



## Clear Vision... Yesterday, Today and Tomorrow

By: Jeff Baldwin, PMI President and Engineering Manager, T&S Brass and Bronze Works



Jeff Baldwin

Over the years, PMI has gone through several evolutionary changes—from its inception as the Plumbing Brass Institute, to its renaming as Plumbing Manufacturers Institute, to today's Plumbing Manufacturers International. During that time, our focus and goals have flexed and changed but our overall message has remained largely the same. We still strive to be the Voice of the Industry leading innovation

and legislation, dedicated to and serious about water efficiency, performance, health and safety. The ways we go about that mission and the vehicles that drive us there have evolved over time as both technology and our understanding of our world evolves.

Throughout these changes our mission has always been strong. PMI continues to provide a forum for the exchange of information and industry education. We promote water efficiency, health, safety, quality and the environmental sustainability of plumbing products while maximizing consumer choice and value in a fair and open marketplace. We openly represent our members' interests and advocate for sound environmental and public health policies in the regulatory and legislative processes. Through the promotion and adoption of sound policies, the plumbing industry can continue to grow and expand in safe, sustainable and healthy ways.

Starting with our recently held Spring Conference in Austin, Texas, our primary focus for this year has been to get back to basics and to focus on our core values. As a group, we wanted to be sure our understanding of who we are, what we stand for, and where we are going is properly understood

and vocalized. Following a long process of introspection by our members and leadership, we have reaffirmed our mission and our goals, we take pride in the diligent work we've done to promote the health and safety of our products, and we look forward to accomplishing even more in the months and years ahead. Plans are in place to expand the Advocacy and Outreach efforts of PMI, to work alongside our Technical Team and help raise awareness of important issues, and to reach out to new audiences; plans that will help us sound the alarm when we need it and rally the troops; that will allow us to share important information with those who need it most, and provide a way for us to raise our voice in celebration when good things happen.

What we found is that we needed a new vision statement that encompassed all the things we've been and are today, and that clearly and succinctly states what we hope to achieve for the future. Through the efforts of our Advocacy and Outreach Committee, we considered several options before coming to a combination of four words; four words that on their own have strong meanings, that come together to make a statement with even bolder intentions. Four words that tell the story of our vision and what PMI works so tirelessly to achieve each and every day...

Safe, responsible plumbing. Always.

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By **Barbara C. Higgins, PMI Executive Director**



*Barbara C. Higgins*

April 15, 2013 marked my 15th anniversary with PMI. It is hard to believe how fast the time has flown! As you'll see by the 'sidebar' here, the

world was a different place in 1998 and so was PMI. The semi-annual conferences were dominated with not one but two golf outings, with a focus on social activities. Business was conducted during the conferences but there was not much interaction between conferences. The website had little content (understandably considering the times). There was no membership directory. In fact, there was no PMI staff. (PMI was managed by an independent company).

How things have changed in that time! PMI has expanded its value and reach through the services we provide and the network we have built. The PMI Board of Directors has just completed a two-day strategy session May 7–8 to map out where we go next and to prioritize our goals. Our strategic efforts are supported by the newly re-energized Strategic Advisory Council – a team of dedicated CEOs who will lend their visions and expertise to the Board in an advisory role. (Watch for details in future issues of *PMI News*.)

Like other industry trade associations, PMI is built on the premise that there is strength in numbers. Individuals or companies with similar interests group together in a formal, legal setting to build consensus and to then combine and amplify their collective voices to affect change on issues important to them. People are often surprised to learn that PMI operates with a staff of only four. Our efforts are maximized through the work of our members, a stable of consultants and through the partnerships we

have formed in this country and around the world. PMI has been an active member of the **Get The Lead Out of Plumbing (GTLOP)** industry coalition dedicated to educating the industry about the previously mentioned, impending legislation. We are charter supporters of The Storehouse of World Vision and its initiative to repurpose excess and obsolete inventory for the benefit of individuals who need the products the most. In April, PMI received the organization's Crystal Vision Award for its charitable work in bringing people and products together for the ultimate win/win! (See related story on page 4.)

In addition to a robust resume of domestic partnerships with groups like the **Alliance for Water Efficiency (AWE)**, **American Society of Plumbing Engineers (ASPE)** and the **National Association of Manufacturers (NAM)**, PMI has Memoranda of Understanding (MOUs) with various international groups to formalize the informal relationships that have growth over the years.

PMI currently has formal agreements with the **Canadian Institute of Plumbing Heating (CIPH)**, the **Bathroom Manufacturers Association (BMA-UK)**, **Plumbing Products Industry Group (PPIG-Australia)** and **IAPMO**. PMI is a member of the **World Plumbing Council (WPC)** and participates in meetings of the **CEIR** (the European Valve Association) throughout the world. In May, I will meet for the first time with **FECS** (the European Ceramics Industry Association) with the intention of building ties to that group. The conversations with these groups range from information sharing on important topics of the day, early warning of issues arising in specific areas that may come to rest here at home, and even 'best practices' related to the administration of our associations. It is these connections that make PMI truly "international" – a benefit which serves our members well.

*Continued on page 8*

## The World In 1998

- Cost of new house = \$129,300.00. Average USA Income per year = \$38,100.00. Cost of a gallon of gas in the USA = \$1.15. Average cost of new car = \$17,200.00. Cost of a US Postage Stamp = 32 cents.
- Exxon and Mobil merge to create the world's largest petroleum company
- President Bill Clinton makes his famous denial about former White House intern Monica Lewinsky, starting the Lewinsky scandal and investigations
- US announces first budget surplus in 30 years
- The European Central Bank is established in Frankfurt, Germany
- Windows 98 released by Microsoft and the United States Department of Justice (DOJ) brings anti-trust case against Microsoft Corp.
- E-commerce starts to take off as more and more companies create a presence on the Internet with their own web sites.
- The search engine Google is founded.
- 19 European nations agree to forbid human cloning.
- The FDA approves Viagra, the first pill of its kind.
- Apple Computer unveils the iMac.

## Popular Culture 1998

- The concert by the Three Tenors (Jose Carreras, Placido Domingo and Luciano Pavarotti )
- The opening of the World Cup in France is seen by 100,000 live and 3 billion around the world.

## Popular Films

- *Armageddon*
- *Titanic*
- *Saving Private Ryan*
- *There's Something About Mary*
- *The Wedding Singer*

By **Stephanie Salmon**, PMI Federal Lobbyist

### EPA Shifts Its Approach on Reduction of Lead in Drinking Water Act

The U.S. Environmental Protection Agency's (EPA) Office of Water is no longer planning to issue interim guidance for the Reduction of Lead in Drinking Water Act, according to agency staff.

With the "lead-free" law going into effect on January 4, 2014, EPA is now changing course and is expected to issue a set of Frequency Asked Questions (FAQs) to assist stakeholders in the implementation of the new law. In addition, the agency will be offering the public an opportunity to provide comments on the FAQs. We anticipate a short comment period as the agency plans to have final FAQs available before the end of the summer. Based on PMI's conversation with the Office of Water staff, these FAQs will be posted in the weeks ahead on the agency's web site.

**Peter Grevatt**, director of EPA's Office of Ground Water & Drinking Water, had publically stated in mid-March that the agency would be issuing an interim guidance by the end of the year that was intended to tackle questions on repairs, third party certifications and "what constitutes lead-free." PMI had sent a letter to the acting EPA Administrator **Bob Perciasepe**, at the end of March, noting our significant concern over waiting just weeks before the effective date before providing any type of guidance to the regulated community. In the meantime, PMI will be providing comments on the FAQs once they are released and continue to be engaged with EPA and Congress on this important matter.

### Senate Committee Votes in Favor of EPA Nominee

On May 16, the Senate Committee for Environment & Public Works (EPW) voted in favor of EPA Air Chief **Gina**

**McCarthy's** nomination to be the next agency administrator. Committee Chair, **Senator Barbara Boxer** (D-CA), had to reschedule the vote after Republicans initially boycotted the committee vote on McCarthy's nomination because they wanted the EPA to hand over more information about the data it uses to design regulations. The vote passed 10 to 8 to advance McCarthy to the full senate. Plans to filibuster the nomination appear to have been set aside, however it cannot be brought to vote until **Senator Roy Blunt** (R-MO) withdraws the hold he currently has in place.

### Full Senate Vote Confirms DOE Nominee

The Senate voted May 16 to confirm **Ernest Moniz**, the Massachusetts Institute of Technology physicist who **President Obama** nominated to run the Department of Energy (DOE). Moniz cleared the Senate with a strong show of bipartisan support in a 97-0 vote. He will replace former Secretary **Steven Chu**.

Acting EPA Administrator **Robert Perciasepe** is slated to appear before the Senate Environment and Public Works Committee and House Energy

and Commerce Committee to examine agency's proposed spending plan fiscal 2014. The water utilities and states remain disappointed with proposed funding cuts to the Drinking Water State Revolving Fund (SRF) and Clean Water State Revolving Fund.

### Senate Continues Debate on Water Resources Development Act

The Senate is expected to resume debate on the Water Resources Development Act of 2013 (WRDA) (S. 601), which includes a PMI-supported Water Infrastructure Finance and Innovation Act (WIFIA) pilot program to help fund large-scale water infrastructure projects. To qualify for the loans, a project must be expected to cost more than \$20 million. The Senate unanimously approved an amendment to modify WIFIA and set a lower, \$5 million cost threshold for projects at rural water systems, those serving less than 25,000 people. Senate leaders hope to wrap-up debate and vote on the WRDA bill later this week. The House has yet to introduce WRDA legislation, but is expected to release a measure sometime this summer that will not be identical the Senate bill.

## PMI's Spring Conference: Focusing on Core Values

PMI's spring conference focused on core values; it reaffirmed our mission statements and the vision of PMI to provide a strong foundation for the work we do. The conference started off with a keynote address by **Dr. Lowell Catlett**, a Regent's Professor/Dean and Chief Administrative Officer at New Mexico State University's College of Agriculture, Consumer and Environmental Sciences. An exciting futurist, his knowledge of technologies and their implications on the way we will live and work gave us a glimpse into the years ahead. During the course of the conference, PMI also tackled big issues like 'How Low Can We Go?' in terms water flow in plumbing fixtures, and looked for ways to prove those statements. The goal of this study was not to set a limitation for conservation, but to identify the key issues preventing us from going lower, technical or otherwise, so that we could look for ways to resolve them in safe and sustainable ways. Our work in this area isn't done and we will be working on this issue in the months and years ahead. For information on our conference, and to see the response to our follow up surveys, please visit our website at [www.pmihome.org](http://www.pmihome.org).

# World Vision Recognizes PMI For Our Support

Plumbing Manufacturers International (PMI) was honored to be named the recipient of the Crystal Vision Award presented by **Storehouse of World Vision** at the recent national **Kitchen and Bath Industry Show (KBIS)** held in New Orleans, LA. Honoring PMI as a visionary organization in the industry and in U.S. communities, World Vision noted PMI's commitment to water efficiency, health, safety, and the environmental sustainability of plumbing products.

Since 2001, PMI has partnered with World Vision domestically, through a network of six storehouses across the United States. Those storehouses distribute goods donated from corporate partners, like PMI and its member companies, to more than 1.6 million people in low-income communities. Through its relationship with World Vision, PMI facilitates the donation of plumbing products for distribution to those in need. In 2011, the World Vision Organization honored Barbara Higgins, PMI's Executive Director, with the Robert P. Adkins Lifetime Achievement Award.

"Having clean, safe drinking water; a decent kitchen for preparing food and gathering together; and functioning, water-efficient bathrooms are things most of us take for granted," said **Barbara Higgins**, PMI's Executive Director. "To help connect those who have products to donate with those who need them most, is a reward in itself. To receive this honor for doing something that makes so much sense, is icing on the cake. On behalf of

PMI, its Board of Directors and membership... thank you."

Corporate Relations Director for World Vision, **Efrain Perez** noted, "PMI is not only a global leader in plumbing, but a global leader in their commitment to improve the quality of life of people wherever they do business. We could not be prouder to partner with PMI to bring critically needed supplies, and hope, to the vulnerable families World Vision serves."

Families like the **Rice** family in Chicago where the mother needed assistance to replace kitchen and bath fixtures in her daughter's home, which had fallen into disrepair because she was serving her second tour of duty in Afghanistan.

Or the Appalachia high school in West Virginia whose students can now participate in a hands-on, experiential building facility and maintenance shop program and earn credits towards vocational certification because of the plumbing products PMI partners have donated. Their instructor says previously, the students only had books to learn from.

Earlier this month, PMI released a new vision statement, 'Safe, responsible plumbing. Always.' that encapsulates



*Members of the New Orleans Community pose with Efrain Perez, Corporate Relations Director, Kitchen and Bath Division of World Vision (4th from the left) with the families who benefitted from the home remodels done by Storehouse during the 2013 KBIS event.*



*PMI accepts the Crystal Vision Award from Storehouse of World Vision (l/r: Rick Reles, Kohler Co.; Tim Kilbane, Symmons Industry Inc.; Ken Martin, Delta Faucet Co.; Efrain Perez, World Vision; Barbara Higgins, PMI; Lyle Hunnicutt, RainTree Associates, Inc.; Stu Yang, Kohler Co.)*



*Barbara Higgins of PMI poses with the Crystal Vision Award*

everything they stand for as a not-for-profit industry association. PMI's member companies produce nearly 90% of the plumbing products on the market in the USA. They voluntarily support PMI and tirelessly work to help the group see its vision brought to life. Through this partnership, PMI continues to advocate for safe plumbing, consumer choice and water efficiency and recently celebrated being a driving force behind legislation that reduces the allowable lead content in plumbing fixtures.

## Off to Fort Collins to Visit Old Friends and New

Following a visit to PMI's newest member Water Pik, Inc., by PMI's Executive Director **Barbara Higgs**, **Gary Turner** (formerly of Water Pik) and his wife **Kathy** join Barb and her husband **Trey** for lunch on a snowy April day in Ft. Collins, CO. Mr. Turner is a former PMI Board member and served as facilitator of the first PMI Strategic Advisory Council (SAC) in 1997-98. The SAC

conducted a "Renaissance" survey of members and prospective members to identify "Focus Issues" to help set the course for the "new" PMI and to outline attributes for the yet-to-be-hired Executive Director (which ended up being Ms. Higgs, who celebrated her 15th anniversary with PMI on April 15 of this year). Six CEOs have reenergized the SAC, this year, to provide strategic input

to the PMI Board of Directors. Current members of the SAC include: **Todd Talbot** (Fluidmaster), **Ray Fisher** (Fisher Manufacturing), **Hugh Ekberg** (Kohler), **David Lingafelter** (Moen), **Tim Ferry** (Insinkerator) and **Tim O'Keeffe** (Symmons). Mr. Talbot and Mr. Fisher were both on hand at this year's Action Tank meeting at PMI Headquarters in June. (See related story on page 2.)



*Gary Turner (formerly of Water Pik) and his wife Kathy join Barbara C. Higgs and her husband Trey for lunch on a snowy April day in Fort Collins, CO.*



*Barb Higgs visited Water Pik, PMI's newest member. Shown here: Hal Luetgen (Director, Engineering); Ken Hair (VP, Engineering); Loren Coe (Supervisor, Test Labs); and Joe Mammoser (Manager, Regulatory Compliance and CAD Services)*



*Springtime at Water Pik???*



*Water Pik, Inc., founded in 1962, celebrated its 50th anniversary in 2012*

## 2013 Spring Conference: Focusing on Core Values



*Dr. Lowell Catlett with PMI President Jeff Baldwin, after delivering the keynote address*



*King & Spaulding, LLC Partner, Joe Dorn, discusses Fair Trade and Anti-Dumping Issues*



*Tom Bigley, United Association (UA), gives a follow-up to his 2012 Fall Conference presentation "Plumbing as a Profession"*



*Ralph Suppa, President and General Manager of the Canadian Institute of Plumbing and Heating (CIPH)*



*Director of Global Business for the CSA Group, Glenn Tubrett reports on several key issues relating to the USA and Canada*



*Yvonne Orgill, CEO of the UK's Bathroom Manufacturers Association (BMA) discusses important issues from Europe*



*Paul Patton of Delta Faucet Company, and PMI Treasurer, speaks about promoting PMI internally*



*PMI California Lobbyist, Jerry Desmond of Desmond and Desmond, reports on current issues*



*Lee Mercer of Moen presents the Maryland Legislative Update*



*Peter Jahrling, Sloan Valve; Dan Hinkle, former PMI Texas Lobbyist; Barbara Higgins, PMI and John Watson, Elkay*



*Franco DiFolco, CSA; Chad Jones, LSP and Sal Gattone, American Standard; at the farewell dinner*



*Jeff Baldwin, (left) and his wife, Ruth Ann with Yvonne Orgill, BMA CEO (right), her husband, Kevin and daughter Charlotte*

# April 7-10 at Barton Creek in Austin, Texas



*Derek Taylor, Hansgrohe, Inc.; Delta Faucet Company's Paul Patton and Ken Martin enjoy the First Time Attendee Reception*



*First Time Attendee Zachary Theisen of T&S Brass and Bronze Works, with his wife Megan*



*Scott Collevchio, Delta Faucet Co.; Lowell Lampen, Kohler Co.; Shabbir Rawalpindiwala, Kohler Co.; and Franco DiFolco, CSA*



*John Finch, MASCO, First Time Attendee Don Williams, InSinkErator and PMI's Administrative Assistant, Christine Slabinger*



*Fluidmaster's Scott McDonald and PMI's Barbara Higgins at the First Time Attendee Reception*



*InSinkErator's David MacNair and First Time Attendee, Tim Ferry, pose with Todd Talbot of Fluidmaster*



*John Watson, Elkay; John Sutton, Texas Water Development; Tom Bruursema, NSF International; Bill Hoffman, Water Management Inc. and PMI's Len Swatkowski discuss regional and national issues surrounding water management.*



*During the Dual Track Sessions, the Technical and the Advocacy and Outreach Committees asked the question, "How Low Can We Go?"*



*29 of our 31 member companies attended the conference, including 90 total attendees. Included in that number were 3 VIPS, 8 speakers, 2 guests, 1 member of the press, 9 consultants and 7 spouses/companions.*



*PMI staff and members spent a day volunteering with the United Way: Dawn Robinson, PMI; C.J. and Trudy Lagan, American Standard; Len Swatkowski, PMI; Jeff Baldwin, T&S Brass & Bronze Works; Ruth Ann Baldwin and Christine Slabinger, PMI*

## Safe Plumbing Speaks Legionella: Separating Fact from Fiction

As part of our SafePlumbing initiatives, PMI has been developing a series of articles, white papers, and technical guides designed to prevent unintended consequences and promoting safe and healthy practices in the plumbing industry. Since the very beginning Legionella has been on the top of our target list. A naturally occurring bacterium, Legionella is commonly found in water and in many cases contact does not lead to infection, however, given the right set of circumstances, and a lack of proper maintenance, it can cause serious health risks. *Maintenance Solutions* magazine has echoed our call to awareness on this issue and featured PMI's concerns surrounding Legionella in their most recent issue. Find their online article at [www.facilitiesnet.com](http://www.facilitiesnet.com), and look for the print version in their May issue.

## Strength In Numbers (continued)

*Continued from page 2*

April 30, 2012 saw the inauguration of the **Plumbing Industry Leadership Coalition (PILC)**, the brain child of **Russ Chaney**, CEO, IAPMO, **Jim Kendzel**, Executive Director, **American Society of Plumbing Engineers (ASPE)** and me. Although the first meeting was organized by the three of us, the vision of the PILC is to be a collaborative effort among all plumbing industry membership organizations, to discuss high level strategic issues impacting our industry to help shape our future. Our second meeting will be held June 13, 2013, and we look forward to sharing the outcome with you.

Recently at the last two PMI conferences (October in Washington, DC and April in Austin, Texas), panel discussions were held to probe strategies for improving our industry's image in order to enhance the receptivity of our messages. Panelists included brand experts from noted advertising agency **Saatchi and Saatchi**, the **National Association of Manufacturers** and representatives from **ASPE**, **Green Plumbers**, the **United Association**, **Plumbing Heating Cooling Contractors** and **Wisconsin's Gateway College**. Relationships built through this exercise have blossomed in interesting and unforeseen ways. As an example,

proposals are in-the-works to collaborate with students on training and research. The byproduct of the outreach to youth is building strong relationships early with young people as future legislators, regulators and employees.

As you read about in **Jeff Baldwin's** column on page 1, PMI adopted a new statement to more clearly outline our vision: *Safe, responsible plumbing. Always.* This is an important aim but we can't do it alone. It is through our membership and the company we keep, that PMI will maximize its reason for being and see this vision brought to life.

## The World In 1998

*Continued from page 2*

### Popular Musicians

- Céline Dion
- Madonna
- Chumbawamba
- Marilyn Manson
- Spice Girls

### Popular Television

- *Law & Order*
- *America's Funniest Home Videos*
- *The Jerry Springer Show*
- *NYPD Blue*
- *The X-Files*
- *ER*



## 2013 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Jeff Baldwin, T&S Brass and Bronze Works**  
President

**Tim Kilbane, Symmons Industries**  
First Vice-President

**Fernando Fernandez, TOTO USA**  
Second Vice-President

**Paul Patton, Delta Faucet Company**  
Treasurer

**Stewart Yang, Kohler Co.**  
Immediate Past President

### DIRECTORS AT LARGE

**Ray Fisher, Fisher Manufacturing Company**  
(9/12-12/13)

**Peter Jahrling, Sloan Valve Company**  
(1/12-12/14)

**C.J. Lagan, American Standard Brands**  
(1/13-12/15)

**David MacNair, InSinkErator**  
(1/12-12/14)

**Bobbi Warren, Amerikam**  
(1/13-12/15)

**John Watson, Elkay Manufacturing Company**  
(1/13-12/13)

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