacts in the industry and on the Hill.

PMI is the right choice for affecting industry change. There is strength in numbers and when PMI speaks on behalf of its membership through our consensus process, change happens! Not so long ago, when the dates for the National Kitchen and Bath Show (K/BIS) overlapped with the Frankfurt ISH Show, PMI spoke up and the NKBA dates were changed. Recently, with input from PMI among others, the management of the ISH North America trade show decided to take the show from an every year format to every other year beginning in 2005. Folks listen to the Voice of the Industry! (Look for the

latest article on trade show consolidation by Executive Director **Barbara Higgins** in an upcoming issue of the *Kitchen and Bath Business* magazine.)

Through PMI's close relationship with the U.S. Department of Commerce (DOC) and formalized through DOC's Memorandum of Understanding (MOU) with our organization, PMI is the right choice for facilitating fair trade in our industry. Always on the lookout for unfair practices including unjust standards as trade barriers and backed by the U.S. Commerce Department, PMI is on the front line to promote a level playing field for fair trade throughout the world.

PMI's value extends beyond the ranks of our membership to the public as well. Through our diligent work on codes and standards, PMI is the right choice for ensuring safety, quality and value to consumers of plumbing products. Through our work with such agencies as the Department of Energy (DOE), the Environmental Protection Agency (EPA), and others, PMI is the right choice for water efficient, high performance plumbing products.

In short, PMI is the right choice for YOU as an active, involved member of the organization! **I look forward to seeing each of you in Washington, D.C. this fall!**

### In This Issue . . .

Accepting the Good — As Well As the Bad! . . . . .	2
Harmonization Goal Moves Closer To Reality . . . . .	3
A Profile of Moen Incorporated . . . . .	4
Support for Al Frink . . . . .	4

PMI: The Right Choice...2004 Fall Meeting . . . . .	6-7
Christian Richter: Optimist of the Will... . . . .	8
PMI Wins Key Interim Victory on Lead Ban . . . . .	9
2005 Spring Meeting Details Announced . . . . .	10
Update on the FCC Rule . . . . .	11

# Learning to Accept the Good — As Well As the Bad!

by: Barbara C. Higgins, PMI Executive Director



**Barb Higgins**

Why is good news so much harder to accept than bad news? Why are so many people skeptical of a positive announcement? My guess is that it is a reaction —

maybe an overreaction — to having been duped or burned before.

*“Buyer beware.”*

*“Always read the fine print.”*

*“There’s no such thing as a free lunch.”*

*“If it seems too good to be true, it probably is.”*

A bit of cynicism is healthy, I suppose. Taken to an extreme, it is downright depressing.

I am disappointed to admit that I sometimes catch myself “thinking the worst.” My reaction to being called up to the check-in desk at O’Hare for a long flight last month was, “Oh great... what now? I was at the airport early. Check-in had gone smoothly. My bags met the weight restrictions and my carry-on bag was the perfect size to fit under the seat. WHAT NOW???” To my surprise, it was an upgrade to Business Class. (Hooray for real plates and silverware.) I sure felt foolish! Fortunately all the dialog stayed inside my head! (I am very often grateful that subtitles are not a function of daily life.) Lesson learned. Why did I think the worst and assume that the news was bad? Shame on me!

Last week I attended a plenary session of the U.S. Department of Commerce for industry sector representatives (like me) and attended by U.S. Trade Ambassador **Robert Zoellick** among others. **Joseph Bogosian**, Deputy Assistant Secretary of Manufacturing, presented a variety of facts and figures about the current

state of the U.S. economy. Several of the statistics including employment levels and homeownership percentages, were among the same facts that I presented at the annual meeting of the European Valve Association (CEIR) just last month. I must admit that I was a bit surprised at some of the numbers and so double-checked them with such agencies as U.S. Housing and Urban Development (HUD), the Bureau of Labor Statistics, and the National Association of Home Builders (NAHB) in anticipation of questions.

### ***Some of the facts presented:***

- *U.S. economy grew 5.5% in the last 9 months*
- *Strongest economic growth in 20 years*
- *288,000 jobs created in April*
- *1.1 million jobs have been created since September*
- *Manufacturing jobs have increased 3 months in a row. Manufacturing employment index is at its highest level since 1987*
- *Consumer spending rose 3.8% for the first 3 months of 2004*
- *More Americans and minority Americans own homes today than at any other point in history*
- *Current homeownership rate among all American is 68.6%*
- *Stock market investments have increased — individual investors have gained \$2.5 trillion in the last year*

Both **Mr. Bogosian’s** presentation and mine were met with the same degree of skepticism.

*“Where did the numbers come from?”*

*“Is there qualifying data that you are not telling us?”*

*“Can the numbers be trusted?”*

*“Is this part of some political agenda?”*

No one wants to be misled or made a fool of. No one wants to parrot

information that is inaccurate or that may have been manipulated to distort the facts for some evil purpose. My question persists — why is it so tough to accept good news? Would the reaction have been the same if the news were bad? Probably not.

It seems to me that a lot of folks make a habit out of being contrary and their knee jerk reaction to any news — and especially *positive* news — is to take the opposite reaction. There is clearly nothing wrong with playing devil’s advocate, but what I object to is the mean spirit which often accompanies the challenge.

Negativism as a way of life is not healthy! It takes a lot of energy to be always contrary and it is tiring to be around folks who have chosen a life of perpetual nay saying. Why not use that energy to take a positive spin on things? Much has been written about the power of positive thinking and positive self-talk. I’m not promoting Pollyanna-ism. I know that there is no tooth fairy or Land of Oz. Heck — there might not even be any Weapons of Mass Destruction. I’m only suggesting that when presented with information, we try to meet it with a positive attitude, thoughtful consideration and a generous spirit. Give people the benefit of the doubt. Give them time to express themselves fully before jumping in with your comments. Keep an open mind... ***THEN go research the heck out of the information before taking it to heart or repeating it yourself!***

## **New Member Welcomed**

Dornbracht USA Inc’s, application for PMI membership has recently been approved by the PMI Board! **Jon Spector**, President, Dornbracht USA Inc. says, “[he] is committed to be a worthy member of PMI.” ***We welcome Jon and the entire crew at Dornbracht USA Inc. and look forward to working together!*** Learn more about Dornbracht USA Inc. in the next issue of *PMI News*.

# Harmonization Goal Moves Closer to Reality

by: David Viola, PMI Technical Director

A major hurdle was cleared in achieving PMI's conformity assessment goals when the American Society of Mechanical Engineers (ASME) and CSA International (CSA) recently signed an agreement to harmonize many of their plumbing product standards. The agreement calls for ASME and CSA to harmonize all of their plumbing fixture and fitting standards of the same scope (See Tables 1 and 2 for a list of the standards being harmonized on page 5). The agreement is actually an expansion of an existing arrangement between the two organizations to harmonize the overlapping provisions of ASME A112.18.1 and CSA B125. Efforts are also underway to harmonize the IAPMO Z124 standards for plastic fixtures with CSA B45 and ASSE 1016 for shower valves with CSA B125. The harmonization of these standards will eliminate almost all of the technical differences between the U.S. and Canada.

The ASME/CSA harmonization effort eliminates duplicate efforts to write standards in the U.S. and Canada and allows products to be designed, manufactured and certified to a common requirement. The harmonized standards will be published as single set of documents that retain both ASME and CSA titles and number designations. For example, the harmonized plumbing fixture fitting standard will be ASME A112.18.1/CSA B125.1 Plumbing Fixture Fittings. This will make it easier for the industry to keep the standards up-to-date. More importantly, references in plumbing codes won't have to be revised, product markings don't have to be changed, and certifications to ASME and CSA standards can be consolidated.

**Where we are today** — A draft of ASME A112.18.1/CA B125.1

Plumbing Fixture Fittings and ASME A112.18.2/CSA B125.2 Waste Fixture Fittings have already been developed and balloted by ASME and CSA. The ASME and CSA committee will get together later this summer to review all the comments generated from the ballot in an effort to finalize the document early in 2005. A meeting is scheduled later this summer to review and address all comments that were submitted during the ballot and public comment process. The harmonization of ASME A112.18.1/CSA B125 has been a major undertaking and would not have been possible without the leadership of **Sally Remedios** of Delta Faucet Company, and huge efforts from **Norm Kummerlen**, of Moen Incorporated, and **Shabbir Rawalpindiwala** of Kohler Company.

With regard to shower valves, a task group has completed work to harmonize the technical requirements of ASSE 1016 and CSA B125. The harmonized language has been included in the ASME A112.18.1/CSA B125.1 standard that was recently balloted. If all goes well, ASSE 1016 and the harmonized CSA B125 standard will have nearly identical performance requirements when the next editions are published later this year.

The new agreement paves the way for work to begin to harmonize U.S. and Canadian plumbing fixture standards. **Pete DeMarco** of American Standard will spearhead this effort. The ASME and CSA committees have determined that vitreous and non-vitreous china, stainless steel, enameled steel and cast iron fixtures requirements will be harmonized first. Work is already underway and committees meeting are expected to start later this summer. Prompted by PMI and its members, the International

Association of Plumbing and Mechanical Officials (IAPMO) is also close to signing a legal agreement with CSA to harmonize and jointly publish the IAPMO Z124 plastic fixture standards and the applicable provisions of CSA B45.

With the ASME/CSA agreement finalized, IAPMO and CSA wrapping up theirs, and the ASME A112.18.1/CSA B125.1 harmonization nearly complete, the first set of harmonized U.S. and Canadian plumbing product standards are soon to be a reality. Although there is still much work ahead of us, the most difficult tasks are behind us. Once we get the U.S. and Canadian requirements taken care of, we can set our sights towards the rest of North America and beyond.



David Viola

## Newly Appointed

### Moen Inc's Mike Dennis Elected as the 57th Chairman of the CIPH Board

At the 2004 Annual General Meeting of CIPH, **Mike Dennis**, President of Moen Inc. Oakville, was elected as the 2004/2005 Chairman of the Board.

*Congratulations, Mike!*

### NAM Names New President

NAM President **Jerry Jasinowski** announced that **John Engler**, former governor of Michigan, has been hired as Jerry's successor at NAM starting October 1, 2004.

# PMI Member Company Profile: Moen Incorporated — From Then to Now

by: Colleen Madeya, PMI Member Services Manager



The year was 1937. In Seattle, Washington, a college student named **Al Moen** was working in a garage to earn his tuition money. While cleaning up after work one night, he turned on the old-fashioned, two-handle faucet to wash his hands, and a sudden burst of hot water made him jump back in alarm. That set an idea in motion in **Al Moen's** mind that literally changed the world of plumbing and the way much of the world today gets its water — it gave him the idea for the single-handle faucet. He once said, “it got me thinking that you ought to be able to get what you wanted out of a faucet. The more I thought about it, the more I was convinced that a single-handle mixing faucet was the answer, so I began to make some drawings.”

It took Al countless tries to sell his concept to plumbing products manufacturers. Al worked on many revisions. World War II put a hold on the project, as materials were needed for the war effort. But by 1947, Al had an interested manufacturer — Ravenna Metal Products of Seattle — and they sold their first 250 faucets to a San Francisco plumbing supplier. The Moen® single-handle faucet was on its way to becoming a household name, not only in North America, but also in approximately 55 countries around the world today.

Based in North Olmsted, Ohio, a

suburb of Cleveland, Moen claims to be the #1 brand of faucet in North America. The company manufactures a

complete line of single and two-handle faucets in a wide assortment of styles and finishes. It is also a leading producer of residential and commercial sinks, a variety of shower accessories, and bathroom accessories (sold under the trade names Moen®, Cleveland Faucet Group, and Creative Specialties International). Today Moen Incorporated is one of the world's largest producers of residential and commercial plumbing products.

Not only is Moen one of the world's largest producers of residential and commercial plumbing products but also is known throughout the plumbing industry for its firsts, including its washerless cartridge system that replaces seats and washers and eases faucet, the first to introduce pressure-balanced shower valves that help reduce the risk of shower shock, one of the first to introduce the industry's first Lifetime Warranties in 1987, and was also one of the first plumbing products companies to introduce a toll-free consumer help line.

While being on the forefront of innovation and customer service, Moen has also been at the forefront of PMI. Moen has been a member of PMI since 1957. **Lee Mercer**, Moen's Director of Product Compliance, is an active PMI

board member and serves as co-chair of the Universal Conformity Assessment committee. He says, “Being a member of PMI helps Moen stay plugged into the critical issues that have the potential to impact our business and gives us the opportunity to share our ideas with our peers on how we can strengthen our industry.”



**David Lingafelter**, Moen's Vice President and General Manager, U.S. Wholesale, says, “PMI has given Moen, and all the members, the forum to consolidate our opinions on common topics within the industry and subsequently provide direct feedback to the relevant marketplace stakeholders. I also believe the 'Focus Issues' have been a clear and concise way for the industry to understand the priorities from the represented manufacturers' perspective.” David goes on to say, “PMI has been especially helpful to us in the codes and compliance area. There are a lot of constituencies creating, interpreting, and enforcing codes and standards, and the proactive work that **Dave Viola** and the PMI sub-committees have done on behalf of the PMI members has been outstanding.”

That's Moen Incorporated — a company with a proud past, an eye on style, and innovations for tomorrow.

*Editor's Note: Information contained within this story was obtained from [www.Moen.com](http://www.Moen.com)*

## Support for Al Frink as Manufacturing Czar

**Stephen Gold**, Vice President, National Association of Manufacturers (NAM), sends words of thanks to PMI as a member of the NAM Council of Manufacturing Associations in their support **Al Frink's** nomination for Assistant Secretary for Manufacturing and Services at the Commerce Department.

**Mr. Frink** will represent the Administration as point person on manufacturing and will focus on ways to help this important sector thrive and compete in the global marketplace. Working closely with the Manufacturing Council, which has already held its first public meeting and is lead by former NAM Chairman **Don Wainwright**.



According to Mr. Gold, “Mr. Frink will no doubt be a strong and effective advocate for manufacturing in the United States.”

*PMI will keep you updated on the progress of Mr. Frink's appointment.*

## Harmonization Goal Moves Closer to Reality — Tables 1 and 2

(continued from pg. 3)

### Table 1 — ASME Standards

A112.18.1	Plumbing Fixture Fittings
A112.18.2	Plumbing Fixture Waste Fittings
A112.18.3	Performance Requirements for Backflow Protection Devices and Systems in Plumbing Fixture Fittings
A112.18.7	Deck Mounted Bath/Shower Transfer Valves With Internal Backflow Protection
A112.19.1	Enameled Cast Iron Plumbing Fixtures (including 1998 & 2000 supplements)
A112.19.2	Vitreous China Plumbing Fixtures (including 2000 Supplements)
A112.19.3	Stainless Steel Plumbing Fixtures (Designed for Residential Use) (including 2002 supplement)
A112.19.4	Porcelain Enameled Formed Steel Plumbing Fixtures (including 1998 & 2000 supplements)
A112.19.5	Trim for Water-Closet Bowls, Tanks, and Urinals
A112.19.6	Hydraulic Requirements for Water Closets and Urinals
A112.19.7	Whirlpool Bathtub Appliances

A112.19.8	Suction Fittings for Use in Swimming Pool, Wading Pools, Spas, Hot tubs and Whirlpool
A112.19.9	Non-Vitreous Ceramic Plumbing Fixtures
A112.19.10	Dual Flush Devices for Water Closets
A112.19.13	Electrohydraulic Water Closets
A112.19.14	Six-Liter Water Closets Equipped With a Dual Flushing Device
A112.19.16	Terrazzo Plumbing Fixtures

### Table 2 — CSA Standards

CSA B125	Plumbing Fittings
CSA B45	Series Plumbing Fixtures
B45.0	General Requirements for Plumbing Fixtures
B45.1	Ceramic Plumbing Fixtures
B45.2	Enameled Cast-Iron Plumbing Fixtures
B45.3	Porcelain-Enameled Steel Plumbing Fixtures
B45.4	Stainless Steel Plumbing Fixtures
B45.8	Terrazzo Plumbing Fixtures
B45.9	Macerating Systems and Related Components
B45.10	Hydromassage Bathtubs

## October is Manufacturing Month

The Coalition for the Future of Manufacturing has designated October “Manufacturing-Making America’s Future” Month – with the goal of educating and mobilizing political candidates in the final month leading up to the elections. During October, manufacturers and their allies are urged to engage a wide array of political and societal leaders who are needed to help change the climate

for U.S. manufacturing. Among the “ask fors” in these meetings: to encourage political candidates to pledge their support for a “Congressional Resolution on the Future of U.S. Manufacturing.” Such a resolution, recognizing the important role that manufacturing plays and the need for beneficial public policies, would be introduced in Congress and in state legislatures in 2005.

In addition, journalists will be asked to focus on the importance of manufacturing, and employees will be asked to vote for pro-manufacturing candidates and to become more active on issues afterwards.

More information, including activism kits, is posted on the Coalition website ([www.nam.org/coalition](http://www.nam.org/coalition)). To learn more, contact Barbara Higgs at (847) 884-9PMI (9764).

## PMI Extends Sympathies

PMI received the news that **Paul Freymuth**, the father of **Inge Calderon**, ASA’s Executive Vice President, has passed away after his battle with cancer. He died peacefully in his sleep early in the morning of June 16, 2004. Over the years PMI and ASA have established a solid working relationship and we extend our deepest sympathies to Inge and her

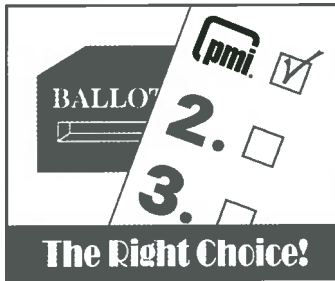
family.

In lieu of flowers, the family requested donations to the American Cancer Society. A memorial donation was sent on behalf of PMI’s Board, membership, and staff.

*Dear Barb and PMI Friends,  
Thank you sincerely for your donation to the American Cancer Society in my father's name. Maybe one day this terrible disease will stop taking our loved ones before they're ready.  
I appreciate your kind words and sympathy.  
Inge*

# PMI 2004 Fall Meeting: The Right Choice!

by: Colleen Madeya, PMI Member Services Manager



## PMI: The Right Choice for membership information

codes and standards training  
seminars

coalition building

fair trade in our industry

water efficient, high performance plumbing products

ensuring safety, quality and value to consumers of plumbing products

**Deadline**  
for PMI Meeting  
and Hotel  
Reservations:  
**August 17, 2004**

(See Jim's article on page 1)

## Wow!

That's what you'll say when you join the Plumbing Manufacturers Institute for our 2004 Fall Meeting, **September 19-22** at the **Capital Hilton** in Washington, D.C. With networking opportunities, learning along side other industry leaders, teamed up with a fantastic line up of speakers, and a jam-packed schedule of issue- and product-related meetings, this year's Fall Meeting is bound to leave you breathless. We are pleased to invite you to join PMI in Washington, D.C., this fall and we look forward to working together with you as an active part in the development and initiatives in the plumbing industry.

*Make the right choice and register today!*  
**Sunday, September 19**

## Meeting Highlights

Breakfast will be served between 7:00 a.m. and 8:30 a.m. Set the alarm, arrange for a wake up call, but DON'T skip breakfast! You'll need to fuel your body and mind to keep up with everything Monday's agenda has to offer. In addition to the Product Group Meetings, **Evan Gaddis**, President of the Gas Appliance Manufacturers Association (GAMA), will give an update on GAMA and the California Energy Commission (CEC) along with the Massachusetts Board of State Examiners of Plumbers and Gas Fitters. Following Mr. Gaddis, **Kitty Kono**, Vice President, Global Cooperation for ASTM International, will address the group on standards as trade

barriers. PMI has lined up several fantastic speakers from the U.S. Department of Commerce. **William Lash**, the Assistant Secretary of Commerce, will give an update during lunch as to the U.S. Department of Commerce's initiatives on fair trade. **Jennifer Stradtman**, International Trade Specialist, will give specific tips and examples on how the U.S. Department of Commerce can

assist PMI members on overcoming trade barriers, followed by **Christian Brittle**, also an International Trade Specialist who will discuss and explain the reasons for rising prices on copper in the world market. *Wow!* After this amazing line up of meetings and speakers, please join us at the early networking reception at 6:00 p.m. Dinner this evening is on your own, but be sure to come back at 9:00 p.m. for a "friendly" meeting of the minds — a trivia contest and reception. Both participants and spectators welcome! Test your political knowledge and may the "right choices" win.

### **Tuesday, September 21:**

Tuesday morning's session starts off with E-Business and Opportunities Standing Committee Meeting, with a presentation on E-Learning and Remote Learning. **John Flowers** with the Environmental Protection Agency (EPA) will present during the Water

Conservation Meeting followed by **Catherine Ransom** from Sen. Jeffords' (I-VT) office and **Rep. Eleanor Holmes Norton** (D-DC) [invited], co-sponsor of the Jeffords/Norton bill to discuss the effort to limit lead in plumbing products. PMI members will elect the 2005 officers and approve next year's budget at the afternoon General Membership Meeting.



George F. Will

We are pleased and excited to have *Washington Post* columnist **George F. Will** as our keynote speaker at Tuesday's dinner. The networking reception begins at 6:00 p.m. with dinner to start at 7:00 p.m.

*This is an event  
you don't want to miss.*

## CEO Forum

### **Wednesday, September 22**

Invited CEOs will meet today at our special CEO Forum. China Specialist **Michael Colopy**, **Kathryn Kobe** of Economic Consulting Services, **James Guidi** of Translatus Inc., **John Brandt** with the Manufacturing Performance Institute, and invited guests from the National Association of Manufacturers (NAM), and the U.S. Department of Commerce will present.

(see page 10 and special insert for more details)

# PMI 2004 Fall Meeting Schedule

Times are approximate and are subject to change. Meetings will run consecutively and it is the responsibility of the attendee to monitor up-to-date schedules each day.

## **Sunday, September 19, 2004**

- 3:30 p.m. – 5:30 p.m. Meeting Registration  
1:00 p.m. – 4:00 p.m. Technical/Product Group Committee Chair Briefing  
(restricted attendance — individual details tba)  
3:00 p.m. – 6:00 p.m. **Board of Directors Meeting (restricted attendance)**  
6:30 p.m. – 9:30 p.m. Welcome Reception and Dinner

## **Monday, September 20, 2004**

- 7:00 a.m. – 8:30 a.m. Breakfast Buffet  
8:00 a.m. – 9:15 a.m. Flushing Devices/Fixture Joint Product Group  
9:30 a.m. – 10:45 a.m. **Issue Committee: Universal Conformity Assessment**  
**Evan Gaddis**, President of Gas Appliance Manufacturers Association (GAMA) on the California Energy Commission (CEC) and The Massachusetts Board of State Examiners of Plumbers and Gas Fitters  
11:00 a.m. – 11:45 a.m. **Kitty Kono**, Vice President, Global Cooperation for ASTM International  
Fair Trade Presentation (Standards and Market Access)  
12:00 p.m. – 1:30 p.m. Lunch Buffet: **William Lash**, Assistant Secretary, U.S. Department of Commerce  
1:45 p.m. – 2:45 p.m. **Issue Committee: Fair Trade: Jennifer Stradtman**, International Trade Specialist, U.S. Department of Commerce  
3:00 p.m. – 4:00 p.m. World Market for Copper — Presentation by **Christian Brittle**, International Trade Specialist, U.S. Department of Commerce  
4:15 p.m. – 5:15 p.m. Showerhead/Hand Shower, Faucet & Shower, Tub, Tub-Shower Fittings  
Joint Product Group  
6:00 p.m. – 7:00 p.m. Networking Reception

*Dinner on your own — but be sure to come back by 9 p.m. for our Late Night Trivia Contest and Reception!!!*

- 9:00 p.m. – 10:30 p.m. Late-Night Networking Reception and Trivia Contest!

## **Tuesday, September 21, 2004**

- 7:00 a.m. – 8:30 a.m. Breakfast Buffet  
8:00 a.m. – 9:10 a.m. E-Business Issues and Opportunities Standing Committee  
Presentation on E-Learning/Remote Learning  
9:25 a.m. – 10:25 a.m. **Issue Committee: Water Conservation with John Flowers**, Environmental Protection Agency (EPA)  
10:40 a.m. – 11:40 a.m. Government Affairs Standing Committee  
**Catherine Ransom** with Sen. Jeffords (I-VT) office  
11:45 a.m. – 1:00 p.m. Lunch Buffet: **Rep. Eleanor Holmes Norton** (D-DC) — [Invited]  
1:15 p.m. – 2:15 p.m. Member Services Standing Committee  
Presentation on Industry Statistics  
2:30 p.m. – 4:00 p.m. Technical Standing Committee  
4:15 p.m. – 5:15 p.m. General Membership Meeting  
6:00 p.m. – 7:00 p.m. Networking Reception  
7:00 p.m. – 9:00 p.m. **Dinner/Keynote by George Will, Washington Post Columnist**

## **Wednesday, September 22, 2004**

- 7:00 a.m. – 9:00 a.m. Continental Breakfast

**10:00 a.m. – 2:30 p.m. CEO Forum (Restricted attendance) CEOs See Special Insert!**

# Christian Richter: Pessimist of the Heart, Optimist of the Will

by: Colleen Madeya, PMI Member Services Manager

When asked about his outlook on life, **Christian Richter** notes he's a "pessimist of the heart, optimist of the will." Maybe it's because of his professional career in politics where, he says, "human nature hasn't changed in a thousand years, but it's exciting to get out there every day to see if you can make the right things happen."

Richter, PMI's lobbyist and principal of The Policy Group, was raised in the South doing what he calls "double duty" as both a "navy brat" and preacher's son. He credits his parents with giving him a deeply embedded optimism about life, especially his father, a navy chaplain, whose work moved the family from place to place. "Moving around as a kid was wonderful, because my parents always treated a new move like there was a great adventure just around the corner...and there usually was."

Politics figured in his future early on, when at the age of eight he penned a letter to then-**President Nixon** about tackling pollution and protecting the environment. He received a letter from the White House in response, and says this experience gave him an outsized view of the impact of a single individual on national politics. "Of course," he recalls humorously, "I thought I was personally responsible for the passage of the Clean Water Act and the creation of the EPA a year later." The irony is that he's spent much of his professional career representing industry on environmental policy issues. "I guess I didn't realize at the time I was guaranteeing I'd have a job at some point addressing the excesses of regulation."

He later went on to earn both a bachelors and masters degrees in economics and political science at the University of Wisconsin,

worked as a policy staffer and lobbyist in two state legislatures, and attended graduate divinity school in ethics and theology. "It's a unique mix — studying ethics and then becoming a lobbyist is an oxymoron to most people," he notes. But the public policy arena can be a strange and tedious place, and "sometimes stepping back in the heat of negotiations and asking some fundamental questions about what the heck you're trying to do, why you're trying to do it, and why it's really important, can be a very good thing."

Christian met his wife, Lisa, while in graduate school at Wisconsin, and he took a position at a Washington, DC-based

lobbying firm in 1991. He started his own consulting firm, The Policy Group, eight years later, the month their first

daughter, Camille, was born. "I don't remember sleeping much that month, or actually, for that entire year," he recalls. In addition to their daughter Camille, who will be five this fall, they have a younger daughter, Annabel, who will turn three this September. With what he admits is fairly limited free time these past few years, Richter enjoys "running and swimming — but more importantly, I'd work day and night all week to free up weekends to spend with my wife and kids!" He adds, "There's nothing I'd rather do!"

Not surprisingly, political leaders figure in the column of those he admires most. Richter says he has always admired Winston

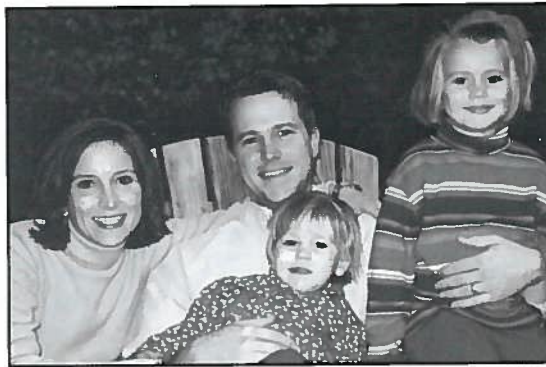
Churchill for his vision, his powerful ability to communicate, and his courage to stand virtually alone in his views at times but to ultimately prevail in changing the course of world history. Teddy Roosevelt is also a hero for similar reasons — he never gave up in serving his cause and embraced the value of adventure.

On the business front, Richter has expanded his firm over the past few years and just completed the merger of his firm with another consulting and trade association management group in Washington D.C. He now serves as president of the new organization. He's enthusiastic about the fact that he now has "more good people and

issues to work with...it's pretty exciting."

We are pleased that Christian has joined PMI. Our optimism about his contribution has already been realized

in part with his efforts in defeating the Jeffords/Norton Bill recently in a key vote in the Senate Environment and Public Works Committee (see related story on page. 9). Keep up the good work, Christian.



The Richters: Lisa, Christian, Annabel, and Camille

*Our members say  
"thank you" for the efforts on the  
Jeffords/Norton bill...*

**Charles Scott**, Vice President, Marketing and Product Development, Brass Craft Mfg., Co. Says, "Dear Barbara and Christian, Thanks for the great effort!"

**Aurora delCampo**, Office Manager, Fisher Manufacturing Company also sends her words of thanks, "Thank you. That is great to hear."



# PMI Wins Key Interim Victory on Plumbing Products Lead Ban

by: Christian Richter, The Policy Group, LLC

In our last Washington Update, we noted that PMI was actively engaged in discussions on Capitol Hill over spiking lead levels in Washington, DC drinking water. One of our key concerns was the potential for passage of new legislation (the Jeffords/Norton "Lead Free Drinking Water Act of 2004") that would essentially ban lead in plumbing products. In mid-June, rumors were circulating that **Senator Jeffords** (I-VT) might attempt to attach the plumbing "lead ban" provisions of his legislation as an amendment to a major water infrastructure bill (S 2550) scheduled for action in the Senate Environment and Public Works Committee.

Jeffords indeed offered his amendment during the panel's deliberations. Ultimately, PMI's technical and legislative advocacy efforts, as well its effective collaboration and outreach with other interested groups, resulted in the defeat of the measure by a party line, one-vote margin. The victory is significant in that before the vote, intelligence from the Senate committee indicated that the vote would likely go the other way. Critical to the outcome was the industry's ability to convince moderate Republicans that the lead provision was ill-founded.

In lieu of Jeffords' amendment, **Senator Mike Crapo** (R-ID) successfully added language to the water bill that would address the lead in drinking water issue by, as he put it, "focusing attention on the areas that have the greatest need." His amendment gained some bipartisan support and passed by a vote of 13-6. Among other things, the Crapo provision would provide \$40 million in grants per year over five years for schools to test their water and provide information on the results. It would also provide

\$20 million to Washington, D.C., to assess and address its drinking water problem.

Jeffords later was the lone vote against passage of the water infrastructure measure. In opposing the bill in committee, he reserves the right to challenge the bill and again offer his lead amendments if or when the larger package is scheduled for Senate floor action.

As PMI focuses on the Senate floor for possible action on the Jeffords lead provisions, we continue to meet and discuss the industry's concerns with the Senator's key staff. While PMI may not fully convince Jeffords to forego advancing his plumbing provisions, the Senator and his allies will better comprehend the eminently reasonable logic anchoring the industry's position on "lead free" legislation. Among other Senate Democrats with whom PMI has spoken is **Senator Joe Lieberman** (D-CT), who voted against PMI on the committee vote. Lieberman has a prominent and aggressive record of support for environmental and health protection, while often serving as a thoughtful and moderating influence in the Senate on a range of complex policy issues.

In the meantime, the House continues to advance its oversight agenda on D.C.'s water problems and their nationwide implications. At press time, the next hearing was scheduled for July 22 in the House Energy and Commerce Committee, the panel with primary jurisdiction over Safe Drinking Water Act issues and, therefore, the Jeffords/Norton legislation. PMI's efforts to constructively shape the discussion there mirror our earlier Senate activities. To that end, we've provided here just a sampling of key PMI "*talking points*" for industry allies in the House as

oversight activity continues. Full background details are available from PMI.



Christian Richter

- **The proposed "solution" of limiting lead content in plumbing products to 0.2 percent does not solve D.C.'s lead problem**
- **Household plumbing products conveying drinking water already meet strict existing lead leach standards**
- **Current plumbing products standards under review by EPA**
- **The NSF standard-setting framework is a dynamic process and should be relied upon for any changes to existing requirements**
- **The Jeffords/Norton lead limit of 0.2 percent for a wide range of plumbing products is not a regulatory standard in California**
- **The Jeffords/Norton plumbing products revisions would result in serious supply shortages and significant economic impacts**

Regardless of whether Congress will take further action by the end of this session on the lead issue, PMI has extended invitations to both D.C. Congresswoman **Eleanor Holmes Norton** (D-DC), as well as Senator Jeffords (I-VT) key staff, **Catherine Ransom**, to share their point of view and engage with participants at PMI's fall conference in Washington.

*In the meantime, we will keep you tuned in to pending developments as they unfold.*

# Charming, historic, and unique Savannah, Georgia is the location for the PMI 2005 Spring Meeting

by: Colleen Madeya, PMI Member Services Manager



Colleen Madeya

Its reflection seems to shimmer as you glance at it across the Savannah River. This city of Savannah, Georgia is lovely in so

many ways. Charming town squares centered with beautiful old oak trees draped with Spanish moss, historic mansions proudly stand with iron gates and iron fences, display not only the beauty of their craftsmanship but also the past of the slaves who made these lovely pieces of ironwork. Along River Street, old warehouses have been renovated to become shops, restaurants, and taverns, each with their own unique characteristics. Cobblestones brought in as ballast on sailing vessels and unloaded to make room for valuable cotton, line River Street and the ramps leading up to the heart of the city. Savannah designated for the sixth consecutive year, as "one of the Top Ten Cities in the U.S. to Visit" by *Condue Nast Traveler* is the location of the PMI 2005 Spring Meeting April 10, 2005, through April 13, 2005. The Westin Savannah Harbor Golf Resort and Spa is the home of next year's

spring meeting. The resort lobby with its deep wood floorings, magnificent chandeliers, and ornate rugs are reminiscent of the old Southern splendor.

PMI golfers will be one of the last groups to play The Club at Savannah Harbor (the Westin's golf course) prior to the opening tournament on the PGA Champion Tour for the PGA Tour's Champions Tour Liberty Mutual Legends of Golf.

Spouses that attended the 2004 Spring Meeting are no strangers to great excursions. Well not to worry! This town promises much more than just a friendly trip to the tattoo parlor (see May/June issue of PMI News). With trolley and walking tours almost every hour throughout the town squares, amazing shopping, splendid churches, fantastic restaurants, all while taking in the beautiful and colorful azaleas, spouses are bound to have a lovely time while PMI's meetings are in session.

We were not the only ones lured by this amazing city, Hollywood too! Movies such as "Forrest

Gump," "Forces of Nature," "The General's Daughter," "The Gift" and "The Legend of Bagger Vance" have been filmed here.

The novel, *Midnight in the Garden of Good and Evil*, was written about Savannah by John Berendt and remained on the New York Times bestseller list for

three years. The movie, directed by Clint

Eastwood, truly showcases the ambiance of Savannah — a charming and unique city.

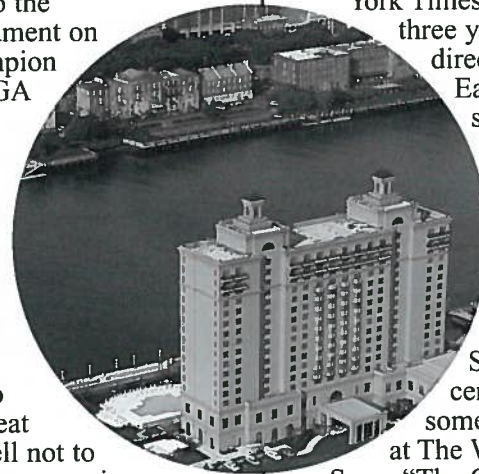
After a long afternoon of taking in Savannah, make certain to allow some pampering time at The Westin's

Spa... "The Greenbrier Spa."

The spa is patterned after and operated under an agreement with the world-renowned Greenbrier Spa in West Virginia.

And of course, the PMI meeting agendas will be packed with important industry topics. Be sure to mark your calendar and keep your eyes open for meeting registration materials after the new year!

*See you in Savannah!*



## Special CEO Forum — 2004 Fall Meeting

### China and The Future of U.S. Manufacturing

Invited CEOs will participate in a special forum at this fall meeting to discuss the topics of the world market, how it is changing, the emergence of China, challenges of communicating in a globalized world and the important role of U.S. manufacturing.

We have lined up an amazing slate of speakers: China Specialist **Michael Colopy**, will lead a discussion on the opportunities and threats presented by the emergence

of China. **Kathryn Kobe** will discuss the results of the Popkin study on the critical importance of U.S. manufacturing to the economy.

**James Giudi** of Translatus Inc. will explore communication challenges arising from globalization and offer solutions.

**John Brandt**, of the Manufacturing Performance Institute, will announce the results of the first-ever large-scale study of Chinese Manufacturers followed by

a panel discussion featuring invited guests from the National Association of Manufacturers (NAM) and the U.S. Department of Commerce.

The forum is set for Wednesday, September 22, 2004, 10:00 a.m. — 2:30 p.m. Be certain to keep on the look out for more information about this CEO forum. Registration information will be included in the Fall Meeting promotional mailing addressed to invited CEO's.

# Update on HR4600 Governing Fax Advertisements and HR2929: The Anti-Spyware Bill

by: Maria Bazan, PMI Association Manager

Last fall we reported on the Federal Communications Commission (FCC) rule on unsolicited faxes under the Telephone Consumer Protection ACT (TCPA) of 1991. This rule, scheduled to take effect January 1, 2005, would require you to have written permission in advance of sending faxes to anyone, including those with whom you have an established business relationship.

## We have good news!

On June 24, 2004, the House Energy and Commerce Committee passed H.R. 4600, the Junk Fax Prevention Act of 2004, which restores the "established business relationship" (ERB) to allow for communications where a previous business relationship exists. The Committee agreed to allow the FCC, after three years time, to reevaluate whether a time limit on

the EBR provision is needed.

In other legislative news, the Committee also passed H.R. 2929, the Anti-Spyware bill, to the full House. This bill requires that spyware programs be easily identifiable and removable, and allow the user to give consent for the collection of personal information should they choose. Fines against abusers are increased.

Spyware can be downloaded to a user's computer by a third party without the knowledge of the user. This can enable the owner of the spyware to track and gather data regarding a user's whereabouts while online and expose the user to offensive online material through pop-ups. "Browser-hijacking," the practice of a site changing the settings on the computer of a site visitor without permission, is also a common practice of spyware. The

large amounts of spyware downloaded to a computer can overwhelm the operating system and cause the system to shut down.



Maria Bazan

## PMI Fittings Shipment Report New Categories

by: Maria Bazan, PMI Association Manager

### Your input is needed!

PMI is continually seeking ways to improve and enhance the value of the statistical reports provided to participating PMI Members. Now is the time to submit your requests for new reporting categories and line items to the Fittings Shipment Report. Per PMI's Statistical Reporting Policy, all requests must be submitted in writing for consideration and approval by the end of the third fiscal quarter (September 30) or by the PMI Fall Meeting, whichever occurs first. This year's Fall Meeting dates are September 19-22, making the deadline September 18, 2004. For a new category to be considered for inclusion in future shipment reports there must exist three or more reporters who currently participate in the program, in that particular category/line item.

PMI's third party data collector, **Chuck Wodrich** of W&W Services, will be notifying participating PMI Members via e-mail of how and where to submit their requests for new reporting categories. These reports are a service PMI provides to its members; there is no cost involved. Other reports also available for participation by all PMI members include the CEO Business Conditions Survey and the Quarterly Business Benchmarking Survey.

If you are not currently participating and would like information to begin participation, please contact Chuck Wodrich at 630-378-9695, [cwodrich@wandwservicesinc.com](mailto:cwodrich@wandwservicesinc.com), or PMI's Executive Director, **Barbara Higgins**, for details.

## Two Chairs Filled; One Spot Vacant

PMI welcomes both **Steve Maple**, Vice President, Engineering of Fluidmaster and **Ron Grabski**, Corporate Vice President of Gerber Plumbing Fixtures to their newly appointed co-chair positions. Steve will serve with current co-chair **Bruce Martin** of The Chicago Faucet Company on the Flushing Device Product Group Committee and Ron will serve with current co-chair **Shabbir Rawalpindiwala** of Kohler Co. on the Fixture Product Group Committee. We are delighted to announce both Steve's and Ron's new roles within PMI and look forward to their continued contributions to our organization.

Please see the next issue of *PMI News* for member profiles on both Steve and Ron.

### Vacant Co-Chair Position

We currently have an opening for co-chair of our Member Services Committee. Any member interested in serving along side **Suzanne Shaw**, Director of Marketing of The Chicago Faucet Company, should contact Barbara Higgins at (847) 884-9PMI (9764).

## PMI In The News

*Editors Note:* This article appeared in the May 2004 Issue of *Plumbing & Mechanical Magazine*

### *PMI's Demand Forecasting, Codes Seminars Successful*

The Plumbing Manufacturers Institute held its first Demand Forecasting Seminar February 24-25, which presented a model forecasting process to the 40 participants. This process enabled attendees to gauge their own companies' approach, as well as understand forecasting basics and

performance metrics. PMI's second Codes and Standards Workshop drew some 60 people to the session on February 3-4. This session and the initial program last July were both sellouts.

These two-day workshops are part of a larger education initiative to provide PMI members and the plumbing industry with current information on issues and functions crucial to the industry. Those who attended the workshops received certificates of completion.

## PMI Is Proud To Present

**John Kabbes:  
Back by Popular Demand!**

**All New Forum!**

**Managing Inventory  
Across the Entire Supply Chain**

**Note New Date!**

**October 5-6, 2004**

The seminar will present an interactive discussion on the following topics:

- ~ Strategic Priorities
- ~ Operational Strategy
- ~ Operational Management and Performance Metrics
- ~ Demand Planning
- ~ Overall Supply Chain Design
- ~ Inventory Planning and Replenishment Approaches
- ~ Vendor Partnering and Management
- ~ Customer Partnering and Management
- ~ Improvement Strategies and Techniques

Forum information and registration forms can be downloaded from the PMI website: [www.pmihome.org](http://www.pmihome.org) or call PMI (847) 884-9PMI (9764)

### **2004 PMI LEADERSHIP**

#### **Executive Committee**

**Jim Westdorp**, Kohler Company  
President

**John Lauer**, Sloan Valve Company  
First Vice President

**Al Walcutt**, MPC Plastics, Inc.  
Second Vice President

**Claude Theisen**, T&S Brass & Bronze Works  
Treasurer

**Ralph Herrbach**, Cifial USA  
Immediate Past President

#### **Directors at Large:**

**Pete DeMarco**, American Standard, Inc.

**Ray Fisher, Jr.**, Fisher Manufacturing Co.

**Ken Martin**, Delta Faucet Company

**Lee Mercer**, Moen Incorporated

**Rod Ward**, Speakman Company

**Tom White**, Haws Corporation

#### **PMI STAFF:**

**Barbara C. Higgins**

Executive Director

**David W. Viola**

Technical Director

**Maria A. Bazan**

Association Manager

**Colleen Madeya**

Member Services Manager

#### **Consultants**

**Mike Sennett**

Legal Counsel

Bell Boyd & Lloyd

(312) 807-4243

[msennett@bellboyd.com](mailto:msennett@bellboyd.com)

**Christian Richter**

Government Affairs

The Policy Group, LLC

(202) 457-0630

[crichter@thepolicygroup.com](mailto:crichter@thepolicygroup.com)

### **Plumbing Manufacturers Institute Headquarters:**

1340 Remington Road, Suite A,  
Schaumburg, IL 60173

Phone: 847-884-9PMI (9764)

Fax: 847-884-9775

[www.pmihome.org](http://www.pmihome.org)

