

## PMI Rolls with the Changes in Store for the Future

**By: Jack Krecek, PMI President and Vice President and General Manager-Commercial Business Unit, Elkay Manufacturing Company**



*Jack Krecek*

“Laissez les bon temps rouler” – “Let the Good Times Roll” – is a catch phrase commonly associated with New Orleans, the location of our 2011 Spring Conference. And roll we will with the new dual track introducing a functional focus on the marketing side of the business. PMI conferences historically have centered on the three pillars of PMI’s core – Advocacy, Technical Sessions, and Network- ing. Adding a fourth leg to the stool, so to speak, is something

that has been discussed for quite some time and the PMI Board of Directors has chosen to push this concept forward at the Spring Conference.

Why is marketing important to PMI? We can start with the brand and how renaming Plumbing Manufacturers Institute to Plumbing Manufacturers International is more than just a simple name change. Institute connotes a conservative, technically-focused organization whereas International supports a broader perspective which recognizes global customers, supply chains, consumer trends, environmental stewardship and evolving technologies.

In many member companies, marketing is the keeper of sales records. In order to drive PMI’s Advocacy agenda, it is necessary to collect statistics on member activity including aggregated sales volumes. Our elected officials pay attention to fact-based arguments and we can support our lobbyists’ activities by quickly and comprehensively assembling supportive facts and figures that will influence legislators. The challenge is – how can we pull this information together without compromising competitive standings and trade secrets of member companies? In order to solve this dilemma, we are calling on the keepers of the competitive data to come together to craft a solution. Enhancing the voice of the industry in Advocacy is far too important to let another conference go by without a resolution to the data needs.

Finally, communication is fundamental to the marketing discipline. There are a variety of communications issues that face our industry. Unfortunately, many of these communications are born of crises, real or imagined. From the lead debate, to water efficiency, to the more recent concerns over Hexavalent Chrome, our industry is no stranger to controversy, political posturing and misinformation. If we tap into the collective talent of member companies marketing groups, we can ensure that our communication is coordinated, crisp and representative of the views of membership.

Does this mean that there will be less of a focus on the technical track? Not a chance! The technical track at this year’s conference is as strong as ever with traditional sessions on codes and standards, plumbing products and material performance. Finally, combined sessions are offered which will cover Government Affairs, Fair Trade and Industry Outreach.

If that isn’t enough the PMI Board and Staff is pleased to host the second Habitat For Humanity event as well as the first PMI conference “Dine Around” experience which will allow attendees to get out of the hotel and enjoy the best that New Orleans restaurateurs have to offer.

So the term seems to fit: ‘Laissez les bon temps rouler... Encore’ – Let the good times roll... Again!

## INSIDE

Effective Communication . . . . .	2
Jim Galvin Provides Tech Support . . . . .	3
Getting to Know Stephanie Salmon. . . . .	4
ASPE Joins PERC . . . . .	5
Spring Conference Schedule . . . . .	7
Crystal Vision Award . . . . .	10
New Climate Emerges . . . . .	11

# Effective, Accurate Communication: Tough and Getting Tougher!

By: **Barbara C. Higgins, Executive Director**



*Barbara Higgins*

As PMI President **Jack Krecek** illustrates in his column this month, PMI's recent identity change to International from Institute

stems from the need to more accurately communicate PMI's mission, our presence around the world and to better reflect our global initiatives. We have formal agreements to exchange information with allied organizations in Canada, the United Kingdom and Australia. In addition to participating in each other's conferences, PMI will next meet with our Global Partners during ISH Frankfurt, Germany (industry trade fair) in mid-March. The Bathroom Manufacturers Association (BMA-UK) and Canadian Institute of Plumbing and Heating (CIPH) will be in attendance at our 2011 Spring Conference at the end of March in New Orleans. Updates on global activity are captured in our weekly "Members Only" e-newsletter (*PMI This Week*). In addition, we encourage members to periodically check the Global Partners portion of the PMI Members Only site. **Note to PMI Members: Please contact PMI staff if you would like but are not receiving the e-newsletter and/or would like access to the Members Only portion of the website.**

There are countless examples of communication challenges across the lines of culture, ethnicity, gender and generation. We have had our share of examples right here at PMI headquarters (One of my favorites: a PMI staffer placed an order for "gyros" when I announced that over the lunch hour I would be going to the bank for "euros" prior to an overseas trip.)

The recent effort by the U.S. Department of Energy (DOE) to "redefine" showerheads resulted in confusion not clarification, combined with over \$4 million in unintended consequences. (The Department has since withdrawn the interpretation and we are hopeful that the initiative has been abandoned. As promised, enforcement guidelines were published by DOE on March 4, 2011 and are available on the PMI website. We will keep an eye open and, as always, will keep PMI members informed about new developments in the matter.) In another communications challenge, through our work on the recently passed Reduction of Lead in Drinking Water Act (signed into law January 4, 2011), those closest to us learned that fixtures, fittings and fixture fittings are distinctly separate in our world. We worked very hard to ensure an understanding of our terminology and issues.

Subtle nuances mean a lot. For example (and making it personal for a moment), my golf game improved dramatically when I started opening my eyes as I impacted the ball. (Who knew?) Thank goodness to my one and only private golf lesson for setting me on a better path. The devil is indeed in the details. Most of us also know that it is a mistake to assume that others know our acronyms and jargon. In PMI communications you will see that we use the full meaning of an acronym followed by the acronym itself at the first reference in the document as a way of helping and educating the reader. Using another golfing example: I was stumped when asked by an instructor in a group golf class to grab the "sand wedge" and follow her to the bunker. The adrenaline caused by panic at the thought of delaying the class by being unprepared, fueled my clever deduction that the "MS" club in my golf bag was actually an "SW" club. Ah HA! SW = Sand Wedge! My mama didn't raise no

dummy. (I had read the club marking upside down.)

Most of us face on a regular basis, the challenge of accurately sending a message or reflecting an image and ensuring that it is understood precisely as intended by the recipient. Poorly written and misunderstood communications can have devastating consequences, as in the case of misunderstood legislation, regulation, instructions to teenagers or military orders. It is among the greatest challenges we all face. The volume of communications in today's world is also increasing at a frightening pace. PMI's response to the tsunami of information is the previously mentioned weekly e-newsletter which summarizes the highlights of the week for you each Wednesday. The response has been very positive. Please continue to share your feedback with us on the e-newsletter as well as the redesigned website. In another effort to streamline communications, meeting materials for the Spring conference will soon be uploaded to a secure portion of the Members' Only site. No more bulky binders! No more flash drives! Keep an eye on [www.pmihome.org](http://www.pmihome.org).

In closing I leave you with the words of author **Robert McCloskey**. May we never use them! "I know that you believe you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant."

**Holiday Office Closing**

**April 22**

Please note that the PMI office will be closed for the Easter holiday.

# Jim Galvin Provides Senior Level Technical Support for PMI

**By: Amy Berg-Ferguson, Association Manager**

Plumbing Manufacturers International (PMI) is pleased to announce that **Jim Galvin** has joined PMI to provide senior level technical support.

Jim retired from Symmons Industries after 39 years, the last 15 focusing on codes and standards. He will focus on PMI's industry issues and nurture important liaisons with organizations including the Alliance for Water Efficiency and the Environmental Protection Agency. "I am very excited to be working with PMI again. I have been associated with PMI for 25 years and the organization continues to provide a forum for the exchange of ideas as well as be an advocate for the industry and PMI members," he said.



*Jim, Marcia and friends on a sunny daytrip*

When asked about his time and involvement with PMI, Jim has a strong reaction, "I believe that PMI is able to bring the plumbing manufacturers together in a meaningful way to help educate the public and government on the truth about our products and how they interact with society." He then added, "The nice thing about PMI is that it is quick to react to what is going on and redirect its efforts in a timely manner to stay on top of things. With the two meetings each year, we are able to communicate to the members what is hard for each member to see by themselves because the organization has the advantage of combining the eyes and ears of the many members."

Hiring good people and getting out of the way is Jim's management philoso-

phy that has served him well during his time at Symmons Industries. "Providing superior training with a comprehensive plan on how to go to market also works well," he added.

Jim was raised in Quincy, Massachusetts, which is a town of some historical significance, "It's the home of the first father and son presidents of the United States," he said. After a stint as a mortician, yes, that's right, a mortician, Jim graduated from University of Massachusetts, Boston, although it was referred to as Boston State College at the time of his graduation. "Thank goodness I was saved by Uncle Sam from that job," he laughed.

Now that Jim operates as a consultant, he has more time to spend with his wife of 13 years, **Marcia McCarthy**. "We have four children, three boys and one girl. All are married but one son," he said proudly. "We have eight grandchildren, four boys and four girls. The kids are located in Southern California, Minneapolis and the Boston area."

After enduring many cold Boston winters, Jim and his wife now call Sarasota, Florida home.

Retirement, however, does not mean slowing down for Jim. In addition to his work with PMI, he enjoys playing golf, reading and he and Marcia love to travel. Italy has become a favorite vacation spot for both, "We have been there three times together and we intend to go back again soon." Watching old movies and listening to smooth jazz also rate highly on his list of pastimes. His outlook on life is served well by his retirement, "Don't confuse planning with looking too far ahead. Take things as they come," he says.

Jim states that his wife is the most influential person in his life, "We both worked long hours and it left little time to do a lot of things together. Now that we have more time to do things, we are

enjoying stuffing as much into a day together as we can."

PMI is very excited about bring Jim on in a technical capacity as his depth of knowledge will serve the members well. "Jim is a wonderful addition to the PMI team and we will benefit both from his experience and professionalism," said PMI's Executive Director, **Barbara Higgens**. "Jim will join us in New Orleans at the Spring Conference and we hope our members will be there to welcome him back to the industry."



*Jim and his wife Marcia*

## Have You Seen PMI This Week?

Have you been receiving your issues of *PMI This Week*? If you have not, please contact Amy Berg-Ferguson to get yourself on the mailing list.

*PMI This Week* is our e-newsletter designed to streamline PMI's email communication to you. It is designed to provide weekly summaries of important items with a link to the complete details. Legislative, technical and general information will be collected during the week and sent to you each Wednesday.

We love to hear your feedback! If you have any suggestions for *PMI This Week* content or ideas for improvement, please let us know.



# Getting to Know Stephanie Salmon of PMI's Washington Office

Stephanie Salmon of Waterman and Associates will be increasing her role as a part of PMI's federal lobbying team. With this increased presence, we thought our readers would like to get to know her a little better.

**Name:** Stephanie Salmon

**Occupation:** Federal Lobbyist for PMI



*Stephanie and her husband Scott pose in front of the Rockefeller Center Christmas tree*

## What is Your Experience?

2006–Present

**Waterman & Associates** - Vice President, Government Relations  
Serve as chief lobbyist for several of the firms' trade association clients, including the American Foundry Society and North American Die Casting Association. Began working with the Plumbing Manufacturers International in 2009.

2004–2006

**Automotive Aftermarket Industry Association** - Director of Government Affairs

Worked for this national trade association with over 15,000 member companies and affiliates that manufacture, distribute and sell motor vehicle parts, accessories, service, tools, equipment, materials and supplies. Interacted with congressional staff, federal agencies, as well as a variety of coalitions to represent the association's policy positions on health care, access to vehicle repair information, and counterfeiting. I directed the group's Political Action

Committee fundraising efforts

1998 – 2003

**Waterman & Associates** – Lobbyist  
Worked as a lobbyist with a variety of county governments on a host of health, transportation and judiciary issues, as well as several national trade associations.

## Tell Us a Bit About Your Profession:

I have spent the majority of my career advocating for domestic manufacturers with Congress and government agencies. I have over 20 years of experience in the government and regulatory affairs arena. I have represented client interests before Congress and executive branch agencies relative to workplace health and safety matters, energy, environment, tax, and trade and I have served as a liaison and representative to several coalitions. In addition, I develop, implement and organize government affairs conferences for 25 to 250 people.



*Stephanie and her son Kevin outside the "Cake Boss" bakery*

## How Many Years Have You Been Personally Involved in PMI?

I am entering my second year of being involved with PMI. This summer I had the opportunity to tour three PMI member company facilities in Wisconsin. It was great to see first hand the manufacturing process of three different

members – **InSinkErator**, **Kohler**, and **Bradley Corporation**. I also participated in the Fall Conference.

## Tell Us About Your Family:

My husband's name is **Scott Salmon**. He is a lobbyist for US Steel (we both work in manufacturing!) We've been married for 26 years as of February 23. For our anniversary, we went to a wine/chocolate pairing event held at a Washington, D.C. chocolate store. The most unusual chocolate we tried was a milk chocolate bar with bacon and Turkish paprika and a dark chocolate bar with lavender and pistachios.

Together we have three children.

**Andrew** is a senior at the University of Virginia in Charlottesville, VA. He is majoring in political science and art. He does painting, sculpture, designs and produces furniture and he is planning to get his Masters in Architecture. He studied in Peru during the summer before his junior year. Our daughter **Kristin** is a sophomore at Pitzer College in Claremont, CA. She is double majoring in International Studies and Environmental Analysis and she plans to study abroad in Ecuador during fall semester of 2011, her junior year. Kristin is also a world traveler having visited Europe and Costa Rica. Our youngest son, **Kevin** is a 7th Grader who plays soccer and wrestles.

My hometown is Cincinnati, Ohio and I love Sky-Line (Cincinnati) chili, Graeters ice cream and Montgomery Inn ribs – all locally-based restaurants.

## What Are Some of Your Interests?

I love cooking, skiing, biking, kayaking & travelling. We just went to Istanbul, Turkey in November for a week. It was an amazing trip. I loved the history of this city and country. I've traveled to Egypt, Iceland, Italy, Switzerland,

*continued on page 5*

# ASPE Joins Plumbing Efficiency Research Coalition (PERC)

The Plumbing Efficiency Research Coalition (PERC) is pleased to welcome the American Society of Plumbing Engineers (ASPE) as the sixth member of the group. PERC was founded in 2009 to develop research projects that will support the development of water efficiency and sustainable plumbing products, systems and practices. Projects will be financed through government grants, foundations and private financing.

Representing ASPE, the newest coalition member, is **Jim Kendzel**, Executive Director/CEO. The five charter member organizations are represented by **Mary Ann Dickinson**, Alliance for Water Efficiency (AWE); **Pete De Marco**, International Association of Plumbing & Mechanical Officials (IAPMO); **Jay Peters**, International Code Council (ICC); **Gerry Kennedy**, Plumbing-Heating-Cooling Contractors National Association (PHCC); and **Barbara Higgins**, Plumbing Manufacturers International (PMI).

According to Kendzel, “The ASPE Board unanimously approved moving forward with joining the Plumbing Efficiency Research Coalition and signing the MOU and Research Project agreement. The objectives of the Coalition

are consistent with ASPE’s desire to provide the plumbing engineer community information that helps them to design plumbing systems that are environmentally sound while also protecting public health.” He thanked the Coalition on behalf of the ASPE Board of Directors for inviting ASPE to participate in this important industry effort.

Reflecting the sentiment of the Coalition, PMI’s Higgins responded, “PERC will be greatly enhanced through ASPE’s participation. Welcome aboard!”

PERC was formed in January 2009 through a Memorandum of Understanding (MOU). The Coalition is comprised of industry organizations seeking to conduct much-needed research in a number of areas. PERC has identified drainline transport as its first research project. IAPMO’s DeMarco serves as project coordinator for this inaugural research study and also chairs the technical committee assigned to the project. Each of the member associations of PERC has named a representative to this committee.

With the parameters of the project now defined the organization is seeking funding. In January 2011, PERC signed

a MOU with the Australasian Review



*Mary Ann Dickinson, Alliance for Water Efficiency watches as Jim Kendzel of American Society of Plumbing Engineers signs a Memorandum of Understanding to join PERC. Barbara Higgins of Plumbing Manufacturers International was also on hand for the signing.*

of Reduction of Flows on Plumbing and Drainage Systems Committee (AS Flow) at the offices of the U.S. Environmental Protection Agency (EPA). The MOU details several areas of collaboration between the groups to ensure that research efforts are not duplicated and that information and results can be shared. AS Flow is also investigating the impact of reduced water flow in sanitary drainage systems, resulting from reduced water use from plumbing fixtures and fittings, appliances and commercial and institutional equipment.

## Getting to Know Stephanie Salmon – continued

*(Continued from page 4)*

France, Germany, Belgium, Netherlands, Poland and Hungary. I lived in Luxembourg during a semester in college. I hope one day to travel to Australia, Chile, Argentina, Peru, Thailand, China & India.

In my spare time, I enjoy taking cooking classes at Sur La Table and I still love to bake – especially cakes/cupcakes/holiday cookies.

**Whom Do You Consider Your Personal Hero?**

That would be **Nancy Bricker** – she established the Susan G. Komen for the Cure back in 1982. She has helped grow the organization into one of the largest breast cancer charities in the world. This charity is important to me since I lost my mom to cancer when I was in college.

**What Are Your Favorite Ways to Relax and Unwind?**

I like to take long walks, bike rides and go to the beach, particularly Cape Cod and Rehoboth Beach in Delaware.

**What Books Are You Reading Now?**

I love historical books. I’m currently reading Edmund Morris’s biography “Colonel Roosevelt” and “Salt: A World History.” It’s a great book about what was once one of the world’s most sought after commodities, used as both currency and in so many foods.

**Editor’s Note:**

**Meet Stephanie at the 2011 Spring Conference in New Orleans!**

## PMI Spring Conference – New Speakers Added

The PMI Spring Conference may be heading to the Big Easy of New Orleans, but we are by no means taking it easy with our conference planning! Our marketing track has been of great interest for attendees, the dine-around option is generating kudos and our Habitat for Humanity volunteer opportunity is full. The conference will take place March 27-30 at the Hotel Monteleone, located in the heart of the French Quarter.

Five new speakers have recently been added to the meeting schedule. **Terry Swack**, Founder and CEO of Sustainable Minds will speak during the Water Efficiency and Sustainability meeting. **Norbert Gannon** of the U.S. Department of Commerce will speak during

Fair Trade. **Pat Cleary**, Senior Vice President of Digital Public Affairs for Fleishman Hillard will speak about crisis communications and **Scott McDougall**, President and CEO of TerraChoice will speak about Greenwashing, enforcement of green claims, and marketing green. A tour to a local pumping station is set for Wednesday, weather permitting. As an alternative to the pump station tour, we have booked the “Demo Diva” of New Orleans, **Simone Bruni** to close the meeting. Simone was formerly employed as a corporate meeting planner, selling the city of New Orleans to visitors. After Katrina, she was laid off from her job. Seeing the damage and destruction the hurricane created, and now need to be removed, Simone put her hard hat on and created Demo

Diva. Her company is known for their pink dumpsters and the only hot pink excavator in the country!

The dual technical and marketing tracks have generated considerable interest in the Spring Conference. Topics such as confusion about hex chrome and emerging contaminants in the water, among others, will be discussed during the technical sessions. Marketing track participants can look forward to discussions about marketing research, global benchmarking and PMI’s marketing outreach.

Registration for the conference and hotel information is available at [www.pmihome.org](http://www.pmihome.org). We’ll see you there!

## Bradley celebrates 90 years of innovation

It all started in Milwaukee with the novel invention of the washfountain — and the rest is Bradley’s rich 90-year manufacturing history, which continues to change the way people wash their hands.

Since Bradley Corporation was founded in 1921, innovation has been the cornerstone of the Wisconsin-based manufacturer’s growth and success in the commercial plumbing industry. The

washfountain, which was designed in 1917 by Harry Bradley (founder of Allen Bradley Corporation), was meant to save workers’ washing time, floor space and water consumption in factories. This pioneering “group” handwashing fixture set the tone early on for the company’s vision and success.

Today, headed by CEO **Donald Mullett** —the fourth Mullett generation to lead

the company along with sons **Bryan, Erik and Christopher** — Bradley continues to design and manufacture innovative commercial plumbing fixtures, washroom accessories and partitions, emergency fixtures and solid plastic lockers. The American-made products are used in a variety of the commercial, industrial, health care, recreation, education, government and corrections markets worldwide.

## Snow Day! Blizzard Closes PMI Office!

The northwest suburbs of Chicago and PMI were hit with a “snowpocalypse” on Tuesday, February 1. Over two feet of snow fell in the northern Illinois area in a 12-hour period. After working for one day at home, **Barb Higgins** and **Amy Berg-Ferguson** were ready to come back to the office. Little did they know that Mother Nature, and the building management company, had other plans. With snowdrifts up to their waists, they wisely decided to work from home for another day.



*Notice that the door is half covered in snow.*



*Look how high the snow drift is next to the tree!*

# PMI Spring Conference Schedule of Events

## Sunday, March 27

- 1:00 pm - 5:00 pm PMI Board of Directors Meeting (Invitation only)  
3:00 pm - 5:00 pm Meeting Registration  
6:00 pm - 7:30 pm Cocktail Reception  
Dinner on your own

## Monday, March 28

- 8:00 am - 8:30 am Welcome: PMI's New Look and Format  
8:30 am - 9:45 am Opening Keynote Speaker: **James Carville, the Ragin' Cajun**  
9:45 am - 10:00 am Break  
10:00 am - 10:45 am Water Efficiency and Sustainability Committee with a presentation by **Terry Swack of Sustainable Minds**  
10:45 am - 12:00 pm Special Presentation: **Scott McDougall, President and CEO of TerraChoice**  
12:00 pm - 1:15 pm Lunch  
1:15 pm - 2:15 pm Crisis Communications with **Pat Cleary, Vice President of Fleishman Hillard**  
2:15 pm - 6:15 pm Dual Track Format (**Closed to the press**)

### Technical Track

Materials Performance Issue Committee  
UCA Issue Committee and Technical Standing Committee  
Plumbing Products Committee  
Positions for 2011 Code Cycle  
Testing for Hex Chrome  
Emerging Contaminants in Water  
PMI Hosted Training Opportunities

### Marketing Track

What's in it for YOU?  
Marketing Research and Reporting  
Increasing the Volume of PMI's Industry Voice  
Global Benchmarking with Other Trade Associations  
PMI's Marketing Outreach (Website, Social Media)  
Crisis Communications Recap  
PMI Hosted Training Opportunities

6:30 pm Dine Around New Orleans

## Tuesday, March 29

- 8:30 am - 9:30 am General Membership Meeting  
9:30 am - 9:45 am Break (**Note: Until 6:30 pm, remaining sessions are closed to the press**)  
9:45 am - 11:15 am Government Affairs Standing Committee  
11:15 am - 12:00 pm Fair Trade Issue Committee with a presentation by **Norbert Gannon, U.S. Department of Commerce**  
12:00 pm - 12:15 pm Habitat for Humanity Presentation  
12:15 pm - 1:45 pm Lunch  
1:45 pm - 2:15 pm PMI Consensus and Positions: Legal Review and Discussion of Process  
2:15 pm - 3:30 pm Setting PMI Industry Positions  
3:30 pm - 3:45 pm Break  
3:45 pm - 5:00 pm PMI Industry Outreach Strategies  
5:00 pm - 5:30 pm Recap of Dual Track Meetings  
6:30 pm - 9:30 pm **Jazz Reception and Dinner featuring music by the Tim Laughlin Trio**

## Wednesday, March 30

- 8:00 am - 9:15 am Breakfast  
9:00 am - 9:30 am **Simone Bruni, the Demo Diva** (Alternative to pumping station tour)  
9:15 am Depart for pumping station  
9:30 am - 10:30 am Trip to pumping station (Weather permitting)



# PMI Members in the News

**Assembled by: Amy Berg-Ferguson, Association Manager**

**Masco Corporation** announced that **Alsons Corporation** in Hillsdale, Mich., would be integrated into **Delta Faucet Company** during 2011. As a result of changing economic factors and the continuing need to manage the company's cost structure in a highly competitive marketplace, the Alsons Hillsdale facility will be closed.

There are approximately 85 employees at the Hillsdale location. Employees affected by the facility closing will be eligible for retention incentives and outplacement services and other benefits to ease the transition. The employees will also be encouraged to seek employment with other Masco businesses, including Delta Faucet Company.

*(Masco Press Release, January 2011)*

**American Standard Brands** was among several corporations honored by the Mexican government and presented with the country's Empresa Incluyente Gilberto Rincón Gallardo award at a recent ceremony. Mexico's First Lady **Margarita Zavala** and the Mexican Labor Secretary **Javier Lozano Alarcón** presented the award, named after the late Gilberto Rincón Gallardo, an anti-discrimination champion and former Mexican presidential candidate.

**Fluidmaster** in January announced a reshuffling of its wholesale sales organization. The company's new regional sales manager in charge of the Eastern region is **Mike Walter** and the Western region will be overseen by regional sales manager **Jeff Peterson**. Prior to joining Fluidmaster, Walter served as national account manager for Milwaukee Power Tools and Peterson worked as national account manager for Ironclad Performance Wear.

**American Standard Brands** employees voluntarily took a green building professional preparation course to better understand what makes a building green.

This educational program was conducted by the New Jersey chapter of the U.S. Green Building Council and is the Leadership in Energy and Environmental Design certification preparatory class taken by architects, engineers, developers and other commercial users of American Standard plumbing products. More than 20 American Standard employees participated in the on-site, eight-hour training over two evenings, learning the fundamentals of green design, construction and operations and overall building high performance.

Products by **Caroma, Gerber Plumbing Fixtures, Sloan Valve Company, Kohler Co.** and **American Standard Brands** were featured in an article regarding dual-flush toilets.

**Caroma, Sloan Valve Company and Gerber Plumbing Fixtures** were featured in the Green House section of the magazine.

*(Reeves Journal, February 2011)*

Fortune Brands will separate the company's three strong consumer businesses – distilled spirits, home and security (which includes **Moen Incorporated**) and golf products. The plan that the company intends to pursue includes:

- The continuation of Fortune Brands as an independent, publicly traded company focused solely on its distilled spirits business;
- The tax-free spin-off to shareholders of the home and security business into an independent, publicly traded company; and
- The sale or tax-free spin-off of the golf business.

The company expects to complete development of detailed separation plans, including the structure and timing, within the next several months.

American Standard Brands and Toledo, Ohio-based Decorative Panels International, affiliated portfolio companies of Sun Capital Partners, will merge.

**Cash Acme** and its SharkBite® push-fit technology was featured in the Manufacturers Spotlight section of the magazine.

*(Plumbing & Mechanical, January 2011)*

**Kohler Co.** has announced that **Robert Zimmerman**, manager – engineering, water conservation and sustainability, has joined the Board of Directors of the Alliance for Sustainable Built Environments.

*(Supply House Times, January 2011)*

**TOTO** announced that they are the first plumbing manufacturer to partner with ecoScorecard and incorporate this service into their product catalog. Toto believes this partnership will help customers streamline the time needed to deliver the environmental documentation required to qualify for green building rating systems such as LEED, GGHC Labs 21, CHPS and the NAHB Green Home Building Guidelines, as well as other third-party product certification systems.

**Moen Incorporated** has been selected as the U.S. EPA's 2010 WaterSense® Manufacturer Partner of the Year. This award was based on Moen's significant WaterSense-labeled product offerings, efforts to promote the benefits of WaterSense to consumers and its strategic collaborations with retailers, government authorities, trade associations and non-profits.

**T&S Brass and Bronze Works'** two ChekPoint electronic/sensor faucets were featured in the Product News section of the magazine. The EC-3119A and EC-3119B come pre-assembled

*continued on page 9*



# PMI Members in the News

*(Continued from page 8)*

with all necessary mounting hardware and have a long battery life, adjustable temperature control, auto-sensor range adjustment and vandal-resistant aerators.

Reliance Worldwide Corporation, manufacturer and distributor of **Cash Acme**® and **SharkBite**® products, has announced plans to build a new facility near its current plant in Cullman, AL.

The new facility comes on the heels of a major expansion in Cullman that was completed in 2009. It will create additional jobs in Cullman related to continuing growth of the water control product lines marketed by both Cash Acme and SharkBite.

**American Standard Brands** executives were invited to speak about water efficiency at two important industry events focused on water and green building issues. President and CEO **Don Devine** was invited by the U.S. Green Building Council to address building consumer demand for eco-friendly homes at the Greenbuild 2010 Residential summit, which covered a wide range of topics, from building science to marketing for both single-family and multi-family dwellings

Vice President-Operations and Engineering, **Jim McHale**, spoke at the 10th annual World Toilet Summit on water-saving toilet design. McHale presented "The Latest Research on Green Toilet Design," along with panelists from Asia and Europe. The mission of the non-profit World Toilet Organization is to address the needs of the 2.6 billion people who lack access to modern sanitation.

**Ingolf Matthée** was named CEO of **Dornbracht America**. With 13 years in the building materials industry, he has held positions in management consulting, strategy and business development with several German companies.

**Jon Spector**, a veteran of Dornbracht since 1985, remains president and is also now chairman of a newly formed Dornbracht Americas strategic board. Mr. Spector will work on development of long-term business strategies and market plans in North, Central and South America and will serve as the chief spokesperson and brand ambassador. He will also collaborate with Dornbracht Americas' management team in developing additional accredited educational programs.

**Fisher Manufacturing Company** honored Vice President of Sales, **Jeff Westley** on his 25th anniversary with the company. Westley has helped create and instill Fisher's reputation for innovative plumbing applications, product expertise and exemplary customer service. He oversees 135 representatives and manages both the plumbing and foodservice divisions.

**Kohler Co.** is once again serving as a sponsor of the Charmin® Restrooms in New York City's Times Square, by providing water-conserving toilets and touchless faucets in the 15 public bathrooms. This is the fourth consecutive year Kohler has participated in the Charmin Restrooms, which were open for patrons from November 22 through December 31. "We are excited to partner with Proctor and Gamble once again to demonstrate Kohler plumbing products, which are specifically designed to save water while remaining true to a singular level of quality for performance and design," said **Rob Zimmerman**, manager-engineering, water conservation and sustainability for Kohler.

**Haws Corporation**® has signed an exclusive licensing agreement with Brita LP, a leader in consumer filtration products, to develop, distribute, market and sell the Brita® Hydration Station™ for the North American market.

*(The Wholesaler, January 2011)*

**Bradley Corporation's** second Healthy Hand Washing Survey reveals 50% of the 1,053 respondents wash their hands more thoroughly or longer or more frequently in public restrooms as a result of the H1N1 virus. That figure is an increase from the 2009 survey where 45% said yes to the same question.

The survey find 89% of people said they washed their hands after using public lavatories, while 87% of people said they also used soap and 54% of the group admitted on occasion they've simply rinsed without using soap.

Products by **Caroma**, **Sloan Valve Company**, **Haws Corporation** and **Delta Faucet Company** were mentioned in an article entitled, "Green from the Ground Up." The article focused on the David Brower Center in Berkeley, CA, which earned the U.S. Green Building Council's Leadership in Energy and Environmental Design Platinum Rating.

**T&S Brass and Bronze Works** was featured in the Manufacturers Spotlight section of the magazine.

**Gerber Plumbing Fixtures**, **Delta Faucet Company**, **American Standard Brands** and **Kohler Co.** were featured in the New Products Section.

*(PM Engineer, January 2011)*

**Sloan Valve Company** announced it has been named the 2010 Plumbing Supplier of the Year by Affiliated Distributors, one of the largest wholesale buying and marketing groups in North America. Affiliated Distributors said the annual award recognizes an outstanding supplier who demonstrates overall remittance and purchase, enhanced rebate programs, implementation of progressive distributor policies and excellent A-D program participation.

*(Reeves Journal, January 2011)*

## A Letter from PMI's Massachusetts Lobbying Firm

**By: Matt Fisher, PMI Massachusetts Lobbyist**

As we begin 2011, we hope this letter finds you and your family well and enjoying the new year. We would like to take this opportunity to provide you with an update on our firm.

Although we will miss working with her, **Stephanie Neal-Johnson** will be moving on to work under the Patrick administration as Director of Community Relations for the Massachusetts Bay Transportation Authority. We wish Stephanie all the best in her new endeavors. Since she is

entering into the public sector, we will be changing the firm name. Our new name will be Serlin Haley LLP.

While we make this transition, we are also thrilled to welcome **Layla D'Emilia** to the firm. Layla joins us from the Massachusetts Executive Office of Public Safety and Security where she was the Chief of Staff and Assistant Secretary of Policy and Legislative Affairs. Prior to her serving in this position, she served as Legal Counsel to the Massachusetts Joint

Committee on Environment, Natural Resources and Agriculture. Layla joins us this month and brings years of executive branch and legislative experience.

We appreciate your continued confidence in our firm and look forward to working with you toward a productive 2011. (Note: Ms. D'Emilia plans to join us with Massachusetts lobbyist **Matt Fisher** at the Spring Conference in New Orleans.)

## Crystal Vision Award to be Presented at K/BIS 2011 in Las Vegas

World Vision will host its 11th annual Crystal Vision Award Luncheon on April 26 at 12-1:30 P.M. during the Kitchen & Bath Industry Show at the Las Vegas Convention Center. This special event celebrates selected industry leaders for their humanitarian efforts benefiting American families in need. World Vision, the non-profit organization serving across the United States and world, each year provides donated building materials, school supplies and personal products to over 1.6 million people in low-income communities in America.

Each year, World Vision selects one manufacturing company to receive the Crystal Vision Award in honor of its

vision, leadership and community facilities for low-income families. Crystal Vision award winners from the past include **Kohler Co., Masco, Moen Incorporated, Elkay Manufacturing Company** and **Globe Union**.

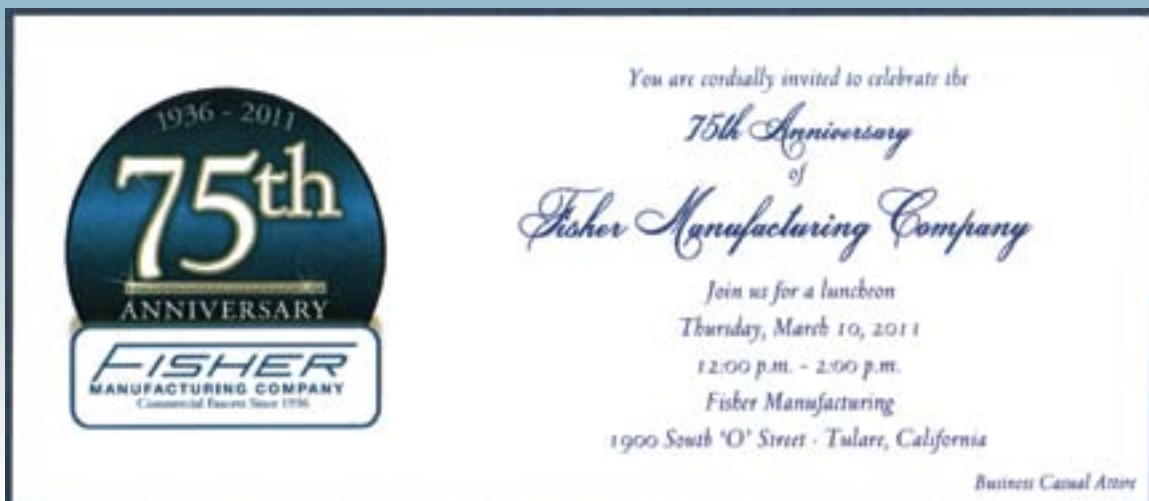
Past special guest speakers have included industry leaders such as **David Kohler** of Kohler Co, **Michael Werner** of Globe Union and **Barbara Higgins** of PMI, among many. This year's guest speaker will be **Tim McCann**, President of DuPont Building Innovations.

Utilizing its network of eight warehouses across the U.S., World Vision receives corporate donations of new, top-quality

goods including building materials, school supplies, personal care items, and clothing. World Vision distributes these resources to over 1.6 million people annually in low-income communities across the country by working with local community partners.

World Vision is a Christian humanitarian organization dedicated to working with children, families and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender. For more information, visit [www.worldvision.org](http://www.worldvision.org).

## Congratulations to Fisher Manufacturing Company!



# New Climate Emerges in the House and Senate

**By: Stephanie Salmon, Waterman & Associates/PMI Washington Office**

The 2010 elections brought far-reaching change to Washington, D.C. with Republicans now in control of the U.S. House of Representatives and Democrats holding a slim majority in the U.S. Senate. This has created an entirely new political dynamic for both legislative and regulatory issues in 2011. PMI has opportunities to work with lawmakers to advocate on key issues and to deter or even block some pending rulemakings.

The 112th Congress has wasted no time addressing pressing policy issues that will affect the ability of industry to grow and prosper. In fact, congressional leaders began holding hearings in February on a variety of issues, and they are eager to hear what manufacturers have to say about the economic implications of environmental regulations (current and pending), healthcare, regulatory reform, and tax relief.

We still expect the Obama Administration to be committed to using all of its regulatory authority to continue to implement the health care reform law, financial services reform, develop more robust environmental, as well as safety and health policies.

Plumbing manufacturers will likely face an unprecedented barrage of new regulations in 2011. The new health

care reform law alone will require more than 300 regulatory initiatives and the financial services reforms will spawn over 200 new rules, some of which may impact manufacturers' access to capital. In addition, the U.S. Environmental Protection Agency (EPA) is in the process of developing a series of regulations on greenhouse gases, ozone and looking to place strict limits on hexavalent chromium for tap water.

The PMI team is well equipped to advocate the industry's priority issues. However, your active involvement with Congress is critical. In 2010, PMI Washington office was able to utilize the close ties of some of its member companies with key members of Congress on several important industry issues including a) helping move the lead bill, The Reduction of Lead in Drinking Water Act, through both chambers of Congress and successfully secure its passage; and, b) weighing-in on the DOE showerhead proposal through letters to the General Counsel and hill staff meetings with DOE officials.

In 2011, we will be calling on the industry to increase its government affairs participation in a variety of ways.

- Attend the September Fall Confer-

ence in Washington, D.C. – September 18-21, 2011 and bring a colleague that has never attended before.

- Participate in PMI's Lobby Day on Capitol Hill (more details below).
- Provide examples and respond to government affairs alerts.
- Spend 15 minutes on your elected official's website - read their bio, find out what committees they serve on and sign up to receive their newsletter.
- Schedule a visit with your Representative in your district - Look for opportunities to visit with your elected official when he or she is visiting your area – host a coffee or plant tour or attend a town hall meeting.

PMI members demonstrated a newfound political activism in 2010. In order for those efforts to truly bear fruit, we must continue to reach out to the freshmen class and incumbents, as well as keeping the pressure on Congress to enact business friendly policies and turn back onerous regulations. There is no lack of potentially costly agenda items for PMI member companies.

The PMI Washington office looks forward to continuing to be your advocate in Washington, D.C. during the 112th Congress.

## Don't Miss PMI's Lobby Day on Capitol Hill – September 2011

“**Thomas Jefferson** once said, “America is not governed by the majority, but by the majority of those who participate.”

Congressional visits are an important tool both for policymakers and PMI members. They provide lawmakers the opportunity to learn about the successes and challenges faced by our industry.

Plumbing manufacturers have an incredibly positive story to tell. We are home to the best and hardest workers in the world. PMI members develop and utilize cutting-edge technology in their manufacturing processes. We are a significant source of employment and tax revenue in the community.

Take time to share your company story! The 112th Congress has

an unusually large freshman class of more than 100 new representatives and senators. Over 25 states have PMI member company operations. This year, PMI has set aside a Lobby Day, in conjunction with the Fall September Conference, where members will have the opportunity to meet with their lawmakers/staff about important industry issues and to raise awareness about the plumbing products you produce in their state.

The appointments are scheduled by PMI Washington Office in advance, a briefing is held to familiarize you with the industry issues and packet of materials is provided with talking points. Last year, we scheduled twenty hill visits – our goal is to double the number of visits and participants for PMI Lobby Day 2011. Don't sit on the sidelines. Plan ahead and join us in Washington in September!

## Jane Allen, Wife of Charles Allen, Passes Away



**Jane Allen** (nee Connaughton), the beloved wife of Charles S. Allen, Chairman of Sloan Valve Company, passed away suddenly on December 19, 2010. Married for 45 years, she is survived by her husband and sons **Charles S. Allen Jr. (Amy)**, **James C. Allen**, **Graham C. Allen (Brooke)**, six grandchildren and her two brothers, **Thomas Connaughton (Leslie)** and **Steven G. Connaughton (Michaelene)**. Services were held on January 15, 2011 at Saints Faith, Hope & Charity Parish in Winnetka, Illinois. In lieu of flowers, memorials may be made to the Ara Parseghian Medical Research Foundation, 5050 Via de la Granja, Tucson, Az, 85718, [www.parseghian.org](http://www.parseghian.org). For information,

(520) 577-5106, or e-mail [allenfamily@sloanadministration.com](mailto:allenfamily@sloanadministration.com).

Jane was born on June 4, 1946 in Cincinnati, OH, moved to Wayne, PA and then South Bend, IN. After their marriage, Jane and Chuck moved to Oak Park, IL, where she was active with the Chicago Chapter of the Junior League. Jane then served as the Chairperson for the annual Gold Coast Fashion Award Show, one of the premier events of the Children's Service Board of Children's Memorial Hospital. She also served as the President of the Children's Service Board itself, an auxiliary of Children's Memorial Hospital, working to further the Hospital's mission of service to children and families throughout Chicagoland. Jane actively supported Chuck over the years as he built Sloan Valve Company into one of the most successful, privately-owned businesses in Chicago.

## Remembering Professor John Swaffield

By Jeff Patchell, Connection Magazines

The plumbing industry recently lost a man who many consider to be the industry's great visionary over the past 30 years. Emeritus Professor **John Swaffield** passed away in February from a heart attack.

Dr. Swaffield recently retired as the full time head of the School of the Built Environment at Heriot Watt University in Edinburgh, where he built an enviable reputation in the field of fluid mechanics. He was a noted author of many academic books and papers on the subjects of building drainage and water conservation. He was a great teacher and brilliant researcher, who as an industry consultant had a major influence on the development of the sanitary fixture market globally. Dr. Swaffield served as President of the prestigious CIBSE (Chartered Institution of Building Services Engineers) in 2008/9 – and it will likely be a long time before an academic 'plumber' like John leads such an organization again.

Dr. Swaffield had a close business and personal attachment to Australia. He loved the Aussie way and our sense of humor. One person who has worked closely with John over the past 20 years is **Dr. Steve Cummings**, Caroma's product development chief. "John was a mentor to me, the visionary who inspired us to develop global-leading solutions based around product performance and water conservation. From the academic and theory side, he was responsible for the development of our reduced flush technologies; his views on water conservation were far ahead of it becoming as important as it is today. The plumbing industry owes much to John, he will be sorely missed."

Condolences to **Jean Swaffield** can be sent to:

Flat 1  
North Villa  
No 3 Pitsligo Road  
Edinburgh UK EH10 4RY

## 2011 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Jack Krecek, Elkey Manufacturing Company**  
President

**Stewart Yang, Kohler Co.**  
First Vice-President

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

**Tim Kilbane, Symmons Industries**  
Treasurer

**Lee Mercer, Moen Incorporated**  
Immediate Past President

### DIRECTORS AT LARGE

**William Ball, WCM Industries**  
(1/09-12/11)

**Fernando Fernandez, TOTO USA**  
(1/10-12/11)

**Casey Hayes, Haws Corporation**  
(1/10-12/12)

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

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

**John Watson, Sloan Valve Company**  
(1/10-12/12)

### PMI STAFF

**Barbara C. Higgins**  
Executive Director  
[bhiggins@pmihome.org](mailto:bhiggins@pmihome.org)

**Jim Galvin**  
Technical Specialist  
[jgalvin@pmihome.org](mailto:jgalvin@pmihome.org)

**Amy Berg-Ferguson**  
Association Manager  
[abergferguson@pmihome.org](mailto:abergferguson@pmihome.org)

Newsletter Design By:  
**Maureen Baird Graphic Design**  
[info@mbairdgraphics.com](mailto:info@mbairdgraphics.com)



1921 Rohlwing Road, Unit G  
Rolling Meadows, IL 60008  
Phone: 847 481-5500  
Fax: 847 481-5501  
[www.pmihome.org](http://www.pmihome.org)  
[www.safeplumbing.org](http://www.safeplumbing.org)