

The Quest to be the Best: Who Supports You?

By: Lee Mercer, PMI President and Director of Product Compliance for Moen Incorporated



Lee Mercer

Well, the 2010 Winter Olympics have been over for a few weeks now. There were so many story lines about the thrill of victory, the agony of defeat and the challenges and sacrifices made to be able to reach and compete at such a high level. Unfortunately, we were also reminded how pushing the envelope combined with a little mistake can sometimes lead to tragedy. Many of the athletes have been training for years; some for most of their lifetime in their quest to be the best. You could not help but feel badly for the athletes that were on pace for a medal, but crashed on the last jump, feel the heartfelt emotion of the Canadian skater who pushed on just a day after losing her mother, or share in the excitement of an overtime victory.

As I reflect back on the games, I think it's interesting that we can draw a parallel of being an Olympic athlete to being in the business world. Most of us have been training for years to get to where we are today and we are constantly looking to technology and new training techniques to get that edge over the competition every day, for an entire career, however short or long that may be.

If you watched the games you no doubt saw the "Thanks Mom" ads focusing on the sacrifices they have made to help the athletes get to Vancouver. I think the ads were on target. In my experience, moms do sacrifice a lot; but what about dads, spouses, sisters, brothers, friends and co-workers?

It's tough to become a champion in whatever you are competing, be it an athletic event or in your job. We win.

We lose. But we keep striving to be the best. You're where you are today because you were willing to sacrifice something. At some point in time we have likely all been in a situation where we would have preferred to be somewhere else, but instead chose to focus on our objectives instead. There is no sacrifice too big or too small; they all hold relevance to our success. But odds are, someone close to you has sacrificed as well. Just like an Olympic athlete, behind each and every one of us is a support system that is there to help us get up when we crash, drive through the challenges we face and share in our success.

So who is your support system? Would you be where you are today without the help or sacrifice from

someone else?

Take the time to stop, enjoy the journey and thank those close to you that have helped you along the way and shared in the sacrifices that it took to help you go for the gold. "Thanks Mom!"



Musical Chairs in the PMI's Leadership Line Up

The PMI Board of Directors announces that **Jack Krecek**, vice president and general manager for Elkay Manufacturing Company, has been moved into the role as First Vice President and will serve as PMI president in 2011. The move was prompted by the departure from the Executive Committee by **William Ball**, vice president of engineering for WCM Industries. Bill announced at the recent PMI Spring Meeting in San Diego, that increased travel demands from his work preclude him from fulfilling his role as First Vice President this year and then President next year. **Stu Yang**, vice president, engineering, global faucets for Kohler Company has moved to the role of Second Vice President, becoming PMI President in 2012.

Finally, congratulations to **Jeff Baldwin**, engineering manager for T & S Brass and Bronzeworks, who has been named to the PMI Executive Committee as Treasurer for the balance of 2010 replacing Stu. Jeff will be PMI president in 2013. William Ball remains on the Board as a Director at Large, completing Jeff's term. There are no other changes to the PMI Board of Directors.

With all of the changes, one thing remains the same... PMI is in good hands! Thank you to all of our volunteer leaders! We value your commitment and vision!

Providing Member Value and Efficiency: It's What We Do

By: Barbara C. Higgins, Executive Director



Barbara Higgins

One of the characters on a television situation comedy recently advised one of the other over-the-top characters to "turn down her 'perky dial' a couple of notches." As you might imagine, I have

been on the receiving end of such requests. Each time we add to PMI staff, I feel rejuvenated in my own role. In February, we added not one, but two new technical experts to the PMI team. This plan has been in-the-works for some time now (since 1999 in fact!) and now it's a "done deal."

Both **David** and **Charles** come armed with backgrounds that will add new dimensions to the technical value PMI provides. With experience in new product development, David has an outstanding perspective on what's next in our industry. His strategic mind will add tremendous value as we look to growing PMI's influence and reach by adding new members in new product

areas. As a former licensed plumber, Charles has hit the ground running with a hands-on practical knowledge of our products, industry and the world of codes and standards. He's even done a bit of lobbying. While my pulse is racing and my adrenalin is up with the endless possibilities these two additions bring, believe me, I am trying to control myself. Coming from the "outside," David and Charles each have a tremendous learning curve ahead. They have jumped enthusiastically into the mix though and have already added value both to PMI and to your membership. I know that the technical experts among our membership will be a great help in bringing David and Charles up-to-speed. The acronym list alone is daunting!

The other critical piece is to learn PMI's "culture." This has been tough for some and it takes a special drive, work ethic and combination of skills to thrive. While an important asset, "personality" alone is not enough. PMI staff is a small but dedicated team. A sense of urgency and attention to detail are critical to success here. Organization is essential. Deadlines and results matter. As PMI members agree, we

cover quite a bit of territory as we touch the various topics in our industry. The vastness of the coverage is demonstrated through the various committee reports given at our semi-annual meetings.

We all take a roll up your sleeves approach. No prima donnas allowed here! And a can-do spirit is essential! In short, being a PMI staffer is not for the faint of heart, but the rewards are great. Despite the calm exteriors, the pace at PMI can be crazy at times. The additions to our staff will relieve some of that workload by dividing responsibilities, but we will also have more feet on the street to cover even greater bandwidth.

PMI staff serves our membership and the industry with pride and to the best of our ability. Our goal is to use dues dollars wisely in everything we do, from travel to projects to staffing. We aim to ensure that you are maximizing your dues investment. PMI continues to set the standards for productivity and progress. We have become known for providing value, efficient operations and our talented staff. It's what we do!

Plumbing Manufacturers Institute Names Technical Specialist



Charles Hernandez has joined PMI as Technical Specialist, reporting to PMI Executive Director, **Barbara C. Higgins**. In this position, Mr.

Hernandez will be responsible for fielding and researching members' technical questions, analyzing and reporting on proposed code and standard changes and attending and monitoring code and standard hearings and meetings.

"We are delighted to have Charles join our organization," said Ms.

Higgins. "As his title implies, Charles will support PMI's technical initiatives primarily in the area of codes and standards. He brings with him a wealth of practical knowledge, having been a licensed plumber, a project manager and an advocate. Charles will work with Director of Strategy and Technology, **David Hagopian** who joined PMI earlier this month on February 1, 2010."

Charles says it was his father, a self-taught carpenter, who encouraged him to learn a trade after high school. While Charles smiles as he admits that he would have preferred at that time to remain a "ski bum," he embraced the opportunity and ultimately earned his

plumbing license. He has also spent time as a project manager at a time when such planning was done manually without advantage of a computer. Most recently he worked as an independent consultant, providing guidance on project management, efficiency improvements and maintenance management. He has also worked with the Illinois Labor Relations Board as a board member, administering the Illinois Labor Relations Act and policymaking actions in regards to state law.

Charles resides in Batavia, IL with

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Rolling Up My Sleeves...

By: David Hagopian, Director of Strategy and Technology

As I sit down to write this article, I have two full weeks on the job as the new Director of Strategy and Technology at the Plumbing Manufacturers Institute (PMI). As any of you that have changed positions in your career know, people are curious. By people I mean friends, family, former co-workers, former competitors and acquaintances from adjacent industries. I recently met up with some university classmates that I had not seen in over 25 years and by the end of an evening of getting reacquainted, questions and interest turned to the present and future. People are always curious of the unknown. What is next? What is different? And when it comes to action, what do we do now?

So when people ask me about my new job, the Q&A goes something like this: **Q:** What's PMI? **A:** The Plumbing Manufacturers Institute is a not-for-profit industry group that is made up of about the top 35 manufacturers of plumbing product sold in North America and beyond. **Q:** What does PMI do? **A:** PMI promotes the industry. We promote the efficiency, health, safety and environmental sustainability of our members' products. We act to ensure an open and fair marketplace and do this while looking out for consumer choice. As part of this, we work on representing our members on issues of standard and code development or legislative issues that can impact the industry. The next question is really the bigger one. **Q:** What is your job and what do you do? One has to be ready to answer that question whether it comes from your 9-year-old son or one of your new customers (PMI members).

My role is somewhat new to PMI as well as to me. As the title implies it is a combination of Strategy and Technology. The "Technology" part is "not so new." By that, I mean that PMI has always had a technical focus and the work by my predecessors has been excellent! We will further support the technical efforts with the addition of

Charles Hernandez, who has joined the organization as Technical Support. As technology changes and expands, we want to provide you, our members, the value and services that you seek. Charles and I will be the eyes, ears and voices for you in our industry. To that end, your input and feedback are essential.

The somewhat new part of my job has to do with strategy. A sound strategy is core to any successful organization (including PMI and the organization's numerous successes to date). The Board of PMI and Executive Director, **Barbara Higgins**, have been solidly on top of strategic planning. The vision and direction of PMI have changed dramatically in the past decade. PMI is planning for the future as evidenced by the semiannual Board meetings and last year's Strategic Summit. One of the outcomes of those important meetings is that we will expand by looking at new membership product categories, track emerging new technologies that impact our industry and investigate possible joint ventures with other organizations.

Our organization's efforts to lead, rather than follow, are a primary case in point. A couple of examples are PMI's leadership position in California and Vermont and now nationally on the lead issue. In California and Texas, we have successfully legislated water efficiency through toilet performance standards. Such leadership has allowed our members and the plumbing industry in whole to apply more of their resources toward finding solutions to today's challenges in the most productive and efficient ways possible. The goal of PMI's efforts in this area is

to design achievable and measurable compliance with legislation. Success with this goal ensures a level playing field for members, reduces the threat of litigation and enables regulators to focus on the protection of society.



David Hagopian

PMI's leadership role did not happen by accident. It happened through sound application of strategies and tactics by the PMI Board and its members. Sound or successful strategy is not developed in a void. As we look forward, we need to set the course for our future as a team, as the Plumbing Manufacturers Institute.

By the time this article goes to print, we will have finished the PMI Spring Meeting at the Hotel Del Coronado in San Diego, CA. The last session of the conference on Wednesday, March 17th was a brain storming session, entitled "Focus: *Future!*" Participants talked about technology and the future. Strategy allows one to map a path to a desired result. What do you see as PMI in 2013 or 2015? What is your desired result? The answers to these questions will allow us to map out the strategies and tactics for our collective PMI future. This part of my role is open and unmapped. Some people find that uncomfortable. I find it most intriguing and really look forward to what we will accomplish together, as an institute, as an industry.

PMI Names Technical Specialist

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his wife and daughter. As a former licensed volunteer soccer coach, he enjoys watching his daughter play on the varsity soccer team at Batavia High School. He also enjoys golfing. Asked about the spring meeting,

Charles says he very much enjoyed meeting the members and the insight they gave him. Welcome aboard, Charles we know you will put that insight to good use at PMI role.

Meet Marie-Helene Pernin, PMI Member Services Co-Chair

By: Amy Berg-Ferguson, Association Manager

A seasoned world traveler with an infectious laugh, **Marie-Helene Pernin** has brought a great deal of life to her role as a co-chair of the Member Services Committee. She has also brought her knowledge of business to her role as Sales and Marketing Director for NEOPERL, Inc. Marie-Helene has worked with NEOPERL, Inc. for 12 years. Prior to her current position, she worked with Danfoss/Socla in France, working in marketing on worldwide product launches and acting as a technical interface between sales and research and development.



Marie-Helene poses in front of the sea overlooking the fortress of Lindos on the island of Rhodes.

Marie-Helene has a lot to say when it comes to the business world, "Every individual has strengths and weaknesses. Managing a team is all about identifying them and providing a frame that allows every team member to capitalize on their strengths and find the systems that help compensate for their weaknesses." When asked what she felt was her secret to success, she had a blunt answer. "Easy is boring. Difficult may give you a headache but with persistence and a positive outlook, it is quite amazing the things that one person can achieve."

After being involved with PMI for seven years, Marie-Helene has seen firsthand what membership in the organization can do for individual companies. "PMI is a great platform to learn about what is happening in the plumbing industry. NEOPERL is a small company, so the insight provided by PMI is terrific. Additionally, our membership in PMI is a fantastic opportunity to network with other companies in the same field and have a stronger voice as a group than we could have as a company," she said. When asked why she devoted her time

to PMI on a personal level, Marie-Helene said thoughtfully, "By contributing in the Member Services Committee, I hope that my marketing background will be useful to help PMI grow stronger in what it brings to its members and to position itself in the market at the national and international level."

Marie-Helene makes her home in Watertown, CT with her husband, **Fred Fraisse**, who is the Vice President of Sales for NEOPERL, Inc. They have been married for 14 years. "We don't have any

children, but we have a cat named Mina who loves to watch our fish, Neptune and Sinbad," she laughed. "I grew up in Tournus, in the middle of the Burgundy region of France, which is the home of some of the best French red wines. I received my MBA from the University of Haute Alsace in Colmer, France, which is the home of some of the best French white wines. They were wonderful places to be raised and educated, and the wine tasting was nice too," she said with a smile in her voice.

With interests in reading, crafts, history, archeology, archery and gardening, Marie-Helene is never at a loss for something to do. She commented on her list of leisure pursuits, "I'm afraid I have more interests and hobbies than I will ever have time to explore, but at least I can never be bored."

Travel is another favorite pastime for Marie-Helene and her husband, Fred. She says that any type of archeological destination is always

high on their must-visit list. "I loved exploring the main Egyptian and Greek sites and I cannot wait to plan my next trip," she said with excitement radiating in her voice. "I always wanted to visit Southern Italy; there are so many Roman sites. It is too bad I never got the chance to go while I was still living in Europe! All my ancestors lived within 20 miles of my childhood town. My parents still wonder what came upon me to go live on the other side of the ocean."

Marie-Helene says that her husband, Fred, is not only her partner-in-crime when it comes to travel, he is also the most influential person in her life. "Without a doubt, my husband has the greatest influence in my life. Personally, for the obvious reasons but also professionally, as we have been working together on the same team for almost 20 years. We even share a common wall between our offices," she said.

She lists **Gandhi** and **Golda Meir** as her personal heroes and loves to unwind by watching a good movie or reading a book, particularly the *Lord of the Rings* trilogy. As for her pet peeves, she says simply, "I hate it when I discover that the hot water for my tea smells like coffee."



Marie-Helene and her husband, Fred Fraisse, prepare for their horse ride.

Marie-Helene has a philosophic view on the future of PMI, "As the world continues to evolve at a rapid speed, it will be interesting to see where PMI will be in the years to come. Fortunately, PMI is a strong association, more than capable to ride the waves and I look forward to participating in PMI's evolution to adapt to our fast changing environment."

PMI values your continued participation as well, Marie-Helene.

PMI Introduces Our Director of Strategy and Technology

By: Amy Berg-Ferguson, Association Manager

PMI is pleased to announce that **David Hagopian** has joined the organization as Director of Strategy and Technology. In this position, Mr. Hagopian will be responsible for analyzing and reporting proposed code and standard changes, maintaining and



David Hagopian's children test the structural integrity of their new kitchen cabinets.

managing effective relationships with PMI members, certification agencies and industry peers and representing PMI at various industry meetings.

"We are delighted to welcome David to PMI," commented **Barbara C. Higgins**, PMI Executive Director. "Over the past months, we carefully evaluated a number of talented candidates for the position, each with a variety of skill sets. David was the clear standout as he brings with him a unique blend of analytical skills, consensus building capabilities and strategic insight together with an excellent technical background. As Director of Strategy and Technology, he will help us take PMI to even greater heights."

It is easy to see that David will make an excellent addition to the PMI team. He holds an MBA from California Polytechnic State University and a Bachelor's degree in Chemical Engineering from Northeastern University. "I'm looking forward to working with Barb to look for areas of strategic growth and value for PMI members. I also look forward to expanding the effectiveness and services PMI provides to the industry," he said.

David recently spent several years

with Fortune Brands, most recently as their Senior Director of Technical Innovation. He held responsibility for providing management and guidance in product, process and business development. Fortune Brands is a Fortune Magazine Top 500 company.

Prior to joining Fortune Brands, David's professional experiences included work in the oil, chemical and aerospace industries, as well as the U.S. Government. He has experience in operations, marketing and business development. He also worked as a regulator for the Environmental Protection Agency.

David has already made his presence felt at the PMI Spring Meeting, held March 14-17 in San Diego. He had the chance to meet the member attendees and answer their questions



Christmas with the Hagopian family.

about the technical issues that keep them up at night. He has thrown himself into several projects and is evaluating how he can make an impact on PMI and its membership. However, David is not all about work. He is also a devoted family man. He has been married to his wife, **Margaret**, for 23 years and is the father of four children, ranging in age from nine to 20. "We had the kids in sets," he said laughing. "Set number one and set number two. I would have liked to have had a third set, but my wife wasn't quite on board with that idea."

An avid gardener in his spare time, David loves to work in his home garden. He particularly enjoys tending to his vegetables, especially his hot

pepper plants. He then uses his homegrown vegetables when he cooks for his family, another favorite pursuit. David is not a man who is afraid to cook for a large crowd, "My neighbors and I put together a pig roast for our neighborhood on Halloween last year. I think we literally fed the whole neighborhood."

When he isn't gardening or cooking, David likes to work on his muscle car, a 1975 Pontiac Trans Am. "I like to pile the kids in the car and take them for ice cream. It's always a fun ride," he said enthusiastically. He also likes to work on do-it-yourself construction projects.

He says that his parents are a very large influence on his life. "They influenced my work ethic, the way I approach life and the way I raise my children. They also helped me develop my outlook on life: do what's right, no matter the cost or consequence." He also admires the vision and work ethic that entrepreneurs bring to the table.

Deerfield Beach, Florida is a favorite vacation spot for the Hagopian family. "We have a vacation home in Deerfield Beach. We also enjoy visiting California, as we have family there. If there are oceans or mountains nearby, that's where we want to vacation," he said. David also likes to relax by listening to country or contemporary Christian music. When asked if there was anything that members might be surprised to know about him, David paused thoughtfully and said, "How about this for surprising? I shook **Gerald Ford's** hand on the 200th anniversary of Patriot's Day. It was on April 19, 1975."

"I am very excited about my new role at PMI. I look forward to bringing value to the organization and its members," David said. We look forward to the great things you will accomplish. Welcome aboard, David!

PMI's Spring Meeting - March 14-17



The Plumbing Industry Profile panel discussed mutual goals: Barbara Higgins, PMI, Moderator; Ralph Suppa, Canadian Institute of Plumbing and Heating; John Koeller, Koeller and Company; Mike Adelizzi, American Supply Association; Peter Censky, Water Quality Association; Mary Ann Dickinson, Alliance for Water Efficiency; Steve Lehtonen, GreenPlumbers® USA; Gerry Kennedy, Plumbing-Heating-Cooling Contractors and Lee Mercer, Moen Incorporated, Moderator



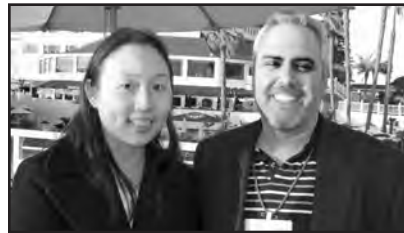
First Time Attendee, Jon Lindholm of Jing Mei Industrial (USA), Inc.



First Time Attendee, Susan Hunter, Gerber Plumbing Fixtures



First Time Attendee, Mike Douglass, Elkay Manufacturing Company



First Time Attendee, Fiona Hsiung and Fernando Fernandez, TOTO USA



Charles Hernandez, PMI; Jerry Desmond, Desmond & Desmond and Dennis Schneider, KWC America, Inc.



Bill Strang, TOTO USA and Derek Taylor, Hansgrohe, Inc.



First Time Attendee, Stefan Hitz, KWC America, Inc.



PMI President, Lee Mercer presents Stephanie's Departing Board Member plaque to Mike Regelbrugge of Amerikam, who accepted on behalf of Stephanie Leonardos, who couldn't attend the meeting.



First Time Attendee, Paline Phan, Price Pfister



PMI President, Lee Mercer presents Jack Kreczek, Elkay Manufacturing Company, with the Quarter Century Club plaque for 25 years of membership.



First Time Attendee, Don Frunk, Fisher Manufacturing Company

Expanding the Value of PMI!



PMI President, Lee Mercer, Moen Incorporated presents PMI Past President, Walt Strader, Price Pfister, with a token of appreciation for his hard work during the last year.



First Time Attendee and PMI's newest member, Bill Chapin, Cash Acme



PMI President, Lee Mercer, Moen Incorporated, presents a donation on behalf of PMI to Ken Kosman, Habitat for Humanity.



First Time Attendee, Ece Cokyasar-Potter, EKOM VitrA, USA



Keynote Speaker, college football coaching legend, Terry Bowden, discussed the fundamentals of creating a winning team.



First Time Attendee, Cambria McLeod, Kohler Co.



Jack Sim, World Toilet Organization and Bronze Meeting Sponsor Jay Peters, International Code Council



First Time Attendee, Mariana Nicolae, Sloan Valve Company



Ken Martin, Delta Faucet Company presents a speaker gift to Bruce La Belle, California Department of Toxic Substances Control.



Heather West, Heather West Public Relations; Marie-Helene Pernin, NEOPERL, Inc.; Rick Reles, Kohler Co. and John Besmer, Planet Propaganda



Barbara Fromme, David Hagopian, PMI and Klaus Fromme, Bradley Corporation



Joerg Rudolph, NEOPERL, Inc. and V.I.P guests Ralph Suppa, Canadian Insitute of Plumbing and Heating and his wife, Susie.

"By The Numbers" Databoxes Added to SafePlumbing Site

By: Heather West, Heather West Public Relations



Heather West

PMI has added another new feature to the website SafePlumbing.org. "By the Numbers" data boxes now appear on the Web pages for each of the main categories: Clean Water, Water Efficiency and Health & Safety.

These eye-catching blue boxes are positioned on the left side of each page, beneath the search toolbox. As the statistics are compiled from multiple materials, the most reliable and

recent sources are noted at the bottom of each data box. Each is hyperlinked to connect visitors with deeper detail.

Every day, PMI's communications team is searching for the latest news items to include on the SafePlumbing site. Members are encouraged to share their trusted resources and research.

In addition, members also are continuing to take advantage of PMI Member News. Introduced at the end of 2009, this value-added service allows members to share information about their products, people, events and other activities in the industry. The service is accessible through PMI's online Press Room,

<http://www.pmihome.org/pressroom/>, via RSS subscription and directly at <http://www.pmihome.org/member-news/>.

In February, this member-only benefit expanded its reach with direct links to the PMI Member News section from both the Helpful Links page and the News page of SafePlumbing.org

Members can submit their news, as well as their SafePlumbing suggestions, using the contact link at the top of the PMI Member News' Web page, <http://www.pmihome.org/member-news/contact.aspx>, or by directly e-mailing pminews@heatherwestpr.com.

Recent and Important Postings to the Members Only Site

By: Lori Palcheck, Member Services Manager



Lori Palcheck

Recently, the membership was polled to inquire whether or not members were aware of the legislative updates provided by Multistate Associates, containing new state and federal

legislation and regulations and whether this was relevant and important information to receive. The results showed that many members were not aware of these weekly updates provided by Multistate Associates to PMI and members are interested. These weekly updates will continue to be posted to the Members Only website under the heading *Legislative and Regulatory Tracking*. Look for a weekly email from PMI staff notifying members of the new posting.

Other recent postings to the Members Only site are the 15 presentations given at the PMI Spring Meeting at the Hotel Del Coronado in San Diego. Industry experts presented at various meetings March 14-17th. Also, the updated PMI Membership Directory

containing listings of all members has been posted. Please review your company's information and let PMI staff know if there are any changes. Take special note of PMI's newest member, **Cash Acme**.

Members were notified by email of these updates and notifications will

continue as new postings arise. A username and password are required to access any of the information located on this site. Contact **Lori Palcheck** at lpalcheck@pmihome.org or 847-481-5500 x108 to obtain a username and password.

Fisher Manufacturing Company Gives Back

Fisher Manufacturing Company has partnered with Water Wells for Africa to provide greater access to clean drinking water and a safe place for kids to play.

The California based company has donated a play pump to the region of Malawi, whose residents regularly walk hours in search of scarce potable water for cooking and drinking.

Doubling as a play structure for a local primary school, this innovative pump will bring fresh drinking water to this impoverished area. It will reduce the threat of disease and vastly improve the quality of life for thousands, all while providing a fun gathering place for children.

"Partnering with Play Pumps



The children of Malawi express their thanks to Fisher Manufacturing Company.

International, we are the first group in our field to place this unique technology in Malawi," said **Rebecca Miller**, Fisher's Human Resource Manager. "We couldn't be more pleased with the results."

PMI Gives Back With a Day of Service in San Diego

By: Heather West, Heather West Public Relations

Preceding the Plumbing Manufacturers Institute (PMI) Spring Meeting this March, members and staff volunteered on Habitat for Humanity's G Avenue project in National City, CA. PMI's team assisted with foundation preparation, retaining wall construction, irrigation system installation and other tasks. When completed, the project will provide eight semi-attached, two-story homes. Each home will have three bedrooms and one-and-a-half baths.

PMI's Habitat team was led by the association's board president, **Lee Mercer**, director of product compliance for Moen Incorporated. Key volunteers included: **Barbara C. Higgins**, executive director, PMI; **David Hagopian**, director of strategy and technology, PMI; **Peter Jahrling**, director of design engineering, Sloan

Valve Company; **Sally Remedios**, product compliance manager, Delta Faucet Company; and **Matt Dos Remedios**, production planner, American Faucet and Coatings Corporation (a PMI member prospect).

Volunteers received on-site supervision and guidance from **John Pulliam**, volunteer coordinator, and **Joe Carton**, site superintendent. **Ken Kosman**, chief construction officer for the San Diego Habitat for Humanity, offered advance coordination for the PMI team. Kosman later spoke at the Spring Meeting, thanking PMI for its volunteers' efforts and for its members' ongoing and past donations of plumbing products and materials.

Dedicated to eliminating substandard, poverty housing from its community, the San Diego Habitat for Humanity relies on contributions of

land, materials, money and labor to keep building costs low. Partner families invest hundred of hours of their own "sweat equity" and qualify for a zero-interest mortgage that is no more than 30% of their income. Mortgage payments are typically less than rental fees charged for inadequate shelter and unsafe living conditions.

"With adequate housing, families can devote more attention to career opportunities, education and health," according to the San Diego Habitat for Humanity. "As the crushing cycle of poverty is broken, children benefit, neighborhoods change for the better, and entire communities improve."

San Diego Habitat for Humanity has constructed more than 100 homes throughout the county. Learn more at www.sdhfh.org.



Habitat for Humanity build participants: David Hagopian, PMI; Sally Remedios, Delta Faucet Company; Matt Dos Remedios, American Faucet and Coatings Corporation (PMI member prospect); Barbara Higgins, PMI; Lee Mercer, Moen Incorporated and Pete Jahrling, Sloan Valve Company. Not pictured: Heather West, Heather West Public Relations, who is behind the camera!



David Hagopian spent his day working with a jackhammer.



Barbara Higgins shows off her shoveling skills.



Sally Remedios and her son Matt measure piping.



Heather West, Barbara Higgins and Lee Mercer mix cement at the building site.

BMA's Labeling Scheme is Upgraded

Submitted By: Yvonne Orgill, Chief Executive, Bathroom Manufacturers Association

The **Bathroom Manufacturers Association's** (BMA) well-established Water Efficient Product Labeling Scheme (WEPLS) was upgraded this past autumn with the introduction of two new product categories, new



BMA Chief Executive,
Yvonne Orgill

functionality and a completely re-designed label.

The scheme, which was launched two years ago, is now recognised as the method by which both consumers and professionals can seek out bathroom products which are sustainable and eco-sensitive. Many government departments now look to WEPLS as the best available guide to water saving bathroom products.

New Product Categories

To further enhance the scheme, members of the Bathroom Manufacturers Association have been meeting throughout the summer months to create many improvements. From 1st September 2009, both grey water recycling units and shower handsets will be added to the WEPLS product categories.

Grey water recycling is fast becoming the new 'must have' technology in modern homes and commercial buildings. Several types of systems are now available. Most recycling systems collect and treat wastewater from showers, baths and wash basins and treat it before re-use in situations that do not require drinking water quality. For instance grey water can be used to flush toilets, water gardens and sometimes feed washing machines.

Grey water recycling systems can be

installed in new or existing buildings and have the potential to meet a significant proportion of domestic demand for water. In the building of new homes, where Part G of the Building Regulations became a lawful requirement on 1st October 2009, grey water recycling will help the house builder to achieve the required level of water consumption. It will also help



BMA President, Steve Lee of the
Bristan Group, MASCO

the builder gain points towards the Code for Sustainable Homes scheme.

Shower handsets have seen some remarkable technological developments in the last twelve months. Handsets are now available which deliver both an excellent showering



experience and dramatic water savings. These new handsets, designed and marketed by members of the BMA, are claimed to reduce water consumption by up to 75% without affecting performance. They are superbly eco friendly, reducing both the usage of water and the energy required to heat it. This new WEPLS category will show a range of available products and help the user choose the best for a

particular situation.

New Product Labels

Alongside the new categories, new user-friendly product labels will be introduced. The enhanced design is easy to understand and gives all users a



BMA Technical Director,
Christian Taylor-Hamlin

real and clear description of the product's Water Efficiency Rating.

The label will have a familiar feel, looking rather similar to the current grading label used on electrical white goods. Clear text and bold graphics make product choice simple.

Bathroom manufacturers, whether they are members of the BMA or not, who have succeeded in having their products listed within the scheme, will be encouraged to apply the label to show its water saving credentials.

More information about the Water Efficient Product Labelling Scheme is available from the dedicated website at www.water-efficiency.org.uk/. Changes to the scheme and website, and the issue of the new labels will be introduced progressively during the coming months.

Further Information

For further information please email info@bathroom-association.org.uk or telephone 01782 747123 and visit www.bathroom-association.org. The next meeting of the BMA is October 18-19, 2010 at De Vere Carden Park, North Chester, Cheshire, UK. PMI Executive Director, **Barbara Higgins**, will attend once again.

PMI Promotes WaterSense Rebate Legislation on Capitol Hill

By: Alicia Oman, PMI Federal Lobbyist

PMI Executive Director, **Barbara C. Higgins**, and PMI President, **Lee Mercer** of Moen Incorporated., traveled to Washington, D.C. in March to advocate for a federal program that would provide consumer rebates to incentivize the purchase of WaterSense-certified plumbing products. This rebate program is a PMI priority issue at the federal level.

PMI's Washington staff has participated in dozens of meetings on this issue in recent months given Congress's focus on job-creation legislation through home retrofits that enhance energy efficiency. "We saw this interest in home retrofits as a great opportunity to educate Congress about WaterSense products and how saving water in the home also means saving energy," said Barbara Higgins. In addition, PMI carried the message that providing rebates to consumers to retrofit their homes with WaterSense products will spur job creation and

growth throughout the plumbing product supply chain.

The PMI team met with staff of **Sens. Chambliss (D-GA), Bingaman (D-NM), Warner (D-VA), Dorgan (D-ND) and Burr (R-NC)**. In addition, PMI had the unique opportunity to participate in a joint meeting with both Democratic and Republican staff on the Energy and Natural Resources Committee to discuss the specifics of how a WaterSense rebate program could fit within the home retrofit program concept (i.e. HOME STAR or "Cash for Caulkers").

"Our work today really established PMI as the voice of the industry on Capitol Hill," said Lee Mercer. He noted that some of the Senate offices he visited had remembered PMI from the Capitol Hill day during the 2009 Fall Meeting. Senator Burr's office also asked PMI to provide WaterSense product information for an upcoming hearing on the home retrofit program.

PMI was joined in meetings by other organizations and companies supporting the WaterSense legislative effort, including Kohler, the Alliance for Water Efficiency, American Rivers, Toro, the Irrigation Association, the American Supply Association and (PHCC) the Plumbing-Heating-Cooling-Contractors. This group, along with several other organizations, forms the W.A.T.E.R Coalition which advocates for incentives for WaterSense plumbing products and installation either through a rebate structure or tax credits.

For more information on this program, please contact Barb at (bhiggins@pmihome.org) at PMI, (847) 481-5500.



Alicia Oman

California Legislative and Regulatory Update

By: Jerry Desmond, Jr., PMI California Lobbyist



Lead-in-Plumbing Law

Replacement Parts - PMI is engaged in a dialogue with the state Department of Toxic Substances Control [DTSC] as the implementation of California's lead-in-plumbing law is taking place.

These issues include application of the law to replacement parts sold separately from an entire faucet that has been manufactured in compliance with the law, as well as the sampling strategies and procedures DTSC will follow when it purchases a product and tests it for compliance.

DTSC has informed PMI that, in its view, there is no explicit exemption for replacement parts. In the event the department selects a replacement part

for testing, it will apply the statutory formula to the part. (Note: PMI continues to follow up.)

The department also recognizes that applying the statutory lead content formula to individual replacement parts may result in replacement parts with a different lead content than the OEM parts, and it expresses the desire to further discuss the issue. In addition, the department has committed to notifying companies for which DTSC has obtained products as part of the monitoring and reporting program, and will allow companies to provide input and comment.

L.A. 3rd Party Certification

PMI has been working with the Los Angeles Department of Building and Safety (LADBS) regarding corrections to the department's website statement regarding the procedures it will utilize in the implementation of the law.

These efforts have been productive, and the website statement has been revised so it now reads:

"The LA Plumbing Inspection Staff will verify that all pipe, pipe or plumbing fittings or fixtures, solder or flux that are covered by Health and Safety Code Section 116875 are certified by a laboratory approved/recognized by the Los Angeles Department of Building and Safety (LADBS) for testing in accordance with this Section."

Green Chemistry Initiative

PMI is also engaged with DTSC as the Governor's administration continues to develop the proposed green chemistry regulations that will aim at achieving the ultimate goal of decreasing toxics in consumer products to protect public health and the environment.

The much-anticipated release of the

(continued on page 12)

Haws Welcomes Tom White As New President

Submitted by Casey Hayes, Haws Corporation



Tom White

Haws is proud to introduce their new President, **Tom White**. Tom has been with Haws for over 16 years and has held a variety of sales and operations positions. In addition, he has served on numerous industry and community development committees and boards, including **PMI**.

Originally from North Carolina, he graduated from the United States Naval Academy in Maryland. After graduation, White continued with the United States Navy achieving the position of Lieutenant before joining Haws in 1993. Tom replaces **Sallie R. Haws**, the great granddaughter of

founder, **Luther Haws**.

Sallie has been elevated to Chairman of the Haws Board of Directors, replacing **Michael H. Traynor**. Sallie has served as president for nine years, a period of significant growth both in terms of revenue and scope of business offerings for Haws. Now, Tom White is tasked with continuing the culture of innovation and growth that has been so strongly developed at Haws.

"Tom is the perfect person to lead us into the bright future we see ahead of us," said Michael H. Traynor, now Chairman Emeritus. "He has been an integral part of the decisions we've made over the past 10 years and he has a great grasp of the direction we've taken. This will be a seamless transition," he added.

California Legislative and Regulatory Update

(continued from page 11)

proposed regulations will initiate the formal process by which regulations receive public comments and are promulgated. While the release date has moved back from February, the process should move forward as a legacy issue in the final year of the Governor's administration.

In advance of the issuance of proposed regulations, DTSC has promulgated a flow chart setting forth the chemicals of concern and consumer product prioritization processes with public comment opportunities, alternatives assessments to be conducted by manufacturers in-house or with third parties and regulatory response actions including the possibility of no action, that are now envisioned.

Lobbying activities are continuing, and we are participating in the "green chemistry alliance" of manufacturing\ chemical industry interests on this issue.

Extended Producer Responsibility

A "California Product Stewardship Act" is proposed by AB 2139, legis-

lation authored by Assembly Member **Wes Chesbro**.

The bill would require product producers (or groups of producers) to establish, obtain state approval of and implement product stewardship plans that address the product's environmental impacts over its entire life cycle including end-of-life management. The bill would mandate product collection without fees, as well as a \$10,000 plan approval fee and a \$1,000 annual fee to be submitted to the state.

As introduced, the initial "covered products" would be medical sharps, containers used to contain pesticides intended for residential use, small personal use propane tanks, personal butane lighters and single-use food packaging that the department determines is a significant source of ocean and beach contamination. The list of products could be expanded either in this bill or follow-up measures.

Contact Barb at PMI with questions or for more information.

2010 PMI LEADERSHIP

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(1/10-12/12)

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(1/08-12/10)

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(1/10-12/12)

PMI STAFF:

Barbara C. Higgins
Executive Director

David Hagopian
Director of Strategy and Technology

Charles Hernandez
Technical Support

Lori Palcheck
Member Services
Manager

Amy Berg-Ferguson
Association
Manager

Plumbing Manufacturers Institute

1921 Rohlwing Road, Unit G

Rolling Meadows, IL 60008

Phone: 847-481-5500

Fax: 847-481-5501

www.pmihome.org

www.safeplumbing.org

