

## Identifying PMI's Most Pressing Issue

By: **Stewart Yang**, PMI President and Vice President Engineering Global Faucets, Kohler Co.



*Stewart Yang*

I am often asked the question: "What is the most pressing issue facing Plumbing Manufacturers International?" That is actually not an easy question to answer. If we start with just the topics covered at the recent Fall Conference, one can already understand the variety of topics we face as an industry and a trade organization.

The conference opened with keynote speaker, political strategist

**Donna Brazile**. We are now acutely aware of the importance of being politically aware and actively engaging in key subjects that impact our industry. The message from our 2012 Spring Conference keynote speaker **Bruce Vincent**, Environmental Consultant still rings loud: "Democracy works, but it is not a spectator sport." As part of the Government Affairs committee meeting this Fall, PMI's Federal and California lobbyists reviewed pending and emerging legislation. On Wednesday after the conference concluded, several PMI members made visits on Capitol Hill.

Presentations from industry experts were given on Nickel and Hexavalent Chrome; two materials that are under scrutiny but very different in complexity and use. **Ann Mason**, Senior Director from the American Chemistry Council explained the latest understandings on the impact of exposure to various Hexavalent Chrome levels. It was so obvious that this subject cannot be reduced to a sound bite. On a different industry subject, **Pete DeMarco**, Senior Director of Special Programs at the International Association of Plumbing and Mechanical Officials (IAPMO) reviewed the results of the Plumbing Efficiency Research Coalition (PERC) study on Drain Line Carry which PMI members helped fund. The nuances and variables around this subject are significant. "Unintended Consequence" is the best way to describe what will become another major industry issue.

The professionalism and image of our industry to promote/communicate our credibility, increase our voice and heighten the impact of our message was another major topic covered at the Fall Conference. We received great presentations about managing an industry brand from **Annie Longworth**, CEO of Saatchi & Saatchi, and **Erin Streeter**, Senior Vice President for Communication from the National Association of Manufacturers (NAM). This was followed by a round panel discussion of industry professionals on how to improve the image of the Plumbing Industry. As part of improving the image, we talked about the importance of training and how expertise can equate to professionalism. At the Conference, IAPMO's Senior Director of Environmental Education **Steve Lehtonen** rolled out PMI's new online training program, resulting from the successful collaboration of our two organizations.

These were just the stand-alone topics covered at the Fall Conference. In addition, the PMI attendees participated in the Technical and Advocacy/Outreach working sessions. Both key areas and now better defined within the PMI Strategy Map, created during the June 2012 Think Tank meeting.

So, back to the question at hand. The best I can answer is that there is no single "most pressing" issue. There are several issues that all must be managed simultaneously. And this is one of the biggest values of PMI; an engaged trade organization that is covering a variety of issues that impact our industry and individual companies.

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# It's Time to Renew Your Investment in PMI



*Barbara C. Higgins*

2012 was an issue-filled, productive year for our industry and for our organization. With your support, here are some of our accomplishments:

- **Lead**

After having successfully shepherded into law, federal legislation to harmonize lead levels nationally (signed into law January 2011), PMI is now working to ensure understanding and compliance by the January 2014 deadline, as part of the Get Out The Lead Coalition (GOTL). PMI has been instrumental in creating documents and workshops to address Frequently Asked Questions (FAQs) from stakeholders.

- **Consumer Choice**

PMI works to oppose efforts to mandate WaterSense. PMI sup-

ports WaterSense as a voluntary standard; promoting efficiency but preserving consumer choice.

- **Industry Leadership**

PMI has partnered with American Society of Plumbing Engineers (ASPE) and the International Association of Plumbing and Mechanical Officials (IAPMO) to launch the Plumbing Industry Leadership Coalition (PILC), a group dedicated to bringing the industry together for greater progress and success on industry initiatives. The historic inaugural meeting was April 30, 2012 and included 14 industry organizations. Stay tuned for exciting developments!

- **Communication**

PMI is leading the charge to promote the importance of our industry voice, making the critical link between plumbing and our most precious resource: water

- **Emerging Issues**

In addition to lead (mentioned here), PMI is actively involved

with critical issues impacting our industry including: Hexavalent Chromium, Legionella, Nickel, and Anti-Dumping litigation.

- **Education/Training**

New this year! The popular PMI Codes and Standards tutorial is now available as online training. And, outreach to the next generation of engineers and environmentalists is in-the-works.

- **Global Outreach**

PMI continues to build coalitions and leverage our important relationships to help achieve our initiatives, both here and internationally, including involvement with the National Association of Manufacturers, U.S. Department of Commerce, allied associations in the United Kingdom, Canada and Australia, and other key organizations including environmental groups and water utilities.

## **But there is more to be done!**

Thank you for renewing your investment in PMI. With your support, we are able to tackle and resolve industry issues affecting YOU. We look forward to continued progress and successes in the years ahead.

## **Elkay's Jahnke Featured Speaker at Crain's Event**



**Tim Jahnke**, CEO of Elkay Manufacturing Company spoke at the Crain's Manufacturing Breakfast, organized by Crain's Chicago Business, on Thursday, November 15 at the Sheraton Chicago. This event featured a panel comprised of thought-leaders and trend-setters within Illinois' manufacturing industry.

**The PMI office  
will be closed  
November  
22 and 23 for  
Thanksgiving,  
and December  
24 through  
January 1 for  
the holidays.**

## PMI President's Award Presented to Craig Selover of Masco

**Craig Selover** was awarded the prestigious President's Award at PMI's Fall Conference in Washington D.C. (Oct. 7-10, 2012). Established in 2009, by then PMI President **Walt Strader**, the President's Award is given in recognition of lifetime achievement and outstanding contributions to the plumbing industry.

Selover is the current Director of Plumbing Products Technology for the Masco Corporation. He has been a member of PMI for over 30 years and served as President of the organization in 1990. He is highly respected both within PMI and in the broader plumbing community for his valued commitment over the years.

The award was presented by current PMI President **Stewart Yang** the Vice

President of Engineering and Global Faucets for the Kohler Company.

Past President's Award Winners include:

**Sally Remedios**, Delta Faucet Company, 2009

**Shabbir Rawalpindiwala**, Kohler Company, 2009

**Klaus Fromme**, Bradley Corporation, 2010

**Rick Reles**, Kohler Company, 2011

**Paul Patton**, Delta Faucet Company, 2011



*PMI President Stu Yang presents the President's Award to Craig Selover of Masco*

## PMI HFH Volunteers: Giving Back Pays Off

PMI congratulates the newest Habitat for Humanity of Sonoma County (California) partner family, **the Garcia's**, on acquiring their home. PMI Spring Conference attendees had the opportunity to volunteer with Habitat for Humanity of Sonoma County to give back to the local community. The Garcia's new home will be dedicated on November 10. A heartfelt "thank you" to all of the PMI volunteers!

You're invited to a very special homecoming!



Join us Saturday November 10 at 10:00 am  
For a dedication of the newest Habitat for Humanity home.  
2826 Fulton Road in Fulton

Welcome, Garcia Family!



Selected as a Habitat Partner Family, the Garcia family has completed extensive sweat equity hours on Habitat for Humanity projects in Sonoma County. Their long-time dream of home ownership is coming true! This home will make a significant difference in the life of this family, and we invite you to share in the celebration.

Refreshments following dedication ceremony.

### We're building better communities

This home shows how much the combined efforts of Habitat for Humanity of Sonoma County, our volunteers, our sponsors and our individual donors can do.



## On the Road Again: Higgins Visits Delta Faucet and Masco



*A warm welcome at BrassCraft Mfg. Co. headquarters*



*Mike Martinez, Product Compliance Manager and Emily Burgoyne, Intern, Delta Faucet Company; Barbara Higgins, Executive Director, PMI and Paul Patton, Senior Product Development Manager, Delta Faucet Company*



*Craig Selover, Director of Plumbing Products Technology, Masco; Barbara Higgins, PMI; Paul Patton, Delta Faucet Company; John Finch, Principal Engineer and Keith Allman, President, Masco*



*Richard O'Reagan, President, and Paul Patton, both with Delta Faucet Company*



*Paul Patton, Delta Faucet Company, Jeff Jolley, Vice President of Marketing and Product Development, BrassCraft Mfg. Co; Craig Selover, Masco; John Finch, Masco; Mahesh Cheerla, Director of Product Development, BrassCraft Mfg. Co; Ron Green, Product Engineer, BrassCraft Mfg. Co, Wade Henderson, Vice President – Sales, Planning and Administration, BrassCraft Mfg. Co, Debra Lewis, Brand Manager, BrassCraft Mfg. Co.*

# PMI Fall Conference Held in Nation's Capital October 7-10

## Promoting Plumbing as a Profession

Plumbing Manufacturers International (PMI) held its 2012 Fall Conference in Washington, D.C., Oct. 7-10. The conference focused on "Promoting Plumbing as a Profession" and in strengthening the partnerships surrounding the industry.

"As a leader in plumbing avocation, we serve as the voice for the industry leading innovation and legislation. We are dedicated to, and serious about, water efficiency, health, safety, quality and environmental sustainability of plumbing products, while maximizing consumer choice and value in a fair and open marketplace," says PMI Executive Director **Barbara C. Higgins**. "This year's Fall Conference reinforced that direction and aimed to set a tone for moving forward."

Focused on strengthening the plumbing industry by elevating its perception as both a vital professional and highly skilled industry, PMI and its members used this conference to layout the framework for strengthening the partnerships in the industry. From manufacturing to legislative and regulatory sectors, from engineering to environmental, from professional to public, from domestic and to international – all sectors were considered.

Higgins continues, "PMI and its members are deeply committed to growing the plumbing industry in safe and sustainable ways and in doing it in partnership with others who share those goals." Member support of this direction is strong – nearly 100 people attended the conference representing PMI's member companies and prospective new members from 14 states (a 94% attendance rate). Water Pik, Inc., PMI's newest member company, was also in attendance.

Seventeen speakers and presenters represented the wide range of partners

and interests associated with PMI. The keynote speakers included: **Donna Brazile**, political strategist and analyst, who delivered the opening keynote address; and **Annie Longworth**, CEO of Saatchi and Saatchi; and **Erin Streeter**, senior vice president of communications for the National Association of Manufacturers (NAM).

Also included in the presenters and speakers were representatives from the American Chemistry Council, the Nickel Institute, NSF International, the U.S. Department of Commerce, the U.S. Environmental Protection Agency (EPA), the American Society of Plumbing Engineers (ASPE) and the Plumbing Heating Cooling Contractors (PHCC) Association. International attendees also were present from both Canada and Australia.

Honored at this event was long-time PMI member **Craig Selover**, director of plumbing products technology for the Masco Corporation. He received PMI's prestigious President's Award presented by current PMI President **Stewart Yang**, vice president of engineering and global faucets for the Kohler Company. Selover served as president for PMI in 1990 and has been a member of the organization for more than 30 years. Established in 2009, the PMI President's Award

is given in recognition of lifetime achievements and outstanding contributions to the plumbing industry.

Following the close of the conference, PMI and several of its members made visits to Capitol Hill to speak directly with legislators about the issues surrounding the plumbing industry today.

PMI's Spring Conference is scheduled for April 7-11, 2013 at the Barton Creek Resort in Austin, Texas.



*PMI First Vice President Jeff Baldwin, Opening Keynote Speaker Donna Brazile and PMI President, Stu Yang*



*Panel Discussion Keynote Speakers Annie Longworth of Saatchi and Saatchi S and Erin Streeter of the National Association of Manufacturers and PMI Executive Director Barbara Higgins*



## Promoting Plumbing as a Profession



*"Promoting the Professionalism of Plumbing" panel participants: (back row) Joe Davis and Stephanie Salmon, PMI Federal Lobbyists; Jerry Desmond, PMI California Lobbyist; panel moderator, Paul Patton, Delta Faucet Company; (front row) Gerry Kennedy, Plumbing Heating Cooling Contractors; Jim Kendzel, American Society of Plumbing Engineers; Dr. Bryan Albrecht, Gateway Technical College and Steve Lehtonen, International Association of Plumbing and Mechanical Officials (IAPMO)*



*Gary Stanley and Norbert Gannon of the U.S. Department of Commerce were speakers during the Fair Trade meeting. Beside them are the Fair Trade committee chairs Ece Cokyasar-Potter, Vitra and Sal Gattone, American Standard Brands*



*PMI President Stu Yang presents a new member plaque to Ken Hair of Water Pik*



*President's Award winner Craig Selover, Masco, addresses attendees*



*PMI President Stu Yang and speaker Ann Mason, American Chemistry Council*



*Prospective Member Andrea Spellman, UL*



*First Time Attendee Jane Xu, Gerber Plumbing Fixtures*



*First Time Attendee Joseph Elmer, Delta Faucet Company*



*First Time Attendee Debra Lewis, BrassCraft Mfg. Co.*



*Prospective Member Wes Combs, Zoeller Pump Company*

## PMI Fall Conference in Washington D.C.



*Bobbi Warren, Amerikam and Mariana Nicolae, Sloan Valve Company*



*Jim Palmour, Chase Brass and Copper Company and Prospective Member Christie Shields, NSF International*



*Fernando Fernandez, TOTO USA; Paul Sullivan and Chip Way, Lavelle Industries*



*PMI Technical Director Len Swatkowski and Pete DeMarco, IAPMO*



*Ray Fisher, Fisher Manufacturing Company; John Watson, Elkay Manufacturing Company and Steve Sebahar, Fisher*



*PMI President Stu Yang and his family: daughters Sydney and Courtney and his wife Marlene*



*Debbie Drury, American Standard Brands; Mike Sennett, PMI Legal Counsel and Pete Jahrling, Sloan Valve Company*



*Joerg Rudolph, NEOPERL, pauses for a photo at the welcome reception*



*Joel Smith, Kohler Co. and Fred Fraisse, NEOPERL*



*PMI Technical Director Len Swatkowski and speaker Rex Pace, U.S. Access Board*



*Announcing the launch of PMI's online training: Tony Marcello and Steve Lehtonen, IAPMO and PMI President Stu Yang*



*The Capitol Steps entertained attendees during the Tuesday night dinner*



## Congratulations to the Newlyweds

Congratulations to PMI Executive Director **Barbara C. Higgins** and her husband **Trey**, on the marriage of their daughter **Tracy** to **Will Gee**. Tracy and Will were married September 22 in Chicago. They reside in Washington, D.C.



*Will Gee, Tracy Gee, Trey Higgins and Barbara Higgins*



*Hail to the Princess of Porcelain! Barbara Higgins with nephew Nash Simcoe outside of the art gallery wedding venue.*

## Multitasking Mercer Style!

It's twins! Congratulations to **Lee Mercer**, Moen Incorporated, and his wife **Judy** on the birth of their newest grandchildren. Twins **Forest Joseph Jr.** and **Cora Dawn** were born on September 17 and weighed in at 6 lbs 14 oz and 5 lbs 6 oz, and join big sister **Madison** at home. The proud parents are **Forest** and **Beth Mercer**.



## Congratulations to the 2013 Slate of PMI Officers and Directors



*Jeff Baldwin, T&S Brass and Bronze Works*

### Executive Committee

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

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

Second Vice President - **Fernando Fernandez**, TOTO USA

Treasurer - **Paul Patton**, Delta Faucet Company

Immediate Past President - **Stewart Yang**, Kohler Co.

### Directors at Large

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

**C.J. Lagan**, American Standard Brands (1/13-12/15)

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

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

**Bobbi Warren**, Amerikam (1/13-12/15)

**John Watson**, Elkay Manufacturing Company (1/13-12/13)

## 2012 PMI LEADERSHIP

### EXECUTIVE COMMITTEE

**Stewart Yang**, Kohler Co.  
President

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

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

**Fernando Fernandez**, TOTO USA  
Treasurer

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

### DIRECTORS AT LARGE

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

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

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

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

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

**Bobbi Warren**, Amerikam  
(10/11-12/12)

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