

## Dedicated to Continuous Improvement

**By: Jack Krecek, PMI President and Vice President and General Manager - Commercial Channels, Elkay Manufacturing Company**



*Jack Krecek*

Among the new and more profound developments at Plumbing Manufacturers International (PMI) this year is the Executive Roundtable scheduled for Monday, September 19 at the Fall Conference in Washington D.C. The line-up for this event is as impressive as our membership roster, featuring leaders from all corners of this industry. The timing could not be better, nor the location more appropriate. With

the turbulent economy and our politicians under significant public criticism for the state of affairs in our country, 2011 and Washington D.C. are the perfect time and place for this notable industry event.

Why are we having this event and what will success look like?

Like many good ideas, the concept of the Executive Panel was conceived at a cocktail reception. During a PMI networking reception a few years ago, several PMI representatives were discussing the future of the association, the industry, the economy, and of course, religion and politics. Debate ensued on how far PMI was really ready to go to expand its role in new ways and to continue to offer greater value by reaching deeper into member companies and across other disciplines (like marketing!). There was a new generation of PMI leadership challenging long-held notions of what PMI was and where it was heading. The annual dues investment each company makes in this association is significant and the return on investment (ROI) is sometimes challenged within member companies, particularly in difficult economic times. The PMI Board knew that then and it certainly knows it now.

This line of thinking led into speculation on what is expected of PMI and the investment made by member companies

from the point of view of Chief Financial Officers and Chief Executive Officers. At some point, a tenacious voice from the crowd said "Why don't we just ask them?" The quick response was "We can't do that!" Well, PMI leadership does not accept the word can't very often when posed with difficult challenges, so this idea began to take shape. Since then, a couple of PMI conferences have come and gone. Board level debate has turned to active support, and we are ready to move forward with this event.

Success will take the form of a combination of several potential outcomes:

- We will have an open and active dialogue from the Executive Roundtable, with candid debate about the industry, the association, and our role in it.
- There will be unfiltered input from those PMI "regulars" who have been doing the heavy lifting of this association for years.
- George Will's moderation of the event will be effective and thought-provoking.
- Specific action items or strategic initiatives will be identified and prioritized.
- The Executive participants will want to come back to participate in a future PMI Conference.
- The PMI "regulars" will want the event to return.
- Those of us that have pushed for this event are not tarred and feathered for sponsoring it.

I want to take this opportunity in advance to thank the participants for their valuable time and the PMI staff for their diligence in making this event a reality.

# Join us at Fall Conference Where “People+Purpose=Progress!”

By: **Barbara C. Higgins, Executive Director**



*Barbara C. Higgins*

We have chosen as the theme of our Fall 2011 Conference: People + Purpose = Progress. Note that the fourth “p” in the equation is

PMI (Plumbing Manufacturers International)! Working together we continue to make significant progress in realizing our vision, accomplishing our mission and achieving our goals.

Much more than a snappy catch phrase or bumper sticker line, PMI conference themes are carefully chosen to reflect the current state of the industry, our association and membership. Each conference is strategically constructed to address not only the open action items from the preceding conference, but also to address current events affecting you! We have again targeted the content of the 2011 Fall Conference to today’s pressing issues. As you have been reading about in our several publications and in PMI President **Jack Krecek’s** article on page one of this issue of *PMI News*, one of the unique components of this conference is the September 19th PMI Executive Round Table.

To be moderated by political pundit and journalist, **George Will**, the panel includes **Keith Allman**, president of Delta Faucet Company; **Don Devine**, chief executive officer of American Standard Brands; **Tim Jahnke**, president and chief executive officer of Elkay Manufacturing Company; **David Lingafelter**, president of Moen Incorporated; **Tim O’Keeffe**, chief executive officer of Symmons Industries; **William L. Strang**, chairman of TOTO Mexico and senior vice president of operations for TOTO USA and **Jim Westdorp**, group president of kitchen and bath at Kohler Co.

In preparation for the Round Table, here are examples of the questions that will be asked of the seven-member panel by Moderator George Will. The questions are intended to be thought-inspiring and provocative to allow each participant to expand on the topic. Our hope is that you, our audience, will also add your own questions when Moderator George Will reaches out to you.

## Questions:

1. Comment on the long-term impact and permanent changes to the North America Plumbing Industry as a result of the deep and protracted downturn in residential and commercial markets.
2. What do you believe is the future of manufacturing in the USA; likewise the future of export manufacturing from traditionally lower cost regions? (Trade barriers; dumping.)
3. Comment on the changing dynamics of the various channels - which are gaining strength and which are weakening?
4. Do you have an opinion on the immediate and future role of the Federal Government to help get housing back on track?
5. What global trends do you see which will impact our industry?
6. As a trade organization, what is PMI’s top priority with respect to your company?

Other conversation topics may include the following:

## Legislative priorities:

- General business versus product, material, performance, efficiency
- Taxes
- Healthcare costs
- Incentives to keep manufacturing in the U.S.
- Customer/Trade partner relationships

- Consumer trends/Consumer advocacy
- Long term industry strategic planning

## Industry issues:

- Training
- Development
- Sourcing
- Retention
- Demographic challenges

## About PMI:

- How can PMI help further your business initiatives?
- What is PMI’s greatest opportunity for growth?
- What is PMI’s greatest opportunity for collaboration/joint venture?
- What would compel you to attend PMI events regularly?

The final question from the moderator will be: What do you see as PMI’s greatest value and potential for influence and growth?

We will then open up the discussion to accept questions from the floor. We hope you will consider the topics here and build upon them.

Further demonstrating the efficacy of the theme “People + Purpose = Progress,” the recent meeting of the Strategic Advisory Council (Think Tank) resulted in an exciting list of potential new projects for our organization. Don’t miss the discussions during the Technical and Marketing Council sessions to be held the afternoon of Monday, September 19th in two parallel tracks!

We look forward to seeing you in Washington D.C.! Check the PMI website for further details!

# What is GREEN? Myriad Programs Create Challenges

By: Len Swatkowski, PMI Technical Director



Len Swatkowski

It isn't news that the plumbing industry has been experiencing an increase in regulatory issues over the last 10-15 years.

These issues have, for the most part, addressed water efficiency, material selection, and hygiene. Another area of initiatives that affect the plumbing product market is the multitude of voluntary specifications that can be classified as "green." The multitude of these "green" efforts has created a challenge for plumbing manufacturers and needs to be clarified and focused to have value to consumers and builders.

Whether standards or codes are voluntary or mandatory is a matter of perspective. Regulations from states and the federal government are promulgated as law and are mandatory. The "green" efforts may be perceived as voluntary or mandatory, depending on how consumers and the market define them. These initiatives are generally driven by well-meaning groups trying to make a difference in the quality of life for themselves and the people around them. The variety of efforts in the U.S today create a few problems for the industry that wants to support and implement them; 1) definition – what does this "green" mark mean and there is no duplication of scope to dilute that meaning, 2) what benefit does it provide to me and the

using community, and 3) what is this benefit going to cost?

Business influences from the external environment are often unpredictable and uncontrolled. When mandatory rules are imposed on an industry, whether by unanimous agreement or consensus, several things occur that may not be expected. Significant new regulations that require capital investments by all stakeholders have resulted in industry overcapacity. The normal reaction to a need to retool is to buy larger, faster, higher capacity equipment. Federal rulemakings had this impact on many industries over the last several decades. The net result depends

market is less variety in the products.

The positive impacts of regulations are equally complex; more water efficient, less costly to operate and safer to use based on current science. The benefits go beyond each household and can have a significant impact on local, and therefore global, environment. The phrase asking to think global and act local was first cited by a biologist on the impact of what we do to our environment. When regulations are mandatory and the market is level for all producers, the benefits of regulations become a shared victory for consumers as well as producers.



This answer can be rationalized through measurement of energy to create, use, service and recycle a product. It can also be related to the materials of construction or the longevity of the product. For plumbing products, the "green" aspect is tightly tied to the energy impact during the in-use portion of its life. "Green" sometime takes performance into account. Other times it doesn't. It depends on the organization creating the "green" mark.

on the market reaction to the new products resulting from the change.

Another impact of regulations is the tendency to commoditize the products affected by the new rules. As regulations get more specific in the performance requirements needed to meet new changes, manufacturers may not be able to innovate or differentiate themselves as easily. The most severe impact of new regulations is obsolescence and sometimes the impact to the

The benefit analysis is also difficult to assess for the multitude of "green" marks in the market. It could be "green" if it uses less water. It could also be considered "green" if it is Designed for Disassembly (DFD) or Designed for Recyclability (DFR). It could also gain points for using post-industrial recycled material for packaging or parts, or better yet, post-consumer recycled material for parts and packaging. By some estimates,

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# Meet Mike Sennett, PMI's Legal Consultant

By Julianne Marsink, Operations Manager



Mike Sennett

**Mike Sennett**, PMI's legal consultant from Jones Day started his long-running relationship with Plumbing Manufacturers Inter-

national 12 years ago when the then current Board of Directors conducted a search for new legal counsel. Mike explains, "PMI has a deep commitment to antitrust compliance. They selected me because that is the principal focus of my law practice." Jones Day has 24 offices and a network of 2,300 lawyers throughout the world in places as diverse as Beijing, Sao Paulo, and Paris. "It is very rewarding representing a number of great clients globally, doing transactions that have allowed them to grow." Mike adds, "Most importantly, though, it's all a part of a team effort – mostly of people younger and smarter than I am," he says showing his humorous side. "So, I may be a team leader in antitrust, but I can't do it without my team. I see my practice as participating in a team sport with a very smart team."

The sports mentality is also a reoccurring theme in his personal life. He recently has retired as a soccer player from the Real Wilmette Soccer Club and has been involved as a coach in 28 different teams at seven different clubs throughout the past 25 years. He explains, "Other people play golf, I play soccer – mostly though because I can't play golf!" His entire family shares his interest in sports, "My five children and I all play and enjoy soccer, hockey, and lacrosse." Another common theme in his family is a love of music. Two children, **Leah**, age 27, and **Gabriela**, age 8, play the cello; **Rachel**, 30, and **Matt**, 12, play the viola; and one child, **Isabelle**, 12, plays the violin.

"We have a very classical group," he adds. In a slight break from tradition, **Devin**, his new son-in-law plays the electric guitar.

To round off their cultural interests, his children have also studied multiple languages, even his youngest, Gabriela studies Spanish and French, "Although she will say that she likes Spanish best," he laughs. Overall, "My wife **Carolyn** and I strive to make our children very open-minded, very well read and very well-rounded. I am a proud father. They work hard and they are good people too!" He recently became a grandfather this past July 4th with a new grandchild born to his oldest daughter, Rachel and her husband Devin. "**Georgina** was born on the Fourth of July, so there have been many comments that she is a very patriotic baby." He adds, "I also joked that there is now another Democrat in the world."

Some may be surprised to know that his love of the arts and music began early in his life when he played as a drummer in a rock band during junior high and high school. "At some point, I had to choose between a life as a rock musician or college though, and I chose college," Mike explains, "At first, I studied Philosophy, English and Economics, and then during my first year of graduate school, I changed to law school." Mike continues, "The opportunity that the law presents is really a problem-solving one and at the same time, I am really grounded in business – I enjoy both the challenges of mastering antitrust law and developing a deep knowledge of all the industries I represent." At PMI, and specifically at the conferences, "I enjoy the networking and speaking to all of the individual members as well as attending the technical sessions. The sessions are always interesting, enhance my knowledge of codes, standards and industry challenges and sharpen my

corresponding ability to address PMI's legal issues."

Mike has very strong convictions about the work that he does and how he can use it to create a better world for his growing family. "The biggest worry I have is that I want my family to be able to inherit a world that is a good deal greener and safer." Mike adds, "That's why I enjoy working with the issues of water conservation and water safety. It is important to live more efficiently and be better stewards of our world's resources. And I think PMI stands for all of that."

## Mike's Honors and Distinctions

### Mike Sennett: Partner, Antitrust and Trade Regulation, Jones Day

- Named a leading antitrust lawyer in *Chambers USA* (2005-2011), *The International Who's Who of Competition Lawyers and Economists* (2006-2011), *The Guide to the World's Leading Competition and Antitrust Lawyers* (2006-2011), *The Best Lawyers in America* (2007-2011), and *Illinois Super Lawyers* (2005-2011)
- He is on the adjunct law faculty at Loyola University Chicago, where he teaches antitrust law courses. He is a member of the Board of Advisors of the Institute for Consumer Antitrust Law Studies and the Midwest Antitrust Colloquium.

# Introducing our New Operations Manager: Julianne Marsink

By: Amy Berg-Ferguson, Association Manager



*Julianne Marsink*  
If you have already had your first introduction to **Julianne Marsink**, PMI's new Operations Manager. Julianne, who started in July, has already hit the ground running and is absorbing PMI's operations like a sponge.

As Operations Manager, Julianne is responsible for the day-to-day management of the office, as well as coordinating the semi-annual conferences and the public relations efforts for the organization. For this position, Julianne has had extensive experience in communications. Previously, she worked as Communications Assistant in the Community Relations Office for the City of Naperville, Illinois and in public relations projects for many non-profit organizations helping raise money for places such as the Leukemia Society of America. She was first exposed to the plumbing industry working part-time at Plumbing and Mechanical Contractors Authority of Northern Illinois (PAMCANI). "I've always enjoyed working in the non-profit sector and working on fundraising projects." Her first job out of college, Julianne worked as Programmer and Public Relations Assistant for NCTV, Naperville Community Television. "It was a fun experience working at NCTV. Some of the productions were similar to watching a real-life version of *Wayne's World*, but we also held televised auctions and shot local events such as parades." Julianne also worked for a local Chicago TV station, WPWR Channel 50, writing on-air copy for programming.

Although Julianne has only been with

PMI for a short time, she is already impressed by what she is seeing in the organization, "I am impressed at how hard working and professional everyone is at PMI. They really take pride in their work and seem to have a wealth of knowledge about the organization. I am happy to be a part of this team," she noted. Her view of PMI dovetails nicely with her philosophy that it is important to work as a team to get a job done. She explains, "In a workplace we are all striving for the same goal – for the organization to succeed." When asked about her secret to success, she says, "Never give up, always give your best and never be afraid to ask questions if you don't know something."



*Julianne Marsink (front center) and her Grandfather, Bill (behind), rafting in Colorado*

Julianne was raised in Chicago and attended Benedictine University for her undergraduate studies and earned her Master's Degree from National Louis University. In her time away from the office, she loves going to the zoo, "I like any animal that has fur," she said laughing. She also likes experimenting with cooking and baking, "I enjoy using whatever I have on hand and making it into something special for my friends and family," she said. During vacations, any place that is warm and near mountains ranks as Julianne's favorite spot, "I am more of a 'nature-vacationer,' rather than a 'big-city or amusement park vacationer.' I love the varied landscapes in the West," she said.

Her grandparents, **William** and **Jane**, are whom she considers the most influential people in her upbringing, "I was very lucky to have grandparents who were the source of stability in my life. They always loved me unconditionally," she said thoughtfully. Additionally, books play a big part of Julianne's life, with *To Kill a Mockingbird* by **Harper Lee** as her favorite, "My favorite quote from the book is, 'The only thing that doesn't abide by majority rule is a person's conscience.'" She also loves to read travel books and biographies.

When asked, "What is something people would be most surprised to know about you?" She smiles and explains, "I would love to publish children's books and I have already written a couple of stories." She adds, "The books were written originally as presents for my niece and nephew, but I hope to someday get them published."

Hopefully that next career as a children's book author can wait awhile as Julianne takes on more responsibility with PMI. We are looking forward to seeing what she will bring to the organization. Welcome aboard!

## PMI Visits Milwaukee Germanfest!



*Klaus Fromme, consultant for Bradley Corporation and PMI's Executive Director, Barbara Higgs enjoy a day at the Milwaukee, Wisconsin Germanfest. Klaus is a key organizer of the annual event held each July.*

# Sally Remedios Receives Higgins Medal

By Julianne Marsink, Operations Manager



The American Society of Mechanical Engineers (ASME) awarded **Sally Remedios** the Patrick J. Higgins Medal in honor of her outstanding work in plumbing standards. At the ceremony on July 14, Sally was formally praised for her: “extraordinary perseverance

in the development of consensus based standards for the plumbing industry;

enthusiastic leadership in the harmonization of standards between the United States and Canada; and outstanding work towards encouraging the standardization of water efficient devices.”

Annually, the Board on Standardization and Testing is allowed to present this ASME award to “an individual from a committee under the Board’s jurisdiction. This medal is given to one individual a year and no person shall receive more than one Patrick J. Higgins Medal.” The Medal was established by the Board on Standardization and Testing to honor **Patrick J. Higgins**, who was the long standing Chairman of the A112 Committee on Plumbing Materials and Equipment and a member of the Board on Standardization.

**Len Swatkowski**, PMI Technical Director, who attended the award ceremony commented, “Sally is one of the stalwarts of our technical efforts here at PMI and this recognition she has earned through her persistent support of the plumbing industry.” Congratulations Sally!



*Medal recipient, Sally Remedios*

## What is GREEN? Myriad Programs Create Challenges

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there are between 300 and 400 “green” marks available for consumer products in the marketplace today.

In any robust, free marketplace, a benefit analysis cannot be completed without looking at cost. As an industry, this needs to be done for internal viability as well as for the highly discerning public. Consumers need to make an informed decision based on economies and initial cost. This has been a difficult sell in the past, but increased use of the internet with access to detailed information has created a more sophisticated consumer.

The buzz word for this century must be sustainability. This concept has its roots in economic theory from the early 20th century, but was formally defined by the Brundtland Commission as:

*“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”*

(Brundtland, 1987)

The concept of sustainability is here to stay and the means to define it, and the details to manage it are now before us. This is the impetus behind many of the “green” proposals and certifications we learn about week after week. Our challenge is to define our place in the global environment.

When this type of initiative impacts an industry on a global basis and needs refinement and specific definition, a common approach would be to support a federal regulation to manage and promulgate it. That will not happen to the “green” movement.

What we can do is to work to focus it. The solution is not clear yet. What is clear is that “green” stakeholders and “green” organizations need to gather together to discuss sustainability and define initiatives that are clearly defined, not duplicated, make sense to consumers and provide a cost-benefit to all parties. From those discussions we can create solutions and the tools to achieve them.



## A Day at the Races for PMI Staffers and Consultants

PMI staffers and consultants headed out for a day at the races for the summer employee outing at Arlington Race Track in Arlington Heights, IL. Employees and their guests were treated to lunch and entrance fee for an afternoon of thoroughbred racing. A few winning bets were placed on the horses with new hire **Julianne Marsink** winning \$4.25, graphic designer **Maureen Baird** winning \$.25 and **Barbara Higgins** winning \$2.10. Although no windfall bets came in, the attendees had a lovely afternoon.



*Enjoying a day at Arlington Race track, (left to right) Len Swatkowski, PMI's Technical Director; Trey Higgins, Barb's husband; Barbara Higgins, PMI Executive Director; Amy Berg-Ferguson, PMI Association Manager; Julianne Marsink, PMI Operations Manager; Maureen Baird, PMI Graphic Designer, Betty Swatkowski, Len's wife; Ken Chalmers, Geiger; and Peter Kuhn, PMI Accountant, PBK Ventures.*

## PMI Says Goodbye to Two Elkay Employees

PMI wishes a fond farewell to **Kate Jakubas**, Research and Development Materials Engineer from Elkay Manufacturing Company. Kate recently took a job with a Chicago company who



*Barbara Higgins, PMI Executive Director; Mike Douglass, Manager of Faucet Engineering, Elkay; Jack Krecek, PMI President; Kate Jakubas, R&D Materials Engineer, Elkay; and Dr. Bob Foley, Principle Engineer, Elkay. Not shown: Julianne Marsink, PMI Operations Manager.*

is one of the biggest manufacturers of bicycle components. Her new position will find her in their quality group, responsible for the environmental compliance and sustainability for their products. Kate was involved with PMI in the Member Services Committee and was a regular attendee at our semi-annual conferences.

Another familiar face from Elkay is also departing. **Mike Douglass**, Manager of Faucet Engineering, departed in August. He and his family are moving back to Michigan after his wife received a job offer from Kellogg's. Mike was the co-chair of the Fair Trade Issue Committee.

PMI wishes the best of luck to both Kate and Mike. Their contributions will be missed.

## PMI Welcomes New Board Member



*C.J. Lagan*

PMI is pleased to announce **C.J. Lagan** as the newest addition to the PMI Board of Directors. Mr. Lagan was appointed by the Board to fill a recent vacancy.

A Senior Manager of Compliance Engineering for American Standard Brands, Mr. Lagan began his appointment in July. His term expires at the end of 2012, when he will be eligible to run for a full three-year term. "I am very happy to be offered a position on the PMI Board. I look forward to contributing the best way that I can," he said.

Mr. Lagan recently completed a term as the Co-Chair of the Water Efficiency and Sustainability Issue Committee. PMI congratulates Mr. Lagan on his appointment.

## Keeping Current With Our Members: West Coast Meetings

On July 26 and 27, PMI Executive Director, Barbara Higgins and California Lobbyist, Jerry Desmond visited Fluidmaster and Pfister to discuss current industry issues.

PMI members were encouraged to raise questions about PMI and PMI initiatives.



*Fluidmaster representatives and other attendees from upper left: Scott McDonald, Vice President of Marketing; Steve Lehtonen, Director IAPMO who presented an overview of the Green Plumbers Program; David Marbry, Codes and Standards Engineer; Michael Salek, Engineering Manager; Jerry Desmond, PMI California Lobbyist; Stephen Dixon, CFO; George Simadiris, Vice President of Engineering; (sitting) Barb Higgins, Executive Director of PMI; Todd Talbot, Fluidmaster President.*



*Scott McDonald, David Marbry and Michael Salek of Fluidmaster applaud PMI's efforts in keeping them current.*



*Jerry Desmond, PMI California Lobbyist and Stephen Dixon, CFO Fluidmaster discuss current issues.*



*Greg Williamson, President, Pfister; Barbara Higgins, PMI Executive Director; Alston Williams, Director of Engineering, Pfister; and Jerry Desmond, PMI California Lobbyist pause in front of the new Pfister logo.*



# PMI Member News

Compiled by Amy Berg-Ferguson, Association Manager

**T&S Brass and Bronze Works** was the subject of a *PM Profile* article. The story focused on the company seeing a growing demand for green products from restaurants and hotels.

**Hansgrohe's** ibox Universal Plus shower valve, **American Standard Brands' Champion 4** toilet, **Gerber Plumbing Fixtures, T&S Brass and Bronze Works** and **Woodford Manufacturing** were subjects in the *Case Histories* section of the magazine.

**Sloan Valve Company's** Lumino sensor activated faucet, **Kohler Co.'s** UltraGlide valve platform, **American Standard Brands' Town Square** and **Copeland** bathroom collections were part of the *Product Focus* section of the magazine.

(*Plumbing and Mechanical*, July 2011)

**Hansgrohe's** Axor faucet, **Caroma's** Invisi Series II wall-hung toilets, **Duravit's** Sensowash toilet seat, **KWC's** Sin kitchen faucet and **Gerber Plumbing Fixtures** Plus Pressure balance valve were all featured in the *Editor's Choice* section of the magazine.

(*Contractor*, July 2011)

The *New Products: Green Scene* portion of the magazine featured **Kohler Co.'s** Manual Flushometer and **Speakman's** Anystream Alexandria product family.

(*PM Engineer*, July 2011)

**American Standard Brands' Ports-mouth** bathroom collection, **T&S Brass and Bronze Works** heavy-duty hose reel and **Hansgrohe's** Focus S faucet were featured in the *New Products* section.

(*Reeves Journal*, July 2011)

Kohler Co. has promoted **Adam Horwitz** to director of kitchen products, marketing and cast iron development

for its Kitchen and Bath Americas division.

**Duravit's** Onto bathroom collection and **NEOPERL's** adapter kits were featured in the *Product Review* section.

The *2011 Manufacturer Spotlight* featured articles on **T&S Brass and Bronze Works** and **BrassCraft Manufacturing Company**.

(*Supply House Times*, July 2011)

**Moen Incorporated's** Flushmount body spray, **American Standard Brands' Fun Bath** conversions, **TOTO's** Washlet B100 and **Kohler Co.'s** Numi toilet were featured in the *Cooldest Products at K/BIS* section.

(*Reeves Journal*, June 2011)

**Bradley Corporation** has received the Governor's Export Achievement Award in the Larger Manufacturer business category for achieving extraordinary results in international sales and helping to contribute to Wisconsin's increased ability to compete in a global market. The award was presented by Wisconsin Governor **Scott Walker** on May 10 at the 47th Annual Wisconsin International Trade Conference in Milwaukee.

**Duravit's** Ultronic high efficiency urinal, **American Standard Brand's** Selectronic dual flush toilet valve and **TOTO's** ultra high efficiency one-pint urinal were featured in the *Green Products Editor's Choice* section of the magazine.

(*Contractor*, June 2011)

InSinkErator has named **Tim Ferry** as its new president. Ferry comes to InSinkErator after more than 22 years in sales, marketing and management capacities at Emerson, InSinkErator's parent company. He was most recently President of Emerson Tool Company.

**InSinkErator** was the focus of the cover story, outlining their company history, the evolution of food waste disposers and what the future holds for their products.

**American Standard Brands** kicked off its "Responsible Bathroom Tour" in June. It will visit more than 100 plumbing wholesale locations in the United States through November. Open to the public, the walk-through mobile plumbing showroom is expected to attract plumbers, specifiers and other construction professionals, along with environmentalists, researchers, housing authorities, utility personnel and consumers. Visitors will learn about water conservation strategies and view product demonstrations.

**Gerber Plumbing Fixtures** Waveland Collection of faucets and fittings, **American Standard Brands** FunBath tub conversions, **Moen Incorporated's** Home Care Grab Bars, **KWC's** SIN kitchen faucets, **Symmons** WaterSense-labeled faucets and **Hansgrohe's** faucet line designed to pair with the Zuvo water filtration system were featured in the *Kitchen and Bath* section of the magazine.

Coinciding with World Water Day, **Kohler Co.** has announced its \$1 million product donation to Habitat for Humanity for 2011. This brings Kohler's support of Habitat to \$3 million in product donations since the Save Water America campaign's inception in 2009.

**Sloan Valve Company** has appointed **Ali Daniel** to the position of Director, Government Sales. Sloan also announced the hiring of **Kathy Volpi** as Director of New Product Management Initiatives.

(*Southern PHC*, June/July 2011)

# Wave of Federal Regulation & Proposals Impact PMI Members

By **Stephanie Salmon**, *PMI Federal Lobbyist*



*Stephanie Salmon*

The burden of federal regulations has been steadily increasing over the past three decades, through Republican as well as Democratic administra-

tions. During the past several years, however, the rate of increase has reached unprecedented levels.

According to data provided by the Government Accountability Office, federal agencies promulgated an unprecedented 43 major regulations in FY 2010 alone, imposing annual costs – as calculated by the regulating agencies – of at least \$28 billion dollars. Ten of the 43 major rules issued during the fiscal year came from the U.S. Environmental Protection Agency (EPA), including the first mandatory reporting of “greenhouse gas” emissions. Furthermore, from January 2009 to June 2010, EPA has finalized 653 rules and proposed 463. That’s more than 1,100 new rules in just 17 months.

Of particular interest to the members of PMI are the following proposals being developed by EPA:

## **Development of Hexavalent Chromium Drinking Water Standard**

As part of its regular drinking water standards re-evaluation process, EPA began assessing possible adverse health effects caused by hexavalent chromium in drinking water in 2008 following the issuance of a National Toxicology Program study finding “clear evidence” that hexavalent chromium caused cancer at high dose levels via oral exposure in rodents. In September 2010, EPA released for public comment and peer review a draft toxicological review of

hexavalent chromium. EPA is slated to finalize the review in late 2011. EPA will then determine if a new standard needs to be set.

## **Guidance on Identifying Waters Protected by the Clean Water Act**

The U.S. Army Corps of Engineers and EPA proposed on May 2, 2011, a new draft “Guidance on Identifying Waters Protected by the Clean Water Act.” This draft intends to clarify the extent of federal control over “waters of the United States,” which has been a continued source of confusion following competing decisions in two U.S. Supreme Court cases.

The proposed guidance broadly interprets the Supreme Court decisions and, if adopted, will result in significantly more federally controlled waters that would require Clean Water Act (CWA) Section 404 permits. For example, industry must obtain Section 404 permits before re-depositing dredged material during excavation or placing fill material in “waters of the United States,” including wetlands that are adjacent to “navigable” waters or their tributaries.

In the business community, there is great concern over the significant costs the guidance will impose on industry trying to expand their operations, including parking lots. Furthermore, this major policy change is being implemented through guidance and not being subjected to notice and comment rulemaking. Comments were due by July 31, 2011. The proposed guidance and related information are available on EPA’s - <http://water.epa.gov/lawsregs/guidance/wetlands/cwawaters.cfm>.

In addition, the House Republican leadership announced that burdensome regulations are going to be at the top of their agenda in September. They plan on voting on a series of regulatory reform measures that would lead to

better regulation and correct a drift over many decades toward less congressional oversight. The bills include:

- **REINS Act** - Regulations from the Executive in Need of Scrutiny Act (H.R. 10) requires that Congress vote to approve new major regulations with economic effects of \$100 million or more annually. If Congress does not approve a regulation within 70 days, it is cancelled and cannot be considered again.
- **TRAIN Act** - The Transparency in Regulatory Analysis of Impacts on the Nation Act (H.R. 1705) requires more extensive cost-benefit analysis on regulations to better understand how these policies are impacting global economic competitiveness, energy prices, as well as employment.
- **Regulatory Flexibility Improvements Act of 2011** (H.R. 527) require agencies to examine the indirect effects of their rulemaking efforts and conduct more detailed analysis of other rules that may overlap or conflict with a proposed rule and add cumulative economic impact.
- **The Clean Water Cooperative Federalism Act** (H.R. 2018) limits EPA’s authority under the Clean Water Act to veto state permitting decisions and restore the long-standing balance between federal and state partners in regulating the nation’s waters.

PMI will continue to keep its members apprised of EPA proposals and efforts in Congress to reform the regulatory process.

# Membership Directory: New Tool Added to PMI Website

By: Julianne Marsink, Operations Manager

Vital information you need to know about your fellow PMI members and their companies will now be at your fingertips. PMI has uploaded a new **interactive membership directory** on our website. When logged-on to the membership section of our website, you will be greeted with your own personalized **“welcome page”** designed for you to access PMI members’ contact information and it also lets you update your own contact information. To access the directory, click on the **“membership directory”** tab. Then, the directory allows you to search for PMI members by clicking: “Search for a Member Company” or “Search for an Individual.” When you click on the **“Search for a Member Company”** link you can then search by “Company,” “City” and “State.” If you click on the link to **“Search for an individual”** you will then be able to search by typing in a person’s name or company name.

If you haven’t already, please add the PMI website to your “favorites” website list, to begin using the Membership Directory as a daily resource to help you keep in contact with all PMI members.

Additionally, please remember to keep your and your company’s contact information updated so that fellow members may easily reach you.

To edit and add information to your profile: click on the **“edit my profile”** link on your welcome page and type in any fields that need to be updated – phone, email, job title, fax, etc. The directory is designed for convenient and easy access to fellow members while also protecting your contact information from the public. Only members who are logged onto the “members only” password-protected area of our website will be able to access the directory’s database. Go onto [www.pmihome.org](http://www.pmihome.org) and check it out today!

(Contact PMI staff if you need login information.)



*New Interactive Membership Directory*



*Member Welcome Page with “Edit my Profile” link*

## To Update Contact Information:

Upon login to the “members only” section of our website, you are greeted with your own personalized “Welcome Page” including a link to “Edit My Profile.” Click this link and update information as needed – phone, email, job title, fax, etc.



## A Little Help to Brighten Their Days

The American Cancer Society thanks Plumbing Manufacturers International for the reading lights that were donated to cancer survivors. The reading lights imprinted with the former PMI logo were repurposed in the name of charity through the local Rotary International chapter.

### American Cancer Society Relay For Life



Join us in the fight against cancer.

Dear Barbara-

Thank you so much for  
the reading lights donated  
for our cancer survivors!

Lee Mercer  
Relay for Life  
Pal/rolling m/mercer

## 2011 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Jack Krecek, Elkay Manufacturing Company**  
President

**Stewart Yang, Kohler Co.**  
First Vice-President

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

**Tim Kilbane, Symmons Industries**  
Treasurer

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

### DIRECTORS AT LARGE

**William Ball, WCM Industries**  
(1/09-12/11)

**Fernando Fernandez, TOTO USA**  
(1/10-12/11)

**Casey Hayes, Haws Corporation**  
(1/10-12/12)

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

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

**Tim Schroeder, Duravit USA**  
(1/11-12/13)

### PMI STAFF

**Barbara C. Higgins**  
Executive Director  
bhiggins@pmihome.org

**Len Swatkowski**  
Technical Director  
lswatkowski@pmihome.org

**Jim Galvin**  
Senior Technical Advisor  
jgalvin@pmihome.org

**Amy Berg-Ferguson**  
Association Manager  
abergferguson@pmihome.org

**Julianne Marsink**  
Operations Manager  
jmarsink@pmihome.org

Newsletter Design By:  
**Maureen Baird Graphic Design**  
info@mbairdgraphics.com

## See You at the Fall Conference!

### PMI Conference September 18-21, Washington D.C.

The 2011 PMI Fall Conference is set for September 18-21 at The Liaison Capitol Hill in downtown Washington, D.C. The conference features an executive panel with political pundit and journalist, **George Will** as moderator and Keynote Speaker. Speaking on an executive panel are **Keith Allman**, Delta Faucet Company; **Don Devine**, American Standard; **Tim Jahnke**, Elkay Manufacturing Company; **David Lingafelter**, Moen Incorporated; **Tim O'Keefe**, Symmons Industries; **Bill Strang**, TOTO USA and **Jim Westdorp**, Kohler Co.



Remember: Don't leave Washington, D.C. before 4 pm on Wednesday, September 21 to allow enough time to visit your state representatives. Take this opportunity to let your voice be heard! If you haven't already registered, visit [www.pmihome.org](http://www.pmihome.org). We'll see you there!



1921 Rohlwing Road, Unit G  
Rolling Meadows, IL 60008  
Phone: 847 481-5500  
Fax: 847 481-5501  
[www.pmihome.org](http://www.pmihome.org)  
[www.safeplumbing.org](http://www.safeplumbing.org)