



Collaboration: It's the Name of the Game

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



Jack Krecek

Fully one third of 2011 is now in the history books and we have seen a number of positive moves forward for our association. Plumbing Manufacturers International was adopted as our new name and we went into the spring meeting with an aggressive agenda. Those of us that selected **James Carville** as the keynote speaker not only survived the decision, but found that the membership in attendance saw his

address as an entertaining and compelling commentary about current events.

From there, the PMI membership in attendance at the Spring Meeting went on to execute the first dual track meeting agenda. While the technical agenda – the core of PMI's value proposition – went on as usual, about 40% of the total attendees opted to experience the marketing track. It became obvious that the demand for collaboration at the marketing level was greater than expected. Discussions about crises communication, marketing research, data reporting, global benchmarking with other trade associations, web strategy, and social media went on for an entire afternoon. The conversations were relevant and action-oriented while being kept in a context that would appease even the most apprehensive antitrust attorney. Our thanks go out to **Rick Reles, Tom Liebhardt, and Paul Patton** for coordinating and hosting this inaugural event.

While change is nearly always introduced by new leadership, I think it's important to also reflect on the things that don't need to change. As I sat through the meetings, a number of things came to mind that I'd like to see stay the same.

Member Engagement – PMI meeting attendees are among the most engaged participants of any trade association I have ever been a part of. Nobody attends the meeting that does not genuinely want to be there, and these are among the

most serious working meetings I have experienced. Those that attend these meetings are extremely qualified to be there and they represent their companies' interests admirably.

Willing To Try New Things – PMI meeting attendees are ready for new experiences and we found this with the active participation in the second Habitat for Humanity project at the front end of the conference. We also had nearly 100% of attendees participate in the first ever Dine Around event which offered an entertaining alternative to the typical banquets. We will be testing this willingness further with the CEO forum scheduled for the Fall Conference. For the first time, PMI will host eight member CEO's in a panel discussion moderated by noted journalist and author, **George Will**. It was gratifying to see the support for this concept cascade from the Executive Committee to the Board of Directors to the membership at large. It promises to be a great event.

Treating Fellow Members With Respect – PMI is an organization of competitors, and we have our share of difficult conversations and professional disagreements, however, there is always a tremendous amount of professional respect among attendees.

As we head into summer, and a fourth PMI strategic Think Tank session, it is important to keep focused on what should change as well as what should stay the same.

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By: Barbara C. Higgins, Executive Director

PMI's new branding initiative was launched earlier this year to better reflect our evolution toward new objectives and initiatives. As our industry has 'gone global', PMI works to stay ahead of the curve and to keep you apprised of issues and trends. 2011 has already seen PMI's presence around the world as we build upon our existing global networks, form new ones and provide a platform for the exchange information.



Comparing best association practices at ISH, Frankfurt: Paul Degnan (2nd from left) and Tim Fisher (far right), ENWARE for PPIG-Australia, Yvonne Orgill, BMA-UK (left) and Barbara Higgins PMI-USA

As reported at the PMI Spring Conference, we used the opportunity of the recent ISH trade show in Frankfurt, Germany, to meet with our trade association counterparts from Australia and the UK. As a result of the productive meeting, we are working on ways to more efficiently share information through our websites and publications, maximizing the intent of our Memoranda of Understanding with these organizations.

The 52nd annual CEIR-European Valve Conference was held at the end of April in Istanbul, Turkey. Agenda topics included water efficiency and new limits on the lead content of plumbing products in the United States, as well as emerging issues. I provided an update on our economy, industry initiatives issues and events in the US including the evolution of our new "International" moniker. **Yvonne Orgill** of the Bathroom Manufacturers Association (BMA), did the same from the UK per-



CEIR attendees pose for a photo before heading back to their respective countries

spective. Reports were also delivered by **Ugo Pettinaroli** of Italy, **Ahmet Cosan** of Turkey, **Maite Serra** of Spain and **Stephanie Uny** of the CEIR secretariat in Belgium.

In parallel with trade associations around the world, the CEIR Board of Directors addressed the need to streamline meetings and to continually ensure value to conference attendees. Traditionally, CEIR has been organized around three Product Commissions (PCs) which deal with standardization, market, production and technical questions. The Product Commissions each with its own president, define the standardization policy, approve the annual report and yearly revised work programs of the Technical Commissions (TCs) and issue directives for their operation. In some cases topics (e.g. safe drinking water) appeared on multiple agendas. To maximize the efficiency of the conference, future meetings will follow the template used by both the BMA and PMI which divides the meeting by issues (rather than by products), along technical and marketing lines.



Mert Karsau, Vitra; Barbara Higgins, PMI and Merve Seyhoglu, Vitra

PMI has participated in CEIR conferences since 1999 and through the affiliation has built strong relationships with allied organizations and manufacturers around the world. Next year's conference will be held in France.

Following the CEIR conference and again maximizing the travel opportunity, I was delighted to visit the manufacturing facilities of PMI member, Vitra, located in Bozoyuk, Turkey, about 2 ½ hours southeast of Istanbul. The facility is billed as the world's largest manufacturing facility under one roof. Vitra Vice President **Ataly Gumrah** joined **Mert Karsau**, Sales Services Manager (whom many of you will remember from PMI meetings), **Merve Seyhoglu**, Assistant



The power behind the 'throne'. Plumbing Association Executives: Yvonne Orgill, BMA-UK, Maite Serra, Agrival-Spain and Barbara Higgins, PMI-USA

Key Account Manager, and **Berkay Kardes**, Product Manager in extending greetings during the orientation. Following lunch with **Mehmet Mercan**, Plant Manager, and a visit to the Vitra showroom in a posh section of Istanbul, we rested up for dinner along the Bosphorus.

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Circling Back: Another Chance to Work with PMI

By: **Jim Galvin**, PMI Senior Technical Consultant



Jim Galvin

Coming back to PMI after my four-year hiatus has been an exhilarating mix of the old and the new! I am pleased to be serving as PMI's senior

technical consultant and working again with my friends in the industry. I very much enjoyed the 2011 Spring Conference in March but I must say that having only signed on in February, it has been a fast track, to say the least!

PMI has become increasingly collaborative over the years. The work on the hexavalent chrome issue and now on the Johns

Hopkins study demonstrates the ability of our group to work together quickly and effectively. There has been a nice transition too from the usual suspects (**Norm Kummerlen**, **Pete DeMarco**, **Sally Remedios** and **Shabbir Rawalpindiwala**) to the new guard (**John Watson**, **C.J. Lagan**, and **Charles Hettrick**, with Shabbir still holding down the Kohler fort.)

Another important transition has been the recent move to include more marketing folks in PMI activities through the dual track conference format. Interestingly, the core of our technical work is working to find common ground. For the most part, we come to the table with shared similar ideas. Marketing on the other hand is very divergent and brings together groups with very different thoughts and ideas. As a technical

person looking in from the outside, it seems to me that there are multiple ways to solve a marketing issue. This exciting dynamic means greater exposure and outreach to prospective members as well as a channel to top management. The result is an opportunity for PMI to provide added value to members and the organization itself. The new branding initiative, for example, the effort to get out the new name and look, rests heavily with the marketing group.

So the bottom line is that I am happy to be back with PMI. Don't hesitate to call me with your questions and issues. I am ready, willing and able to serve!

Editor's Note: Contact Jim by email: jgalvin@pmihome.org or by calling either PMI headquarters 847-481-5500 or Jim's cell phone 941-993-9520.

On the Road Again—continued

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The next day, Tuesday May 5, we headed out bright and early through the rolling green hills of the countryside to Bozoyuk. We were greeted by **Kazim Erdem Aksoy**, Customer Service Specialist for a tour of the design center and vitreous plant. The Operations Manager joined us for a lunch of traditional Turkish foods and then it was off to the faucet plant for a tour conducted by **Kubilay Selsik**, Quality Assurance Manager. Look for the full story (and more photos) of the Vitra tour in the July/August issue of *PMI News*.



Ramazan Koroglu, Ahmet Cosan of Valfsel-Turkey with Barbara Higgins, PMI



Atalay Gumrah, Vice President of Vitra

PMI's international outreach in 2011 will round out with PMI's participation in the World Plumbing Council meeting in Scotland and the BMA conference in England. We are making good progress in our search for a new Technical Director to share some of the international responsibilities and to maximize the technical information exchange with our partners.

Plumbing Manufacturers International is living up to its name and you, our members, will be the beneficiaries of our extended reach. Stay tuned!

PMI Hosts First of Its Kind V.I.P. Industry Panel at Fall Conference

PMI is very excited to host a V.I.P. industry panel during the Fall Conference, which will take place September 18-21 at the Liaison Capitol Hill in Washington, D.C.

Following a reception and dinner Sunday night, the panel discussion will kick off the conference on Monday, September 19. Invited speakers include **Don Devine**, American Standard; **David Kohler**, Kohler Company; **Andreas Dornbracht**, Dornbracht; **Steve Woodford**, WCM Industries; **Tim Jahnke**, Elkay Manufacturing; **David Lingafelter**, Moen Incorporated; **Keith Allman**, Delta Faucet Company and **Tim O'Keefe**, Symmons Industries.

George Will, noted columnist and political pundit, will serve as the moderator for this important and historical event.

Watch for more information on this event. You won't want to miss it!

Meet David MacNair, Government Affairs Committee Co-Chair

By: Amy Berg-Ferguson, Association Manager

“Attitude is almost everything. Look for the good, useful and interesting in everyone and you will find it.” This is the outlook on life **David MacNair** carries with him on a daily basis. This upbeat mentality has served David well as he serves as a co-chair of the Government Affairs Committee and as he celebrates 13 years of employment with the InSinkErator division of Emerson Electric Co. He currently serves as the Vice President of Marketing and Emerson Appliance Solutions Brand Officer.



The MacNair family: David, Margaret, Elizabeth and Lisa

David has spent the last three years involved with PMI, the last year as a committee co-chair. He stated, “I want to learn more about the industry. In my InSinkErator role, I am leading our environmental strategy, which includes a great deal of time, effort and dollars engaging with North American municipalities as they work to implement environmentally responsible systems for managing food waste.”

When asked why InSinkErator was a member of PMI, he said without hesitation, “InSinkErator wants to stay abreast of plumbing codes in general and green codes in particular. PMI can become a representative of our company in the code hearing process.”

David has a wealth of experience in Marketing. “Prior to coming to work for InSinkErator, I worked for Sunbeam as Director of Marketing for Healthcare Products and I also worked for Polaroid Corporation, in Cambridge, Massachu-

setts. I held several sales and marketing positions, including manager of worldwide new product development,” he said.



Out on the water, a favorite place to be

It was during his time with these well-known corporations that David developed his philosophy on management, “I try to assemble a diverse group of smart, ambitious people, work hard to develop and communicate a common set of goals and strategies and then let them go. It’s okay if we stub our toes once in a while, as long as we learn from it. Thoughtful research and planning are key but they must be coupled by passionate execution.” When asked if he had a true secret to his success, David responded simply, “I always try to put myself into situations and organizations where I’m surrounded by people smarter than me. I figure eventually some of those smarts will rub off on me.”

The genesis of David’s business smarts came with his Bachelor of Arts degree in Economics from Claremont McKenna College. He then pursued his Masters of Business Administration in Marketing from University of Washington. During his youth in the Seattle area, David developed a love of the water and boats. “My favorite places are boat docks, bodies of water and hanging around small boats,” he said thoughtfully. He lists his favorite vacation spot as Chatham, Massachusetts and says power boating, kayaking, hiking, photography and travel as his favorite hobbies.

Also sharing his love for the water is his wife **Lisa**, to whom he has been married

since 1984. Together they are the parents of **Margaret**, 21 and **Elizabeth**, 19. Margaret is preparing to graduate from Gettysburg College in May with a Political Science major and a French minor and Elizabeth is a sophomore at University of Dayton majoring in Marketing, just like her dad. Elizabeth will be studying in New Zealand in the fall of 2011.

David says his favorite book is *1984* by **George Orwell** and he loves to listen to any type of pop/rock/blues/alternative music, “I love anyone from **Dick Dale** to **Van Morrison** to The Kinks to Talking Heads to Spoon,” he said.

He turns reflective when discussing the most influential person in his life, “Without a doubt, my father is the most influential man I’ve known. By example, he taught me honesty, a good work ethic and the strength to resist false messages. He loved and protected his family in ways that I’m still learning to this day.”

The conversation turned a bit lighter when David was asked what his pet peeve might be. “I can’t think of one. I’m pretty easy going in most ways. If I had a major pet peeve, I’d have to give credit to **Dave Barry** when he talks about people who send email that requires a response, but then they have one of the spam filters on their email. So you get an email back from them that requires you to click on a link to allow the person to receive your response!”

David had a very surprising answer when asked what people would be most surprised to know about you. “I spent a week in the Soviet Union in 1979 and I was detained by East German police in East Berlin.” Quite a surprise indeed!

At the close of the interview, David had this to say, “Here’s to Barb, her staff and the membership! A more professional and forceful group I’ve never seen.” Well said, David. Well said.

PMI “Let the Good Times Roll...Again” at Spring Conference

Plumbing Manufacturers International (PMI) hosted its Spring Conference, March 27-30, 2011 at the Hotel Monteleone in New Orleans, LA. “Let the Good Times Roll...Again” was the theme for this meeting. The theme captured the idea that as the economy picks up speed and member companies see their business expand, the good times will come back to manufacturers.

The meeting started on Monday, March 28, with an opening keynote presentation by political strategist **James “The Ragin’ Cajun” Carville**. Carville spoke on the political environment in Washington, D.C., and offered his opinion on world issues. **Terry Swack** of Sustainable Minds, LLC followed Carville and spoke on the subject of Life Cycle Assessment. Continuing on the topic of sustainability, **Scott McDougall** of TerraChoice examined green marketing issues. **Pat Cleary** of Fleishman-Hillard gave a spirited presentation on crisis communications and **Norbert Gannon** of the U.S. Department of Commerce presented on anti-dumping issues. **Simone “the Demo Diva” Bruni**, whose life changed significantly after Hurricane Katrina when she saw an opportunity to create a new reality for herself in the residential demolition business, offered a lasting impression to close the meeting.

Prior to the conference and in addition to learning from Bruni’s story of rebuilding after Hurricane Katrina, 11 PMI members and staff participated in a Habitat for Humanity project in New Orleans’ Ninth Ward neighborhoods still recovering from the 2005 devastation. PMI volunteers also saw the progress on Make It Right Foundation’s largest, greenest neighborhood of single-family homes in the U.S., as well as the completed success of the New Orleans Habitat Musicians Village. Supporting these efforts, a financial donation was presented to the New Orleans Area Habitat for Humanity during the PMI 2011 Spring Conference.

The PMI 2011 Spring Conference saw a new feature – a separate marketing track was offered in addition to the traditional, technical track. This new, dual-track system generated a great deal of interest and welcomed 12 first-time attendees.

PMI Past President **Lee Mercer** was bestowed with a plaque for his service during 2010 and received a gift certificate to be used for flying lessons. In a nod to his desire to fly, he also received a pilot’s scarf and goggles. Departing Board member **Fred Fraisse** of NEOPERL also received a plaque as a thank you for his service to the PMI Board.

PMI President **Jack Krecek** of Elkay Manufacturing Company also welcomed two new Board members, **Paul Patton** of Delta Faucet Company and **Tim Schroeder** of Duravit USA; and a new Member Service Committee co-chair, **Tom Liebhardt** of Moen Incorporated.

Bidding adieu, **Sally Remedios** of Delta Faucet Company was recognized for her

many years in the plumbing industry. Remedios has retired, but will continue with Delta on a consulting basis.



PMI’s Habitat for Humanity volunteers: Sally Remedios, Delta Faucet Company; C.J. Lagan, American Standard Brands; Lee Mercer, Moen Incorporated; John Watson, Sloan Valve Company; Oliver Schöttke, Dornbracht Americas; Pete Jahrling, Sloan Valve Company; Dale Gallmann, Bradley Corporation, Barbara Higgins, PMI; Heather West, Heather West Public Relations, Jack Krecek, Elkay Manufacturing Company and Fran Krecek, Elkay Manufacturing Company



C.J. Lagan and Jack Krecek work the saw



Sally Remedios works on residing the house



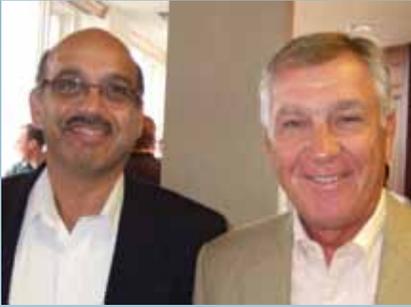
Oliver Schottke hammers in the last of the siding



Precious cargo! Jack Krecek gives his wife Fran a lift on the building site

More photos on pages 6–7 and on the www.pmihome.org website.

PMI Spring Conference 2011 in New Orleans, LA



Prospective Member Arvind Karandikar, Ticona Polymers and Jim Galvin, PMI



First Time Attendee Brian Jones and Paul Patton, Delta Faucet Company



First Time Attendee Dawn Renee Robinson, Vitra USA



First Time Attendee Jeannette Long, American Standard Brands



First Time Attendee Ken Gallagher, T&S Brass and Bronze Works



First Time Attendees Kurt Backlund, Delta Faucet Company and Brian Hinson, KWC America



First Time Attendee Margo Mee, Haws Corporation



First Time Attendee Matt Schmitt, InSinkErator



Prospective Member Michael Miller, LSP Products



Prospective Member Myron Lee, Mueller Brass



Prospective Member Tim Keck, Mueller Brass



Kate Jakubas and Fran Krecek, both of Elkay Manufacturing Company and Elise Simcoe, PMI meeting assistant

Let The Good Times Roll ... Again!



Lee Mercer, Moen Inc., shows off his PMI Presidential parting gift flight gear to Shabbir Rawalpindiwala, Kohler Co.



Ned Dickey represented CSA as a bronze level sponsor



Past President Lee Mercer receives a token of appreciation for his service from current PMI President Jack Krecek



PMI Executive Director Barbara Higgins and Crisis Communications expert Pat Cleary, Fleishman Hillard



PMI Graphic Designer Maureen Baird and James Carville



PMI members presented Sally Remedios, Delta Faucet Company, with a cake to celebrate her retirement



PMI President Jack Krecek presents outgoing board member Fred Fraisse, NEOPERL, with a plaque for his service to PMI Board



PMI President Jack Krecek wields the big gavel, calling the meeting to order



PMI President Jack Krecek and Keynote Speaker James Carville



Simone Bruni, the demo diva and Amy Berg-Ferguson, PMI



Steve Woodford, WCM Industries



The Tim Laughlin Trio entertained conference attendees during dinner

PMI Members in the News

Assembled by: Amy Berg-Ferguson, Association Manager

The Plumbing Manufacturers Institute has changed its name to **Plumbing Manufacturers International**.

(Architectural Products, April 2011)

Moen Incorporated's new Vandal-Resistant Eco-Performance Showerhead was featured in the *Information Showcase* section of magazine.

Hansgrohe's Pure Vida showerhead, **Delta Faucet Company's** H₂Okinetic Technology, **Kohler Co.'s** Rainhead Collection, **Symmons Industries' De-gas Collection** and **American Standard Brand's** multifunction shower systems were featured in the *Shower Systems* section of the magazine.

The *Green Scene* section featured **Sloan Valve Company's** Bio-Deck sinks.

(PM Engineer, April 2011)

American Standard Brand's Studio, Tropic and Evolution series of toilets, **Hansgrohe's** Raindance showerhead and **Bradley Corporation's** HALO eye/face wash were featured in the *New Products* section of the magazine.

AQUS, a small-scale water reuse system from **Sloan Valve Company**, was recognized by *Reeves Journal* sister publication *PM Engineer* magazine for generating the second highest number of reader inquiries from all plumbing products featured in its magazine or e-newsletter in 2010. In addition, **Sloan Valve Company** has released a Continuing Education Unit course, "Next Generation Green Restroom Design," which qualifies for one credit hour for American Institute of Architects, Green Building Certification Institute and Construction Education members.

(Reeves Journal, April 2011)

Kohler Co. made a \$1 million product donation to assist Habitat for Humanity

affiliates' in Texas and California in 2011. The company donated high-efficiency toilets, showerheads and bathroom faucets.

Elkay Manufacturing Company's EZH₂O bottle filling station, **Gerber Plumbing Fixtures** GS-310 PLUS Valve, **Moen Incorporated's** Ultra-Low Flow showerheads and **T&S Brass and Bronze Works** ChekPoint EC-3106 electronic faucet were featured in the *Top Products of 2010* section.

(Supply House Times, April 2011)

BrassCraft Mfg. Co. has added another tool to its website, a comprehensive Wholesaler Locator. The new Locator offers quick access to BrassCraft wholesalers, their locations and contact information. To try this new feature, visit www.brasscraft.com/locator.

American Standard Brands' Savia collection of bathroom products and **Kohler Co.'s** Elevance Rising Wall Bath were featured in the Editors Choice section of the magazine.

(Contractor, April 2011)

Moen Incorporated's five new Eco-Performance shower systems, which are certified to meet WaterSense criteria and can contribute toward LEED points were featured in the *Products that Work* section of the magazine. Also featured were **Sloan Valve Company's** water-free urinals and solar-powered faucets, which were installed at the Vanke Centre in Shenzhen, China.

(Building and Construction, April 2011)

Speakman Company's Anystream 360^{OTM} showerhead was featured in the K/BIS pics section and **American Standard Brands' Berwick** collection was featured in the *Kitchen/Bath Product News* section of the magazine.

Kohler Co, TOTO USA, Moen

Incorporated and **American Standard Brands' products** were noted in the *Showroom Style* section of the magazine.

American Standard Brands' successful refinancing was the focus of the *Rebuilding the Brand* column.

(The Wholesaler, April 2011)

David Lingafelter, President of **Moen Incorporated**, was featured in a *PM Profile*.

Symmons Industries, American Standard Brands, Bradley Corporation and **Sloan Valve Company** products were featured in the *Products and Literature* section.

(Plumbing and Mechanical, April 2011)

Gerber Plumbing Fixtures has announced that it has donated water-saving fixtures and faucets valued at \$5,000 to Atlanta Habitat for Humanity's retail outlet, the ReStore. All proceeds from the ReStore are used to help fulfill the mission of Atlanta Habitat.

American Standard Brands' Prosite helps professionals work smarter with time-saving tools that help users locate precise products, spec sheets, photography, color swatches and installation instructions. To experience the site, visit www.americanstandardpro.com.

(Southern PHC, April/May 2011)

Speakman Company has introduced the Anystream[®] Counter Display Program, a turnkey way for plumbing wholesalers to sell Speakman Anystream showerheads.

T&S Brass and Bronze Works' AXION MSR emergency eyewash station was featured in the *Industry News* section. The eyewash station is an eye/

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PMI Members in the News

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face wash specifically designed to operate in concert with standard healthcare protocols and the natural function of the human eye.

The *Industry News* section also noted **Kohler Co.'s** UltraGlide valve platform.

Moen Incorporated is the sponsor of “*The Koppersmith Project*,” a home restoration project featured on the nationally syndicated TV show *Today's Homeowner* with **Danny Lipford**. The Koppersmith home is a Tudor built in 1926 that fell into disrepair over the years. Danny Lipford will showcase the restoration of the Mobile, Alabama home over 13 episodes of his show.

Hansgrohe is one of the first manufacturers to participate in IAPMO's R&T Inc. green certification testing for their products. Several of Hansgrohe's showerheads, handshowers and bath and kitchen fixture fittings have been evaluated by this third party plumbing product certification agency.

Caroma announced the return of its “*One Flush Makes a Difference*” promotion in honor of earth month. Last year's promotion was such a success that Caroma is offering it again this year, this time over a span of five months. Through June 30, 2011, North American customers (Canada exempt) can visit www.caromausa.com/oneflush to receive a coupon for 50% off the list price of select Caroma toilets or sinks at participating retail locations.

The *Product News* section featured **American Standard Brands' Cadet®3** Concealed Trapway WaterSense® certified toilet, **Moen Incorporated's M•Power™** sensor-operated faucet, **TOTO USA's** Double Cyclone toilet and **Symmons Industries** TempControl 6-Series valves.

(The Wholesaler, March 2011)

Fluidmaster recently announced the addition of two new regional managers to its wholesale plumbing channel sales team. **Mike Walter**, Fluidmaster's new regional sales manager, will supervise the east region, while **Jeff Peterson**, also a regional sales manager, will direct the west region. **Dan Mudge**, director of sales, wholesale channel, for the last two years will also cover the central region while supervising this team and the company's national sales efforts moving forward.

Woodford Manufacturing Company and **InSinkErator** were featured in the *PHC Industry Website* section.

InSinkErator announced its continued support of the Plumbing-Heating-

Cooling Contractors (PHCC) Educational Foundation's 2011 “*Invest in Your Future*” Annual Giving Campaign. The campaign is a collaborative effort of InSinkErator, the PHCC Educational Foundation and PHCC National Auxiliary.

For more than two decades, **InSinkErator** has pledged an annual donation of \$25,000 to help fund educational efforts aimed at benefiting today's contractors, as well as scholarships to help develop the industry's future leaders. Those who supported the industry in 2010 had a one-third matching gift from InSinkErator applied to their donation.

(Southern PHC, February/March 2011)

Bradley Corp. Hosts Groundbreaking for Germantown Plant

Bradley Corporation recently hosted a group of officials and representatives from state, county and local governments, as well as business representatives to break ground for its new manufacturing plant in the Germantown Business Park. The 90-year-old manufacturer of plumbing fixtures, restroom accessories and emergency equipment projects that the new plant will be operational by the end of the year or early 2012.

The groundbreaking featured appearances and speeches by Lieuten-



Bradley Corporation groundbreaking

ant Governor **Rebecca Kleefisch**, Department of Natural Resources Secretary **Cathy Stepp**, State Deputy Secretary of Commerce **Mike Klonsinski**, State Representative **Dan Knodl** of Germantown, as well as Village of Germantown officials **Dean Wolter** and **Dave Schornack**, Washington County Economic Development Executive Director **Christian Tscheschlock**, and representatives from **Senator Ron Johnson's** and **Herb Kohl's** offices.

The Germantown site is located several minutes from the company's Menomonee Falls headquarters and original plant, and will be the primary manufacturing location for a variety of commercial washroom products. The new facility is planned to measure approximately 190,000 square feet and may expand in future years to over 300,000 square feet.

By: Jerry Desmond, Jr., PMI California Legislative Advocate



Jerry Desmond, Jr.

Governor Jerry Brown has appointed a new Director for the Department of Toxic Substances Control that is involved in two separate processes that impact PMI member companies.

In addition, the California Legislature is concluding the first round of policy committee hearings as 2,400 pieces of legislation are considered in the Senate and Assembly in advance of a May 13 deadline for passage through this stage. Bills being considered address meters, graywater, hexavalent chromium, green chemistry and other subjects.

Department of Toxic Substances Control

New Director - Governor Jerry Brown has appointed **Deborah Raphael** as Director of the Department. The announcement:

Deborah Raphael, 51, of San Rafael, has been appointed director of the Department of Toxic Substances Control. Raphael has been the program director for toxics reduction, green business, and green building at the San Francisco Department of the Environment since 1999. Previously, she was a senior environmental program manager at the City of Santa Monica from 1993 to 1999. Raphael is a co-chair of the Green Ribbon Science Panel. This position requires Senate confirmation and the compensation is \$142,965. Raphael is a Democrat.

Ms. Raphael is transitioning into this position and officially takes the helm of the Department on May 23. We look forward to establishing a positive working relationship with the new Director.

Lead in Plumbing - the Department informs us that it has distributed the first round of notification letters to both:

[a] those manufacturers with products where the Department has found that lead is present at levels above the statutory limit; and

[b] those manufacturers with products where the Department has found that lead is present at levels consistent with the statutory limits.

The Department tells us informally that it doesn't believe any PMI members fall into category [a]. The manufacturers in that category are now responding to the Department's findings. This will be followed by the Department's web-posting of the results of its product testing.

Green Chemistry - PMI is participating in meetings being conducted by the Green Ribbon Science Panel [GRSP], including the recent May 5 and 6 meeting in Sacramento, as this panel advises the Department of Toxic Substances Control [DTSC] on three subjects:

- Chemical identification and prioritization
- Product identification and prioritization
- De minimis and unintentionally-added chemicals.

Our Green Chemistry Alliance [GCA] is also conducting briefings with groups of GRSP members to present our position on these issues.

The GRSP process will result in the Department's issuance of a new "safer consumer product alternative" regulation, perhaps later this year, for public review and comment. The appointment of a new Director will facilitate the progress of this effort.

In addition, SB 178 [Simitian] is a vehicle for possible revisions to the statutes that require these regulations. The bill has passed the Senate and now proceeds to the Assembly. In its current form, the bill only authorizes the GRSP to form subgroups and is not of concern.

Industrial Water Use BMP's Commercial, Industrial and Institutional Task Force

Legislation enacted in 2009 requires the state Department of Water Resources, in conjunction with the California Urban Water Conservation Council [CUWCC], to convene a task force to develop alternative best management practices [BMP's] for Commercial, Industrial, and Institutional [CII] water users.

The CII Task Force [CII TF] is assessing the potential statewide water use efficiency improvements in CII sectors that would result from implementation of the alternative BMP's. A report with recommendations will be submitted to the legislature by an April 1, 2012 deadline.

PMI is a member of the CII TF, and will be participating in the third, May 17 meeting of the CII TF.

Actions taken during the previous meeting include ratification of the CII TF Charter and designation of Toby Roy [San Diego County Water Agency] as the CII TF Chair.

Most significantly, the CII TF decided to focus on four initial industrial sectors for technical experts' investigation and possible recommendations on alternative BMP's to reduce water use. They are:

- food and beverage processing;
- high tech [including bio tech];
- petrochemicals; and
- textiles.

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2011 Legislation

Meters in Multiunit Structures

- AB 19 [Fong] would mandate that water purveyors adopt policies requiring that multiunit residential structures or mixed use residential and commercial structures that apply for water connections after January 1, 2014, have submeters measuring the water supplied to each dwelling unit.

Graywater Building Standards

- AB 849 [Gatto] would repeal the authority of a city, county, or other local agency to adopt building standards that prohibit entirely the use of graywater.

Submeter Testing - SB 744

[Wyland] would provide that a water submeter is not considered “placed in

service,” prior to its installation, if the water submeter is to be used in a multi-unit residential structure. It would also provide that any water submeter tested by a regularly-calibrated test bench shall be deemed to be sealed and approved for commercial use.

Rainwater Capture – AB 275

[Solario] would allow a residential, commercial, or governmental landowner to install, maintain, and operate a rainwater capture system for indoor non-potable water use.

Hexavalent Chromium – AB 403

[Campos] would authorize the Department of Public Health to adopt the primary drinking water standard for hexavalent chromium without the

review or report of any agency, if that agency has not done so within 90 days of DPH requesting the report or review.

Drinking Water – AB 1194 [Block] would make changes to the California Safe Drinking Water Act [SDWA] to conform state drinking water law to federal law.

Property Disclosures – SB 837 [Blakeslee] is intended to inform prospective purchasers of residential property of existing requirements by requiring disclosure of water-conserving plumbing fixtures in the statutorily-required transfer disclosure statement.

Bryan Mullett Receives ‘Forty Under 40’ Award



Bryan Mullett

Bradley Corp., announces that **Bryan H. Mullett**, president of the company's Fixtures Business Group, was

awarded the *Business Journal's* ‘Forty Under 40’ Award for 2011. The 18th annual award honors forty Milwaukee-area individuals under the age of 40, who are making a positive difference in their professions and communities.

Mullett's nomination was chosen by a panel of judges among more than 230 submissions from the greater-Milwaukee area. Highlights of his nomination included his growing involvement in leading Bradley Corporation's fixtures business, and how he feels a deep sense of responsibility as the fifth generation of

his family to lead the business, which is celebrating its 90th anniversary this year. “I feel like I have an obligation to build on the foundation that's been created for future generations,” Mullett said.

In addition to his leadership role at Bradley, Mullett has also shown his commitment to ice hockey, and has been the assistant coach at Arrowhead Union High School in Hartland for 10 years, helping to bring home a state championship for the program for the 2008-2009 school year. The passion for ice hockey runs deep throughout the Mullett family: The Howard G. Mullett Ice Center was donated by Bryan's father, **Donald Mullett**, to the Arrowhead School District and was named for Bryan's grandfather, **Howard G. Mullett**.

In addition to carrying on two important family traditions – one by leading a thriving manufacturing business and another by inspiring young hockey players to play

and learn life lessons from his favorite sport, Mullett stays active in the community. He is an ongoing contributor to the United Way, the Menomonee Falls High School Foundation, Plumbing Manufacturers International, Young Presidents Organization, and other associations.

Mullett also enjoys hunting and has traveled abroad on various hunting expeditions. He resides in Hartland, Wis. with his wife **Nicole**, and their three young children.

“Just like other years, it was very difficult to pick just 40 winners as there were many nominees who are making a major impact in their business or in our community,” says *Business Journal* editor **Mike Kass**. “But we've always stuck to the Forty under 40 because it represents a turning point in a person's career, a time in their life when they are still climbing the corporate ladders and trying to make a difference”

2011 Legislator of the Year Awards Presented

Members of the PMI Executive Committee and PMI Executive Director **Barbara Higgins** traveled to Washington, D.C. to present **Senators Barbara Boxer** (D-CA) and **James Inhofe** (R-OK) and **Congressman Tom Petrie** (R-WI) with the Legislator of the Year award. These elected officials were recognized for their support of the lead bill signed into law January 4 by **President Obama**. The bill harmonizes maximum lead content of plumbing products.

The Legislator of the Year award is a rare honor, bestowed upon only four people since 1998. **Jack Krecek**, PMI President; **Stewart Yang**, PMI First Vice-President and **Lee Mercer**, PMI Immediate Past-President, were on hand with Barbara Higgins and PMI Washington, D.C. office staff, to express their thanks and present the well-deserved awards to their recipients.



PMI First Vice-President Stewart Yang, Kohler Co. and Congressman Tom Petrie (R-WI)



PMI Past-President Lee Mercer, Moen; Bettina Poirier, Committee on Environment and Public Works; Senator Barbara Boxer (D-CA); PMI President Jack Krecek, Elkay; and PMI Executive Director Barbara Higgins



Lee Mercer, Senator James Inhofe (R-OK), and Jack Krecek



Stewart Yang, Barbara Higgins, Congressman Tom Petrie (R-WI), Jack Krecek and Lee Mercer

PMI Celebrates AWE's Open House



Barbara Higgins, PMI and Mary Ann Dickinson, President and CEO of AWE

The Alliance for Water Efficiency had an open house on April 13, 2011 to showcase their new office space in downtown Chicago. Local AWE members and partners were invited to come, mingle and help AWE staff celebrate their new space.

Note that the June 7 meeting to review the Johns Hopkins study on *Legionella* will be held at the AWE office.

2011 PMI LEADERSHIP

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(1/11-12/13)

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

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

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