

INAUGURAL PMI/CEO BREAKFAST A SUCCESS! BY FRANK EVANS, PMI PRESIDENT



Frank Evans

Thank you to everyone who attended our PMI/CEO breakfast last month at the Kitchen & Bath Industry Show (K/BIS®). The concept for the forum grew out of the Strategic Advisory Committee (SAC), and the objectives of the meeting paralleled those of the SAC. We were looking for input on industry issues for PMI to address from the industry's top management.

As you may recall, the SAC was formed in 1998 to offer strategic input to the PMI Board of Directors as the profile of the "new" PMI was outlined. Today's organization is the direct result of that input.

We were pleased to have had a wonderful turnout of 35 people in attendance from both PMI member and non-member companies. We resisted the temptation to do a "sales pitch" for the value of PMI (which was especially tempting in view of the non-members in attendance!) and instead described our progress on the focus issues. Each attendee received a written summary of our progress, as well as a verbal briefing by **Gary Turner**, SAC chairman (see related story on page 4 of this issue). What originated as a one-time role with the formation of the SAC back in 1998 became a permanent one for Gary, thanks to his

special and excellent talent as a facilitator. Here at PMI, we let no good deed go unpunished! (Gary did his usual great job at this session too.)

We then moved into the discussion part of the meeting, soliciting comments from the attendees. The overwhelming message was to keep doing what we're doing but stay focused! While our aim was to solicit additional targets for PMI to tackle, the group felt that the key to our success is to keep working hard on a very short list of Focus Issues. There is truth to that old phrase... "jack of all trades, master of none!"

It was also decided that for clarification the "Small/Medium Sized Business Concerns" and "Information Technology" focus issue committees should be referred to as "forums." Unlike the traditional Focus Issues, these two groups present an opportunity to discuss issues within the category and were not founded to resolve a specific issue. Point well taken! Thanks for the input, gang!

The other good news is that a survey of the participants indicated overwhelming interest in continuing with the CEO Forum. We'll keep you posted as details develop for a future CEO Forum. The point is that we are continuing on the right path. The key to PMI — "Promoting Members Interests" — is listening. Gathering input as to what interests and concerns our members have and then focusing on the solution. As you know, our Executive Director, **Barb Higgins**, has made the rounds, visiting every member to assess specific member needs. She is back on the road again to update that information to ensure that PMI remains on track.

You've heard it before...we are listening and it shows! Thanks for your input. Keep it coming. We are all ears! (Oh — by the way... we DID get requests for membership information from some of the non-members. Everyone wants to be around a winner!)

Have a great summer!

Strategic Advisory Committee Timeline of Events

- SAC formed of industry CEOs and leadership from member companies and prospects of varying sizes (Delta Faucet Company, Haws Corporation, Kohler Co., Moen Incorporated, Price Pfister, Chicago Faucet Company, American Standard and Eljer).
- Conducted renaissance survey of PMI members in 1998.
- Results compiled.
- SAC meeting.
- Focus Issues, direction of PMI and profile of Executive Director emerged.
- Search committee formed.
- Barbara Higgins hired as Executive Director and new structure developed (meetings compressed, organized around focus issues).
- SAC meetings held at least once each year.
- On going surveys, member visits, feedback.
- ...and now the CEO breakfast.

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Barb Higgins

Amazing...

I attended ISH this year in Frankfurt, Germany — my first experience with the “Mother of All Trade Shows.” The source of my amazement was not so much the huge number of attendees (over 200,000 from 100 countries) and exhibitors (2,285 from 42 countries), or even the elaborate booths and hospitality. It was the attitude.

There was an excitement — a buzz. This was clearly a special event. There was a sense of anticipation and purpose. Everyone was ready to do business. Booth personnel were attentive. They were well-trained and eager to help. Attendees were focused. And “everyone” was there.

I met representatives of 13 of our PMI members there either exhibiting or walking the show. (**AquaBrass, Chicago Faucet, Cifial, Geberit, Hansgrohe, Interbath, Kohler, KWC, Moen, NEOPERL, Price Pfister, Symmons and Sloan**). I missed seeing the folks from **Electro Chemical Finishing**, but they were there too. I saw industry people like Shahin Moinian from IAPMO, and John Pennell my counterpart from British Bathroom Council who I met last year at the CEIR conference in Scotland after a year of e-mails. I spoke with a number of prospective PMI members including a major prospect from the U.S. — which brings me to my next point.

I met with a prospective PMI member from the U.S., based about 20 minutes from the PMI office. We had tried unsuccessfully to meet there and at various US trade shows. But it finally happened 3,000 miles from “home,” at ISH. We had a productive lunch and covered the benefits of PMI membership, discussed the plumbing industry and all the great people in it, talked about flying, motorcycles, restaurants (turns out that this fellow is nearly a neighbor) and solved most of the world’s problems. Our meeting was productive — a good exchange of ideas and information. And it was focused and uninterrupted.

The prospect’s next meeting was also with someone from the States — Florida, in fact. FLORIDA — the location of the K/BIS® show a mere four weeks later!!!!!!! Why not postpone the meeting and meet there? Interesting indeed!

It seems to me that ISH is an attitude. There is a feeling that this venue is really something special. It’s not just another trade show. And because of the uniqueness of ISH, there seems to be “pressure” to make the most of it. The anticipation, product planning, attention to detail and competitive “G2” have been building since the last Frankfurt ISH in 1999 and culminate in an explosion of excitement every two years.

Quality vs. quantity. *That* is the philosophy behind our goal of trade show consolidation. The NEX partners and Messe Frankfurt personnel recognize this and so have collaborated to bring us a North American ISH in 2002.

As you know, there are mixed views on the endeavor and the first show will not be perfect. It’s in Toronto (there was no other venue that could accommodate the show in the necessary time frame given the short notice), there’s a day of overlap with the ASPE show in St. Louis, and it doesn’t immediately reduce the number of shows. *But it is* a step in the right direction and it is an exciting beginning!

Customer service is the key to your business and to mine. It’s important to understand who your customers are, respond to their needs and work hard to deliver on their requests. We’ve been making our desires known regarding trade show consolidation for quite some time now — years in fact. The ISH and the NEX partners are responding with action, not just by giving our concept lip service. While other groups nod their collective heads and look at us with basset hound eyes claiming to “feel the pain” of manufacturers faced with a plethora of costly shows, THIS group is reacting. They are the first to put their words into action and to actively pursue trade show consolidation by contacting other show management groups,

trade associations sponsoring shows, prospective attendees and exhibitors. They have a real plan to make consolidation a reality over the next several years.

As stated in our position statement, our PMI members are supportive of a single North American Show. There are mixed views on the timing interval: every year? Every other year? (Dick Titus of the Kitchen Cabinet Manufacturers Association tells me some of his members would like to see a show every three years.) And while the jury is still out on the impact on our industry of

virtual trade shows, the concept causes us to, at the very least, think about and measure goals, objectives and efficiencies of traditional trade shows. Is face to face contact with our customers worth the expense of a trade show? Probably. But how much is it worth? And what about the next generation who would just as soon send an e-mail or participate in a virtual seminar rather than jump on a plane to attend a meeting? How will their buying habits influence trade shows of the future?

In 1998, PMI recognized the importance of listening to its “customers” and learned that fundamental changes were needed to remain relevant to its membership. We’ve made those changes and the association is thriving. At least one trade show management group understands the “adapt or die” principle. Time will tell if others will catch on. Stay tuned as the evolution continues. In the meantime, PMI salutes those forward thinking groups with a sensitivity to the needs and challenges of its customer base, and who understand the need for and will work toward the goal of trade show consolidation.



Frankfurt ISH is an “attitude”

In the last edition of *PMI News*, I wrote about the need to educate code authorities and our field personnel about the accreditation and product certification processes in order for PMI's conformity assessment initiatives to be successful. These individuals are confused about the product certification process versus third party certification agency accreditation.

Product certification is a process whereby a product is evaluated against specified standards. This process is important to your suppliers and consumers, as well as code authorities. It can provide your suppliers the necessary assurances that your products will be accepted in the marketplace. It can provide your customers a means by which to rely in selecting products in the marketplace. It allows manufacturers to distinguish their products from competitors. Lastly, it permits governments to enforce the regulations for which they are responsible.

There are three types or levels of product certification:

- First Party Certification — A manufacturer's self-declaration that the product meets specified standards.
- Second Party Certification — A product purchaser's declaration that the product meets specified standards.
- Third Party Certification — An authoritative and objective party, independent of the buyer or seller, declares that the product meets specified standards.

Of the three types, third party certification is recognized as providing the highest level of confidence that products comply with specified standards. Third party certifiers (TPCs) commonly used by plumbing manufacturers include: American Society of Sanitary Engineering, CSA International, IAPMO Research and Testing, NSF International, and Underwriters Laboratories. The third party certification process can generally be described as initial and ongoing third party evaluation through a formal system that includes examining a product sample, testing, making periodic follow-up visits to a manufacturer's facility, and auditing the manufacturer's quality system.

Most regulatory agencies and model plumbing codes require products to be third party certified, especially for products that directly affect health and safety. However, some regulatory bodies will accept a manufacturer's self-declaration as acceptable evidence of compliance. For example, the Uniform Plumbing Code requires all plumbing products to be third party certified, while the U.S. Department of Energy accepts a manufacturer's self-declaration of compliance with the water consumption provisions of the Energy Policy Act.

Although most plumbing regulations and codes require products to be third party certified, they often lack requirements establishing a minimum acceptable level of performance for the TPCs. Without such requirements, the regulator is allowed to be selective and/or inconsistent in accepting certifications from TPCs. The lack of uniformity can prevent a product from being accepted and sold in a particular jurisdiction, despite the fact that the product was certified by a nationally recognized TPC. Manufacturers desiring access to these jurisdictions are forced to obtain duplicate certifications from TPCs acceptable to the regulatory agency.



Dave Viola

To combat the problem of selective and inconsistent acceptance of product certifications, PMI developed the Plumbing Product Approval Model for jurisdictions to adopt. The key element of PMI's Plumbing Product Approval Model is the requirement for TPCs to be accredited by an independent and objective body such as ANSI or the Standards Council of Canada. If adopted, the PMI model provides regulatory agencies with a mechanism that identifies competent TPCs by establishing a minimum level of performance achieved with greater consistency. Accreditation requires the TPC to operate in accordance with internationally recognized requirements in ISO/IEC Guide 65. The process consists of:

- review of initial application of the TPC,
- conduct initial on-site assessment of the TPC's headquarters and testing facilities,
- witness the TPC's audit of the manufacturer, and
- conduct ongoing assessment of conformance through annual onsite assessments and witnessing audits of the manufacturer.

We must make it clear to the regulators that required accreditation is a critical part of product certification. We must convey to them that accreditation increases protection of health and safety because it increases confidence that products comply with applicable requirements. It also helps them uniformly interpret and administer their codes and regulations, and allows them to dedicate more time and resources to other equally important duties.

The following is a list of North American accredited certification agencies for plumbing products:

Third Party Certification Agencies for Plumbing Products ¹	Accrediting Organization	
	<u>Standards Council of Canada</u>	<u>American National Standards Institute</u>
CSA International	X	X
IAPMO Research and Testing		X
ICBO Evaluation Services		X
Intertek Testing Service (Warnock Hersey & ETL)	X	X
NSF International	X	X
Truesdail Laboratories		X
Underwriters Laboratories	X	X
American Society of Sanitary Engineering		Pending

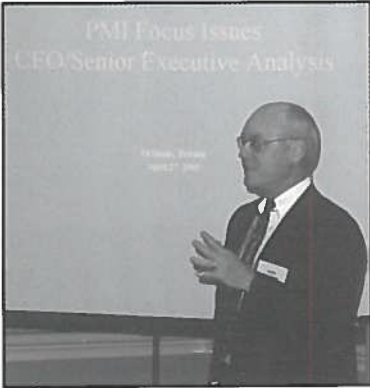
Note 1- Information obtained from the websites of SCC (www.scc.ca/certific/colist.htm) and ANSI (www.ansi.org/public/ca/ansi_cp.html).

INDUSTRY ISSUES TAKE CENTER STAGE AT PMI CEO BREAKFAST

BY LORI SMELSER, ASSOCIATION MANAGER

Thirty-five industry CEOs and other key decision makers came together April 27 at the Rosen Centre Hotel in Orlando, Fla., during the Kitchen & Bath Industry Show (K/BIS®) for PMI's first CEO breakfast. The event focused on discussing proactive identification and management of consensus issues facing the plumbing industry.

PMI President **Frank Evans of Chicago Faucet Company** welcomed the attendees, provided a brief history of how this event was conceived and set the tone for the morning of the anticipated goals for discussion. After breakfast, attendees began a dialogue on how issues should be addressed as an industry and how PMI can help further progress on issue identification and management. Facilitated by PMI Strategic Advisory Committee (SAC) chairman



Gary Turner facilitates the CEO breakfast

Gary Turner of Water Pik Technologies, the hour-

long dialogue allowed the leaders present to advise PMI on issues upon which they felt the industry should place a priority focus. (In the month prior to the breakfast, many attendees completed an industry issue survey that included a ranking of PMI-identified issues, an opportunity to provide input on additional issues or to propose that issues be removed from a "priority" level, and finally a report card of how PMI has handled recent industry issues.)

Turner noted survey results revealed that the most important issues facing PMI and the industry were trade show consolidation and universal conformity assessment, with water conservation and fair trade receiving a "medium" ranking of importance. Leachates, which PMI currently has on a "monitoring" status, ranked low in importance.

The group discussed information technology and small- to medium-sized business issues and recommended that PMI treat them as educational forums rather than issues to manage.

Several new possible issues and forums/services were identified including statistics/shipment data; political/regulatory



(left to right) Claus Zieger of Interbath, Inc., Silvano Breda of Omni Brass, Butch Gaudette of Whirlpool Corporation and David Ross of AquaBrass International focus on the presentation.

issues as an umbrella issue to encompass such things as ergonomics, metal products and machinery (MP&M) rule and product liability; product interchangeability; intellectual property rights and base technologies. The broad issue of globalization was discussed, and it was agreed the issue must first be defined in terms of the plumbing industry.

The group eagerly supported Executive Director **Barb Higgens'** liaisons with Canadian and European trade associations and agreed working with those groups can help further the plumbing industry's progress on such issues as universal conformity assessment and fair trade.

A post-breakfast survey indicated enthusiastic support for continuing a CEO forum of this kind, as well as appreciation of the opportunity to provide input regardless of membership status in PMI. A post-meeting issue identification was also conducted and results of that survey are available upon request.

PMI extends a special thank you to Gary Turner for his outstanding efforts as discussion facilitator, and we thank all attendees for their input and involvement in industry issues:

PMI MEMBERS

Todd Talbot, Alsons Corporation
Wilfried Delker, American Standard Inc.
Fred Poses, American Standard Inc.
Laurie Breininger, American Standard Inc.
Dave Ross, Aquabrass International
Alan Barry, Masco Corporation (BrassCraft)
Donald J. Milroy, Brass Craft Mfg. Co.
Alan Lougee, Chicago Faucet Company
Frank Evans, Chicago Faucet Company
Ralph Herrbach, Cifial Brass Works
John Wills, Delta Faucet Company
Ken Martin, Delta Faucet Company
Bill Peck, Electro Chemical Finishing
Mike Slack, Electro Chemical Finishing
John Heilstedt, Elkay Manufacturing Co.
Claus Zieger, Interbath Inc.
C.W. Yip, JMI-USA
Steve Edwards, JMI-USA
Jim Westdorp, Kohler Co.
Tim Mullally, KWC Faucets
Ziggy Kulig, Meridian International
Jeff Svoboda, Moen Incorporated
Linda S. Mayer, Moen Incorporated
Fred Luedke, NEOPERL Inc.
Mario Bortoli, Quality Metal Finishing
Bill O'Keeffe, Symmons Industries Inc.
Gary Turner, Water Pik Technologies
Bruce Martin, W/C Technology Corporation
Butch Gaudette, Whirlpool Corporation

PMI NON-MEMBERS

Stephanie Leonardos, Amerikam
Dick Klaess, Crane Plumbing
Chuck Dowd, Masco Corporation
Ken Rohl, Rohl LLC
Silvano Breda, Omni Brass

A VIEW FROM THE HILL: PMI LOBBYIST TRANSITION

NOTE FROM THE EXECUTIVE DIRECTOR:

For the past 8 years, *Cece Kremer* has been the heart and soul of PMI's legislative initiatives and government affairs. *Cece* has left an indelible mark on us all — always ready with a smile, a laugh, an anecdote from "the Hill," and most importantly reliable information to help us make decisions and develop our strategies.

Effective May 18, we have a new government affairs representative in Washington, D.C. We are excited to have such a talented and well-connected new lobbyist to speak for us.

It *WILL* be different, however, there is simply no ability to clone *Cece*. And so while our success will continue, *Cece's* style and flair and wonderful spirit will be missed. As we eagerly welcome our new lobbyist, we wish *Cece* the best of luck in her new role with the hope that she will "keep in touch."

Printed below is *Cece's* farewell.



April 13, 2001

Ms. Barbara Higgens
Executive Director
Plumbing Manufacturers Institute
1340 Remington Road, Suite A
Schaumburg, Illinois 60173

Dear Barb,

This letter is to terminate my association with the Plumbing Manufacturers Institute effective April 30, 2001 so that I may accept a new position as Assistant to the Administrator and Director of Strategic Operations at the U.S. Environmental Protection Agency.

You must know that I have mixed feelings at this time. While I am excited by the opportunity and challenge of this new position, I am sad at the thought of leaving the PMI family. The eight years that I have served as Vice President of Government Affairs for PMI have been a high point in my professional career, filled with hard work, solid achievement and good friends and professional colleagues. Together, we in the PMI family have accomplished much, and yet there is so much more left to do. It is indeed difficult to leave.

I have been satisfied and challenged in my work for PMI, and have rejected other offers that have come my way. But this new position with EPA is one that I simply can not decline.

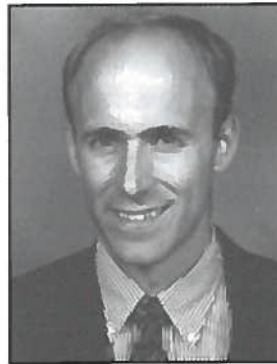
I hope that one day soon I'll have the opportunity to thank each and every PMI member personally for all the satisfaction I have had working with them. Until that day, please accept my sincerest thanks for the opportunity to work with the finest group of manufacturers anywhere.

Sincerely,

Cece Kremer

*With deepest
appreciation
Barb*

WELCOME PMI'S LOBBYIST — FRED EAMES!



Fred Eames

PMI has retained the lobbying services of **Frederick (Fred) R. Eames** of Balch & Bingham, LLP in Washington, D.C.

Fred officially joined PMI on Friday, May 18, and literally jumped into the "swing of things" by joining **Barb Higgens** on a coalition conference call that afternoon to discuss strategy to defeat H.R. 1479. He is already quite familiar with many of PMI's issues, including Rep. Knollenberg's continuing attempt

to repeal the energy efficiency provisions in EPAct.

According to Higgens, "Fred brings vision, strategic insight and valuable 'Hill' contacts to PMI, and we are very excited to have him on board." She adds that his *numerous* connections to the Hill will serve PMI well in continuing to shape its legislative agenda.

Fred was selected from a field of candidates of varying personalities and backgrounds; the finalists were then interviewed by members of the Executive Committee. Higgens says that the addition of Fred will enable PMI to "continue its high level of involvement and influence in the legislative and regulatory arenas, as we continue to work hard for the greater good of all of our members and our industry."

Fred is a member of the Balch & Bingham's Utility, Legislative and Regulatory Section. He served as Majority Counsel for U.S. Representative Mike Oxley to the House Committee on Commerce from 1995-1998. He came to Washington in 1989 with U.S. Representative Paul Gillmor, whom he served until joining the committee in 1995. Prior to serving on Capitol Hill, Fred was Press Secretary in the Ohio Senate for Senators Dave Hobson and Bob Ney, both of whom now serve as U.S. Representatives. He and Rep. Gillmor wrote, "*Reconstruction of Federalism: A Constitutional Amendment to Prohibit Unfunded Mandates*," published in the Summer 1994 Harvard Journal on Legislation. The firm, which was founded in 1922, opened its D.C. office in 1991 to accommodate its heavy involvement in federal regulatory work on behalf of its clients.

Fred received his B.A. from Allegheny College, where he was an Alden Scholar and Academic All-American. He received his J.D. from George Washington University.

We thought we'd allow Fred the opportunity to introduce himself to you a bit more personally — stay tuned to the next issue of *PMI News*! Welcome, Fred!



GETTING TO KNOW THE PMI STAFF: LORI SMELSER, ASSOCIATION MANAGER

By KELLY ENRIGHT, TECHNICAL SERVICES COORDINATOR

“Let it snow, let it snow, let it snow,” sings Lori Smelser. Yes, that’s right — Lori loves to sing around the office, particularly Christmas carols, no matter what the season!

Lori is a native of Baltimore, Md., and moved to West Palm Beach, Fla. when she was 12 and experienced “the good life” living at the beach. She moved back to Maryland in 1986 to attend the University of Maryland College Park, where she graduated in 1990 with a bachelor’s of science degree in journalism and a concentration in public relations and business.

Lori worked for two non-profit organizations — the Business and Professional Women’s Foundation and the District of Columbia Bar — in Washington, D.C., before moving to Chicago in 1995, taking a year off of work to spend quality time with her father, who is terminally ill. Making that decision to move, she says, is one of the most gratifying decisions she’s ever made. In fact, the graceful way her father handles his illness continues to inspire her daily to “live life in a way that will hopefully have an impact on others”. She believes both of her parents instilled in her a hard work ethic.

Prior to joining the “new” PMI in 1999, Lori worked at CM Services since 1996, where she first came into contact with PMI. She never forgot how nice the members were and how well they treated her.

As PMI’s Association Manager, Lori’s responsibilities include (but are certainly not limited to) meeting planning, office administration, budget tracking and web management. She says, “I like the fact that it’s never the same day twice, and that I have the opportunity to work on and learn a wide variety of things each and every day. I truly enjoy and appreciate the support, encouragement and ability that I’ve been given to tackle new areas of work and provide the best level of service I can to PMI members.”

Lori (formerly Gill) did change her “tune” to “Here Comes the Bride” on May 6, 2000, when she married Jason Eric



Lori and her husband Jay

Bradley Smelser (just call him “Jay”). Jay is an underwriter for Hartford Steam Boiler and is staff pianist at Medinah Baptist Church in Medinah, Ill. Both Jay and Lori are active in the church — Lori coordinates the young children’s program, Jay is involved in the

music program, and both serve leadership positions in the young adult program.

When not at work or church, Lori loves to read, do crossword puzzles, cross stitch (although she hasn’t found time

to do much of that lately!), set up her new house in Bartlett, Ill., work out, and spend time with family and friends. Her favorite music includes contemporary Christian and some top 40. She



Lori with her favorite snack, Twizzlers

likes comedy and says her boss has gotten her hooked on some man named John Pinette. (Don’t ask.) Her favorite books right now include Karen Kingsbury novels, the Left Behind series (again, she’s “behind” on the series), and non-fiction works. It’s surprising to learn Lori finds herself behind when she has so much energy from her daily sugar fixes. As you can

see, Lori loves Twizzlers and just about any candy that is pure sugar!

She has two cats — both strays — who serve as her “children”. Lori says her favorite vacation spot would have to be Hawaii, where she and Jay honeymooned last May (Maui, to be specific), but she claims anywhere where the sun is shining will work OK.

Lori’s journalism background plays a vital role when it comes to communicating to PMI members. Her way with words always keeps everyone informed of PMI activities. She is a talented and terrific member of the PMI team.

WELCOME MERIDIAN INTERNATIONAL GROUP — PMI’S NEWEST MEMBER!!

By LORI SMELSER, ASSOCIATION MANAGER

The Board of Directors in May approved Meridian International Group as a member of PMI.

Meridian was formed by the combination of three companies — Polco Metal Finishing (the oldest and founding company of the conglomeration), American Metalcast Technologies of Milwaukee, Wis., and Valvex S.A. of Jordanow, Poland. This metal products resource company produces custom brass castings, forgings, valves and fittings, as well as metal finishing processes, and OEM faucets and valves.

Meridian president, **Ziggy Kulig**, who attended PMI’s 2001 Spring Meeting in Marco Island, Fla., as a guest, will be PMI’s primary contact. **Mike Rauterberg**, director of sales, will serve as PMI’s alternate contact.

We welcome the Meridian family of companies to PMI!!

MAY I.T. FORUM A SUCCESS BY LORI SMELSER, ASSOCIATION MANAGER

Thirty sales, marketing, information technology and senior management representatives from 16 member companies and one non-member company attended PMI's second I.T. forum May 14-15 at the Hotel Sofitel in Rosemont, Ill. Attendees learned more about the business models of Home Depot, ChanneLinx, U.S. Build and BuildNet, and were treated to "outside the industry" presentations by Boyce Thompson of Hanley-Wood LLC and Ray Pate of Merillat. Attendees were seated "team style" around tables of up to six persons, each

table comprised of persons with similar job titles and functions. Round table discussions following each presentation offered attendees, many of whom may not otherwise attend a PMI semi-annual meeting, the opportunity to meet and discuss issues with peers from other companies. Contact PMI headquarters for more information on the I.T. Forum or to receive a copy of the presentations.

Thanks to everyone who came out and made this I.T. Forum a success!!



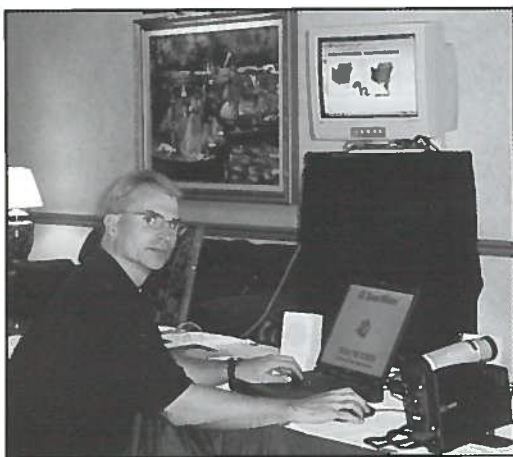
Randy Altmann of Home Depot kicked off the Forum with his company's successful Internet strategy.



Monday presenters John Stock of BuildNet (left) and Ray Pate of Merillat (center) join I.T. Chair Ken Martin of Delta Faucet Company.



Marie-Helene Pernin of NEOPERL earns PMI's "trooper" award — she was one of three PMI members who made it to Chicago for the snowed-out December Forum.



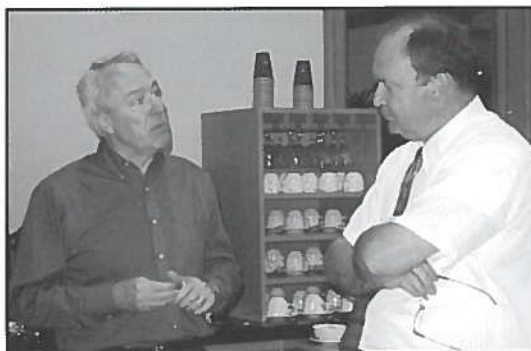
Mark Labadie, Brass Craft Manufacturing, explores Home Depot's interactive kiosk set up throughout the Forum.



Roundtable discussions held after each presentation elicited shared ideas and new perspectives.



Boyce Thompson, editor-in-chief of *Builder* and other industry magazines, provides a glimpse of the future of the industry during dinner.



Jim Jefferies of U.S. Build (left) takes questions from Jim Burns, Garvin-Guarantee Specialties, during a break.

SLOAN VALVE COMPANY: "THE STANDARD OF EXCELLENCE" IN PLUMBING PRODUCTS

BY KELLY ENRIGHT, TECHNICAL SERVICES COORDINATOR

SLOAN®

Sloan's Flushometer took bathroom plumbing to an entirely new standard of excellence in 1906. Today, according to Sloan, the company manufactures and sells more flushometers than all other brands combined worldwide and continually raises that standard of excellence.

The inventor of the flushometer and founder of Sloan Valve Company, William Elvis Sloan, was born in Liberty, Mo., in 1867. During his long and productive life, Mr. Sloan had 84 inventions.

Sloan Valve Company has consistently focused on water conservation, and the first flushometers were among America's earliest water-conserving plumbing devices. Today, as water becomes a precious resource, Sloan says it is paving the way as the international leader for water conservation in the plumbing industry.

Though Sloan made its reputation on long-lasting mechanical flush valves, Sloan's design engineers raised the standard of engineering excellence with the development of the electronic flushometer. Using advances in micro-electronics, Sloan pioneered "hands-free," sensor-operated plumbing products. With both Optima® hardwire and Optima Plus® battery-operated flushometers, a smooth and quick flush occurs as soon as the user moves away from the valve's field of vision. Soon after the Optima breakthrough for flushometers, Sloan created faucets with the same dependable electronic features:

- One trade for installation;
- Visual indication of sensor range at startup;
- Low battery indicator light;
- Energy-saving mode;
- Self-diagnostic circuitry; and
- Modulated infrared signal.

In addition to flushometers and faucets, Sloan showerheads are ideal for both commercial and residential applications. The self-cleaning showerheads are easy to install, deliver optimum pressure and offer dependable operation.



Sloan's newest faucet
Optima Plus® EBF-187

In depth profile of John Lauer see the March/April issue of *PMI News*). He states that he enjoyed watching PMI grow and evolve over the years and "I am glad that I have been involved

during this transition period." He says the main reason Sloan joined PMI was "to maintain an awareness of issues within and outside of our industry which can seriously impact our business and operations."

Sloan Valve Company has come along way from the first struggles of William Elvis Sloan. The company is located in Franklin Park, Ill., and has a state of the art brass foundry in Augusta, Ark. Sloan manufactures flushometers, faucets and other plumbing products with the latest machining, polishing, plating, assembly and testing techniques. Sloan engineers, manufactures and assembles all products in the United States.

The majority of this article's information was supplied by Interline Creative Group, Inc.

ISH RECAP

Barb Higgins, along with 14 PMI member companies, attended the ISH trade show on March 27-31 in Frankfurt, Germany. **Manfred Wolpert** of **Geberit Manufacturing** (pictured below) was among the various visits made by Barb Higgins at ISH 2001.

ISH North America is scheduled for October 31 - November 2, 2002, at the National Trade Centre in Toronto, Canada. Messe Frankfurt, Inc. is teaming up with Todd Davis and Alan Peterson of Davis Peterson Collaborative in marketing the Kitchen and Bath sector of ISH North America.



MP&M RULE COMMENT DEADLINE EXTENDED

By KELLY ENRIGHT, TECHNICAL SERVICES COORDINATOR

The Environmental Protection Agency (EPA) has extended the comment deadline to the proposed Metal Product and Machinery (MP&M) Rule to **July 2, 2001**.

It is essential to voice your concerns to EPA! This regulation is potentially devastating for the metal finishing and plumbing industry. Several PMI companies and the NAM/Metal Finishing Coalition fall under the "general metals" category. The EPA will also consider the number of comments they receive on a topic.



Therefore, it is more effective to have every company employee send a comment!

Comments can be submitted by mail or email. If by mail, the original and three copies should be sent to: Mr. Michael Ebner, Office of Water, Engineering and Analysis Division (4303), U.S. Environmental Protection Agency, 1200 Pennsylvania Avenue, N.W., Washington, D.C. 20460. Comments can be emailed to mpm.comments@epa.gov.

David Viola and **Kelly Enright** attended a workshop on March 8 in Chicago and **Barb Higgins** lead a conference call on May 4 with various PMI members, Jack Waggenger and Gary Martin of URS/Dames & Moore and Christian Richter of The Policy Group. The call was held to discuss the issue in more detail and decide a plan of action to combat the rule. PMI has made a financial contribution to the National Association of Manufacturers' (NAM) coalition to support the fight against the MP&M rule.

Some of the highlights from the conference call were as follows:

- The rule is based flawed science, flawed models and flawed sampling. EPA has over-estimated the amount of the "toxins" that are in industrial wastewater at MP&M facilities, has over-estimated the environmental benefit of the rule (pollutant removal credits) and under-estimated the cost of compliance with the new requirements and the economic impact of the rule.
- Based on its flawed approach, EPA has concluded that the proposed rule will remove an average of 1,500 "pound equivalents" of pollutants annually from the wastewater discharge of MP&M facilities. In reality, only a very small fraction of this amount (approximately 30-50 pound equivalents) would be removed by this rule.
- To challenge EPA's rule effectively, each of the errors made by EPA must be found in the administrative record for the rule, identified for EPA, and then presented with the appropriate calculations.
- There are two philosophical approaches to opposing the proposal: (1) kill the proposed rule by challenging EPA's technical, economic, legal and policy justification for the rule; and (2) propose new limits that are achievable by industry. PMI and the NAM coalition believe that the rule should be killed, NOT merely revised.

The Next Steps

- PMI members who were surveyed or sampled by EPA as part of the rule development can and should ask EPA for the results of the survey or sampling. These results can provide critical information to challenge EPA's rule.
- If facilities meet the sampling and data collection criteria established by EPA, they are encouraged to collect both effluent AND influent samples. Such sampling data can be submitted after the July 2 comment deadline.

EPA won't go away easily, but we can defeat this rule by working together as a coalition with NAM, the Metal Finishing Association, PMI, Small Business Administration (SBA) and the Office of Management and Budget (OMB)!

For additional information on submitting comments or the rule, refer to the January 3, 2001, Federal Register notice [66 Fed. Reg. 424 (2201)]. A link to the Federal Register can also be found on PMI's members only site. For further information or a sample comment letter, contact **Barb Higgins** at PMI bhiggins@pmihome.org or (847) 884-9764.

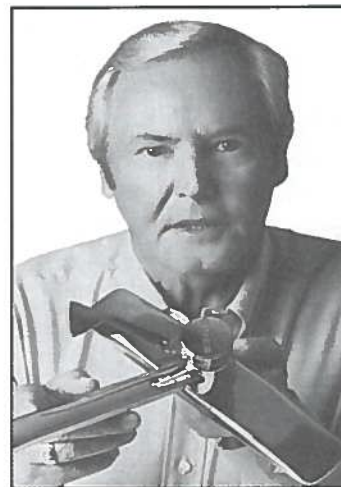
INDUSTRY MOURNS PASSING OF INVENTOR WHO SINGLE-HANDEDLY CHANGED FAUCET DESIGN

Alfred Moen, whose invention of a single-handle faucet led to the creation of **Moen Incorporated**, one of the world's largest producers of plumbing products, died April 17, 2001, in his home in Destin, Fla. He was 84.

Mr. Moen came up with the idea for a single-handle faucet in 1937 after he turned on a two-handle faucet and burned his hands. His firm sold the first single-handle faucets in 1947.

Mr. Moen held more than 75 patents and headed the research and development group of the company, based in North Olmsted, Ohio, until he retired in 1982.

Mr. Moen is survived by a daughter, Christine Moen of Destin, Fla., and a son, Eric Moen of suburban North Ridgeville, Ohio.



Alfred Moen



May 7, 2001

Ms. Barbara C. Higgins
Executive Director
PMI Plumbing Manufacturers Institute
1340 Remington Road, Suite A
Schaumburg, IL 60173

Dear Barbara,

Received my copy of the PMI Membership Directory, and thought it to be a very valuable and worthwhile directory.

Excellent job, please thank everyone involved.

Sincerely,

Graham H. Paterson
Director
Product Development

PMI'S STATISTICAL PROGRAMS MOVE FORWARD

By Lori Smelser, Association Manager

One of the many benefits of membership in PMI is participation in its statistical programs — from the fittings shipment report to the PMI CEO Business Conditions monthly survey and, in the works is the fixture shipment report. The programs, which fall under the watchful eye of the Marketing Committee, have continued to improve over the past two years, thanks to the input of participating member companies in targeted working groups to address various aspects of the statistical programs. Marketing Committee co-chairs **Bill Tracey of Symmons Industries, Inc.** and **David Lingafelter of Moen Incorporated** have also been instrumental in the progress of the Committee's activities.

Recent activities were highlighted by a meeting on April 10 with many of the fittings shipment report participants, to discuss possible changes to make the report even more valuable. **Chuck Wodrich of Wallace Data Comp**, who administers the fittings shipment report program, was joined by representatives from **American Standard Inc.; Kohler Co.; Moen Incorporated; Symmons Industries, Inc.; The Chicago Faucet Company; and Delta Faucet Company** at PMI headquarters and discussions included the following:

- The expanded year-end finish report will continue as an annual program. The trial report with 1999 data will be released shortly, along with forms for compiling year 2000 data. Data will still be collected numerically, but the report will be issued in percentages.
- A survey will be conducted to determine, among report participants, what products each company makes versus what products they are reporting. This will be used to get a sense of whether to discontinue categories as well as to determine how to strengthen participation in a certain area.
- PMI has requested import data be provided from the International Trade Administration using 20 HTS numbers as a basis for reporting line items. The Marketing Committee will review the information received and determine whether it is valuable and useful.
- Mr. Wodrich will provide companies each quarter with a checklist of outstanding respondents following the 45-day deadline.
- The Committee will also review a list of potential reporting items to consider including and/or deleting.

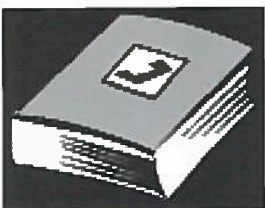
PMI's CEO Business Conditions survey also received some recent rejuvenation. A survey was mailed to CEOs asking them how they preferred to receive both the survey forms and data (fax/mail/email). PMI is now issuing the monthly surveys and compiled reports according to the preferred method indicated by the respondents. Is there evidence that "giving members what they want, how they want it" is paying off? Since November 2000, the survey has had between 17 and 19 responses. That's right around half our membership!

PMI continues to seek ways to improve the value it provides its members. Your suggestions are always welcome!!

PMI MEMBERSHIP DIRECTORY AVAILABLE

The 2001 PMI membership directory is now available in its new three-ring binder format. Some of the new features include the revised PMI bylaws as approved at the Spring Meeting, a full page for each company's information, an extended listing of issue committee and product group chairs, and a list of PMI contacts in alphabetical order.

PMI will issue updates to the membership if any changes have occurred. As always, we welcome your comments for improving our services.



As a member, if you have not received a copy of the directory and would like one, please contact PMI.

KOHLER WINS FIRST CRYSTAL VISION AWARD

The Kohler Company was honored with the first Crystal Vision Award on April 28 during a breakfast presentation at the Kitchen & Bath Industry Show (K/BIS®) in Orlando, Fla.

The sponsors of the breakfast include Kohler Co., Masco, Grohe America, dekor, Synder Diamond, the Presidents Council, and the Great Indoors. PMI's Executive Director **Barb Higgins**, also attended the breakfast along with **Bob Atkins**, president of Grohe America, who chaired the presentation in his role as a Storehouse board member.



Laura Kohler, vice president of human resources, accepted the Crystal Vision award.

The award is given by The Storehouse of World Vision-Chicago, a charitable, non-profit building supply distribution center whose mission is to improve housing for low-income families and to

rehabilitate community facilities in low-income neighborhoods. The Crystal Vision Award is a tribute to a company's or individual's exemplary, energetic community spirit, rare vision and supporting efforts for improving housing in low-income neighborhoods. Since the founding of The Storehouse in 1995, Kohler Co. has "generously donated plumbing products...for use in the rehabilitation of low-income housing and other renovation products in impoverished communities." Kohler Co. is one of the single largest donors to The Storehouse.

According to Sharon Jackson-Pincham of The Storehouse, "The contributions from Kohler are an example of how good corporate citizens can play a role in enhancing the quality of life in poor communities."

Once The Storehouse receives donated building materials, they make the materials available to qualified non-profit organizations. It serves more than 1,500 community organizations, affordable housing agencies and churches.

Ms. Jackson-Pincham says donating is a "win-win" opportunity by providing member organizations with access to quality materials for a nominal handling fee while benefiting companies with opportunities for enhanced tax deductions.

More than 300 companies and cooperatives have donated over \$10 million in building materials to The Storehouse. Several other PMI members are contributors including **Delta Faucet Company, Elkay Manufacturing, Geberit Manufacturing, Moen Incorporated, and Price Pfister.**

If your company would like to take part in the initiatives of The Storehouse, please call Sharon Jackson-Pincham, Corporate Relations Officer, at (773) 921-3900.



Wanna Help PMI Grow???

And save \$\$\$ come Fall meeting time????

How?

Simply "sponsor" a qualified guest to attend a PMI meeting and receive your registration **FREE!**

It's that easy!

And, you're helping PMI grow!

Call PMI for more details.



PMI CALENDAR CHECK

June 2001

10-12	CEIR Congress	Venice, Italy
17-21	AWWA Annual Meeting	Washington, DC
23-27	ASHRAE Annual Meeting	Cincinnati, OH
24-27	Canadian Institute of Plumbing & Heating (CIPH) Annual Business conference (ABC)	Charlottetown, Prince Edward's Island

July 2001

4 PMI Office Closed

PMI MEMBERS IN THE NEWS

ELKAY SIMPLIFIES INSTALLATION

Elkay Manufacturing Company has introduced a simplified mounting system for its Square Front, Soft Sides®, and SwirlFlo® barrier-free water cooler and drinking fountains.

HANSGROHE RECOGNIZED

Hansgrohe was recognized by the *Design Journal* and *Home* magazines for its Pharo Moonlight shower panel.

INTERBATH ADDS HIGH TECH CAPABILITIES

Interbath, Inc. recently introduced an electronic shower system under its ONDINE brand.

KOHLER CO. MERGES STERLING

Kohler Co. is merging its Sterling unit operations from Chicago to its headquarters in Kohler, Wis. The transition is scheduled for completion by July 1.

SLOAN VALVE'S FLUSHMATE® DIVISION RECEIVES ASPE AWARD

Sloan Valve's Flushmate® Division was awarded the ASPE Industry award for Outstanding Service to the Advancement of Plumbing Engineering Technology. Flushmate received the ASPE award for its contribution to water-saving pressure-assisted toilet flushing design.

SYMMONS UPDATES WEBSITE

Symmons Industries redesigned its website, www.symmons.com, to expand product information, downloadable PDF files for product specifications and a search method.

PMI IN TRADE PRESS

"PMI to Consider Becoming Third-Party Certifier", *Supply House Times*, April 2001.

"PMI/NSF 61 Certifier Forum Looks at Conformity Issues", *PMEngineer*, April 2001.

"PMI Opens Dialogue with CSPA, SDC", *Reeves Journal*, April 2001.

SAVE THE DATES! MAKE YOUR RESERVATIONS NOW!

PMI's 2001 Fall Meeting
September 23 - 26, 2001
Willard Inter-Continental Hotel
Washington, D.C.
(202) 628-9100

**Room rates are \$285 for
single and double.**
**Hotel reservation deadline is
August 22, 2001**

2001 PMI LEADERSHIP

Executive Committee:

Frank Evans, Chicago Faucet Company, President
Todd Talbot, Alsons Corporation, First Vice President
Ralph Herrbach, Cifal Brass Works, Second Vice President
Jim Westdorp, Kohler Company, Treasurer
Linda Mayer, Moen Incorporated, Immediate Past President

Directors at Large:

John Lauer, Sloan Valve Company (3/01-12/01)
Ken Martin, Delta Faucet Company (1/99-12/01)
Ed Pages, Garvin/Guarantee Specialties (1/01-12/03)
Claude Theisen, T&S Brass & Bronze Works (1/00-12/03)
Al Walcutt, MPC Plastics, Inc. (1/00-12/02)
Claus Zieger, Interbath Inc. (1/00-12/02)

PMI Staff:

ADMINISTRATIVE

Barbara C. Higgins, Executive Director
Lori Smelser, Association Manager

LEGISLATIVE AND REGULATORY

Fred Eames, Balch & Bingham, LLP

TECHNICAL

David W. Viola, Technical Director
Kelly Enright, Technical Services Coordinator

LEGAL COUNSEL

Michael Sennett, Bell Boyd & Lloyd

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PMI Works...for you!!!