

## Member News

A special PHC Case Study highlighted **BrassCraft Mfg. Co.**

*Southern PHC*, August/September 2012

**Bradley Corporation** drew a crowd of more than 150 employees and guest, including Wisconsin Governor **Scott Walker** and other government officials, for a July 2 grand opening and ribbon cutting ceremony at its new manufacturing plant in Germantown, WI. The new state-of-the-art manufacturing plant is about 190,000 square feet with expansion capabilities for future needs.

**BrassCraft's** Push Connect Water Stops was featured in the *Product and Literature Showcase*.

*Reeves Journal*, August 2012

**InSinkErator** has developed its Evolution Series Test Drive, an online training course designed to enhance contractors' food waste disposer knowledge and expertise. Open to all contractors, it consists of a 10-minute online program featuring behind the scenes videos with InSinkErator experts.

**Gerber Plumbing Fixtures** recently launched Drive 80!, a nationwide campaign celebrating its 80th anniversary. Gerber's sales force is hosting a series of events through the summer to educate customers and industry professionals about the company's latest brass product offering.

**Moen Incorporated's** M•Power sensor operated flush valves were featured in the *Products and Literature* section of the magazine.

*Plumbing & Mechanical*, August 2012

**T&S Brass and Bronze Works** has opened an on-site training facility to allow customers, consultants, sales representatives, distributors, contractors and engineers to experience hands-on education and training. The training center offers fully integrated assistance and a large selection of training

and professional development that can be customized to each group's individual needs.

**American Standard Brands'** Cadet Pro Right-Height Toilet, **Moen Incorporated's** Eco-Performance Shower System were featured in the *Green Choice* section.

*Contractor*, August 2012

**Gerber Plumbing Fixtures'** Logan Square™ Suite, **Bradley Corporation's** Terreon® deep well lavatory, **NEOPERL's** line of compact flow regulators, **T&S Brass and Bronze Works'** low flow spray valve, **Speakman Company's** Rainier™ shower system packages were featured in the *Product News* section.

*The Wholesaler*, August 2012

**American Standard Brands'** Moments hands-free bathroom faucets was featured in the *Product Preview* section.

*Supply House Times*, August 2012

**KWC America's** ONO touch light Pro hands-free faucet was featured in the *New Products* section.

*PM Engineer*, August 2012

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## East Coast Swing: PMI Staff Continues Member Visits

Executive Director **Barbara Higgins** visited two PMI member companies last month. The visits to American Standard and NEOPERL are a continuation of the mission to disseminate and discuss the PMI Strategy Map created during the June Think Tank session. The Strategy Map was created with input from PMI member company CEOs and presidents, and discussion by the 21 Think Tank participants. The document, designed to keep our association focused, summarizes PMI's core value and lays out priorities, strengths, gaps and plans for action.

Each of the Think Tank participants has been asked by PMI President **Stu Yang** to meet with their respective CEOs to review the Strategy Map, to build

awareness and support, to demonstrate how their input was used and to gain feedback. Barb is available to join the sessions too, as invited. In addition, Barb will meet with the balance of the members' senior leadership in the coming months to deliver the Map and solicit feedback. To date the Strategy map has been presented to top management at Kohler, Moen, Delta, T&S Brass and Bronze Works, American Standard, Fluidmaster, Symmons and Globe/Gerber. A meeting with Sloan Valve is in the works.

Participating in the American Standard meeting was newly-named CEO **Jay Gould**; Vice President of Marketing and E-Commerce, **Jeannette Long**; Director of Brand Communications, **Debbie**

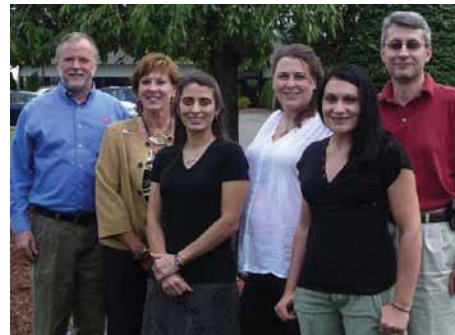
**Drury**; Senior Manager-Compliance Engineering, **C.J. Lagan** and Product Compliance Engineer, **Mark Malatesta**.

Participating in the NEOPERL meeting was OEM Customer Service Manager, **David Slobuszewski**; Marketing and Sales Director, **Marie-Helene Pernin**; Wholesale Team Leader, **Vicky Lessard**, OEM Business Development Team Leader, **Jamey Brennan** and Vice President of Sales, **Fred Fraisse**.

Former CEO **Fred Luedke** stopped by for a visit. Fred remains involved in some industry activities on behalf of NEOPERL, but has turned most of his attention to local politics. Fred was PMI's President in 1999.



*American Standard Brands CEO Jay Gould; Vice President of Marketing and E-Commerce, Jeannette Long; Director of Brand Communications, Debbie Drury; Senior Manager-Compliance Engineering, C.J. Lagan and Product Compliance Engineer, Mark Malatesta*



*NEOPERL's OEM Customer Service Manager, David Slobuszewski; PMI Executive Director, Barbara Higgins; Marketing and Sales Director, Marie-Helene Pernin; Wholesale Team Leader, Vicky Lessard, OEM Business Development Team Leader, Jamey Brennan and Vice President of Sales, Fred Fraisse*



*Former NEOPERL CEO Fred Luedke and PMI Executive Director Barbara Higgins*



*NEOPERL rolls out the welcome mat for Barbara Higgins*

# Keeping a Tight Focus

By Len Swatkowski, PMI Technical Director



Len Swatkowski

The technical focus within any industry trade association waxes and wanes with the issues faced from codes bodies, standards organizations,

local, state and federal regulators and the overall external business environment. How those issues are managed and prioritized by the plumbing industry is a critical aspect in the effectiveness of Plumbing Manufacturers International (PMI). The most important process in being effective as an industry trade association is regular, timely communication with members.

Manufacturers are usually concerned with day-to-day measurables that affect innovation, new product introductions, budgets and manufacturing schedules. These are internal environmental concerns that have an immediate, high priority. On the other hand, the external environment is mostly outside of the direct control of manufacturers and is the area where PMI provides the most value to the companies they serve.

Each company has a unique perspective for each issue that impacts their industry, and the plumbing industry is no exception. This perspective also applies to establishing priorities on all of the issues of concern. Efficient development of consensus positions for the plumbing industry starts with defining the priorities of the overall external landscape. While a list of issues of focus is fairly static, the individual topics impacting the plumbing industry is dynamic and changes week-by-week.

Communication is the key to managing the priorities and focus of the plumbing

industry. The methods of communication have evolved over the decades and are changing at an increasing rate. The smoke-filled meeting rooms of the 1970's were replaced with the fax machine in the 1980's, email in the 1990's, conference calls in the 2000's and are now expanding into electronic media through webcasts, tweets, and other social/business media tools. The rate and volume of communication has increased and the need to provide concise and clear messages is even more important to maintain the focus of the industry on external environmental issues.

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One of the tools PMI utilizes to set our direction is to drive for consensus on priorities with annual workshops, or action tanks, to define the issues of focus. This exercise provides a high level assessment of priority issues before a crisis arises which requires consensus. The dynamic nature of the external environment has not only increased the need for collaboration in addressing the accelerating level of regulation, code changes and standards revisions, but the speed needed for resolution.

In anticipating the strategic needs of the plumbing industry's external environment, our board of directors identifies where we need to focus. Our communications during weekly and monthly conference calls, conferences, hearings and workshops help us develop a feel for potential issues within this focus for

which we can prepare. Our responses are a result of networking within the membership, our expert lobbyists and contacts we network within the industry and related industries. The focus beginning with priorities from our board of directors develops into proactive discussions with members and our network and results in effective and tightly focused responses to the issues we need to address.

We are always looking at ways to continuously improve our process of focusing on external issues. Better and faster means of communication and practices are always being explored. With the increased level of activity in the external environment, our expectations are set to meet this demand. The strength and vitality of any industry and their trade association lies in the focus and coordination on changes in the external environment. Clear and concise calibration of communications with well-defined expectations is the key to effective and timely responses for a tight focus on external pressures.

## Book Your Conference Hotel Today!

PMI Fall Conference hotel block will close on Friday, September 14. The current PMI rate is \$245 per night. The non-conference block rate could be as high as \$339 per night.

**Book your room now!**



## Fall Conference to Close with Capitol Hill Lobbying Visits

PMI is offering Capitol Hill lobbying visits to those who attend the **PMI Fall Conference**, being held October 7-10 at the Hyatt Regency Washington on Capitol Hill in Washington, DC.

As the conference will take place in the shadow of Capitol Hill, these lobbying visits will take place at the conclusion of the Fall Conference on Wednesday, October 10. These appointments are a great opportunity to let your voice be heard regarding the issues that matter to your home state and the plumbing industry. PMI's federal lobbying team at Artemis will coordinate the visits and the materials. Make sure you book your return flight for later in the afternoon to allow time to visit your state legislators.

In order to sign up, make sure to note on your conference registration that you would like to participate in the Hill visits. You will receive a questionnaire that will aid in setting up the appointments. If you have any questions, please contact PMI headquarters at 847-481-5500.



## PMI Fall Conference Attendees Offered Optional Networking Reception



PMI will offer an evening networking reception/boat cruise on the Potomac River on Monday, October 8. This activity will feature heavy hors d'oeuvres and beverages as attendees cruise down the river to admire our nation's capitol from a unique vantage point. If desired, dinner will be on your own after the event.

This reception is a great time for networking and getting to know fellow PMI Fall Conference attendees. A chartered bus will transport attendees from the Hyatt Regency Washington Capitol Hill, the conference hotel, and take them to the cruise departure area at 7:30 pm. The cruise will end at 9:30 pm and attendees will be transported back to the hotel. The dress code for the cruise is casual.

The attendee rate for the cruise is \$159, the spouse rate is \$99, and is an optional activity during the Fall Conference. Please note on your registration form if you plan to participate.

# PMI Fall Conference Schedule

## Sunday, October 7

2:00 pm - 5:00 pm	PMI Board of Directors Meeting (Invitation Only)
3:00 pm - 5:00 pm	Meeting Registration
5:30 pm - 6:00 pm	First Time Attendee Reception
6:00 pm - 7:00 pm	Cocktail Reception
DINNER ON YOUR OWN	

## Monday, October 8

8:30 am - 9:00 am	Welcome and PMI Strategy Planning
9:00 am - 10:00 am	Opening Keynote: Political Outlook with <b>Donna Brazile</b> , Political Expert
10:00 am - 10:15 am	Break
10:15 am - 11:45 am	Government Affairs Standing Committee
11:45 am - 12:15 pm	PMI Online Training Demonstration - Content and Mechanics with <b>Steve Lehtonen</b> of IAPMO
12:15 pm - 1:30 pm	Buffet Lunch and Free Time for Office Catch Up
1:30 pm - 2:00 pm	General Membership Meeting
2:00 pm - 2:30 pm	Special Presentation by <b>Christian Richter</b> of the Nickel Institute with an Industry Update
2:30 pm - 2:45 pm	Break
2:45 pm - 3:15 pm	Special Presentation by <b>Pete DeMarco</b> of IAPMO with a PERC Update
3:15 pm - 5:30 pm	Dual Track Sessions: (Choose One):

## Technical Council      Advocacy/Outreach Council (formerly Marketing Council)

7:30 pm - 9:30 pm Evening Networking Reception/Boat Cruise on the Potomac River (Optional - See PMI website for separate registration). Beverages and hors d'oeuvres will be served. If desired, dinner will be on your own following the cruise.

## DINNER ON YOUR OWN

## Tuesday, October 9

8:00 am - 9:15 am	Water Efficiency and Sustainability Issue Committee
9:15 am - 9:45 am	Hex Chrome Discussion with <b>Ann Mason</b> of the American Chemistry Council
9:45 am - 10:15 am	Special Presentation by <b>Rex Pace</b> of the U.S. Access Board
10:15 am - 10:30 am	Break
10:30 am - 11:30 am	Fair Trade Issue Committee with a Special Presentation by the U.S. Department of Commerce on Anti-Dumping Filings
11:30 am - 12:30 pm	Reports and Action Items from Dual Track Meetings
12:30 pm - 2:00 pm	Buffer Lunch and Free Time for Office Catch Up
2:00 pm - 3:15 pm	Panel Keynote Speeches by <b>Annie Longworth</b> , CEO of Saatchi and Saatchi and <b>Erin Streeter</b> , Vice-President of NAM
3:15 pm - 3:30 pm	Break
3:30 pm - 5:30 pm	Panel Discussion: <i><b>Promoting Plumbing as a Profession</b></i>
6:00 pm - 7:15 pm	Reception
7:30 pm - 9:30 pm	Dinner and Entertainment by <b>The Capitol Steps</b>

## Wednesday, October 10

7:30 am - 11:30 am	Board Development Action Plan (Invitation Only)
7:30 am - 9:00 am	Buffet Breakfast
8:30 am - 9:30 am	Capitol Hill Visit Tutorial
9:30 am - 2:00 pm	Capitol Hill Visits

## Survey Shows that Unclean Restrooms Carry Consequences for Business Owners

Submitted by Suzanne Freckmann, PR Associate, Bradley Corporation

More than half (51 percent) of Americans say they've had a particularly unpleasant experience in a public restroom due to the condition of the facilities, according to a national survey conducted by Bradley Corporation, manufacturer of bathroom and locker room furnishings, including sinks, faucets, hand dryers, showers and lockers.

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*...nearly one-third (31 percent) said they would never frequent the business again.*

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Bradley's fourth annual Healthy Hand Washing Survey found that gas stations outstripped other locations for the most awful restroom experiences and the majority of respondents (72 percent) cited a bad smell as the number one cause. Restrooms that looked old, dirty or unkempt, and toilets that were clogged or not flushed followed were named as the second and third most common problems. Water collecting on the floor, and jammed toilet paper and towel dispensers were also high on the restroom complaint list.

For businesses, an unclean restroom proves troublesome. When asked about their perceptions of businesses with poorly maintained restrooms, survey

respondents cited poor management (62 percent); lack of care about customers (59 percent); a lowered opinion of the business (54 percent); and a sign that the business doesn't care about how they look to others (53 percent). While negative customer perceptions can hurt business, the most common action taken because of an unclean restroom is even more problematic, as nearly one-third (31 percent) said they would never frequent the business again.

"The condition of restrooms speak volumes about a business—whether it's a public facility, workplace or otherwise," says **Jon Dommisie**, director of global marketing & strategic development at Bradley Corporation. "Our annual survey underscores that people really do take note of businesses when restrooms are lacking and unpleasant, and sometimes that means they'll not return to that establishment."

The survey also found that Americans are not washing their hands long enough—or often enough. 57 percent of respondents estimate they wash their hands for just 5 to 15 seconds. In fact, the Centers for Disease Control and Prevention (CDC) recommends washing for at least 20 seconds.

While it's good news that 70 percent of Americans say they always wash their hands after using a public restroom, 29 percent sometimes skip that action.

## 2012 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Stewart Yang**, Kohler Co.  
President

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

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

**Fernando Fernandez**, TOTO USA  
Treasurer

**Lee Mercer**, Moen Incorporated  
Acting Immediate Past President

### DIRECTORS AT LARGE

**Bobbi Bieschke**, Amerikam  
(10/11–12/12)

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

**C.J. Lagan**, American Standard  
Brands  
(7/11–12/12)

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

**Paul Patton**, Delta Faucet Company  
(1/11–12/13)

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

### PMI STAFF

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## Changes to the PMI Board of Directors

Due to corporate time pressures, **Tim Schroeder**, President of Duravit USA has regretfully resigned his position on the PMI Board of Directors. Per the by-laws, a replacement has been appointed to complete his term. **Ray Fisher**, President of Fisher Manufacturing Company will fill the role.

**John Watson**, Elkay Manufacturing Company was appointed to complete

the term of **Paul Patton**, Delta Faucet Company, as he moves up to the Executive Committee as 2013 Treasurer (pending the election by the General Membership).

A heartfelt thank you to each of these dedicated individuals for their service to PMI!



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