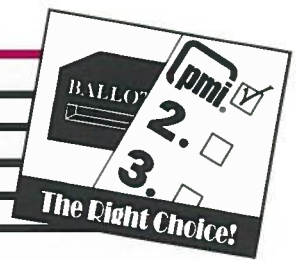




# NEWS



Volume 7, Issue 5

The Newsletter for PMI Members — by PMI Members

September/October 2004

## PMI Convenes Successful Fall 2004 Meeting

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

The Plumbing Manufacturers Institute wrapped a successful fall meeting last month. The session was well attended — 25 PMI companies were represented — and featured 11 guest speakers including a keynote address by *Washington Post* columnist **George Will**. The agenda was packed with information and discussion of the key issues facing our industry. Topics included the effort to harmonize product standards throughout the world, a profile of the world copper market, an update of EPA's proposed product labeling program and an enlightening (and somewhat frightening) presentation by a representative of Senator Jeffords' office on his attempt to ban lead in plumbing products. Details of the meetings well as photographs can be found in a separate story in this edition of *PMI News*.

Over the years, PMI and the format of its semi-annual meetings have expanded from the important product-specific technical working sessions to include presentations on a broad range of critical topics. This reflects PMI's continuing role in promoting the health, safety, and quality of plumbing products, as well as PMI's expanding role in maximizing value and choice for consumers, promoting efficient use of water, and ensuring fair trade. PMI offers value to its members on a variety of levels, covering business concerns up and down the "food

chain" and throughout the departments of the member companies — marketing, information technology, legislative, purchasing and more, in addition to technical areas.

The metamorphosis of PMI has been dramatic and positive, and has been embraced by the membership. While the meeting *schedules* have been compressed, the content and importance of our meetings continues to grow and now reflects the myriad of issues we all face in our industry and in our companies. PMI is a reflection of us.

Likewise, the reach and influence of PMI staff was once again clearly evident at this meeting. Speakers graciously responded to invitations from staff to address our group. The U.S. Department of Commerce, for example, was the source of four speakers including Assistant Secretary **William Lash**, Trade Specialists **Jennifer Stradtman** and **Christian Brittle** and, at Wednesday's invitation-only CEO Forum, Deputy Assistant Secretary **Joseph Bogosian**.

Staff networking with other associations brought to our meeting **Evan Gaddis** and **Joe Mattingly** of GAMA, **Ike Casey** and **Lake Coulson** of the Plumbing Heating Cooling Contractors (PHCC-NA), **Robin Wiener** of the Institute of Scrap Recycling Industries, **Andy Kireta** of the Copper Development Association

(CDA) and **Larry Spangler** of the National Kitchen and Bath Association (NKBA).

Through these relationships, PMI will now be able to conduct a series of new surveys to learn more about how other industries view the economy, develop and process data, and use the internet.

The PMI Forums continue to be a popular value-added benefit of membership, at the same time serving as a valuable tool to raise the visibility of the organization for prospective member companies. The Forum held for CEOs on Wednesday focused on the opportunities and challenges presented by the emergence of China as a trading partner. (See related article in this issue of *PMI News*). Personal invitations sent to CEO's resulted in a standing room only crowd of 40 participants.

Staff looks to members for topic ideas for future meetings and forums. Call them with your ideas! Plans and agendas are already in the works for the Spring 2005 meeting to be held in Savannah, Georgia, April 10-13. The value of these meetings is clear and attending them is time well spent. See you there!



Jim Westdorp  
Kohler Company

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# Meetings, Filled Room Blocks, Work Stoppages, Hurricanes, China, and Wedding Bells — What a Week!

by: Barbara C. Higgins, PMI Executive Director



Barb Higgins

While I really hate to be a whiner and completely embrace a “never-let-them-see-you-sweat” work style, I must tell you that, as rewarding as it is most of the

time, the job of meeting planning has its adrenaline moments. Hotel rooms in Washington, D.C. were at a premium the week of September 19th — the very week of the PMI fall meeting. With several large conventions in town, including the American Medical Association, and an engineering conference, remaining hotel space was gobbled up by the 20,000+ Native Americans gathering for the opening of a new museum built to honor their proud heritage. The crowd represented the largest gathering of Native Americans EVER in history. And they gathered at exactly the same time PMI’s room block was maxing out, due to the increasing popularity of our meetings and the draw of *Washington Post* columnist **George Will** as our keynote speaker. The adage that “if you snooze you lose” was fully in effect. Those who registered later in the process, were housed at an alternate hotel, the lovely Omni Shoreham, where we had secured a second block of rooms. Those skunked out of the alternate venue, scrambled for rooms where they could find them throughout our nation’s capitol. (Happily, we were later able to accommodate most folks back at the host hotel.) “Book Early” is sure to be the mantra embraced by PMI members as we approach the Spring 2005 meeting!

While filled room blocks is a fairly common challenge of the veteran meeting planner, predictions of the residual affects of a *series* of autumn

hurricanes and a threatened citywide hotel workers strike are on the rare side. And while it is my nature to look on the bright side and hope for the best, apparently reporters at *USA Today* and the *Washington Post* don’t share my delightful, sunny demeanor and positive outlook. Their coverage of these looming “events-beyond-our-control,” wasn’t exactly comforting.

I am pleased to report that despite all of that, and based upon feedback from you, the fall PMI meeting in D.C. proved to be a success. I was personally pleased that so many of you attended the meeting and also that so many friends of PMI supported the effort by enriching our agenda with their presentations. PMI is well along the path of continuous improvement and we continue to look for and find new ways to make the meetings more productive and efficient. Perhaps the ultimate compliment came when one of our sister associations vowed to pattern its meetings after PMI’s format. One of our members commented that the idea of agendas with target times printed along the left margin next to each topic, was one that would be implemented in his own company. As “they” say, imitation is the sincerest form of flattery!

As you either witnessed first hand, or will read in this issue of *PMI News*, the breadth of industry issues covered



PMI Executive Director Barbara Higgins and keynote speaker George Will of the *Washington Post*.

during the 2 1/2 days of the fall meeting was staggering — the initiatives to achieve local and global harmonization of standards, an update on Jeffords bill, the status of the proposed EPA product efficiency labeling program, the world market for copper, enhancing PMI’s statistics program, an introduction to remote learning strategies and techniques, on-going efforts to promote and ensure fair trade, a visit by Assistant Department of Commerce Secretary **William Lash** and a special “Legislator of the Year Award” presentation to U.S. Senator **Kit Bond** (R-MO), and the immeasurable benefits of networking with peers. The Washington D.C. venue again proved to provide valuable access to expert representatives to speak on topics important to PMI.

Following the end of the PMI meeting, was the first ever, stand alone, invitation-only PMI CEO Forum. At the risk of repeating the information contained on page 8 of this issue of *PMI News*, let me say that the topic of the emergence of China as a player in world trade, apparently hit a chord as executives remained riveted and focused during the 5-hour session. A second CEO Forum is in the works. Details to follow.

After this information packed week, it was back home for me and on to the festivities surrounding the September 25th wedding of our daughter Missy to Matt. For the record, (and for those following the saga of my double foot surgery), my new feet did me proud on the reception dance floor, though through some glitch — (or Missy’s excellent taste and judgment), there was not a trace of either the Chicken Dance or Proud Mary. Suffice it to say that a good time was had by all and I am very proud of my new title of “mother-in-law”.

Wow... what a week!

# Model Codes Making Changes to Temperature Controls

by: David Viola, PMI Technical Director

The past year has seen a significant expansion in water temperature control requirements in Model Plumbing Codes. The changes have been prompted by the development of new product standards addressing new and re-designed temperature control technologies. Until recently, water temperature control provisions in plumbing codes have remained unchanged for more than a decade and limited to shower safety.

The new product standards are American Society of Sanitary Engineers (ASSE) 1070 – 2004 *Performance Requirements for Water Temperature Limiting Devices*, and ASSE 1069 - *Performance Requirements for Automatic Temperature Control Mixing Valves* (still under development). ASSE 1070 has been published recently and covers devices that control and limit the temperature of water discharged to bathtubs, sinks and lavatories to reduce the risk of scalding. These devices can be installed in-line to serve multiple fixtures, or as an integral fixture

fitting component for single fixture applications. The ASSE 1069 standard is near completion and covers device controls the temperature of water delivered by a single supply pipe to individual or multiple fixtures (gang showers) to reduce the risk of scalding and thermal shock. This device is not installed where the water temperature can be adjusted downstream.

Each Model Code Committee acted on proposals that attempted to identify the plumbing system outlets that present a potential risk of scalding and/or thermal shock, establish a safe water delivery temperature for these locations, and determine the appropriate temperature control devices and associated standards that achieve the necessary protection. A summary of the temperature control requirements (including the recent changes) of the model codes is available from the PMI staff. It should be noted that the model code committees deleted references to ASSE 1069 from proposals because the standard had not been finalized at the

time of the hearings. We can expect the standard to be added when completed.

PMI and its members played a key role in educating the model code groups on the proper use and application of the various temperature control devices and product standards, and defeating attempts to use the codes as a marketing tool to promote specific technologies, include unsafe provisions, and unnecessarily restrict the use of acceptable methods of temperature protection.

As always, PMI will continue to work with the model code groups and U.S. and Canadian code bodies to ensure that all temperature control requirements are safe and reasonable.



David Viola

## PMI Codes and Standards Workshop ThreePeat!!

by: Maria Bazan, PMI Association Manager



Maria Bazan

For the 3rd time, PMI packed the classroom for a sold out Codes and Standards Workshop. The workshop held August 11-12 in Schaumburg,

IL, hosted 24 members and nonmembers from 15 plumbing manufacturer companies. Those who attended both days of the workshop received certificates of completion.

The program, lead by PMI Technical Director Dave Viola, gave the attendees

information on PMI's role in the technical arena and plumbing codes and standards in the United States and Canada. The program also covered plumbing code objectives, manufactured housing, state and federal regulatory agencies, major state and local jurisdictions, the standards development process, third party certifier accreditation and certifying agency services, conformity assessment requirement in plumbing codes, as well as an update on the new ADA accessibility guidelines.

Dave Viola commented, "It is again encouraging to see the high level of involvement from manufacturers to keep pace with the various technical activities that impact our industry."

PMI plans to hold this Codes and Standards Workshop on an annual basis in August of each year. Stay tuned for details.

### Codes and Standards Kudos

*Great Job! This workshop provided a good overview of the Codes and Standards required in the industry as well as enlighten you to present issues and PMI's role in dealing with the concerns raised by many private organizations. Very enlightening!"*

—Eugenia Magill,  
Technical Sales Specialist, NEOPERL

*"Great workshop!"*

—Greg Helton, Quality Assurance Technician, Gerber

# PMI Welcomes New Member Dornbracht, USA

by: Barbara C. Higgins, PMI Executive Director

“Our business is focused on the bathroom experience,” says Jon Spector of Dornbracht, USA. “The bathroom has evolved dramatically over the years. During Roman times, public baths were a social meeting place. Over the last century, we have seen the progress from outhouses to a more private comfortable setting in the home by the 1920’s. After several decades of sophistication, we now enjoy multiple bathrooms in our homes, and this space is given a larger percentage of the floor plan. In fact, the trend is moving toward eliminating bathroom walls altogether and making this area a ‘health and wellbeing’ space incorporated into the bedroom itself.”

Dornbracht USA is the newest member of the Plumbing Manufacturers Institute (PMI), having joined in September 2004. The company’s president, Mr. Spector began his career as a metal polisher in the backroom of a decorative hardware store and by 1984 was the showroom manager. He then worked for 10 years as a sales representative for the Dornbracht product line in New York and New England, as well as a business consultant for the manufacturer. Throughout the ’90s, Dornbracht instituted major improvements to its manufacturing processes and logistics. By collaborating with Federal Express, the

company was able to ship quickly, providing 3-4 day delivery of its products throughout the world. The representative force was expanded to serve the key design centers and specifiers in the United States and Canada. Dornbracht USA grew from four employees to 25 and relocated its offices to Atlanta – which Jon describes as a business-friendly city with a great airport. Jon became president in 1997.

Founded by Aloys Dornbracht in 1950, Dornbracht Company is based in Iserlohn, Germany. Aloys developed a unique telescopic spout for wall mount faucets. The innovation allowed the user to pull the spout over the rim of the sink, and fill a bucket on the floor. The design was well-received, and as proof of the timelessness of functional design, Dornbracht still offers this spout with its “TARA” classic cross-handle faucet. Aloys worked with his son Helmut to promote this and other simple designs in the early years. Then, as a result of attending plumbing fairs, Helmut was intrigued by the possibilities of adding decorative design to plumbing products. Thus was born the Series 2000 with a modern C spout and architectural square handles.

Today, Dornbracht in Germany is headed by grandsons Andreas and Mattheas. Thanks to the inspired creation of noted industrial designer Dieter Sieger, the company has won many international design awards beginning in 1981 with the Japan State award for the Domani Series, and continues to receive recognition for design innovative to the present day. The Chicago Athenaeum in Schaumburg, IL (not far from PMI

# DORN BRACHT



headquarters) has awarded Dornbracht top honors several times over the years.

Jon describes the company as “a design company that makes faucets, not the reverse. The company is one that reinvests constantly to refine both the product and the logistics, and is one that is environmentally-minded. Dornbracht products feature a well-defined attention to detail and very fine edges. We do not use PVD (physical vapor deposition) but rather a live metal finish. The tactile experience is important. Our products look and *feel* different!” Jon continues.

According to Jon, many manufacturers emulate Dornbracht products, which he considers a compliment. Constant evaluation of design and the emotional meaning of the bath make Dornbracht a trendsetter, not a producer of commodities! In addition to art sponsorships, Dornbracht supports architectural student projects, the New York Architectural League and several museums, including the Guggenheim Museum in New York. Jon adds, “We explore all elements and rituals of the bathroom experience – including the sound of water coming through the fitting. The new Rain Sky Showerhead, for example, offers three options for water flow – mist, regular and flood, and curtains of water with different temperatures inside.”

Asked about the decision to join PMI, Jon says that the Dornbracht Company feels strongly about being a part of an industry fellowship of

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PMI President Jim Westdorp (right) and PMI Executive Director Barb Higgins (left) present a PMI member plaque to Jon Spector, President of Dornbracht, USA at the fall meeting.

# The Right Choice: PMI Convenes 2004 Fall Meeting

by: Michelle Frenette, Member Services Manager

With the rains of hurricane Ivan in the rear view mirror and the November election on the horizon, PMI returned to the Capital Hilton in Washington, D.C. to hold its 2004 Fall Meeting September 19-22 with 2 1/2 days full of activities, issues and presentations.

Led by PMI President **Jim Westdorp**, who is also president of Global Faucets for Kohler Co., 85 members, spouses/companions, guests, speakers, press and staff were in attendance at this year's meeting. The theme, "The Right Choice," symbolized how PMI membership is a proven benefit to plumbing manufacturers. Below is a brief listing of action items arising from the specific committee and general meetings. Contact PMI for more information on any bulleted item.

## Sunday, September 19

Following the semi-annual PMI Board of Directors meeting Sunday afternoon, the day concluded with the welcome reception and dinner, where PMI President Westdorp announced new member Dornbracht, Inc., introduced first-time meeting attendees and guests, and previewed the days to come.

## Monday, September 20

PMI convened a full morning of meetings, beginning with Flushing Devices and Fixtures, Universal Conformity Assessment Committee with guest speakers **Evan Gaddis**, President and **Joseph Mattingly**, General Counsel with GAMA (formerly the Gas Appliance Manufacturers Association), and a special presentation on Standards and Market Access by **Kitty Kono**, Vice President Global Cooperation with ASTM International.

Other highlights from the day were as follows:

Over lunch, **William Lash**, Assistant Secretary for Market Access and Compliance for the Department of Commerce (DOC), briefed attendees

on the President's trade initiatives and provided examples of the ways the International Trade Administration within the D.O.C. can provide assistance to manufacturers in this global economy.

After lunch, **Jennifer Stradtman**, Trade Specialist with the Department of Commerce (D.O.C.) built upon the Standards and Market Access presentation from the morning session, and William Lash's lunch talk to provide insight into Standards as Non Tariff Barriers for manufacturers. Ms. Stradtman pointed out how the D.O.C. recognizes standards and conformity assessment procedures can facilitate efficient international trade and its benefits, while there are some manufacturers in industry that view standards and technical regulations as the principal non-tariff barrier in many markets around the world. The D.O.C.'s activities on this initiative include training Commercial Officers on standards and conformity assessment, updating the Standards section to include the "Country Commercial Guide" and staffing each office within the International Trade Administration with a designated "standards" person.

**Christian Brittle**, Trade Specialist with the Department of Commerce, discussed the World Market for Copper.

The schedule on Monday wrapped up with the Showerhead/Hand Shower, Faucet and Shower, Tub, Tub-Shower Fittings Joint Product Group.

The evening kicked off with a seafood reception and, following dinner on their own, attendees came back for a late-night reception and trivia challenge to test their Red, White and Blue I.Q. Attendees divided themselves into teams to tackle 25 questions about American History, U.S. Presidents and national facts. President Westdorp read the questions and once the tallying was complete, announced the winning team, the Monumentals with members **Ed**

**Pilatowicz, Casey Hayes, Tom White, Jeff Mueller, Lee Mercer and Mark Weaver**, who received copies of the book "Don't Know Much About History" — the losing team, the Filibusters with members **Shabbir Rawalpindiwala, Norm Kummerlen and Pete DeMarco**, received American flag stickers.

## Tuesday, September 21

Presentations continued Tuesday morning with the E-Business Issues and Opportunities Standing Committee, and guest speaker **Richard Dickerson**, who spoke about E-Learning and Remote Learning. Next, the Water Conservation Issue Committee heard a presentation on a proposed product labeling program by **John Flowers** with the E.P.A. The Government Affairs Committee wrapped up the morning session with insight into the Jeffords bill presented by **Catharine Ransom** with Sen. Jeffords' [I-VT] office.

At Tuesday's lunch, President Westdorp presented Senator **Kit Bond** [R-MO] with PMI's Legislator of the Year Award for his efforts to defeat the Jeffords bill. Senator Bond expressed thanks for recognition of his work and shared his thought process on the lead issue, and other legislative issues that he has opposed.

Tuesday afternoon's Member Services Standing Committee included a discussion of Industry Statistics by **Hans Helgeson** and **Don Cotchen** of McGraw-Hill Construction, and a presentation by **Martyn Denny** of the Bathroom Manufacturers Association in the UK. Mr. Denny pointed out the similarities between the roles that PMI and the BMA play for manufacturers, and encouraged attendees to consider an open dialogue between the two groups to share information, push innovation forward and encourage a stronger, more informed industry.

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Mark Weaver, T and S Brass, and Jeff Mueller, Kohler share a laugh after a long day of meetings.



Walt and Suzan Strader, Price Pfister...compare notes about the day's activities.



# 2004 Fall Meeting Highlights



Kitty Kono, guest speaker from ASTM International provided insight as to the efforts to harmonize product standards worldwide.



Michael Martinez, Price Pfister, and Charles Scott, BrassCraft, smile for the camera.



Jennifer Stradtman, International Trade Specialist shared insights about the workings of the Department of Commerce during the Fair Trade Committee meeting.



Lee Mercer, Moen, and Christian Richter, PMI lobbyist, resolve legislative issues over dinner.



New to PMI, Keith Moore and Sherry Foster both of KWC were relieved to find that the only freshman hazing at the fall meeting was having to wear the bright orange 'first time attendee' ribbon.



Mark Bidinger of Elkay enjoying his first PMI meeting.



Ed Pilatowicz from Price Pfister, his wife Maria, and Michelle Frenette (right) get to know each other at Sunday's reception.



John Lauer, Sloan Valve strikes a presidential pose (John was elected 2005 president of PMI).



Barbara Higgens, William Lash, Assistant Secretary of Commerce and PMI luncheon speaker with Jim Westdorp, Kohler.



Catharine Ransom, guest speaker from Senator Jeffords' office outlined the genesis of the proposed new ban on remaining lead in plumbing products.



Tom White with Haws Corporation is pleased with the meeting.



Richard O'Reagan, Mark Alan, Larry Himmelblau and Suzanne Shaw: The Chicago Faucet crew "All in favor of T.P'ing the White House, step forward."



Jim Westdorp with Legislator of the Year, Senator Kit Bond.



and Carole Maple of Fluidmaster enjoy the Sunday reception after each of their respective busy days.



Martyn Denny, Bathroom Manufacturers Association, Ken Martin, Sally Remedios, both of Delta, Bruce Martin Intertech and George Zebrowski of Business News Publishing, also known by their trivia team name of 'The Hanging Chads', test their Red, White and Blue I.Q. at the late night reception after dinner.



Joseph Mattingly and Evan Gaddis, general counsel and president, respectively of GAMA, shared their insights on product standard harmonization and federal preemption.



Herb Barnhart, Tempress, seems pleased by his election to the PMI Board of Directors in 2005.



Jay Burnett and Ken Martin, both of Delta catch up at the reception.



Jack Kreecek (Elkay) Bill O'Keefe (Symmons Industries), Larry Himmelblau (Chicago Faucet), Bob Miodonski (Contractor Magazine), Gary Pember (Moen) and Jim Galvin (Symmons Industries) also known by their trivia team name the 'Washington Postals' take a brief break from the frenzied competition.



George Will (with PMI President Jim Westdorp) proudly displays his PMI pride after a home run keynote speech.



Jim Galvin, Todd Talbot, Don Milroy and Bill O'Keefe enjoying Tuesday's keynote dinner and later the by-invitation-only CEO Forum.



Mert Karasu with Vitra USA contemplates joining PMI.



John Flowers with the EPA and Shabbir Rawalpindawala with Kohler stop for a photo op after Mr. Flower's presentation.



"The Monumentals", the winners of the 'Test your Red, White and Blue I.Q.' trivia contest: Ed Pilatowicz, Price Pfister, Casey Hayes and Tom White of Haws Corporation, Jeff Mueller, Kohler, Lee Mercer, Moen, and Mark Weaver, T & S. Brass.



PMI Technical Director Dave Viola discusses plumbing with Fisher Manufacturing's Vice President of Operations, Steve Sebahar.



Bill (newly elected Board member) and Barb Axline of Fluidmaster relax at the reception.

# PMI Hosts CEO Forum to Explore the Impact of China

by: Barbara C. Higgins, PMI Executive Director

Forty senior level executives attended the PMI CEO Forum on Wednesday, September 22, 2004 following the PMI fall meeting held just prior, September 19-22. With a focus on the challenges and opportunities presented by the emergence of China as a trading partner, the forum agenda included six speakers each representing a slightly different angle on the issue. The forum was offered at no charge to PMI member company CEOs as a benefit of PMI membership. Non-members paid a registration fee.

Hosting the event was **Jim Westdorp**, PMI president and Kohler Company's president of Global Faucets. He introduced **Michael**

**Colopy** of International Commerce Consultants, Inc. who in his presentation "China: Friend or Foe?" detailed China's history and the impact this has had on Chinese philosophies and business practices today. Time ran short for the many questions from the audience, spurred by this fascinating topic and approach to understanding this important culture.

**Kathryn Kobe** of Economic Consulting Services was up next to present the results of a study entitled "America's Future: The Case for a Strong Manufacturing Base" on the importance of U.S. manufacturing. During the lunch break, **James Guidi** of Translatus, Inc. discussed the challenges of communicating in a global economy and the pitfalls of some translation efforts. Both speakers offered practical, useable information for audience members to take away with them.

Immediately following lunch, **John Brandt** of the Manufacturing Performance Institute, shared his findings from his study on Chinese manufacturers. The information was well-

received by the CEOs who eagerly participated in a lively question and answer session following the presentation.

**Dave Huether** of the National Association of Manufacturers, filling in for the ailing **Pat Mears** presented "U.S. Manufacturing and China Challenges and Opportunities." Once again, out came the pencils as attendees took notes on the important information being presented. Closing the session was Deputy Assistant Secretary **Joseph Bogosian** of the U.S. Department of Commerce who outlined the President's manufacturing initiative and fielded questions.

Responses from satisfaction surveys sent to attendees indicate that the forum met expectations and there is interest in future sessions of this kind. Stay tuned for details!

PMI will hold its 2005 Spring Meeting April 10-13 at the Westin Savannah Harbor Golf Resort and Spa in Savannah, Georgia. Plans are underway to hold PMI's 2005 Fall Meeting October 16-18 at the Capital Hilton in Washington, D.C.



**Michael Colopy**, China Specialist, International Commerce Consultants, Inc.



**Barb Higgins** PMI Executive Director (left), **Joseph Bogosian**, D.O.C. Deputy Assistant Secretary (center), and **Jim Westdorp**, Kohler Co. President of Global Faucets (right).

## PMI Welcomes New Member Dornbracht, USA

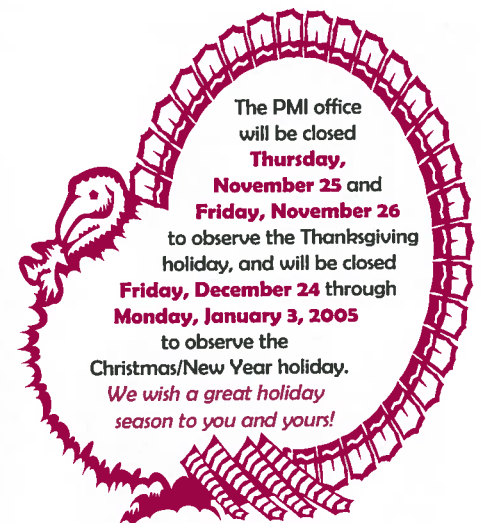
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knowledge, adding, "We very much admire a group like PMI that promotes the discussion of many issues such as universal conformity assessment and other topics impacting world business."

From his vantage point in the United States (through such vehicles as *PMI News*, which he describes as "great!"), Jon has kept an eye on and has been impressed by PMI throughout the years, as has **Andreas Dornbracht** in Germany. Mr. Dornbracht has gotten to know PMI through various meetings

with Executive Director **Barbara Higgins** at meetings of CEIR (the European Valve Association) and a variety of industry trade shows. Moreover — the Plumbing Manufacturers Institute has been keeping its eye on Dornbracht Company.

It is a pleasure to have Dornbracht on the membership roster. We look forward to working with this new member and welcome them to PMI!





by: Christian Richter, The Policy Group

Congress reconvened in Washington after the August recess with a heavy slate of unfinished business. At press time, only one of the thirteen spending bills to keep the federal government running after September had been sent to the White House. With an October 8 adjournment target, election year politics and partisan rancor have stalled legislation across the board, including major energy, tax, highway and infrastructure funding bills. In response, the Republican congressional leadership is now eyeing a “lame duck” session after the smoke clears from the November elections in order to salvage progress on at least some issues.

### PMI Advocacy on Lead and Other Legislative Developments

On Capitol Hill thus far in 2004, PMI has focused the industry’s advocacy and monitoring efforts on priority regulatory and competitiveness issues, including Vermont Senator **Jim Jeffords’** “lead ban” for plumbing products, water conservation and efficiency provisions in the energy and water infrastructure funding bills, and a range of competitiveness issues like tort reform. We updated the industry in the last issue of *PMI News* on the interim success PMI has achieved on opposing the Jeffords legislation.

In recent discussions with Jeffords’ office, it’s clear that the Senator has remained interested in finding an appropriate “must pass” bill to which his lead package might be attached as an amendment. To ensure the industry continues to benefit from a close exchange with the main actors on the lead bill through the end of this Congress, PMI invited Jeffords’ senior advisor **Catharine Ransom** to speak to members at the PMI Fall Meeting in Washington, D.C. PMI also hosted an award ceremony to present the PMI Legislator of the Year Award to Republican Senator **Kit Bond** from Missouri, whose leadership on behalf of the industry this past summer was

instrumental in stopping the Jeffords bill.

On the future of the lead bill, PMI members at this point must consider one of several possible post-November election scenarios. If Senator **John Kerry** is elected to the White House and the Democrats take back the Senate from the Republicans (which at this point is too close to call) it’s more than likely Senator Jeffords will ascend to the chairmanship of the Senate Environment and Public Works Committee, where his lead legislation will become a top priority for the Senate and a more expansive and stringent overhaul of the Lead and Copper Rule would advance quickly through federal EPA.

### Tort Reform: Trial Lawyers vs. Little League Baseball

On the broader legislative agenda, while PMI has not been the main player during the 108th Congress on tort reform, the nearly two-decades old Republican effort to revamp the civil justice system illustrates the steep partisan hurdles thwarting even modest change to the status quo. As many in the industry know, Republicans have made it a top priority this year to push narrow pieces of this agenda forward. During the Republican-sponsored “Tort Reform Week” after the August recess, the House passed by large margins two of three bills aimed at shielding nonprofits from lawsuits. While legislation to protect volunteer firefighter departments and nonprofit “good Samaritan” pilots succeeded, community sports organizations such as Little League baseball fared poorly. Critics successfully argued that the bill to protect Little League would restrict lawsuits for environmental, labor and health and civil rights cases, areas where stunning verdicts have driven up the cost of doing business and dampened manufacturing competitiveness.

### Energy Policy and the Future

Other areas where PMI member companies are looking for change to the status quo include



Christian Richter

energy legislation. Passage of the Energy Bill this year would broadly benefit the industry not only in the form of an extra market stimulus from the bill’s new federal procurement provisions on water efficient plumbing fixtures, but by potential changes to federal law that aim to reduce industrial energy costs in the short and long term. In recent weeks, Senate leaders announced a final gambit to spur passage, but the transparent move was more about optics than substance and it’s unlikely energy legislation will pass this Congress. Regardless of what happens in November, top policy experts argue that future energy security, reliability and affordability issues pose fundamental and serious challenges to the nation.

### Regulations: Domestic and International

While Capitol Hill is nothing if not a bottleneck this year, the regulatory machinery of the executive branch has slowed only moderately under the Bush Administration. Moreover, international regulatory activity — particularly from the European Union — could pose some new challenges to the worldwide plumbing manufacturing community.

### Lead and Copper Rule: New Developments

On the domestic front, Environmental Protection Agency continues to move forward with a thorough review of the Lead and

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# Fall Legislative and Regulatory Update

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Copper Rule with an aim to potentially rearrange its architecture if necessary and politically prudent. This fall, the Agency has continued a series of “experts” meetings in a handful of cities that focus on the adequacies as well as the shortfalls of the Lead and Copper Rule.

In mid-September, EPA held a Philadelphia workshop primarily with representatives from the drinking water utilities to discuss public communication and operational aspects of the current LCR. However, discussion from the drinking water community continued to circle back to the potentially problematic contributions of endpoint devices to elevated lead risks to the public.

PMI meanwhile has engaged in several rounds of discussion with officials from the American Water Works Association (AWWA) and NSF (formerly the National Sanitation Foundation), as well as senior decision makers at federal EPA, in order to maximize understanding of these organizations on the commitment and practices of PMI membership to public health protection from plumbing products. One consequence of this, among others, is that officials at AWWA recently agreed to remove language that system operators were to include in utility customers’ water bills that would have inappropriately focused on endpoint devices as a problematic source of human health risks from lead.

## EPA’s Water Efficiency Initiative

Beyond the uptick in the Agency’s activity on the LCR, EPA continues to evaluate various categories of water efficient products that would be included as part of a voluntary, federal product labeling program akin to the Agency’s now mature Energy Star initiative. PMI discussions with top Bush Administration officials indicate there remains an intense commitment at the policy and political levels, at least at this point, to launching a

formal program.

As of early September, EPA was seeking to whittle back, by late fall, a list of just over two-dozen product categories to between three and five. Several plumbing product categories may end up on the “short list.” Agency officials have discussed inclusion on the list of such products as showerheads, pre-rinse spray valves and toilets, but any final decisions have yet to be made. PMI invited **John Flowers**, a key EPA staffer directly managing the project, to make remarks and have an exchange with PMI members at the PMI Fall Meeting in Washington.

## November Presidential Election... In Brief

The White House in recent weeks received a widely touted confidence boost after a successful Republican convention. In two of the top election “battleground states” — Ohio and Pennsylvania — where some pundits predicted that significant



Among those attending the Legislator of the Year luncheon presentation was the PMI Board of Directors. Back row: Lee Mercer, Rod Ward, Pete DeMarco, Tom White, Ken Martin, PMI Directors at large; Barbara Higgins, PMI Executive Director. Front row: Al Walcutt, PMI 2nd Vice-President; Jim Westdorp, PMI President; Senator Kit Bond [R-MO]; John Lauer, PMI 1st Vice-President; and Claude Theisen, PMI Treasurer. Ralph Herrbach, Immediate Past President was unable to attend.

manufacturing losses and an uneven economic recovery would give **Sen. Kerry** a firm foothold going into the fall, the latest polls showed **President Bush** regaining momentum. But analysts see the post-convention “bounce” likely diminishing in the coming weeks. Predictions and polls abound, but the word among the experts is that, barring unforeseen events, on election day the race will be simply too close to call.

For questions or comments on any items covered above, please contact Christian Richter at (202) 457-0630 or [crichter@thepolicygroup.com](mailto:crichter@thepolicygroup.com).

## Announcing the 2005 PMI Executive Committee and Board of Directors

### Executive Committee:

(serving 1 year terms starting 1/05)

#### President:

**John Lauer**; Sloan Valve Co.

#### First Vice President:

**Al Walcutt**; MPC Plastics, Inc.

#### Second Vice President:

**Claude Theisen**;  
T & S Brass and Bronze Works  
Treasurer:

**Ken Martin**; Delta Faucet Company

#### Immediate Past President:

**Jim Westdorp**; Kohler Co.

### New Directors at Large:

**Bill Axline**, Fluidmaster, Inc.  
(Term 1/05-12/07)

**Herb Barnhart**, Tempress, Ltd.  
(Term 1/05-12/07)

### Returning Directors at Large:

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

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

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

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

## Meet Our Member Services Manager — Michelle Frenette

by: Barbara C. Higgins, PMI Executive Director

“I believe that we should have fun in this world and that we need to help each other. We are all in this together!” says Michelle Frenette, PMI’s member service manager. Describing herself as an optimist, Michelle’s outlook and work ethic will suit her well in her new role. (Michelle replaces Colleen Madeya who has left PMI to start a day care center in her home.) Michelle has a quick wit, a terrific sense of humor and an infectious laugh.

A firm believer that variety is the spice of life, Michelle is eager to learn new things. Her insatiable curiosity is evidenced by her interesting and varied career background. Most recently, she worked as an apprentice electrician, having become interested in the profession after taking a course in residential wiring at a local college. She says the field appealed to her as it offered an opportunity to use both her head and her hands. In addition, she was aware that there is a need for electricians to work with “Mercy Ships” a charitable organization that uses converted cruise ships as floating hospitals to serve people in disadvantaged areas around the world. While the job took a physical toll on her, and she has changed her career direction, she still hopes someday to work with Mercy Ships.

Previously, Michelle was the call center control administrator for HR Perspective, an HRIS software made by ADP, the payroll company, with responsibility for assessing staffing needs and coordinating scheduling. Her experience in human resources at Organics/La Grange (a pharmaceutical manufacturer) and United Airlines includes employee orientation, benefits enrollment, work with Affirmative Action and Equal Employment Opportunity programs, and recruiting. Michelle holds a Bachelor of Arts degree in Labor Relations from University of Illinois/Springfield (formerly Sangamon State University),

where she was on both the Dean’s and President’s lists.

Michelle enjoys hiking and got a chance to do quite a bit of that during her stint as a letter carrier for the U.S. Postal Service. One of her favorite hiking buddies is her 85-pound Rotweiler, Java. The two head out regularly during football season, leaving husband Tim to watch his beloved Green Bay Packers.

Michelle and Tim (Schmitz) were married in 2001. Their recessionary from the church and into the reception was accompanied by the entire Chicago Highlanders Pipe Band. Michelle, a bagpiper, met Tim, a snare drummer while she was a student with the band. She read about the organization in her local newspaper and decided to go “just to listen.” She has now been playing the pipes since 1996, and actively participates in the band’s highland competitions and parades. (PMI Executive Director Barbara Higgins and her husband Trey are also band members, tenor drummer and bagpiper respectively).

Born in Chicago and raised in Elmhurst, Illinois, Michelle has two sisters and a brother. Her parents have retired to Arizona. Michelle lists her favorite vacation destination as camping in Door County, Wisconsin. Her biggest pet peeve? People who interrupt while another person is speaking. In her spare time, Michelle enjoys the superb writing in *The New Yorker* magazine and the ‘make you laugh at life’ cartoons in it. She lists her favorite book as Shel Silverstein’s *Where the Sidewalk Ends*, a collection of children’s poems, and her favorite movie “Mrs. Brown” about the life of Queen Victoria. Among her heroes is Margaret Sanger the founder of Planned Parenthood. Beyond the issue itself, Michelle admires Sanger’s commitment to the cause at her own personal expense and sacrifice, and willingness to be arrested in the name of saving lives.



PMI Member Services Manager Michelle Frenette and her husband Tim Schmitz in Central Park after the Tartan Day Parade in New York City.

Michelle is a vegetarian who started on that path after her sister, a chef, detailed the critical importance of the various cooking temperatures for various types of meat. Convinced that she would do something wrong and end up “poisoning herself,” Michelle figured that eating vegetables was a safer route. Over time, as she learned more about the health benefits and morality of being a vegetarian, she embraced the lifestyle for spiritual reasons. An avid animal lover, Michelle’s favorite charities are the ASPCA (American Society for the Prevention of Cruelty to Animals) and the Humane Society.

A positive outlook, curiosity and a willingness to learn, a great work ethic, and a wonderful sense of humor, Michelle has what it takes to handle the nuances of meeting planning and member services. (And with a love of animals, she’ll fit right in with the rest of the PMI staff!)

Welcome to PMI, Michelle!

# The Right Choice: PMI Convenes 2004 Fall Meeting

Continued from page 5

The Technical Standing Committee had a full plate of issues relating to codes, standards and the EPA water efficient labeling program. In addition, the committee discussed the Americans with Disabilities Act Accessible Guidelines (ADAAG) which were made effective 9/21. The guidelines will not be mandatory on the public; instead they will serve as the baseline for enforceable standards (which are mandatory) that are maintained by other agencies.

The afternoon concluded with the General Membership meeting where members approved the nominations for the 2005 board of directors and the 2005 annual operating budget. PMI Executive Director **Barbara Higgins** and PMI President **Jim Westdorp** both gave remarks regarding the state of the Institute and the PMI "wins" in the industry.

After a full day, attendees enjoyed a reception and dinner along with a special keynote speaker, *Washington Post* columnist **George F. Will**. Relating the Presidential race with baseball (as baseball is always on his mind), Mr. Will lead the group through his observations of the race to the White House and his musings on the candidates. Sporting his PMI ball cap, Mr. Will shook hands with the members as he left for the evening.

### Wednesday, September 22

After breakfast, the meeting ended with a premier event for PMI, the first CEO Forum focusing on the challenges and opportunities presented by the emergence of China as a trading partner. See story on page 8.

The PMI Spring Meeting is set for April 10-13 in Savannah, GA. Be sure to book early!

## Words of Thanks

Hi Barb,

Lake [Coulson] and I really enjoyed your event in D.C. It seemed to go well!

*D. L. "Ike" Casey,  
Executive Vice President  
PHCC—National Association*

Barb,

As a first time Board member, I would like to express what a wonderful job you, Dave, Maria and Michelle did last week.

Job well done!!!

*Rod Ward  
Speakman Company*

Barbara,

Thanks very much for the invitation to speak to your group. I appreciated having the opportunity to do so.

Thanks also for the lovely gifts. I especially love chocolate.

*Kathryn L. Kobe  
Director of Price, Wage and  
Productivity Analysis  
ECS*

Barb,

Didn't get to chat much with you at the fall meeting but once again, it was great. CEO forum was very good as was George Will. Thanks for doing such a great job on that event.

*Tom White  
Haws Corporation*

## 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  
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**Ray Fisher, Jr.**, Fisher Manufacturing Co.

**Ken Martin**, Delta Faucet Company

**Lee Mercer**, Moen Incorporated

**Rod Ward**, Speakman Company

**Tom White**, Haws Corporation

### PMI STAFF:

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Executive Director

**David W. Viola**  
Technical Director

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