



NEWS

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The Newsletter for PMI Members — by PMI Members November/December 2004



Jim Westdorp
Kohler Company

Wrapping Up a Year of Progress For PMI

By: Jim Westdorp, PMI President and Kohler Co.'s President of Global Faucets

We have covered quite a bit of ground this year in our efforts to continue to improve our organization.

In 2004, the Plumbing Manufacturers Institute hosted six forums (two on codes and standards, two on sales and forecasting, one IT forum and a CEO forum focusing on China). As highlighted by our PMI Spring 2004 Meeting theme "Charting The Course", the training initiative has proven to be both valuable and well-received. Through these educational venues, PMI has provided added-value to members and has raised the visibility of the organization to non-members. Case in point, three of our four newest members sent people to PMI forums prior to applying for membership.

We have continued to build on our solid foundation by establishing a strong brand presence for PMI. We are currently reviewing drafts of a proposed new mission statement, moving from the broad "Voice of the Industry" to specific

tenets. We have stepped up the effort to get out in front of issues to be in a better position to set the direction for our industry, rather than merely reacting to other outside forces affecting us.

Through the networking efforts of the PMI staff, we continue to tackle and resolve important industry issues and to attract a diverse group of relevant speakers at our semi annual meetings. (For example, see the Fall 2004 Meeting wrap-up story in last month's issue of PMI News!)

We continue to reach out and network around the world and having formalized our relationship with the Bathroom Manufacturers Association (BMA) based in the United Kingdom through a Memorandum of Understanding (MOU). See page 10.

PMI remains in the forefront as your industry watchdog, providing PMI members with early warning on such potentially damaging and costly legislation as the ill-conceived and unnecessary Jeffords/Norton bill. As PMI members now know, this onerous bill was designed to eliminate ALL lead from plumbing products, regardless of function. By ferreting out this scheme early and working with such allies as Senator Kit

Bond (R-MO), we were able to keep the initiative at bay this year. It was a true honor and privilege to present Sen. Bond with the 2004 PMI "Legislator of the Year" award at the Fall PMI Meeting in appreciation for his efforts. It is critical however, to recognize that, despite the Bush win and the Republican Senate, we must all remain vigilant to activity (like the Jeffords/Norton bill) in Washington DC and elsewhere that impacts our mission to promote safe, efficient plumbing products to consumers, while maintaining their right to product choice and value. For precisely that reason, PMI is firmly planted on the frontline.

PMI as a "business" continues on its winning path. Through the diligent efforts of PMI staff, we have a healthy reserve, which we will invest wisely to provide security and income for PMI.

Perhaps the most rewarding outcome of 2004 however, has been the incredible and increasing support of the organization by PMI members – not only as active participants but also as candidates for leadership positions. This year in addition to the usual two board positions (which rotate open annually), we had openings for

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Why Is Everyone So Crabby?

By: Barbara C. Higgins, PMI Executive Director



Barb Higgins

Why is everyone so crabby?

What is going on with the world? Seems like we are being overtaken by contrary, negative crabs. It's

tough for me to figure out why so many folks are itching for a fight. Look at someone the wrong way in the car next to you at a traffic light and receive a rude salute. Hesitate when that light turns green and be treated to an exhilarating car horn fanfare by the guy in the car behind you. Simple inquiries turn into arguments. Throw-off comments about whether or not it looks like rain erupt into debates. Why is everyone so crabby?

And what about the differences exposed during the presidential election. A conservative Republican won and the "open-minded" Democrats are going off the deep end. Some are in counseling. One poor fellow ended his life at the site of the 9/11 tragedy in New York City. What is going on here?

I came to the conclusion a long time ago that one is not likely to change another's opinion while chatting over cocktails. I do enjoy a healthy and informed exchange of ideas though, and don't at all mind being challenged about my own thinking. Remember, I am the product of (with all due respect) Minnesota's version of Edith and Archie Bunker. My opinions deserve to be challenged!

I was in a discussion recently with a friend of mine whose politics are 180 degrees from mine. As the conversational tennis match progressed, I began to realize that she was building up a head of

steam and that we were quickly leaving the realm of polite repartee. The point I was trying to make was that perhaps extremes either to the left or right are a bit scary... that as in most things, moderation is the key. That there is no perfectly right or wrong answer. That perhaps the right needs a little tap on its social conscience now and then by the left, and that the social programs of the left need the funding of the right for its programs.

She hit me.

Not hard ... but that's not the point, for crying out loud. (She is a black belt in karate and, truth be told, probably could have killed me if she'd wanted to. I guess I ought to count my lucky stars. She's small but mighty!)

In the middle of an informed conversation ... she hit me. What, as they say, is "up" with that?

It seems to me with the premise that the goal isn't to change ideas but to exchange ideas, lively conversation can ensue without fisticuffs. I am amazed that some folks believe that contrary opinions are not simply contrary... they are wrong. How can someone's philosophical beliefs be wrong? That's what they believe. Those are the values that they hold dear.

We've been taught to accept diversity. We've been taught to celebrate and enjoy our differences. We've been taught that the world is not black and white but also includes shades of gray. And we've been taught that accepting diversity means accepting those gray areas and fringe life styles. But accepting diversity is more than accepting the lifestyles of minorities and the "hip." It also means accepting the lifestyles of the "heartland" mainstream, even when those values feel un-cool and old fashioned. Interesting that the same folks who easily accept

countless variations of the concepts of "family" and "fairness" and "rights" seem to struggle with those who embrace what might be considered more traditional definitions and lifestyles.

The definition and value of "progress" are relative. So are the definition and perspective of the "good old days." While change is generally tough for most everyone, it is inevitable in a world growing more diverse every day. The biggest roadblock to understanding is a closed mind and a negative spirit. Just because our opinions may differ, it doesn't mean that one of us is "misinformed." Discussion and debate are valuable tools toward achieving understanding.

Exchanging ideas is healthy.
Hitting is not.

As we enter the New Year, let's all work to improve understanding among those with whom we differ. And if we are not successful, let's smack the daylights out of them.

Best wishes for the happiest of holidays to you and your families.

Happy New Year!



Don't forget: The PMI office will be closed Friday, December 24 through Monday, January 3, 2005 to observe the holiday. We wish a great holiday season to you and yours!



The Issue of Temperature Control Heats Up

By: David Viola, PMI Technical Director

The control and limitation of water temperature supplied to plumbing fixtures is a critical health and safety issue that the Plumbing Manufacturers Institute (PMI) takes very seriously. Over the years, PMI has taken a leading role in the development and implementation of product standards and plumbing code requirements that provide protection against temperature-related injuries in bathing facilities. As a result, hot water supply systems are much safer because the vast majority of plumbing codes throughout the United States and Canada now require thermal shock and scald protection in the shower.

Our success is largely due to:

- promoting the proper use of the products and applicable standards,
- assuring absolute clarity and uniformity of code requirements,
- assuring absolute clarity of the scope, application and use of water temperature control product standards,
- preventing efforts to unnecessarily restrict the use of current accepted technologies,

- preventing efforts to reduce the level of protection against temperature-related injuries,
- preventing efforts to use the code and standards as a marketing tool to promote specific technologies, and
- technically harmonizing with international standards

Unfortunately, our task has been difficult in recent months because of repeated efforts to disseminate information to code authorities, plumbing engineers, plumbers and consumers that is contrary to the goals cited above and undermine our efforts. Code changes attempting to prohibit the use of certain temperature control devices to gain a marketing advantage, biased articles suggesting that only certain technologies are safe or do not need periodic maintenance, and the distribution of misleading information aimed at eroding industry confidence in current product standards and code provisions are but a few examples of on-going efforts that bring about confusion, unsafe installations

and division among trade professionals.

There's good news on the horizon. The American Society of Sanitary Engineers (ASSE) is in the process

of finalizing the new ASSE 1016 and 1069 standards. The new standards along with recently published ASSE 1070 will provide clarity on the proper use and application of point-of-use and in-line temperature control devices. The release of these new standards will provide PMI and the rest of the industry with the tools necessary to set clear, safe and uniform code requirements in the coming year and hopefully put an end to the campaigns of confusion. PMI is in the process of updating its educational materials and preparing code changes to make this happen.



David Viola

2005 Committee Chair Election Results

PMI President **Jim Westdorp** of Kohler Co. has announced the appointment of four new committee chairs who will serve three-year terms beginning in January 2005. Per PMI bylaws, Committee Chairs are appointed by the President with selections based upon such qualifications as leadership, and demonstrated commitment to PMI. The newest committee chairs include:

Casey Hayes, Engineering Manager, Haws Corporation, will serve on the Water Conservation Issue Committee.

Steve Tokarz, Senior Director of Product Engineering, Brass Craft

Manufacturing Company, will serve on the Fair Trade Issue Committee.

Jack Krecek, Vice President and General Manager of Water Cooler Products, Elkay Manufacturing Company, will serve on the Government Affairs Standing Committee.

Gary Pember, Director of Wholesale Marketing, Moen Incorporated, will serve on the Member Services Standing Committee.

In addition to these appointments **Sally Remedios**, Manager of Product Compliance for Delta Faucet Company, was elected as co-chair of the Faucet Product

Group.

Earlier this year, **Steve Maple**, Vice President of Engineering, Fluidmaster, was elected to co-chair the Flushing Devices Product Committee, and **Ron Grabski**, Corporate Vice President, Gerber Plumbing Fixtures LLC, was elected to co-chair the Fixture Joint Product Committee.

PMI congratulates the new committee chairs and would like to sincerely thank all of the candidates who volunteered for consideration for these leadership posts. There will be new openings for committee chair positions in the fall of 2005.

Once Again - No PMI Dues Increase For 2005!

By: Maria Bazan, PMI Association Manager



Maria Bazan

We are excited to report that once again there will be no increase in PMI dues. The PMI Board of Directors has held PMI dues

flat for the seventh consecutive year! A detailed packet of information will be mailed to members the first week in January 2005, please watch your mailbox for the packet.

Remember that sales of all plumbing products you manufacture which are covered within PMI's

scope, must be included when computing your annual dues level. You may not pay only on a particular product line. The 'Verification of Products' form needs to be completed, indicating the products manufactured and/or supplied by your company and that encompass the range of products covered. This information is critical for PMI staff to keep you informed of activities affecting your product lines.

The dues declaration forms, product verification forms, and dues payments (full, half, or first month) are to be received at the dues collection address no later than February 1, 2005. Late payments will be assessed a penalty. **And please remember: do not send your dues payments to the PMI office!**

We constantly work to add value to your dues dollars by increasing the services provided to the membership, such as the topic-specific forums and workshops, along with staff continually monitoring administrative costs and pursuing cost-cutting efforts at the PMI office.

If you have any questions regarding PMI's dues collection procedures, please contact Executive Director **Barbara Higgens** at

(847) 884-9764, or

bhiggens@pmihome.org.

Thank you in advance for your continued support in 2005! PMI works for you!

Fall Meeting Notes

Dear Barb,

Thank you so much for your note and Newsletter regarding the PMI meeting. You run a very good organization. It was great meeting you and I thank you so much for giving ASTM the opportunity to talk about standards and market access.

Best wishes to you.

Kitty Kono, Vice President, Global Cooperation, ASTM International



FCC Delays Junk Fax Rule

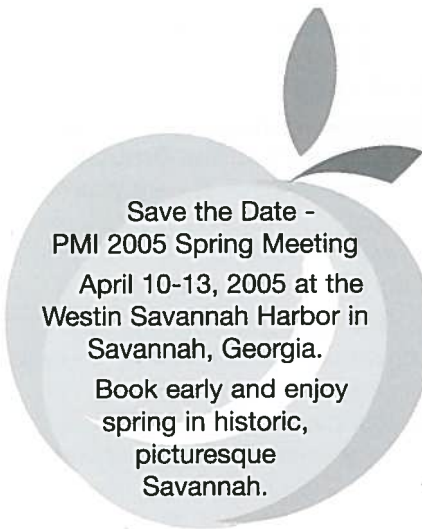
by: Maria Bazan, PMI Association Manager

The Federal Communications Commission (FCC) has pushed the start date of the ban on unsolicited commercial faxes to June 30, 2005.

As reported in the July/August 2004 issue of PMI News, the House has passed H.R. 4600, the companion bill to S.2603; both bills restore the 'established business relationship' to allow

for continued fax communication where a previous relationship exists. The Senate Commerce, Science and Transportation Committee filed its report on September 28 on fax bill, S.2603. The bill is now ready to move to the Senate floor for a full vote.

Please watch future issues of PMI News for updates on this important issue.



Save the Date -
PMI 2005 Spring Meeting
April 10-13, 2005 at the
Westin Savannah Harbor in
Savannah, Georgia.
Book early and enjoy
spring in historic,
picturesque
Savannah.

“Managing Inventory” Seminar Wrap Up

By: Michelle Frenette, Member Services Manager

Following closely on the heels of the 2004 Fall Meeting, PMI hosted a two day seminar on supply chain management. ‘Managing Inventory Across the Entire Supply Chain’ was presented by the bright and animated John Kabbes, president of John Kabbes and Associates, a process design and implementation consulting firm and former Vice-President of Logistics at Delta Faucet Company. The seminar attracted 14 attendees from 7 member companies. Those who attended both days received signed certificates of completion.

Stating that the objective to every Supply Chain is to provide and maintain an available supply of inventory throughout the network of suppliers, manufacturing, and warehouse locations, and at distributors, retailers and customers, Mr. Kabbes detailed for and discussed with attendees the considerations necessary when designing and operating any Supply Chain. These

considerations include:

- Strategic Priorities
- Operational Strategy
- Operational Management and Performance Metrics
- Demand Planning
- Overall Supply Chain Design
- Inventory Planning and Replenishment Approaches
- Vendor Partnering and Management
- Customer Partnering and Management
- Improvement Strategies and Techniques

Attendees shared tales of communication differences and timeline discrepancies between departments that can make supply chain management a stress inducing challenge. Afterward, PMI surveyed attendees about the content of the seminar and will use collected information to assess the need for additional information on

this or other topics crucial to the membership.

PMI initiated the concept of educational forums several years ago to provide added value to members (who attend for only a nominal fee to defray dinner costs) and raise visibility to non-members (who pay a registration fee). To date, PMI has hosted three Codes and Standards workshops, four Information Technology forums and two Forecasting/Supply Chain Management seminars.

PMI strives to continually present innovative and proven solutions to its members. Seminars for 2005 are in the works, so stay tuned.



Michelle Frenette



Jason Mika and Cindy Stepanek, both of Sloan Valve, say Cheese!



Seminar leader, John Kabbes.



Love those ribs! Len Unger of Kohler, and Barb Higgins enjoy dinner and networking following day #1 of the seminar.



Larry Dietrich and Luann Freis, both of Kohler Company relax at the reception.

John,
The seminar was informative and you personally did a fantastic job.
Thank you,
Phillip Steinhauer
Chicago Faucet Company



Learning How to Manage Inventory Across the Entire Supply Chain.



Barb Higgins assures the group there will be cookies at break time.

Republicans Gain Ground: Pressure on Plumbing Products Persists

By: Christian Richter, The Policy Group

The long awaited outcome of the November elections surprised many pundits and pollsters, including some Republicans. The GOP recaptured the White House and expanded its majorities in the Senate and House, unseating top Senate Democrat Tom Daschle (D-SD) in the process. Stunned Democratic leaders engaged in some brief soul searching in the election aftermath, but are signaling they're not entirely ready to accommodate to Republicans as the 109th Congress kicks off in January.

Energy policy, health care costs, budget issues and U.S. manufacturing competitiveness are just a few of a range of items that will be on the table come late January when the inaugural festivities subside.

What Does It All Mean for Plumbing Products?

For PMI members looking for a connection between the "macro" post-election picture and the politics of plumbing products for 2005, some early observations are in order. A key one is that, at least in the regulatory arena, Republican control across the board doesn't exactly put the industry on easy street.

New Lead Legislation for 2005

Among the major PMI priorities for 2005, one issue in particular will have to be watched closely. Most recall that one of the major milestones for PMI in 2004 was working to successfully turn back Senate legislation that would have essentially banned lead in brass plumbing products. However, the reverberations of Washington DC's lead in drinking water debacle are still prompting officials from both sides of the aisle to assess whether there's a serious public health problem in the U.S. that

warrants overhaul of the nation's drinking water laws.

Although the chief proponent of the "lead ban" in Congress, Vermont Democratic Senator Jim Jeffords, will face hurdles advancing his measure again, the Senator is already making plans to retool his bill for introduction, and hopes to gain more bipartisan support in 2005. Jeffords is already working on sponsoring a roundtable discussion on Capitol Hill to be held in the near term that will bring attention to what he and his advisors imply is a near conspiracy – the fact that the Safe Drinking Water Act's definition of "lead free" does not actually prevent risks to human health due to the continued use of lead in brass plumbing products.

As PMI News went to press, PMI was invited to participate in Jeffords' event and offer the industry's views on various topics, including the risks of lead from brass products and the definition of "lead free" in the Safe Drinking Water Act. As part of an ongoing discussion with Jeffords' office, PMI has instead restated its request to Jeffords and his advisors to meet with industry to discuss, among other things, PMI members' commitment to manufacturing safe products and adherence to strict protections provided by the current Lead and Copper Rule (LCR) and the NSF-61 regulatory framework.

At EPA – Lead and Copper Rule Inquiry Continues

Things are also unfolding off Capitol Hill prior to the 109th Congress that indicate the industry must continue to be vigilant and engaged with U.S. EPA on drinking water policy. In recent discussions with top EPA officials, PMI has been informed by EPA that, among other things, the Agency would like

to assess further whether NSF-61 is really protecting human health.

From these exchanges and participation in broader policy discussions nationwide, PMI believes the Agency will continue to explore options and solicit recommendations for potential changes to the Lead and Copper Rule. As part of a series of workshops sponsored by EPA, the Agency has been asked by some experts to convene a national meeting to review potential health risks from lead in plumbing products. While this meeting has not yet occurred, the Agency will be sponsoring a meeting in early December focused on protecting children from excessive lead level risks, focusing specifically on lead in drinking water in schools and child care facilities.

PMI is also engaged in discussions surrounding the upcoming meeting of the National Drinking Water Advisory Council, which will meet on several topics in early December. Council members earlier directed EPA to share its views by the end of the year on further lessons learned from Washington DC's lead problem. As part of this report, EPA may opine as to whether, based on the Agency's months-long inquiry of drinking water and lead issues, the LCR is indeed stringent enough.

Add to these developments the upcoming NSF Joint Committee on Drinking Water Additives (scheduled for Nov. 30 - Dec. 1, 2004), which will review several lead issues, including justification for the current leach standard of 11 parts per million (ppm).

PMI will be closely engaged with decision makers on these issues, and will be focused on bringing an informed and constructive

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Post Election Analysis

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perspective to bear on the discussion. While pressures will remain on the Bush Administration and Congress to support changes to the current regulatory regime for lead, PMI will be there to provide a firm perspective that must be acknowledged before imposing precipitous, costly requirements on the industry.

Indeed, one of EPA's own publications recently correctly noted that lead exposure in

children has been dramatically reduced in the past few decades. The Center for Disease Control, in a 2003 report, noted that for the period of 1976-1980, 88 percent of children between the ages of 1 and 5 were estimated to have blood lead levels that were unsafe. In contrast, for the period 1999-2000, only 2 percent of children in this age group showed blood lead levels that put them at risk, and that the primary exposure to lead

is not from drinking water. From here to the New Year will be a very busy time as the political picture for 2005 comes into clearer focus – we'll be sure to keep PMI members updated as important developments unfold.



Christian Richter

The Policy Group and Navista, Inc. Announce New Partnership

Navista, Inc. a Washington, DC based association and coalition management company and The Policy Group, a Washington, DC based government affairs firm, home of **Christian Richter**, PMI's lobbyist, announced they have formed a partnership to provide an enhanced portfolio of client services.

"This new partnership combines the professional expertise of our two companies and creates a unique mix of skills to address the strategic, management and advocacy needs of our association, coalition and corporate clients," said Steven B. Hellem, Chairman and CEO. "The Policy Group is a highly effective advocacy organization with an enviable record of success on a range of projects. We look forward to a long and mutually beneficial relationship," Hellem added.

Christian Richter, President, stated, "We're integrating sound government affairs experience, a strategic orientation and a focus on client service. It's an incredibly strong team." Richter continued, "Navista has a group of experienced professionals to serve a range of organizational needs. Together we'll provide value to our

clients beyond that which can be achieved by each firm operating independently."

Senior leaders of the new entity include: Steve Hellem, Chairman and CEO; Christian Richter, President; Lee Coogan, Executive Vice President; John Flatley, Executive Vice President, **Jeff Hannapel**, Vice President and Amy Goldman, Vice President.

A selected list of clients of the new group includes, among others: the Corporate Environmental Enforcement Council (CEEC); Corporate Wetlands Restoration Partnership (CWRP); Global Environmental Management Initiative (GEMI); National Association of Community Health Centers (NACHC); American Petroleum Institute; National Association of Metal Finishers, Metal Finishing Suppliers Association; American Electroplaters and Surface Finishers Society; Surface Finishing Industry Council; American Meat Institute; National Chicken Council; U.S. Poultry & Egg Association; National Turkey Federation; Performance Track Participants Association (PTPA); Plumbing Manufacturers Institute (PMI); National Center for Manufacturing Sciences; Sorptive

Minerals Institute (SMI); Suppliers Partnership for the Environment (SP); and the US Climate Partnership Association (USCPA). More information is available at www.navista.net.

Your Code Change Representative: Dave Viola

PMI's Technical Director **Dave Viola** was recently reappointed to the International Plumbing Code's (IPC) Development Committee and the Plumbing Heating Cooling Contractors Association's (PHCC) National Standard Plumbing Code (NSPC) Committee.

Additionally, Dave represents PMI on the IAPMO Uniform Plumbing Code Committee. The IPC and UPC are widely adopted across the United States and the NSPC is used in New Jersey and Maryland.

These appointments represent PMI's active participation on model code development committees.

Congratulations, Dave!

Getting to Know PMI's Committee Chairs: Ron Grabski

By: Michelle Frenette, Member Services Manager

As one of PMI's newer product committee chairs, Ron Grabski brings a wealth of experience and knowledge to the Fixture Joint Product Group. We're glad to have Ron on the committee and grabbed the chance to know more about Grabski.

Ron is currently the Corporate Vice President of Gerber Plumbing Fixtures LLC in Lincolnwood, IL. He has been with Gerber for 20 years. Previously, he was with DuPage Products for 7 years (DuPage Products manufactures threaded rod and hose clamps.)

Describing himself as 'not a detail person', Ron's management philosophy is to surround himself with co-workers who complement his strengths. To stay aware of what is going on, he employs the 'management by walking around' philosophy. Ron finds that this helps keep him in the loop and prevents him from micromanaging, adding that "showing confidence in employees gives them not only a sense of well-being, but also a sense of responsibility. If they are expected to do their projects well and are recognized for doing so, then they will take pride in the job." Ron attributes his success to the people that he works with on a daily basis and adds that having autonomy in the department is key. Ron credits his first supervisor in the mail room at Kraft foods with convincing him that he should

shoot for higher goals than he ever thought he could achieve, and cites his father as his hero, for making him understand that he was responsible for his own actions and pushing him to live up to his commitments.

An alumnus of the Eastern Illinois University School of Business, and the Keller Graduate



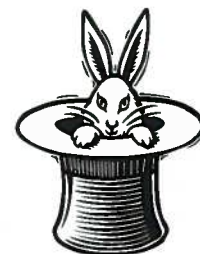
Ron Grabski

School of Management, Ron has not strayed far from his Chicago roots. Ron and Camille have been married since 1974, and they've raised two daughters, Lauren and Susan. A firm believer in the 'don't get mad, get even' credo, when the Grabski women leave the driver's seat in his car too close to the steering wheel, Ron exacts his revenge by leaving the toilet seat in the full upright and locked position in the middle of the night. Ron can claim innocence and try to explain that the seat was put up by magic, which is one of Ron's hobbies. In addition to magic, Ron enjoys building clocks, woodworking and playing basketball and golf, which despite his passion for the game, is another source of pet peeves. For example, Ron is neither fond of golf courses that start out with two long par five holes, nor rain during PMI Meetings (undoubtedly, he's referring to the golf outings that kick off the Spring meetings).

Ron's interests are diverse; favorite movies being "Wizard of Oz" and "Animal House", while musically, Ron likes Kenny G and 'Da Yoopers' (a parodie band from the Upper Peninsula that satirizes "dah U.P.: way of life). If Ron hadn't taken the career path he is in, he 'would have loved to be a high school or college football coach.'

When we spotlight PMI members, we also try to capture their 'take' on PMI and their view of how membership has benefited them or their company. Ron has been involved with PMI for 7 years; prior to becoming Co-Chair on the Fixture Committee, he was involved in advising the committee about the various testing being considered on fixtures. When asked why Gerber belongs to PMI, Ron shared with us that Gerber values PMI's influence on the code bodies and they want to be part of that influence. He added that PMI is on the right track in promoting the industry, as a higher profile for the industry will help the public appreciate all manufacturers in the plumbing industry. Ron was also impressed with the way PMI has changed from a "good old boys" social club with minimal impact, to being a strong force in the industry without losing the benefits of also being social.

Thanks Ron, for your nice comments about PMI! We're glad you are a committee co-chair and we look forward to your continued participation in the Fixture group.



GERBER.

PROFESSIONALLY MADE. PROFESSIONALLY SOLD. PROFESSIONALLY INSTALLED.

Getting to Know PMI's Committee Chairs: Steve Maple

By: Michelle Frenette, Member Services Manager

Steve Maple has a unique perspective on the Plumbing Manufacturers Institute. Formerly a member, he recommended that Fluidmaster drop their PMI membership after attending a meeting in 1997, due to the lack of "meeting content" and the small number of companies that were of interest to Fluidmaster. With the emergence of the "new" PMI in 1998, the organization has made "significant advances" according to Steve, and after a few years of convincing by PMI Executive Director Barbara Higgens, Fluidmaster returned to the ranks of PMI membership. Since then, Steve has attended both the 2004 Spring and Fall meetings and found them to be, in his words "very productive, professionally organized and attended by people who are there to contribute to our respective industries." Adding that Fluidmaster values the interaction with customers and competitors in "an atmosphere that generates good working relationships," he sees PMI assisting Fluidmaster with future successes by "keeping us informed about state and national legislation affecting the business and for providing a vehicle for being involved." Steve strives to be an active member along with Fluidmaster COO and recently elected PMI Director at Large, Bill Axline. On a personal level, Steve commented that PMI membership gives them an opportunity to be involved in national codes and standards that may affect how Fluidmaster's products must be designed and developed - things which are near

and dear to the heart of an engineer!

In keeping with his goal to make the most of his membership, Steve is serving on the PMI Water Closet Task Group and was recently



Steve Maple and his wife Carole relaxing in Hawaii.

elected a co-chair on the Flushing Devices Committee. Because of his participation, and the fact that he's a friendly and interesting guy, we wanted to know more about him and thought you might too!

Steve has been Vice President of Engineering for Fluidmaster, Inc. in San Juan Capistrano, California for the past 10 years. He was previously with Rain Bird Corp. in Glendora, CA for 17 years and the L.R. Nelson Corporation in Peoria, IL for 10 years. Claiming that his "secrets to success" include working for companies that are #1 or #2 in their industry, Steve also credits the people that he works with, as his management philosophy is to "hire well qualified people and stay out of their way. Be customer focused, both internally and externally." Steve's philosophy was partly formulated by a person he lists as one of the most influential in his life; Adolf

Schoepe, founder of Fluidmaster. According to Steve, Mr. Schoepe provided a great philosophy about customer service and made it everyone's job to provide a service to the customer.

A native of Illinois (born in Waterman), Steve is an alumnus of Bradley University in Peoria, holding a B.S. in Mechanical Engineering and an M.S. in Engineering Administration. When he's not working, he enjoys traveling, citing Rome, Italy as a favorite vacation spot, and playing golf, or unwinding with a good book, particularly something by John Grisham. Steve's personal credo is to "Live every day to its fullest, especially when the family gets together." With his wife Carole, their two sons, two daughters in law, and three grandchildren, life can be very full and active indeed!

Asked about his pet peeves, Steve shared with us his dislike of people who say "To tell you the truth," or "To be honest with you..." Steve wonders "Does this mean they are not telling the truth the rest of the time?" When asked about his heroes, Steve cites Peter Drucker, author of 35 books, who is still active and influential in business at the age of 95. Rest assured Steve, PMI will tell the truth and be influential well into the coming years!

Thank you, Steve for your willingness to look at the 'New' PMI. We're glad you have come back and we look forward to your participation on the Flushing Devices Committee.

 The Most Popular Name in Toilet Repair.
Fluidmaster

Farewells and Welcomes

It is with deep sadness that we share the news of the passing of George I. Theisen. George had been in declining health for the past several years and passed away with his family at his side. He is survived by his wife, Joan, five children- Claude Theisen (President of T & S Brass and 2005 PMI 2nd Vice President,) Lisbeth Theisen, Clifford Theisen, Susan Washburn, Eva-Marie Fox and 13 grandchildren.

George founded T & S Brass and Bronze works, Inc. in December, 1947 in New York City, and moved the family run business to Traveler's Rest, S.C. in 1978. He served as President and CEO until 1992. George was a familiar figure in the plumbing arena for decades, and served on many boards and committees where he earned the respect and friendship of people throughout the industry. He served on numerous industry boards, including a term as President of the Plumbing Manufacturers Institute in 1977.

George Theisen was a World War II veteran. He served his country as a Marine Private First Class 1944-46 and was decorated with a purple heart for his service at Iwo Jima. He also served on Guam and was stationed in

Tiansin, China. A private, family memorial was held at Arlington National Cemetery where Mr. Theisen was buried. T & S Brass and Bronze works was closed on Friday 11/19 in honor and memory of Mr. Theisen.

In lieu of flowers, the family requests that donations be made to the George I. Theisen North Greenville Family YMCA, P.O. Box 187, Travelers Rest, SC 29690 or the George I. Theisen Scholarship Fund at Greenville Tech Foundation, P.O. Box 5616, Greenville, SC 29606.

In memory of Mr. Theisen, PMI made a \$50 contribution to the George I. Theisen Scholarship Fund.



**George Thiesen, Founder of
T & S Brass and Bronze
Works**

It's a Boy!

Congratulations to **Debra MacKay** (Senior Administrator - Product Compliance and Intellectual Properties, Moen, Inc.) and her husband John. They welcomed their son, Collin Steel MacKay on 9/4/04. Collin arrived 5 weeks early at 21 inches and 5 lbs, 12 oz. He "has been a very happy baby, sleeping through the night since day 1", says Debra, when he's not guzzling formula and posing for another of mom's camera phone pictures.



MOU signed with Bathroom Manufacturers Association

The Plumbing Manufacturers Institute and the Bathroom Manufacturers Association, based in the UK and also serving Europe, have signed a Memorandum of Understanding. The document, developed by the PMI Board of Directors, formalizes the good working relationship already in place between the two organizations.

Martyn Denny, 2004 president of BMA and marketing director for Aqualisa, outlined the goals and objectives of BMA at the fall PMI meeting in Washington DC. The presentation clearly defined the similarities of purpose of both organizations.

Through the MOU, PMI and BMA will share pertinent information about "emerging technical, scientific, legislative and regulatory developments in the world marketplace through publications, reports, association conferences and industry meetings." In addition, the parties will exchange invitations to their respective annual conferences, and bring together in-kind and additional resources as required to facilitate new and improved communications between the parties with respect to their ongoing activities.

PMI Executive Director Barb Higgins said the move is yet another step in PMI's mission to become more global in scope. "Obviously the world and the world marketplace have changed dramatically since PMI grew out of the Plumbing Brass Institute in the 1970s. Several years ago, we revised our by laws and membership criteria to attract and welcome non-US based companies to the ranks of PMI. The outreach process continues through our participation in CEIR — the European Valve Association and most recently with the signing of the MOU with the BMA."

PMI'S 2004 Newsmakers

Price Pfister Assists California Fire Victims

(From the BDHHI Website.)

Since October 2003, Price Pfister has provided faucet supplies to more than 300 families via such charitable organizations as Habitat for Humanity, San Diego Firestorm Community Recovery Team and the Disaster Recovery Coalition. Each family received a Price Pfister lavatory faucet and a Price Pfister kitchen faucet.

Price Pfister and Kwikset (the lock company) are both part of The Black and Decker Corporation's Hardware and Home Improvement Group headquartered in Lake Forest, California. **Chris Metz**, BDHHI President commented "The ability to help families rebuild their homes and lives after such a

devastating event is a benefit of being a leader in the hardware and home improvement industry. We are anxious to help these families, who live and work in the communities we do."

Delta Faucet Company Helps Family Realize Dream of Homeownership

(From the Delta Faucet Website.)

On October 11, 2004, Tamara Long moved into a new home near the Indianapolis Motor Speedway. The Delta Faucet Company was there to welcome her family and give her children pumpkins to celebrate their new home and the Halloween season.

Ms. Long's home, and other homes built by Habitat for Humanity are on the same block

as the first Habitat home sponsored and built 5 years ago by Delta. In addition to sponsoring a house, Delta donates all the kitchen, bath and tub/shower fixtures for all Habitat for Humanity Houses built in Indianapolis.

Tom Chapman, Vice President – Human Resources, Delta Faucet Company said "We as a company understand the positive impact owning a home has on a family and it's wonderful to see our associates supporting Habitat for Humanity and embracing the opportunity to be a good corporate neighbor. It was truly moving to feel the gratitude and appreciation Tamara Long had for what our company and people helped her achieve. She is looking forward to watching her children grow up in their house."

Moen President Mike Dennis Named Chairman of the Board, CIPH

(Reprinted with permission from Pipeline, the newsletter of CIPH- the Canadian Institute of Plumbing and Heating.)

Message from the 2004/2005 Chairman

I am honored to accept the role of Chairman of CIPH, following in the footsteps of many great and inspirational past Chairmen. I promise to do my very best to uphold the values and strive to meet the objectives of CIPH and carry on the tradition with pride.

I have a strong and dedicated Board with which to work and in keeping with the theme of this past year's Annual Business Conference, "Facing Challenges – Harvesting Opportunities", there is no shortage of challenges ahead; regional, national and international trade shows; codes and standards, education and training, and charities are to name but a few.

I would like to bring my term to focus by continuing the work of 2003/2004 Chairman Ross Robinson (B.A. Robinson), through laying a foundation for the future by attracting young, bright and energetic talent from our educational institutions into our work forces in all aspects of our industry.

My vision is to link these schools with local CIPH member companies, and to create co-op or intern positions where students can gain valuable work experience, and employers can evaluate talent and determine future opportunities within their own company. Potentially a win/win for all!

I will be soliciting help and buy-in on a number of fronts that include the CIPH Board, CIPH member companies, educational institutions and the CIPH Regions. I see this initiative as one where CIPH and the Region Boards can

work hand-in-hand to achieve success, much the same way we have with the CIPH/Habitat builds. In addition, we will continue to drive and support all of the other initiatives as an industry support.

I treat this opportunity with deep respect and honor, and I am privileged to serve as your Chairman in 2004/2005. I pledge to do this with the energy and enthusiasm it takes to succeed.



Mike Dennis,
President, Moen, Inc.,
Chairman of the Board, CIPH

Wrapping Up a Year of Progress For PMI

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three product committee chair positions and four standing committee chair positions. The interest was overwhelming, leading to good discussions, close votes (in the case of the product chairs), and tough appointment decisions (in the case of the standing committees).

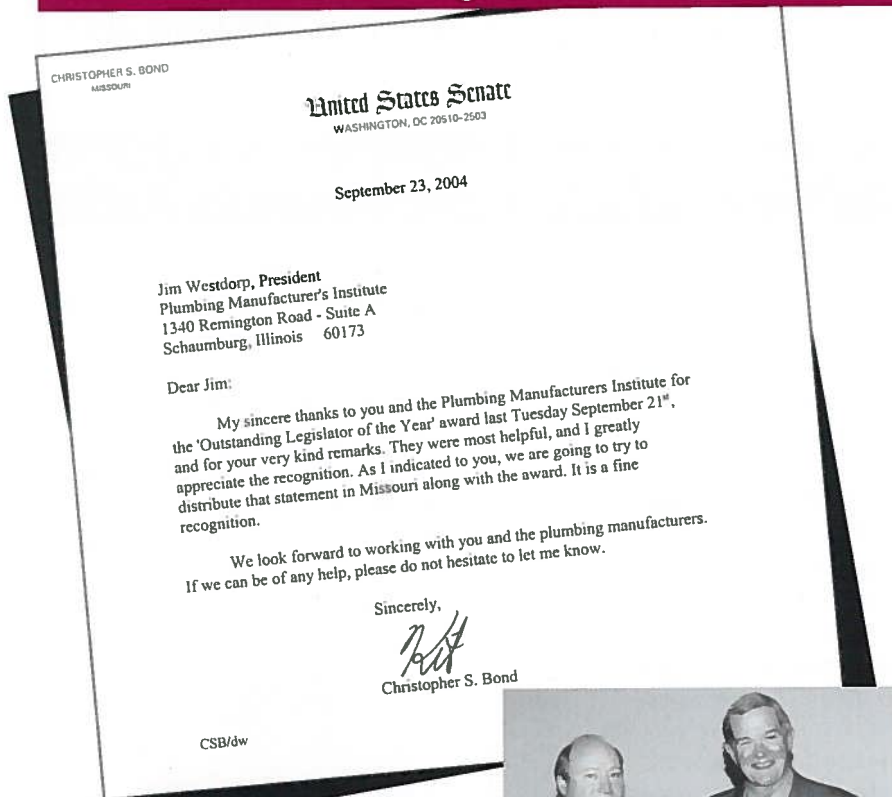
Looking forward, several committee chair positions will become available when terms expire at the Fall 2005 PMI meeting. While the details of these positions will be provided as we get closer to October, I hope you'll begin making plans to throw

your hat into the ring.

In closing, I wish each of you and your families a healthy and happy holiday season. It has been a pleasure serving you as PMI president. I am pleased and proud of the organization we have become and am sure that progress will continue under the leadership of our new president **John Lauer**. See you all at the Spring 2005 meeting in Savannah, as I continue my participation as Immediate Past President.

Happy New Year!

A Note from PMI's Legislator of the Year



Reeves Journal picked up PMI's press release about Senator Kit Bond being our 2004 legislator of the year. Look for it in the December issue.



PMI President Westdorp congratulates Senator Bond at the Fall Meeting.

2004 PMI LEADERSHIP

Executive Committee

Jim Westdorp, Kohler Company
President

John Lauer, Sloan Valve Company
First Vice President

Al Walcutt, MPC Plastics, Inc.
Second Vice President

Claude Theisen, T&S Brass & Bronze Works
Treasurer

Ralph Herrbach, Cifial USA
Immediate Past President

Directors at Large:

Pete DeMarco, American Standard, Inc.
(1/04-12/06)

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/03-12/05)

Ken Martin, Delta Faucet Company
(1/02-12/04)

Lee Mercer, Moen Incorporated
(1/02-12/04)

Rod Ward, Speakman Company
(1/04-12/05)

Tom White, Haws Corporation
(1/04-12/06)

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David W. Viola
Technical Director

Maria Bazan
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