

GROWING STRONGER TOGETHER. . .PMI NEEDS YOU! By FRANK EVANS, PMI PRESIDENT



Frank Evans

I am, I guess, what you might call a “veteran of the plumbing industry.” As such, I am delighted to serve as president of PMI. To me this is a personal as well as a professional achievement of which I am very proud. We have seen PMI undergo a real transition in recent years in an effort to remain relevant in today’s dynamic and competitive world.

Last year as we celebrated our 25th anniversary as PMI, we spent

some time looking back at “the way we were.” Obviously there is great value and enjoyment in reminiscing. It’s important though not to get lost in the sentimentality. Some aspects of the “old days” are indeed gone forever. We must look to the future and to new ways to maintain and enhance our position as the “Voice of the Plumbing Industry” in the face of the Internet and the onslaught of information it provides. All organizations (and for that matter people) need to regularly perform a self-diagnosis and their roles. We’ve done that at PMI and will continue to rely on you to let us know how we’re doing.

Expanding our membership is a major goal for 2001. Our philosophy has been “build it and they will come.” We now have our infrastructure securely in place. Our staff and their roles are now clearly established and defined. We’re ready for the new millennium. We have raised our voice and visibility in the industry and now we need to spread that word, in the form of invitations to non-members.

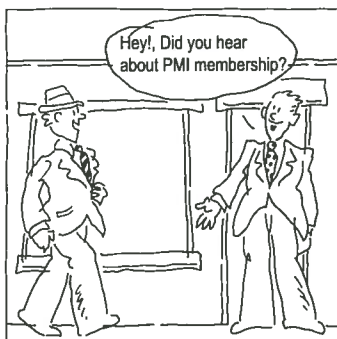
We need your help to do this. While staff has a “hit list” of member prospects, it is you — our members — who have the real ability to make an effective “sales” call. Start small — invite a member prospect to the Spring Meeting. With your endorsement and a hands-on, in-person PMI experience, the prospects will quickly understand the value of active involvement in PMI. It is at that point that the organization sells itself and your work is done!

Throughout PMI’s promotional materials, we refer to “strength in numbers.” We know this is true in building

consensus for change in our industry. We also know that this is true in making changes to our dues and fees structures. As you have seen through our recent reports, PMI is financially secure. We have our costs well under control and are finally in a position to build our reserves for the future. With added support from new members, we will not only increase our political strength by being able to speak on behalf of an even larger percentage of the industry, we may be in position to begin revising our dues structure to make the organization more affordable for a broad range of companies. We have, as you know, already restructured the dues for foreign-based companies to become more globally based. At our Spring Meeting, we will take this concept a step further by voting to eliminate the “foreign” designation altogether.

I hope you will join with me in taking an aggressive approach to building our membership during the coming year. We will all benefit! And in the meantime, know that your board and the PMI staff will continue to deliver, looking for new and better ways to serve you. Our industry is affected by a number of varied and powerful forces. As a member of PMI, we’ve got you covered! Your PMI membership is a powerful information tool in an era when information is truly the key to success!

Knowledge is power! Help us spread the PMI word! (See you in Marco Island!)



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Barb Higgs

2001.... good grief! I remember as a grade school kid calculating how old I'd be when this momentous year arrived. (This is apparently a generational thing, as my non-Baby Boomer friends tell me that they did not go through the same exercise.) And then of course there was that strange Stanley Kubrik movie with the monkeys and the obelisk and creepy Hal tormenting poor old "Dave."

And what the heck happened to all the millennium hoop-la? Last year, Y2K alarmists had a field day with stories of money and water shortages, power outages and the end of the world, as we know it. Now with the *real* start of the millennium upon us — where is all the hoopla? The media whipped up all of mankind into a frenzy then suddenly turned on its audience and made fun of the people who took their warnings seriously. I'm reminded of the endless teasing of my little brother "Hey! What's that? Watch out! Ha ha ha! Made ya look! Made ya look!"

Isn't that the way it goes? We're a nation of exclamation points — whether or not those exclamation points are justified! We're missing out if it's not "NEW! Improved! First! Best! Fastest! Smallest! Largest!!" Everything is record-breaking... "Unseasonably Hot!" "Unseasonably Cold" "Most snow on December 16!" "Least snow on December 17." Having elevated levels of adrenaline has become a lifestyle, and pushing the envelope to see how high those levels can go has become a marketing strategy.

This urgency for excitement permeates our personal lives. It makes us intolerant of the status quo. Somehow normal is boring — unacceptable. Screaming headlines a la the National Enquirer "Gore Wins!" "Bush Wins!" "Nobody Knows Who Wins!" Blaring TVs and radios. Have you noticed how loud and obnoxious TV commercials are these days? Thank goodness for the "mute" button! (And I am a marketing person!) There is a new radio system out now that features various relaxation sounds like water running, woodland noises...and *CITY TRAFFIC SOUNDS!*? How relaxing is that? My personal view is that all of this noise and clatter dulls our senses and, as a way of self-preservation, we begin to block it out. We don't have the energy to respond to everything. It's a bit like "The Boy Who Cried Wolf." We are so bombarded that we have a fairly unique way of filtering all but the most blaring of messages. (I have noticed that some family members have perfected the technique of selective hearing — most noticeably on garbage day.) We are used to an undercurrent of noise and stress that becomes our base. And the decibel level continues to rise from there!

Someone suggested to me that one way to reduce stress is to cut out some of the "optional" noise in one's life—beginning with the car radio. I tried it one morning on my way to work. I turned off the radio as I backed out of the driveway reveling in my quiet new world. I have to tell you that it lasted

only until the end of our (very short) block. I nearly went nuts in the silence (Pretty sad!).

We need to work to reduce the clutter in our lives!

Which brings me at last to PMI. Part of our benefit to you is helping reduce some of your clutter by reviewing and reporting to you the news of the industry from various vantage points... technical, government, political, marketing. Our goal for 2001 is to provide even more summaries and coverage of industry news as a benefit of your PMI membership!

Last month in this column, I tried to make the point that PMI staff is working constantly behind the scenes to bring you information, affect change and represent your interests. While you may see us only a few times each year, we are on-call 24 hours a day. It is important that you realize what goes on behind the scenes and recognize the full value of your PMI membership. We are torn between working silently as "the wind beneath your wings" and trumpeting our accomplishments and successes on your behalf. We will work to keep you aware of our strategies and the need for consensus as we tackle our projects in 2001 and beyond, and we will continue to reinforce the value of your PMI membership in subtle and not so subtle ways (promising to keep the clutter to a minimum!)

Rightfully, much of the hoopla of the "new" PMI has settled down. We have a solid infrastructure now and a team that works well together. We've rolled up our sleeves and we're digging in. We still have plenty of exciting things happening here at PMI. It's now full steam ahead and on to the business at hand.

Happy New Year! See you in Marco Island!



ATTENTION CEOs — BREAKFAST PLANNED TO DISCUSS INDUSTRY ISSUES!

CEOs of PMI member companies and non-member companies alike will soon receive personal invitations to attend a CEO Breakfast on Saturday, April 28, 2001, from 8 a.m. to 9:45 a.m., in conjunction with the 2001 Kitchen & Bath Industry Show (K/BIS®) in Orlando, Fla. The breakfast, which is free for industry chief executives, will be held at the Rosen Centre Hotel, conveniently adjacent to the Orlando/Orange County Convention Center, site of K/BIS® April 27-29. Following a plated breakfast, PMI President Frank Evans will discuss PMI's work on its currently identified "Focus Issues" — trade show consolidation, universal conformity assessment, fair trade, water conservation, information technology, and small-to medium-sized business concerns — and Gary Turner (SAC chair) will then facilitate a discussion among CEOs regarding current industry issues and how PMI and the industry can work together to proactively manage those issues together. Look for your invitation soon!!

Y2K — ANOTHER LANDMARK YEAR IN MODEL CODES

BY DAVID W. VIOLA, TECHNICAL DIRECTOR

Just when the winds of change in the model code industry started to die down, along came Y2K. Last year brought more landmark changes to model code development procedures and coalition memberships. For almost 75 years, the five major code groups and the process they utilized to develop and maintain construction codes remained unchanged. Each organization independently promulgated codes that were utilized in different regions of the country. During this time, the construction industry devoted enormous resources in an effort to keep each code current and achieve national uniformity. Although moderately successful, significant technical differences between the codes always existed. It wasn't until 1995, when the model code groups began the process of consolidating into two coalitions, that many conflicts between the model code documents began to diminish.

These consolidations had a profound effect on U.S. construction regulations and moved us one major step closer to national uniformity. Between 1995 and 1999, many jurisdictions abandoned existing regional model and self-written regulations in favor of a consolidated model code. It also prompted legislators in jurisdictions such as Arizona, Florida and Pennsylvania to adopt statewide construction regulations for the first time. However, by the end of 1999, the model code business had stabilized and other than updating their codes very little had changed.

Then last year, the National Fire Protection Association (NFPA) joined ranks with the Uniform Code coalition, comprised of IAPMO, the National Association of Plumbing Heating and Cooling Contractors (PHCC-NA), and the Mechanical Contractors Association (MCAA) who are publishers of the Uniform Plumbing Code (UPC). As an association of 65,000 members, NFPA brings with them nationally recognized constructions codes accredited by the American National Standards Institute (ANSI) and tremendous lobbying power. The new partners signed an agreement to jointly develop a complete family of ANSI-accredited construction codes using NFPA code development procedures. This enables them to compete head-to-head with the International Code Council (ICC), publishers of the International Plumbing Code (IPC), which had an advantage because they were the only organization offering a complete family of construction codes. A potential drawback in using NFPA procedures is the reduced opportunities to submit code changes between editions of the code, which is published every three years. NFPA procedures call for only one 36-month code development cycle to occur. This is a dramatic change from the current three 12-month cycles between editions, and may affect our ability to keep the code current and address future innovations.



The ICC had their own highlights in 2000. Viewed by many as a reaction to NFPA's decision to jointly develop a competing set of codes, the ICC Board agreed to begin the consolidation of ICC activities within the ICC organization. Although the three organizations comprising the ICC (BOCA, ICBO and SBCCI) produce a single family of codes, they remain separate companies that compete on book sales and the delivery of support services. The move would certainly reduce or eliminate redundant activities, and free up resources to enhance service and marketing activities.



Dave Viola

PMI was a benefactor of another ICC Board action by appointing me to serve on the International Plumbing Code Committee. Under pressure from the competition to allow all interested parties an equitable opportunity to influence code content, the ICC Board revised the ICC Code Development Procedures to allow representation from all interest groups to serve on ICC Code Development Committees. PMI will certainly have a more powerful voice in this forum.

The last major change was the ICC Board of Directors' decision to revise the length of the code development cycle from the current 12 months to 18 months, beginning in 2003. This means only two code change cycles will occur between code editions (ICC codes are also published every three years). Similar to the Uniform Plumbing Code procedures, the new 18-month cycle will provide less opportunity to affect change. However, the longer cycles will provide additional time for the development and evaluation of code change proposals.

Because the model codes play a critical role in achieving our goals of promoting members' interests and establishing a national regulatory framework that is current, accurate, uniform and free from unnecessary restrictions, we must continue to take a proactive role in their development. We must also stay abreast of the changes these organizations make as this industry continues to evolve. To date, some of the procedural changes to model code development will slow down the process and present some difficulties. But overall, the significant changes that have occurred over the last year have been very beneficial to the plumbing industry. They've moved us closer to national uniformity, and allowed us greater access to the development process. And as long as each of the codes remain viable regulatory documents, PMI will actively encourage jurisdictions to adopt either code and/or update to the latest editions.

EPA DEVELOPS WEB-BASED DATABASE FOR PURCHASERS TO BUY "GREEN" PRODUCTS

BY KELLY ENRIGHT, TECHNICAL SERVICES COORDINATOR

The U.S. Environmental Protection Agency (EPA) has recently developed a Web-based database so consumers and public and private sector purchasers can buy "green" products. "Green" products are defined as products and services that have lesser or reduced effect on human health and the environment when compared with competing products. Developed by EPA's Environmentally Preferable Purchasing (EPP) Program in response to a growing demand for tools to make green purchasing easier, the EPP Database includes environmental attribute information on more than 600 types of products and services organized into 50 product categories, including plumbing. The EPP Database is a comprehensive resource for conducting pre-solicitation market research, revising purchasing specifications, developing contract language, or establishing evaluation criteria.

The database contains more than 330 environmental standards and guidelines developed by government agencies and independent environmental standards and labeling programs. It also includes links to hundreds of environmental purchasing resources, lists of potential suppliers and a growing number of contracts created by federal, state and local governments and private sector companies to purchase products and services they consider environmentally preferable. It is accessible via the EPP Website at www.epa.gov/oppt/epp/database.htm.

EPA's information is already being used to improve government purchasing. The U.S. Department of Interior (DOI), for example, used the EPP Database to green a \$45 million contract to provide uniforms for approximately 24,000 employees, including National Park Service personnel. Using the database, DOI contract officials located several U.S. and

European environmental standards. As a result, the uniforms will include materials made from recycled plastic and recycled cotton twill fabric. They also will contain garment care instructions recommending the least toxic method for effectively cleaning the uniforms, which are shipped in recycled-content packaging.

The information in EPA's database could help manufacturers respond to the demand for green products by improving the environmental profile or marketing of their products. Companies can use the information to stay on top of customers' environmental concerns, determine how to question their suppliers about the environmental attributes of specific parts or components, compile environmental attribute information for the products they manufacture or distribute, and identify areas they might want to emphasize in future product design efforts to meet the growing demand for green products.

The EPP Database is one of several resources EPA's EPP Program developed to make it easier for purchasers to buy products and services with environmentally preferable attributes. Other useful resources include case studies describing how public and private sector purchasers are identifying and buying green products and services, an animated, Web-based training tool which explains what green purchasing is and how to do it, and the EPP Update newsletter which offers readers the latest EPP information. For additional information on the EPP Program, visit their web site at www.epa.gov/oppt/epp or call (202) 260-4362.



ISH NORTH AMERICA ANNOUNCED FOR 2002 IN TORONTO OCTOBER 31-NOVEMBER 2

BY KELLY ENRIGHT, TECHNICAL SERVICES COORDINATOR

Messe Frankfurt, organizer of ISH in Frankfurt and ISH China, and the American Supply Association (ASA), the Canadian Institute of Plumbing & Heating (CIPH) and the Plumbing-Heating-Cooling Contractors National Association (PHCC-NA), announced in December that they have teamed up to organize ISH North America on an annual schedule. The new event will incorporate the existing North American Expo (NEX) organized by ASA, PHCC-NA and CIPH. Following the traditional ISH concept, the new show will present six major technology themes including heating/ventilation systems, air conditioning technology, kitchen and bath products and technology (sanitation), installation technology (plumbing, hydronics, PVF Industry), measuring/testing/control/regulation technology and building automation.

In cooperation with other industry associations and publications, the event's sponsors will offer an extensive educational seminar program, providing sessions on cutting-edge technology, market trend information, profiles of

international markets as well as other industry subjects in conjunction with ISH North America.

While the integration of the existing NEX show provides the launching platform for ISH North America, the show's sponsors invite other industry associations and key industry entities to join the consolidation effort launched with ISH North America. "We believe that the ISH concept, proven successful in Europe and Asia, will provide equally beneficial business opportunities for the dynamic North American industry," said Roland Bleinroth, President of Messe Frankfurt, Inc.

ISH North America will take place annually beginning in the fall of 2002. Among the possible venues are Orlando, Fla., Chicago, Toronto and Las Vegas in the following years. The organizers are expecting some 20,000 domestic and international buyers from around the world to see the anticipated 600 domestic and international exhibitors at the inaugural event.



CeCe Kremer

January in Washington...

With most necessary organizational activities completed — including formal certification of the electoral tally for president, re-election of Speaker of the House and the Leader of the Senate, swearing-in of new members, approving a package of rules changes and reorganizing committee and committee chairman positions — Republicans and Democrats take a

break before laying out their legislative agendas for the first session of the 107th Congress.

The House, narrowly controlled by the GOP with a 221-211 edge, elected Rep. Dennis Hastert (R-IL) to a second term as Speaker as members of both parties sent mixed signals of both cooperation and conflict. Members will take another break after the inauguration until the week of January 30th, with House Republicans planning to hold a retreat for members February 1-2. Votes are expected the week of February 5, when the federal budget is scheduled to be submitted.

House Republicans have filled nearly all of their committee slots as term limit enforcement has forced dozens of congressional members to switch committee assignments and leadership roles.

Of particular interest to PMI members is the House Energy and Commerce Committee (formerly known as Commerce) and its new chairman Rep. Billy Tauzin (R-LA). Replacing retiring Chairman Tom Bliley, Tauzin beat out Rep. Mike Oxley (R-OH), but the victory came at a price. Tauzin was forced to surrender jurisdiction over securities and insurance issues to a newly-formed and renamed Financial Services Committee.

Newly appointed members to the Energy and Commerce Subcommittee are Reps. Buyer of Indiana, Pitts of Pennsylvania, Radanovich of California, Bono of California, Walden of Oregon, and Terry of Nebraska. Joe Barton (R-TX) continues to hold the chairmanship of the Energy and Power Subcommittee and Mike Bilirakis (R-FL), will again hold that position for the Health and Environment Subcommittee. Membership on Energy and Commerce has been so prized that under House GOP policy, congressmen are required to relinquish all other committee assignments to join. Both Tauzin

and Oxley continue to dispute jurisdictional issues as the new Congress comes to terms with how to run itself.

Although Cabinet confirmation hearings will continue in the interim, the Senate won't return to their work until after the inauguration. Divided evenly between the parties for the first time in well over a hundred years, members have moved cautiously closer to a power sharing agreement but continue to experience frustration associated with the historic but unwelcomed pact. The central feature of the agreement that gives Democrats and Republicans equal representation on Senate committee and other tricky issues ranging from allocating office space and staff allowances to rewriting committee rules so that Democrats get greater influence on committee agendas.

The agreement promises a more freewheeling Senate. It should give Democrats ample opportunities to pursue their own agenda or block that of President Bush. No one really knows how this will all play out and it is no where near resolved. Members and staff are still trying to figure out what is happening and what it means.

The pact, negotiated over the past month by the leadership of both parties, gives both parties an equal share in most aspects of the Senate's operations including membership on committees, committee finances and staffing and the ability to set voting procedures on the Senate floor. It provides for the Democrats' increased power in the new Congress. Although many Republican senators were reluctant to go along with the deal, they decided that they had no choice — the

alternative was gridlock.

PMI members should note that the Senate's best-known freshman, Hillary Rodham Clinton of New York, received a slot on the Environment and Public Works Committee where a number of environmental issues affecting manufacturers await action.

Senate hearings on Cabinet nominations continue also, and PMI closely watches confirmation action for the Department of Energy. Energy Secretary-designate Spence Abraham is likely to receive a warm and friendly reception when he appears before the Senate Energy and Natural Resources Committee. While in the Senate, Abraham called for the elimination of the department he is now nominated to head. Abraham should be easily confirmed. More on the Department's new appointees in the next issue of *PMI News*.



PMI ENDS 25TH ANNIVERSARY, 20TH CENTURY BY SEALING TIME CAPSULE

By LORI SMELSER, ASSOCIATION MANAGER

PMI officially ended its 25th anniversary year — and the end of the 20th century — by sealing a “time capsule” filled with Institute artifacts, industry memorabilia and donations from current PMI members.

The sealing of the capsule took place at PMI headquarters on December 29. Instructions were placed on the top of the capsule requesting it be opened in the year 2025, the year PMI turns 50. PMI staff throughout the year added items to the capsule produced through the Institute’s 25 years as PMI (PMI was previously known as the Plumbing Brass Institute). These items included a copy of PMI’s charter of incorporation in 1975, a copy of PMI’s long-range plan dating back to the early 1980s, and letterhead and novelty items bearing PMI’s old logo. Several items with PMI’s new logo, which was created in 1998, were added including pens, a mug, a PMI t-shirt from the 1999 Spring Meeting, and a PMI cap. Staff placed an emphasis on adding items from the year 2000 — PMI’s 25th anniversary year — which included a year 2000 PMI calendar; a 25th anniversary celebration t-shirt; a special 25th anniversary pen set; year 2000 issues of *PMI News*, *Tech Talk* and *Washington Wire*; samples of industry trade publications from the year 2000; and more. Also included were copies of the year 2000 meeting minutes to touch on some of the “hot” industry topics, a list of PMI’s Focus Issues and a progress report on each, and PMI’s bylaws and position statements.

According to PMI Executive Director Barb Higgins, submissions of items from PMI members were crucial in making this time capsule a true symbol of the industry as it was during this historic year. Donations from member companies were varied which, according to Higgins, added to the capsule’s uniqueness. In addition to supplying year 2000 product literature and a company history, **Moen Incorporated** also donated a sample of its first filtering pull-out faucet. **NEOPERL, Inc.**, donated aerator and flow regulator samples to the capsule, in addition to company logo apparel and a company history and plant tour on CD-ROM.

Similarly, **Sloan Valve Company** donated a copy of its corporate video, and **Price Pfister** donated product catalogs and assorted brochures. **Haws Corporation** donated a copy of its August 2000 *PM Engineer* “Manufacturer Spotlight” article, and **Elkay Manufacturing**, which celebrated its 80th anniversary in the year 2000, provided PMI with a copy of its 80th anniversary issue of the company’s “Reflections” newsletter. PMI staff also included home pages from each member company who has an Internet presence, and copies were added of advertisements on water conservation which were developed by the PMI-organized Fixture Alliance and run in several issues of *Roll Call* last year. PMI also added the directory from the year 2000 NEX show, the last show before NEX merges with ISH into ISH North America in 2002.

The concept of the PMI time capsule began in 1998 — with the restructuring of PMI — and the sealing of the time capsule now represents the symbolism of both the turn of the century as well as PMI’s shift into its next 25 years as the Voice of the Plumbing Industry. According to Ms. Higgins, “Sealing

PMI’s time capsule on the last business day of PMI’s 25th anniversary, which also happened to be the last business day of the millennium, represents PMI’s recognition of its strong foundation of success as the Voice of the Plumbing Industry, as well as its anticipation of another 25 years of active involvement in plumbing industry issues.”

Thanks go to all PMI members and others who made the time capsule project a fitting farewell to the 20th century and a fond conclusion of PMI’s 25th anniversary celebration!

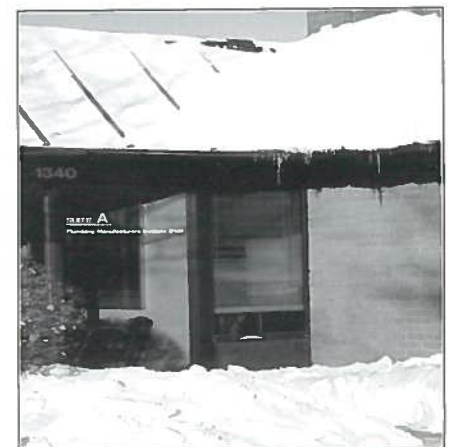


Kelly Enright helps arrange the PMI time capsule contents.

THE SNOW CAN'T HOLD I.T. DOWN...!

The Chicago area suffered a particularly heavy dose of winter in December, wrecking havoc with many plans including PMI’s much-anticipated second Information Technology (I.T.) Forum on December 11-12. Everyone was good natured about the unfortunate Forum cancellation, and PMI staff quickly began planning an alternate date for the event with the Hotel Sofitel and the speakers. Michael Lueck of PricewaterhouseCoopers, whose presentation on collective buying groups was eagerly anticipated, will be speaking before the I.T. Issue Committee on March 6 in conjunction with PMI’s 2001 Spring Meeting in Marco Island, Fla.

The remnants of the snowy December may still be with us today, but plans are all but confirmed to hold a rescheduled I.T. Forum on May 14-15 at the Hotel Sofitel. All of the December speakers are working hard to coordinate their schedules accordingly. Look for more information shortly, both via mail/email and in upcoming issues of *PMI News*.



PMI headquarters covered with 14 inches of snow and that was just the beginning!



Cruise through KWC Faucets' website (www.kwcfaucets.com) and you'll soon come across a picture of a music box. Yes, you read it correctly — a *music box*. What, you may ask, does the Swiss faucet manufacturer have in common with *music boxes*?

Quite a lot, actually — KWC began its roots in 1874 when Adolf Karrer began manufacturing music boxes in Unterkulm, Switzerland. These mechanical masterpieces were known for their precision work, optical beauty and functionality at that time, but the invention of the gramophone shortly thereafter caused a steep decline in the demand for music boxes. So thirteen years after the company began, it simply reinvented itself. Eager to draw upon their strengths of precision crafting and design, KWC began production of gas faucets in 1887 and began producing sanitary fittings soon thereafter. By the early 1900s, KWC's faucets were firmly entrenched in the French market — the opulent Hotel Ritz in Paris and the Hotel Negresco in Nice were both fitted with the Swiss company's faucets. It was said at that time that the "melody of a running bath or the melodious sound of the water stream in the washbasin or bidet" was reminiscent of KWC's beginnings in the music world. In the 1930s, the management of KWC was able to survive the recession without any loss of jobs.

Throughout the years, KWC has kept a careful eye on continual product innovation. In 1952, KWC patented the pullout spray, which came on to the market in 1957 and is a very successful faucet featured in kitchens worldwide today. In addition to fitting kitchens and bathrooms with faucets, KWC also develops special faucets for professional kitchens, health clubs, schools, nursing homes, hospitals and more. Simultaneously, KWC is a leading international supplier of low-pressure die-casting equipment for non-ferrous metals.

Today, 127 years later, KWC's largest market is Switzerland where KWC AG (corporate headquarters) holds a significant market share. The company's largest foreign markets are Germany, France, Italy, Austria and the United States, with exporting to more than 30 countries overall. Production of KWC faucets is concentrated in Unterkulm but has also expanded to accommodate assembly in the United States. KWC Faucets Inc. of Norcross, Ga., is the subsidiary of KWC AG, Switzerland, and is home to president and general manager **Tim Mullally**. In 1999, KWC Faucets Inc. moved its U.S. office and distribution center to a larger facility due, according to Mullally, KWC's continued growth and the relocation of its sister company, HANSA America from Chicago to Norcross. Mullally now heads up both corporate entities.

Mullally says the slogan for KWC Faucets Inc. — "The Dream Stream™" — symbolizes the success the company has had over the last four years, during which, he says, sales more than doubled. "The Dream Stream™" also is used to characterize the range of new product and finishes produced from "Team KWC." The past four years have shown a

proliferation of new product and finish offerings — the Vesuno™ collection of bath and bar faucets, Disko™ retro-look faucets, the acclaimed Suprimo™ kitchen faucet, stainless steel trapezoid sinks, Marlino™ pressure balance valves, and its Semi-Professional and professional series, just to name a few.

Mullally applied KWC Faucets Inc. for membership in 1998, immediately after opening its U.S. subsidiary in 1997. Having been a member of PMI in different capacities in the industry, Mullally was fully aware of the benefits of membership in PMI and he determined it was essential for KWC to become an active part of the U.S. plumbing industry.

"I knew that PMI membership would provide us with the critical information on codes and standards required to provide code-approved products to our customers." Mullally and his staff thoroughly read each issue of PMI's *Tech Talk* newsletter to keep fully apprised of local, state and model code activities that could affect the business of KWC and to seek proactive company solutions to industry issues.

Mullally adds that PMI offers the benefit of being kept current on both national and state legislation activities, either of which could impact product offerings or business activities. "Each year, I have found it much more effective to lobby our congressional delegation as a member of a large national organization than merely as the head of a single company."



Tim Mullally

Through various communication vehicles, says Mullally, PMI is successfully able to present its members' points of view to code bodies, legislative bodies, regulatory agencies and industry organizations. Members themselves keep up to date on the progression of industry issues through *Tech Talk*, *Washington Wire*, and *PMI News* — and via the members-only section of www.pmihome.org, members can also obtain important documents and updates quickly.

Mullally also credits the PMI staff with helping keep the Institute relevant to its members and the industry. "The staff of professionals have always responded to any requests for information in a timely manner." He adds that the semi-annual meetings are a key benefit of membership in PMI. "The meetings are extremely valuable, information-packed and efficiently run. When necessary, speakers are brought in to provide key information on issues. These meetings also present a great setting to meet other PMI members and develop long-lasting friendships."

Building on its past success, joining a proactive professional trade association and entering a new millennium, KWC appears poised to continue its commitment to quality and innovation for years to come. Says Mullally, "The Dream Stream says it all — a dream stream of water flowing from a dream stream of products. That's KWC!"



PMI was approached by the Association of Licensed Architects to write an article for the Summer 2000 issue of *Licensed Architect*. Barb Higgins and Dave Viola teamed up to publish the article below.

INDUSTRY INSIGHT

Not Your Grandmothers' Bathroom

by **Barbara C. Higgins**, Executive Director
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Today's residential bathrooms bear little resemblance to the bathrooms of a generation or two ago. Representing an increasingly larger percentage of the average floor plan, bathrooms have evolved from the tub/toilet/lavatory combination of the 1940's to multi-user master suites featuring whirlpools, unique shower systems and bidets. And, of course as square footage of bathroom has increased so have labor and installation costs. The bathroom has become a focal point in new homes, and single bathroom homes are a thing of the past.

New product development has exploded in response to consumer demand. Trade shows such as the recent Builder's show in Dallas (January 14-17, 2000) and the Kitchen and Bath Show in Chicago (April 7-9) showcase more new and exciting product line offerings each year. New colors, finishes, and configurations give testimony to the fact that consumers no longer regard the bathroom as a mundane necessity. Prefab shower units have given way to multi-headed designer shower environments with body sprays. Double sinks are becoming commonplace, as bathrooms are designed with an eye toward multiple users.

New designs have led to innovations in product materials and finishes. Space-age technology such as PVD (physical vapor deposition) has improved the look and life of product finishes, making them more resistant to abrasion. It is important to note, however, that with the advent of these new product materials, special care should be taken by the consumer when selecting cleaning products. (See PMI position paper on our website: www.pmihome.org) The popular daily shower products often contain

chemicals that can damage or destroy product surfaces and finishes.

Environmental and safety issues have also had an impact on the bathroom. Water conservation concerns have led to requirements for restricted flow in showers and low flow toilets. Manufacturers have successfully met the challenge of maintaining product performance despite these restrictions through aggressive and innovative research and development. Synchronization of valves and pumps in multi-head shower applications, and pressurized toilet flushing systems enable products to satisfy Federal requirement and consumer performance requirements.

Bathroom safety concerns have been effectively and creatively addressed by plumbing product manufacturers. Slip resistant surfaces help prevent mishaps while offering up interesting design elements. Safety concerns of thermal shock are addressed by protective shower valves including thermostatic mixing valves, pressure balancing and combination thermostatic/pressurebalancing products. (See PMI position paper on our website: www.pmihome.org)

Floor plans will continue to evolve to reflect the changing lifestyles of American home buyers. Indications are that the mega designer bathroom is here to stay

and plumbing manufacturers continue to address the demand with innovative engineering and flair. ♦



Note: Please Visit the PMI web site for white papers on these subjects www.pmi-home.org

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GETTING TO KNOW THE PMI STAFF: DAVE VIOLA, TECHNICAL DIRECTOR

BY BARBARA C. HIGGENS, EXECUTIVE DIRECTOR

It's not easy being the only male in a three-female office but Dave Viola, our technical director, takes it all in stride. The fact that when asked about pet peeves, he claims to have none, is really no surprise and is a testament to his easy-going manner.

"Family" ranks high on his list of priorities and he speaks in glowing terms about his wife Maria, an optometrist, and their two sons David and Nathan. The couple celebrated five years of marriage in November. His personal goals center on his brood — getting them ready for college, developing them as strong Catholics and promoting in them a good moral base. His immediate focus is to foster the best family environment he can. He enjoys the (nearly) annual family vacations at Disney World in Orlando Fla., because of the family appeal...and the golf.

Having come from a large family, Dave's fondest childhood memories include playing sports and the scramble for food at the dinner table. Dave grins that he is the oldest, but the *smallest* of the five Viola boys, and that paints a real picture of mayhem! Weekly trips to the grocery store included the purchase of 16 gallons of milk and 15 loaves of bread!

Dave's hero and role model is his father, Frederick, who gave Dave his work ethic and love of the plumbing industry. You might say that Dave was born for the job he holds today. He often begins industry talks by calling attention to the fact that his initials are "DWV" — as in "drain, waste and vent". As a little boy when his dad, a licensed plumber, brought him a length of pipe bearing his initials, Dave thought the pipe had been made and specially monogrammed just for him. Talk about destiny!

Before joining PMI, Dave spent seven years at BOCA International as a plumbing engineer. Prior to that, he spent eight years in the family plumbing business. While attending Northern Illinois University he worked three jobs



Dave's wife, Maria, and their boys Nathan and David (See Dave on page 3)

simultaneously to put himself through (there's that work ethic from his dad!). Dave graduated with a degree in mechanical engineering.

When not at PMI, Dave enjoys working around the house, playing golf and, when time permits, working out. A fan of action novels, he lists his favorite authors as John Grisham and James Patterson. His favorite movie is "Saving Private Ryan" because of its power and realism and he comments, "It really helps you understand and appreciate what those guys went through!"

Dave says enjoys his work at PMI and is dedicated to the goal of making PMI the "go to" organization for the manufacturing and technical community. He puts high value on the interface he has with people of various backgrounds and appreciates the opportunity to be on the association side of the business to round out his professional experience. His biggest on-the-job frustration is working with narrow-minded people with an old-school mentality.

Dedicated family man and technical guru, Dave is one of PMI's most important assets. He seems to have broken the *code* for happiness by setting the *standard* for achieving balance in his work and personal life.

CORK LOWERS HIS "BOOM" DURING PMI MEETING BY LORI SMELSER, ASSOCIATION MANAGER

By now, your plans are well underway to attend the PMI 2001 Spring Meeting, March 4-7 at the Marriott Marco Island Resort & Club. Once you've made sure you've packed the bathing suit, suntan oil and sunglasses, you can finally focus on what's ahead at the meeting.

In addition to PMI's offering of product group, Focus Issue and standing committee meetings — many of which will include presentations by experts on a variety of topics — we are pleased to welcome Mr. David Cork as our keynote speaker following dinner on Tuesday, March 6. Cork will be on hand to discuss the most pervasive factor in American culture and economy — the BABY BOOM. Cork is the author of the best-selling book, "The Pig and the Python: How to Prosper from the Aging Baby Boom" and its sequel, "When the Pig

Goes to Market". Over the past five years, Cork has been researching demographics to determine the effect this huge generation has had on North American social and economic life. The Boom's impact continues to be felt everywhere, and few understand that it was all predictable from the beginning. If only we'd stopped to examine what was happening and why.



David Cork

Cork will take us down the road of understanding the marketplace and its changes — taking the fear and uncertainty out of the economy and extrapolating how to anticipate, and take advantage of, the next financial boom. He'll enlighten us with his insights and challenge our way of thinking about the business world for years to come.



PMI JOINS NAM IN THE FIGHT AGAINST OSHA ERGONOMICS STANDARD

By LORI SMELSER, ASSOCIATION MANAGER



As you probably know by now, the Occupational Safety and Health Administration (OSHA) issued a final standard for its ergonomics program in November. Despite fierce opposition from many sides, including PMI's member manufacturers, OSHA moved forward with the publication. Immediately thereafter, the National

Association of Manufacturers (NAM) filed suit in the D.C. Circuit Court of Appeals, as did the National Coalition on Ergonomics (NCE) and more than 60 associations and individual companies as co-appellants. According to NAM President Jerry Janowski in a letter written to PMI, "we believe that OSHA rushed to publish this rule...and failed to acknowledge all of the evidence submitted during seven months of hearings." He continued that the standard, as published, will "substantially affect manufacturing firms, requiring the expenditure of billions of dollars in changes to work processes and facilities without the expectation that it will prevent a single injury."

The current legal challenges have been consolidated with NAM's suit, and NAM will work with the industry and NCE to manage this important and complex litigation. The firm of Gibson, Dunn and Crutcher has been retained to represent NAM's and NCE's interests.

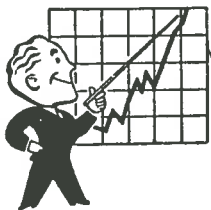
As the national trade association for plumbing manufacturers, PMI was asked by NAM to join them in their fight against OSHA. PMI's Executive Committee agreed to list PMI among the named petitioners in the case, to add strength and breadth to the challenge from the plumbing industry. In addition, PMI is donating \$2,000 to NAM to help support litigation that could reach as high as \$1 million before it's over.

Janowski did point out that there is a slim possibility that the new Congress will pass a "Resolution of Disapproval" that would, in effect, terminate the OSHA standard. Should that happen, the litigation would cease at that time and the funds returned to PMI. However, it is noted that such a congressional termination is unlikely.

PMI will continue to keep its members updated on the progress of the standard and the current litigation spearheaded by NAM.

SMALL/MEDIUM BUSINESS FOCUS: CONGRESS LIFTS RESTRICTIONS ON SELLER FINANCING

On December 18, outgoing members of the 106th Congress approved legislation to reinstate a rule — dropped last year — that allows small business owners selling their companies to use seller financing. This news bodes well for all small and mid-sized manufacturers who lost out last year when the installment sale rule was dropped; the value of closely held companies sold in their entirety was reduced and, in some cases, sale prices have plummeted and some sales even collapsed. Reinstating this rule once again shifts the benefits to America's small businesses. The National Association of Manufacturers (NAM) is publicly urging that the bill be signed into law as soon as possible (*note: as of the writing of this article, the bill had not yet been signed by the President*). Reps. Wally Herger (R-Calif.) and John Tanner (D-Tenn.) were singled out for their roles in the year-long effort to reinstate the installment sales rule.



PMI recently created a Small/Medium Business Issue Committee, which will focus on issues such as this which affect those companies under \$100 million in sales. The committee's inaugural meeting will be held during PMI's 2001 Spring Meeting, at which time priority issues will be identified. PMI members who are interested in learning more about this committee should contact PMI headquarters.

Got your hotel reservations?

Registered with PMI yet?

TIME'S RUNNING OUT!!

Call (941) 394-2511 TODAY for hotel reservations -- after **January 30**, reservations will be taken by the hotel on a space available basis and the PMI special rate of \$265 may/may not be honored.

Fax or mail your PMI registration form to PMI headquarters on or before **February 16!!**

ED PAGES, NEW PMI DIRECTOR AT LARGE

BY KELLY ENRIGHT, TECHNICAL SERVICES COORDINATOR

Garvin/Guarantee Specialties, Inc.'s President and CEO, **Ed Pages**, is a new addition to PMI's 2001 Board of Directors. Pages has been with Guarantee Specialties, located in Cleveland, Ohio, for 27 years and has been personally involved with PMI for 15 years by attending PMI Spring Meetings. Guarantee Specialties has been a member of PMI for 31 years and Pages says they receive benefits by keeping in touch with industry needs, member needs and staying close to their customers. His personal involvement with PMI keeps him closer and more aware of the problems and needs of the industry and members.

Prior to joining Guarantee Specialties, Pages was in the field of automobiles. His background includes T & N Industries and J.P. Industries in automotive engine components. Over the years, Pages has developed his management philosophy "to teach managers that people will achieve more if you set the level of expectation higher than you believe they can accomplish. All things are possible if you set your sight and focus to accomplish that goal." His history and leadership at Guarantee Specialties has definitely shown that Pages knows the secret to success: persistence and hard work. He states that "nothing in the world can take the place of persistence. Talent will not. Nothing is more common than unsuccessful men with talent. Education alone will not. Persistence and determination alone are omnipotent."

Pages has a tremendous outlook on life: never say can't. He always wants to know how things are going to get done. But with his hectic career, Pages does have a personal life. He enjoys golf and bowling and does find ways to relax by more golfing, movies and sleeping in. Pages and his wife, Cheri, have three daughters and four grandchildren. He loves to listen

to those "oldies but goodies" and mid 50s to 70s light rock music. Pages says the most influential person in his life was his father, who taught him to use a lot of common sense. A pet peeve of Pages is disorganization and disorderliness, which may also explain why he gets up at 4:30 in the morning to snow blow driveway and walkway! He does, however, claim this is good exercise to start his day.

Pages states that his vision for PMI is to continue to represent the membership in all the focus issues. According to Pages, PMI has helped Guarantee Specialties by keeping the PMI membership healthy, which in turn helps Guarantee Specialties as a supplier to many of the member companies. Pages states that while PMI provides value to smaller companies, he'd like to see membership increase among small-to medium-sized businesses. He adds the Institute would be more beneficial and palatable to small companies under a different dues structure, and is pleased that this topic is on the 2001 Board of Director's agenda.

We look forward to Ed Pages' leadership on the Board!



Ed and Cheri enjoy themselves at a PMI meeting.

FALL MEETING PALM PILOT WINNER!

Bruno Depontor, technical manager of KWC Faucets, is the proud new owner of a Palm Pilot, compliments of PMI! His name was drawn from the 2000 Fall Meeting surveys after the completion of the meeting in Washington, DC last September.

Bruno is enjoying organizing his career and personal life on his Palm Pilot!

Be sure to complete and submit your meeting survey form at the Spring Meeting.



INSIDE PMI

PMI Rolls Out its Low-Flow Toilet Guide

PMI is taking its recently completed Consumer Guide to Low-Flow Toilets to the Hill and beyond! The water closet guide, the text of which can be found on PMI's website under "Consumer Information", will be hand-delivered to each member of Congress within the next month. In addition, PMI will be publicizing the availability of this free Guide through mainstream consumer magazines and the trade press.

Mentions in Trade Press

PMI Fall Meeting Wrap-Up, *The Wholesaler*; December 2000.

"Support Grows for PMI/CIPH Initiative to Eliminate Duplication of Certification", *CIPH Pipeline*; December 2000.

"PMI Is Into Time Travel", *PME Insider* (a twice-monthly e-newsletter by PM Engineer); January 9, 2001.

PMI MEMBERS IN THE NEWS

DELTA SELECT AND ELKAY JOIN FAUCET.COM

Faucet.com, America's premiere online store for faucets, fixtures and kitchen and bath accessory products announced the opening of an exclusive online **Delta Select Store**, a store devoted to the Delta Select product line, and an online store for **Elkay** products. The Delta Select Store and the Elkay Store have the most complete offering of products online or offline. Visitors to the Delta Faucet website, www.deltafaucet.com, who click on "where to buy" get referrals to retailers, wholesalers or online dealers. The online dealer choice takes them to the Delta Select Store at Faucet.com where they can learn about Delta Select and its product offering and where they can buy Delta Select products. The Elkay Store can be accessed at www.elkaystore.com. Both stores join **Moen** and **Delta Faucet** in Faucet.com's exclusive store programs.

DELTA FAUCET REORGANIZES

Delta Faucet has reorganized its sales and marketing departments, which will provide end-user oriented research and products. **Ray A. Kennedy** was recently named vice president of marketing and **Dana Severs** continues as vice president of sales.

AMERICAN STANDARD NAMES VICE PRESIDENTS

Laurie Breininger joined American Standard, Inc. in November as vice president/general manager of its plumbing products business in the Americas. She succeeds Eric Nutter who retired at the end of 2000. Prior to joining American Standard, Ms. Breininger was vice president/sales and marketing for the commercial vehicle systems at Honeywell.

Sally Genster Robling has also been named corporate vice president/marketing. She will oversee global marketing programs of the company's air conditioning, plumbing and vehicle control systems business. Most recently, Ms. Robling was vice president/general manager for global beverages at Campbell Soup Co.

T&S BRASS AND BRONZE WORKS

T&S Brass and Bronze Works is hosting a series of product demonstrations for plumbing contractors at dealer locations across the country. Programs have been held at Gateway Supply in Columbia, S.C., and at dealer locations in Portland, Ore.; Seattle and Overland Park, Kan.

PRICE PFISTER ANNOUNCES NEW STAFF AND NEW ADDRESS

Christopher T. Metz has been appointed to the position of president/North American Hardware and Home Improvement Group, overseeing both Kwikset Corp and Price Pfister. **Mark Gold** has been promoted to vice president/general manager.

Price Pfister has moved! Their new facility is located at 19701 Da Vinci in Lake Forest, Calif. 92610. The main phone number is (949) 672-4000, customer service (800) Pfister, fax (949) 672-4764, and website www.pricepfister.com.

PMI CALENDAR CHECK

February 2001

1	IAPMO Code Change Deadline	
9-12	International Builders' Show	Atlanta, GA
19	President's Day	
28	Ash Wednesday	

March 2001

4-7	PMI 2001 Spring Meeting	Marco Island, FL
17	St. Patrick's Day	
19-30	ICC Code Hearings	Portland, OR
23-24	MechanEx (CIPH)	Montreal, Quebec
27-31	ISH	Frankfurt, Germany
27-31	Water Quality Association Convention & Exhibition	Orlando, FL

April 2001

8-15	Passover	
13	Good Friday — PMI Office Closed	
15	Easter	
23-27	IAPMO Code Hearings	Reno, NV
27-29	Kitchen and Bath Industry Show	Orlando, FL

2001 PMI LEADERSHIP

Executive Committee:

Frank Evans, Chicago Faucet Company, President
Todd Talbot, Alsons Corporation, First Vice President
Ralph Herrbach, Cifial Brass Works, Second Vice President
Jim Westdorp, Kohler Co., Treasurer
Linda Mayer, Moen Incorporated, Immediate Past President

Directors at Large:

Ed Pages, Garvin/Guarantee Specialities (1/01-12/03)
Ken Martin, Delta Faucet Company (1/99-12/01)
Claude Theisen, T&S Brass & Bronze Works (1/01-12/03)
Al Walcutt, MPC Plastics, Inc. (1/00-12/02)
Claus Zieger, Interbath Inc. (1/00-12/02)

PMI Staff:

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Barbara C. Higgins, Executive Director
Lori Smelser, Association Manager

LEGISLATIVE & REGULATORY

CeCe Kremer

TECHNICAL

David W. Viola, Technical Director
Kelly Enright, Technical Services Coordinator

LEGAL COUNSEL

Michael Sennett, Bell Boyd & Lloyd

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