

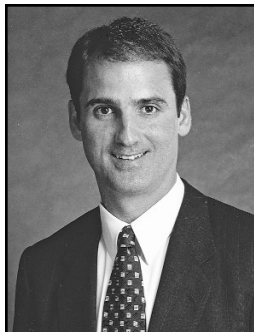


# NEWS

Volume 11, Issue 3

The Newsletter for PMI Members — by PMI Members

May/June 2008



Rodman Ward

## Change Drives the Need for New Technology

By: Rodman Ward, President of the Plumbing Manufacturers Institute and President of Speakman Company

While some people do not immediately associate plumbing with cutting edge

technology, PMI's members know better. Our industry is constantly changing and requires new ideas and technology to meet these challenges. For example, the lack of clean drinking water, especially in dry climates, has created the need for alternative solutions. We also have to be aware of advancements outside our industry like nanotechnology that can transform and improve our products. Internet technology has changed the way we communicate and how PMI fulfills its role as the "Voice of the Industry." In order for our industry to prosper, we must be open to change and the technology it creates. PMI is a great resource to assist its members to navigate this new terrain.

At our recent Spring Meeting in Newport Beach, CA, Paul Shariari of Viridity gave a persuasive presentation about how environmental concerns, such as the scarcity of drinking water, are impacting building design. In response to this trend, PMI devoted a special session at the meeting to

rainwater harvesting and the reuse of greywater. We learned from industry experts about the latest theories and new product innovations to improve water efficiency in residential and commercial building. Green building practices are a major driver for new technology in our industry.

Nanotechnologies are already widely used to improve product performance. For example, nanotech coatings keep iPod screens from scratching and make paper products waterproof. At last year's Fall PMI Meeting, we learned about applications to improve hygiene, enhance esthetics and increase durability for many of our products. PMI provides the forum to learn about technological advancements outside our industry that can increase the speed of innovation.

PMI has also taken advantage of evolving web technology to accomplish its mission as "The Voice of the Industry". In April, PMI launched a new microsite, [www.safeplumbing.org](http://www.safeplumbing.org) (see story on page 8). The site significantly expands our audience since much of the active dialogue on important industry issues now takes place on the web. The Internet has dramatically changed how

and to whom we communicate. The Plumbing Manufacturers Institute is now an active participant in this new reality.

Even in smaller ways, new technology improves how PMI supports its members. Last fall, in addition to traditional hard copies, we provided meeting materials on a USB memory stick to test the concept of "paperless" meetings (see the enclosed survey results). We are also considering the use of webinars to expand the reach of our successful on-site forums and training sessions. PMI is always open to new ways (and your ideas) to improve as an organization.

Throughout human history, major changes have always lead to new technologies. Many of Thomas Malthus' theories were correct, but it was technology and the Industrial Revolution that enabled the modern world to break out of the Malthusian Trap. Today, the pace of change is dramatic and the introduction of new technologies is overwhelming. PMI has demonstrated that it provides its members with the necessary tools to better understand how these dynamics impact our industry.

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# PMI Has Got You Covered: The Value of Your Membership

By: Barbara C. Higgins, Executive Director



Barbara Higgins

Six prospective members joined us in Newport Beach, CA for the PMI Spring Meeting this year. It is tough for regular attendees of our meetings to remember and fully appreciate what it is like to

be part of one of our conferences for the first time. Member prospects are identified by blue “guest” ribbons on their name tags (note that prospects may only attend two PMI meetings as a non-member) and first timers from member companies are identified by the blazing orange “first time attendees” ribbon on their badges. Even without the color key, those new to PMI semiannual meetings are easily identified by the “deer-in-the-headlights” look of someone whose brain is nearing capacity.

One of the most significant changes to PMI’s structure over the past 10 years is the way that work is done by the association. From its founding in 1975 as the Plumbing Manufacturers Institute (formed out of the previous Plumbing Brass Institute); until 1998, PMI launched and tackled projects at the two semi-annual meetings, with not a whole lot happening in the six months between them. Projects were completed at a glacial pace. Today, the work is done outside of the meetings and the two conferences are now used more as a forum for delivering progress reports. With so much to do in our industry, we would simply not be able to keep up if the old format were to be used!

But back to our newbies — On top of having missed the steps involved in developing projects, the countless acronyms we use are so overwhelming that we now include a glossary with the meeting materials book. During the meetings, we as staff, continually check up on visitors, both out of

appreciation for their interest in PMI, and a real concern about cranial overload. Putting it mildly, PMI’s scope and involvement span a broad spectrum of topics, issues and geography. We are always on the lookout for the next opportunity or challenge for our members. We work to stay one step ahead of members’ requests and needs.

You will read in this issue of *PMI News* about the new micro site as one example of PMI’s efforts to reach out in new ways. Never content with the status quo, we strive to continually re-invent ourselves for the betterment of all. Please take a look at the site and give us your thoughts.

Overwhelming though these goals and coverage may be, the result is positive. One outcome is, simply, that PMI member companies renew their annual dues. Another is that PMI members attend meetings and forums in increasing numbers. If we build it, they do come! And finally, generally if a prospect attends a PMI meeting, we have earned a new member. With a respect for people’s time and an emphasis on member value, PMI sells itself. The marketing mantra is simply “try it, you’ll like it!” The most common comment we receive from first time attendees is “WOW! I didn’t know how much I didn’t know!”

With our small but mighty staff, the task of providing comprehensive industry coverage can be daunting. In recent months we have supplemented staff with outside consultants to extend PMI’s reach and coverage. PMI dues are not a “club membership,” but truly an investment in a stable of professionals trained to “watch the backs” of our constituents. As such, and at the risk of sounding cliché, PMI is truly a business partner for member companies — an extension of their in-house staff.

Other industry trade associations are catching on to this value proposition. As chair of the Council of Manufacturing Associations of the

National Association of Manufacturers (CMA of the NAM), I have introduced the PMI model there. A manufacturing group in Europe has pointed to the Plumbing Manufacturers Institute as a template for their proposed reorganization.

For some though, the need to change is not apparent and the evolution is slow. In the face of travel and staff budget restrictions, some trade associations continue to focus on extravagant meeting venues, golf tournaments and inefficient agendas. These organizations are risking becoming irrelevant. Today, both time and financial resources are jealously protected. Association members seek to take value from a conference and then spend what little free time they may have with loved ones instead of industry peers.

This is not to say that networking has no value. Of course it does! Networking is critically important to success and growth!

You have seen how PMI as an association builds and leverages important relationships, just as we encourage you to do by attending our conferences and forums. It is, like so many things, a matter of balance. There must be the right blend of formal and informal information exchange. We rely on you, our members to let us know if we are hitting that perfect balance for you.

PMI has come a long way. There is plenty more growth ahead. Thanks for helping us make it all happen!



The Voice of the Industry™

# LEED 101 (Part Two of Three-Part Series in PMI News)

By: Shawn Martin, Technical Director

This is the second installment of a three-part article on U.S. Green Building Council (USGBC) and its Leadership in Energy and Environmental Design (LEED) program. Part 1 in the last issue of *PMI News* gave a brief background of the origin of the program and an overview of the current green building program offerings. This second part will describe how a builder goes through the process of having a project certified.

Before reviewing the process, it is important to consider how the decision to pursue LEED certification is made. All LEED programs are voluntary specifications supported by extensive certification and verification programs that serve to demonstrate compliance and promote consistency. The decision to seek LEED certification for a particular building project may be made by a number of different parties, and usually they begin by setting a goal to meet a particular performance level. For some builders it is a marketing exercise, seeking to pursue a particular market segment or to differentiate themselves from competitors. For other builders and building owners, it is driven by a desire to be corporately or socially responsible. Still others are seeking the tangible benefits enjoyed by many green building occupants and owners, such as improved air quality, lower operating costs, reduced resource consumption, greater comfort and even higher test scores (in the case of green schools).

That said, there is another important dynamic appearing in the use of the LEED system – government mandated compliance. A wide range of jurisdictions, states and cities have begun to mandate LEED compliance for a subset of or even all buildings. According to the USGBC, they include 77 cities, 24 counties, 19 towns, 28 states, and 12 federal agencies at the time of this writing. This trend is clearly continuing and even

accelerating in 2008.

Regardless of whether LEED compliance is mandated or voluntary, the process for certification follows the same basic three steps for most of the programs.

**Registration:** This first step begins the process of certification by registering and declaring the intent to certify a specific project with LEED. This is completed during the design phase and ideally before construction begins, and can be done online or by mailing in a completed form. It is at this stage that the applicant declares the rating system they intend to use and provides basic information on the type and location of the project.

**Progress Tracking/Documentation:** Upon completion of registration, the user is provided with a range of resources and access to LEED-Online, the web-based system for managing and implementing projects. As the project progresses, users are also able to review previous and submit new Credit Interpretation Rulings (CIRs). These are requests by applicants seeking administrative and technical guidance on the application of LEED credits to particular aspects of their projects. Other tools available at this stage are the rating systems, reference guides, project checklists and case studies.

**Certification Application:** This is the final, formal application step where the applicant claims LEED credits for the project, and submits documentation to support the submission. These include project checklists, a narrative, CIRs used, photos, building and site plans and LEED letter templates. Letter templates provide detailed forms for demonstrating compliance with specific LEED provisions (such as indoor water efficiency) and detail documentation needed to provide verification. Upon receipt, USGBC will review the application and select several for items for audit. The audited items will receive additional scrutiny and may require extra documentation. The cost

for certification varies by program, building type and square footage, and expedited processing is available for an additional fee.

Once approved at a particular level (certified, silver, gold or platinum), the project is listed as LEED Certified on their website, notification letters are issued and a plaque is provided that may be affixed to the site.

One important exception to the approach described above is the LEED for Homes program. It adds two other players to the process; the LEED for Homes Providers and Green Raters. Providers are organizations that work in local or regional markets to provide certification services to the USGBC. Raters work as part of a Provider team to inspect, verify and certify projects.

Therefore, first step in a LEED for Homes project, is the selection of a LEED for Homes Provider and Green Rater. The Rater then works with the builder to conduct a design review and obtain a preliminary rating. This can be a dynamic process, especially if the initial design does not achieve the desired rating. Raters can help to identify areas where additional points can be obtained. Construction of the home then begins, and the Rater continues their involvement by inspecting and verifying the installation and performance of systems and aspects of the home onsite. After a final inspection, the Rater develops a project documentation package containing the project checklist, performance test results and various accountability and durability forms. This package is then reviewed by the LEED for Homes Provider. When approved, the home is certified and USGBC is notified.

*More in the next issue!*



Shawn Martin

# Introducing Amy Berg-Ferguson: PMI's New Association Manager

By: Barbara C. Higgins, Executive Director



Amy Berg-Ferguson

**Amy Berg-Ferguson** joined PMI's staff as Association Manager on March 3... and the organization has not been the same since. With a wicked sense of humor, a commitment to fashion and a work

ethic to rival that of any of the WWII generation, Amy has hit the ground running. "Berg Ferg" as she is sometimes known, has a background in marketing, public relations and office management. She is an excellent writer, enjoys public speaking and says she thrives on a fast-paced environment. Sounds like a match made in Heaven!

Prior to joining PMI, Amy enjoyed an assignment as a temp at Elkay Manufacturing where she got hooked on the plumbing industry. On the



Moses

recommendation of PMI Board Member and Elkay Vice President and General Manager, Commercial Business Unit **Jack Krecek**, Amy interviewed for the PMI staff opening. The rest is history.

And in fact, history is one of Amy's passions. She enjoys military history in particular and if able to choose, she says would have enjoyed living in the WWII era. "The country was unified in rallying behind a cause," Amy says. "It seems to have been a time of great patriotism." Amy cites her ultimate "dream job" as being executive director of the WWII History Museum in New Orleans. Obtaining a doctorate in history is a goal she has, for now,

put on the backburner.

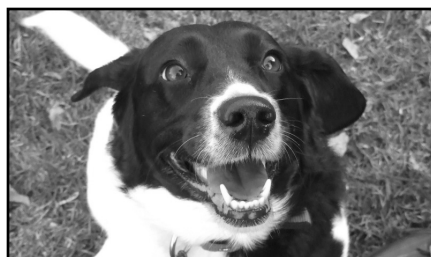
Amy earned her Bachelor of Science degree in Public Relations from Illinois State University in Normal, IL with a minor in political science (another plus for her work at PMI!) She earned her MBA from Olivet Nazarene University in Schaumburg, IL. Her past work experience includes a three-year stint in marketing communications at Toko



Amy's husband Joe Ferguson

America in Mt. Prospect, IL, coincidentally, one of the clients Executive Director **Barb Higgins** managed in a previous life as an advertising agency account executive. Listing her worst job ever as "corn detasseling," Amy none-the-less acknowledges the value of character building as a by-product of such not-so-glamorous jobs.

Amy and husband **Joe** were married in 1999 on Halloween. She describes him as a wonderful, understanding and patient husband - especially important qualities these days, as the couple works to renovate their home. Joe enjoys his career as an over-the-road



Lucy

truck driver for Saia. Completing the family portrait are Lucy, a Beagle-Springer Spaniel mix and Moses, a Border Collie mix.

Amy's favorite movie is *Gone with*

*the Wind*; her heroes include First Lady **Eleanor Roosevelt** and Rights Activist **Margaret Sanger** for their commitment to making a difference in the world; and her favorite vacation spots are New Orleans and Paris. Admittedly giving **Imelda Marcos** a run for the title of Footwear Queen, Amy ranks shoe shopping at the top of her list of leisure time activities. A close second however is watching mixed martial arts and is a fan of Ultimate Fighting. "There is something oddly refreshing about seeing 2 guys beat the stew out of each other, she admits with a grin.

An over-reliance on electronic communications (PDAs and computers) and incessant text messaging are Amy's pet peeves. A true "people-person", Amy reports that she enjoyed meeting PMI members at the recent Spring Meeting. "I am excited about my career here at PMI and about what the future holds. The members are friendly and supportive and went out of their way to make me feel welcome. They really made a great first impression."

Likewise, Amy! Welcome to PMI!

## Save the Date!!

Join Us  
for the 2008  
PMI Fall Meeting  
October 5-8

Sheraton National Hotel  
Arlington, VA

Stay tuned for more  
information!

# Meet PMI's New Board Member: Fred Fraisse of NEOPERL

By: Jill Martin, Esq., PMI News Guest Reporter

**Fred Fraisse** was elected as a director at large during PMI's 2007 Fall meeting held in Washington, DC. He will serve two years, completing **Walt Strader's** term.

Fred is currently employed as the Vice President of Sales for



Marie-Helene and Fred

**NEOPERL, Inc.** and has held this position for the last 10 years. Prior to his position as Vice President of Sales, Fred was in charge of OEM, export, wholesale and retail sales in selected countries in Western Europe, the Middle East and North Africa for NEOPERL International located in Switzerland. DANFOSS Water Valves Division of France previously employed Fred before his tenure with NEOPERL. In this position, he was in charge of a network of importers and wholesalers in the Middle East, Africa, Australia and New Zealand. Fred also spent two years as a management trainee in various divisions of the Danone Group (Dannon) in France. Fred holds a Master in Business Administration from the Reims-en-Champagne Graduate Business School in France. And, notably, as Fred points out, this school is the only business school in the world where champagne is the official drink.

NEOPERL has been an active contributing member of PMI since 1976 and is a member of PMI's Quarter Century Club. According to Fred, NEOPERL values PMI "as a source of knowledge on market trends, technology, codes and standards that even all the plumbing shows and their education seminars combined (and we all know there are many!) cannot replace." According to Fred, the company also hopes to continue and

grow PMI's involvement into Green initiatives, and to assist in promoting the image of the industry as an active partner of the country's relatively new effort to develop a more sensible approach to the use of crucial resources such as water and energy. On a personal level, Fred feels that PMI is already going in the right direction with more and more concern for environmental issues connected with the use of our products or with the materials employed in these products. In this vein, he says he is pleased to see the immediate support given by PMI and PMI members to EPA's WaterSense Program.

Fred has been active in PMI for the last several years and has been a regular attendee at PMI's Spring and Fall Meetings. **Fred Luedke**, the President of NEOPERL (and past President of PMI), introduced him to PMI by inviting him to one of the PMI meetings. Fraisse said that he had previously attended many meetings of the CEIR (European Committee of the Plumbing Industry) in Paris, France during his time in Europe and served several times as a translator in meetings with England's WRC (Water Research Council). So when Fred Luedke proposed that he come to a PMI meeting, he was intrigued to find out more about the organization. Fred said that he was surprised at first by the important part played by networking events, dinners and speakers (a less common practice in Europe), but that he now enjoys and appreciates this aspect of the organization. He notes that PMI is a valuable place to meet people with a vision for the industry and to make friends. He feels that there is definitely no better place than PMI to meet people with a direct involvement in the plumbing industry or a deeper knowledge of the technological, regulatory or market challenges faced by the industry.

Fred also considers himself fortunate to have been guided by several influential people in his life.

His father showed him how to appreciate the simple things in life; his first boss at NEOPERL Europe, **Tommy Burk**, taught him how to be a salesman that customers remember and appreciate; and his boss at NEOPERL USA, Mr. Luedke, showed him how a European expatriot can fit into the business world in the United States.

Additionally, Fred says that being ready for change and initiating change yourself is probably the most important "law of the business universe". He strives to build a team of people around him who can share his enthusiasm and philosophy of customer service and technical support.

In his spare time, Fred enjoys spending time at home, reading, archery, sports shooting and do-it-yourself home improvement projects (he's on his second bathroom and proudly reports that the first one still works after three years of use). Fred also enjoys traveling internationally to destinations with historical or archeological value or sometimes just to white sand beaches. Fred resides with his wife **Marie-Helene Pernin**



(also **Marie-Helene and Fred** in Athens an active PMI member in her position as the Marketing/Sales Manager for NEOPERL) in Waterbury, CT. Fred and Marie have made Waterbury their home since 1998, but he says his other hometown is Lyon, in the southeast of France, the capital of gastronomy and good wines. Fred and Marie have two pets, Siamese fighting fish named Neptune and Sinbad.

PMI appreciates the industry expertise and international perspective that you bring to the leadership.

Welcome to the Board, Fred!

# 2008 Spring Meeting - Celebrating a D



Back left: Barbara Higgens, PMI; Stephanie Leonardos, Amerikam; Rod Ward, Speakman Company; Senator Ron Calderon; Tim Kilbane, Symmons; Jeff Baldwin, T & S Brass Works; Jack Kreckek, Elkay Manufacturing.

Front left: Stewart Yang, Kohler; Ken Marin, Delta; Walt Strader, Price Pfister; Lee Mercer, Moen; Bill Ball, WCM Manufacturing; Jerry Desmond, Jr., Desmond & Desmond.



First time attendee  
Derek Kirkpatrick  
from Caroma



Darold Vredberg from Elkay  
and speaker Ankit Fadia



Speaker Dean Chung and  
Robert Easter from H2O Guard



Craig Selover from Masco  
and first time attendee  
Thomas Kempf from KWC America



Efrain Perez from  
The Storehouse



First time attendees Dave Albert from  
Price Pfister and Glenn Mergelmeyer  
from Speakman Company



PMI Executive Director,  
Barbara Higgens  
and Association Manager,  
Amy Berg-Ferguson



Senator Ron Calderon addresses  
the PMI meeting attendees



NEOPERL's Fred Luedke, guest Mike  
Gillespie from Viega and Ralph Suppa  
from CIPH



Guest  
Griff Hawkinson  
from Viega



First time attendee  
John Fitzgerald from  
Chicago Faucet Company

# Decade of PMI Progress and Growth!



PMI Past President, Ken Martin and current President, Rod Ward celebrate Ken's Canadian heritage. Ya hey dere!



First time attendee Michael Luetzgen from Kohler



Eleven panelists participated in the discussion about the impact of AB1953. Back row: Craig Selover, MASCO (and PMI co-chair); Thomas Liu, LA Dept. of Building; Bob Weed, CDA; Steve Lehtonen, GreenPlumbers; Bob Raymer, CBA; Pete DeMarco, IAPMO; Adam Gray, Sen. Calderon's office; Billy Johnson, ISRI

Seated: Mike Massey, PIPE; Jack Stewart, CMTA; Don Robertson, Western Suppliers; Lee Mercer, Moen, Inc. (and PMI co-chair); and Jim Mallory, NFFS.



Keynote Speaker Mike Murphy



Shabbir Rawalpindiwala of Kohler and PMI's Technical Director, Shawn Martin and the infamous toilet tummy



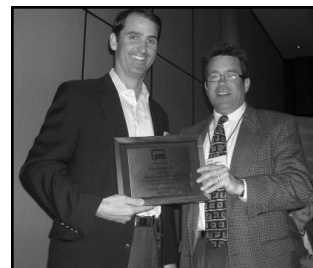
Derek Taylor from Hansgrohe



Stewart Yang from Kohler receives the Quarter Century plaque on behalf of his company from PMI President, Rod Ward



First time attendee Robert Anderson Schoppe from Fluidmaster



PMI President, Rod Ward presents the past board member plaque to Ray Fisher, Jr. from Fisher Manufacturing



Speaker Yvonne Orgill, daughter Charlotte and husband Kevin traveled from the U.K to attend the meeting.



Speaker Dick Titus of KCMA and John Lauer of Sloan Valve Company



PMI meeting attendees



# PMI's New "SafePlumbing.Org" Microsite is Up and Running!

By: John O'Reilly, LNC Communications

During April's K/BIS Show, the Plumbing Manufacturers Institute (PMI) recently launched a new microsite – SafePlumbing.org – with the goal of updating some leaky old ideas about plumbing fixtures and fittings.

Tackling tough topics such as lead in drinking water and the performance of low-flow toilets, SafePlumbing.org is designed for lawmakers, journalists, trade professionals and homeowners who seek straight talk about topics that tend to generate a lot of emotion.

"We called it the safest place for information about plumbing on the Internet, because we want SafePlumbing.org to be a trusted resource for truthful information about clean drinking water, water conservation and efficiency and home safety," said **Barbara C. Higgins**,

Executive Director of the Plumbing Manufacturers Institute (PMI).

Higgins added that the site will also help keep influencers up-to-date on technology breakthroughs, especially where such innovations can advance social concerns.

"We expect people will be surprised to learn that plumbing manufacturers – our PMI members – have actually been instigating legislation to advance the cause of greater efficiency in the use of water," she said. "We do it because we feel confident that our products can deliver what customers want and still save water."

Besides separate pages on Clean Water, Water Efficiency and Health & Safety, SafePlumbing.org also features a detailed glossary of terms, as well as a guide to product markings on

plumbing products. An interesting article, available for download, documents what happened when PMI members recently retrofitted homes in the drought-stricken town of Orme, Tenn. Using the latest water-efficiency products added six hours per day of water usage time within the daily trucked-in allotments.

"PMI seeks to position itself as the go-to resource on plumbing issues for legislators and environmentalists, as well as our traditional trade and consumer constituencies," Higgins explains. "SafePlumbing.org will serve as a dynamic part of that effort and very much in keeping with our stated mission 'to promote the water efficiency, health, safety and quality of plumbing products.'" *PMI members are asked to provide updates, suggestions and links to the new site (see page 9).*

# Evaluation Resources Expand in Support of Global Demands

By: Vicki Speed, ICC-ES Public Relations Consultant

For manufacturers, the most important validation of a product's quality, strength and reliability comes from independent assessment by recognized evaluation experts. Add this to the global market demands for speed and it is ever more imperative that manufacturers have reasonably priced listing service options to ensure that these products meet the codes.

Product listings are available from a number of resources, though only two also publish codes: IAPMO R&T and most recently the Plumbing Mechanical and Fuel Gas (PMG) Listing Program from the ICC Evaluation Service, Inc. (ICC-ES). Both of these programs have similar evaluation and inspection procedures. However, there are some significant differences, primarily in code specifications.

Both ICC-ES and IAPMO R&T list products per performance standard and applicable codes. However, IAPMO R&T issues a listing even if the

products may not meet the requirements of the uniform codes (IAPMO published codes) as long as the products meet the performance standard. Such listing is called a Classified Listing which means that a product complies with its performance standard, but may not be in compliance with a code.

On the other hand, the ICC-ES PMG Listing Program is operated under the International Code Council (ICC) umbrella and thus carries with it certain code-driven requirements. Through the ICC-ES PMG Listing Program, each product is evaluated per the International Plumbing Codes<sup>®</sup>, International Mechanical Code<sup>®</sup>, International Residential Code<sup>®</sup>, International Fuel Gas Code<sup>®</sup>, Uniform Plumbing Code<sup>®</sup> and/or Uniform Mechanical Code<sup>®</sup>. ICC-ES will not certify products that are in violation of any of these codes.

With so many products under development throughout the industry, the availability of two reliable resources benefits everyone. Manufacturers have options when it comes to product assessment, and building code officials can better ensure public safety as the industry continues to reshape itself with ever stronger, more sustainable and reliable products, materials and solutions.

Don't forget to save the date...

May 28-29  
PMI's Codes, Standards and  
Green Meeting  
PMI Headquarters

Go to [www.pmihome.org](http://www.pmihome.org) for  
more details.



# PMI Member Companies in the Industry News

**Delta, Kohler, and Gerber** used the International Builders Show in Orlando to introduce their new products to the industry. Delta debuted its patent pending Diamond Seal Technology which provides water delivery while eliminating contact with metal contaminants. Kohler introduced its San Raphael Pressure Lite toilet with water-conserving Pressure Lite technology, and used this venue to unveil their line of bathroom furniture. Gerber introduced its Logan Square Suite premium bathroom collection as well.

*(Contractor, April 2008)*

The Product Spotlight on Kitchen and Bath highlighted **Elkay's** Pursuit sink family and Gerber's Logan Square suite toilets.

**Sloan Valve's** ECOS™ and SOLIS™ commercial electronic dual-flush Flushometers were featured in the Product Application column.

*(Plumbing Engineer, April 2008)*

**BrassCraft** was profiled in the Special 2008 Company Profiles section.

**Rose Swanson** has joined Caroma as the Business Development Manager for the Southeastern United States.

Elkay announced the promotions of **Mark Whittington** to Senior Vice President of Sales, **Ted Hamilton** to Director, Trade Sales and Market Development-West, and **Mike Purcell** to Director, Trade Sales and Market Development-East.

**John Aykroyd** of Sloan Valve Company, has been promoted to Vice President, Business Development.

*(Southern PHC, April 2008)*

American Standard's President and CEO, **Don Devine**, was the subject of a featured interview.

*(Supply House Times, April 2008)*

**Bradley Corp.** hosted the 2008 Green Manufacturing Summit in Milwaukee, WI. Close to 200 people joined forces with architects, engineers and business leaders to come up with green solutions that are economically and globally competitive.

**Elkay** has sold its Elkay Canada Ltd. Operations to Novanni Stainless, Inc. Novanni will continue to distribute Elkay branded products throughout Canada.

**Arthur Gallagher** has been promoted to regional manager-commercial sales for Moen Incorporated.

**TOTO** has opened a manufacturing plant in Ciénega de Flores, Nuevo León Mexico. The facility, which broke ground in June of 2006, will have over 25,000 square feet of manufacturing space.

**Delta Faucet's** new DIAMOND Seal Technology Valve (Editor's Choice), **Hansgrohe's** Axor Massaud Lav Faucet, **Kohler Co.'s** Archer Suite of bathroom fixtures and **Sloan Valve's** Optima ETF-800 wall-mount electronic faucet were featured in the Products section.

*(Wholesaler, March 2008)*

**Moen Incorporated's** FreeHand™ sensor-operated flush valves were highlighted in the publication's Product News.

*(Plumbing Engineer, March 2008)*

**Ronn Jefferson** and **Patrick Tanzillo** of Chicago Faucets co-authored the article, "Water Efficiency is the Key to Sustainable Development."

*(PM Engineer, March 2008)*

Moen Inc.'s new Icon™ and Kingsley™ wall-mounted faucets were featured in the Products & Literature section of the magazine.

*(Plumbing & Mechanical, March 2008)*

Caroma's **Derek Kirkpatrick** was quoted in the article "Conserve!" regarding their participation in San Antonio's SAWS water conservation program. Caroma was awarded the bid to retrofit more than 20,000 high-efficiency toilets in the Metro San Antonio area.

## We need your help!

PMI has launched a new microsite - [SafePlumbing.org](http://SafePlumbing.org), designed for law-makers, journalists, trade professionals and homeowners who seek straight talk about issues that tend to generate a lot of emotion.

We believe interest in the new site is potentially enormous, but first, our target audiences must become aware of its existence. We need your help:

1. Post a notice on your corporation's web site, announcing the creation of [SafePlumbing.org](http://SafePlumbing.org). Call PMI for the original press announcement as a guide.
2. Create a link on your company's web site, perhaps in the Media or Press Room, that will take visitors on your site directly to [SafePlumbing.org](http://SafePlumbing.org).
3. Help us keep [SafePlumbing.org](http://SafePlumbing.org) fresh and relevant by furnishing us with articles, images and video that address advancements by your company in the areas of Water Efficiency, Clean Water and Health and Safety – the three primary segments on the new site. EMAIL this information to [bhiggins@pmihome.org](mailto:bhiggins@pmihome.org); or send it to PMI Headquarters at:

1921 Rohlwing Road, Suite G,  
Rolling Meadows, IL 60008.

We look forward to hearing  
from you soon.

# Crystal Vision Award Presented at 2008 K/BIS in Chicago

By: John Hasemann, PMI Operations Director



John Hasemann

Industry leaders came together April 12 at the 2008 Kitchen and Bath Industry Show (K/BIS) in Chicago to support the Storehouse of

World Vision's annual Crystal Vision Awards Gala. The Storehouse is a non-profit organization that provides donated building materials, school supplies and personal products to organizations serving low-income communities.

Serving as Emcee for this year's event was PMI's Executive Director, **Barbara C. Higgins**, who also serves on the Planning and Procurement Committee of The Storehouse. Barb was introduced by **Rominita Hairston**, Vice President of U.S. Programs for Worldvision

Each year, The Storehouse selects one organization to receive the Crystal Vision Award in honor of its vision, leadership and efforts to improve housing and community facilities for low-income families. This year's Crystal Vision Award was presented to

**The Home Depot** for its early and continuing involvement in supporting The Storehouse program. Part of Home Depot's Community Outreach Programs includes many philanthropic and volunteer support efforts for numerous projects and efforts that impact local communities across the United States. Home Depot has endorsed The Storehouse as a vehicle for their buyers to recommend as a



From left; **Barbara Higgins** Executive Director of PMI presents the Crystal Vision Award to **John Wicks**, Vice President of Merchandising for The Home Depot

liquidation source to Home Depot's vendors as a "gifts in kind" recipient of overstocks, buybacks or other excess inventory. Accepting the award on Home Depot's behalf was **John Wicks**, Home Depot's Vice President of Merchandising for plumbing and bath products.

Several PMI members also received recognition for their continued support of The Storehouse initiatives, including breakfast sponsors, **Elkay Manufacturing** and **Kohler Company**, supporting partners **PMI** and **Masco Corporation** and product donors for ten or more years **Delta Faucet**, **Elkay Manufacturing**, **Kohler Company** and **Moen Incorporated**.

Critical to the success of The Storehouse efforts is the ability to distribute donated product. And, for the second year, a Distributor of the Year Award was presented to one company, **Your Other Warehouse**, for its nine years of contributing outstanding volume and variety of quality products and supporting The Storehouse nationally from multiple locations.

Manufacturers and distributors alike were strongly encouraged by Barb to get involved, "It's all about helping individuals as we help donor corporations by accepting excess and obsolete inventory, and feeling good about what you're doing. It's a classic win-win," she said.

# PMI Names California State Senator "Legislator of the Year."

By: John O'Reilly, LNC Communications

PMI has named **Ronald S. Calderon** (D-Montebello), a member of the California State Senate, its 2007 Legislator of the Year, "in recognition of exemplary leadership on plumbing manufacturing issues." Senator Calderon recently introduced legislation calling for third-party certification that all affected plumbing products meet California's new "lead-free" formulation, thus assuring a level playing field for manufacturers when the legislation takes effect in two years.

Not an annual event, the PMI "Legislator of the Year" award is presented only on those occasions

when an elected official – local, state or federal – has made an extraordinary effort that is beneficial to the plumbing industry. The award was last presented in 2004 to U.S. Senator **Kit Bond** (R-MO).

As **Rod Ward**, PMI President noted, this legislation would "ensure that the manufacturers who are endeavoring to comply with this unique situation are not at a competitive disadvantage to those who might choose to ignore the new requirements."

"Senator Calderon's dedication and leadership in the halls of the State Capitol have been clearly

demonstrated through his extraordinary efforts," Ward noted, "not only throughout the entirety of his legislative career, but also during the past two years as specific issues of great interest to PMI members have been addressed."



Senator Calderon accepts the award from PMI President Rod Ward

# U.S. Congressional Outlook and Lead-In-Products Update

by Christian Richter, PMI Federal Lobbyist

It's now six months out from the November elections, an absolute eternity for the presidential campaign. But Congress has already entered the "silly season" – that time when politics overtake logic to a greater extent than usual and totally drive the legislative agenda. Democrats on Capitol Hill are now looking to maximize their electoral gains this fall in various ways, including taking every opportunity to broadcast its punishment of the Bush Administration with hyper-allegations of policy failures and misdeeds.

This is particularly so in the case of environmental politics. The latest target is the Environmental Protection Agency. Among other accusations, **Senator Barbara Boxer** just lambasted the Bush EPA's denial of California's waiver request to set greenhouse gas limits for automobiles as akin to Watergate and "the most infamous cover up in history". Things are so bad that EPA chief **Steve Johnson**, after taking a blistering in a recent Senate Environment Committee hearing, was reduced to reminding the panel, "I consider myself to be a human being."

## November Congressional Outlook

It's no secret that the electoral calculus favors the Democratic majority. As we noted at the PMI Spring Meeting, Republicans will likely give up a dozen or so seats in the House, and they're looking even more vulnerable in the Senate. With Democratic control of the Senate now at a near even 51-49, Republicans have the ability to slow down or lock up ill-advised legislation in that chamber.

Unfortunately for Senate Republicans, they'll be forced to defend 23 seats this November while the Democrats will defend only 12. Democrats are expected to pick up at least a few seats left open by Republican retirements and possibly more. No matter what happens, the Democrats will move closer to controlling the 60 votes needed for a filibuster-proof majority. Some groups

are warning of the anti-business agenda to come: more regulation, more taxes and more pain for manufacturers and their products.

## PMI Efforts To-Date

Whichever way things go in November, PMI members can view the current outlook either through the lens of "doom and gloom" or as an opportunity for advancing the industry's agenda. In fact, recent PMI efforts are geared toward ensuring that the industry's credibility on the facts, its proactive engagement and willingness to problem-solve on policy matters is well-received in Congress.

In recent Capitol Hill discussions on lead in plumbing products and the House lead "ban" bill (HR 2076) introduced last session, PMI was thanked for its willingness to keep **Elizabeth Holmes Norton** informed as she and others determine what next steps are appropriate at the federal level on lead health threats, particularly as they relate to children. Norton and key senior staff for House Energy and Commerce Chairman **John Dingell** recently noted the industry's progress in agreeing to reduce the existing lead leach standard with NSF and to press for important revisions to clarify key elements of the California lead law. Dingell's staff is following California developments and wants to continue talks on how to go forward at the federal level.

## Recent "Pause" on Lead

With PMI's credibility intact on the issue of where plumbing products fit in with the larger universe of lead threats, we don't expect – at least at this point – for key House and Senate Democrats to try and impose any further federal lead mandates on the industry before the election. The question has now become whether key leaders would be willing to advance a new federal lead standard based on PMI's model template from California in response to an emerging "patchwork quilt" of varying state lead requirements for plumbing products.

In addition to House staff's interest in tracking where California developments are headed before acting further, there are a few other factors that

have prompted a temporary pause on federal legislative efforts relating to plumbing products. One is that Rep. Norton's attention is being diverted by the realities of DC's controversial lead service line replacement program. The district has corrected its earlier water treatment problems. However, it has also spent \$93 million on replacing lead service lines for thousands of DC homes. While the utility is replacing the utility's portion of the service lines, less than 15% of DC homeowners have opted to pay to fix the lead service lines on their own side of the property line. Moreover, it appears the replacements are causing new lead spikes and aren't solving the problem. Norton just held a hearing on the issue this month, and is now intent on getting DC's difficulties worked out.

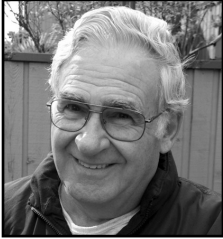
Another major development on lead is the political response to last year's headlines on lead in children's toys and Chinese imports. The House passed legislation before Christmas that focused on products under the jurisdiction of the Consumer Product Safety Commission (CPSC) intended for children up to age 12, while the Senate has been working to finalize a different version that would stop at products for seven year olds. They would like to agree on a narrow package and send a bill to the President by Memorial Day.

In the meantime, PMI will continue to work closely with both the House and Senate with regular discussions and a focus on ultimately addressing plumbing products with a consistent and reasonable regulatory framework.



Christian Richter

## With Deepest Sympathy...



**Kenneth H. Martin** Immediate Past President, **Ken Martin**, of Delta Faucet Company.

The Senior Mr. Martin passed following cardiovascular failure February 25 while scuba diving in

It is with deepest sympathy that we report the passing of the **Kenneth H. Martin**, father of PMI's

Bonaire. He is survived by his wife **Beverley**, sons **Ken** and **Todd** and their families, his brothers **Brian** and **David** and countless others. The Martin family was grateful he had one last glimpse of his beloved underwater.

On behalf of the membership and at the request of the family, in lieu of flowers, PMI made a donation to the Canadian Heart/Stroke Foundation.

PMI wishes the Martin family the best during this trying time.

## PMI Represented at European Conference



A aerial view of the 2008 CEIR attendees in Brussels, Belgium

PMI was once again represented by Executive Director, **Barbara C Higgins** (shown front row, second from the right) at the annual CEIR conference held this year in late April in Brussels, Belgium. CEIR is an association of European valve industry trade association executives and manufacturers. (Note the reference to CEIR in the article about **Fred Fraisse** on page 5 of this issue of PMI News.)

Topics discussed at the conference included the issues of product counterfeiting and intellectual property infringement, harmonization of certification and product performance testing protocols. Ms. Higgins updated the group on U.S. issues including the state of the housing industry, and PMI's initiatives regarding lead-in-products legislation, water efficiency/green building, international networking and the new micro site.

The session included a private tour of the European Parliament for attendees.

CEIR has proven to be a valuable organization for PMI. In addition to information exchange, among the relationships built and fostered there include **Andreas Dornbracht** (whose company has since joined PMI) and **Yvonne Orgill** and the Bathroom Manufacturers Association (BMA) with which PMI has signed a Memorandum of Understanding. In addition, **Maurizio Meloda** (shown front row, third from left) of Italy's Ottone-Meloda attended a PMI meeting. Mr. Maurizio is the 2009 president of CEIR.

Don't Forget...  
PMI will be closed May 26  
for the Memorial Day  
holiday.

### 2008 PMI LEADERSHIP

#### Executive Committee

**Rodman Ward**, Speakman Company  
President

**Walt Strader**, Price Pfister  
First Vice President

**Lee Mercer**, Moen, Incorporated  
Second Vice President

**William Ball**, WCM Industries, Inc.  
Treasurer

**Ken Martin**, Delta Faucet Company  
Immediate Past President

#### Directors at Large:

**Jeff Baldwin**, T&S Brass & Bronze Works  
(1/08-12/08)

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

**Tim Kilbane** Symmons Industries, Inc.  
(1/08-12/10)

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

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

**Stewart Yang**, Kohler Co.  
(1/08-12/10)

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Executive Director

**Shawn E. Martin**  
Technical Director

**John W. Hasemann**  
Operations Director

**Amy Berg-Ferguson**  
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**Diane Turuc**  
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Legal Counsel  
Jones Day

**Christian Richter**  
Government Affairs  
The Policy Group, LLC

**Dan Hinkle**  
Texas Lobbyist

**Jerry Desmond, Jr.**  
California Lobbyist  
Desmond and Desmond

**Martin "Matt" Fisher**  
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Johnson Haley LLP

**Rashod Johnson**  
Technical Support Consultant  
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