



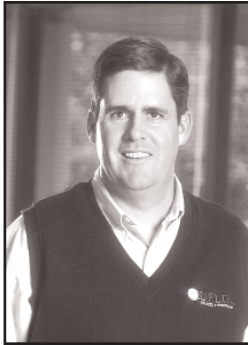
NEWS

PMI Fall Meeting
Details Inside
See Pages 6-7

Volume 10, Issue 5

The Newsletter for PMI Members — by PMI Members

September/October 2007



Ken Martin

PMI: Not Your Grandfather's Industry Association!

By: Ken Martin, President of the Plumbing Manufacturers Institute and Senior Director, Commercial Product Development of Delta Faucet Company

These are exciting and progressive times for our industry and for our industry trade

association. PMI and its members, I believe, have turned a corner in our development. First with our straightforward testimony on the various initiatives throughout the country to reduce and ultimately eliminate lead from our products, and secondly with our efforts to proactively address water conservation through the template "national" toilet and urinal performance standards bill which is successfully making its way through the California legislature this term.

These examples reflect the actions of our membership as we strive to both "do well" in our businesses and "do good" in the world. Deserved or not, the image of the manufacturing industry has been less than stellar in recent history. We have been regarded by many as solely focused on the "bottom line" with little regard for our role as a good and concerned citizen of the earth, and for our valuable contributions. The reality is that manufacturing provides the basis for the economic engine that drives this country, providing gainful employment and quality

products for the citizenry. You have seen how PMI works with the National Association of Manufacturers (NAM) to spread the good word of U.S. manufacturing by promoting its value, as well as the job opportunities it provides to the next generation of workers. Recent news stories from China drive home the risks and dangers of manufacturers who do not share our conscience and integrity!

PMI's mission statement, and more importantly, its *behavior* reflects the commitment of this organization to promoting a better world as we also stay true to the directives and goals of our stockholders. In testimony in California, Massachusetts and elsewhere, PMI has acknowledged the dangerous affects of lead in the human bloodstream. Industry has taken a leadership role in voluntarily reducing lead content in our products and exposure. Some feel that this work is not progressing fast enough and give no consideration to the daunting and time-consuming effort required to identify, test and substitute new alloys for current materials. The work is underway and much progress has been made, as revealed through essential proven and reliable performance-based testing.

Likewise, the water conservation industry has seen first hand that PMI and its members are committed to and

actively promote the efficient use of water. Through California Assemblyman John Laird, we have introduced our own bill to outline a time schedule for the adoption of high efficiency toilets and urinals. PMI's intent and that of its membership is that this language be used as a template for legislation throughout the country and nationally.

The Fall PMI Meeting in Washington, DC is themed "Safeguarding our Resources" and is focused on our collective efforts to protect our planet, as well as our data and intellectual property. Among others, we will feature a series of speakers from around the world on the critical topic of water conservation. The Plumbing Manufacturers Institute will enter into its third Memorandum of Understanding (MOU) agreement to exchange information on water conservation and other initiatives with PMI's Australian counterpart. The previous two MOU's, as readers may recall, are with the U.S. Department of Commerce and the Bathroom Manufacturers Association (BMA) of the United Kingdom.

The meeting schedule also boasts two keynote speakers: **Dan Esty** on the topic of "green" and his book, *From Green To Gold, How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build*

continued on page 12

In This Issue . . .

| | |
|--|---|
| Blackberries, Typos and Grammar | 2 |
| An Overview of Nanotechnology | 3 |
| H2O Guard: The End of the Running Toilet | 4 |

| | |
|--|-----|
| Meet PMI Chair John Watson | 5 |
| Fall Meeting Schedule and Highlights | 6-7 |
| Diane Turuc, PMI's New Assistant | 9 |

Blackberries, and Typos and Grammar... Oh My!

By: Barbara C. Higgins, Executive Director



Barbara Higgins

I have a new PDA and it's not pretty. Let me re-phrase that. The unit itself, the "DASH" from T-Mobile is a lovely device with the sleek lines of a race car. The

alpha/numeric keyboard, featuring buttons about 1/16th the size of a Chicklet, has an impressive high-tech appearance with each key serving multiple functions. It is the *output* that is not pretty.

Part of the "fun", I have discovered is that the shift buttons stick, sometimes resulting in entirely "numeric" emails. Very James Bond-like. Adding to the fun is that the numbers on the DASH do not correspond to the traditional telephone keypad arrangement of letters and numbers. Oh, how I enjoy the challenge of dialing corporate phone numbers that spell something, trying to remember what letters used to be associated with what numbers. (1-800-HATE PDA.)

A few PMI members have experienced first-hand the carnage and devastating aftermath of an email "dashed" off by me. The English language will never be the same. Some were actually with me in Sacramento on the PDA's inaugural voyage with me. Again... not pretty.

I have noticed that some people actually run a disclaimer as part of their electronic messages, apologizing in advance when they respond to emails using their Blackberry or equivalent.

"To best serve you, email is my primary form of communication. This email is sent from my Blackberry.



The T-Mobile DASH

Please excuse brevity and/or typos." I like it!

Several years ago, at a PMI meeting, we tackled the issue of communication in a world moving away from face-to-face conversations toward clipped, impersonal emails and text messages. The panel, comprised of a business psychologist, a trade press editor and a computer consultant explored the impact of communications technology on personal relationships, writing skills and grammar. My aim was to explore how relationships are affected and perhaps even shaped by today's impersonal, electronic communications. Early in my PMI career for example, I received what I perceived to be an email from an angry PMI member. Concerned that I had gotten off on the wrong foot with an important industry member, I phoned him right away. (Remember that, Craig?) It turns out that he had simply typed the note with the CAPS LOCK turned on. No ill-intent. No anger.

I'm here to tell you that the situation in my view has gotten worse! As I struggle to tap out messages on my new "DASH", I find my messages getting shorter and my spelling getting worse. And in the interest of quick communication, shocking as it seems, I don't have time to care. Me! Someone who formerly agonized over the world's typographical errors and took each one personally.

I am a big believer in first impressions and "image." Lord only knows what impression I am making and what judgments are being made by the recipients of terse, typo-ridden emails sent from my PDA. While I am able to hold my own on my PC keyboard, my PDA-drafted emails look like ransom notes from some twisted sociopath. Capital letters in the middle of the sentence, ("wE knOw wHERE yoU live aNd we have yOur DoG") too much or no punctuation, and, the worst yet, random words thrown in mid-sentence by the "helper" system which tries to antici-

pate and fill in what the PDA thinks I intend to say, "Let's meet for lunge and we can disgust our plants.") What a great system. A tiny, impossible to use keyboard and no spell check function. Perfect.

I really do hate to be a whiner. Worse yet and especially in view of my new status as a "GRANDMA" (hard to imagine that I have earned that role at the tender age of 22. *See page 12.*) I am sensitive to being categorized as a technology-challenged curmudgeon. I'd like to believe that in other aspects of life, I am quite forward thinking and hip. (I drink green tea, have a GPS in the car, and wear Crocs. I even know what an iPod is.) I refuse to be passed by and become my parents whose VCR continues to flash 12:00. I guess it is time to step up the pace and get practicing on my I-M-ing skills. Perhaps the best advice I've received is that from our Federal lobbyist **Christian Richter**. His advice: take some keyboarding lessons from any 8-year-old.

Ouch!

Nanotechnology

Continued from page 3

so is the potential risk. Even as development progress has accelerated, some concerns have been raised over the potential toxicity and environmental risks posed by nanotech materials. Research on the health effects of some materials has begun, and the federal government has allocated \$44 million for environmental health and safety research in the 2007 budget. Given the complexity of the issue, however, the impact and risk of nanotechnology is likely to be debated for some time to come.

The bottom line? The nanotechnology revolution has begun, and promises to solve old problems and open up exciting new product opportunities for our industry.

Nanotechnology – What is it and Why Does It Matter?

By: Shawn Martin, Technical Director

*This article provides only a brief overview of nanotechnology and applications to the plumbing industry. Many more forms and applications exist, and new applications are being discovered every month. If you are interested in learning more about nanotechnology, consider attending the **Nanotechnology Forum on Wednesday, October 10, 2007 at the PMI Fall Meeting**. Speakers will present information tailored to the plumbing products industry on nanotech coatings, metallurgy, commercialization, marketing, environmental health and safety, and more. A special section has also been created on the member's only section of the PMI website with articles, reports, and links to more information.*

Nanotechnology is a discipline involving the manipulation of matter at an extremely small scale, in the range of nanometers (nm), or one billionth of a meter (10⁻⁹ m). To put that in perspective, a human hair is less than 100,000 nm, red blood cells are less than 10,000 nm and a strand of DNA is about two nm across. Nanotechnology applies to a wide range of materials. By working with and constructing materials on a molecular or even atomic level, scientists and engineers have created materials and devices with exciting and unique characteristics. Nanotechnology lets us work with matter in a fundamentally new way, and as such it has been described by a number of authors as the “next industrial revolution”.

Manipulating the atomic structure of materials is something man has been doing for centuries through a variety of methods. But, the advent of the scanning tunneling microscope, and the atomic force microscope in the 1980's gave researchers the ability to see and manipulate material directly on an atomic scale for the first time. As these devices matured, research and development in the field has exploded. Federal nanotechnology research funding has increased from

\$270 million in 2000 to nearly \$1.4 billion in 2007, and venture capital funding for nanotechnology reached nearly \$500 million in 2005.

Forms – Materials and devices that make use of nanotechnology take many forms.

Particles – Nanomaterial particles range from exotic carbon structures like carbon nanotubes and buckminsterfullerenes (“bucky balls”) to nano-sized particles of elements like copper or silver. They can be used as products in their own right, but are often added to coatings, plastics, or other materials to provide new or enhanced properties.

Films And Surfaces – In this application, coatings only a few atoms or molecules thick may be added to a substrate material. Or, the substrate's surface texture may be modified on the nano-scale to give it unique properties.

Composites and Alloys – Manipulation of materials on a nano-scale allows new composites to be created. These types range from alloys with nano-sized grain structures to composites constructed on the atomic level to highly porous solids of silica, carbon, and alumina.

Nanomachines – While largely confined to laboratories at the moment, this form involves the assembly of atoms and molecules to create moving mechanisms such as gears, springs, and wheels. Early applications are expected in sensors that can be dispersed into building materials like concrete to provide feedback on stress and temperature.

Potential Applications – While nanotechnology is a very young field, products using nanotechnology have already begun moving from research laboratories and into the marketplace. For example, in the construction industry nanotechnology has begun to appear in paints, on the glass of self-cleaning windows, within stronger and faster-curing concrete, and in aerogel-insulated appliances. Numerous

promising applications for the plumbing and plumbing products industry have appeared, and more will emerge as this rapidly-advancing field unfolds. These include:



Shawn Martin

Coatings – Coatings containing nanoparticles can provide new levels of abrasion resistance, scratch resistance, stain resistance, and substrate bonding. Some types can also exhibit antimicrobial properties, provide self-healing corrosion resistance, and be self-cleaning. Hydrophobic coatings can repel water, causing it to bead, and roll off of the surface, a phenomenon called the “lotus effect.”

Metallurgy – Nanotechnology can be used to create surface finishes with structures that make the surface highly repellent to water, changing the way water flows through or over them and reducing turbulence. Nano-modified metals can also show enhanced corrosion resistance or enhanced mechanical or wear properties.

Aerogel – These solid materials are developed using nanopores to create solid foams that are lightweight and excellent thermal and sound insulators. One silica aerogel product used in appliances has two to three times the thermal insulation of the foam it replaced. Translucent silica aerogel is also used in skylights.

Filtration – Nanomaterial filters offer the benefit of low pressure drops and excellent ability to capture small-sized particles. Nano-sized activated carbon is now being incorporated into some types of water filters to kill bacteria.

Environmental Health and Safety

While the promise of nanotechnology is only beginning to be understood,

continued on page 2

H2O Guard: The End of the Running Toilet

by: Lori Palcheck, Member Services Coordinator (with text from H2O Guard)



Lori Palcheck

H2O Guard Inc. was founded in 2001 by a group headed by **Robert Easter**, CEO, on the premise of delivering superior fill valve technology for the gravity tank type toilet which solved the age old problems of running toilets that flushed with greater water volumes. Headquartered in Austin, Texas, H2O Guard is committed to the belief that their products provide the greatest value to their customers by bringing the most durable, dependable, water saving and innovative plumbing products for the homeowner, professional plumber or property manager to the marketplace.

Bruce Reidel, President of H2O Guard, Inc. joined the management team in December 2005 after 17 years as President of Geberit USA. Bruce leads the team in bringing the Fill-O-Meter™ valve to market.

American Water Works Association (AWWA) studies reveal that the toilet represents 26.8 percent of the water



used in a home and one out of five toilets are leaking 30 or more gallons per day. It is the little silent leaks in the toilet that wastes thousands of gallons

of water. Toilet leaks of less than 30 gallons a day are not registered on the water meter and represent lost revenue to the water utilities.

H2O Guard developed a water con-

trol system that allows the toilet to flush properly with the correct volume of water. The H2O Guard meters in 1.6 or 3.5 gallons of water, depending on the flush volume of the toilet, and then positively shuts off. No additional water can enter the tank until the handle is depressed again, regardless of any internal leaks, thus minimizing waste from leaks and eliminating catastrophic flooding from broken tanks or overflowing bowls. The handle becomes an ON/OFF switch for the toilet! It's "The end of the running toilet".

Mr. Easter has stated that long term sustainability for toilet water use has never been addressed. These sustainability issues include elimination of water leaks, correction of inaccurate per flush settings and controlling all water flow for each flush cycle. Additionally, as mentioned above the H2O Guard meter control valve would make damage caused by toilet leaks or overflows from the tank and bowl a thing of the past.

The Big Picture Benefits

Benefits of the product include water savings for the home or property owner and reduced water demand allowing rivers and streams to maintain adequate water levels and flow which helps sustain healthy aquatic ecosystems. Also, toilets using the H2O Guard reduce the need to develop new water treatment and storage facilities; a process that often causes unfavorable environmental repercussions. The H2O Guard also reduces the need to overdraw from groundwater resources, which can be vulnerable to depletion and contamination. Indirectly, saving water helps reduce energy consumption for water and wastewater development, treatment, and distribution.

Toilet Flush Volumes

Each year millions of dollars are spent

by municipal governments, property managers, and home-owners to replace inefficient toilets that often flush with 3.5 gallons or more per flush with water-efficient ultra-low flush toilets (ULFTs) designed to flush with 1.6 gallons. Although the use of 1.6-gallon (6-liter) toilets is mandated in the U.S.A. and parts of Canada, there is evidence that they sometimes flush with more water. Additionally, replacement fill valves and flappers can also affect the flushing volume.



Robert Easter, CEO and Bruce Reidel, President of H2O Guard

Prevent Water Waste

Metering a set amount of water (1.6 or 3.5 gallons) into the toilet for each flush and then shutting off ensures a precise amount of water is used on each flush cycle. H2O Guard does not allow loss of water due to a leaking toilet and you cannot have a flooded facility when a toilet gets clogged up because the "Guard" closes off the incoming water flow. H2O Guard, Inc. provides the solution to water wasting problems.

H2O Guard became a member of PMI at the Spring 2007 Meeting after attending the Fall 2006 Meeting as a guest. According to Robert Easter, PMI's mission statement is not just words, but truly represents the concerns of their members and is what drives PMI. Promoting sustainable water efficiency and being represented in the regulatory/legislative processes are the areas of the most interest to H2O Guard.

Meet PMI Committee Co-Chair: John Watson of Sloan Valve

by: Lori Palcheck, Member Services Coordinator

“No group, PMI included, can run without involvement from its members, and the power of the Plumbing Manufacturers Institute comes from the combined strengths of individual members,” explains **John Watson**, Director, Technical Services, Sloan Valve Company of Franklin Park, IL. That is why John is currently personally involved in PMI and has been for four years, serving as Co-chair of both the Water Conservation Issue Committee and Flushing Devices Product Group. He has also been involved with the Lead Working Group, Fixture Group and Electronic Product Group. John feels that being a part of PMI is an honor, and he is grateful that Sloan has allowed him to participate in various PMI functions. He looks forward to continuing his efforts towards shaping the future of the plumbing industry.

John’s background includes an AAS in Mechanical Engineering and a Bachelor of Science in Business Management and he has been employed in the plumbing industry for 19 years. He jokes, “Who knew I’d spend this much time in plumbing. I certainly didn’t plan on it!” He must enjoy it to have spent 12 years with Chicago Faucets in Product Engineering, three years at Watersaver Faucet Company in Product Design and six years with Sloan Valve. He cannot put his finger on the actual formula for the secret of his success but he does know that achievements are directly related to efforts. To him it’s simple; if you put in the effort you will see results or benefits. He has also found that his management philosophy works and he summarizes that here: “If you treat people with respect, they will respect you in return. No one can do everything themselves, so share your knowl-

edge and the workload, but don’t forget to share the rewards too.” It is clear that he lives the phrase, “There is no ‘I’ in team.” He relates that philosophy to group efforts involved at PMI.



John Watson, Sloan Valve Company

According to John, Sloan Valve also recognizes the benefits of a trade organization like PMI from the monitoring it provides, to the strength it offers when involved in industry-changing events. John explains that PMI is one of the many tools Sloan uses to guide the company towards future success. Also, he believes by continuing to be a “watchdog” for industry related issues PMI can help Sloan to be more successful. **John Lauer, Peter Jahrling and Susan Kennedy** are other active members of PMI from Sloan Valve Company.

John resides in the western suburbs of Chicago with his wife **Susan** of 18 years and they are blessed with two daughters, **Rebecca** 13 and **Rachel** 11. John enjoys spending time with his family, especially when vacationing in Southern Florida, and when at home he finds coaching girls’ basketball and softball at the elementary school level very rewarding. He says coaching high school girls’ teams may be in his future when his daughters graduate to that level and after that who knows maybe a college coaching contract.

John retreats to the home front when he wants to escape the weighty issues of the plumbing industry. There, he immerses himself in home remodeling and tinkering around the house. Other modes of relaxation for John are

golf, music and reading, without being disturbed. John enjoys all types of music and cites “The Five People You Meet in Heaven” by Mitch Albom as one of his favorite books.

John looks close to home for people he admires. He states that his heroes are his parents and his wife because both have put up with him for so many years. He admires his parents for their success at raising him, and his wife for her excellent job of doing the same with their own children. Another family member who has impacted John greatly is his daughter Rachel. He explains that in spite of her physical challenges, she never gives up or out. He has learned from Rachel to be patient and to realize that the best laid plans don’t always work; so he advises. “Remain Flexible!” John also shares his outlook on life, “You can’t hide what you do and you can’t hide what you don’t do. Therefore, work hard and play hard and you’ll see that things will tend to work out.”

PMI appreciates the hard work of John Watson and we look forward to his continued participation in the industry. Thanks for your years of commitment and dedication to your committee chair positions, John.

PMI to Exhibit at Greenbuild Chicago

Visit PMI staff at:

Booth number 1113

At the 2007 Greenbuild International Conference and Expo

McCormick Place West,
Chicago, IL

November 6-8

For more information go to the Greenbuild website at www.greenbuildexpo.org.

Contact PMI for Free VIP Passes to the Exhibit Hall

2007 PMI Fall Meeting Schedule Of Events

SUNDAY, OCTOBER 7

| | | | |
|-----------|---|------------|--|
| 2:30 p.m. | - | 5:30 p.m. | Board of Directors Meeting (Restricted attendance) |
| 3:00 p.m. | - | 5:00 p.m. | Meeting Registration |
| 5:45 p.m. | - | 6:15 p.m. | New Members/First Time Attendees Reception |
| 6:15 p.m. | - | 7:30 p.m. | Welcome Reception |
| 7:30 p.m. | - | 10:00 p.m. | Welcome Dinner and General Membership Meeting |

MONDAY, OCTOBER 8

Breakfast On Your Own

| | | | |
|------------|---|------------|--|
| 8:00 a.m. | - | 8:45 a.m. | Flushing Devices/Fixtures Product Groups |
| 8:45 a.m. | - | 9:30 a.m. | Supply Fittings/Water Temperature Device Product Groups |
| 9:30 a.m. | - | 9:45 a.m. | Break |
| 9:45 a.m. | - | 11:45 a.m. | Special Presentation: Multiple Headed Shower Systems with Gary Klein of the California Energy Commission |
| 12:00 p.m. | - | 1:15 p.m. | Lunch Buffet |
| 1:15 p.m. | - | 2:30 p.m. | ISSUE COMMITTEE: Universal Conformity Assessment Issue/Technical Standing Joint Committee Meeting |
| 2:30 p.m. | - | 4:15 p.m. | Member Services Standing Committee featuring Dick Wolfe of Gibbs & Soell, Inc. (includes a break 3:30 p.m. - 3:45 p.m.) |
| 4:15 p.m. | - | 5:30 p.m. | Government Affairs Standing Committee with PMI Lobbyists |
| 5:30 p.m. | - | 6:00 p.m. | ISSUE COMMITTEE: Trade Show Consolidation with David Audrain of Messe Frankfurt, USA |
| 6:15 p.m. | - | 7:30 p.m. | Networking Reception |

Dinner and Evening On Your Own

TUESDAY, OCTOBER 9

Breakfast On Your Own

| | | | |
|------------|---|------------|--|
| 8:00 a.m. | - | 8:45 a.m. | ISSUE COMMITTEE: Materials Performance |
| 8:45 a.m. | - | 9:45 a.m. | ISSUE COMMITTEE: Fair Trade with Caroline Hermann of the Environmental Protection Agency, EPA |
| 9:45 a.m. | - | 10:00 a.m. | Break |
| 10:00 a.m. | - | 11:00 a.m. | Special Presentation: RoHS/WEEE by Fern Abrams of IPC-The Association Connecting Electronics Industries |
| 11:00 a.m. | - | 12:00 p.m. | E-Business Issues and Opportunities Standing Committee with Pat Cleary of Fleishman-Hillard |
| 12:00 p.m. | - | 1:45 p.m. | Lunch with Keynote Speaker Dan Esty author of <i>Green To Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Competitive Advantage</i> |
| 1:45 p.m. | - | 2:45 p.m. | ISSUE COMMITTEE: Water Conservation |
| 2:45 p.m. | - | 3:00 p.m. | Break |
| 3:00 p.m. | - | 4:15 p.m. | Discussion: Coordination of North American Water Efficiency Programs |
| 4:15 p.m. | - | 5:30 p.m. | Discussion: World Water Conservation Best Practices with Yvonne Orgill of the Bathroom Manufacturers Association, BMA. Jason Bourque of the Canadian Institute of Plumbing and Heating, CIPH and Tim Fisher of Enware Australia |
| 5:30 p.m. | - | 6:00 p.m. | Question and Answer Session and MOU signing |
| 6:15 p.m. | - | 7:30 p.m. | Networking Reception |
| 7:30 p.m. | - | 10:00 p.m. | Dinner with Keynote Speaker Gary Langer , Director of Polling for ABC News |

WEDNESDAY, OCTOBER 10

| | | | |
|-----------|---|------------|---|
| 7:00 a.m. | - | 8:00 a.m. | Continental Breakfast |
| 8:00 a.m. | - | 12:30 p.m. | Nanotechnology topics including: nanotechnology in product coatings, marketing and commercializing products, and nanomaterials in the development of next generation materials and devices. |

(See Meeting highlights on page 7 for details and presenters)

2007 PMI Fall Meeting Highlights At A Glance

PMI 2007 Fall Meeting: Safeguarding Our Resources!



The importance of safeguarding our precious resources forms the foundation for the Fall 2007 PMI Meeting scheduled for October 7-10 at the Hyatt Regency Crystal City in Washington, DC. Whether in reference to natural resources such as water or man-made resources (websites, the internet security, and intellectual property), it is essential that we work to protect what is important to us.

Following the PMI Board of Directors Meeting and the General Membership Meeting on Sunday, October 7, the PMI Fall Conference will feature a variety of sessions focusing on safeguarding resources. PMI's 2008 slate of officers will be elected and next year's operating budget will be reviewed and approved. Attendees will have the opportunity to work alongside PMI's newly-appointed Technical Director, **Shawn Martin** who joined us in July. Of course the rest of the PMI crew will be there as well. In addition, there will be a presentation by PMI's new Public Relations firm, **Dick Wolfe** of Gibbs & Soell, Inc., which has been engaged to enhance our communications efforts so that our objectives, positions and accomplishments can be better understood by others.

Monday, October 8 will be comprised of PMI Issue, Standing and Product Committee meetings. On Tuesday, October 9 we will feature a series of speakers on recycling, enforcement of labeling regulations, and the efficient use of water with speakers representing the US, Canada, the United Kingdom and Australia.

Tuesday's luncheon keynote

speaker is **Dan Esty**, who is the author of eight books and numerous articles on environmental policy issues and the relationships between environment and corporate strategy, competitiveness, trade, security, performance measurement (data-driven decision making), governance, and development. His most recent book, *Green To Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Competitive Advantage*, explains what every executive must know to manage and profit from the environmental challenges facing society and the business world. Mr. Esty is the Hillhouse Professor of Environmental Law and Policy at Yale University and he holds faculty appointments in both Yale's Environment and Law Schools and is the Director of the Center for Business and Environment at Yale, the Yale Center for Environmental Law and Policy, as well as the Yale



Dan Esty,
Author

World Fellows Program. On Tuesday afternoon, we will discuss the need to coordinate North American Water Efficiency Programs. **Yvonne Orgill** of the Bathroom Manufacturers Association, BMA, **Jason Bourque** of the Canadian Institute of Plumbing and Heating, CIPH and **Tim Fisher** of Enware Australia will review World Water Conservation Best Practices. This forum will conclude with a question and answer session and MOU signing with the Australian group.

Tuesday evening's dinner keynote is **Gary Langer**, Director of Polling for ABC News who will provide an analysis of the current political scene. Mr. Langer illuminates public opinion and behavior across a range of social, political and economic issues; he is equally at home dissecting

views on election politics, health care, Iraq, the war on terrorism, global warming and more. Focusing on more than mere numbers, he delivers essential insight on the nature, formation and direction of public attitudes.



Gary Langer,
Director of
Polling for ABC
News

Other conference speakers include **Gary Klein**, Energy Specialist of the California Energy Commission; **Fern Abrams**, Director of Environmental Policy of IPC-The Association Connecting Electronics Industries; **Caroline Hermann**, Attorney Advisor of the Environmental Protection Agency (EPA); **Pat Cleary**, Director of Digital Public Affairs of Fleishman-Hillard and **David Audrain**, President of Messe Frankfurt, USA. Topics range from the impact of multi-headed shower systems to RoHS/WEEE and understanding the Safe Drinking Water Act.

The conference's grand finale will be a Wednesday, October 10 morning session devoted to the expanding role of Nanotechnology throughout Industry with speakers **Vincent Caprio**, Vice President, NanoBusiness Alliance; **Dr. Alan Rae**, Vice President of Innovations, NanoDynamics, Inc.; **Mark Mansour**, Partner, Foley and Lander, LLP; **Cynthia Kuper**, President and Chief of Research, Versilant Nanotechnologies; **Phil Reynolds**, Technical Sales Training Manager, BYK USA and **Dr. Robert Shull**, Group Leader, Magnetic Materials Group, NIST. We will conclude this exciting session by 12:30 p.m. to accommodate attendees' travel arrangements. Don't miss this event.

(There is an option to attend the Wednesday Session Only.)

PMI Member Companies In The Industry News

(From Supply House Times, Aug. 2007)

BrassCraft promoted **Beth Vessels** to National Accounts Manager.

Dornbracht Americas has created a new product management department, to be overseen by **Oliver Bleich**, brand communication and marketing manager. Reporting to him is **Alexander Wolf**, who most recently was assistant to the head of product marketing at the company's manufacturing facility in Iserloh, Germany.

American Standard Co. sold its bath and kitchen products business July 23 to global private investment firm Bain Capital Partners LLC.

Rep South of Charlotte, NC was honored by **Elkay** as its "Rep of the Year" during the 2007 Kitchen and Bath Industry Show in Las Vegas.

TOTO USA President **Kazuo Sako** and Senior Vice President of Sales and Branding **Katsuhito Nojima** attended the grand opening party for the company's new Chicago gallery in June. This is the fourth gallery that TOTO has opened in design districts across the country and they are designed to serve as an educational resource for the architectural design communities.

Caroma said that 20 of its 30 – plus dual-flush toilets for the North American market have been certified to carry the EPA's new WaterSense label.

Delta Faucet announced that its Water-Efficient Showerhead with H20kinetic Technology® won the Stevie Award in the "Best New Product or Service – Consumer Products" category at the 5th Annual American Business Awards held in June.

Falcon Waterfree Technologies said product awards it has received for

its zero-water consumption urinals include: American School and University's Top Product of 2006; 2007 ADEX Platinum Award for Design Excellence from Design Journal; 2007 organicARCHITECT "organicAWARD"; and 2007 TFM Show "Best of Show" Award.

Sloan Valve Co. announced that its plumbing products and accessories are now represented in Oklahoma by Panel/Associates, Tulsa, OK.

(From Reeves Journal Aug. 2007)

Derek Kirkpatrick, North American Manager, Caroma USA in Hillsboro, shared his perspective with others in the industry on where product development and design are headed in playing a role in the big water conservation picture.

Chicago Faucets announced June 13 a promotion that offers licensed plumbing contractors a \$500 U.S. Savings Bond when they purchase and install \$5,000 worth of Chicago Faucet products in a school project.

Bradley Corporation has made two top management changes. **Mike Sipek** has been named chief operating officer, and will replace current CEO, **Bill Andersen** who retires later this year. **Bryan Mullett** was promoted to vice president of operations.

Caroma USA has hired **Kurt Bramstedt** as business development manager for the Southwestern United States.

Pat Tanzillo, product manager for marketing at Chicago Faucets and **Peter Jahrling**, director of design engineering, at Sloan Valve company commented on the growth of electronic faucets in both commercial and residential applications in an article titled,

"Electric Eyes." **Moen's** Destiny electronic faucet is mentioned in this article as well.

(From The Wholesaler Aug. 2007)

Kohler Co. introduces The Complete Solution™ for several of its most popular two-piece toilets.

Michael J. Dennis, president of Moen Inc., Canada and Latin America, was presented with the seventh Joseph K. Seidner Award at the annual Chairman's Banquet of the Canadian Institute of Plumbing and Heating's (CIPH) annual business conference. The award is in recognition of Dennis' outstanding contributions to Canadian plumbing codes and standards.

Robert L. Beard, director of operations at Sloan Valve Company's Augusta, Arkansas, foundry was honored by the Augusta Industrial Development Corporation as the Executive of the Year for his demonstrated leadership.

(From Supply House Times July 2007)

The Showrooms of Excellence program offered by **VitrA** is designed to provide participating showrooms with display advice, marketing support and point-of-sale materials.

(From PM Engineer July 2007)

The Plumbing Manufacturers Institute, PMI is sponsoring Senate Bill 651 in the California legislature in order to clarify Section 116875 of the Health and Safety Code, the statute that was amended by the plumbing lead reduction law AB 1953. Issues to be clarified include: 1. which products the law applies to; 2. the manner in which the maximum allowable lead content is to be determined; 3. interpretation of the bill's phrase, "no person shall introduce into commerce";

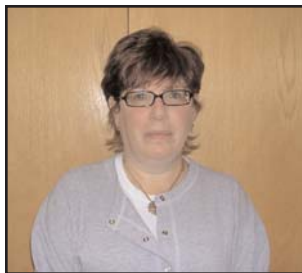
continued on page 9

Introducing Diane Turuc: A Welcome Addition to the PMI Staff

By: Lori Palcheck, Member Services Coordinator

Have you heard the new voice at PMI? Calls coming into PMI are now being answered by **Diane Turuc**, PMI's new Administrative Assistant. Diane joined the staff on August 23 and jumped right in, fielding calls, greeting guests, assisting with meeting preparations, updating our data base and helping us to complete the organization of our new office. Her professionalism and organizational skills are clearly evident. Diane is eager and willing to take on any task asked of her. She is catching on quickly and becoming a great asset to us.

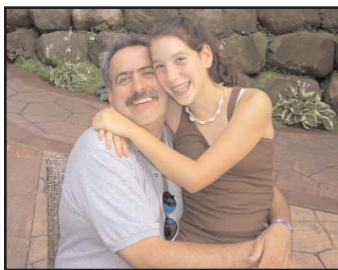
Diane lives with her husband, **Michael** of 17 years, 12-year-old daughter, **Rachel** and their dog, a Boxer named **Lizzy** in nearby Schaumburg, IL. Diane was born and raised in Hoffman Estates, right around the corner from her present home. Living 18 years in the same neighborhood and being an only child (the center of attention) explains why Diane left the Midwest after studying one year at Northern Illinois University and ventured off to Texas for something more exciting. There she pursued a degree in Elementary Education and earned her Teaching Certificate at North Texas State University.



**Diane Turuc, PMI
Administrative Assistant**

Diane tried her hand at teaching English, Speech and Drama at a middle school in Texas. Disillusioned with the bureaucracy of the school system, and homesick for Chicago, she switched gears to pursue her passion for travel. As a corporate travel agent, her perks lead her to explore many interesting places. Within four months she was on a plane to Hawaii. On her

list of most fascinating destinations are China and Israel. When she traveled to Israel in the 80's, she was able to examine her roots and she saw first hand what she had been studying as a young Jewish girl. It was there where she could connect with the Biblical days. She found the Israelis very charming. Diane was intrigued with the Israelis' outlook on life. She reminisces, "They wake up not knowing whether they are at war and yet they go on about their day bravely."



**Diane's husband Michael
and daughter, Rachel**

After sending Rachel off to junior high school this year, Diane decided to return to the work force after 12 years of being a stay-at-home mom dedicating her life to Rachel and the PTA. Diane served on numerous committees for the PTA and held the office of Vice President. Additionally, she took her job of raising Rachel seriously and became president of *Mothers and More*, previously known as *F.E.M.A.L.E.* (Formerly Employed Mothers at the Leading Edge), a support group of women who stay home with their children. Basketball and Soccer Mom complete her busy list of commitments, but Diane finds time to read; predominately mysteries and science fiction. Her favorite way to unwind is scrapbooking and the best way for her to enjoy this hobby is to spend weekends away with a group of fellow scrapbookers to capture and preserve cherished moments.

Embracing her past, Diane has fond memories of her father who passed away in 1993. She finds herself making decisions and basing her actions on his wisdom and example. Her

respect for her Dad guides her to be more like him. Diane also lives by a simple "rule of respect" that she passes down to her daughter.



**The Turuc Family dog,
a Boxer named Lizzy**

"Treat people the way you want to be treated, say what you want to hear, and you will be treated well in return," states Diane. In fact her pet peeve is people who show a lack of respect in their treatment of others, in conversation and on the road. She doesn't have tolerance for those with "Road Rage". Diane shared that people are most surprised to know that she is really a child at heart. We can appreciate that as well as the news that her husband Mike is presently in Culinary School perfecting his flair for cooking. Mike could find some willing taste-testers at PMI!

Welcome to the PMI Staff Diane. We look forward to your talents and contributions.

Member News

Continued from page 8

4. the manner in which products are to be certified in compliance; 5. the manner in which regulations are developed to address enforcement and other implementation issues. The bill is in the Senate Committee on Environmental Quality, and a hearing could take place either in August or sooner if the summer recess is delayed and the committee meets.

Bob Miodonski has been named Publisher of PM Engineer, Associate Publisher of Plumbing & Mechanical and Supply House Times magazines, and Special Projects Director for BNP Media's plumbing division.

Advice on Keeping Your Computer in Tip-Top Shape

By: Maria Bazan, Association Manager



Maria Bazan

With all of the advances in technology today, there is still an ongoing threat of computer viruses and spam. It is important to perform regular maintenance to help protect the

health of your computer and protect your data. Here are some important things that you can do to protect your computer from harm. **Always check with your system administrator prior to performing any updates or installing software programs on a computer that is connected to a network.**

Anti-virus software: Make sure you have anti-virus protection software installed and that the virus definitions are updated regularly.

Anti-spam software: There are many levels of anti-spam software available on the market today, some for purchase and some for free on the Internet. It will be important to do some investigating into the various packages to make sure the one you choose will take care of your needs while allowing you all the flexibility you may need.

Security updates: Microsoft and other software vendors will regularly send out notices of updates to software packages. This is one reason it is very important to register your software with the manufacturer. These updates will fix flaws found in the software package that allows the newest viruses to sneak into your system through the backdoor. By installing these free and simple security updates you are adding another layer of protection to your computer.

Firewall: Microsoft Windows XP has a built in firewall that can help in protecting a stand-alone computer. Users of previous versions of Win-

dows can get a firewall online. If you are on a network, an investment in more sophisticated firewall should be made to prevent a direct connection to the Internet.

Shut down your system properly: Unless your system is completely locked-up, you should never turn your computer off with the power switch. Allow your system to turn off properly by using the Windows Shut Down command.

Defrag your hard drive: To help maximize the performance of your hard drive, you should routinely defrag your system – minimum of once a month. Using the defrag utility will rearrange fragmented files, free up disk space and should improve file access time.

Backing up your data: Make backup copies your data files to a CD or

USB jump drive and store them separate from your computer along with the original software disks that came with your computer.

And finally, always be careful with e-mail. Do not open file attachments from e-mail addresses that you do not recognize. Be wary of e-mail messages from a known address with an unexpected attachment or strange subject line.

Your computer is one of the most important and valuable business tools you have. Not properly cared for, it can also be a source of great aggravation!

Information for this article was provided by Intrust Group, Inc. Security Alert Notifications; PCS International Email Alerts; Microsoft.com and Info HQ.com.

PMI Bids a Fond Farewell to Two PMI Board Members

This fall PMI has seen the departure of two board members from its ranks.

Herb Barnhart, Tempress resigned from the PMI Board of Directors as the result of a Grohe corporate policy. Tempress joined PMI in 2002 and Herb had been on the board since 2005. He and his wife **Becky** were regular attendees of PMI meetings. Most recently Becky was seen demonstrating “clog” dancing at the spring meeting in Asheville, NC. Herb says we will see him on the trade show circuit.



Becky and Herb Barnhart at the PMI Spring Meeting.

Pete DeMarco, 32 year veteran of American Standard is leaving his post there and in doing so also relinquishes his position on the PMI Executive Committee. Pete was in line to be PMI president in 2010. As he has taken a new assignment with IAPMO, we are likely to see him around the industry and perhaps even at future PMI sessions. Like the Barnharts, Pete and his wife **Sue** were frequent attendees at PMI conferences.



Sue and Pete DeMarco enjoying an outdoor event at the meeting.

Best wishes to Herb and Pete. The contributions of both to our industry and to our organization are appreciated and they will be missed!

Capitol Hill Outlook: Conflict, Compromise and PMI Progress

By: Christian Richter

Fall is approaching and Congress will soon be back in session to wrestle with the White House on major issues. With election season kicking off early and pressure rising on the Democrats to deliver, Speaker **Nancy Pelosi** and the Democratic majority face the immediate challenge of garnering public support for overriding the White House on major legislation the President has threatened to veto.

Lawmakers cleared key spending bills before heading home for the August recess, including new children's health legislation, the farm bill and Iraq war provisions. Pelosi and Senate Majority Leader **Harry Reid** (D-NV) have signaled they'll put up a fight to get these measures enacted over the President's objections.

While conflict could be the order of the day this fall, some issues may be more amenable to compromise. One is a recently passed energy package which may have enough support from both Capitol Hill and the White House to become law. This comes after some partisan wrangling in recent months over how to bolster renewable energy sources, rein in domestic consumption of foreign oil and address climate change. The outcome of dozens of hearings and discussions is a measure whose major provisions include:

- mandating that utilities produce 15 percent of their power from alternative energy sources by 2020;
- eliminating tax benefits for oil and gas companies,
- setting new energy efficiency standards for lighting, some appliances and buildings;
- tightening regulations on energy exploration; and
- creating new grant programs to increase the use of alternative fuels, including ethanol and biodiesel.

As the energy efficiency policy discussion has advanced on Capitol Hill, PMI has been in close discussions with members and staff of Senate and

House energy committees on an appropriate path for moving forward on an industry-friendly, consensus approach to new energy efficiency standards for plumbing products.

One requirement for success in getting a new set of water conservation requirements at the federal level for plumbing products is securing support from appropriate national water conservation advocates. PMI is working to ensure that water conservation organizations at the national level will be supportive of industry's effort in this area.

Beyond the energy debate, PMI has focused on reaching out to key Democrats on the lead ban legislation introduced last spring by Washington DC Rep. **Eleanor Holmes-Norton** and California Rep. **Henry Waxman**. We've had several discussions with the two committees of jurisdiction over lead issues in the House of Representatives. Our most recent exchanges with senior staff for House Government Oversight Committee Chairman Henry Waxman have been productive. Waxman's staff has been

receptive to PMI's message that the industry continues to make progress on minimizing the potential impacts of lead in drinking water. The recent, industry-supported changes to the NSF leach standard have been helpful in demonstrating the industry's commitment to protecting children's health. With more discussions ahead in the fall, it remains to be seen whether the lead legislation will move forward and if so, how quickly. At this point, there has been no "lead in drinking water" measure introduced in the Senate. Rep. Waxman's staff notes, however, that we could hear more from Capitol Hill once EPA's final Lead and Copper Rule is issued in the coming weeks.

Stay tuned for new developments when PMI convenes its Fall Meeting in Washington, DC.



Christian Richter

Announcing PMI's New Committee Chairs

Congratulations to the following committee chairs recently elected by the PMI Membership. The new three year terms begin with the Fall 2007 Meeting in Washington, DC:

Fixtures Committee: **Fernando Fernandez**, Senior Engineering Manager, Codes and Standards, TOTO; serving with Shabbir Rawalpindiwala, Kohler

Flushing Devices: **Arturo Robles** Codes and Standards Coordinator, Fluidmaster; serving with John Watson, Sloan Valve

Supply Fittings: **Mike Miller**, Senior Project Engineer, Alsons (Term begins Spring 2008); serving with Larry Himmelblau of Chicago Faucets

In addition the following chairs were appointed to new terms by PMI President **Ken Martin**:

Government Affairs: **Mark Bidinger**, Director, Product Development, Elkay; serving with Lee Mercer, Moen

Fair Trade: **Robert Easter**, President, H2O Guard; serving with **Gary Cole**, T and S Brass.

Thank you to all who agreed to be nominated for these important PMI

Welcome to the World, Grandbaby Higgens

Congratulations to **Melissa** and **Matt Sommers** on the arrival of their daughter **Avery Mae** born on July 20th making **Barbara Higgens**, PMI Executive Director and her husband **Trey** first-time grandparents. Avery arrived at 4:41 a.m. on her mom's 28th birthday as predicted by Grandpa Trey! She weighed in at 7 lbs. 1 oz. and was 9.5 inches long. The



Melissa, Matt, and baby Avery Mae Sommers

Sommers reside in Littleton, Colorado where mom, dad and baby are healthy and happy. PMI members may remember Missy (formerly Higgens) who helped out with our fall meeting several years ago. She and Matt were married in September 2004.

Let the spoiling begin!

PMI Office Holiday Schedule

The PMI office will be closed:

Thursday and Friday, November 22-23
For the Thanksgiving Holiday!

PMI: Not Your Grandfather's Industry Association!

Continued from page 1

Competitive Advantage.

Of course, no PMI meeting in Washington, DC would be complete without political commentary. Noted ABC pollster and analyst **Gary Langer** will fill this role.

These are indeed exciting and progressive times in our industry. As we all know though, some folks out there continue to burden us with an image that is anything BUT progressive. Some, in fact, even seem to profit from perpetuating a misperception of our integrity and intent. While we have worked to overcome these impressions, the PMI Board of Directors has agreed to take this one as a full blown communications campaign. With input from the membership and the assistance of **Rick Reles** of Kohler and **Mark Maletesa** of American Standard, **Barb Higgens** of PMI and I evaluated and selected a firm to

enhance our efforts in this area. PMI has engaged the services of Gibbs and Soell, a respected public relations firm to help us spread the good word of all that our industry and organization is doing and to begin to dismantle the outdated image we have in some circles. We are doing the work, now we need to tell people about it! At the fall meeting, you will meet G & S Vice President **Dick Wolfe** (whom many of you remember from the spring PMI meeting as he gave a presentation on marketing "green"). During the Member Services Committee meeting, he will unveil strategies for helping PMI enjoy the reputation it deserves and to once and for all establish our organization as the go-to source for the straight scoop on industry issues. We are the Voice of the Industry and that Voice is about to get louder!

See you in Washington DC!

2007 PMI LEADERSHIP

Executive Committee

Ken Martin, Delta Faucet Company
President

Rod Ward, Speakman Company
First Vice President

Walt Strader, Price Pfister
Second Vice President

Peter DeMarco, American Standard, Inc.
Treasurer

Claude Theisen, T&S Brass & Bronze Works
Immediate Past President

Directors at Large:

William Ball, WCM Industries Inc.
(1/06-12/08)

Open
(1/05-12/07)

Ray Fisher, Jr., Fisher Manufacturing Co.
(1/06-12/07)

Fred Fraise, NEOPERL, Inc.
(1/07-12/08)

Jack Krecek, Elkay Manufacturing Co.
(1/07-12/09)

Stephanie Leonardos, Amerikam, Inc.
(1/07-12/09)

PMI STAFF:

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Executive Director

Shawn E. Martin
Technical Director

Maria Bazan
Association
Manager

Lori Palcheck
Member Services
Coordinator

Diane Turuc
Administrative Assistant

Consultants

Mike Sennett
Legal Counsel
Bell Boyd & Lloyd

Christian Richter
Government Affairs
The Policy Group, LLC

Dan Hinkle
Texas Lobbyist

Jerry Desmond, Jr.
California Lobbyist
Desmond and Desmond

Martin "Matt" Fisher
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