



NEWS

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The Newsletter for PMI Members — by PMI Members

March/April 2002

Examining the PMI Value Equation

by: **Todd Talbot, PMI President**

Welcome back from the Plumbing Manufacturers Institute's 2002 Spring meeting! While the weather did not provide the best of conditions during our sessions, it sure beat the snow I shoveled from my driveway upon my return!

I want to take a moment to thank those of you who participated in this meeting, in making our time together both informative and productive. Your involvement in our industry is again to be applauded, particularly at a time when challenges from seemingly all directions are so great. For those associates of our member companies who missed out this spring, we have moved forward on our works of key focus issues in some exciting ways and have begun to embark on new strategies to maximize your membership and the impact we intend to have in advancing our industry. We look forward to seeing you at an even more exciting event this fall, for our meeting will be held in Washington D.C., October 6-8, at the Loews L'Enfant Plaza.

I spoke on a number of occasions in Tucson of the "value equation" we must continue to challenge ourselves with in our business of PMI, to ensure that each member of our trade association, and our representative businesses, achieve the results we expect from our PMI. I was encouraged to hear this term repeated in our various issues and product group meetings, as our committee chairs focused on substantive steps aimed at providing informative presentations

value of PMI to our members and to act on industry concerns that impact our individual businesses. Our Member Services Committee has



Todd Talbot

taken definitive steps to make our long standing statistical program a far more valuable and broad-based tool. The Universal Conformity Assessment Committee is utilizing the NSF certification process to develop a basis of success for our cause, while maintaining an outspoken position in PMI's continuing study of the feasibility of our initiating a third party certification process. And immediately following the spring meeting, PMI's continued voice to promote trade show consolidation has stimulated a meeting at the Kitchen and Bath Industry Show (K/BIS®) between our membership and the sponsors of K/BIS® and ISH North America.

It was also great to hear member participants' positive responses to the variety of perspectives brought forth

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The inscription on bottles of wine presented to each meeting attendee.

and discussions, and producing industry advancing results.

More specifically, I was encouraged by the intent of our committees to initiate opportunities to extend the

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Expanding Our Reach, Effectiveness and Membership Value

by: Barbara C. Higgins, PMI Executive Director



Barb Higgins

Those who attended PMI's 2002 Spring Meeting were able to see our new president, Alson's **Todd Talbot**, in action. From the welcome dinner on Sunday to the

special members-only meeting Monday morning and right through to the closing ceremonies Tuesday night, Todd put his special stamp on the activities and set a definite tone and direction for his term. (It's a safe bet that Todd's influence on the Plumbing Manufacturers Institute will reach far beyond the wonderful cookies at break time, personalized wine, and much-appreciated "Team PMI" jackets for the staff!)

We are moving into an important and exciting phase of PMI's development. Having put our "nose to the grindstone" and establishing a solid base for our association, it's time to look up and out to our future.

In similar fashion to the Renaissance Survey and focus groups conducted prior to PMI's reorganization in late 1997-early 1998, we're poised to begin some comprehensive strategic planning. This exercise began at the spring board meeting where Todd directed members to identify PMI's strengths, weaknesses, opportunities and threats (S.W.O.T.). The results of the S.W.O.T. exercise will be reviewed in detail and prioritized in a strategic planning session of the PMI board of directors to be held later this spring. As we move forward we'll (of course!) involve you as members. In addition, we'll bring in some of those tough-to-crack prospects that we've been wooing for some time. Just as we constantly ask you about what it takes to *keep* your membership, the question to prospects is simply, "what will it

take to *earn* your membership?"

I have had the pleasure of working with five iterations of the PMI board since joining PMI in 1998. As you know, our structure provides a core of the same folks year to year to maintain continuity, but individuals rotate on and off of the board annually. Each of the five presidents since 1998 have had different "callings" and roles to fulfill during their terms. **Bill O'Keeffe** of **Symmons Industries** had the Lincoln-esque task of holding the place together during the restructuring and transition to the "new" PMI.

NEOPERL's Fred Luedke led the way in giving PMI back to the membership and set the tone of "Promoting Member Involvement". Among other achievements, **Linda Mayer** of **Moen Incorporated** brought us into the arena of Information Technology (I.T.) education and launched the very successful concept of PMI-sponsored forums. **Chicago Faucets' Frank Evans** validated and strengthened PMI's international efforts though his participation in the annual CEIR conference. This year, **Todd** is taking our thinking to a new level by focusing on our future direction.

In the words of our theme for the Spring meeting, "now more than ever" is the time to be involved with PMI. The Spring meeting was buzzing with PMI successes and new projects to pursue. We've made a huge impact on the industry in a relatively short amount of time. Our "can do" spirit has resulted in a countless list of "wins." We have earned the respect of our peers and have become an entity to be reckoned with. We speak and others listen and respond. And we've

done it all through a methodical, thoughtful approach built upon consensus and common sense. The result is that "everybody" wins and the industry is better for it. You'll see some of the results of our efforts outlined in the meeting wrap-up article and the list of action items in this issue of *PMI News*. We've made significant progress on all of our Focus Issues. (As of press time, in fact, I'm heading off into a meeting with our trade show consolidation committee chairs, **Todd Talbot** and **Linda Mayer**, ISH/NA and K/BIS® personnel. We'll keep you posted!)

We have been approached by non-members and member prospects for help on codes and standards issues as well as legislative ones. To preserve PMI member value for PMI members, we in turn continue to encourage them to sample PMI by attending a meeting and invite their membership in PMI. We encourage you to do the same, as there is no more powerful sales tool than YOU as a satisfied PMI member! We're happy to forward the "Why PMI?" presentation to help you in your recruitment efforts. (Remember, if you invite a prospect to attend a future PMI semi-annual meeting, YOUR meeting registration is free!)

Moving forward, we will expand our reach and influence to become the definitive resource for industry information and training. Stay tuned for upcoming announcements regarding an expanded PMI website and educational forums.

Exciting times at PMI! Now more than ever is the time to get involved and have your voice heard. We're listening!

Welcome New Committee Chairs!

Shabbir Rawalpindiwala, Kohler Co.; Fixture Product Group
Bruce Martin, W/C Technology; I.T. Standing Committee
Michael Martinez, Price Pfister; Faucet Product Group
Jeff Mueller, Kohler Co.; Faucet Product Group

Welcome New PMI Director at Large!

Ray T. Fisher Jr., Fisher Mfg. Co.

Fire Protection Measures and Plumbing Products

by: David Viola, PMI Technical Director

All building codes across the U.S. and Canada contain provisions that are intended to safeguard against the spread of fire and smoke within a building. In response to analysis of fire incidents and the advancement of fire protection technology, fire protection measures within building codes have progressed dramatically over the last decade. Unfortunately, the increasing complexities of fire protection requirements have caused confusion and resulted in misapplying these provisions to the installation of plumbing fixtures and fixture fittings.

With a better understanding of the intent of these provisions and how they affect the installation of certain plumbing fixtures and fixture fittings, PMI members will be better suited to assist their customers when an installation involving their products is called into question.

The following identifies the most commonly misapplied fire protection requirements and the products that are impacted by them.

Plastic Bathtubs and Showers in Residential Occupancies

In certain residential occupancies (i.e., townhouses, condominiums, hotels and motels), plastic bathtubs, bathtub modules, and shower enclosures are mistakenly prohibited. In these instances, the automatic sprinkler provisions are being misapplied.

Building codes require certain residential buildings to be equipped with a fire sprinkler system. In these buildings, automatic sprinklers are required to be installed in all areas. However, specific areas are exempt from sprinklers provided they meet



specified criteria. **In residential occupancies up to four stories in height, sprinklers are not required in bathrooms where the area is 55 ft² or less provided the ceilings and walls, including the walls behind bathtubs, bathtub modules, and shower enclosures, consist of non-combustible or limited-combustible materials.** This exemption is a commonly utilized cost-saving measure.

Failing to install wall sheathing behind fixtures where the sprinkler exemption is used is a frequent mistake made by building designers and installers, since it is common practice to attach fixtures directly to the rough framing, before wall sheathing is applied. As a result, the combustibility requirements for the wall material are mistakenly applied to the fixture. The intent is not to limit the type of fixture material, but rather to ensure that the walls behind these fixtures are covered with gypsum wall board (drywall) or other non-combustible or limited-combustible wall sheathing material before the fixture is installed. The continuous wall sheathing prevents the rapid spread of fire into concealed wall spaces.

In order to assist their customers, manufacturers may want to consider providing information in installation specifications stating that wall sheathing behind fixtures may be required by building code fire safety provisions and to account for the wall sheathing thickness in the rough-in dimensions.

Plumbing Fixtures and Fixture Fittings Installed in Fire-Resistance Rated Walls and Floors

Fire-resistance rated assemblies are commonly required between dwelling units in multi-family housing, guestrooms in hotels and motels, and tenant spaces in shopping centers and office buildings. The concept is to confine the spread of fire to the area of

origin by restricting the combustibility properties of building materials and establishing fire performance criteria for wall and floor/ceiling assemblies.

As you might expect, “holes” through fire-resistance rated assemblies to accommodate building utilities and services, such as plumbing, can allow the passage of flame or hot gases. As such, the building codes require the integrity of fire-resistance rated assemblies to be maintained at the penetrations. Consequently, the ability of a plumbing fixture to maintain the integrity of a fire-resistance rated wall or floor assembly is commonly called into question, hence the requirement for fire-rated assemblies.

Bathtubs and Showers — Wall sheathing is a critical component of a fire-resistance rated wall assembly. As such, bathtubs and showers cannot be directly attached to the rough framing members. However, as mentioned previously, failing to install wall sheathing behind fixtures is a common oversight. As a result, code officials have incorrectly required bathtub and shower materials to be constructed of non-combustible material or required the manufacturer to provide fire test results showing that the fixture can maintain the integrity of the wall assembly.

Again, manufacturers may want to include information in their installation specifications to address this issue.

Shower Valves — Shower valves are the most common fixture fitting targets for misapplied fire protection requirements, because they are frequently installed in fire-resistance rated wall assemblies and require a



David Viola

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Profiling Fisher Mfg. Co.: A Family Tradition of Excellence

by Lori Smelser, PMI Association Manager

Statistics show that only 30 percent of family businesses survive to the second generation. At Fisher Manufacturing (Mfg.) Company, they don't give a lot of credence to such statistics — the family-owned business has continued to grow with each generation. Founded in 1936 by Ralph John Fisher, the company is currently in its fourth generation of Fisher family ownership and management. Currently led by president **Ray Fisher Jr.**, the company has been a recognized leader in quality commercial plumbing products for more than 60 years and continues to grow stronger with a recent acquisition.

Ralph John Fisher began his business in Vernon, Calif., by purchasing his employer, Federal Brass Foundry, a small, Los Angeles foundry. In the mid 1950s, under Fisher's guidance, the company developed a line of food service equipment. The company divested themselves of the foundry in 1971, and continued to focus on manufacturing

plumbing products for the food service industry. Throughout his entrepreneurship, he cultivated his staff, and his family, to adhere to a strict dedication of consistent performance, product dependability and overall value.

His son, Ray Fisher Sr., worked 43 years in the family-owned business before retiring last year. He worked his way from sales management and production to several senior management positions. He took the helm as president in 1974 and supervised the company's relocation from Vernon to its current location in Tulare, Calif., in 1993. In October 1977, Fisher Sr. became acquainted with PMI and joined the Institute in early 1978. He became Fisher's Chief Executive Officer in 1999 before retiring last year.

Fisher Sr.'s son, Ray Fisher Jr., began working with the family company in 1989 as a sales manager and was promoted to marketing manager, then executive vice president, before assuming his current role as president nine years later in 1998.

Today, Fisher is a vibrant company with 56 employees at the Tulare location. In addition to manufacturing several models of 1/2" and 3/4" faucets, much of their product line focuses on the food service industry. The product line includes glass fillers, pre-rinse units, reel rinses, utility sprays, foot and knee valves (which are easily installed on the floor, sink ledges and counters to give "hands free" control of water), rotary waste valves, waste sockets, pot fillers, plumbing components and hardware specialty items, and more.

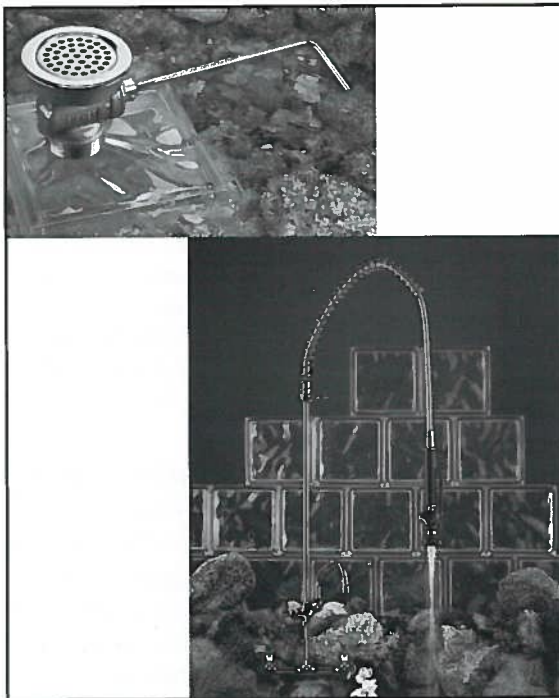
On May 17, 2001, Fisher Mfg. acquired Harden Industries, a manufacturer of high-end decorative faucets and fixtures. According to Fisher Jr., the acquisition allows Fisher "to enter the dynamic decorative faucet and fixture market, by leveraging Harden's reputation for high-end, quality products." Harden, which manufactures a line of premium solid brass washerless faucets, has remained in its Los Angeles facilities and is operating as a separate division of Fisher Mfg. **Donn Gable**, Fisher's vice president for business development, was assigned additional responsibility as the new president of Harden. According to Gable, Fisher Mfg.'s objectives are to "integrate Fisher's efficient manufacturing and operating techniques into the Harden line and to aggressively promote the brand across the country through increased sales and marketing efforts." Founded in 1982, Harden markets its products through plumbing wholesalers, kitchen and bath showrooms and do-it-yourself retailers.

As Fisher progressed through the years, its need to join an organization such as PMI grew as well. According to Fisher Jr., "We joined PMI for two main reasons: networking capabilities and technical expertise.

"From a networking standpoint, we are a small company and wanted to network with other CEOs of our size to be able to share common problems and solutions with each other.

"From the technical side of things, we have not had, and currently don't have, someone in our company who knows all of the technical aspects of developing products. PMI fulfills that role for us as the technical experts to help us get our job done."

We are also glad to have Ray as the newest member of PMI's board of directors at large!



Fisher Manufacturing's catalog cover features an attractive display of products.

FISHER

PMI — Now More Than Ever: Highlights from the 2002 Spring Meeting



With the rugged beauty of the Santa Catalina Mountains and the lush High Sonoran Desert as a backdrop, PMI held a spectacular meeting at the Westin La Paloma Resort March 17-20 in Tucson, Ariz. Led by PMI President **Todd Talbot** (pictured left addressing the membership), 80 members, spouses/companions, guests, press, speakers and staff made this a meeting to remember. The theme "Now — More Than Ever..." presided

over the meeting, reminding the more than 90 percent of member companies in attendance that, like a fine wine, the value of a membership in PMI increases with time. Attendees received a bottle of vintage wine — courtesy of PMI, were treated to outstanding hotel cuisine, attended a full slate of productive meetings, and were even able to enjoy some of the mild Arizona weather.

What Happened Where?

A Guide to Major Activities Arising From PMI Committee Meetings

Board of Directors

- Approved the application of California Faucets for membership.
- Approved position statements on arsenic, effluent guidelines, ergonomics, trade promotion authority and product liability (they will be posted on PMI's website).
- Updated several PMI policies (available upon request).
- Selected Chateau Elan, Braselton, Ga., as the 2003 Spring Meeting site.
- Agreed to hold a comprehensive strategic planning meeting this spring.
- Agreed to review and possibly revise dues structure and membership categories.
- PMI will upload more material to the website to drive member and

non-member traffic to the site.

- PMI will move forward with the wage and salary survey.

Faucet, Shower/Tub-Shower Fittings and Specialty Finishing Product Groups

- **Jim Mattesich** of Livingston & Mattesich provided an update on the California Energy Commission (CEC) diverter issue and Proposition (Prop) 65.
- PMI is awaiting a response to a letter sent to the chairman of the New York Senate Committee on Housing, Construction and Community Development stating PMI's position against Senate Bill (S.B.) 196, the state's anti-scald legislation. Members are also encouraged to send individual

comments to New York.

- PMI's Temperature Control task group met on Saturday, March 16 and agreed to put its temperature control white paper, which was published in the January 2002 issue of *PMEngineer*, on PMI's website. The group also moved to support the Consumer Product Safety Commission (CPSC) recommendation that 120 degrees F is an appropriate maximum temperature at the outlet.

Flushing Devices/Fixture Product Groups and Water Conservation Issue Committee

- **John Koeller** of Koeller and Company presented current and

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(l-r): Some representatives of the tech squad — Ken and Anne Martin, and Sally Remedios, Delta Faucet Company; Shabbir Rawalpindiwala, Kohler Co.; Don Glover, Brass Craft Mfg.; Mark Weaver, T&S Brass & Bronze Works; and Pete DeMarco, American Standard, enjoy the "indoor/outdoor" BBQ Sunday.

HIGHLIGHTS FROM THE



▲ Callista Milroy celebrated her birthday Sunday – St. Patrick's Day – and Todd Talbot presented her with a cake.

▼ Bruce Martin (l), W/C Technology Corp., and David Lingafelter, Moen Incorporated, enjoying Tuesday's farewell dinner.



▲ The "Best in the Vest"... Ed Pilatowicz, Price Pfister, and PMI Executive Director Barb Higgins put a western spin on St. Patrick's Day.



▲ (l-r): Priscilla and Manfred Wolpert, Geberit Mfg.; speaker Martin Shouler & Tom Beh, W/C Technology Corp, smile for the camera.

► Don (Bin Laden) Milroy, Brass Craft Mfg., keeps cool in the warm Arizona sun.



▲ 1st Place Foursome – (l-r): Herb Barnhart, Tempress Ltd.; Sally Remedios, Delta Faucet Company; George Gaffney, Alsons Corp.; and Roy Wagner of The Wholesaler.



▲ The always reserved Sally Remedios, Delta Faucet Company, celebrates a good shot.



◀ Claude Theisen, T&S Brass & Bronze Works, takes a break following PMI's golf tournament.

► Unflinching Jim Galvin, Symmons Industries, takes a shot as Claude Theisen, T&S Brass & Bronze Works, looks on, despite distractions from the PMI paparazzi.



2002 SPRING MEETING



▲ 2nd Place Threesome – (l-r): Frank Evans, Chicago Faucet Company; Alan Barry, Brass Craft Mfg./MASCO; and Peter Delany, Coyne & Delany.

▼ Lee Mercer, Moen Incorporated, battles cactus and rattlesnakes to retrieve his lost ball from the desert rough.



▲ Past President Frank Evans, Chicago Faucet Company, receives one of his gifts – a replica 1957 Chevy Corvette. He also received a miniature fiddle, and a cash certificate for a new full-sized one, in addition to his past president's plaque.



◀ Fred and Jeanne Luedke, NEOPERL Inc., relax after a busy day.



▲ 3rd Place Threesome – (l-r): Tom White, Haws Corp.; Lee Mercer, Moen Incorporated; and Mark Weaver, T&S Brass & Bronze Works.



◀ (l-r): Norm Kummerlen, Moen Incorporated, and Pete and Sue DeMarco, American Standard, enjoy PMI's last evening.



◀ The ever-fashionable Al Walcutt, MPC Plastics, shows off his wares.



Mike Martinez, Price Pfister, makes a "point" of complimenting the great meals at the Westin.



▲ Tim and Arlene Mullally, KWC Faucets, enjoy Tuesday's dinner.

▶ Todd Talbot, Alsons, Corp., unveils the "Team PMI" jackets – his gift to staff.



PMI — Now More Than Ever: Highlights from the 2002 Spring Meeting

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upcoming water conservation initiatives with regard to technologies, programs, standards and specifications and toilets and urinals.

- PMI is helping convene a working group for those interested in working on updating ASSE 1037 for pressurized flushing devices.
- PMI will take an active role in updating plumbing codes and water closet regulations to ensure the new ASME A112.19.2 standard is properly referenced.
- PMI will take a leadership role to move the ASME A112.19.8 standard forward.

Information Technology

- The committee is moving forward with its Internet use survey. Chairman **Ken Martin** will work with PMI staff to rephrase and narrow down the internet survey questions so it is more effective. A final survey will be distributed to the membership for approval.
- **Carl Cullotta** from Frank Lynn and Associates, gave an excellent presentation and led a discussion on the future of home center stores like Home Depot and Lowe's and the impact on plumbing manufacturers.
- **Kevin Price**, director of American Supply Association's (ASA) Center for Advancing Technology, updated the membership on ASA's technology initiatives in the plumbing industry including Source ASA+.

Member Services

- **Mark Barron** of Ducker Worldwide discussed practical ways PMI can enhance its statistical reporting programs. **STAY TUNED FOR SOME EXCITING NEW DEVELOPMENTS WITH PMI'S STATISTICAL PROGRAMS!**
- The committee revised its purpose as follows: to facilitate plans to effectively promote the mission of PMI, to enhance its value and credibility, to attract new members,

to expand member services and to address member concerns.

- High priority issues for the committee will be improving the statistical program, enhancing PMI's website and developing membership education forums.

Trade Show Consolidation

- Things continue to move on the trade show consolidation front! Meetings took place earlier this month between NKBA, ISH-NA, committee chairs **Linda Mayer** and **Todd Talbot**, and Executive Director **Barb Higgins** to present the "revenue neutral" model for trade show consolidation. Stay tuned for more information.
- PMI will conduct the presentation to other trade show sponsors individually regarding a "revenue neutral" proposal unveiled at the spring meeting. A press release will be issued regarding this concept.

UCA

- **Martin Shouler**, BRE, and **Dave Purkiss**, WRc-NSF, came from the U.K. to address international conformity assessment issues and European certification with the committee.
- PMI has refocused its efforts on conformity assessment to facilitate Annex H changes (see article on page 11).
- A task group will work with the Massachusetts Plumbing Board legal counsel to draft proposed changes to the Massachusetts Plumbing Code and revise existing application forms to exempt products that are third party certified.
- PMI will request that IAPMO Research and Testing (R&T) add the issue of certification marks for the U.S. and Canada to the agenda for the upcoming Industry Advisory Committee meeting. PMI urges IAPMO R&T to develop a mark that signifies

compliance with U.S. and Canadian requirements.

Technical/Showerhead and Hand Shower Product Group

- A task group will create proposed code changes and review and update the ASSE and ASME standards in the NSPC code.
- PMI will continue to push for the 80 pounds per square inch (psi) water pressure requirement in the Chicago Plumbing Code.
- PMI will provide an update on activities regarding the water pipe sizing requirements from flow rate requirements for fixture fittings in the state of Minnesota in *Tech Talk*.
- PMI will investigate the full impact and implications of New York A.B. 405 regarding product packaging and package labeling. PMI will also look into labeling and packaging requirements at the federal level.
- PMI will continue to monitor and update plumbing codes to ensure ANSI Z358.1 for emergency eye wash and showers is referenced and utilized properly.
- A task group will evaluate the minimum flow requirements for showerheads and hand showers and make a recommendation to the product group.
- A task group will investigate the impacts on available faucets and fixtures and develop a recommendation on how to address ICC A117.1 code changes.



Dave Purkiss (l), WRc-NSF, and Martin Shouler, BRE, both of the U.K. discuss international conformity assessment Tuesday morning.

A View from the Hill — A Snapshot of PMI'S Priorities in Washington

by Fred Eames, Balch and Bingham, LLP

As many of you know, I summarized PMI's federal priorities at the PMI's recent Spring Meeting in Tucson, but for those of you who missed the meeting, here's a review. I invite your comments. Your input on priorities is key to our effectiveness. There are threats and opportunities in Washington; we are trying to focus on ones where PMI members' interests stand apart from other industries, or where our efforts can complement but not duplicate those of other organizations.

Knollenberg Bill — This legislation to repeal the federal water flow standards for fixtures and fittings is what caused PMI to put special focus on governmental affairs several years ago, and it remains our top priority today. It has been a low-key top priority during this Congress; it is not currently scheduled for consideration, and Rep. Knollenberg does not appear to be pressing his case. With energy legislation at the fore in Congress, we are watching to ensure against possible side door tactics.

PMI Provisions in National Energy Bills — Both as a tactic on the Knollenberg bill and as a way to increase markets, PMI successfully included provisions in the House and Senate energy bills reaffirming congressional support for water flow standards by explicitly including EPACT-compliant plumbing products



among energy efficiency improvements to be funded under federal housing programs. With our language now included in the House and Senate bills, it will very likely become law if an energy bill is passed.

SRF Legislation — The Clean Water Act and the Safe Drinking Water Act authorize billions of dollars annually for "State revolving funds" (SRFs). States match the federal contributions, and local governments borrow the monies at low or no interest or obtain grants for water infrastructure projects. We are seeking provisions in House and Senate infrastructure development bills to allow the SRFs to be used for consumer conservation programs, such as plumbing product rebate programs.

This will help develop markets and can help prevent or delay construction of new water treatment facilities. Favorable provisions will be included in the House and Senate bills, but it is unclear whether those bills will pass this year.

EPACT Five-Year Provision — The odd manner in which the federal water flow restrictions for fixtures and fittings are written could allow the Department of Energy (DOE) to waive federal preemption and allow more stringent State standards to apply if the American Society of Mechanical Engineers (ASME) does not update the water flow standards every five years.

It has now been more than five years since EPACT was enacted. We are quietly exploring with DOE what might qualify as an update to the water flow standards. If states start adopting differing, more stringent standards, it will be much more difficult to ask for help at that time.

Metal Products and Machinery (MP&M) Rule — EPA has proposed extreme reductions in metal processing effluents based on erroneous interpretation of effluent data. Though many organizations are working to improve this proposed rule, broad industry involvement is critical. Our emphasis here is necessary to demonstrate to EPA the industry's alarm and resolve. We also have some important relationships and (as of this writing) will be meeting with EPA later this week.

Again, your input is vital to ensuring these are the priorities that can have the most impact on your business. We are following other issues, such as trade promotion authority and ergonomics, but the issues above are where we deem our special emphasis can have the most impact. Please let me or the PMI team know if you have thoughts or comments.



Fred Eames

PMI Members in the News

Elkay Manufacturing Co. donated a single-bowl Contemporary Gourmet stainless steel sink and Regency faucet for installation in a 1927 Craftsman-style bungalow in Crystal Lake, Ill. After restoration and updating, the house was raffled off to benefit the Ovarian Cancer Research Fund. The house was featured on a Chicago-based

television program and in local newspapers.

PlumbingHVAC.com, the recently launched online community, announced it has entered into multi-year e-commerce agreements with six manufacturers, including four PMI members — **Chicago Faucets, Delta Faucet Company, Moen**

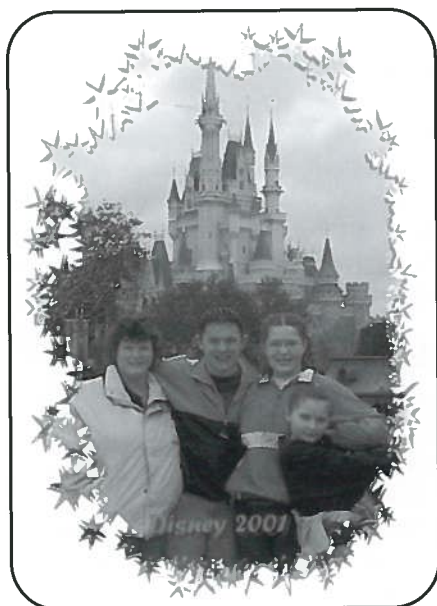
Incorporated and T&S Brass and Bronze Works. The agreements provide that Plumbing.com, the online story for industry professionals, will build an exclusive store for the complete product lines of each of the manufacturers.

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Family, Career and Leadership — Lee Mercer Balances Them All!

By: Kelly Enright, PMI Technical Services Coordinator

Lee Mercer joined Moen Incorporated in 1985 where he is currently Director of Product Compliance. Lee transferred to Moen after a year and a half at Streamway Corporation, a small plumbing manufacturer purchased by Moen. Lee says he would of never have imagined his career in the plumbing industry even though he worked for a plumber in high school. A Malone College graduate with a degree in management, Lee's management philosophy is to be "open and honest and to treat people with respect." He believes in an "open door policy so that communication lines are always open" and feels it's important to trust people. Coinciding with that, treating people fairly,

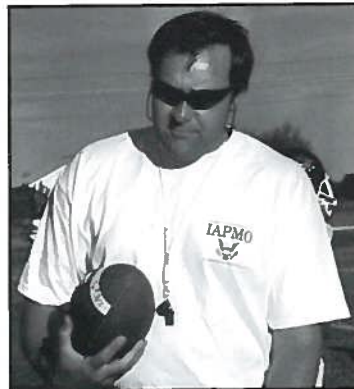


Lee's home is his castle. The Mercer family — Lee's wife Judy, with children Forest, Samantha and Lindsey (L-R).

recognizing when you are in over your head and not being afraid to ask for help are Lee's "secrets to success." In addition, he says "don't get hung up over things that are beyond your control. And most importantly, always maintain a balance between career and personal life." Lee has done just that. He managed to obtain both his bachelor's degree and associate's degree in mechanical engineering technology while attending night school, working and raising a family.

Lee married his high school sweetheart, Judy, and they will be celebrating 19 years together this June! The couple has three children: Forest (17), Samantha (15) and Lindsey (11). Most people would be surprised to learn that their daughter, Lindsey, plays football, and Lee is very involved by coaching youth football and enjoys watching his son play high school football. Additionally, he has his own interests of carpentry, skiing, ATVing, camping, doing things together with his family and actively participating in his kids growing up. It is obvious that Lee's family is a high priority in his life.

His life outlook is that "everything happens for a reason — the key is reacting in a positive fashion." With all this activity, it is rare that Lee can sit down and read a book for fun.



Lee Mercer

However, when he does, he prefers something by John Grisham or Tom Clancy. Lee also enjoys vacationing at Salt Fork State park in southern Ohio and skiing in Colorado. Lee has also been known to drive in demolition derbies and sings karaoke!

While Moen Incorporated has been involved with PMI since 1957, Lee has been personally involved over the past four years. He was recently elected a co-chair to the Universal Conformity Assessment Issue Committee, is a technical committee member and currently serves on the board of directors. Lee says he enjoys working through the details of the issues with other industry counterparts. It gives him "an opportunity to understand different perspectives and that we can accomplish more as a group than as individuals." He states Moen belongs to PMI to work collectively with other organizations to address issues that affect all manufacturers as well as the great networking opportunities. Lee also states PMI helps Moen stay tuned into governmental issues, and he sees PMI's vision to be a highly credible influence on the issues that confront the plumbing industry.

We're pleased to have Lee in a leadership role at PMI!

PMI Members in the News

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Cifial USA has announced that it has entered into an agreement with Build.com. Build.com will create exclusive stores for Cifial's full line of faucets, accessories and hardware.

Symmons Industries, Inc. has two

new product brochures showcasing its pressure-balancing shower valves and systems. It has also announced that, after nearly 35 years of service, **Kevin V. Symmons** retired as company president. He will continue to serve on

the company board of directors and consult with Symmons Industries as needed. **William B. O'Keeffe**, company CEO, succeeds Mr. Symmons as company president.

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Welcome to PMI, California Faucets!

by: Lori Smelser, PMI Association Manager



The PMI Board of Directors is pleased to announce it has approved the application of California Faucets for membership in the Institute. California Faucets President **Jeff Silverstein** and Chief Operating Officer **Frederick Desborough** attended PMI's recent spring meeting in Tucson, Ariz., and will serve as the company's principal and alternate member, respectively.

California Faucets, located in Huntington Beach, Calif., was founded

in 1988 by Jeff's father, Fred Silverstein, who is still active in the company as its chief executive officer. The family-owned company manufactures high-end decorative faucets, accessories and plumbing trim, offering more than 20 faucet-style families and 30 decorative finishes. It was founded and operates with a simple premise – "deliver faucets quickly and with superior customer support, service and value."

According to Jeff, membership in

PMI was an easy choice. "As a smaller company, we decided to join PMI to have input into, as well as information on, industry issues such as codes and standards, regulatory and legislative developments, and general information on what's happening in the marketplace today."

We are pleased to welcome California Faucets to PMI!

Universal Conformity Assessment Task Force Focuses on Standardization of Certification Program Criteria/Auditors

PMI's Universal Conformity Assessment (UCA) task force has re-focused its efforts to streamline the NSF Standard 61 product certification, auditing, and testing processes. As was announced at the 2002 Spring Meeting in Tucson, the group will support the efforts of the NSF 60/61 Joint Committee to address the essential elements of a drinking water system components certification program that will bring about uniformity in certification program requirements.

Currently, the lack of specific requirements for drinking water system component certification programs results in significant variability among the certification agencies, which raises

concerns about equivalence and confidence of compliance.

At the request of PMI and others, the NSF 60/61 Joint Committee established a task group to evaluate current requirements and identify opportunities to develop performance-based procedures and policies that bring about equivalence and confidence of compliance.

Previously in response to the slow progress, PMI

formed an ad hoc task group to study the feasibility of becoming a third party certifier in order create a program that eliminates certification redundancies by achieving national and international recognition, enhancing

the quality of product testing and auditing, and streamlining the test data acceptance process.

The PMI task group feels that this new focus — that is to use a process that is already in place — may be a quicker, more cost-effective means to achieve our goals and objectives than other strategies. While the task group emphasizes that becoming a third party certifier is still a viable option for PMI and is only tabling the effort temporarily, PMI will continue to work diligently with current third party certifiers to eliminate redundancies to achieve the PMI objective of a conformity assessment infrastructure that allows plumbing products to be tested and certified once, but recognized throughout the United States and Canada.



PMI Members in the News

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Cielo Bath Furnishings by **Whirlpool Corp.** named Mark McLane national sales manager/wholesale channel. Previously he served as director/international sales at Eljer Plumbingware.

Several PMI members exhibited at the recent Kitchen/Bath Industry Show and Conference (K/BIS®) April 5-7 at McCormick Place in Chicago: **Alsons Corporation; American Standard, Inc.; Cifial USA; Delta Faucet Company; Elkay Manufacturing**

Co.; Geberit Manufacturing, Inc.; Hansgrohe, Inc.; KWC Faucets; Kohler Co.; Moen Incorporated; NEOPERL, Inc.; Price Pfister; Sloan Valve Co., Symmons Industries, Inc.; W/C Technology Corp.; and Whirlpool Corporation.

Examining the Value Equation

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from the diverse line-up of speakers and authorities during our meeting. While the subject matter may not always dissect all participants' responsibilities in their functional areas, I find that as people are exposed to industry issues beyond their normal horizons, they develop a more complete awareness of the business around them, improving their business and in turn our industry as a whole. As an example, it was refreshing to hear a director of codes and standards from one member company applaud the value for him of the presentation Carl Cullotta of Frank Lynn Associates gave on The Home Depot. It was insightful to all of us from a variety of different perspectives, and I am sure

many thoughts were taken back to your office for discussion.

With the meeting now over, PMI's Board of Directors, under the now well-established "personality" of the new PMI (hard to believe it's been five years) is dedicating themselves to study and enhance the "value equation" of PMI. As reported during our meetings, specific steps in a strategic review of our strengths, weaknesses, opportunities and threats are underway. A careful study of the dues structure as it relates to present and prospective members has been initiated, and we have taken some immediate steps to review other changes in our meetings to enhance the value of our services to our diverse

membership in a way to better reflect today's PMI.

While the board is committing itself to this three-step approach, I continue to challenge our membership to recommit to the responsibility for our PMI, as we make these all important advancements. The spring meeting provided a forum to take some initial steps in the months ahead. During this time I look forward to engaging various participants and member companies in this process. I look forward to your voice to strengthen the voice of the industry.

Fire Protection Measures. . .

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sizeable wall opening. Shower valves have been required to be fire tested or wrapped with fire-resistant caulks or moldable putties. These measures are unnecessary, since the building code provides many methods of maintaining the integrity of the wall assembly. They include the use of "fireblocking" or a "through-penetration fire stop". These methods include the use of specific materials or systems that are designed to restrict the passage of fire and hot gases, without affecting the installation or serviceability of the valve. However, the use of these methods must be anticipated in the building design phase in order to avoid problems in the field.

Water closets — The opening in a floor for a water closet drain commonly penetrates a fire-resistance rated floor ceiling assembly (wall assembly for wall outlet units). Since the water closet covers the drain pipe, code officials have been know to require water



closets to be fire tested to determine if the water closet is an approved penetration protection device. In this instance, it is the drain pipe and not the water closet that penetrates the floor assembly. As such, the building designer and plumbing system installer must select a penetration protection option specific to the piping material. For plastic drain pipes, a fire barrier around the pipe consisting of a metal collar encasing an intumescent material is commonly utilized. For metallic drain pipes, simply filling the annular spaces between the drain pipe and floor material with a non-combustible material or fire-rated caulk is all that is necessary.

In closing, the combustibility properties of plumbing fixtures and fixture fittings are not limited by building codes. Compliance with the fire protection provisions of the building code, regardless of the type of plumbing fixture or fitting used can be achieved with proper planning by the building designer and the proper use of building materials.

2002 PMI LEADERSHIP

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