



NEWS

See Spring Meeting Survey Results In This Issue Of PMI News

Volume 10, Issue 3

The Newsletter for PMI Members — by PMI Members

May/June 2007

PMI Brings The Future Into Focus For Members

By: Ken Martin, President of the Plumbing Manufacturers Institute and Senior Director, Commercial Product Development of Delta Faucet Company



Ken Martin
Delta Faucet
Company

Thanks to an issue-filled and dynamic program at the recent PMI Spring Meeting, we have seen the future. If you missed the event, you missed a lot! Presentations centered on impending forces that are likely to dramatically and permanently change our world and our industry - water conservation, state initiated legislation, the impact of an aging population, work force shortages, changes in workers' communication styles and work ethic, and the importance of disaster planning and contingency plans.

Feedback indicates that those who attended the Spring Meeting are responding to the "wake up" call. While none of the predictions were "new," hearing about all of the forces in one setting had a tremendous impact. Several action items growing out of the Monday presentations and from the Tuesday committee meetings reflect the desire of our industry and membership for us to increasingly be and get credit for being proactive on the issues.

Sunday's Board of Directors meeting was focused on the same

theme. Once our administrative duties were completed, the Board moved to discussions of new strategic positions on the major issues facing our industry. We will continue our work in this area and keep the membership and, as importantly, the public apprised of our progress.

At the Spring Meeting we were pleased to welcome another member company to the Quarter Century Club in recognition of 25 years of PMI membership. Congratulations to WCM who now joins the ranks of several other long-time PMI members: Alsons Corporation; American Standard Inc.; BrassCraft Manufacturing Company; The Chicago Faucet Company; Delta Faucet Company; Fisher Manufacturing Company; Moen; NEOPERL, Inc.; Price Pfister; Symmons Industries, Inc.; T&S Brass and Bronze Works, Inc. **William Ball** accepted a plaque on behalf of his company.

Though **Tom White** of Haws Corporation was unable to attend the Spring Meeting, he was recognized for his service on the PMI Board of Directors and will receive his plaque at the 2007 Fall Meeting. **Claude Theisen** was thanked for his service as 2006 PMI President. In view of his Scandinavian roots, we presented him with a "fur" lined Viking helmet and book on Viking exploration. In ad-

dition, contributions have been made to the National Multiple Sclerosis Society and the Juvenile Diabetes Foundation in Claude's name.

We introduced new PMI members: H2O Guard represented by **Robert Easter** and **Bruce Reidel**, and Duravit USA, Inc. represented by **Tim Schroeder** and **Maja Jankov** and welcomed first time member attendees: **Pat Tanzillo**, Chicago Faucet Co.; **Kathleen DeKeyser**, Fluidmaster, Inc.; and **Bryce Vincent** and **Larry Gildea**, Jing Mei Industrial (USA).

We were pleased to welcome prospective PMI member **Dan Orlowski** of Cash Acme and special guests **Yvonne Orgill**, Chief Executive, of the Bathroom Manufacturers Association of the UK; **Mike Fischer** of Kellen Company as a candidate to provide technical support for PMI as a back up to the efforts of **Dave Viola**, PMI's Technical Director; and **Caroline Hermann**, a lawyer for the U.S. Environmental Protection Agency (EPA), who is working with PMI on a product compliance project.

We have indeed seen the future and as an industry, we are responding accordingly. Our industry celebrates a proud past of innovation and technical advancements for the betterment of public health and sanitation. There is a whole new world ahead. And we, as members of PMI are ready!

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PMI: We Are Practicing What We've Been Preaching!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

As you have read in PMI President **Ken Martin's** column on page one of this issue of *PMI News*, our recent Spring Meeting offered up a variety of thought-

provoking and sometimes daunting topics for discussion. If it wasn't before, it certainly now is very clear to PMI members that change is here to stay. I am delighted to report that the response from the PMI Board of Directors and the membership at large to these emerging and pervasive forces is both positive and proactive!

We have been reporting for some time now that the goals of others and those of our industry are not so different. The manufacturing industry in general and the plumbing manufacturing community in particular, are often perceived as a bit behind the times and perhaps somewhat slow to embrace change.

The fact is, our industry has much to take credit for and be proud of. Our products and the creativity and technology used in them are among the most innovative around. We have made investments in research and new product development to ensure product and consumer safety, and the efficient use of water.

We are looking to similar organizations around the world including the EU, Australia and Canada to learn from other examples and benchmark our progress. We are actively seeking opportunities to join forces with those who influence our regulations and legislations and to have a seat at the table as new performance standards are being discussed. Input from our manufacturing perspective is essential to a quality end result and guards against devastating and unintended consequences which we have all seen too often - most recently in California.

PMI's active involvement in such philanthropic activities as the Storehouse of World Vision (see story in

next issue of *PMI News*) are further evidence of our true heart. As recently quoted at the Storehouse Crystal Vision Awards Breakfast during K/BIS this month, I am proud that the Plumbing Manufacturers Institute and our members have been long-time, active supporters of the World Vision Storehouse initiative. As I said there, "While the technical contributions of plumbing manufacturers to public health, safety and welfare are often over-looked and underestimated, as our PMI members continue to help others by their generous material contributions to the Storehouse, we are given an opportunity through this wonderful program to reveal the genuine humanity of this group."

Our members are conscientious citizens of the world. We care about our planet and our fellow inhabitants and their most fundamental needs. To borrow a phrase used at our conference by BMA Chief Executive **Yvonne Orgill**, "Water is life, sanitation is dignity." We are doing important work. In short, we do not deserve the "Rodney Dangerfield" image that some would impose upon us.

PMI's energized effort to be seen as we are and for what we have accomplished, and to be valued for the insight we bring to the table, will not be welcome in some camps. There are those who have built their livelihood on playing the liaison between the so-called good guys and the bad guys. They have created a niche for themselves as the translator between, for example environmental groups and industry. Now, with open channels of communication, we can now dialogue directly and openly - without the risk of an intermediary misinterpreting our words or our goals, or clouding the issues with their own self-serving "spin."

Though unsuccessful, we were truthful in our testimony in California on AB 1953 which has now become law. Our reaction has been to continue to work with the legislators there for clarification and direction and also to begin the process of exploring possible options for complying with the ill-advised and arbitrary law. Later this

month, PMI will join forces once again with the Copper Development Association in a second industry round table to examine alternatives.

One of the outcomes of the Spring Meeting and our look into the future, was the compilation by attendees, of a list of the issues that PMI should target moving forward. That list will be reviewed by our staff and the Board and a determination will be made as to whether these topics can be integrated into existing committees or tackled as part of a new task force whose focus is on "The Future." In addition, attendees were asked to provide a benchmark of how they feel PMI is perceived today and the image they would like to see PMI reflect in the future. These thoughts too will be provided to the PMI board and also to the yet-to-be-named public relations firm that will help us in our communication efforts.

We have good news to tell and we are telling it. We are indeed practicing what we've been preaching and we want the world to know.

COUNCIL ELECTS NEW VICE-CHAIRMAN

(From NAM Press Release Mar. 2007)

The Council of Manufacturing Associations (CMA), a division of the National Association of Manufacturers, (NAM) has announced the election of **Barbara C. Higgins**, Executive Director of the Plumbing Manufacturers Institute, as Vice Chairman. During her one-year term, Ms. Higgins will preside as chair of the Strategic Planning Committee and as a member of the Nominating Committee. As Vice Chair, she will also be nominated to serve on the NAM Board of Directors as one of three Council representatives and is in line to Chair CMA next year.

"Barb's experience in manufacturing and her knowledge of manufacturing associations will be an asset to both the Council and NAM as a whole," said **Dave Asselin**, Vice President and Executive Director of the Council, "We look forward to having her as part of our leadership."

PMI Updates Position Statement On Showerhead Flow Rates

By: David Viola, Technical Director

The PMI Board of Directors approved a revised position statement on showerhead flow rates at the Spring Meeting. Several substantial changes were made to the document to reflect PMI's support for water efficiency and reinforce PMI's mission statement, while providing more details on what should be done to address thermal shock and scald issues in the field. The revised position statement is as follows and will be posted on the PMI website.

SHOWERHEAD FLOW RATES: SAFETY AND PERFORMANCE ISSUES

The Plumbing Manufacturers Institute (PMI), the trade association of plumbing product manufacturers, has made the promotion of water efficiency a top priority and has included it in its mission statement: (see website) www.pmihome.org. PMI's members are the industry leaders in producing innovative water efficient plumbing technologies relied upon to meet indoor water conservation goals.

PMI's commitment to water efficiency includes promoting the development and use of higher efficiency showerheads (showerheads that use less than the 2.5 gallons per minute mandated by Federal law). Higher efficiency showerheads represent a promising opportunity to conserve water.

However, there is a critical need to ensure that water savings are being realized, performance is meeting consumer needs, and health and safety are being maintained with the use of higher efficiency showerheads. To address these needs, PMI and other industry stakeholders are working through a joint effort between the American Society of Mechanical Engineers (ASME) and Canadian Standards Association (CSA) to develop requirements that address acceptable showerhead efficiency without compromising performance or safety. The resultant criteria will help to ensure shower heads perform as intended, and serve as a critical re-

source for regulators, water providers and fellow efficiency advocates who are developing water efficiency and green building guidelines.

With regard to bather safety, PMI believes it is important for installers and users to understand there is an increased potential for bathing hazards known as thermal shock and scalding with the use of higher efficiency showerheads. The potential risks may be further magnified in existing plumbing systems without the protection of automatic compensating shower valves designed to reduce these risks.

WHAT ARE THERMAL SHOCK AND SCALDING? WHAT ARE THE CONSEQUENCES?

It is widely understood that exposure to hot water or a sudden unanticipated change in water temperature in the shower can present a hazard. Thermal shock is a sudden and uncomfortable change in water temperature causing an abrupt physical reaction of a person, which could cause a serious injury from a slip or fall. The temperature change can be either toward colder or hotter water. Rapid temperature changes are caused by simultaneous usage of other fixtures, such as a toilet, or an appliance, such as a washing machine, that demands a large quantity of water, quickly. This creates a temporary pressure imbalance between the hot and/or cold water supply. The imbalance changes the ratio of hot and cold water, which leads to a change in outlet temperature. If the temperature change is great enough, it can also result in scalding.

LOWER FLOW SHOWERHEADS INCREASE THE RISK OF THERMAL SHOCK AND SCALDING

In general, shower heads with lower flow rates tend to make the plumbing system more sensitive to the pressure changes created when other fixtures are operated while the shower is being used. This increased sensitivity can

result in rapid temperature changes of larger magnitude and the increased risk of thermal shock and scalding. The risk of thermal shock and scalding can be further magnified with lower flow replacement shower heads installed in a pre-existing plumbing systems designed to accommodate higher flow rates.



David Viola

When various states and the Federal government were implementing laws to reduce showerhead flow rates to 2.5 gallons per minute in the early 1990's, PMI led the plumbing industry in updating and implementing product standards and plumbing code requirements to mitigate the risks of temperature-related shower injuries exacerbated by lower flow showerheads. As a result, the vast majority of plumbing codes throughout the United States and Canada now require individual automatic compensating valves complying with either ASSE 1016 or ASME A112.18.1/CSA B125.1 to provide thermal shock and scald protection in the shower. It is important to note that these product standards and plumbing codes assume that an automatic compensating valve is serving a 2.5 gpm showerhead, and do not assure that it is sensitive enough to provide thermal shock and scald protection at lower flow rates.

WHAT SHOULD BE DONE

PMI believes that the most effective way to minimize the risk of scalding and thermal shock is to ensure that acceptable methods of controlling hot water temperatures are installed when installing lower flow rate showerheads (less than 2.5 gpm).

In new construction and renovated plumbing systems, the shower should

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PMI Member Companies In The Industry News

(From *Supply House*, Times Mar. 2007)

Chicago Faucet hired **Art Petracco** as Director of Market Development and promoted **Jim Nahin** to National Sales Manager for OEM and residential products.

Masco Corporation named **Jerry Volas** the Group President of plumbing and heating products.

Elkay Manufacturing Company's Plumbing Products Division announced the hiring of three new channel managers: **Marilyn Morgan** as Retail Marketing Manager, **Mark Hird** as Marketing Manager for the Wholesale Residential Segment and **Rod Magnuson** as Commercial Marketing Manager.

Symmons named **Jeff Reilly**, Vice President of Marketing.

A partnership has formed between **The Geberit Group** and **Duravit** combining Geberit's plumbing technology with Duravit's design to develop the market for concealed installation system technology in the North American single and multi-unit residential and hospitality markets. Their plans include a joint training program and marketing campaign.

The **Speakman** Company introduced a component shower system for ADA-compliant rooms and facilities that include a combination hand-held/mounted showerhead and combination slide bar and grab bar.

KWC America reported its sales have increased for three consecutive years, from 2004 to 2007.

Sloan Valve Company is working on programmable plumbing system technologies that enable professionals to remotely turn faucets on and off or control how long they operate. **Susan Kennedy**, Director of Marketing, Sloan Valve Company and **Sherry**

Petrin, Director of Commercial Business Development at Delta Faucet Company are quoted in the article, *Commercial Faucets* that explains the factors that effect the number of new electronic faucets that will be seen this year.

Chicago Faucet offers the HyTronic line of sensor-operated faucets, which are specifically designed to address the reliability concerns often associated with electronic faucets.

According to **Tim Millay**, Director of Commercial Sales at Moen, Electronic sensor faucets are gaining ground because of LEED.

Sloan Valve's Solis™ faucet incorporates the latest advancements in solar-powered technology and leading-edge electronics to conserve water and energy.

Elkay's wall-mount commercial faucet has solid brass construction with a chrome finish.

(From *The Wholesaler*, Mar. 2007)

Moen Inc. recently donated kitchen and bath products valued at more than \$1.3 million to the Storehouse of World Vision, a humanitarian organization that provides high-quality home building and repair supplies to congregations and community groups that rehabilitate or create affordable housing for families in need.

Kohler Company joined the Alliance for Sustainable Built Environments whose mission is to educate the marketplace and top management on the benefits reducing the overall impact facilities have on the natural environment and on building occupants. Kohler was invited to join due to its commitment to water conservation and its efforts to green its facilities.

Tim Baker was named Vice President and General Manager of Moen's commercial division.

A new 12-page full color brochure from Chicago Faucets features the HyTronic line of sensor-operated faucets. **John Fitzgerald**, Director of Marketing at Chicago Faucets is quoted in the article which describes the new brochure.

(From *Contractor*, Mar. 2007)

Jim Allen, Water Conservation Manager at Sloan Valve Company is quoted in the article that tells of Sloan's donation of water-efficient plumbing fixtures and installation labor to the Chicago Center for Green Technology to support the center's goal of helping professionals and homeowners learn how green technology is cost-effective and good for the environment.

(From *Reeves Journal*, Mar. 2007)

Elkay's Plumbing Products Division in February was the recipient of a Merit Award at Interior Design Magazine's 2006 "Best of the Year" awards ceremony at the Solomon R. Guggenheim Museum in New York to honor its Avado sink.

The Qualis Series a new line of commercial plumbing products introduced by **T&S Brass and Bronze Works** is featured in this edition.

(From *Plumbing & Mechanical*, Mar. 2007)

Frank Poses, American Standard Chairman and CEO, is quoted regarding the announcement of the sale of its bath-and-kitchen division, the spin off of the vehicle controls group and its renaming of itself, Trane.

(From *PMEngineer* Mar. 2007)

The following products are highlighted: **NEOPERL's** plastic check

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PMI Member Companies In The Industry News

Continued from page 4

valves, **Vitra USA's** Dual Flush Technology system, **BrassCraft's** "virtually invisible" stainless steel gas appliance connector, **Elkay's** professional-grade stainless steel countertops and the B-0665-BSTR service sink faucet from **T&S Brass and Bronze Works**.

(From *Plumbing Systems & Design*, Mar. 2007)

Peter Warshaw says that **The Plumbing Manufacturers Institute (PMI)** is noted for its past, present, and continuing initiatives in bringing relevant groups together to address consequences of governmental intervention regarding environmental concerns that affect the plumbing industry. PMI plays a prominent role in monitoring regulatory groups and developing codes and standards.

(From *The Insider*, April 2007)

Masco named **Keith Allman** President of its Delta Faucet Division, effective April 9.

(From *KWC Press Release*, Feb. 20, 2007)

KWC/HANSA Group has named **Chris Marshall**, President and Chief Executive Officer of its North American operations. Mr. Marshall held various executive positions in the kitchen and bath industry.

(From *Supply House Times*, April 2007)

Chicago Faucets named **Stewart L. Hammond** Commercial Sales Manager-Eastern Region.

George Morlan Plumbing hosted a "Faucet Fashion Show" on February 6, at their design center in Portland, OR. Models from Saks Fifth Avenue posed and presented a sophisticated line of taps and faucets by **Kallista**, a high-end division of **Kohler**.

Elkay's Plumbing Products

Division recently launched a visual display program for residential showrooms that provides more interactive display solutions.

Two concept products from **Delta Faucet Co.** were featured in the 2,700 sq. ft. "First to the Future" home at the 2007 International Builder's Show in Orlando, FL held in February. The Illusions concept faucet is designed for a bar/prep area of the kitchen or powder room. The Smart concept custom shower features electronic control of water temperature and body sprays.

Vitra unveiled the new EverGreen 1.2 gpf Gravity Flush HET at the recent International Builder's Show in Orlando, FL.

NEOPERL'S 2007 Wholesale price list brochure features the new Perlator® 1.5 gpm products for water conservation and green building programs.

American Standard's Lifetime whirlpool, **Delta Faucet's** single-handle C-spout™ product line, **Symmons** Visu-Temp® with Clear-Vue™ shower and tub/shower systems and **Moen's** Inspirations® stainless steel curved shower rod were among the top ten products that were featured in *Supply House Times* in 2006.

(From *Plumbing and Mechanical*, April 2007)

The **Elkay** Stainless Butler™ is a powerful new citrus-scented, no drip spray gel formula that cleans and pol-

ishes the surface of stainless-steel sinks in one easy step.

Kohler Company will open another retail store in the Chicago suburbs later this summer. The second Kohler Store will be located in the Abt Design Center, Glenview, IL. The first store was opened at the Merchandise Mart in downtown Chicago in November 2005.

Gerber Plumbing Fixtures offers a new expansive line of vitreous china bath suites that combine style and elegance with top quality performance and they are the Allerton™ the Brianne™ and the Picturesque™.

(From *PM Engineer*, April 2007)

The following products made *PM Engineer's* top ten products of 2006 list: **Delta Faucet Company's** Pascal™ Culinary Faucet with Smart Technology from Brizo™, **American Standard's** Lifetime Whirlpool tub, Careguard® from **NEOPERL, Inc.**, and **Moen Inc.'s** easy-to-operate FreeHand electronic sensor faucets.

(From *The Wholesaler*, April 2007)

Sloan Valve Company has made a purchase of renewable energy credits to offset 100% of the electricity used in its manufacturing facility. Sloan is the first flush valve manufacturer to purchase renewable energy credits to offset its electricity use. "This purchase of renewable energy credits is a natural extension of that leadership and is integral to our core values," said **Jim Allen**, Sloan Valve's Water Conservation Manager.



PMI Spring Meeting Golfers: (From l to r) Rick Reles, Claude Theisen, Casey Hayes, Steve Tokarz, Ron Grabski, Sally Remedios and John Watson

2007 Spring Meeting - T



The Three Amigos: Bryce Vincent, David Hutton, and Larry Gildea of Jing Mei Industrial



David Calabrese of Association of Home Appliance Manufacturers



2006 President Claude Theisen receives a plaque for his service from PMI President Ken Martin



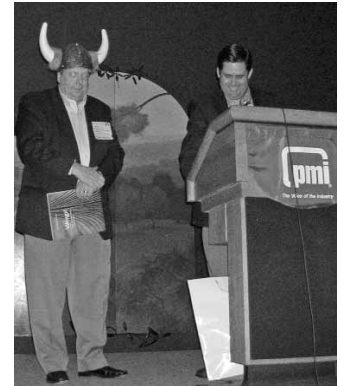
PMI Quarter Century Club plaque is presented to William Ball representing WCM Industries by PMI President Ken Martin



Jack Bacon of Grimbaldus Productions, Jerry Vehaun of Buncombe County Emergency Services, Ed Barlow of Creating The Future, Clark Ellis of FMI Corporation, and Russ Chaney of IAPMO and WPC



Ruth Ann with hubby Jeff Baldwin of T&S Brass and Bronze Works



**Yo ho ho!
It's the Viking life for me!**



First-time attendee Pat Tanzillo of Chicago Faucet Co.



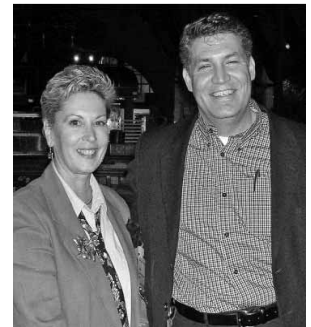
Part of the PMI lobbying team, Stephanie Neal-Johnson of Johnson Haley LLP



Bob Miodonski of Contractor Magazine



Kevin, Charlotte, and Yvonne Orgill of Bathroom Manufacturers Association



Barb Higgins and Dave Viola of PMI



Presenters: Carl Cullotta of Frank Lynn & Associates, Luke Lambert and Dick Wolfe of Gibbs & Soell, Inc., and Tracy Mehan of The Cadmus Group, Inc.



New PMI Board member Fred Fraisse of NEOPERL, Inc.



Mark Bidinger of Elkay, Larry Himmelblau of Chicago Faucets, Mike Miller of Alsons, Peter Biermayer of Lawrence Berkeley National Laboratory, and Sally Remedios of Delta Faucet Co.

The Future Is Now!



Joseph Dodd of Moen, Inc., Patrick Cleary of NAM, and Darold Vredberg of Elkay Manufacturing Co.



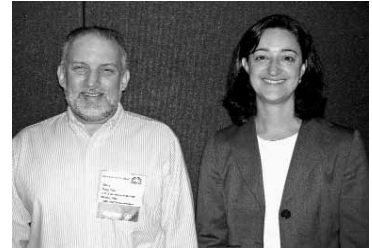
Gary Klein of California Energy Commission



Helping Mr. Klein with his presentation are David Viola of PMI, Rod Ward of Speakman Company, and Bob Miodonski of Contractor Magazine



Happy Birthday! Stewart Yang of Kohler Co.



PMI Fair Trade committee co-chair Gary Cole and Caroline Hermann of U.S. EPA



Jim Olszynski of Supply House Times wore two hats during the Spring Meeting, - Trade Press and Presenter



New PMI members Maja Jankov and Tim Schroeder of Duravit USA, Inc.



Thanks for your help, Tracy Higgins (Barb's daughter)



Prospective Member Dan Orłowski of Cash Acme



Kathy DeKeyser of Fluidmaster and Marie-Helene Pernin of NEOPERL



Rick and April Reles of Kohler Co.



Mike Fischer of Kellen Company will provide technical back-up for PMI



Jeannie and Michael Regelbrugge of Amerikam Inc.



Bill Strang of TOTO USA, Maria Bazan of PMI and Mert Karasu of Vitra USA



A hot time in the old town tonight!

PMI attendees joined in with The Southern Appalachian Cloggers and Blue Grass Band

(Sometimes clogging is a good thing!)



Meet PMI's New Executive Committee Member: Walt Strader

by: Lori Palcheck, Office Assistant

Congratulations to PMI's new Executive Committee Member, **Walt Strader** who was elected 2nd Vice President at the PMI Spring Meeting in Asheville, NC April 1-4 filling a vacancy left by **Bill Axline**. He has been on the PMI Board of Directors since 2006. Walt is Vice President, Research and Development/Engineering, Black and Decker Hardware and Home Improvement Group (Price Pfister, the plumbing division of Black and Decker). He



Walt and his Wheels

has been with Black and Decker for nine years and prior to that he has had a variety of positions in the industry. Walt says he has had the honor to work with most all infrastructures in the home or buildings, HVAC and Security fields with Honeywell Electrical and data distribution with Square D and currently plumbing with Price Pfister.

For seven of those nine years at Price Pfister, Walt has been active in PMI, has held leadership positions and has been a regular attendee at PMI meetings. He sees the value of membership in PMI because he says that the industry is subject to increasing regulation and scrutiny by groups who are not always well-informed or share the vision of creating sound businesses which uphold the best interest of the customers. He knows that independently, companies can respond to these challenges but Walt reports that it is well understood by his organization that together "we" (the PMI members) are greater than the sum of the parts.

Walt is personally involved with the association because he loves the challenge of competition which embraces a level playing field, where all players strive to improve their position by hard work and innovation with the expect-

ation of winning in the marketplace. According to Walt, "I believe that PMI helps all members gain insight which can be applied to our daily business thus making us all better and ratchets up the competitive *fun factor*."

Walt indicated that his company benefits from PMI and the track it is currently running on. He feels that PMI has taken steps to remain relevant for the future by its periodic review of the organization's strategy. It is his hope and expectation that given **Barbara Higgins'** superb leadership of a great team, PMI will continue to be the best industry group anywhere. PMI appreciates Walt's endorsement of PMI's efforts.

One of the most enjoyable parts of this reporter's job has been to get to know and share information about our board and committee members, and it is my pleasure to share Walt's background here. Walt philosophizes, about his management style, "When your "north star" is a profound understanding of your customer and dedication to delighting them, you will seldom steer an improper course." He feels success can be obtained by following these wise directions: do the unexpected, support unconventional thinking, reward risk taking, surround yourself with diverse people, and expect surprising results.

Walt is inspirational as well as philosophical. His reflection and insightful responses to my questions caused me to think. When asked about his personal credo, he shared that his "outlook on life" is an increasing awareness that he has been given benefits and blessings beyond all reasonable expectations. He adds that the challenge he now struggles with is identification of ways to most appropriately respond to these great gifts.

I am always curious to hear who it is that inspires successful people. I discovered that Walt has drawn from the wisdom of some influential people beginning with his grandfather, who by

his gentle words and touch taught a young child that there is always hope even in the darkest hour and that goodness in people is as perennial as the grass. Walt also gained insight from the tough leaders he encountered in business, science, and religion, whose shoulders he stands on. Another influence in his life was Walt's hero Mark Twain whom he believes was an incredible observer of the "human condition" served with an oversized helping of humor. He admires Twain's courage in taking on issues that were not part of polite conversation in his time while not alienating his audience. (Walt confesses that he needs to learn this skill.)

However, most significant in Walt's life is his wife, **Suzan** of 42 years. He shared that Suzan, with great grace, molded him into a much better person than he would have been without her. Walt and Suzan raised three boys, **Vance**, an executive with Harley Davidson, **Matthew**, an executive with GE Capital, and **Chad**, who Walt describes as a "Bohemian" and leads an unconventional life. The Straders have nine grandchildren. He boasts that Vance has his very own "Brady Bunch." (If you're of my generation you know that means Vance has a ½ dozen children!)

A busy executive, Walt finds little time to relax and unwind, but manages to enjoy jazz music while responding to email. Sculpting is his hobby when inspiration and time converge, which is not often. If he didn't have to board an airplane, he would buy a home in Italy. According to Walt, in his youth, his interests were in fast cars and fast women. As you can see from the picture above of Walt and his 2002 Z06 Corvette, he still enjoys fast cars but declares that he has matured (somewhat) and there is only one "fun woman" for him.

Walt Strader is a positive upbeat individual as exemplified by his main pet peeve which is the doomsday

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Electro Chemical Finishing: Dedicated To Excellence

by: Lori Palcheck, Office Assistant

Electro Chemical Finishing (ECF) is a leading supplier of high quality, specialized functional and decorative finishes and organic coatings used in a wide variety of industries. Founded in 1977 by a group headed by **Terry Vollmer**, President and Technical Director, ECF originated as an electroplater of primarily precious metal and functional finishes. Its eventual growth into its present core business development occurred from the initial work conducted in supplying decorative finishes to the plumbing and spa industry. As the company's reputation grew, ECF moved into many other decorative markets including the automotive, musical instrument, door hardware and gaming industries. It currently operates three plants in the greater Grand Rapids area in west Michigan, and employs a staff of more than 200.

ECF has gone through significant growth over the years by continuing to develop and market innovative, advanced finishing capabilities. In addition to its expanding electroplating capabilities and other specialty finishes, ECF's collaboration with Hauzer Techno Coating in 2000 to successfully add Physical Vapor Deposition (PVD) to their catalog of finishes that could be provided to their customers. Today, ECF operates two Hauzer HTC 1500 cathodic arc coaters in its dedicated PVD facility located within its main

headquarters.

By incorporating PVD into the finishing mix, ECF is able to achieve finishes that provide improved hardness, color uniformity, durability, versatility and uniform film thicknesses. Coupling the PVD capabilities with new development in electroplated finishes has given ECF unmatched versatility and provides new opportunities for further expansion of its business into new untapped markets.

The blending of the wet chemistries, organic coatings and PVD has allowed ECF to offer diverse custom capabilities in decorative and functional engineered finishes on a large variety of substrates such as steel, brass, zinc, aluminum and plastic. ECF can also provide multiple custom colors and textures for its customers' products. By investing heavily in its research and development programs, ECF continues to offer innovative and unique finishes to the emerging and future needs of the marketplace.

ECF's mission is to create superior customer satisfaction as a processor of specialized finishes and coatings. ECF will accomplish its mission, by creating continuous improvement in their products and process with excellence in everything they do. The company treats customers, employees, vendors and the community with integrity. They realize that employees are their primary resource and treat them as

individuals giving them opportunities to develop and grow. The organization strives to achieve excellence in all its business functions and to maintain its reputation as a highly competent competitor in the industries it services. ECF's business plan remains to create superior customer satisfaction in achieving excellence

in the key performance areas of quality, cost, delivery, customer service and technology.

"ECF is an organization of team members who believe integrity is critical to their success and recognizes trust and respect as cornerstones to that integrity," summarizes ECF President Terry Vollmer. "The team is performance-oriented and believes being accountable and enthusiastic provides the foundation for continuous improvement." Mr. Vollmer added that "Working smart is an expectation, allowing our members to become empowered to make decisions. Fairness is recognized as a key to human dignity and each individual is expected to be responsible for their actions and outcomes. At ECF, a proactive atmosphere is encouraged throughout and taking ownership in everything results in both reward and recognition. ECF places great value in the results that hard work brings."

Mr. Vollmer is a loyal member of PMI as well as **Don Post**, Vice President and General Manager, **Bob Dildine**, Engineering Liaison, and **Mike Slack**, Group Sales Manager. We are pleased to have ECF among our membership since 1996.



Lori Palcheck



From l to r: Bob Dildine, Mike Slack, Terry Vollmer, and Don Post

Walt Strader Story

Continued from page 9

analysts of American business and purveyors of the negative in general. Walt states, "I have an abiding faith in our industry, our people, and their ability to deliver a better world for our children and our children's children."

PMI is fortunate to have Walt Strader as a one of its leaders and we thank him for his participation, commitment and continued support.

Internet Security Alliance Benefits Available To PMI Members

By: Maria Bazan, Association Manager



Maria Bazan

As outlined in the March/April issue of *PMI News* and as reinforced at the PMI Spring Meeting, PMI has joined the Internet Security Alliance (ISA).

The benefits of this membership

are extended to PMI Members at no additional cost. ISA provides a forum for information sharing and thoughtful leadership on information security issues.

PMI's Wholesale Membership

entitles you to a variety of benefits from ISA. These benefits include: Free registration and access to their on-line self-assessment tools, www.isalliance.org; Access to unlimited information security webinars on an array of new threats, software and information technology developments. You are also entitled to two of the following services: Enterprise Integration Program (EIP); Participation in ISAlliance/ANSI Best Practice Program in Commercial Agreements; The Prevention and Detection of Insider Threats; Annual Software Assurance Report I & II; Annual Privacy Report.

Every day you will receive a

summary sent via email from **Don Morrison** of current cyber threats and prevention strategies, webinar topics and schedule, and a Department of Homeland Security Daily Open Source Infrastructure Report. Don is our contact at ISA. He can be contacted directly at 703-907-7799 or dmorrison@isalliance.org.

ISA has provided the PMI office with free copies of the *ISAlliance Best Practices Publication A Common Sense Guide to Cyber Security for Small Businesses*. This publication covers topics of: Real World Examples - This Could Happen To You; Why Would Anyone Attack Me?; How Can I Stay Updated?; and 12 Step Program of Security and Case Studies. Contact us to receive copies.

We encourage you to sign-up today and take advantage of the benefits ISA has to offer. As PMI policy will not allow us to provide member contact information, you must contact the PMI office to sign-up. Please call **Maria Bazan** or **Lori Palcheck** at 847-884-9764 to sign-up for these benefits.

Got Goodies? PMI Staff Does!

A HUGE thank you (and we do mean huge... none of the PMI staff is looking forward to swimsuit season) to PMI Board member and Amerikam president **Stephanie Leonardos**. Stephanie sent a wonderful care package chocked full of goodies to PMI staff following the PMI 2007 spring meeting in April as a "thank you" for the meeting. She regularly spoils us rotten with such kind gestures and it is most appreciated!

All we can say is... thank you for the thank you! It's our pleasure!



From l to r: Dave, Lori, Maria, Barb

HOLIDAY SCHEDULE!

The PMI office will be closed in observance of Memorial Day
May 28, 2007

PMI Updates Position Statement On Showerhead Flow Rates

Continued from page 3

be equipped with an automatic compensating valve that complies with ASSE 1016 or ASME A112.18.1/CSA B125.1 and specifically designed to provide thermal shock and scald protection at the flow rate of the showerhead being used. Ideally, the performance combination should be verified by the product manufacturer(s).

Existing shower valves without protective features provide no thermal shock or scald protection. As such, the shower valve should be replaced with

an automatic compensating shower valve complying with ASSE 1016 or ASME A112.18.1/CSA B125.1 that is specifically designed to provide thermal shock and scald protection at the flow rate of the showerhead being used; or a plumbing professional should evaluate the entire hot water delivery and use system to determine whether additional protective controls are necessary to make the installation safer.

Finally, Regulators, water providers

and fellow efficiency advocates should refrain from establishing shower head flow rate and performance requirements outside of the ASME/CSA process. Instead, interested stakeholders are encouraged to participate in this process, and utilize the resultant shower head ASME/CSA criteria as a reference in green building and water efficiency guidelines.

Next issue: Dave bids fond farewell to PMI.

Understanding Texas Water By The Numbers

By: Dan Hinkle, PMI Texas Lobbyist

Numbers? Texas Water? What is this? What does this have to do with plumbing fixtures? What does this have to do with the Texas Legislature?

Water policy and numbers are just like your business. The numbers drive your business and Texas Water policy. Most importantly, if you do not have good numbers, how can you make good decisions? So, what are the numbers?

Today, we have approximately 21 million Texans. On average we add 1000 new Texans every day. Now that is a scary thought for most of the country. The good news is that it takes them about six months before they start bragging. The bad news is that most of them are moving to seven counties in the Austin, Dallas, Houston and San Antonio areas. With these numbers some say that water is one of the major limitations on the future growth of Texas. So, you can see why the availability of water now and in the future has become such an issue.

Though there are a number of ways to increase water availability, conservation of the water we have now is seen as the fastest, quickest and cheapest way to increase water availability. Politically, for the 181 state legislators that meet only once every two years, conservation certainly is more expedient than deciding to vote to take East Texas water and sending it to San Antonio. Further, they are limited as to what they can compel cities, like San Antonio, to do. They would like San Antonio to build a surface water impoundment to meet their water needs, but they can't force them to do it.

As we like to say in Texas "Whiskey is for drinking and Water is for fighting." So, every two years the Legislature shows up in Austin to fight about water. They fight about the state water plan, the regional water plans and all kinds of water conservation ideas. For us, that means we are tracking 80 bills in the 2007 Legislative Session that address some form of water conservation.

Two of those bills are directly pointed at the plumbing manufacturers. HB 3774 and HB 3775 by Puente deal directly with faucets, showerheads and toilets. HB 3774 is the bill that the Plumbing Manufacturers Institute (PMI) negotiated over the interim with **Rep. Robert Puente** (D-San Antonio), the chair of House Natural Resources. HB 3775 is one that the San Antonio Water System (SAWS) and some of our usual opponents got Puente to introduce. It is very similar to the legislation in California. That is not to be unexpected because some of the same people that came up with the California bill live in Texas. Puente and his California counterpart both want to be on the leading edge of water conservation in plumbing fixtures.

Through the leadership of the PMI Board, neither of these Texas bills will pass in Texas. Both have been pulled down. The reason is that the PMI Board and Rep. Puente reached an understanding that during this next interim we will work with him and the folks in California to develop a workable and attainable set of standards for plumbing fixtures. We certainly have to thank Rep. Puente for his vision and thoughtfulness in trying to reach a solution that works for all

parties. The issue of conservation, which both sides support, gets to be addressed. The political desire to be on the leading edge on this issue is satisfied.

Finally, neither side is stuck with a solution that may not work. Politically, there is nothing worse than being the guy that pushed through a bill that creates a faucet, showerhead or toilet that does not work. For some reason the voters seem to remember that person at least once or twice a day and certainly at election time. None of us want to be required to build a product that does not satisfy the customer.

As we enter these discussions, we need to keep in mind the numbers. We know that we have to focus on our part of conservation and we will. We should also keep in mind that we are only part of the solution. The conservationists and the water companies need to be aware that there are numbers that demonstrate that real water conservation can be achieved when all of us do our part.

Let me give you some water system numbers that demonstrate my point. On the high side in Texas we have one water system in its latest report that reported a total water loss of 17,268,100,000 gallons. Another reported a total water loss of 11,905,250,353 gallons. Yet another reported 3000 line leaks and breaks in its system. These are real gallons of water that were lost. Can you imagine the outcries if these were gallons of oil rather than water that were being lost? These are numbers that should not be ignored.



Dan Hinkle

PMI Technical Workshop With A Twist

PMI is hosting its seventh Technical Workshop for plumbing industry professionals. Attendees will gain a better understanding in the area of plumbing codes, product standards, and product certification and accreditation.

The workshop will be conducted by PMI Technical director **Dave Viola** and will also feature guest speakers.

**The site will be in the Chicagoland Area.
Watch for details!**



Acknowledgements/Congratulations

Dear Friends,

On behalf of everyone at the Juvenile Diabetes Research Foundation International (JDRF), thank you for your contribution in honor of **Mr. Claude Theisen**, received on 3/20/2007. We are pleased you have chosen to express this very special tribute by participating in JDRF's funding of vital research. A letter acknowledging your thoughtful gift has been sent to Mr. Claude Theisen.

Your support is helping us reach our objective of raising \$1 billion over five years to fulfill an ambitious and highly focused research agenda that will accelerate progress in translating basic scientific developments into real treatments and cures.

We are grateful for your generosity and your partnership in helping JDRF achieve our mutual goal of finding a cure for diabetes.

Sincerely,

Shawn McKenna
Director, Individual Gift Programs

Dear Ms. Higgins:

Your gift made in honor of **Claude Theisen** provides us the opportunity to deliver the services, to create a higher quality of life, to be sure the research we attach our names to is the best in the world. This gift is one way we are able to progress in the fight against multiple sclerosis, and we are honored to inform you of its receipt.

On behalf of the entire National Multiple Sclerosis Society, and specifically the 20,000 people in Illinois who live this disease every day – thank you and the Plumbing Manufacturers Institute for helping us end the devastating effect of MS.

Sincerely,

Lynda M. Chott
President
National Multiple Sclerosis Society

Dear Barbara,

I thank you, Barbara and PMI for the kind contribution in memory of **Fred Schmuck**. It will be used to help build our new church in Brea. Fred loved you guys, and he shared many fond memories of his time with you all. Thanks again for remembering Fred.

Love,

Shirley Schmuck

**Editor's note: Mr. Schmuck was formerly of Fluidmaster and who passed away February 22, 2007 was PMI's 1984 President.*

Barbara,

I first and foremost want to congratulate you on being elected to Vice Chair of the CMA. The fact that they already see you as next in line to head the CMA says a lot for your leadership. I find your achievements and organizational functions to be amazing. As a woman in a traditionally male world, you've had to work very hard for every position you hold. It is an honor for me to know you. You are so grounded too.

I work hard on behalf of NAM serving on the Board of Directors and have taken a leadership role at NAM whenever possible to help get the messages out.

Cheers,

Sandy Westlund-Deenihan
President, Quality Float Works
Schaumburg, IL

Board Congrats!

Congratulations to **Walt Strader** of Price Pfister and **Fred Fraisse** of NEOPERL on their election last month as 2nd Vice President and Board Member, respectively! We value your leadership!

2007 PMI LEADERSHIP

Executive Committee

Ken Martin, Delta Faucet Company
President

Rod Ward, Speakman Company
First Vice President

Walt Strader, Price Pfister
Second Vice President

Peter DeMarco, American Standard, Inc.
Treasurer

Claude Theisen, T&S Brass & Bronze Works
Immediate Past President

Directors at Large:

William Ball, WCM Industries Inc.
(1/06-12/08)

Herb Barnhart, Tempress Ltd.
(1/05-12/07)

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/06-12/07)

Fred Fraisse, NEOPERL, Inc.
(1/07-12/08)

Jack Krecek, Elkay Manufacturing Co.
(1/07-12/09)

Stephanie Leonardos, Amerikam, Inc.
(1/07-12/09)

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