



# NEWS

Volume 6, Issue 3

The Newsletter for PMI Members — by PMI Members

May/June 2003



Ralph Herrbach

## Thanks to You, PMI IS Growing Stronger Together!

by: Ralph Herrbach, PMI President

With another successful PMI meeting under our belts, I'd like to express my appreciation for all who contributed

their time and talents. PMI as an organization benefits from the collective input from you — our members — staff, consultants and industry associates. PMI conferences are living proof that there is indeed strength in numbers...that the sum is greater than our individual parts. Our conferences validate the importance of networking.

While we have solidified our place in the professional lives of our core members, our next objective is to spread the gospel of PMI throughout member companies — horizontally AND vertically. For example, beginning in July, PMI will launch two new training initiatives — one to enhance understanding of codes and standards and the other to address information technology trends and concerns.

In addition, we are investigating the development of new marketing/shipment reports to enhance PMI's value and appeal to the marketing community. I personally would like to see increased participation by the

marketing personnel throughout our industry. PMI staff has taken this goal on as an action item. As always, we encourage your suggestions and ideas. Tell us how PMI can serve you better! Remember...our goal is for you to "think PMI," no matter what your question or concern. We want to be your one-stop, full service industry resource. We hope you will pass along this message to others within your organization, throughout your department, and up and down the industry food chain! Please forward the promotional literature on the upcoming PMI forums to your coworkers. Forward the names of your office mates and supervisors to PMI staff to be included in the PMI directory and on the various mailing lists for *PMI News*, *Tech Talk*, *Washington Wire* and meeting announcements.

You should also know that as PMI maintains its solid financial position for the fifth consecutive year, we continue to look for ways to lower meeting costs and in turn, lower your meeting fees. Specifically, we are looking to reduce costs for spouses to encourage their participation, as well as offering discounts to multiple attendees from the same member company. To support our "try it, you'll like it" message to PMI member prospects, we'll also consider ways to

lower fees for nonmembers, while continuing to reserve PMI benefits to PMI members! We're looking to expose nonmembers to PMI but rest assured that we will NOT dilute the benefit of PMI membership by "giving away the store!"

Our experience has been that when a nonmember attends a PMI meeting — particularly a nonmember who has some notion of the "old" PMI — they wind up becoming a member. We often receive compliments from amazed guests regarding the way PMI has evolved and the value the organization now offers. The dues abatement program has also attracted attention and to date has resulted in the addition of three new members, the return of a fourth (former member), and a number of companies on the verge of signing on the dotted line!

You've heard it often — the most powerful sales tool we have is your testimonial — your endorsement of PMI. The Board of Directors has made a commitment to spreading the word and joining with our Executive Director to make prospecting visits. We hope all members will join in the recruitment effort. With your support and ideas, through PMI, we will continue to grow stronger together!



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# Remembering the *House that Jack Built* and the Value of Networking

by: Barbara C. Higgins, PMI Executive Director



Barb Higgins

Remember “The House That Jack Built” — that nursery rhyme based upon a convoluted litany of relationships, built on one another? I’m here to tell you

that industry networking operates along the same lines — layers of contacts and relationships are built and leveraged to produce results. In previous issues of *PMI News*, we’ve examined the adage that “it’s not WHAT you know, it’s WHO you know.” It’s also about “how” you communicate. No amount of internet information or technology will replace the effectiveness and value of personal relationships. Not even the most detailed e-mail or phone conversation can substitute for face-to-face contact. Body language is an important element of communication. That’s why we have meetings. That’s why we travel. That’s why we have trade associations.

One of my favorite moments of the spring meeting this year, came in the form of a comment made by **Pete DeMarco** of American Standard about PMI’s efforts on the Texas House Bill 488 (long story made short: environmentalists and legislators are trying to dictate water closet design again).

After first identifying the issue through our (1) early-warning system, (2) PMI surrounded the issue using a

*“This is the farmer sowing the corn,  
That kept the rooster that crowed in the morn,  
That waked the priest all shaven and shorn,  
That married the man all tattered and torn,  
That kissed the maiden all forlorn,  
That milked the cow with the crumpled horn,  
That tossed the dog,  
That worried the cat,  
That killed the rat,  
That ate the malt  
That lay in the house that Jack built.”*

— Traditional Nursery Rhyme

series of contacts outside and inside the industry and on both sides of the issue, (3) energized a coalition of interested parties (4) to express their views through letters and in person at the hearing, (5) and successfully had the issue tabled, all in the span of a few short weeks. Pete’s comment: “Great job on this, PMI! That’s how a trade association is supposed to work!”

Thanks for the endorsement Pete! We couldn’t agree more. This project was a real team effort shared by each of our five staff members plus **Fred Eames** (our D.C. lobbyist) and **Charlie Schnabel** (our Texas lobbyist), our fixture manufacturers and allied associations, to name a just a few of the players! (See photo below.)

We’ll continue to monitor this and other issues as we continue to build and maximize our relationships. Last week I attended the spring board meeting of the National Association of Home Builders (NAHB). Once again, a number of issues common to both

NAHB and PMI has emerged, ranging from codes/standards concerns to regulatory issues, trade show consolidation and membership recruitment. This week I was back in Washington for a meeting with Department of Commerce to flesh out our memorandum of understanding (stayed tuned on this one!), to discuss a variety of fair trade issues, and to consider possible

remedies for non-tariff trade barriers that our members face.

There is indeed strength in numbers. There is tremendous value in networking to build relationships. Where possible, PMI will continue to share the heavy lifting with allied groups to achieve our (your) goals. You and your company benefit from the power of PMI! But don’t just observe our success from the sidelines! Maximize the benefit of your PMI dues dollars by becoming involved in PMI events. Join us at the two forums this July (Codes/Standards and Industry Basics, and Information Technology). Registration is FREE to PMI members!

Jump in! Participate! Then you too, will be a part of the group that formed a committee that spun off a task force and built a coalition that tapped into contacts to resolve the issue that became the foundation for the success of the Plumbing Manufacturers Institute and you!

## Thanks for a Job Well Done!

(l-r): **Dave Viola**, PMI; **Marty Kammerbeek**, Texas PHCC; **Charlie Schnabel**, PMI’s Texas lobbyist and **Jim Neumann**, Eljer Industries (seated) take a break from a strategy session before testifying at the Texas House of Representatives Committee on Natural Resource Hearing in Austin, Texas. At the hearing, the PMI-assembled team successfully tabled a problematic measure (House Bill 488) that would have required the redesign of most gravity-type toilets currently available in Texas. This victory was the culmination of a coordinated campaign to defeat the measure that involved PMI members and other industry associations.



# Next Generation of Accessibility Requirements Nears Completion

by: David Viola, PMI Technical Director

After much hard work, the updating of the two documents that set accessibility requirements in the U.S. is nearly complete. The Americans with Disabilities Act Accessibility Guidelines (ADAAG) was approved by the U.S. Architectural and Transportation Barriers Compliance Board (Access Board) in September 2002, and the ANSI A117.1 committee took action on all remaining proposals to the 2003 edition of the ANSI/ICC A117.1 *Standard for Accessible and Usable Building Facilities* at their May 2003 meeting.

Since the completion of ADAAG, the Access Board has been preparing a cost/benefit analysis of the new provisions. Once complete, the new provisions, along with the analysis, will be sent to the Office of Management and Budget (OMB). OMB will have 90 days to complete its review. Once approved, the new guidelines will be published in the Federal Register as final minimum provisions. This will be the first opportunity for the public to see them. At this point, the Department of Justice (DOJ) and the Department of Transportation (DOT) will initiate a rulemaking process to update the federal accessibility standards to be consistent with the new guidelines. Until the update is complete, the current federal accessibility standards (which include the existing ADAAG) remain in effect.

**The committee recommendations on the changes to the ANSI/ICC A117.1 standard have been posted on the ICC website at [www.iccsafe.org](http://www.iccsafe.org) until July 7, 2003, for public comment.** After consideration of public comments, the final actions of the committee will be posted on August 6, 2003, and the new standard will be published in November 2003. Once available, the model code organizations and many regulatory bodies across the country will begin incorporating the standard into the building and plumbing codes.

These revision cycles have brought about several substantial changes in the area of plumbing. This is no surprise considering that the current accessibility provisions have remained largely unchanged since ADAAG was published in 1991, and most of these requirements are based on the 1980 edition of ANSI A117.1.

Most of the changes made to ADAAG and the A117.1 standard were intended to create uniformity between the two documents, as well as increase accessibility to a wider range of individuals with disabilities. The majority of the changes that increase building access are aimed at the aging population, young children and disabled persons requiring assistance. Some of these changes will affect plumbing products and toilet facility design.

Facilities that are primarily used by children will be required to have special wheelchair approach, clear floor space, knee clearance and maximum height requirements for drinking fountains and fixtures, lower water closet seat height, and lower flushing device and faucet control heights and reach ranges.

In new construction and major renovations, ADAAG and A117.1 will only allow a forward approach for adult drinking fountains. Parallel or side approach will not be permitted because advocates of the change successfully argued that a large number of wheelchair users are unable to use this type of drinking fountain.

To make bathing of disabled persons more convenient for their attendants, the new ADAAG and A117.1 standard will require a pause mode on all hand shower units located in accessible bathtubs and shower compartments. The pause mode may not completely shut off the flow of water.

Although the new ADAAG and A117.1 standard will largely be harmonized, several conflicts remain.

Two differences that stand out regarding plumbing products include establishing a minimum urinal depth dimension and reducing the reach distance to faucets to accommodate people of short stature.



David Viola

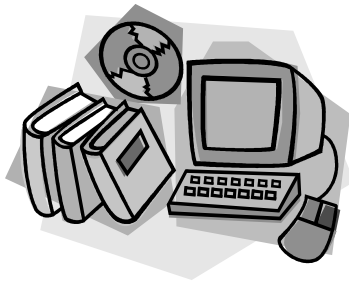
The new ADAAG will require accessible urinals to have a minimum depth of 13½ inches, while the A117.1 committee rejected a similar proposal. The Access Board added the requirement because anecdotal evidence suggested that wheelchair users need it for greater access, while the A117.1 committee rejected a similar proposal because they felt it was unfeasible for a wheelchair user to use a urinal. The A117.1 committee adopted a maximum reach depth of 11 inches to operate lavatory faucets required to accommodate persons of short stature. It is important to note that this provision will only be applicable when a building or plumbing code requires it. Currently, there are no building or plumbing codes that mandate the reduced reach dimension, and it was not included in ADAAG.

Although the new ADAAG and A117.1 will likely be available by the end of 2003, the plumbing industry will have time to prepare for the changes. The rulemaking process of the DOJ and the DOT are likely to take from several months to a year to complete, while most state and local governments won't update accessibility requirements until the 2006 edition of the model building and plumbing code become available. As always, PMI will continue to keep members informed of the availability and adoption of these and all pertinent plumbing codes, standards, laws and regulations that affect your business.

## PMI Presents Its Third Information Technology (I.T.) Forum in July

Tackling XML schemas, examining EDI and maximizing the effectiveness of corporate websites are some of the topics to be addressed at PMI's third **Information Technology (I.T.) Forum on July 29-30, in Schaumburg, Ill.** The two-day forum is broken into "tracks" — technical, more I.T.-based topics will be addressed from noon to 5 p.m. on Tuesday, July 29, while marketing issues will be covered on Wednesday, July 30, from 8 a.m. to noon. Dinner will be provided Tuesday evening.

PMI has hosted I.T. forums since 2000 to equip I.T. and marketing personnel with information and tools needed to navigate the changing landscape of the



Internet, e-commerce and other technological issues. Among the technical topics to be covered on Tuesday will be a primer on XML and its uses, the feasibility of an industry standard XML schema, and discussion on EDI vs. B2B e-commerce. Wednesday's marketing track topics include: "Internet 101: A

Manufacturer's Tour of the Internet", "How to Increase Website Traffic", "How to Best Organize Your Company's Website", and "How to Survey Your Website Visitors" to achieve company objectives.

**The forum is free to members of PMI. Nonmembers will pay \$150 for the first attendee and \$125 for additional representatives to attend.**

According to PMI Executive Director **Barbara C. Higgins**, the July forum reflects the plumbing industry's movement beyond simple information exchange and into proactive identification and management. "We've moved out of the 'surface' learning phase, and we're delving into strategic thinking and process implementation in which we as an industry can be best prepared to meet our technological needs."

Pre-registration is required by contacting PMI at (847) 884-9PMI (9764) by **June 2**.

PMI has a block of rooms reserved with the Hawthorn Suites near the meeting site for \$89 per night. **Reservations need to be made through PMI by June 2.**

A confirmation will be sent with all the necessary details once the registration is received.

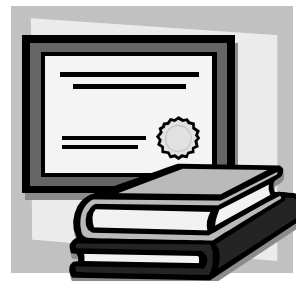
## PMI Holds Its First Codes/Standards Workshop in July

Many plumbing industry professionals are unaware of the importance of plumbing codes, regulations and standards to a company's bottom line, and they are equally unknowledgeable about how the labyrinth of codes and standards processes work. As part of its training initiatives to reach many areas of the plumbing industry, PMI is hosting a two-day workshop **July 15-16 in Schaumburg, Ill.**, to promote a better understanding of codes, standards, conformity assessment, certification and more. This is the first workshop of its kind targeted to plumbing manufacturers.

The workshop is designed for plumbing manufacturers' technical staff, plumbing industry officials, manufacturers' representatives, and manufacturer employees who want (or need) to learn more about plumbing codes and standards. The workshop

will convene Tuesday, July 15 from noon to 5 p.m., followed by dinner, and resume from 8 a.m. to noon on Wednesday, July 16. **The workshop is free to members of PMI, and nonmembers will pay \$150 for the first attendee and \$125 for additional representatives to attend.**

On Tuesday, PMI President and President of Cifial USA **Ralph Herrbach** will begin with a presentation on the "basics" of the plumbing industry. PMI Technical Director **David Viola** will then discuss plumbing codes in the U.S. and Canada and explain product standards. Wednesday's session will focus on conformity assessment (product approval, compliance, certification) and case studies will round out the morning.



According to Dave, the subject matter of this break-through workshop should hit a chord with virtually all areas of the plumbing industry. "Compliance with plumbing codes, regulations, standards and product approval schemes have a direct impact on product design, distribution, packaging and costs. The workshop is intended to provide participants with a better understanding of this important area of our industry."

At the end of the session, participants will receive a "Certificate of Completion".

Pre-registration and hotel reservations are required by contacting PMI at (847) 884-9PMI (9764) by **June 2**.



# Growing Stronger Together: PMI Convenes 2003 Spring Meeting

by: Lori Smelser, PMI Member Services Manager



With the backdrop of the Georgia foothills and the Château Élan Winery & Resort, the PMI held its 2003 Spring Meeting April 5-8 with a flurry of activity, issues and presentations.

Led by PMI President **Ralph Herrbach**, who is also president of **Cifial USA**, 66 members, spouses/companions, guests, speakers and press made this a meeting to remember. The theme, "Growing Stronger Together", symbolized the growth of PMI internally as well as its far-reaching impact into the plumbing industry. Below is a brief listing of action items arising from the specific committee and general meetings. Contact PMI for more information on any bulleted item.

## Saturday, April 5

PMI held its semi-annual golf scramble on the resort's challenging Château course. Following the PMI Board of Directors' afternoon meeting, the day concluded with the welcome reception and dinner, where PMI President Ralph Herrbach

introduced new members and guests. Among the highlights of Saturday:

- A task group at the board level will review types of new membership categories PMI might wish to consider and report to the full board at the 2003 Fall Meeting.
- It was announced that PMI Executive Director **Barbara C. Higgins** will sign a Memorandum of Understanding (MOU) with the Department of Commerce, formalizing the working relationship between the two organizations on fair trade issues.
- **Fisher Manufacturing Company** of Tulare, Calif., was inducted into the Institute's "Quarter Century Club". PMI members are inducted upon achieving 25 years of membership.

## Sunday, April 6

PMI convened a full schedule of committee meetings beginning with trade show consolidation and information technology in the morning, and continuing with universal conformity assessment and issue-specific product groups. Highlights from the day were as follows:

- Members attending the *Trade Show Consolidation Issue Committee* agreed the committee will now be monitored through an ad hoc committee that will meet on a more frequent and timely basis in conjunction with existing industry trade shows.

- **Eugene Park and Jeff Zarse** of Intrust-I.T., a Schaumburg, Ill.-based technology consulting business, addressed the *E-Business Issues and Opportunities Committee* on customer relationship

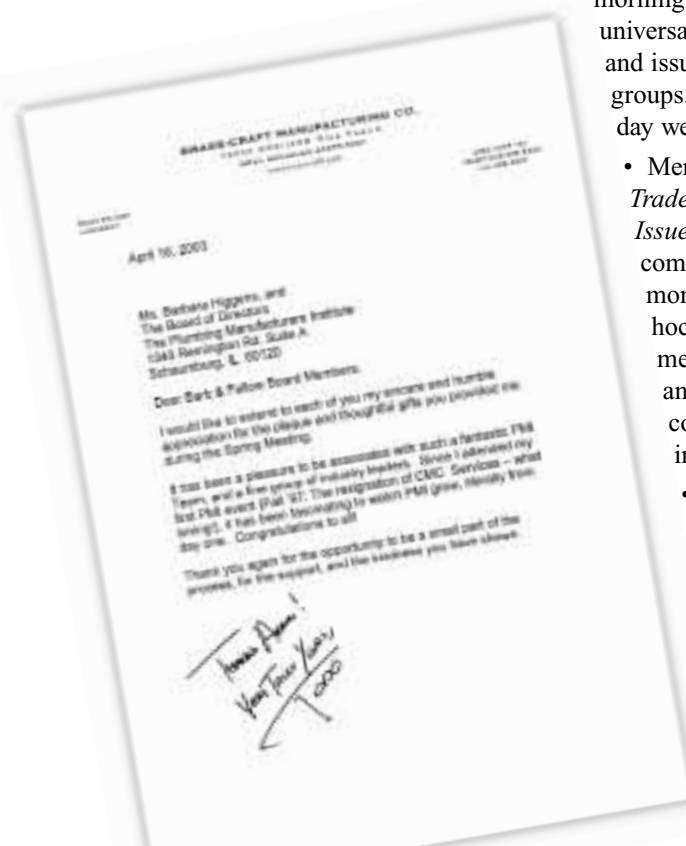
management (CRM) and email marketing campaigns as a key CRM strategy.

- The *Universal Conformity Assessment Issue Committee* (UCA) will convene a task group to develop a survey in which PMI members can evaluate and compare critical performance areas of NSF 61 certification agencies (without involving certification costs or customer specific information). PMI staff will follow up with NSF 61 certifiers for a status update and determine whether their positions on the UCA questions presented to them at the 2000 PMI Fall Meeting have changed.
- At the *Faucet and Shower/Tub-Shower Fittings Joint Product Group* meeting, PMI members decided they would support the deletion of the minimum flow rate from the harmonized ASME A112.18.1/CSA B125 standard.
- *Flushing Devices and Fixture Joint Product Group* included the decision to submit proposals to revise the plumbing codes, changing the reference from ASME A112.19.6 to ASME A112.19.2 for hydraulic performance.

## Monday, April 7

Meetings continued with the member services committee, a discussion of PMI's model code change positions and government affairs in the morning, followed by fair trade and technical issues in the afternoon. At the general membership meeting, it was reported that PMI is financially sound with 93 percent of one year's operating expense in reserve. Also, since the 2002 Fall Meeting, three new members have joined PMI: **Falcon Waterfree Technologies LLC, Heyco Metals Inc., and Sanitary for All Ltd.** The evening culminated with a keynote

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# Plumbing Manufacturers Château Élan Win



Growing

Stronger

Together



Patrick MacAuley, an economist from the Department of Commerce, addressed the Fair Trade Issue Committee for the third time on April 7.



PMI President Ralph Herrbach (right) presents Todd Talbot with a plaque on behalf of the membership for his service as PMI President last year.



(l-r) PMI First Lady Nancy Herrbach joins Jerri Evans, Roseanne Walcutt, Arlene Mullally, Beverly Petrovic and Jeanne Luedke at the Spring Meeting reception and keynote address.



Jeff Zarse (left) and Eugene Park of Intrust-I.T. provide helpful guidelines during the E-Business Issues and Opportunities Committee.



Ralph Herrbach (left) inducts Ray Fisher, Jr., of Fisher Manufacturing into PMI's Quarter Century Club for being a member of PMI for 25 years!



(l-r) Dan Eastman and Kevin Eastman of Heyco Metals, Inc., and Beverly and John Petrovic of Alsons Corporation pool their knowledge during the trivia contest.



Mike Hurlimann, Chicago Faucet Company (left) and Steve Tokarz, Brass Craft Mfg. Co. observe the meetings as first-time attendees.



# Institute 2003 Spring Meeting

## inery & Resort • Braselton, Georgia



Larry Himmelblau of Elkay Mfg. (left) joins Steve Tokarz of Brass Craft Mfg. Co. in conversation during the reception.



Naomi Haines Griffith entertains PMI members with her stories after dinner on Monday.



Alan Lougee and his wife, Janet, were special guests at Saturday's welcome dinner. As former PMI President and now retired from Chicago Faucet Co., Alan was presented with a gift of appreciation for his dedication to PMI and the industry.

Lee Mercer of Moen Incorporated (left) and Joe Mainberger of California Faucets (first-time attendee) enjoy the reception after a long day of meetings.



First-time attendee Markus Waldmeier of KWC Faucets (left) learns the ropes from his boss, a veteran attendee and newly-appointed Fair Trade Issue Committee Chair, Tim Mullally.



Ralph Herrbach (left) greets prospective PMI member Rod Ward, president of Speakman Company.



(l-r) Herb Barnhart, Tempress, Ltd.; Sally Remedios, Delta Faucet Company; and Casey Hayes, Haws Corporation dry out after a traditional PMI down pour.



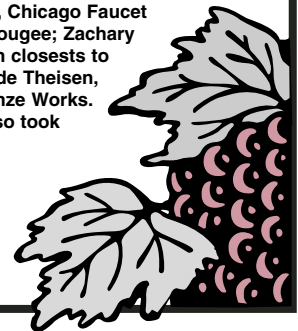
The Cifial USA team took first place at PMI's scramble golf tournament (l-r): Wynne Herrbach (who also won the longest drive), Art Gambill, Ralph Herrbach and Udo Topp.



How did these guys stay so dry? (l-r) Frank Evans, Chicago Faucet Company; Alan Lougee; Zachary Theisen (who won closest to the pin) and Claude Theisen, T&S Brass & Bronze Works. This foursome also took second place.



We didn't know Jim Galvin of Symmons Industries, Inc., had his own p.u.h. (personal umbrella holder — Tim Mullally of KWC Faucets) just like the Hollywood stars do!





# PMI Convenes 2003 Spring Meeting

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presentation on family priorities from **Naomi Haines Griffith**, author of Red Clay and Vinegar: Looking at Family Through the Eyes of a Southern Child.

Among the day's major action items:

- *Member Services Committee:*
  - PMI will pursue the development of a shipment report by channels to replace the report recently discontinued by Triad.
- At the *Model Code Change Position Meeting*, the members reviewed and approved PMI's position on proposed changes to the International Plumbing Code.

- Numerous issues were discussed at the *Government Affairs and Fair Trade Issue Committees*, and PMI will continue its aggressive monitoring of various regulatory, legislative and fair trade issues affecting the plumbing industry.

## **Tuesday, April 8**

The meeting culminated with a presentation by industry consultant **Julius Ballanco** on a variety of plumbing issues.

Plans are set for the **PMI Fall Meeting, October 26-29 in Washington, D.C.** Be sure to attend!

## **Trivial Pursuit . . .**

On Sunday evening, PMI members enjoyed a late night reception with a trivia contest and D.J. The trivia questions included plumbing-related questions. Congratulations to the first and second place winners who received mini-bottles of Château Élan wine and the admiration of their peers.



First place winners were "The Porcelain Gods". The team included (l-r) John Lauer, Sloan Valve Company; Bruce Martin, The Chicago Faucet Company; Fred Eames, Balch and Bingham; Pete DeMarco, American Standard and Sue DeMarco (Pete's wife).



Second place winners from team "X-Spurts" were (l-r) Sally Remedios, Delta Faucet Company; Don Glover, Brass Craft Mfg. Co.; Craig Selover, Brass Craft Mfg. Co.; Frank Evans, The Chicago Faucet Company; Jerri Evans (Frank's wife) and Mark Weaver, T&S Brass & Bronze Works

## **PMI "Shorts": News You Can Use**

This issue's "News You Can Use" features action items from the 2003 Spring Meeting in which member input or action is requested. **Please read through each item and contact PMI with your input as appropriate.**

- Alert your affiliates to the potential for the development of European Union nickel regulations and keep PMI informed. PMI staff will continue to work with U.S. and European industry groups to monitor nickel activities.
- If your company has branches or other representatives in the Kentucky area, contact PMI staff; PMI is working with Hank Hancock of the Kentucky Plumbing-Heating-Cooling-Contractors (PHCC) to oppose efforts to reintroduce legislation affecting the installation of faucets in public restrooms.
- Got some good ideas for future initiatives the Member Services Committee could undertake? Pass them along to PMI staff or Chairman **Bill Tracey** of Symmons Industries!
- Regarding fair trade issues, contact **Barb Higgins** with information on any export problems your company may be having, any "Made in the USA" labeling issues, and comments for improving the NAICS system.
- We're looking for more participation at our meetings! PMI's meetings continue to cover topics of interest to more employees within a company. We're looking to get the right PMI members to our meetings to enhance discussion and decision making on issues affecting our industry and the businesses that comprise it. Engineering, code compliance, sales and marketing, information technology, government relations, import/export, statistical, financial...company contacts from these areas and more would benefit from PMI involvement! Contact PMI staff with names of others in your company who should be receiving PMI material, including invitations to our semiannual meetings.



# A View from the Hill — PMI Averts Shipping Cost Increase

by Fred Eames, Balch and Bingham, LLP

As a result of PMI's criticisms, a panel of the National Classification Committee ("NCC" or "the committee") of the National Motor Freight Traffic Association this month postponed a decision on a proposal that could increase shipping costs for plumbing products by an estimated 15 percent. PMI appeared before the committee on May 6 to urge that the proposal be rejected or delayed.

This victory for PMI gives us the opportunity to revise the proposal to address our concerns. A decision on the proposal has been postponed until August. Before that time, PMI will need to provide information to the committee from PMI members if there is to be any chance that the committee will permanently change or set aside the proposal.

The NCC sets model rates for shipping of all kinds of freight, which individual companies use as the benchmark to set their own shipping rates. The rates are based on the classification the committee assigns

each product, and the classification is based mostly on the product's density (weight per cubic foot). Motor freight carriers charge more to ship products with lower densities. The NCC claims that the new classifications will more accurately reflect the low density of many plumbing products. In turn, this would allow truckers to charge more.

PMI argued the proposal was inadequately supported, was based on inaccurate data, and would create unnecessary burdens and confusion for shippers and carriers alike. The fact that PMI represents such a large percentage of the industry visibly weighed with the committee, which is composed entirely of motor freight carriers.

To gain deferral on the proposal, we will work with

PMI members to assemble more information and with the staff of the National Motor Freight Traffic Association to revise the existing proposal or to create a new proposal. Toward this end, it is essential that we obtain written input from you, our PMI

members, as quickly as possible on how the proposal should be changed to address our concerns. A copy of the proposal is available on the Members-Only site or by contacting the PMI office.



Fred Eames

We have an opportunity to turn a deferral into a permanent win, within limits. It is clear that the NCC's interests are to more accurately reflect the product density ranges for plumbing products. In order to make any progress beyond winning the deferral, we must have hard data and the active participation of PMI members.

The potential shipping rate increase was raised by a concerned PMI member company. Subsequently the PMI Board of Directors unanimously approved PMI's involvement.



## Are You Receiving All of Your PMI Membership Benefits?

by: Maria Bazan, PMI Association Manager

### PMI Publications

Are you receiving all of the PMI publications? Is there someone else in your office that should be taking better advantage of being a PMI member and could benefit from receiving any of these PMI publications? *PMI News* is published bimonthly with articles about how PMI is working for you, industry issues, as well as feature articles on PMI members. *Tech Talk*, compiled by PMI's technical team, is crammed full of nitty-gritty technical details on legislation news, codes and standards news. *Washington Wire* was developed to supplement other areas in

which legislative information affecting PMI is conveyed.

If you know of other individuals in your company that should be receiving PMI publications, please contact me, **Maria Bazan**, at (847) 884-9764 or [mbazan@pmihome.org](mailto:mbazan@pmihome.org) to have them added to our mailing list.

### The Members-Only Web Site

If you need a password to access the Members-Only section of the PMI

Website, please contact me. It's a pain-free process that only takes a few minutes.



The minutes from the 2003 Spring Meeting have been mailed — be on the lookout for your copy. Another reason to have a password to log onto the PMI

Website — the minutes are already posted in the Members-Only section!

# PMI Members Make Headlines in the Plumbing Trade Press

by: Kelly Anderson, PMI Technical Services Coordinator

**Elkay Manufacturing Company** is providing its sales representatives with a Showroom Seminar PowerPoint CD they can use to educate showroom attendants about Elkay sinks, faucets, hot water dispensers and accessories. To date, more than 1,400 showroom attendants have completed the seminar.

**Elkay** has created an interactive web-based “undermount sink selector” allowing users to create and view a mix-and-match assortment of single-bowl undermount sink combinations. Users can print out a color copy of the design with model numbers, pricing information and faucet and accessory suggestions. Information on the software can be found at [www.elkay.com](http://www.elkay.com).

**Elkay** is also the newest manufacturer to participate in the Value Alliance Club® program, which offers the plumbing trade opportunities to earn points toward vacation packages and gift merchandise. Elkay products that are available for points include all sinks featuring the Quick-Clip™ installation system and all water coolers. About 3,500 contractors and distributors are enrolled in the program, which was created by Sloan Valve Company in 2000.



**Bob Bowles** (left) of **Haws Corporation** was recently promoted to corporate product manager to handle the Haws product offering, by

individual product line and overall mix. He will be responsible for product enhancements and new product considerations, closely monitoring all Haws and competitive offerings, as well as sales and marketing input and new product opportunities. Bob will also maintain overall product and sales management

responsibilities for several strategic product lines, tempered water equipment systems and other offerings.

**Haws Corporation** announced that it has further strengthened its support



for plumbing and safety equipment customers by naming **Casey Hayes** (left) as the company’s marketplace outreach “Authority”.

According to

**Haws’ President, Sallie Haws**, “Casey has been our internal ‘Authority’ for some time now and we’re delighted to be able to make his expertise more widely accessible.” In Casey’s expanded role, he will be accessible through the company’s website ([www.hawscor.com](http://www.hawscor.com)) via an e-mail link, entitled “Ask the Authority”, in which Casey will directly respond to inquiries.

**Haws Corporation** recently hosted a comprehensive representative and engineer training session at their headquarters that was attended by 12 Haws representatives and specifying engineers from major engineering firms. The session included a tour of the facility, presentations and demonstrations of Haws’ products.

While it is well known that **Kohler Co.** manufactures kitchen and bath fixtures, it may not be known that Kohler Co. also makes small engines designed for racing. Kohler Engines’ Command 6 XKE offers go-karting enthusiasts with a high-performance 6-h.p. engine race-ready right out of its box. Kohler also sponsors Sports Car Club of America’s June Sprints held June 20-22 in Elkhart Lake, Wis.

The Minneapolis, Minn., fire department has become the first in the United States to incorporate mobile decontamination systems from **Kohler**

**Co.** The trailer-based decontamination units are intended to provide protection to first responders, emergency medical personnel and victims.

**Moen Incorporated’s** “Accent on Design” contest announced its winner at the International Builders’ Show (NAHB) in January. The contest was open to American Society of Interior Design students nationwide to design new patterns for Moen’s Asceri® bath collection of Accent pieces. All contest entries including the winning designs can be viewed online at <http://contests.moen.com/asceri>.

Home builders can choose from **Price Pfister’s** new builder family of products that include starter home products, upgraded mid-range offerings and faucets for luxury and custom homes. Price Pfister’s new 100 Series of faucets offer builders a step-up from other entry-level fixtures by incorporating fashionable designs, multiple finish options and a range of configurations.

The 1.1-million square-foot Hawaii Convention Center, located in Honolulu, has remodeled a large portion of its original plumbing system with **Sloan Valve Company’s** Optima Plus® sensor-operated flushometers and Royal® manual flushometers. Sloan’s flushometers were used in the convention center’s urinals and the Royal manual flushometers were installed in the water closets. The only original plumbing fixtures that the Hawaii Convention Center chose to retain were 400 Sloan faucets.

At the Detroit Metro Airport, the restrooms will be retrofitted with 700 Sloan Optima Plus® flushometers to handle the fluctuating water pressure demands of more than 3,000 flushes in an eight-hour period.

At Scoma’s, a restaurant in San Francisco, Sloan Optima ETE-80 sensor-operated faucets were installed to conserve space and water.

# Gerber Plumbing Rejoins The Association After Two-Year Hiatus

by: Lori Smelser, PMI Member Services Manager

PMI is pleased to welcome back **Gerber Plumbing Fixtures LLC** (formerly Gerber Plumbing Fixtures Corp.). Gerber, a leading manufacturer of faucets and vitreous china plumbing products, had originally joined PMI in 1956 when the Institute was known as the Plumbing Brass Institute. It was a family-run business which blossomed into a multi-million dollar manufacturer. The company was established in 1932 by Max Gerber, who as a young child immigrated to Chicago from Poland with his family in 1902.

Some important changes have recently taken place at Gerber, changes that, according to Chairman and Max's granddaughter **Ila Lewis**, will "build upon our 70-year family heritage and enable Gerber to pursue exciting new opportunities." In late February of this year, Gerber Plumbing Fixtures Corp. became Gerber Plumbing Fixtures LLC, a new company formed with majority owner Globe Union Corp. Inc. Globe Union is a manufacturer of home improvement products including faucets, bath accessories and showerheads. Gerber will operate as a stand-alone subsidiary of Globe Union

and Ms. Lewis will also serve as chairman of this new Gerber entity.

Gerber has hired **Frank J. Feraco**



**New Gerber Chairman, Ila Lewis**

to become president and chief operating officer. Frank has extensive experience in the home improvement and plumbing products industries. **Michael Werner**, president and CEO of Globe Union, serves as Gerber's CEO.

Ms. Lewis says the formation of this new entity is "a 'win-win' move for our customers and

the industry — the alignment of a highly-regarded, family-led U.S. company that possesses a superior sales and distribution network with an international manufacturing firm that has the resources required to grow the business." She adds that Gerber Plumbing Fixtures LLC will provide a strong platform for future growth, while customers will continue to enjoy Gerber's superior service and product offering. She says customers will also benefit from the investments Globe Union plans to make in the business, including new products. And, she says, Globe Union understands and will preserve Gerber's commitment to customer relationships and the family-

oriented culture. Werner himself was previously president of his family-owned Werner Ladder Co.

According to **Ron Grabski**, corporate vice president at Gerber, rejoining PMI was an easy decision to make. "Over the many years I was associated with PMI, I came to appreciate the value PMI had in providing a vehicle for establishing policy and precedents in the codes and standards arenas. Through analysis done in 2002, it became very apparent that the technical support that PMI offers was now lacking from Gerber. If I have learned anything, it is that if you don't participate in something (like PMI and the codes and standards processes), you have no influence. And if you don't participate, there is no room to complain." That, he said, made the decision crystal clear. Grabski and others at Gerber look forward to becoming involved in all areas of PMI. We're happy to have them back!

## Industry Mourns the Loss of Former CEO

**Alan Gerber Lewis**, 56, a former CEO of Gerber Plumbing Fixtures Corp., died suddenly on April 22. He worked for the company nearly 30 years, serving as CEO from 1989 until he retired in 1999. Alan was Ila Lewis' brother and had been active in PMI.

## Members show their PMI spirit by wearing PMI ribbons and pins at industry trade shows

### **ISH Frankfurt**

Brass Craft Mfg. Co.  
Caroma Industries Ltd.  
The Chicago Faucet Company  
Hansgrohe, Inc.  
NEOPERL, Inc.  
Sloan Valve Company



### **K/BIS®**

California Faucets  
Cifial USA  
Elkay Manufacturing  
Moen Incorporated  
NEOPERL, Inc.  
Price Pfister  
Symmons Industries, Inc.



# Loyalty: A Key Ingredient of Jim Galvin's Personal Success

by: Lori Smelser, PMI Member Services Manager

When one talks of loyalty to an organization, one need not look further than **James J. (Jim) Galvin**, a man who has worked for only one company during his career and has selflessly served PMI throughout his tenure. Jim is currently the vice president of sales and marketing for **Symmons Industries, Inc.**, a company he has faithfully served for the past 34 years and is a member of PMI's Board of Directors.



Jim's wife, Marcia, holds their new grandson, Jacob.

Founded in 1939, Symmons is a premier manufacturer of commercial and residential plumbing products including pressure-balancing tub/shower systems, single and two-handle faucets for kitchen and bath, water temperature control valves and systems, metering and sensor-activated faucets and showers and other plumbing specialties. Symmons is a privately-held company with its corporate headquarters and manufacturing facilities located in Braintree, Massachusetts (12 miles south of Boston). Jim's previous positions at Symmons include customer service representative, sales representative, district manager, general manager of the West Coast division, marketing manager and his



Jim has a great time entertaining his grandson, Thomas.

current vice president position. He credits his success at Symmons (and in life!) to "working hard, being aggressive and surrounding myself with good people." And, he

adds, "Hiring and training good people, and empowering them to make decisions, has contributed greatly to my success."

Jim's been involved with PMI for nearly one half the time he's been with Symmons (Symmons has been a member of PMI since September 1965 — 38 years!). He began his term on the PMI board in 2003. He is also a co-chair of the Shower/Tub-Shower Fittings product group; he had previously served as a co-chair of the former Commercial, Industrial and Institutional Committee. According to Jim, Symmons benefits from membership in PMI "because it allows us to participate in a coordinated industry response to common issues." He also cites PMI's statistical reporting program as a valuable member benefit. "PMI has truly transformed from a sales managers' golf outing to an issues-oriented group which addresses today's industry-related problems head-on."

Jim's personal life is a busy, yet fulfilling, one. He married the former Marcia McCarthy in 1997, and they have four children between them: Stacey, 31; Christian, 28; Jonathan, 26; and John, 26. He and Marcia also dote on two grandsons — Thomas Roelen is 2, and Jacob Roelen is three months old. Jim is a native of Massachusetts; he was born in Quincy, the birthplace of the second and sixth U.S. presidents, John Adams and his son, John Quincy Adams. A graduate of Boston State College, Jim enjoys golf and traveling (Florida and California are favorite destinations), as well as spending time with wife Marcia, his best friend. He is a listener of jazz music and enjoys novels by John Grisham and Tom Clancy, among others. What would

you find most surprising about Jim? Well, given his long company history with Symmons, you might be surprised to learn that he did hold another job in his "early life" — that of an undertaker!

Perhaps Jim best sums up his life, his success and his happiness when he repeats the motto that has guided him through life: "Today is the first day of the rest of your life. Don't waste it."

## 2003 PMI LEADERSHIP

### Executive Committee

**Ralph Herrbach**, Cifial USA  
President

**Jim Westdorp**, Kohler Company  
First Vice President

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

**Al Walcutt**, MPC Plastics, Inc.  
Treasurer

**Todd Talbot**, Brass Craft Manufacturing Co.  
Immediate Past President

### Directors at Large:

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

**Jim Galvin**, Symmons Industries, Inc.

**Ken Martin**, Delta Faucet Company

**Lee Mercer**, Moen Incorporated

**Tim Mullally**, KWC Faucets Inc.

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

## PMI STAFF:

### Administrative

**Barbara C. Higgins** Executive Director  
**Maria Bazan** Association Manager

**Lori L. Smelser**  
Member Services Manager

### Technical

**David W. Viola** Technical Director  
**Kelly D. Anderson** Technical Services Coordinator

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