

A TMB Publication

Phc News

plumbing & hydronic contractor news

The President's Men

***Exclusive interviews with
MCAA's Lonnie Coleman &
Robert Armistead***

See story on page 42

Lonnie Coleman, MCAA president

Also Inside:

***Annual
PVF Report***



***Hand Washing
in Commercial
Restrooms***



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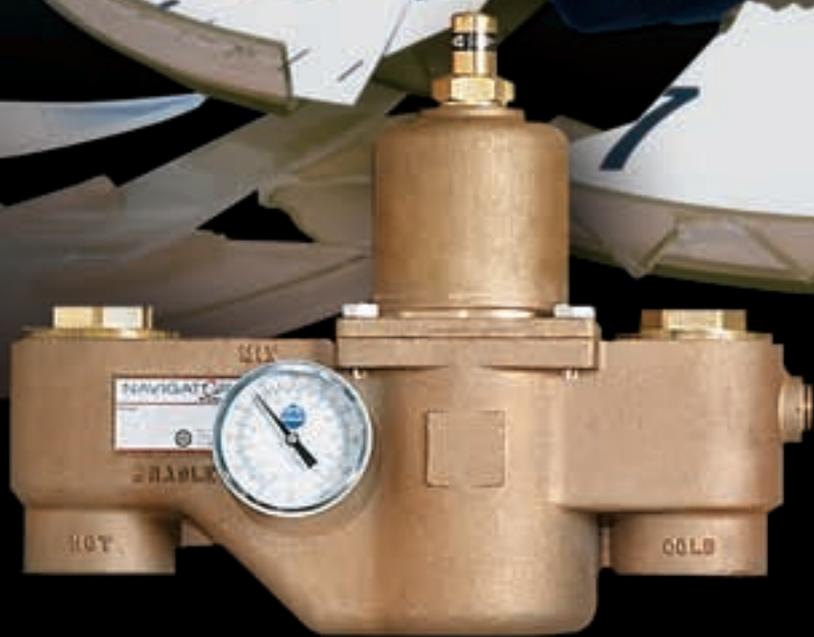
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On the Cover

The MCAA is facing the future with confidence and optimism that its ongoing emphasis on world-class education for contractors is the way to help members endure a rocky economy and motivate them to excel in a rapidly changing business environment. See page 42.

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18 Slant/Fin history on video

Dan Holohan conducts eight free-wheeling video interviews with Mel Dubin, founder of Slant/Fin and innovator in radiator and baseboard heating for more than 60 years. We offer a synopsis of the interviews here.

50 Public restrooms with appeal

The National Hand-Washing Survey conducted by Bradley Corp. reveals that patrons get out of dirty, messy public restrooms quickly without washing their hands. Further, Bradley discovered patrons desire eco-friendly fixtures, attractive lighting and appealing colors.



Phc News

plumbing & hydronic contractor news

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Clarification

In the article titled "Drain Cleaning — A contractor's guide to selecting drain cleaning tools," which appeared in the February 2010 issue of Phc News, there was a misstatement. Cable machines and water jets cannot do the same jobs. High pressure water jets do a much better job of clearing grease, sand and ice than cable machines, while cable machines are best suited for clearing tree roots and other heavy stoppages that portable water jets cannot clear.

Phc News regrets the error.

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PHCC names executive vice president

FALLS CHURCH, VA. — Plumbing-Heating-Cooling Contractors — National Association (PHCC-NA) president Skip Pfeffer announced that Gerry Kennedy has been named the new executive vice president of PHCC.

Kennedy, who has served as interim executive vice president since Jan. 28, has been the PHCC vice president of Education and chief operating officer for the PHCC Educational Foundation for the past 12 years. "PHCC wants to head in a new direction and become an even more recognized leader in the plumbing and HVACR industry," Pfeffer said. "We believe that Gerry's experience and knowledge, particularly in membership development, chapter relations and education, are well suited for leading us toward our goal." Kennedy is an educator by profession, with an earned doctorate in adult and continuing ed-



Kennedy

ucation. After a successful career as a college and university professor, administrator and dean, he became an association executive in 1982. His association work has included responsibility for a wide variety of educational programs; development of state and local chapters; strategic planning; and fundraising. The New Jersey native is active in a number of industry groups. He is currently is vice president of the

Partnership for Air-Conditioning, Heating and Refrigeration Accreditation; a member of the Board of Trustees for North American Technician Excellence (NATE); and Chairman of the Education Committee for the HVACR Industry Alliance, a coalition of 22 industry trade and professional associations. "I look forward to embarking on this expanded role within PHCC," Kennedy said. "When the Board of Directors meets in April, president Pfeffer will initiate a multi-month strategic planning process that will set the direction for the association to provide plumbing and HVACR contractors and their employees with the support they need in this 'new' economy."

Dwight "Ike" Casey left the position of executive vice president effective February 1, 2010, to pursue other opportunities.

lending Oil Heat Cares their space so that the charity can continue to help others.

During this seminar, attendees will learn about the many types of old steam heating systems, which will help them become better troubleshooters when it's time to solve those heating problems. The cost to attend is \$129.00 per person. Westchester Square Plumbing Supply (www.wspsonline.com) will be donating food for this event. All proceeds will go to the Oil Heat Cares Foundation (www.oilheatcares.com). To register, contact NAOHSM at 888/552-0900 or sign up on its website at www.naohsm.org.



hold a fundraiser for Oil Heat Cares. The New York City Chapter of NAOHSM did an Oil Heat Cares project for them. The Post received a new heating system, and students from the Alfred E. Smith Vocation Career School in the Bronx had the opportunity to work side by side with professional installers. The Post is

Grundfos Pumps continues commitment to North America

BROOKSHIRE, TEX. — Despite the challenges of the global economic downturn, Danish pump manufacturer Grundfos Pumps continued its commitment to the North American market with the grand opening of the brand new Peerless Engineered Systems (PES) building. The 45,000+-sq.-ft. facility was built outside Houston. The building shares land with Grundfos Commercial Building Services (formally PACO Pumps), and will be home to the PES division of Peerless Pump Company.

Grundfos launches comprehensive online resource

Making its North American debut

Watts announces Lifetime Achievement Award recipient

NORTH ANDOVER, MASS. — Watts presented its Lifetime Achievement Award to Skipper Joyce of the Joyce Agency. This recognition is presented to one individual each year, recognized for active mentorship of others and for selfless dedication to the betterment of the plumbing and mechanical and hy-



Skipper Joyce (center, right)

draulic industry. The award was presented by Jim Ernst, Northeast Regional sales manager.

Skipper Joyce has been actively involved in the plumbing industry for more than 40 years. He sits on numerous manufacturers' rep councils and has been an industry leader for many years.

The Joyce Agency was started by Skipper Joyce in 1982 as a one-man operation with one product. Today, the Joyce Agency employs more than 40 people with annual sales of more than \$100,000,000 within the northern Virginia, DC and Maryland markets. Watts congratulates Skipper Joyce on his outstanding accomplishments.

Watts doles out website award

Watts announced that Holabaugh Brothers & Associates was the recipient of its first-ever best rep website award. Their website can be found at www.hbarep.com.

Holohan's steam seminar to benefit Oil Heat Cares

NEW YORK — You can always count on Dan Holohan to support the charity Oil Heat Cares. He is doing just that with a Dead Men's Steam Night School on Wednesday, April 15, 2010 at 5:00 p.m. at the Lawrence F. Keene American Legion Post, 2879 Buhre Avenue, Bronx, NY 10461. All proceeds from this seminar will benefit Oil Heat Cares.

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Illinois contractor wins the Stanley pressing tool contest

ORLANDO, FLA. — Congratulations go out to Joe Lobraço of HVAC Service Group, Inc. of Bloomingdale, Ill.! Joe was the winner of a new Stanley M20+ pressing tool — an estimated value of

ever, the supply piping valve did not hold. Lobraço informed the building owner that in order to repair the leak, he would have to shut down the main heating system, drain the system



Alan English (l), manager, product marketing and sales for Stanley VIRAX, hands off the Stanley M20+ pressing tool to contest winner Joe Lobraço, HVAC Service Group, Inc.

\$1,600 value. Joe's entry encompassed the essence of the contest and the usefulness of the tool itself. Lobraço met with Stanley representatives at the AHR Show in Orlando for the tool hand-off.

Lobraço recounted his experience with pressing technology and how it helped him on the job.

It was on a cold wintery evening in suburban Chicago. Lobraço received an emergency phone call from one of his best commercial accounts. They reported that they had a heating system water leak on the third floor in a doctor's exam office. The outdoor air temperature at that time was zero degrees Fahrenheit and quickly dropping. Lobraço immediately checked his truck for all of the materials and supplies that he thought he might need. Lobraço made sure that he had a full tank for his torch, ample solder, flux, copper tubing and some repair clamps. "I had the good fortune to purchase a pressing tool a few weeks prior to this incident. I brought the tool with me 'just in case,'" said Lobraço.

Upon arrival at the building, Lobraço discovered that the leak was in the bellows of an expansion joint. Clamping of the leak would not be possible. Lobraço tried to isolate the leaking piping section. He was able to secure the return piping valve; how-

down, repair the leak, refill and vent. This process could take up to six hours to complete.

With the extreme temperatures, Lobraço knew that he didn't have much of a chance trying to solder a new isolation valve on. However, with

"Needless to say, the owner was thrilled with the quick repairs. I have a complete stock of pressing-type valves and fittings for any future emergencies, and I always have this essential tool in my truck."

— Joe Lobraço, HVAC Services Group, Inc.

the pressing tool, he could save a lot of time because he didn't have to have a dry pipe for the installation. The tool could press on a valve with a small trickle of water flow without having any problems.

After Lobraço told the owner his plan, he gave him the go ahead. Lobraço sent his helper to the supply house to get the press-type valve and fittings that they needed. Lobraço
(Turn to Contest... page 10.)

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Contest winner swears by pressing technology

(Continued from page 8.)

then started the process of draining down the system. When his helper arrived with the materials, they started to prep the copper tubing for the valve installation.

The water was still leaking from the pipe because of the poor venting

on the risers. It would leak for about 20 seconds and then would suck in air for another 20 seconds or so. They planned to cut the pipe and install the valve on the air intake cycle of the leak.

With the rhythm timed perfectly, Loblaco cut the tubing while his

helper reamed the cut end. Loblaco placed the valve into position and pressed on the valve before the water started to flow again.

Having the leaking section isolated, they immediately started to fill and vent the system.

The system was started up in less

than 2½ hours. After the system was up and running, they finished with the repairs on the leaking section, vented the piping and put it back into operation.

“Needless to say, the owner was thrilled with the quick repairs. I have a complete stock of pressing-type valves and fittings for any future emergencies, and I always have this essential tool in my truck,” said Loblaco.

State Water Heaters partners with Daytona 500 champ

DAYTONA, FLA. — State Water Heaters (www.StateRacing.com) continues to deepen its ties with NASCAR in 2010 by extending its partnership with Daytona 500 champion Ward Burton. In an effort to generate customer excitement, State Water Heaters and Burton together will host numerous



Tony Rio (l) and Phil Arnold enjoy the Daytona 500 with Ward Burton (center).

events for wholesalers and contractors such as NASCAR suite hospitality, Richard Petty Driving Experiences and participation in The Ward Burton Wildlife Foundation.

February marked the beginning of the 2010 program with an event at the Daytona 500, and it was an energetic and exciting weekend for State Water Heaters. The State brand hosted suite events at the track for the Gatorade 150 Duels, the Camping World Truck Series, the Nationwide race, and the NASCAR Sprint Cup Series race. State reps, wholesalers, and contractors experienced great views of the track, flat screen TV monitors, full beverage and food service — all while getting one-on-one time with former NASCAR star driver Ward Burton.

Phil Arnold, vice president of operations for G. W. Berkheimer Co., said, “I want to thank you and your team for the hospitality and all the hard work to make the Daytona trip a once-in-a-lifetime experience for me and Tony Rio (a contractor customer of G.W. Berkheimer). Your organization is first class all the way; the professionalism is without a doubt unbelievable. Thanks for letting me share this experience with you and your company; it was a blast!”

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TOOL TIPS with Hackman

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Anyone who has tried it knows that getting through a piece of cast iron pipe is not only tough on your body; it's tough on your blade. The difference with this blade is the industrial diamonds brazed to a narrow blade edge. The patent pending design increases the speed of material removal on a cutting application that's notorious for its resistance to conventional separation methods.

To make it even cooler, the double tang design provides high performance with less wasted cutting edge by using the portion of the brazed diamond grit edge that typically goes un-

used when cutting cast iron pipe. The ability to flip the blade doubles the available cutting surface as well as the life of the blade — you flip the blade at the point where you would typically throw it out — allowing you to



continue work without interruption.

When compared to snap cutters, which fractures, and often crushes, the pipe and leaves a ragged edge, the LENOX DIAMOND blade delivers straighter, cleaner cuts with less strain on your body.

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Lower Atlantic	2.844	↑
Midwest	2.825	↑
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Rocky Mountain	2.851	↑
West Coast	2.956	↑
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IAPMO releases Green Plumbing and Mechanical Code Supplement

ONTARIO, CALIF. — The sustainable building industry has a powerful and revolutionary new tool at its disposal with the formal release of IAPMO's Green Plumbing and Mechanical Code Supplement, the most comprehensive document ever created to standardize sustainable residential and commercial plumbing and mechanical systems.

"The building codes are perhaps the biggest hindrance to the adoption of green buildings," said Dave Viola, IAPMO director of Special Services and staff liaison to the Green Technical Committee (GTC) that developed the document. "There's so little information about how to do green systems properly and safely within existing building codes, so we've rolled out a document that

shows exactly how it's done."

The Green Supplement serves as a complement to any adopted plumbing and mechanical code, smoothly bridging the previously troublesome gap between existing codes and established green building programs. Where code language and green building concepts lack cohesion, the Green Supplement creates harmony by addressing such areas as:

- Use of alternate water sources (gray water, rainwater harvesting);
- Proper use of high-efficiency plumbing products;
- Conservation of hot water;
- Energy conservation in HVAC systems; and
- Training/education in green plumbing systems.

For information, www.iapmo.org.

Uponor opens new training facility

APPLE VALLEY, MINN. — Uponor, a world-wide leader in PEX piping, climate control devices and fire safety products, kicked off its training facility opening



Wes Cisco, Uponor's training manager, talks climate control.

last month with a ribbon-cutting ceremony hosted by Anders Tollsten, vice president of operation for Uponor-North America. *Phc News* editor, John Mesenbrink, was on-hand to see this new, 11,000-sq.ft. training addition,

equipped with a state-of-the art, 60-seat auditorium, hands-on training room, working mechanical/manifold room and controller workshop. The training center is to provide a complete industry training experience with exceptional quality, unmatched service and excellent value in an inviting, modern and innovative setting that offers hands-on training and education. According to Steve Lockeridge, NA sr. channel marketing manager, Uponor, when referring to contractor training, "This is their space." And, according to Wes Cisco, senior trainer, "Here, we teach comfort."

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Copper is center of HVAC design renaissance

Air-conditioning follows us wherever we go. Enormous heating, ventilation and air-conditioning (HVAC) plants cool our classrooms and offices, smaller central air conditioning systems and window units chill our homes and even more compact systems create a comfortable climate in our vehicles.

Not surprisingly, there is intense pressure on HVAC designers to develop more efficient equipment. Researchers are discovering new ways to increase the efficiency of the heat exchangers while also eliminating something we can all do without, namely, foul odors.

Get the smell out

The choice of HVAC materials can affect the smell of the system. Dark, moist environments breed bacteria and fungi that are widely recognized causes of foul odors and reduced efficiency of HVAC systems.

Copper and brass, which is a copper alloy, may offer a decided advantage compared to other HVAC materials because of their outstanding antimicrobial properties. Components being replaced with copper are those in which microbial contaminants tend to thrive — cooling coils, heat exchange fins and drip pans. Antimicrobial copper mitigates the growth of these organisms.

To study this effect, the U.S. Department of Defense is funding HVAC research in the military barracks at Fort Jackson in Columbia, South Carolina. The aim of this real-world research is to better understand how copper can improve HVAC function, because the microbes are not only the source of foul odors, but they

also build up on heat transfer surfaces and compromise the thermal efficiency of the unit.

Charles Feigley, Ph.D., Professor of Environmental Health Sciences at the University of South Carolina is the principal investigator for the study. He explains, "Improvements in building and construction methods have generally led to increased energy efficiency, but at the same time, these 'tighter' building envelopes tend to trap bacteria, leading to odors. The results of this real-world trial should encourage advancements in the design of HVAC systems."

Besides the real-world field trial at Fort Jackson, a controlled laboratory study is underway at the University of South Carolina in the Arnold School of Public Health. In addition to the trials, the Copper Development Association (CDA) is pursuing U.S. Environmental Protection Agency (EPA) registration of copper alloys for use in protecting HVAC components.

Change is not new to HVAC designers. In the past, key refrigerants have been banned because of their high ozone depleting potential (ODP) and even today some are being phased out because of their global warming potential (GWP).

The shape of the next generation of heat exchangers is a topic of great excitement in the design community. Although the exact designs, cooling fluids and end-uses are still works in progress, one thing is certain: Copper alloys are at the center of a renaissance in the design of heat exchangers.

For more info about the HVAC research, please visit the CDA Web site at www.copper.org.

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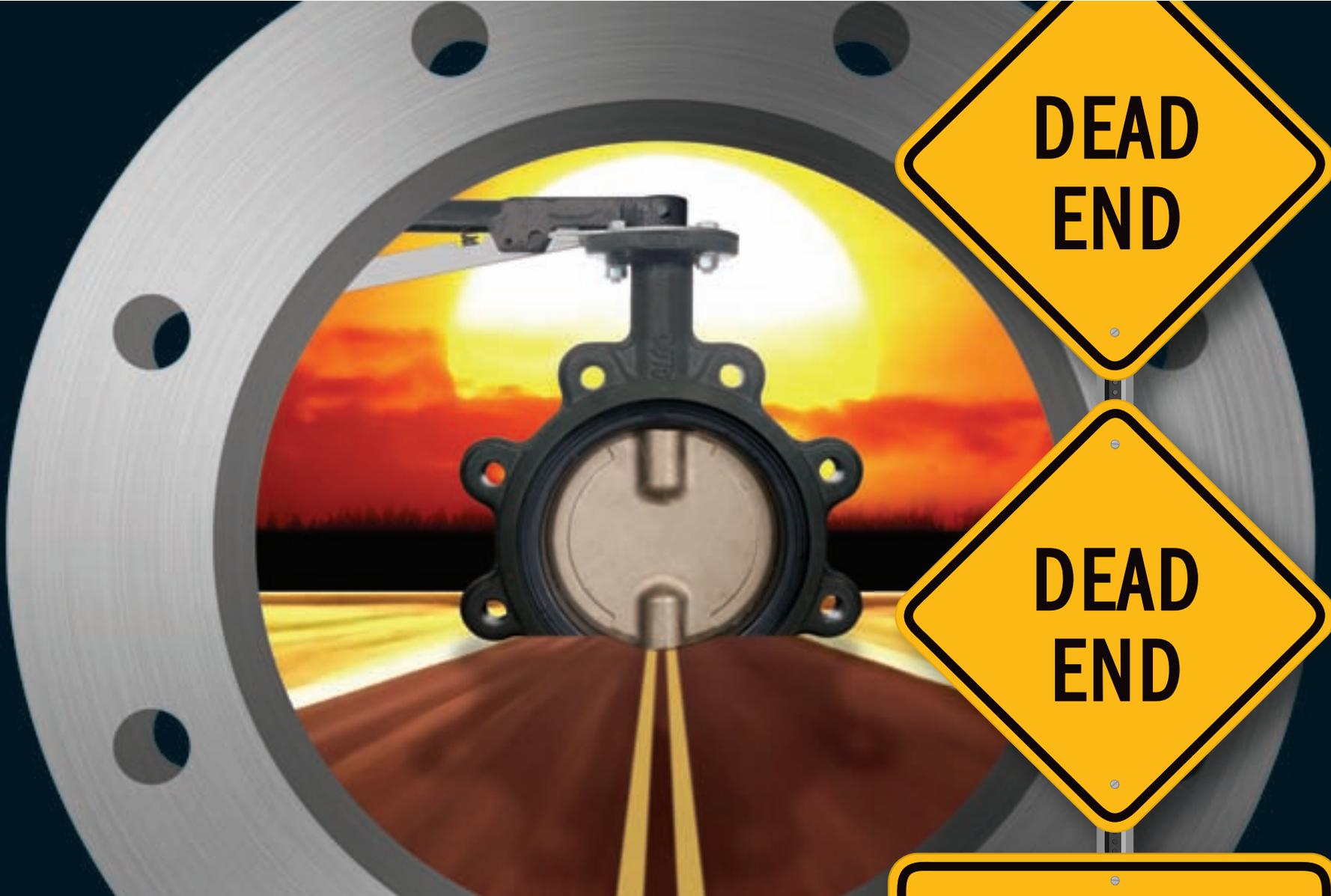
<p style="font-size: 0.8em; color: white;">NobleSeal™ TS Waterproof Membrane</p> 	<p style="font-size: 0.8em; color: white;">Chloraloy™ Waterproof Membrane</p> 	<p style="font-size: 0.8em; color: white;">PRO-SLOPE™ Code Required Pre-slope</p> 	<p style="font-size: 0.8em; color: white;">Noble Benches Shower Benches</p> 
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KBIS to offer marketing & sales solutions

ATLANTA — Now in its 47th year as the world's largest international trade show event dedicated to its industry, the Kitchen & Bath Industry Show (KBIS) will be held at McCormick Place in Chicago on April 16-18, 2010. The show is expected to draw more than 30,000 attendees,

along with nearly 700 exhibitors made up of the largest kitchen and bath manufacturers in the world.

The must-attend event brings together the industry's top dealers, designers, builders, remodelers, retailers, and other professionals directly involved in the design and re-

model of residential kitchens and bathrooms. The nearly 350,000-square-foot expo space at KBIS is complemented by a full conference program, which is led by top industry leaders and offers vital networking opportunities. For info, www.kbis.com.

ITT and Mercy Corps collaborate to provide safe water and sanitation to Haiti

MORTON GROVE, ILL. — ITT Corporation, parent of Bell Gossett, Goulds Pumps and other brands serving the HVAC and plumbing industry, announced that through its partnership with Mercy Corps, the company is donating five portable water treatment systems in Haiti, providing enough potable water each day for up to 200,000 victims of the January 12 earthquake. The units were donated by ITT and deployed through

Mercy Corps' large-scale humanitarian aid response.

InSinkEerator honors NAHB Professional Women in Building Council

RACINE, WIS. — InSinkEerator®, a leading manufacturer of food waste disposers and hot water dispensers, and the National Association of Home Builders' (NAHB) Professional Women in Building Council honored outstanding members with scholarships and awards. The recognition event took place at the 55th annual

Professional Women in Building Spike Club Reception at the NAHB International Builders' Show in Las Vegas.

American Standard contributes \$1M to The Nature Conservancy

PISCATAWAY, N.J. — American Standard Brands announced its commitment of \$1 million over a two-year period to The Nature Conservancy to increase awareness of how consumers can conserve water every day and to provide support of the Conser-

'Green' raceway to install waterfree urinals

FRANKLIN PARK, ILL. — The Atlanta Motorsports Park is well on its way toward becoming the first sustainable racetrack in the world. The park is committed to using high-efficiency plumbing products from Sloan Valve Company to help achieve its eco-friendly objectives: Atlanta Motorsports will install Sloan Waterfree Urinals and solar-powered, sensor-operated Sloan SOLIS® dual-flush Flushometers and faucets in its clubhouse and public restrooms.

Jeremy Porter, CEO of Atlanta Motorsports, said when the track opens in the third quarter of 2010, his track will be the only sustainable commercial industrial development in America, as well as the only green motorsports park in the world.

vancy's mission of protecting the Earth's most vital natural resource — our drinking water. For more info, www.americanstandard-us.com.

INTRODUCING THE ACCELERA® 300 HEAT PUMP WATER HEATER: ACCELERATE YOUR SAVINGS!

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Energy from nature.

The new Accelera® 300 can extract up to 80% of its energy requirements from the air around it. Heat pumps have been around for decades, but a heat pump water heater is a brand new concept. The Accelera® 300 works like an air conditioner - but instead of dumping the heat outdoors, it puts it into the water.

The Accelera's compressor and fan consume only 1 kWh of electricity to generate the heat equivalent of 3 - 5 kWh. The efficiency of the unit goes up with increasing ambient air temperatures. This ground breaking efficiency redefines what a water heater is capable of, and what savings can really mean!

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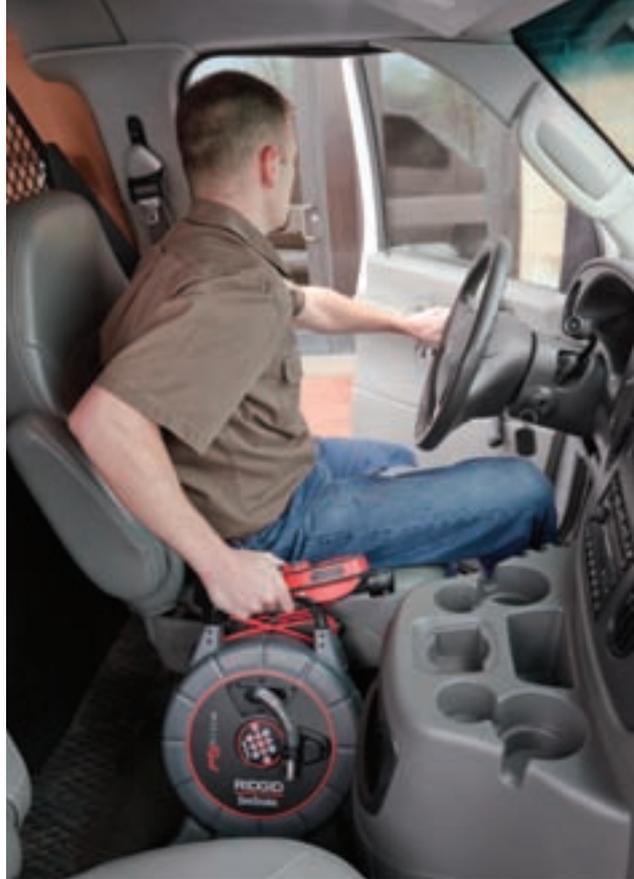


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DIAGNOSTICS

PRESSING

PIPE & TUBE TOOLS

DRAIN MAINTENANCE

POWER TOOLS

VIP contractor forum offers easy access to info

LEBANON, TENN. — Lochinvar's VIP Contractor Program, an online resource, invites contractors to ask for installation advice from their peers, request technical information from Lochinvar personnel, share a story or experience and simply start a conversation to get to know other industry professionals.

The forum can be accessed at www.knightheatingboiler.com.

AHR announcements

The highly successful Squire® indirect water heater line has been expanded upon and enhanced. A total of 12 stainless steel Squire models will soon be available with capacities be-

tween 30 and 119 gallons. Among the new models will be six solar Squire units, each of which will feature hybrid systems that incorporate solar thermal panels along with a secondary boiler heating coil or electric back-up.

Lochinvar announced their solar thermal heating initiative, which is the result of a new partnership with

TiSUN® GmbH of Tyrol, Austria.

The company plans to unveil the latest addition to its commercial, stainless steel, condensing family of boilers in 2010. The result of more than four years of research and development, the CREST™ heating boiler will raise the bar once again. Once available, the CREST will be offered in five models with capacities of 1.5, 2.0, 2.5, 3.0 and 3.5 million Btu/hr inputs. Each of these models will feature an advanced burner and combustion system designed to provide exceptional turndown capabilities and improve overall seasonal efficiencies. In addition, CREST will include the ever-popular SMART TOUCH™ operating control platform.

GRA endorses Bradford White Water Heaters

AMBLER, PA. — Bradford White® has earned the endorsement of the Green Restaurant Association (GRA) for both the Ultra-Efficient eF Series® of commercial water heaters and Energy-Saving line of EverHot® tankless water heaters. The eF Series utilizes exclusive designs and technologies for unsurpassed efficiency, installation flexibility and quiet operation. These products are among the most efficient in the industry with thermal efficiencies as high as 99.1%. Bradford White's new EverHot® tankless water heaters offer energy efficiency in a compact but powerful package. The water is heated on demand at flow rates up to 9.4 gallons per minute.

NATE unites with IGSHPA to enhance geothermal heat pump installations

ARLINGTON, VA. — North American Technician Excellence (NATE) and the International Ground Source Heat Pump Association (IGSHPA) announced an agreement that enables the current IGSHPA Accredited Installer Exam to be administered and processed by NATE. As a result, all technicians who successfully complete the IGSHPA/NATE exam will be "NATE Certified/IGSHPA Accredited Installers." For info, www.natex.org.

All 20 Noritz models qualify for Energy Star rebate

FOUNTAIN VALLEY, CALIF. — Noritz America Corporation, one of the world's leading manufacturer of tankless water heaters and the official tankless water heater of Brad Pitt's Make It Right project in New Orleans, "Extreme Makeover: Home Edition" for 2008-09 and Leonardo di Caprio's Greensburg, Kansas rebuilding effort, has partnered up with ENERGY STAR to offer a nationwide rebate of up to \$400, according to Yoshi Asano, Noritz America senior marketing manager.

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Chicago Faucets & The Buy American Act

The American Recovery and Reinvestment Act recently signed into law includes a Buy American provision favoring domestic sources. Selecting products that meet the requirements of this Act can help support jobs across the USA and assist in our economic recovery. Over 95% of Chicago Faucets products, more than 1,700 items, meet these requirements. Chicago Faucets... unwavering commitment to quality, backed by know-how and determination that is uniquely American.

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ECAST® Products from Chicago Faucets



ECAST, from Chicago Faucets, is the line of durable, high-quality brass faucets that are designed and manufactured with less than one quarter of one percent (0.25%) total lead content by weighted average. These products are intended for installation where state laws and local codes mandate lead content levels or where lead content is a concern.

Visit ecast.chicagofaucets.com for more information.

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The Most Reliable Electronic Faucet You Can Buy

The HyTronic® from Chicago Faucets has been built and tested with one goal in mind: to be the most reliable electronic faucet on the market. Water tight electronics and vandal resistant features, combined with a long-life lithium battery, ensure reliable performance for years to come. For a free HyTronic Product Kit with demonstration CD, call 800/323-5060 or circle the number below on the reader service card.

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Slant/Fin – An American Heating Story

Slant/Fin, one of the leaders in the heating/hydronics industry, and an innovator in radiator and baseboard heating, is celebrating more than 60 years of service. Besides that, Slant/Fin was recognized as “Manufacturer of the Year” by the National Association Of Oil Heating Service Managers (NAOHSM).

Most people now may not even realize the influence of a Mel Dubin, founder of Slant/Fin, because they have grown up with some type of his heating product in their home at one point in time or another.

To get a better understanding of the company, you have to get to know the founder of Slant/Fin, and really the innovator of baseboard heating, Mel Dubin. And thanks to an exclusive taped interview conducted by Dan Holohan, some of that rich history of Slant/Fin is revealed. The first

video in a series of eight weekly video segments will appear on www.phcnews.com on March 22. From a makeshift studio within the Slant/Fin facilities, Mel opens up to Dan on the history of Slant/Fin. The following editorial is a glimpse into those videos.

Video 1: “The Early Years”

In Mel’s adolescent years, he attended an all-boys high school for what was rumored to be for “preocious” kids (Townsend Harris w/college-level teachers). Because of that level of education from that school, Dubin could attend any city college “without further examination.” Eventually, Mayor LaGuardia dropped that school because it was deemed discriminatory. The school has since been restarted, according to Dubin. Nevertheless, at the age of 16, Dubin entered into Brooklyn

College with an interest in Chemistry. At the time, WWII was underway, and at that time Dubin was 17 — fast approaching 18. Dubin trans-

Shortly after, an officer came into Dubin’s basic training camp and yelled, “Dubin, Dubin. What are you doing here? Get your ass into the barracks. You need to get flown out of here and go up to New York.” They flew five GIs up to NYU, where



Slant/Fin has been an innovator in baseboard heating for more than 60 years.

ferred from Brooklyn College to what was called a sub-professional engineering course, which Dubin considered useful, now that the country was at war. Shortly after that point, Dubin was inducted into the Army and was sent to Wichita Falls, Texas for his basic training. The unique aspect of Dubin’s time in the Army was that he never carried a rifle his entire 3+ years in the service. According to Dubin, the government had taken the college crop and sent them into the army because they needed college-trained people. So the military opened up the Army Specialized program. Looking back, Dubin notes a stroke of luck where he was able to take the program’s test and pass.

they spent the next year in training and that is there where Dubin learned electrical engineering.

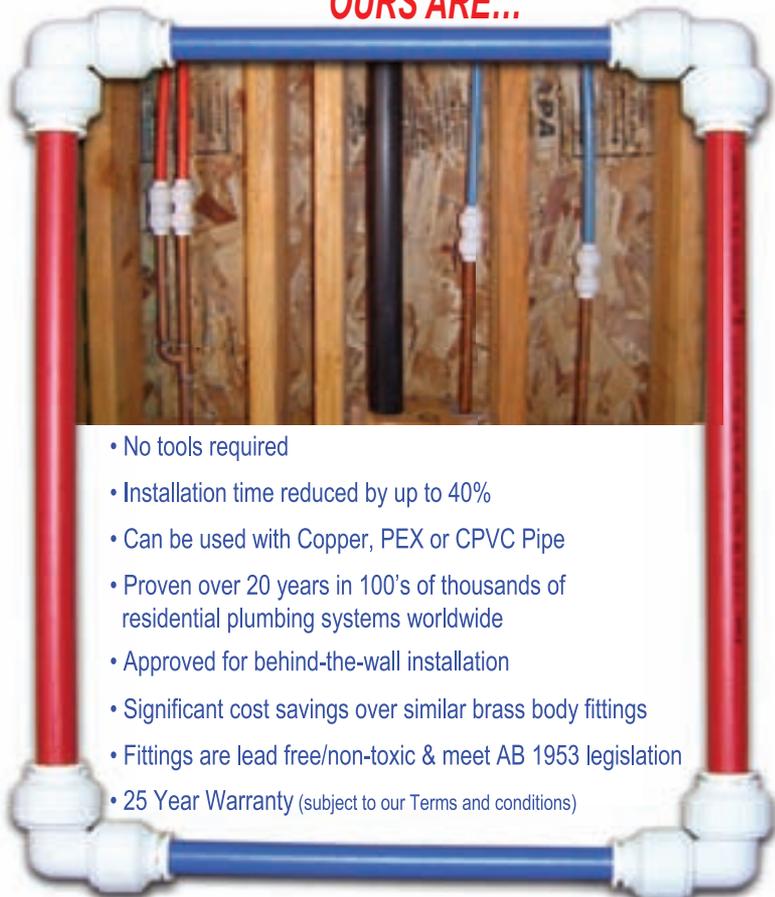
Video 2: “World War II & Early Plumbing Experience”

The Army knew that they would need technical people. They needed personnel for the Atomic Energy Project in Los Alamos, he went “with the greatest scientists I had the privilege of hearing,” recalled Dubin. He heard the “brilliant” Robert Oppenheimer speak on a couple of occasions, for example.

When Dubin left the army, he went back to NYU where he could finish his electrical engineering degree. Upon graduation, Dubin decided to go up to Pittsfield, Mass.

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Coming March 22
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An exclusive video interview series
with columnist Dan Holohan
and Slant/Fin founder Mel Dubin

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where his uncle was in the plumbing business, but not to participate in his business but to go to General Electric (GE) to seek employment. At the time, Dubin's uncle pleaded with him to just work for the company — with his cousins. At the wholesale company, Dubin worked as a salesperson for five months — calling on plumbers as he went up and down the Berkshires. At the end of the week, Dubin's uncle would take a “wad of cash” out of his pocket and pay the kids in the company. What struck Dubin the most about this was the ease of which his uncle had access to this supply of cash. It was then that Dubin first thought about going into business for himself.

After about six months or so working in the plumbing business, Dubin saw the first crude baseboard radiators — crude because they were heavy steel; but actually pretty good, yet ungainly. “I didn't know yet how I would make it better, but I thought that's something that could be made better, and it certainly wasn't a desirable way to heat,” said Dubin.

Video 3: “Starting A New Business”

Mel had told his uncle that he was going to leave the company because he had that entrepreneurial itch that needed scratching. Early on he looked at opening up a ski tow operation based on his love for skiing. At the same time, Dubin still considered his desire to revolutionize the heating industry. “And I'm interested in making a finned element that I can use in baseboards.” His uncle responded, “How are you going to do that? You are going to need a tool & die maker!” Turns out, Dubin's uncle was right, actually. Mel quickly turned to his cousin in Brooklyn, a machinist, who worked at night for a tool & die maker — whom he introduced to Mel. After discussions, the tool & die owner put up his shop and Mel put up \$5,000, which he didn't have at the time — he had to borrow \$3,000 from his sisters. His initial concern was how he would be able to pay them back someday.

Not having enough money for baseboard business, initially, they designed a finned pipe — using a milling machine, a lathe and a press in a small shop, which was an abandoned bakery. The tool & die maker made the first die, and when they made the finned pipe, Mel thought that if he went across the distance of the width of the finned pipe — which was $4\frac{1}{4}$ — he could go on a slant and he'd get more surface than a straight across $4\frac{1}{4}$, getting a 45-degree hypotenuse. But Mel realized

that you couldn't put a fin on like that — they needed a fancy collar to do it. So the idea was to develop a V-shaped fin, a slant from both sides, with a collar on it, and it turned out to be a much nicer finned element — a slant-finned element, which ultimately gave them the company name. Initially, the name of the company was American Slant-Fin Radiator Corporation. The slant-finned element was made up to 12' in length. In order to pack it, they had to take it out of the shop and pack it outside, sometimes in the snow!

A rep, Tom Urell, came to see Mel about representing the company. “He was a fabulous salesman, but he was a little bit nuts for going into business with us,” said Mel. Tom agreed to be the rep and that gave Slant Fin huge impetus moving forward. He traveled New England, and, in time, with many customers, Urell made them the dominant finned pipe source, and eventually the dominant baseboard source.

Video 4: “Early Sales Success”

“One could say that we could attribute the full early success of the company to Urell.” Tom's trick was to visit the very best distributors across New England with a hand-crafted case, which housed a model slant fin painted red. After a lengthy meeting, the wholesaler couldn't take the anticipation any longer and would exclaim, “What the hell do you have in the box, Tom!” When he opened the box, it looked like a gem in a jewelry case. At one point, with New England distributor follow-up visits with baseboard, Tom Urell had swept some of the other major competitors out of the business. “After awhile, I think this line is going to get me \$25,000 a year,” Urell would say. Ultimately, it turned out to be millions a year. Turns out, Tom had actually mortgaged his house and got about \$15,000, which he invested into the business. And still to this day, the Urell family owns a piece of Slant/Fin.

Video 5: “A New Residential Baseboard”

With \$5,000 toward the business, and \$1,000 of it going to publicity, people came and worked for nothing after their other “day” jobs. “In my mind/their mind it was the glimmer of hope that someday I'd be able to pay them,” said Dubin.

When the company had a period of income from the finned pipe, it then addressed the question of baseboard. The breakthrough concept was called “fin-touch-fin.” “This double, 45-bend was actually strong enough to carry the weight of a person stand-

ing on top of it. Meanwhile, the competitors created a plastic protector on all four corners of the unit— more costly and not as effective.

The market was wide open and baseboard was new on the scene. “We were lucky to be able to capitalize on it and we developed wholesalers and had dealer meetings because the idea of using baseboard had first to be made comfortable to contractors. It's hard to think about it now because people take it for granted,” said Dubin. As the company evolved, Slant/Fin was starting to get several wholesalers a week.

Video 6: “Slant/Fin & America Grow”

Putting up his own building in Richmond Hills (Queens) was a bold thing for Dubin to do. But once the building was up, there was a strength in having that building available — the building before moving to current Greenvale, N.Y. headquarters.

Things really started to come together, almost like a perfect storm of business. The introduction of baseboard, the wholesaling business and a new opportunity — a new subdivision in Levittown was to be built — with radiant heat. “Levittown was a big present for us because it had gone to radiant heating,” said Dubin.

Video 7: “Slant/Fin Moves to Present Facility”

In 1959, Slant/Fin moved its facility to its present-day location in Greenvale, N.Y. “So many things had to come together,” said Dubin.

On the overall success of his business, Dubin believes that people are 99% of the business — they should be free to grow, to develop, to take on initiatives that lead to personal satisfaction. The company's ability to remain customer-oriented, and its dedication to high-quality, reliable products are considered a major factor in its success.

Video 8: “Slant/Fin Legacy”

The thing that motivated the company going to boilers (around 1958, 1959) was that Dubin always thought that Slant/Fin could make something better than what existed. “And I tried a couple of things that didn't go very far,” said Dubin. Those things, however, led to creat-

ing boilers that were more in line with what other manufacturers do with a departure and advancement. “It wasn't easy to improve upon the well-developed art of boiler making,” recalled Dubin. There were 100 years of boiler making proceed-



Back in the day: A younger, entrepreneurial Mel Dubin hard at work at his desk.

ing Slant/Fin at the time, and 150 years now. But there was opportunity to improve them considerably. “We think we've advanced the art of boiler making now with our Bobcat, and to some extent, we are reliant upon European boilers, which we've adapted to American usage. But what gives us the most enjoyment is products to which we've added enhancement of the technique of boiler use, and it is still rather dynamic. There is still room to improve further,” said Dubin.

Where does Slant/Fin go from here? “We have to look more at the techniques for capturing solar energy because it is inescapable,” said Dubin.

Finally, Holohan asks, “As you travel around, do you find yourself looking at the radiators of buildings?”

“It's always nice to find our finned pipe. If I can't see it clearly, I get down and look. Some people ask, ‘what are you doing down there?’”

In talking about selling product over the years, Dubin asks rhetorically, “You run out of houses and that is the end, right? How much of it can you make? It is surprising, but that is America. It provides a huge market, and the circumstances under which you can build a business, we certainly treasure.” ■

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Dan Holohan's column "Heating Help"
can be read in the print edition of Phc News

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ACCESSORY PACKAGES

NEW Bradford White ICON System™ Accessory Packages – Up to 50% more hot water, up to 36% higher energy savings, leak protection and full programmability.

1 ACCESSORY MODULE

The module powers and monitors the Accessory Packages and features an audible alarm and a multi-color LED display to signal the status of the control valve, Leak Detection Sensor and Inlet Shut-Off Valve.



2 ELECTRONIC LEAK DETECTION SENSOR

The sensor will trigger the Accessory Module alarm in the event a leak is detected and confirmed. It will also send a signal to the Accessory Module to interrupt main burner operation. Once the leak is corrected the system automatically silences the alarm and resumes normal operation.*



3 INLET SHUT-OFF VALVE

The Inlet Shut-Off Valve closes the cold water inlet when a leak is detected and confirmed. The Accessory Module will automatically re-open the Shut-Off Valve once the leak is corrected.*



4 FULLY PROGRAMMABLE LCD DIGITAL CONTROL

The control offers full 7-day, 4 period/day control of the water heater. Now customers can program their water heater based on their usage patterns and save up to 36% on energy costs. This easily installed control can be attached directly to the water heater or mounted remotely.

5 INTEGRATED MIXING DEVICE**

The Integrated Mixing Device allows water in the tank to be stored at higher temperatures, but delivers a safe and comfortable outlet temperature by blending in cold water. This increases usable hot water by as much as 50% or more. Bradford White's unique design reduces installation time to as little as 15 minutes and incorporates contractor-friendly features such as a cold water outlet, an alternate hot water outlet and a recirculation port inlet.



RUBBER DAM

If there is no drain pan, Bradford White has provided a Rubber Dam to encircle the water heater. The dam will hold enough water to activate the sensor in the event of a leak.



*In the event that a water heater must be replaced, all components are re-usable and can be installed on a new water heater.

**The Integrated Mixing Device is ASSE and UPC (IAPMO) certified and complies with applicable CSA/NSF standards.

NOTE: Bradford White ICON System™ Accessory Packages are meant to complement the water heating system and do not replace existing National/State/Local code(s) and/or manufacturer's installation instructions.

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NOW MAKE A GREAT WATER HEATER EVEN BETTER AND BUILD YOUR BUSINESS!



All accessory packages are compatible with any Bradford White ICON System™ equipped water heater. The packages are also compatible with any Bradford White models using the Honeywell® WV4460 control valve.



ACCESSORY MODULE PACKAGE

The package includes the Accessory Module, wiring harnesses, and a transformer that plugs into a wall outlet. One Accessory Module is required to operate any or all of the Accessory Packages.



PROTECTION PACKAGE

The primary component in the Protection Package is the Electronic Leak Detection Sensor. The Protection Package also includes the Rubber Dam to encircle the water heater and a wiring harness that connects the sensor to the module.



INLET SHUT-OFF VALVE PACKAGE

The Inlet Shut-Off Valve Package is an added layer of leak protection for your customers. The package includes an automatic Inlet Shut-Off Valve, an integrated wiring harness for connection to the Accessory Module, and two 3/4" x 1" brass connection fittings.

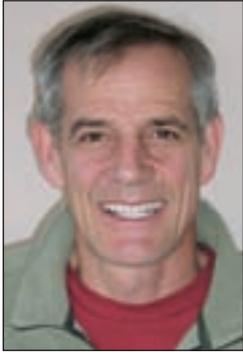


PERFORMANCE PACKAGE

The Performance Package includes the Fully Programmable LCD Digital Control with junction box, wiring harnesses, and batteries for backup capabilities. Package also includes the Integrated Mixing Device with push-to-turn hand wheel, stainless steel flexible connectors, and Thermo-Strip.

Bradford White's new **Homeowner Accessory Package Brochure** is an easy-to-understand guide that explains each component and its benefits to your customers. See your wholesaler or contact your Bradford White representative to get a supply of these helpful and informative brochures. Remember to watch for more tools from Bradford White that will help you build your business.





BY BOB "hot rod" ROHR
contributing writer

The million dollar solar question

A loud buzz in our industry right now centers around solar thermal. Every trade show and Expo I attend presents another handful of "players" entering the solar thermal business. Designers, installers, homeowners, and yes, even politicians are seeing the future of solar thermal. Many of us who deal in hydronics and radiant systems understand the use of low temperature fluids to provide a portion of our domestic hot water, warm our homes, provide pool or spa heat and maybe melt some snow or ice. It is a very small step for hydronic-knowledgeable designers or contractors to transition into the solar thermal business. All you need are some collectors (a heat source), storage, a pump and controller. Looks a lot like a hydronic heating system except the boiler, per say, is on the roof or the ground outside the building.

Many contractors have embraced the technology, attended the seminars and have multiple system installations under their belt. The solar thermal focus currently, with a weak residential housing market, seems to be commercial and industrial systems. Driving around your service area, you should be able to pick out the prime solar domestic hot water SDHW candidates. Look for businesses with large domestic hot water loads. Hotels, carwashes, laundromats, fast food or any restaurants are the usual suspects.

I encourage you to look deeper into your surroundings to find commercial and industrial potential. Food processing uses a large amount of DHW. One manufacturer I met recently at the annual Colorado Solar Energy Industries Assoc. (COSEIA) event has his sights set not only on food processing but one big name player with hundreds of plants across the country. He has studied their operations and unique hot water needs and pitches his products and services directly to their plants. Yet another supplier I know has packages for a specific brand of fast food restaurants.

I returned just this week from a military base that is installing 1,900 square feet of collectors for a large housing application in the deep South. Big money, our money really, is being spent to upgrade mechanical systems and add alternative energy components to government projects.

But what keeps tugging at me is the imbalance of solar radiation available from summer to winter. In many Southern and Sunbelt areas, the summertime incoming water temperatures rise, and the amount of radiation available may even triple. What you may find when you run the calculations is the SDHW load may be covered early in the day in a sunny summer condition. Now what? You have designed a system to provide a solar fraction on a yearly basis. Summertime conditions may provide more DHW than you can possibly use. The million-dollar question is: How do you deal with the excess energy you will harvest?

The reality is "you get the most amount of solar energy when you need it the least." Here are some websites that help you determine the solar radiation available at your location throughout the year:

- <http://eosweb.larc.nasa.gov/cgi-bin/sse/sse.cgi?+s01#s01>
- http://rredc.nrel.gov/solar/old_data/nsrdb/redbook/atlas/

So, a missing component might be a means to use solar thermal energy to condition or cool spaces. Air conditioning, if you will. Turns out the technology to accomplish this has been used for many years here in the US of A. Recall the refrigerator in a recreational vehicle. Fired by a propane LP flame, the unit cools your food. And maybe, more importantly, your beer. Large-scale refrigeration

units can be found powered by district steam in cities that create and distribute energy this way.

So the next logical step would be to design residential and light commercial cooling equipment to be powered by solar thermal collectors. Currently, these systems seem to favor the evacuated tube type of collectors for higher temperatures required to drive the absorption cycle.

As we wish, these products are starting to become available. Japan has been manufacturing and installing absorption chillers and some data indicates as much as 40% of their commercial air conditioning equipment is powered by absorption cycle equipment.

While small residential systems, solar thermal-powered

So the next logical step would be to design residential and light commercial cooling equipment to be powered by solar thermal collectors. Currently these systems seem to favor the evacuated tube type of collectors for higher temperatures required to drive the absorption cycle.

ones are starting to show up in the market, look at other options that are currently available, too. If you attended the AHR show in Orlando recently you may have noticed a small direct current powered residential split system air conditioning unit powered by photovoltaic panels. Solar Panels Plus was displaying an 18,000 BTU system. This could be a good option for off-gridgers looking to keep their cool. A bank of deep cycle batteries provides the power after the sun goes down. The battery bank can be sized to provide cooling after the solar drops off. Solar Panels Plus out of Virginia has been developing this product and testing it for several years now.

Yet another interesting approach was a system that used a Sterling engine powered by a parabolic dish. The Sterling spun a generator to supply electricity.

It is interesting to see this technology, discovered many, many years ago, getting another look.

Stay cool and keep your eyes open for new and exciting solar-powered cooling products. ■

Bob "hot rod" Rohr has been a plumbing, radiant heat and solar contractor and installer for 30 years. A long-time RPA member, and columnist for Phc News and Mechanical Business magazine. Bob has joined Caleffi North America as manager of Training and Education.

Correction

In my article "Mining the Sun's Energy in the Utah Rockies," which appeared in the January issue of Phc News, I forgot to mention Jordan Gates. Jordan was a major player in the Harris Dudley team on this unique job. Jordan worked closely with the building department getting permits, and helping them establish some solar guidelines. Jordan was responsible for seeing that the job was completed professionally and in a timely manner on a very site-difficult job. Jordan also worked closely with the resort on the design and presentation of the proposal.

Every trade show and Expo I attend presents another handful of "players" entering the solar thermal business. Designers, installers, homeowners, and yes, even politicians, are seeing the future of solar thermal.

Great warm-ups.



The Taco Family of Solar Products

Domestic water heating is the #2 user of energy in most parts of the country. That's why homeowners are warming up to solar. With Taco Variable Speed Solar Pumps with integral controls, system performance can increase by as much as 20%. Our Solar X-Pump Block's patent-pending design includes a variable speed solar differential control, collector circulator, storage tank circulator and brazed-plate heat exchanger for system isolation, all in a single unit. The Solar Pumping Station is a complete closed loop system. With just 5

connections – 2 to the collector(s), 2 to the storage tank's heat exchanger, and 1 to the expansion tank – the installation is done!

Flexible applications.

All Taco solar products work beautifully with any solar thermal application: open or closed loop, drain-back, 1 or 2 storage tanks and more. And each is a snap to install. It's solar everyone can warm up to.

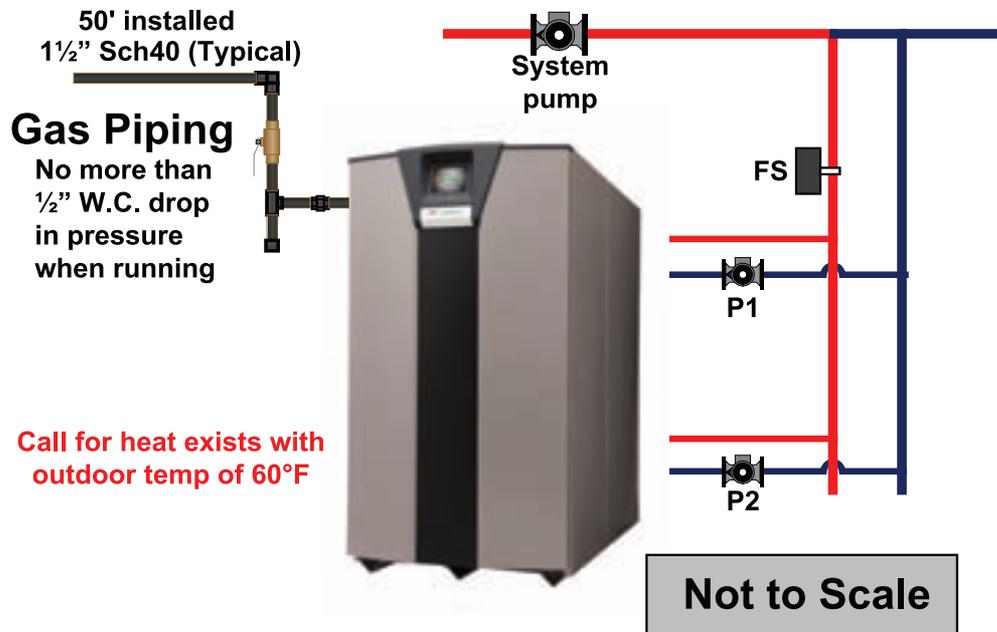




Hydronic Heating Sleuth's Challenge

SYNC 1.5 Million Btu/hr Boiler

Polish your hydronic heating sleuthing skills by identifying 3 problems with this hydronic heating system. When you are confident you have correctly identified these problems, log on to www.Lochinvar.com and find the solution.



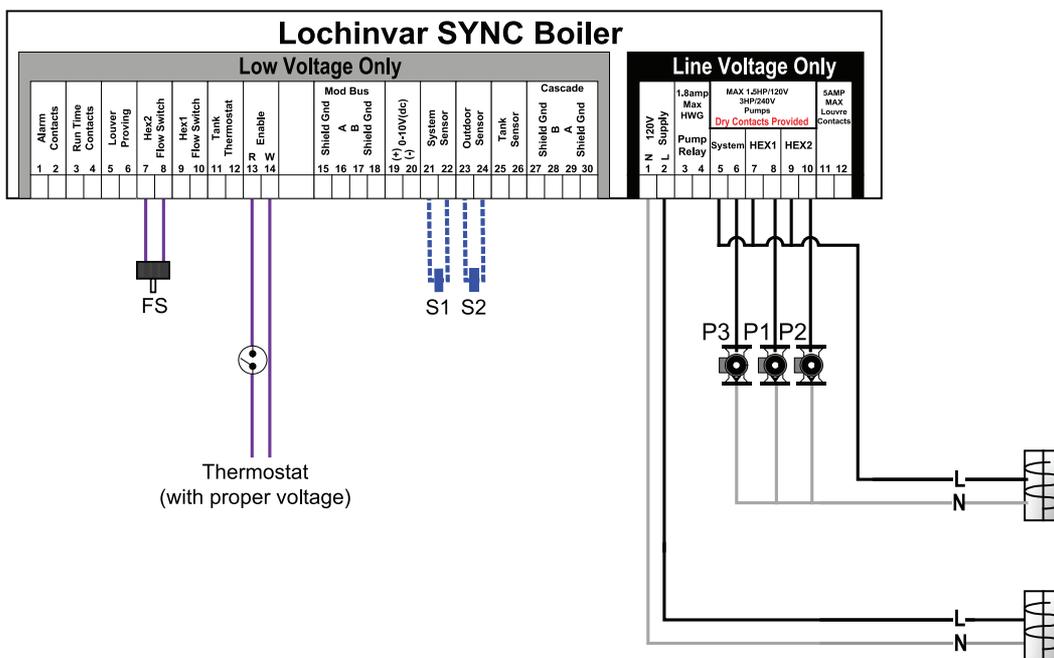
Symptoms

1. No Flame Running fault code, Boiler drops out.
2. Intermittent Flow Switch fault codes.
3. No Burner Operation fault code with 60°F outdoor conditions and 'Call for Heat'.

HINTS:

- Gas piping chart on page 36 of Installation & Operation Manual.
- Temp sensor resistance chart on page 45 of Service Manual.

SYNC 1.5 Million Btu/hr Boiler



Legend

- S1 = System Sensor
- S2 = Outdoor Sensor
- FS = Flow Switch
- P1 = HEX #1 Pump
- P2 = HEX #2 Pump
- P3 = System Pump

- = 120 V (AC)
- = Neutral
- - - = Sensor Wire
- = 24 V (AC)

Venting not illustrated for this example and can be excluded as causes for the symptoms listed above.

Lochinvar is a leading manufacturer of high efficiency residential and commercial water heaters, boilers and pool heaters and is based in Lebanon, Tennessee.

This Hydronic Heating Sleuth's Challenge will be featured monthly in PHC News and represents real life scenarios that we see in the field and hear about from our installing contractors.

We encourage you to test your hydronic heating sleuthing skills and solve the mystery each month and then check your answers against what was actually found in the field by visiting www.Lochinvar.com.

If you would like to contribute a story to us to be considered for inclusion in this feature, please e-mail your information including photos, drawings or electrical schematics plus a description to:

Paul Rohrs - Contributing Writer
prohrs@lochinvar.com

ANSWER:
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For more information about Squire® Stainless Steel Indirect Water Heaters visit www.Lochinvar.com.



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Circle 21 on Reader Reply Card



BY BRISTOL STICKNEY
contributing writer

Beyond Solar Combi 101

A solar combisystem is a heating system designed to provide heat for both space heating and domestic hot water and includes supplementary (backup) heat, as well. There are many ways to design a combisystem. The International Energy Agency (IEA) has identified more than 20 “generic” versions of the solar combisystem, each requiring a unique piping configuration and different control strategy for collecting, storing and delivering heat. (Most include large water tank solar heat storage systems.) While this is useful and interesting for solar heating specialists, it actually defines the chief obstacle that must be overcome by mechanical contractors and installers. It is a daunting task to learn the finer points of 20 separate plumbing diagrams and their control requirements thoroughly enough to choose the right variation for each new heating application. The mechanical professional who has the time, the skill or the interest to do this successfully is the rare exception in the ‘real world’ of construction deadlines and budgets.

In an article a few months ago, I introduced a solar heating system I call Combi 101. Figure 20-1 shows the piping diagram for this system which contains the minimum components to qualify as a Solar Combisystem (including a hydronic boiler backup) using a piping configuration that I call the primary check-loop. This piping diagram provides a skeleton for many of the different versions of the generic combisystem, without the need to re-think all the piping connections each time a new variation is required for a building project. (The control wiring diagram originally published with the Combi 101 piping diagram a few months ago also provides a skeleton for the controls needed for all the hydronic equipment.) I have found that in order to include solar heating in many projects, the design time must be kept to a bare minimum. This is especially true in most residential and smaller commercial building projects.

When you reduce all the generic variations down to their basic elements, what you have is a bunch of different heating sources and a bunch of different heating loads. The primary check-loop (which can be assembled at the site or in a shop out of copper parts) provides the “socket” into which any number of sources and loads can be “plugged in.” The Combi 101 has only two heat sources and two heat loads and can be duplicated in any small building that has those requirements. Let’s take a look at some practical applications that go beyond this minimal solar heating system.

Multiple heat sources

Heat sources can be divided into two major types: Intermittent (alternative) versus On-Demand (conventional) heat sources. The Combi 101 uses two sources, the intermittent solar heat and the on-demand hydronic boiler. But there are many other sources of heat commonly available, and any one of them can be easily added to a primary check loop.

Let’s not forget that the basic idea here is to allow easy access to more than one heating “fuel,” and to give priority to the least expensive fuels first.

This idea not only works for solar heat, but also for wood-fired boilers, waste heat from gas powered generators or when several boilers are available using different fuels such as the combination of electric, oil, natural gas or propane. A ground source heat pump is another version of a hydronic boiler that runs on electricity. In some rare instances in areas known for their natural hot springs, high temperature geothermal heat is available where the ground temperature can be used as a heat source with or without a heat pump. In the future, fuel cells may become more widely available that generate both electricity and heat. Even a large pile of compost can generate enough heat to be useful in some applications.

The point is that any one of these heat sources can be plugged into a heating system that is designed with a flow center like the Combi 101, without any major redesign of the piping connections. In Figure 20-2, the top of the primary check-loop shows the suggested piping locations of some of these heat sources. As you can see, each new heat source requires two tees and a swing check valve added to the primary pipe. The on-demand sources can be controlled much like the original boiler. The intermittent heat sources (which tend to be the cheaper fuels) can be controlled much like the solar heat is controlled. The cheaper fuels can be controlled (when available) to lock out the more expensive fuels, and also to provide pre-heat for them. Pre-heating is easily accomplished by connecting the on-demand sources down-stream from the intermittent sources.

Multiple heat loads

In the world of solar combisystems, we need to differentiate between several categories of heating loads. For our purposes, heat loads come in three types: Non-Mass, Mass and Reversible Heat Storage. Each of these types may require higher temperatures or lower temperatures

depending upon the application. (The term “Mass” in this context refers to “Thermal Mass,” which is the capability of a heavy substance like concrete or water to store heat due to its density and specific heat capacity.)

Non-mass loads

Hot water baseboards, fan coils and non-mass hydronic warm floors (e.g. wood floors) are the most common non-mass heating loads. Heat is delivered to the air or light density mate-

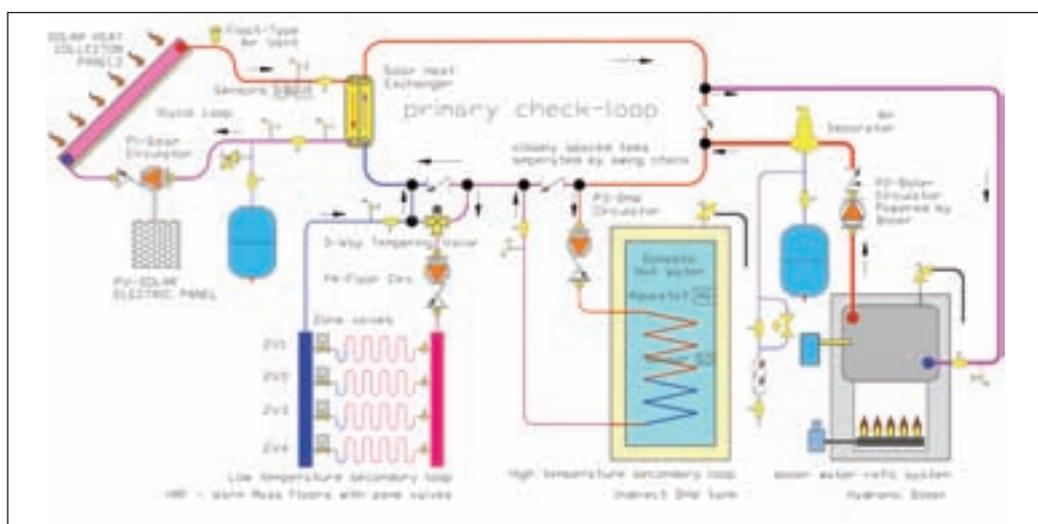


Figure 20-1

(Turn to Beyond Solar... page 30.)

The mechanical professional who has the time, the skill or the interest to do this successfully is the rare exception in the “real world” of construction deadlines and budgets.

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Heat-Flo designs, develops, and manufactures a wide range of high quality products for HVAC, Hydronic and Radiant heating applications.

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Our dual-coil domestic hot water storage tanks are made in 60, 80 and 115 gallon units. The lower heat exchanger coil can be connected to solar collectors, and the upper heat exchanger coil can be connected to a hot water boiler for backup. The units are provided with the two heating coils and two 3/8" ID thermal wells to control each coil independently.

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Circle 22 on Reader Reply Card

Beyond Solar Combi 101

(Continued from page 28.)

materials so that heat storage is not possible. The most common baseboards and fan coils require higher temperatures than radiant warm floors. Because of this, the sample pipe connections shown in Figure 20-2 shows the baseboard supply tees installed up-stream of the supply to the warm floors. In solar hydronic heating systems, it is common practice to specify 'low temperature' baseboards or panels (e.g. Runtal, Myson) to make better use of lower temperature solar heat when it is available.

Mass heating loads

Domestic hot water (DHW) tanks, warm floors with mass (e.g. concrete, brick), pools and spas are the most common heating loads with high thermal mass. This allows heat to be stored in the concrete or water by raising its temperature within reasonable limits, as described in an earlier article. Since DHW tanks often require fast recovery during times of high DHW consumption, the DHW tank in Figure 20-2 is first in line to receive the hottest fluid from any of the heat sources. Since warm floors require lower temperatures, they are connected down-stream from the high temperature loads and controlled with a thermal mixing valve for finer control over the temperature response of the floors. Addi-

tional secondary loops for more floors or pool heating can be added down-stream, as well.

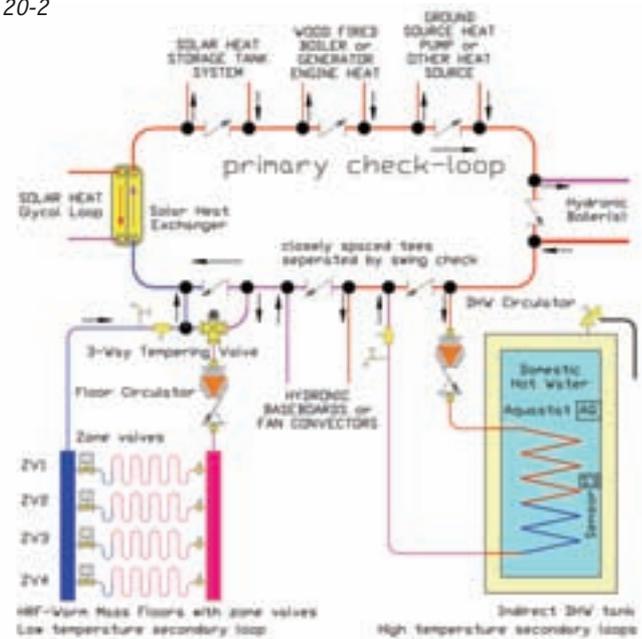
Reversible heat storage

Large Heat storage water tanks act like a mass heating load and can be controlled just like DHW water tanks when heat is being stored. But when the heating function is reversed and the stored heat is removed from the tanks, they act more like solar collectors and so must be controlled like an intermittent heat source. The heat storage supply tees in Figure 20-2 are located directly downstream from the solar heat exchanger so that solar heat can be stored immediately as it arrives if it is not needed by the other heating loads. The same tees or the next pair down stream can be used for heat delivery from the tanks. This allows both the direct solar and the stored solar heat to provide pre-heat to all the other heat sources as well as heat to all the loads.

Flow center

I have designed and installed scores of combisystems using the primary check-loop configuration. The swing check allows any secondary pump to induce flow around the primary loop in the right direction without using a primary pump, which simplifies the control system.

Figure 20-2



Secondary pumps with different flow rates simply mix their flows together as they go around the check-loop, just like in any hydraulic separator. The primary check-loop can be expanded to include more heat sources and more heat loads simply by adding tees and a swing check in the right location on the loop. In some retrofit applications, I have stretched the primary loop piping to extend across a building to connect several boiler rooms together so that all the equipment becomes part of one big solar heating system.

The same concept can be achieved using hydraulic flow separators, manifolds and pump modules that are available prefabricated from several hydronic equipment suppliers. In recent solar home heating designs we have adapted this type of equipment from Caleffi, PAW and PHP to perform the same functions as the check-loop flow center system. While the prefabricated component cost is usually not less expensive than the site-built components, the time and labor to install the heating system can be considerably faster.

For more information about generic solar combisystems, see the authoritative book from the IEA, *Solar Heating Systems for Houses — A Design Handbook for Solar Combisystems*, edited by Werner Weiss, and printed in 2003. Brand names, organizations and manufacturers are mentioned in these articles only to provide examples for illustration and discussion and do not constitute any recommendation or endorsement. Most of the heating system details presented here are based on solar heating systems installed in recent years in northern New Mexico, mostly in residential sized buildings. The examples shown here have certain technical limitations of temperature control and flow rate and may not be appropriate in every installation. ■

Bristol Stickney, partner and technical director at Cedar Mountain Solar Systems in Santa Fe, N.M., has been designing, manufacturing, engineering, repairing and installing solar hydronic heating systems for more than 30 years. Visit www.cedarmountainsolar.com for more information.

Circle 23 on Reader Reply Card

Bristol's Six Principles for Good Solar Hydronic Design

In this series of articles, I have been making the case that the key ingredients for solar/hydronic design and installation can be divided into six categories, listed below, roughly in order of their importance.

- RELIABLE
- COMPATIBLE
- SERVICEABLE
- EFFECTIVE
- ELEGANT
- EFFICIENT

The success of any solar hydronic home heating installation depends on the often-conflicting balance between any of these six principles. Finding the balance between them defines the art of solar heating design.

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Circle 24 on Reader Reply Card



BY ELLEN ROHR
contributing writer

What not to say

Have you seen the TV show, “What Not To Wear?” In one hour, they perform a fashion and grooming make-over on a disheveled woman (baggy sweats at the mall) or a way-too-casual man (tank top out to dinner.) The show demonstrates how, with a little education and practice, you can transform from schlubby to sensational. Really, it’s just a few tips. Wear nice clothes that fit. Accentuate your best features. Put on a little makeup. Stand up and smile.

I have a fantasy about the “hidden video footage” segment of the show. Prior to the transformation, they film people out in public — looking awful — without them knowing it. Horrors! If the “What Not To Wear” folks show up at Know It All Lane, they are likely to find me and my husband, Hot Rod, less than dressed for success. I will probably have enough fuzzy sportswear on to cause the stylish and sarcastic host to comment, “Wow, that head-to-toe fleece is so professional.” Hot Rod may or may not have a shirt on (Gasp! In the office!) and even the most hard-boiled reality TV viewer will have a hard time with his bright orange cargo shorts!

Hmmm. I wonder if we took the same make-over approach to what we SAY? Imagine if a hidden audio recorder captured your conversations? Yikes! Suppose we established a few basic communication rules and improved the way we interacted with others? What if we assembled a list of frequently asked questions about our business and crafted helpful answers? What if we selected three tough questions (about price?) and practiced appropriate responses? I wonder...

How would you handle these situations?

- **Your customer tells you your pricing amounts to “Highway Robbery.”** (This is two days after you completed the job when her kinda-handy brother-in-law shows up to inspect the work.)

Here’s What Not To Say...

“Where was your brother-in-law at 3 a.m., when you called me?”

Or, “You get what you pay for. We don’t charge anything to criticize someone else’s work either.”

How about this instead...

“I wish it were not so expensive to run a professional service company. The trucks, the insurance, the training, the inventory, the safety programs, the 24-hour phone service, the wages for top notch plumbers...it costs a lot to put this show on the road. Our prices are based on our costs of doing business. I wish we could charge less. We do our best to support our pricing with our superior service and first rate personnel.

“However, you are upset and that’s not OK. Our goal is your 100% satisfaction. What would you like me to do so that you can be 100% satisfied with our service?”

Listen. Then do it. If she asks for all her money back, do it. Most folks don’t want something for nothing. Maybe 2% of the population is downright rotten and would rip you off like that. Most people are just making sure that you are not ripping them off. A little love and understanding goes a long way. And, sure, you could sue them and wind up in court. Or, you could learn from this situation. Debrief the call and look for ways to improve your sales and operational procedures. I vote: do what she asks and a little bit more.

- **Your highest producing service tech shows up unshaved.**

Here’s What Not To Say...

“\$)(@*&%_#\$_U&%*#\$_)(@_!!!!!!!”

Or, “Hey, I know I have mentioned this every day for

the last three years, but it really bothers me when you don’t shave before work.”

How about this instead...

“My favorite part of being a business owner is helping people develop their skills and capacity so that they can move up the ladder. Make more money. Expand their lives. Support their families in the way they want to. To do that, I am motivated to create the best business I can. I am honor bound to hold you to performance standards and help you be successful.

“Here’s the deal. Our customers appreciate a clean-shaven service tech. So do I. So that’s the rule. Whether or not you like the rule isn’t up for discussion. To keep your job, you need to shave, every day, like it says here, in the operations manual. I’d like you to keep your job. However, I am not going to compromise my integrity. If I were to look the other way, I would be doing that. We use progressive discipline so we can get back on track. Progressive discipline is also described in the operations manual.

“So, you have a couple of options. Perhaps this is a one-time thing, say your dog peed on your razor this morning, or something like that. It happens. So, this is your verbal warning. One of your options is to say, “Got it. I will shave every day.” Case closed. If you show up again unshaved, you will get a written warning, the next time a suspension and the next time, you will be let go from this company. One of your options is to say, “I don’t want to work here if I have to shave every day.” If you want to leave now, I am OK with that. I hope you stay. To do that, you shave. Fair enough?”

- **Your kid announces he wants to quit school (job, football team, marriage...you get the idea.)**

Here’s What Not To Say...

“What is wrong with you?”

Or, “Winners never quit and quitters never win.”

How about this instead...

“I bet you have been thinking about this for awhile. Want to fill me in? I promise to listen and if you are interested, I could share some thoughts with you, ask you some questions. And, I will love you whether or not you take any advice from me. How does that feel to you?”

These words aren’t meant to be memorized and delivered verbatim. The intent is to help you choose better words, words that may help you communicate more effectively. Some people get the message by a raised eyebrow. Some folks need to be grabbed by the chin. Play with words that work for you, customized to the appropriate audience.

One last piece of advice — from my mother, “If you feel your blood boiling, breathe in and out 10 times before you say anything at all.”

I am getting better with my words. I am sloppier with them at home than I am with a client. Perhaps I should work on that, as well as my wardrobe. After all, Hot Rod may appreciate it that I take care with my appearance. I know he appreciates it when I choose kinder words.

Each month we send our Bare Bones Biz E-zine to business builders who are looking for Biz tips and inspiration. (Interested? It’s free. Sign up at www.barebonesbiz.com) Last month, I recorded a possible response to the person who calls your shop looking for a price over the phone. WOW! I got tons of emails thanking me for the role play. I love that when that happens. I posted the video on my Facebook page. Take a look at the Snappy Answer to a Tough Price Question! Befriend me at www.facebook.com. ■

Comments, questions or challenges? Reach me at 417.753.1111 or contact@barebonesbiz.com Ready for business to be easy and profitable? It’s possible! Check out www.StepByStepBusinessBuilding.com

Hmmm. I wonder if we took the same make-over approach to what we SAY? Imagine if a hidden audio recorder captured your conversations? Yikes!



Lon Cassel
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BY RICHARD DiTOMA, L.M.P.
contributing writer

Call-taking personnel need empowerment to properly perform

In the February 2010 issue I wrote of the need to empower the technicians on your business team. The management of any business requires many different tasks to be addressed in order to run the business properly. A one-person operation is a one-person business team. That's like the proverbial one-man band. He must toot the horn with his mouth, beat the drum with his hands and bang the cymbals together with his knees in a fashion that produces a melodious tone. Whether your business is a one-person or multi-person operation, you have many different business responsibilities, which must be tended to correctly.

It's said that the first 15 to 30 seconds of a conversation between two people are the most important. That's due to the fact that we humans, rightly or wrongly, form opinions rather quickly. It is very important to put your best foot forward in conversations. Those who answer your phone are the first contact your potential new clients have with your business. They are also the people who assist your existing clientele. You must fill that position with qualified personnel.

Unfortunately, many contractors mistakenly allow untrained people to represent their businesses during those extremely important phone calls. They probably conclude that anyone can answer a phone. Therefore, a low paid call taker is a better financial alternative than a high paid call taker. That type of thinking is inane. It

doesn't take into consideration the fact that a qualified person handling their phones will have a better opportunity to address the caller's situation. And therefore, make more revenue producing appointments due to their qualifications.

Your call takers must 1) know how to say the right things; 2) be friendly and cheery; 3) have the correct answers and protocols that pertain to your business so they can serve the caller in a consumer acceptable fashion; 4) be intuitive as to the sincerity of callers; and 5) believe in your company policies. If the call taker does not have all of these qualities, the chances of phone conversations turning into revenue producing appointments will be greatly diminished.

Your call takers need to be taught the importance of each call to your business and their own employment. They must not speak of topics that can be volatile and give callers the wrong impression of your business. They must be sincere, friendly and caring, as they address the consumer's needs in an uplifting and cheery manner so they can put the consumer at ease. This will help give the caller more reason to trust that your business can competently take care of their needs. An old adage says that you get more flies with honey than vinegar. You will get more revenue producing appointments made with knowledge, a great attitude and obvious intent to help address the requests of those who need your business' services when they call.

Consumers, especially those who have never utilized your services, might have questions about your procedures. Your call taker must have answers to those questions. The best way to assure your call takers have the right answers and believe in your protocols is to train them as to the importance of those policies and the reasons for their existence. This will help them interpret each caller's demeanor so they can address that caller's requests, as well as any apprehension the caller may have about your company. The end result will be more money making appointments made.

Once the call taker is properly trained they will need some tools. Figure 1 shows a sample from which I call a service call ticket. It is one of many tools I have developed for contracting business call takers so they can take care of callers in an assuring and expeditious manner. Using a form such as this can be done with paper or in a computer. The information on the service call ticket

It's said that the first 15 to 30 seconds of a conversation between two people are the most important.

Figure 1

CLIENT: _____ **DATE:** ____/____/____

CALLER: _____ is Owner Tenant Other _____

DAY: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

TIME: AM PM Anytime during day After _____ AM PM

8:30-9:30AM 9:30AM-NOON NOON-2:00PM 2:00-4:30PM Other _____

SERVICE CALL TICKET
DISCOUNT, for appointment made if any.
 _____ %
Reason for discount _____

1 CALL Call came in on: Mo. _____ Date _____ Year _____ Time _____ AM PM Call taker _____

CALLER STATUS: CALLER IS Existing Client SERVICE AGREEMENT CLIENT # _____

New Client

CALLER GOT OUR PHONE # FOR CALL FROM: Yellow Pages (30 sector) Pkg. Htg. A/C Recommendation from _____

2 JOB LOCATION Bldg. Type: Single Family House Multi Family House Apt. Building Commercial

REQUEST INFORMATION Condo/Co-op Townhouse Garden apt. style HI-rise Industrial

Client Address _____

Phone: Home _____ Work _____ Cell _____ Fax _____

E-mail address _____ Nearest cross street to job location _____

Job location (if different) _____

Additional notes _____

REQUEST: PLUMBING HEATING COOLING

OTHER _____

Re: HEATING: # zones _____ Nat. Gas Oil Forced Air Steam HWBS HW Circl. HW Radiant

Re: AIR CONDITIONING: # units _____ Combo with Forced Air Air Handler in Attic Air Handler in other area _____

CALLER 1st NOTICED SITUATION:

NOT GIVEN - caller is SA Client is Existing client & knows procedures said he/she knows procedures / May be call

We verbally quote task prices to you before starting a task & only charge you the prices &/or fees which you pre-approved & authorized.

There is a minimum Service Call Charge to you. Monday-Friday 8:00AM-4:30 PM excluding holidays (Regular Business Hrs.) it is \$500.00 + tax.

All tasks including diagnostic tasks will have prices that are higher than our minimum Service Call Charge to you.

If a task is performed at that visit, there is no Service Call Charge. You pay the task prices to which you agreed.

If a task is not performed at that visit, there is no Service Call Charge. That's when you pay our minimum Service Call Charge to cover the cost of sending a tech to you.

In order to stand by our quoted task prices, we must see any situation before quoting task prices. Therefore, we do not quote task prices over the phone.

Your existing systems which you would like us to service must have been installed in a proper, safe, and serviceable manner.

Payment is due @ time of service call. We accept cash, debit cards, Visa, MasterCard, Discover & Amex credit cards. We do not accept checks.

ADDITIONAL PROCEDURAL INFORMATION FOR AFTER REGULAR BUSINESS HOURS

The minimum Service Call Charge to you SAT. 8:00AM-Noon/ Mon-Fri 4:30PM-6:30PM (After Regular Business Hrs.) is \$500.00 + tax

The minimum Service Call Charge to you ALL OTHER TIMES (After Regular Business Hrs.) is \$500.00 + tax

Material not on our truck is not available. Therefore, we may not be able to complete task AFTER Regular Business Hours.

If we can't complete your request after regular business hours, you would still be responsible for all higher service call charges, agreed prices &/or fees.

AFTER Regular Business Hours task prices are 50% higher than Regular Business Hours task prices.

Additional comments, notes, &/or procedures given: _____

4 CHRONOLOGY of CALL: Tech _____ Dispatch _____ Arrival _____ Departure _____ Total Time _____ Start Mileage _____ End Mileage _____ Total Mileage _____ Mat. Pick Up _____

Called In progress Yes No

Complete Paperwork Yes No

Rescheduled Cancellation at _____ AM PM

to _____ / _____ 2010 Cancellation reason given by consumer _____

(Turn to DiToma, page 36.)

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DiToma

(Continued from page 36.)

should be tailored to your company needs and protocols.

Place check boxes before each item on your service call ticket. When checked, some of those boxes will indicate that the caller addressed the item. Other check boxes will indicate information the call taker received from the caller. If there is any question as to how the call was handled, you will have documentation.

The sample form's upper portion is for the client's name, as well as the caller's name if they should be different. It also shows the relationship of the caller to the property needing service. Sometimes you might get a call from someone who has no right

to authorize any service to be performed. It would be wise to know that before making an appointment. This portion of the form also has space for the appointment date, day and time. Additionally, there is space for any special discounts your business may be extending at the time of the call, or those discounts that apply to your service agreement clientele.

Section 1 addresses the origin of the call. There's space for the following information: 1) where the caller found your number for the call (this let's you know which method of advertising pays off the best); 2) date and time of the call; 3) the call taker's name; and 4) the status of the caller with regards to your business.

Section 2 is for 1) the address and type of building requiring service; 2) client contact information; 3) the

client request; and 4) when the caller first noticed the situation. That fourth piece of information can really help the call taker (for scheduling purposes) know the difference between the request being an emergency or just an inconvenience.

Section 3 puts in front of the call taker your company's standard regular business hour (and after regular business hour) operational procedures. By giving the caller this information before dispatching a service tech/vehicle, you will know that your call taker informed the caller of those policies and that the caller accepted them before you incur the travel expense associated with sending the tech to the consumer.

All the issues I put in the form are important. But, since there are so many ignorant and illogical contractors out there who give free estimates for service work, repairs, replacements and installations, the most important fact to give the caller is that there is a minimum charge to send the tech to them. Charging a minimum service call charge, which at the least covers the cost you incur to send your personnel to the consumer, is the only intelligent logical and fair way for you to recover the cost you incur to address the consumer's request.

Section 4 is the chronology of the appointment showing 1) a courtesy call before dispatching tech; 2) the job is in progress; 3) the job is completed; 4) the completion of paperwork; 5) tech and times to provide service; 6) mileage used to perform service; 7) rescheduling of appointment, if any; and 8) consumer cancellation of appointment, if any, with the reason for cancellation. Knowing which consumer makes an appointment they later cancel and the reason for the cancellation will give you valuable information (if you track the info) as to whether you want to tie up your valuable schedule with those who are apt to cancel an appointment that could have been given to another client who really needed that time slot.

This type of form used in conjunction with a proper job schedule form can make your administrative responsibilities pertaining to each caller easier to handle.

If you need assistance setting up logical procedures that will make the administrative responsibilities of your business operation easier, simpler and friendlier, give me a call at 845/639-5050. I wish you — Good Health! Good luck! Much Prosperity! ■

Plumbing News

Emcor Group, Inc. subsidiary awarded mechanical and plumbing systems contract for Volar Army Barracks

NORWALK, CONN. — EMCOR's Central Mechanical Construction subsidiary has been awarded a contract for the renovation and restoration of mechanical and plumbing systems for the Volar Army Barracks Complex located at Ft. Riley, Kansas.

Central Mechanical will be responsible for installing the mechanical systems at the Volar Barracks Complex, comprised of 223,600 square feet and 13 buildings. The company will also be responsible for HVAC equipment renovation, complete ductwork replacement, and complete HVAC pipe replacement in the buildings.

In addition, Central Mechanical will be responsible for the plumbing for the renovation project, which will involve installation of a water distribution system, including expansion, replacement, improvements, and/or alterations, as well as fixture replacements. The project will incorporate the use of solar water heating to offset approximately 50% of domestic hot water demand and will achieve 30% energy reduction.

The project team will attempt to achieve LEED Silver certification for all 13 buildings. Seven of the Volar barracks buildings are funded through the American Recovery and Reinvestment Act of 2009 program.

Cannistraro earns prestigious STAR Qualification

WATERTOWN, MASS. — J.C. Cannistraro, LLC is proud to announce its recent designation as an MSCA STAR Qualified firm. The

Cannistraro

mechanical construction and facilities service firm recently made news for its signature building energy analysis program as well as its BIM-enabled facilities management solution.

For more information about Cannistraro Facilities Services, visit www.cannistraro.com.

Richard P. DiToma is a contracting business consultant and active PHC contractor with 40 years of experience in the PHC industry.

To receive more info about his:

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The Flow Expo. We'll Show It All To You!

Milwaukee Valve's illustrious history is just the beginning

Milwaukee Valve, founded in 1901 as a producer of flow control devices for the plumbing and heating industry, has evolved into one of the nation's leading manufacturers of commercial, industrial, and marine valves.

Based in new headquarters in the Milwaukee suburb of New Berlin, Wisconsin, Milwaukee Valve operates a modern bronze foundry in Prairie du Sac, Wisconsin and produces valves in its two plants in China. Each of these ISO-9001-certified facilities manufactures more than 4,000 types of manual and actuated valves, one of the broadest product offerings in the industry. Engineering for all facilities is tightly controlled in New Berlin, to assure that valves are manufactured to the same quality standards wherever the valve is made.

Milwaukee Valve is also pursuing ISO-14001 certification for all of its facilities, including those in China.

Milwaukee Valve has become one of the leading innovators in quarter-turn ball and butterfly valves, as well as actuators and operators. This emphasis helped facilitate the piping system automation that has been evolving through America's core industries. The Milwaukee Valve line of products is used predominantly for commercial construction and industrial process projects.

New technology, new products

Continuing to follow its mission of innovation, Milwaukee Valve recently developed a double dead-end service iron butterfly valve. Priced at the same level as the company's previous butterfly design, it is also field-repairable. An impressive development, but this new "end of the line" butterfly valve is just the beginning, claims the company.

Milwaukee Valve recently added a line of high-performance butterfly valves to turn high-pressure applications into low-risk decisions. The high-performance butterfly valve line is designed for the elevated temperature and pressure requirements found in rigorous commercial and industrial applications.

To help customers comply with the new 2010 lead-free laws that have taken effect in some states, Milwaukee Valve has developed the UltraPure line of lead-free valves. This new line of ball, gate, globe

and check valves features robust alloys that exceed the stringent requirements that pipes, valves and fittings contain less than 0.25-percent lead when used in potable water applications.

A strong foundation

Milwaukee Valve's growth began in 1959, when valve industry veteran Herschel Seder bought the company from its former owner, Controls Corporation of America. After acquiring Milwaukee Valve, which was primarily a plumbing valve manufacturer, Seder expanded the company's activities in military shipbuilding, which quickly generated additional revenues. Another area in which Seder gained national renown was in expanding government contract work.

The company later diversified into industrial and commercial markets, which are now the company's core markets. In 1991, Milwaukee Valve acquired the Hammond Valve Corp., which produces valves for residential and commercial applications.

Seder has enjoyed seeing his children take active roles in the growth of his company. His oldest son, John Seder, stays integrally involved and is well known to the company's many distributor, contractor and end-user customers. His daughter, Diane Seder, contributes a great deal to the company's creative development, marketing and continued profit-making capability.

Becoming a leader

Industry circumstances have played a critical role in providing Milwaukee Valve with the opportunity to assume an industry leadership role, as many of the major valve brands of the mid-20th century struggled with the challenges posed by domestic and overseas competition. Even niche industry innovators in cast steel, high performance butterfly and industrial ball valves have lost much of their market dominance. This gave Milwaukee Valve and others the opportunity to fill the vacuum left by many of these former industry leaders.

Another important change for Milwaukee Valve occurred because of global pressures dictating the reduction of manufacturing costs wherever possible. In response to those pressures, Milwaukee Valve opened two plants in China over the past decade.

Milwaukee Valve maintains product quality through total control of operations. Worldwide engineering capabilities have been dramatically increased, and all functions of design are managed in the U.S. "The Milwaukee Valve name is not subcontracted," remarked Herschel Seder during a recent visit to his overseas plants. "It is important for us to continue as the manufacturer. Given our levels of supervision and design control, we can manufacture anywhere in the world, and our customers will specify and install Milwaukee and Hammond with the greatest of confidence."

Milwaukee Valve places great emphasis on the specification market. Many specifying engineers are content to add "Or Equal" to job specifications. To Milwaukee Valve, there is no such thing as "Or Equal". Every Milwaukee Valve and Hammond Valve product is designed and tested to confirm that it meets industry standards and specifications. Every facet of production is monitored and supervised, from design, through materials, through final production, so that when a valve makes it onto a jobsite, the building owner, engineer and installing contractor all know that Milwaukee Valve will stand behind that product.

Milwaukee Valve has also created strong ties with mechanical contractors. John Seder continues to make this a primary focus of his efforts, and Milwaukee Valve is a leader in that area. Despite the current slowdown in commercial construction, Milwaukee Valve anticipates holding its strong position during the expected comeback of commercial and industrial contracting markets.

Into the future

Herschel Seder takes great pride in his family's ownership of Milwaukee Valve. He has been at the forefront of the firm's continued growth and evolution for more than 50 years, and his children have played important roles in the firm's success. While succession planning has assured the continuity of family ownership, family members have also recognized the need for professional management by industry-savvy achievers. Rick Giannini has assembled a management team led by some of the best and brightest talent in the valve industry. The key personnel and the organization



BY MORRIS R. BESCHLOSS
PVP & economic analyst emeritus

needed to guide future growth are in place, according to the company's management.

In recognition of its achievements and future potential, Milwaukee Valve has been honored as a prestigious charter member of the "Wholesaler Hall of Fame." Continuing to uphold this reputation, Rick Giannini serves as the company's current president and CEO. Giannini previously served in top positions with leading valve manufacturers, such as Hills-McCanna, and is also a member of the ASA Industrial Piping Division governing council.

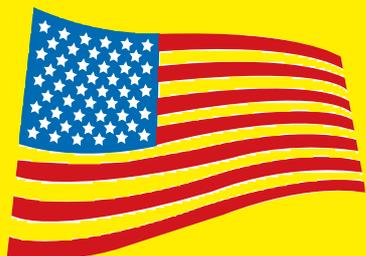
Having grown from a small provider of bronze and specialty marine valves to an outstanding producer of a complete line of flow-control products to the power generation, process piping, oil production and refining, and commercial and residential construction sectors, Milwaukee Valve stands out as one of a select few full-line producers that are approved and specified by the pipe-valve-fitting sector.

For more information about Milwaukee Valve, its product lines and sales network, visit www.milwaukeevalve.com <<http://www.milwaukeevalve.com/>> .

On a personal note, I had the advantage of working with Herschel Seder, as his assistant, when I joined Hammond Valve on October 1, 1956. Both his father-in-law, Irwin Altschuler, and mine, Samuel Greenwald, were partners in the original Hammond Brass Works, which was the predecessor to Hammond Valve, so named after being acquired by Stamford, Conn., based Condec Corporation in November, 1958.

Although we eventually became competitors in the valve industry, the family relationships continued warmly. Herschel stood up for me at my wedding in November, 1954, and became godfather to my first born, Michael, today the nation's leading presidential historian. ■

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The President's Men

Phc News conducts exclusive interviews with MCAA presidents Lonnie Coleman and Robert Armistead



Lonnie Coleman,
MCAA president
Coleman Spohn Corporation,
Cleveland

Since its inception in 1889, the Mechanical Contractors Association of America (MCAA), under a different name, has been instrumental in the plumbing and mechanical industry. Founded in 1889, MCAA was then called the National Association of Master Steam and Hot Water Fitters. In 1918, the leadership changed the name to Heating and Piping Contractors National Association (HPC). With the advent of air conditioning, the leadership in 1933 renamed the organization The Heating, Piping And Air Conditioning Contractors National Association (HPACC). Finally, in May 1955 the organization became known as the Mechanical Contractors Association Of America, Inc., its fourth and, to-date, final identity.

Phc News recently conducted exclusive interviews with current MCAA president, Lonnie Coleman, and MCAA president-elect, Robert Armistead. Here are their views on the industry and the MCAA. The following interview was with Lonnie Coleman.

Phc: How did you get involved with the mechanical industry?

Coleman: My introduction into the mechanical contracting industry started when I accepted an invitation in 1969 to serve a pipefitters' apprenticeship in Cleveland. Upon

completion of the five-year apprenticeship, and working two more years as a journeyman pipefitter, I realized there was not a lot of upward mobility for me as a pipefitter and decided to start my own mechanical contracting business. The founding of the business was accomplished in 1976.

Phc: Among the faces of past MCAA presidents, can you describe the significance of being chosen to lead the MCAA?

Coleman: I am deeply honored to have been chosen to lead the MCAA this year as its president. I love the fact that this put me in a position to help make a difference and create opportunities for others. Each MCAA president before me advanced the industry and it has been a privilege for me to follow in their footsteps. I also want to recognize all our volunteers who serve on our Board of Directors, our many Committees, as leaders of the MSCA and PCA, on our

forts to enhance and build our markets. And last, but certainly not least, I wanted to continue our strong relationship with our labor partners at the United Association as we work toward our common goals.

Phc: Do you feel that you met your goals? Explain.

Coleman: Absolutely. I am delighted that despite the recession, the association is in excellent shape as I turn it over to Bob Armistead. Our educational offerings have continued to be sell-outs. We held new programs on Building Information Modeling (BIM) and Project Acquisition. We lobbied extensively and effectively on the Hill and with the Obama Administration to expand our markets. Along with the United Association, as founding members of the Rebuilding America Coalition, we have made the case for what this industry can accomplish to improve the energy efficiency of our nation's building stock and reduce our use of

"The economy certainly made it a tough year for our industry. But in all honesty, the recession didn't make my job at MCAA any harder this year, just different. We were able to add to our member benefits and provide additional resources to help our members succeed in new markets and offer new services, especially in the energy services and high performance building areas."

Manufacturer/Supplier Council, and in so many other ways.

Phc: What were your initiatives for the MCAA as president?

Coleman: When I took over as MCAA president last March from Jack Wilhelmi, I announced four areas in which to focus to build on Jack's accomplishments and further benefit our members. First, I wanted to help our contractors add to their knowledge and expertise to become the "go-to contractors" as more private owners and public agencies use fast tracking, design build and building information modeling. Second, I wanted to continue providing first-rate educational programs for our members to help them excel in managing their people and resources. Third, I wanted to continue our ef-

imported oil. We also have been very active in lobbying on pension reform, health care reform and procurement issues.

Phc: The economy, the economy, the economy. I would have to imagine that it was a tough year economy-wise as president. Did the economy affect your vision as president?

Coleman: The economy certainly made it a tough year for our industry. But in all honesty, the recession didn't make my job at MCAA any harder this year, just different. We were able to add to our member benefits and provide additional resources to help our members succeed in new markets and offer new services, especially in the energy services and high performance

building areas.

Phc: What advice do you have for the struggling contractor?

Coleman: As I have gone around the country this year I have urged our members to stay strong. This is the time to refocus and look ahead at how our industry is changing. They can use this time to take advantage of MCAA's educational opportunities and prepare their company for the eventual and inevitable upturn. Going forward this is still an industry of great opportunity.

Phc: How do you see the economy in 2010?

Coleman: It's clear that 2010 will be down from peak levels across almost all of our markets and in most regions of the country. In most markets, 2011 basically will be flat, as compared to 2010. We expect that most construction markets will begin to trend upward into 2012. One bright spot that our contractors are focusing on is green and sustainable construction, which cuts across all market segments. We expect energy efficiency retrofits, as well as high performing new construction to be increasingly popular in all types of buildings and market segments.

Phc: Briefly describe the benefits of an MCAA membership? (Seminars, educational materials, conventions, etc.)

Coleman: MCAA is widely known as the Education Association...and for good reason. Throughout the year, MCAA provides a variety of educational offerings that are designed to advance our members' knowledge about new industry trends, technologies and practices.

This year, we are particularly proud that we have expanded our online webinars to encompass a wide range of our programs and services for members, including green and high performance construction, management methods, safety, BIM and information technology — all to our members' desktops.

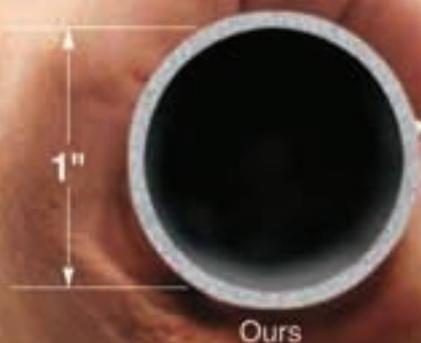
Of course, our workshops, seminars and institutes continue to sell out, and we have programs again this year on prefabrication, BIM and other business topics. We also have first-rate industry leaders that teach across the country through our National Education Initiative seminars. And our Advanced Leadership Institute continues to provide world-class entrepreneurial education for our members' senior executives.

(Turn to Coleman, page 44.)

Sometimes a hands on demonstration is all you need.

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Circle 29 on Reader Reply Card

The President's Men



Robert Armistead,
MCAA President-Elect (President
as of April 1, 2010)
Armistead Mechanical, Inc.
Waldwick, New Jersey

Phc: How did you get involved with the mechanical contracting industry?

Armistead: I was raised in a family-run mechanical contracting business started by my grandfather. At a young age, I worked summers and school breaks in the family business, learning the trade in the field and later working with the estimators and project managers in the office. I received my Bachelor of Mechanical Engineering from Villanova University. After college, I served as a Naval Engineering Officer aboard the guided missile destroyer USS Richard E. Byrd, stationed with the 6th Fleet. Upon completion of my tour in the Navy, I returned to New Jersey and went back to work in the family business. The Armistead family has been in the mechanical construction and engineering business for four generations.

Coleman

(Continued from page 42.)

These educational offerings are in addition to the Web-based Labor Estimating Manual, our entire suite of safety resources, and other resources that are provided free of charge during the year as benefits to our members.

Phc: One of the best shows annually, what will be some of the highlights at this year's MCAA show in San Francisco?

Coleman: MCAA 2010 will be yet another opportunity for some of the best leadership education in the industry. Our convention

Phc: You now stand among the shadows of prestigious past MCAA presidents. Can you describe the significance of being chosen to lead the MCAA?

Armistead: Being chosen to lead MCAA is a tremendous honor and a highlight of my career. Having served on MCAA's Executive Committee now for three years I've seen how hard my predecessors have worked and what a great job they have done. I am fortunate to inherit an association in great shape and with many fine initiatives under way thanks to Lonnie Coleman, and I will try to measure up as I take over and continue that fine work.

Phc: What are your initiatives for the MCAA for 2010?

Armistead: During the next year, we will be continuing to develop and refine the world-class educational opportunities that we provide to our members. The educational opportunities available through MCAA help our contractors stay ahead of the curve as our industry changes.

It is not surprising to me that every one of our programs has continued to sell out even in this business climate. Education is the way to help our members get through these difficult economic times and our programs also prepare them for the uptick that will eventually come.

Throughout my MCAA career I have been active in helping shape our career development program. Our industry needs to continue educating young people about the opportunities in this industry to attract the best talent to our firms. I will continue to support the growth of our highly successful student chapter program, and through my position on the national board of the ACE Mentoring program,

theme this year is "Your Bridge to Success" and we have a great lineup of business speakers, as always. I am delighted that our Opening Session keynote speaker will be former Secretary of State Condoleezza Rice. Our Awards Breakfast will feature football great Mike Singletary, and our Closing Session will feature Miracle on the Hudson pilot Captain "Sully" Sullenberger. And of course, we're all looking forward to being in San Francisco, one of the greatest cities on earth, partying with the rock band Chicago. It should be an exciting week — a celebration with a purpose! ■

continue extending that reach into the high schools.

We will of course continue to work with our labor partners at the United Association on our advocacy efforts to grow our markets and our legislative initiatives to ensure a fair and level playing field versus the open shop.

Phc: Will the economy be a hindrance to carry out some of your goals?

Armistead: The downturn in the economy has hurt our markets and it's sure made our lives as contractors more difficult. But MCAA as an association is well-positioned, and we are committed to providing the first class services that will help our members as they prepare for the eventual uptick.

But looking forward, I think that in a few years' the industry will not be the same as we had before the recession. Contractors are using this time to prepare their people and their companies for the future. This is the time to invest in education, learn new technologies like BIM, look

rebrand our companies and develop new business lines.

We are also developing our skills in new technologies like BIM. Keeping up with technological change and making the necessary investment is a challenge, particularly in a down market. MCAA is helping by providing workshops and learning opportunities on BIM, as well as advice for contractors from our Information Technology Committee.

And probably one of the biggest challenges is keeping our people motivated. It's tough when the market is so competitive. We have to trust that if we keep doing the right thing, we'll be okay in the long run. I see that as one of my most important jobs — making sure that the people that are working so hard know how much they are appreciated.

Phc: What are some market segments that may be on the rise for 2010? (Healthcare, education, commercial green, etc.)

Armistead: One of the markets that should be on every contractor's radar is the "green" construction

"Throughout my MCAA career I have been active in helping shape our career development program. Our industry needs to continue educating young people about the opportunities in this industry to attract the best talent to our firms. I will continue to support the growth of our highly successful student chapter program, and through my position on the national board of the ACE Mentoring program, continue extending that reach into the high schools."

at new markets like green and sustainable construction, and think about new ways to interact with clients and develop your own business opportunities. MCAA is committed to putting our resources toward helping our members with these challenges.

Phc: What do you see as the top obstacles facing contractors in 2010? (Explain each and offer suggested advice.)

Armistead: At Armistead Mechanical, as at so many other contracting companies, we're facing the fact that our business has changed. We need to develop new skills in order to make the most of the opportunities ahead.

First of all, we are thinking outside the box to search out new market opportunities and reach out to owners and clients. MCAA and its service contractors group, MSCA, and its plumbing contractors at PCA are helping members think about how to

market. While we often think about the construction of new LEED-certified buildings, opportunities worth considering include remodeling and retrofitting existing facilities to reduce energy and water use.

Many manufacturers, companies and building owners are looking to differentiate themselves to their customers by upgrading and greening their operations. These opportunities cut across all market segments, and we think they are worth the extra effort it may take to pursue and develop them.

We realize the growth of this market is somewhat limited by access to capital. MCAA, along with our labor partners at the United Association, is working with Congressional leaders and the Administration as part of the Rebuilding America Coalition to include in future jobs and energy legislation incentives and funding for both private and public owners who want to update their buildings ■

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Circle 30 on Reader Reply Card

1Q prices steady or trending upward

Piping and Equipment Inc. market condition and activity bulletin

January – March 2010

Stainless Steel Pipe

Pricing: Stainless Steel Pipe manufacturers indicate pricing increases of 3% - 5% for the first quarter 2010. Manufacturers indicate no reliable fundamentals or demand driving the increases. Surcharges continue to keep some prices high and most mills have announced base price increases. Commodity prices are starting to climb again despite any change in real demand.

Lead Times: Deliveries are forecast for 6 - 8 weeks with fill rates dropping. Mills have not re-built their inventories due to conflicting market signals. Specialty materials are forecast for delivery in 8 - 12 weeks.

Comments: Welded tube and pipe make up the largest individual segment in the stainless steel market. One domestic manufacturer indicates that more import product from Asia, South America and Europe seems destined for the U S market since foreign home markets continue to struggle. Steel Market Intelligence in a research note reported that China's top steel maker Baosteel has raised benchmark flat rolled steel prices for February delivery by 5%. Morgan Stanley reports that metal prices may average 32% higher in 2010 because of strengthening industrial production, driven by growth in China.

The accompanying chart for the Stainless Steel Price Index was published by MEPS covering the period December 2008 to December 2009:

One manufacturer comments that the pipe and tube market in 2010 will be a challenge, and will generally lag behind the economy as a whole.

Stainless Steel Weld Fittings, Hi-Pressure Fittings, Stainless Steel Flanges

Pricing: Manufacturers indicate mixed signals with one reporting 3% - 5% down, 1% - 2¹/₂% up, and no change. One manufacturer comments that pricing is at the bottom and they do not see commodity fittings going up, but they believe that exotic specialty items will probably go up 8% - 10%. Raw material pricing is showing signs of increasing. One manufacturer comments that this year will see rising costs in nearly every category.

Lead Times: Deliveries are forecast for 2 - 4 weeks for commodity material and large O.D. fittings out 4 - 6 weeks. Fill rates remain at 80% - 90%. Some exotic grades are available and others are not.

Comments: One manufacturer notes that demand and the economy is still a big question mark, but with supplier inventories so low, they expect to see some activity. Another manufacturer comments that Quality

is back in focus. There are reports that there has been an alarming increase in the number of non-conforming materials, especially in the area of specialty materials where specifications are not being followed in both domestic and import material. It seems that product quality is important and end-users are checking material and test reports! These reports are coming from end users and distributors.

One stainless steel fitting manufacturer comments, "even for nickel, spot, cash prices have exhibited extraordinary volatility since October. This is in stark contrast to stainless steel's other primary inputs, chromium and molybdenum which both remained relatively stable throughout the same time period. Both inputs are exhibiting signs of strength within the first couple of weeks of 2010, while nickel's current trend line seems anything but clear." The actual pace of demand recovery, re-stocking is the most important key to determining nickel's — and by extension — stainless steel's 2010 price direction. LME inventories of nickel are at record highs and continue to climb, weighing heavily on the exchange's most thinly traded metals' fundamentals. When re-stocking re-emerges in earnest, it could serve to rapidly cut stocks and increase prices.

Additional key factors that will influence nickel's near-term price direction will include:

- The U.S. dollar — if the U.S. dollar continues to weaken, prices of nickel, other base metals and virtually all commodities traded in U.S. dollars will strengthen. (And obviously, the reverse also holds true.)
- Higher oil prices will increase demand, and in turn, price levels for nickel and stainless steel.
- The pace at which credit restrictions ease and banks become less adverse to risk will go a considerable way toward driving general consumption of metals.
- Continuation of government stimulus packages in developing countries, particularly China and India.

Major coil and bar mills have returned to profitability and apparently are attempting to offset reduced demand by raising mill base prices. It will be very interesting to see if the recent increases imposed will stick or whether they will succumb to continued demand weakness. Those issues will come into sharper focus just after the Chinese New Year holidays come to a close at the end of February.

Carbon Steel Pipe — Seamless, ERW & Continuous Weld

Pricing: Carbon Steel Pipe manufacturers indicate pricing increases of 1%

- 2¹/₂% and welded pipe up as much as 5% due to raw material costs, supply and demand. OCTG bookings have increased.

Lead Times: Manufacturers indicate deliveries of 6 - 8 weeks for commodity material.

Comments: One manufacturer indicates that OCTG prices going up could affect line pipe deliveries (the type of pipe used for making welding fittings). There are some signs of recovery as U.S. Steel, Cliffs and Arcelor-Mittal have made plans to reopen major ore operations in Minnesota as a joint venture. Thomas Danjcek, president of the Steel Manufacturers Association in Washington D.C., had some strong comments concerning the climate change accord developed in Copenhagen meetings. He said, "It is difficult to understand Copenhagen when there are such serious and obvious flaws. Copenhagen never addressed emission reduction, only capital redistribution." He also predicted that if Copenhagen is implemented, U.S. industries would experience a GDP loss of \$3.1 trillion, raise electric energy costs 50% and cost U.S. industries 2.4 million jobs.

Domestic producers of OCTG along with the United Steelworkers recently appeared before a six-member U.S. International Trade Commission panel to appeal for countervailing duties on dumped and subsidized OCTG imports from China. USW International president Leo W. Gerard says the future of 6,000 workers from seven OCTG pipe producers are at stake in an industry where nearly half of the domestic workforce has been laid off. This case is the largest in U.S. history with the imports valued at \$2.6 billion in 2008. The seven producers are U.S. Steel, Pittsburgh, Pa.; Maverick Tube Corp., Hickman, Alaska; Evraz Rocky Mountain Steel, Pueblo, Colo.; TMK IPSCO, Downers Grove, Ill.; V&M Star LLP, Houston; V&M TCA, Houston; and Wheatland Tube Corp., Beachwood, Ohio. Members of both congressional houses signed onto letters to ITC chairman Shara L. Aranoff supporting the petitioners' position, including 41 House members and 13 senators.

Carbon Steel Weld Fittings and Flanges

Pricing: Pricing for carbon steel weld fittings and flanges is expected to remain stable at current levels through the end of the first quarter of 2010. Pricing for raw material remain relatively stable (seamless pipe and raw forgings) are expected to be stable through the first quarter.

Lead Times: Deliveries for commodity material is 2 - 3 weeks, with fill rates of 80% - 90%.

Comments: Market conditions for commodity carbon steel butt welding fittings and forged carbon steel flanges are expected to continue to remain steady with some slight increases due to inventory replenishment. Softness is being experienced in various markets hardest hit by the recession. The backlog of funded projects continues to support demand although they are declining and should be depleted by mid-2010. Government spending on the BRAC Program and government buildings continues to support demand in certain areas of the country and should continue through 2010. Recovery and Reinvestment Act Funds have not made any noticeable impact on the market. Key issues that directly affect the PVF market in 2010 are:

- Availability of funding in the private sector
- "Cap and trade" taxation
- Card check legislation and the application of the remaining 60% of the Recovery and Reinvestment Act Funding.

Manufacturers indicate that inventories for both manufacturers and supply houses have been allowed to run down below their minimum levels, and the need to replenish material is becoming more and more apparent.

Forged Steel Fittings

Pricing: One manufacturer forecasts price increases of 5% - 7% during the first quarter of 2010 due to raw material increases and the cost of doing business, while another does not anticipate an increase until probably the second quarter 2010.

Lead Times: With fill rates of 80% - 90%, the balance of material is shipping in 6 - 8 weeks.

Comments: Oil prices up and natural gas prices up; there seems to be indications of the market improving. Scrap prices are up 30% in January and expected to continue at the same level increasing in February. Scrap prices are up due to a shortage of scrap. Carbon Bills on hot rolled steel bars increased their base price the first of January and rumors are circulating another base price increase by the end of the first quarter. Also, scrap prices are going up in February and possibly March.

Stainless Steel Gates, Globes, and Check Valves

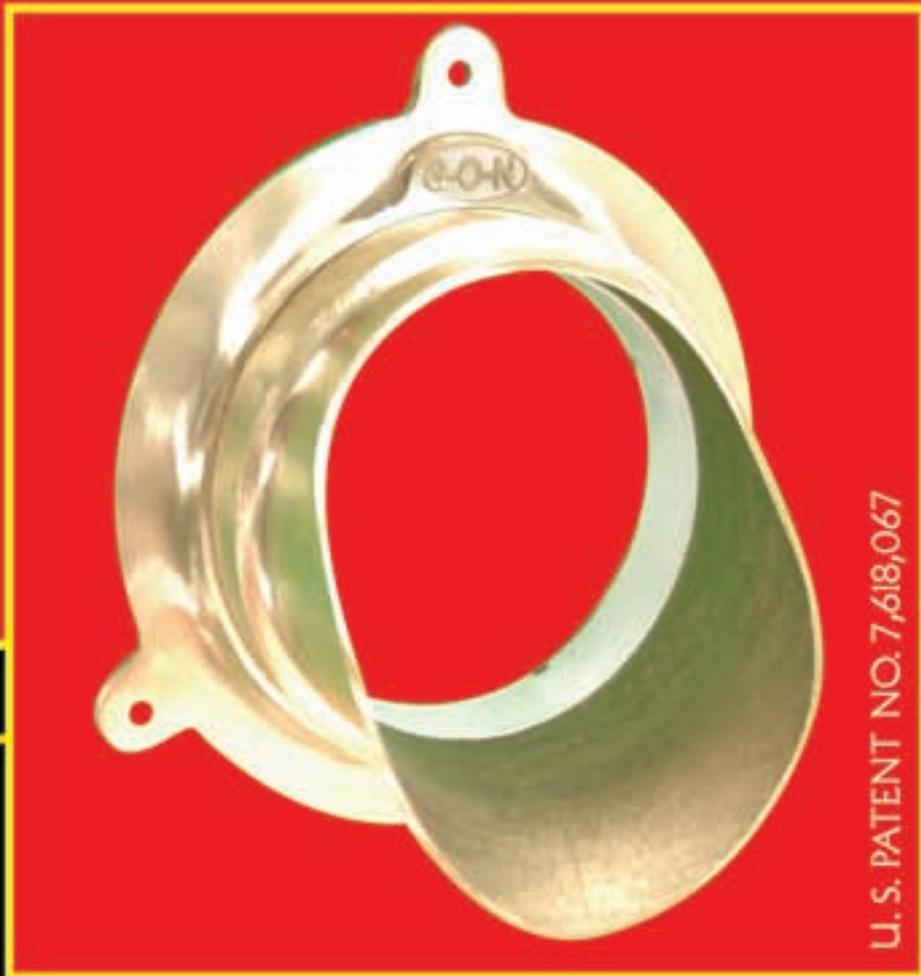
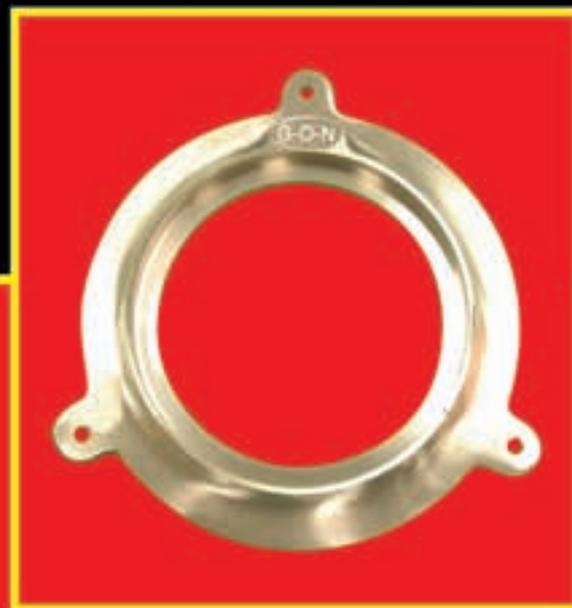
Pricing: No price change forecast for stainless steel gate, globe and check valves.

Lead Times: Fill rates are running 80% - 90%. Shipments are running 8 - 12 weeks for commodity valves not in stock. Specialty material is forecast for shipment in 16 - 20 weeks.

Comments: Valve manufacturers indicate their raw material costs are increasing slightly, but they expect them to stabilize through 2010. Manufacturers are expecting very strong growth opportunities beginning in 2010 through 2015. Manufacturing plants (Turn to PVF Market, page 48.)



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Circle 31 on Reader Reply Card



BY MARK PERRONE
guest writer

Current trends take a contractor's first-hand look at the PVF market

and proposals for extras on the table, hopefully, this brief report will give a little insight as to where the market is headed, and if we should shave a little to land the job or be saving a little for inflation. Beware: this report is based on facts, rumors and opinions from a variety of people I see or talk to every day. It is not a crystal ball, nor a guarantee. It is just based on current trends.

Current trends February 2010: As we pass the half-way point of the first quarter of 2010, the market is pretty depressed. Copper tubing, after climbing most of last year, hit a wall in January and fell 15%. Steel has been falling for a while. Recently, all the metal markets seem to be on the downslide, as the dollar has gotten stronger. As construction starts to pick up this year and demand increases, expect everything to go up.

Copper Tube: Copper tubing has been climbing for the last year for really no good reason except speculation. The Chinese market seems to have run its course; they have a good inventory, as stockpiles in London are seeing historic highs. Some experts are predicting copper up 50% by 2013. It's going to be an interesting roller coaster ride for the first half this year, but until we see some positive growth, it should be a soft market.

Steel pipe: While copper tube was crashing in the fall of 2008, it seemed the steel people cut production and kept the supply and demand in tact, protecting their higher prices. Lately steel caught up to itself. Steel pipe today is less than some pipe numbers we locked into jobs last year, thinking it would

never get this low. But here we are. Although we only use domestic pipe, I saw quotes that imports can be bought at a 30-40% discount. I'm sure this puts a down pressure side to the market. Lately, I have seen several announced increases, talk of the "price in effect" policy and rumors that the price they are getting on some sizes is below the manufacturing cost. No doubt when the economy improves, the market will start going north. I think it is close to bottoming out and will be increasing slowly for the rest of the year.

Stainless Steel: Although we do buy stainless pipe for process applications, the real effect of stainless for us is on no hub couplings. It has always been our policy to install heavy-duty clamps, and they are a good part of the budget for sanitary and storm piping. Due to the depressed markets, there hasn't been an increase in the cost of couplings for several years. My current conversations with a major manufacturer indicated there is no increase scheduled for the first half of 2010.

Cast Iron Soil Pipe: Cast iron has always been one of those products that had a scheduled increase every year of 5-8%, and then a discount adjustment to squeeze another 5% out of us. I noticed there hasn't been an increase in the last couple of years while the times were bad, and they even gave a little back in the discount column. There does not seem to be an increase in the works for the near future — at least the first half of the year. I guess supply and demand will take it from there.

Flat Steel: I would consider this the material from which we make hangers and supports. Always a good size part of our budget, most pipe is hung in the air and some even hung underground. I never gave flat steel a thought because the price never changed. When the list went up, the discount went down, and then a couple years ago (2006), the steel market went crazy, and the cost of hangers went out of sight. When I finally accepted the fact they would not give up the increases, the price fell 20%. Right now it is a soft market, but as in most of the items we track, as the building season get going, the prices will start to increase.

Please understand that the materials we install are copper, steel and cast iron. Most of these are dictated by the codes in the Commonwealth of Massachusetts or specified by the engineers with whom we work. This limits the use for us on the wide varieties of plastics that are available elsewhere. The other point I should make is our company is big on domestic manufacturing, something of which we are all proud. However, this confines our pricing to a limited group of vendors, where those who use both will see a much bigger price swing.

Welcome to my world. ■

For nearly 30 years Mark has been the material/purchasing manager for J.C. Cannistraro LLC, one of New England's largest plumbing/HVAC/fire protection contractors. He specializes in procurement of miscellaneous material including PVF, pipe supports, tools and equipment

Current trends are a brief look at the direction of the commodities market as it affects the mechanical contracting business. Every week J.C. Cannistraro installs miles of copper tube, cast iron, & steel pipe using metal hanging products to attach them to the building structure. To a lesser degree, we use silver in our brazing rod, nickel in our stainless steel, and even lead when we pack and pour joints. These metal markets follow a daily roller-coaster ride, that, in time, affect what you pay for material on a job.

Let's face it, years ago we could lock a manufacturers pricing up for the duration of the project. Not bad when some of our projects would take two years to complete. Then a few years ago it all started to change; the soil pipe people would announce an increase and give you 60 days to take delivery. Steel pipe started a "price in effect at time of shipment" policy — where if you have a large steel pipe project you wouldn't find out your cost until the pipe shipped. Now a day's copper tube is priced weekly from your local supply house, and don't bother getting prices for stainless steel unless you need it in the next couple days as most of their quotes are good for only five days.

Now on any given day with all sorts of budget numbers, job quotes

expected to remain stable thru early 2010, then the market will probably see increases.

Cast Steel Gates, Globe and Check Valves

Pricing: No price change is forecast for cast steel valves through the first quarter 2010.

Lead Times: Forecast lead times are 12 - 16 weeks with fill rates of 80% - 90%.

Comments: Raw material costs are increasing. Very strong growth is expected starting mid-point 2010. Overall there is a lot of high-priced inventory of commodity product in the U.S. with overall demand down.

Forged Steel Gates, Globe and Check Valves

Pricing: Forged steel valve manufac-

turers indicate no price change through the first quarter of 2010.

Lead Times: Deliveries are forecast for 6 - 8 weeks with fill rates of 60% - 70%.

Comments: Forged steel valve demand was down 8% - 9% in 2009 versus 2008.

Quarter Turn Valves - Ball and Wafer

Pricing: Quarter Turn valve manufacturers forecast an increase of 1% - 2 1/2% first quarter 2010 due to raw material costs. Costs appear to be stabilizing and showing less volatility.

Lead Times: Deliveries are forecast for 6 - 8 weeks with fill rates of 60% - 70%. Specialty items are forecast for 12 - 16 weeks.

Comments: The lag in home building and auto sales has directly effected the petro-chemical and chemical in-

dustries. Fifteen percent of refining capacity has been taken off line by major oil producers resulting in cuts in capital projects and spending. Ball valve manufacturers comment that project backlogs for North America are at low points and recovery may not be seen until 2011. ■

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This report is published as a service to the PVF industry indicating the direction of prices, lead times and market conditions reported by various domestic and import manufacturers as they believe the direction the market is heading each quarter.

PVF Market

(Continued from page 46)

have scaled back capacity by 10% to 20%.

Bronze and Iron Gates, Globes and Check Valves

Pricing: Bronze and Iron valve manufacturers forecast no price change during the first quarter 2010.

Lead Times: Valves are shipping in 6 - 8 weeks with fill rates of 70% - 80%.

Comments: Manufacturers comment that overall demand for bronze and iron valves is down. Pulp and paper business is stable. Chemical plant opportunities are increasing. Export business is strong. Mechanical construction continues to remain at lower levels. MRO activity is high. The raw material costs of bronze ingots are

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Circle 32 on Reader Reply Card

Unappealing restrooms discourage hand washing, drive consumers to other facilities

Every public facility has to have restrooms, but too often, the responsibility ends at the water's edge, so to speak.

A recent survey about hand washing habits showed that a surprisingly high percentage of Americans, from kids to adults, do not wash their hands after using the lavatory in a public restroom. Why did so many fail to wash up? Mostly, they blamed the restrooms.

According to the first national Healthy Hand Washing Survey conducted by Bradley Corp., a majority said they skipped hand washing because the restrooms were so unpleasant. They cited sinks that were clogged or otherwise out of order, and wash areas that were dirty, crowded or lacked supplies. More than half the respondents said they only rinsed their hands with water, because all the soap dispensers were empty.

All types of public restrooms were indicted, but some categories fared better than others. Survey participants found casual dining restaurants the most preferred, although even they only scored 45% — and it was all downhill for other restroom types. Restrooms in retail stores were considered preferable by 15%, and airports were right behind with just 13%. Restrooms in movie theaters, fast-food restaurants and grocery stores all scored below 10%, with parks, sports arenas and zoos earning just 1% approval.

Risk of germs offers little incentive

Surprisingly, that survey was conducted when the threat of the H1N1

virus was at its peak. Yet even the risk of contracting flu or passing infection on to others failed to prompt many users to stop and wash up on their way out. More than 50% admitted that even the threat of flu wouldn't change their hand hygiene habits. Some did claim they used a hand sanitizer instead.

It's worth noting that the U.S. Centers for Disease Control and Prevention (CDC) calls hand hygiene "the best way to prevent infection and illness." Washing hands with soap and water is best, the CDC says, with alcohol-based sanitizers a good second option.

Restroom likes and dislikes

Restroom patrons accompanied by young children were especially frustrated by empty or jammed towel dispensers, a lack of space to put belongings, water collecting on sink counters, and sinks and soap dispensers that were too high for children to reach.

What else irks customers about public restrooms — and possibly thwarts their efforts to wash their hands after using the toilets? Empty or jammed towel dispensers were at the top of the list, followed by no place to put handbags or packages; wet sinks; inconveniently located sinks, faucets and soap or towel dispensers; wet floors; and too few sinks.

Appealing restrooms encourage repeat consumers

Statistics show that about 80% of those who enter a public building will visit its restroom. Because a consumer's first impression of a busi-

ness is often based on how inviting its restrooms look, it's important for organizations to ensure that their restrooms provide a positive experience. That's why contractors and project managers are specifying fix-



Public restrooms that are clean, bright and easy to use invite patrons back to a store or business. Fixtures that conserve water and energy are a "selling point" for eco-conscious patrons.

tures that are simultaneously attractive, energy-efficient, durable and easy to maintain. For instance:

Attractive ambience — Lighting in restrooms is an important element in pleasing patrons. With poor, dim lighting, even the cleanest restrooms can seem badly maintained and depressing. Many facilities designers and specifiers are borrowing the warm colors and textures found in many of today's homes, instead of institutional white. They're ordering lavatories, toilet partitions and accessories in complementary or coordinating colors for added appeal. They're incorporating architectural elements — sleek, sweeping lines, curved sinks and rounded shapes v. traditional square ones.

Depending on the type of facility, accessories like oval mirrors can provide additional visual appeal. To accommodate children and those with disabilities, place sinks at graduated levels.

Simplified maintenance — If you're upgrading older facilities, you can save water and update restrooms by replacing old sinks, toilets and urinals with more efficient models. Removing stained or cracked china lavatories and replacing them with solid-surface lavatory systems not only makes older restrooms more attractive, it also makes them more functional. And since these systems

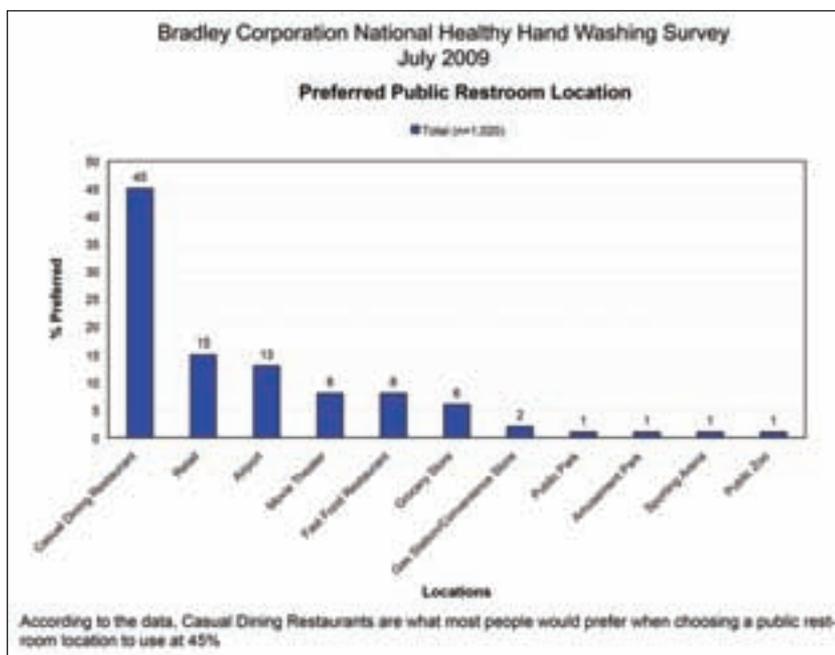
require fewer connections and rough-ins, they also reduce labor costs.

Other features that save money and keep restrooms tidier are built-in soap dispensers that drip right into the bowl, and infrared sensors that shut off flow after use. These can also repel vandalism — espe-

Attractive, updated restrooms can encourage customers to return more often.

cially important in schools and heavily used facilities like shopping malls and airports.

Energy efficiency — Low-flow restroom fixtures have become the standard in commercial restrooms. Toilets that once used 5 to 7 gallons per flush (gpf) are now required to use no more than 1.6 gpf. Many specifiers are also opting for ultra-low-flow toilets and waterless urinals (Turn to Public... page 52.)



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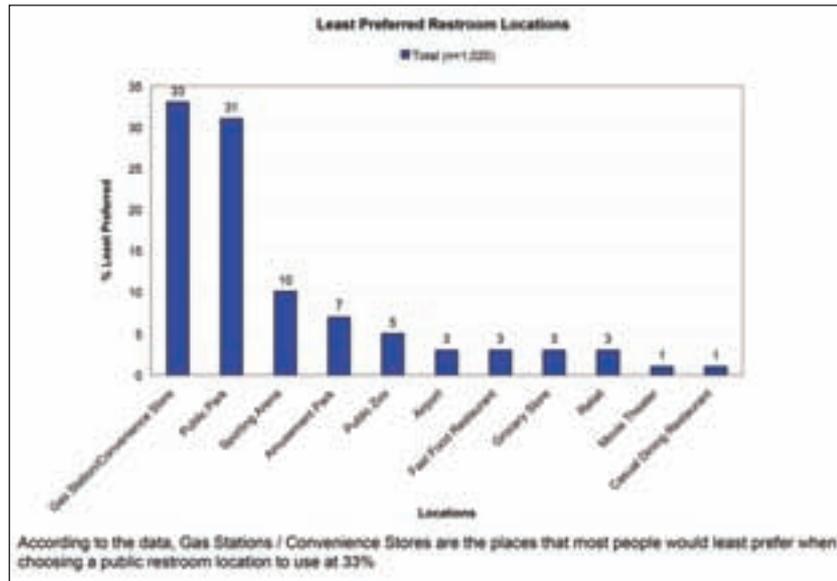
Circle 33 on Reader Reply Card

Public restrooms with appeal help ensure repeat customers

(Continued from page 50.)
for their facilities.

Sensor-activated flush meters can control water at peak times, saving

scarce resources and reducing utility charges. Depending on local codes, water used by lavatories varies from 2.5 gallons per minute to 2.2 gpm,



Facilities designers are borrowing the warm colors and textures found in many of today's homes and specifying lavatories, toilet partitions and accessories in complementary or coordinating colors for added appeal.

with many public restrooms using just 0.5 gpm. Infrared sensors on faucets and lavatory systems save additional water by ensuring that water is only running while someone

is washing his or her hands.

Another way to save energy is with light-activated lavatory systems. Photovoltaic cells integrated into the top of a lavatory system can convert either normal restroom lighting or day lighting into energy that is stored and used to power valves and sensors in the hand-washing fixtures. These fixtures eliminate the need for batteries and electrical hookups. By eliminating replacement batteries, these products not only cut operating costs but also help reduce the 2.5 billion pounds of batteries that are sent to landfills each year.

Restrooms can be much more than just required facilities in public buildings. Attractive, updated restrooms can encourage customers to return more often. And well-maintained, appealing restrooms can persuade users to wash their hands after using the lavatories. As the Centers for Disease Control and Prevention reminds us: good hand hygiene is "the best way to prevent infection and illness." ■

For information on this survey, contact Jon Dommissie, director of marketing and product development for Bradley Corporation of Menomonee Falls, Wis. A USGBC member and manufacturer of locker room products, plumbing fixtures, washroom accessories, partitions and emergency fixtures, Bradley serves the commercial, industrial, health care, recreation, education, and corrections markets worldwide. Dommissie can be reached at Bradley Corp., W142 N9101 Fountain Blvd., Menomonee Falls, Wis., 53052-0309. For more information, call (800) BRADLEY or visit www.bradleycorp.com.

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Circle 34 on Reader Reply Card

Away from home?

You should have a serious talk with your pump.

Protecting your basement is now smarter than ever with the new **SJ10A SumpJet**® from Liberty Pumps. This highly efficient, water-powered back-up pump requires no electricity to operate and features an integrated alarm and optional auto-dialer to call you if the unit has activated. This valuable water-saving feature is especially important if your main sump pump has failed and you're away from home for an extended period of time.



Sequentially dials up to 4 different telephone numbers

555-1234



Patent Pending

Model ADC-1 auto dialer must be used in conjunction with SumpJet® model SJ10A and is sold separately



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Circle 35 on Reader Reply Card

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A new online tool for maximizing digital assets

RIDGIDConnect™ harnesses the power of digital information for increased efficiency, effectiveness and profitability

BY JAY GATZ

Much like the role technology has played in our personal lives, the digital revolution has also impacted our businesses and enabled new capabilities. In the plumbing and HVAC categories, early adopters of digital-based tools, web sites and software packages typically have witnessed an increase in the efficiency and effectiveness of their organization's operations. While there is usually an upfront investment, early digital adopters in the trades also have enjoyed advantages over their competitors in the efficiency that technology can bring, as well as the diversity of service offerings they provide their customers. This, in turn, has led to greater customer satisfaction and levels of revenue and profitability.

Even though the benefits of utilizing technology in the plumbing and HVAC space outweigh the drawbacks, we realized contractors were still looking to resolve a few issues as digital influence grew in the categories. Most importantly, from a contractor's perspective, was finding the answers to the questions: "What's the most comprehensive online tool that will make it easy for me to use digital information to save me time and grow my business?" and "What digital tool is best-suited to serve the needs of my business, workers and customers?"

Meeting the market's digital needs

With our core business based in the plumbing and HVAC trades, and being one of the leaders in the introduction of digital inspection equipment to the trades, RIDGID moved to again meet the demand of our end users and provide an answer to the contractors' questions about the "right" technology for their business.

Working with a select group of contractors from across the plumbing and HVAC trades, we were able to identify specific areas of concern organizations were having regarding using digital media to its full potential, such as:

- Having continuous access to their digital files in a safe and controlled environment;
- Easily being able to file informa-

tion for long-term availability; and

- Making the use of digital media a viable return on investment.

The contractor group added another challenge, which was dealing with the online lifestyle of their customers — residential and/or commercial. They stated people wanted prompt delivery of information and they needed a tool that would allow them to electronically deliver files (photography, files, documents, and/or videos), reports and estimates to their clients, and if requested, be shared with multiple individuals — for instances when more than one individual is involved in the decision-making process. They said this was important in removing any delays in receiving approval on a job, which can lead to lost production time and revenue for the service contractor and also eliminate a majority of the time spent in the office by field technicians making reports or burning copies of digital media.

The answer

After years of development and intensive Beta testing with numerous contractors, RIDGID had the answer — a solution for meeting the digital needs of the plumbing and HVAC trades — RIDGIDConnect™. Launched in January 2010, RIDGIDConnect is an online, subscription-based service that provides secure storage of digital content and records, while facilitating communication of job site reports to customers and other pertinent parties. Accessible from any Internet browser or an enabled mobile device, contractors have 24-hour, seven-day-a-week access to their digital information.

As a result of much discussion with our contractor group, we knew the main focus of the site's development must be to design a tool that allows service professionals to focus on their area of expertise and not worry about how they need to communicate, distribute, sort or manage digital information. RIDGIDConnect makes working with digital information, customer lists, and job records easy while enhancing the professional appearance of your business.

The benefit of RIDGIDConnect: overcoming communication challenges

Sharing, storing and simplifying digital information for viewers to understand were key elements in the development of RIDGIDConnect, all of which lead to assisting service professionals in overcoming communication challenges internally and with customers. Contractors who utilize the service can quickly upload customer lists, media and files from their personal computer or any digital inspection device, thus saving time that was historically spent in the office. The service provides a backed-up archive for media and allows contractors to quickly associate the information with a specific customer or job. Additionally RIDGIDConnect reduces the overhead costs of inspection by negating the need for external media or backup drives.

Collected information then can easily be entered into a job report template within the RIDGIDConnect system. The job report feature includes public fields where customers are provided full details about their job. To help contractors recall job specifics, there are private note fields designed for company viewing only. Once a job report is created, a link is then emailed to one or multiple parties. The report is provided in a professional, easy-to-follow, interactive format allowing for easy customer response.

Any feedback or communication from the customer is retained in the job report and also emailed directly to the contractor so they can quickly respond and follow-up. The contractor's ability to store, retain and recall correspondence with a customer of work done or quoted is a valuable asset to any service business, and in some instances, helps mitigate liability claims.

Another RIDGIDConnect feature gives the contractor the ability to restrict access to a job report to ensure competitors are not viewing their inspections or quotations. Contractors



utilizing the system have seen customers respond to the electronic job reports and estimates 30% faster than with previously utilized communication methods.

To help customers understand the specifics of their job, the site allows for bookmarks to be placed in any videos attached to the job report. This provides a concise, direct view of the problem. Plus, still frame images can also be extracted from a video and marked up to call even greater focus to an area of interest. RIDGIDConnect's media tools are



RIDGIDConnect creates a detailed job report that can be emailed to the customer for easy review.

not just designed for videos and pictures. Any digital file can be supported on the system, which makes it an effective tool for sharing warranty forms, owner's manuals or service reminders with customers, thus enhancing the value of a contractor's services.

RIDGIDConnect: a long-term business asset

Beyond the short-term gains of increased operational efficiency and effectiveness, there are also long-term RIDGIDConnect effects. Companies that utilize RIDGIDConnect will have a vault of detailed information on every customer or job they record and conduct. Think of this as an electronic data collection of your business that can further define the value of your company in the event of a sale, or enable you to offer additional services based upon your understanding of past work or service issues. RIDGIDConnect can help you grow your business.

To learn more about RIDGIDConnect, and how it can provide your company a competitive advantage while maximizing your investment in the digital revolution, visit www.ridgidconnect.com. ■

Jay Gatz is vice president, strategic planning for RIDGID.

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Circle 36 on Reader Reply Card

Helping customers choose the right water heater

When it comes to picking out a new water heater, your customers rely on you to help them choose the unit that's best for their needs. Going with an ENERGY STAR® water heater could be the right choice, helping

homeowners save energy and money. If you are educated on the types of ENERGY STAR water heaters available, you can then provide a valuable service to your customers, by helping them choose the right water heater and leaving them more

satisfied with the installation.

Now is the perfect time for homeowners to consider upgrading their older, standard water heater because of the numerous tax cuts and rebates on ENERGY STAR appliances. Customers may be eligible to receive a 30 percent tax credit on ENERGY STAR solar thermal water heating systems or a 30 percent credit up to \$1,500 on ENERGY STAR gas tankless and heat pump models. Commercial storage

BY KARA RODGERS,
GUEST WRITER



water heaters with Thermal Efficiency ratings greater than, or equal to, 90% are also eligible for this tax credit. As a part of the American Recovery and Reinvestment Act, many states are also offering ENERGY STAR rebates.

A number of utility companies are offering additional rebates on ENERGY STAR models. Information about local utility rebates is available at the Coalition for ENERGY STAR Water Heaters web site at www.eswaterheaters.org. The Coalition for ENERGY STAR Water Heaters is a national awareness and education campaign managed by Consortium for Energy Efficiency. Manufacturers, industry associations, and energy efficiency program administrators sponsor the campaign to promote the benefits of ENERGY STAR water heaters.

Depending on where you live and how many of the federal, state and utility incentives are applicable, your customers may be able to pay back the additional cost of their new high efficiency water heaters in energy savings over a relatively short period of time — usually well within the life of the water heater.

Because of the focus on high efficiency, manufacturers are offering a variety of new types of higher performance water heaters. When you're informed about the increasing number of highly efficient options available for your customers, you can ensure that your wholesalers and distributors are making these products available to you.

As plumbers and contractors, your customers depend on you as their water heating expert. Being knowledgeable about the technologies and products available, particularly the ENERGY STAR options, allows you to help your customers make the right choice, providing them an invaluable service.

The first step in helping customers choose an efficient water heater is educating them on the benefits of ENERGY STAR models: energy and money savings. According to the Department of Energy (DOE), ENERGY STAR-qualified water heaters consume 7 to 55% less energy than standard models, saving a household \$20 to \$300 a year on utility bills, de-
(Turn to Choosing... page 58.)



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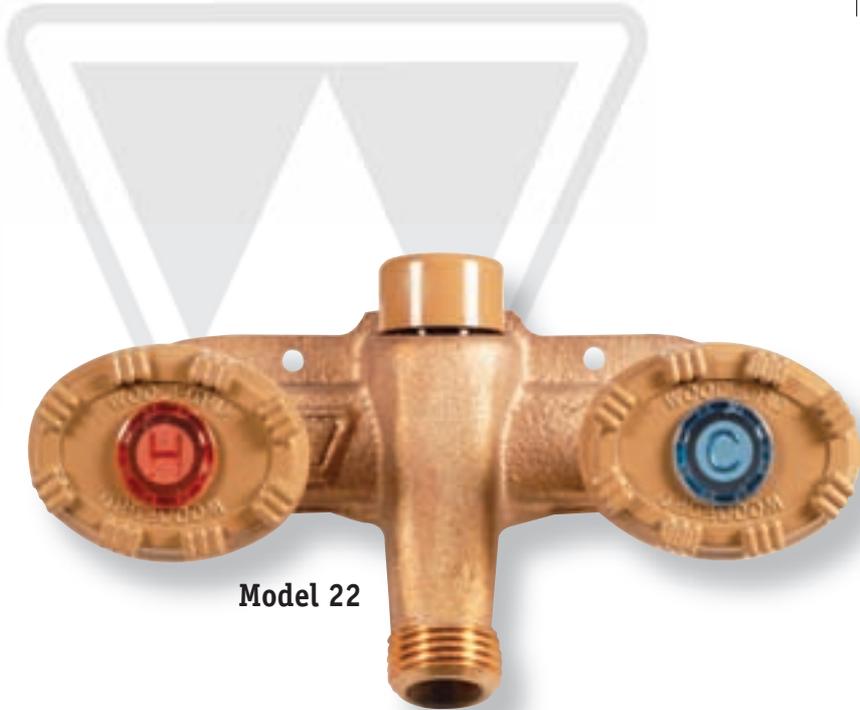
...Super-Sized Trade Show: The industry's largest gathering of heating and cooling service and installation suppliers. Now featuring ALL fuels!

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Model 22

HOT

WOODFORD 22 SERIES HOT/COLD WALL FAUCETS

COLD



Model V22

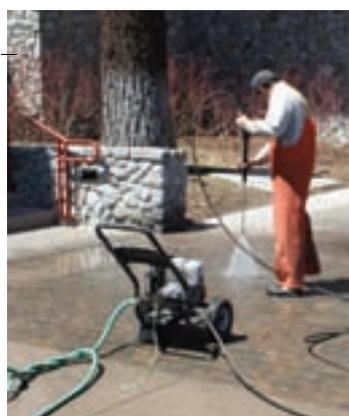
Now, the convenience of year-round outside cold *and* hot water is easy, reliable and maintenance-free.

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Circle 37 on Reader Reply Card

Choosing the right water heater

(Continued from page 56.)
pending on the unit.

There are currently four types of commercially available ENERGY STAR water heaters: high efficiency gas storage, whole-home gas tankless, electric heat pump, and solar thermal. By understanding the benefits and appropriate applications for

these different types of water heaters, you can help homeowners find the right models for their individual situations. As always, it is best to follow manufacturer installation instructions and guidelines, but here are some general considerations to help you guide your customers.

According to the DOE, high effi-

ciency gas storage water heaters offer a 7% reduction in water heating costs, making them a modest upgrade for a planned replacement. This is an ideal water heater to carry on the truck as an emergency replacement for homeowners with gas service available.

A whole-home gas tankless water heater is a great option for new construction or a remodel, offering

up to a 30% reduction in gas bills. Even more efficient, condensing tankless models are also available and provide additional energy savings. However, depending on the model and the home configuration, a gas tankless could require an increase in gas meter size and possibly an increase in line size to a customer's home. Because this may add to installation costs, it's important to familiarize yourself with the manufacturer's instructions.

Electric heat pump water heaters work well for a planned replacement or a remodel for customers who only have electric service available, offering a 55% reduction in water heating costs. Because these water heaters work by taking heat out of the air and putting it into the water, they function well in spaces that have extra heat or require dehumidification. As the heat pump water heater cools the air around it, humidity can also condense out of the air. As a result, these water heaters might require additional labor to accommodate a condensate drain. Again, it's important to familiarize yourself with the manufacturer installation instructions and recommendations.

Finally, if your customer is a proponent of renewable energy and is willing to put effort into maintenance, a solar thermal water heating system is a good option, offering up to a 50% reduction in water heating bills.

There are a variety of ENERGY STAR water heaters that can help many of your customers save energy and cut their water heating costs. Help them make a well-informed choice before they're faced with an emergency replacement. For more information on the benefits of these water heaters, visit www.eswaterheaters.org. Contact your local utility and water heater distributor for information on additional installation training, and check with your wholesaler to make sure they are stocking the latest in ENERGY STAR technology. ■

Kara Rodgers, Natural Gas Senior Program Manager, is responsible for guiding and growing CEE's Initiatives focused on natural gas savings. These programs include a Residential Heating Initiative, a Residential Water Heating Initiative, and the exploration of program opportunities for gas packaged unitary rooftop heating and cooling equipment, commercial boiler systems and commercial water heaters. Rodgers directs CEE's three-person natural gas team.

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GREENING STEAM

How to Bring 19th-Century Heating Systems
into the 21st Century (and save lots of green!)

By Dan Holohan

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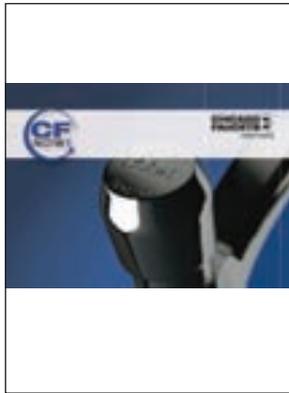
Dan Holohan



Navigator® TMVs

Brochure highlights thermostatic valves, including hi-low, standard, point-of-use, lead-free and those for emergency fixtures. Navigator's single-valve design simplifies set-up and start-up. Anti-scald protection is built in; adjustable set point controls temps to within 3°F. **Bradley Corp.**

Circle 100 on Reader Reply Card



CFNow!™ program

Meets short turn-around times by shipping many products within five days of the company receiving an order. The CFNow! program is available for about 100 products, including electronic, metered and manual faucets and various components. **Chicago Faucets.**

Circle 101 on Reader Reply Card



Flo-Thru™ trench drain systems

Pre-sloped interlocking trench with integral rebar anchor clips reduce installation time by up to 75%. The radiused bottom improves flow and reduces sediment build-up. Choose the trench drain material that meets your needs — fiberglass, stainless steel, or polyethylene. **Zurn.**

Circle 102 on Reader Reply Card



HF-ST hot water storage tanks

Company offers well-insulated storage tanks that provide abundant hot water. Homes with multiple baths, hot tubs and body sprays increase the requirement for the "dump loads" that tankless coil, instantaneous water heaters and plate exchangers can not provide. **Heat-Flo.**

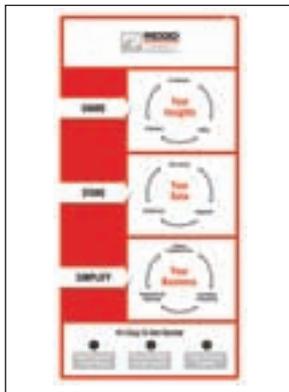
Circle 103 on Reader Reply Card



Data sheet for solar pumping station

Taco has responded to the growth of the solar industry by offering several solar-specific products including its new Solar Pumping Station, which combines all the products needed for a closed-loop water heating system into a pre-engineered package. Complete specs are detailed. **Taco.**

Circle 104 on Reader Reply Card



RIDGIDConnect – An online tool

RIDGIDConnect™ is a subscription-based, online business tool designed for individuals who create or use digital information. Allows for the sharing and storage of digital assets such as diagnostic job site photos and videos, job reports and histories, and maintenance records. **RIDGID.**

Circle 105 on Reader Reply Card



Accelera® 300 heat pump water heaters

Extracts up to 80% of its energy requirements from the energy in the air. Compressor and fan consume only 1kWh of electricity to generate the heat equivalent of 3 – 5kWh. ENERGY STAR certified and eligible for 30% federal tax credit on materials and labor, as well as incentives. **Stiebel Eltron.**

Circle 106 on Reader Reply Card



ICON System™ accessory packages

Packages work in conjunction with the ICON System gas control to provide additional benefits such as comprehensive leak protection and more energy efficient performance, including up to 36% savings on energy usage and an increase in usable hot water — 50% or more. **Bradford White.**

Circle 107 on Reader Reply Card



ELV-Series sump pumps

Designed for elevator sumps, transformer vaults or areas where oil discharge is prohibited. Packaged systems feature the OilTector™ control that senses oil and water and stops the pump before harmful substances are discharged. Alarm can be mounted remotely. **Liberty Pumps.**

Circle 108 on Reader Reply Card



Squire® Stainless Steel Indirects

Expanding its Squire® line to include 12 stainless steel models with capacities between 30-119 gallons. Among the new models will be six solar units, which feature a hybrid system incorporating solar thermal panels with a secondary boiler heating coil or electric back-up. **Lochinvar.**

Circle 109 on Reader Reply Card



Siphonic roof drains

Figure #1005 and 1605 siphonic roof drains promote the principle of full-bore flow within engineered siphonic roof drainage piping systems. Brochure details siphonic technology and illustrates how capturing rainwater from rooftops aid in rainwater harvesting. **Jay R. Smith Mfg. Co.**

Circle 110 on Reader Reply Card



FLOOD-GUARD®

Prevent basement flooding and messy floors with the Flood-Guard®. Available for 2", 3" and 4" floor drains, it operates like a check valve to seal off water back-up caused by overloaded sewers. Water flows normally through the drain until the sewer begins to back up. **General Pipe Cleaners.**

Circle 111 on Reader Reply Card



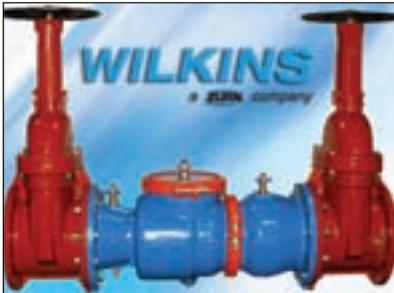
Pro-Slope™ tub replacement

Pro-Slope™ makes converting a tub to a custom tile shower easier. The slope is required by all plumbing codes. Pro-Slope can replace traditional pre-slopes made from mortar. It is light, easy to install, saves installation time and ensures a proper slope. Tub replacement-sized Pro-Slope has been added, and it is 40" wide and 80" long and can be trimmed to fit most tubs with drains in either end. **Noble Company.**

Circle 113 on Reader Reply Card

Backflow prevention

Company announced the addition of its 12" 350 Double Check Valve Assembly to its extensive line of backflow prevention products. The 12" Wilkins 350 is the first 12" Double



Check Valve Assembly in the Backflow Industry to receive FCCCHR@USC approval. Constructed around Wilkins patented Compound Check®, the 12" 350 provides the superior consistency and low head-loss. **Wilkins, a Zurn Company.**

Circle 114 on Reader Reply Card

The Hydrosert Brass Adapter Coupling

Noncorrosive and features a "no stress" design that separates and optimizes both the gripping and sealing areas of the fitting. Once assembled, the fitting is free to rotate on the



HDPE pipe without affecting the watertight seal. This unique connection method results in dependable, leak-proof performance. All Hydrosert male and female brass adapters comply with the applicable requirements of AWWA C901 and C800 and are NSF listed. **Elster Perfection.**

Circle 115 on Reader Reply Card

★ Phc News product of the month ★



Pro-Connect Universal

Virtually every SWT valve up to 2" can be transformed into a Pro-Connect Universal™. These heavy duty valves feature machine-soldered copper nipples extending 2 inches on each side, allowing male ends to be connected or crimped with any standard push, press type or standard copper sweat fittings. With this versatility, Pro-Connect Universal valves are a single stock item for wholesalers and a UNIVERSAL connection solution for the professional! Company is recognized as an industry leader for innovative design of residential and commercial valves used in plumbing, hydronic, radiant, solar and geothermal applications. **Webstone.**

Circle 112 on Reader Reply Card

SPIDERfire® commercial water heater

Featuring a unique multi-leg heat transfer system, the new SPIDERfire® line of condensing-type commercial water heaters offers a wide range of BTU inputs, all with ultra-high thermal efficiencies from 92 to 95%. The result is a higher recovery rate — particularly during periods of heavy usage. With its sleek modern design, the new SPIDERfire is engineered to deliver substantial amounts of hot water to meet the needs of larger commercial applications, such as restaurants, office buildings, schools, retail stores, and the like. The most powerful unit in the series, with an input of 350,000 BTU per hour, can deliver 460 gallons of water per hour at a 100°F rise. **Rheem-Ruud.**

Circle 116 on Reader Reply Card

Solar trilogy

Innovative all-in-one solar pumps, components and controls deliver unmatched reliability and performance. The Solar Pumping Station combines all the features needed for



a closed-loop water heating system. The Solar X-Pump Block combines a stainless steel flat plate heat exchanger with two bronze circulators and a solar differential temperature control in one compact package ideally suited for installations where adding a solar storage tank is not feasible or where the solar storage tank does not have an internal heat exchanger. And the Variable Speed Solar Pump line includes circulators with integral solar differential temperature controls. **Taco.**

Circle 117 on Reader Reply Card



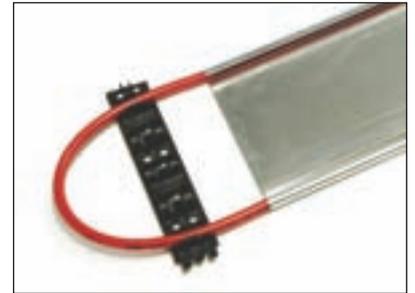
NeoTherm® boiler line expanded

The new NeoTherm® condensing boiler is a fully packaged, space-saving hydronic solution that offers 95% energy efficiency. Laars is now adding three additional commercial NeoTherm boiler sizes (600, 750, 850) to the full line-up of current residential sizes (80, 105, 150, 210) and commercial sizes (285, 399, 500), extending the NeoTherm range from 80 MBH all the way to 850 MBH. **Laars Heating Systems.**

Circle 118 on Reader Reply Card

Renewable energy projects

REHAU displayed its complete line of sustainable building technologies for the HVAC industry, including the



new RAUPLATE (pictured above) joist space radiant heating system at the AHR Expo. **REHAU.**

Circle 119 on Reader Reply Card

Extended release corrosion control

Poly Guard® system offers the complete treatment solution for defending against scale and corrosion. Each Poly Guard System contains one refillable cartridge that contains 24 oz. of extended release crystals that will treat 30,000 gallons of water or up to six months. The system also includes a clear 10" filter housing with a pressure release button, housing wrench, a filter replacement reminder sticker. Poly Guard Crystals prevent hard water scale, corrosion and iron build-up in water systems, equipment and appliances by forming a protective coating on metal and plastic surfaces. **Pro Products, LLC.**



Circle 120 on Reader Reply Card

navien

Condensing 98%



Tankless Gas Water Heaters

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Circle 38 on Reader Reply Card



Gerber PLUS™ valve

The GS-310 Series Gerber PLUS™ Valve, a new line of pressure balance valves, feature a compact body design and washerless cartridges while offering fewer or no stops. Compatible with all the manufacturer's decorative trim kits including the Maxwell®, Allerton™, Brianne™, Abigail™, Wicker Park™, Logan Square™, Riverdale™ and will fit the new Waveland™ and Osric™ faucets. Included with a thin-wall installation bracket, the valve is available in IPS/sweat, PEX-b&c, CPVC, or PEX-a connections, and is back-to-back installation feasible. **Gerber Plumbing Fixtures LLC.**

Circle 122 on Reader Reply Card

Speedfit® slip tee connectors

Speedfit® Slip Tee Connector provides a simple way to break into and



branch off from a rigid pipe run without altering the existing pipework. Available in 1/2" and 3/4" copper tube sizes (CTS). **John Guest USA Inc.**

Circle 123 on Reader Reply Card

Fan-assisted boiler/water heater

Hi Delta SS (Space Saver) fan-assisted boiler/water heater in sizes



100-399 Mbtu features compact design with synchronized two stage controls, gas valves and fans for optimum performance. AFUE, water heater efficiency 85%. LED function status display, copper fin tube heat exchanger, and H or HLW stamp are standard. Hi Delta SS meets all current and expected 2012 LoNOx regulations. **Raypak.**

Circle 124 on Reader Reply Card

★ Phc News product of the month ★



Stainless steel finish line

Floor drain and cleanout are now available for purchase. Stainless Steel Finish Line™ products are cast/machined Type 304 stainless steel and have 3" or 4" no-hub connections. Stainless steel's superior corrosion resistance makes it suitable for applications where harsh fluids may be present, as in breweries, chemical/textile plants, dairies, or laboratories. Stainless steel also provides a more sanitary surface than other materials, making it a common choice for commercial/restaurant kitchens, health care facilities, or food processing plants. Finally, the clean, durable, soft-silver appearance of the "shot-blasted" finished tops is perfect for areas where aesthetics are important. **Sioux Chief.**

Circle 121 on Reader Reply Card



Micro bubble air separator

Series AS-MB micro bubble air separator eliminates entrained air in residential and light commercial hydronic heating systems. Features a fully serviceable forged brass body in flanged, 3/4", 1", and 1/4" FPT sizes and requires no minimum inlet/outlet piping length for proper operation. Includes an integrated DuoVent air vent assembly with high capacity and high temperature ratings. Ideal for use with glycol systems or as an anti-vacuum device. **Watts.**

Circle 125 on Reader Reply Card

ModSync expanded

The popular ModSync line now includes the ModSync LX and inSite remote monitoring system. The ModSync Sequencing System is used as a common interface for multiple condensing boiler systems; controls the staging and firing rate of each condensing boiler to maximize system efficiencies. Features outdoor temperature reset, lead/lag functions, firing rate control and more. Fully customizable for any system design, including hybrid, steam boiler and thermal fluid heater installations. A 12.1" color touchscreen and user-friendly interface provide detailed information. Wireless boiler interfacing and text messaging options are also available. **The Fulton Companies.**

Circle 126 on Reader Reply Card



Condensing water heater

T-H2 high efficiency condensing tankless water heater has 92% thermal efficiency and a maximum flow rate of 9 GPM. Vents with PVC with zero clearance; easier and less costly to install. Front panel LED screen displays settings and codes. **Takagi.**

Circle 127 on Reader Reply Card

Qwik Jon Ultima

Install a bathroom almost anywhere. Simple enough for residential, robust enough for commercial applications, Qwik Jon Ultima handles sewage removal needs when gravity flow is a problem. Grinder pump tank can be installed free-standing or behind a wall; no breaking or build up of floors necessary. Rear flush toilet is comfort height, ADA compliant and features an elongated bowl. Model 202 comes with rear flush toilet and grinder pump tank, while the rear flush toilet is sold separately with the Model 203. **Zoeller Pump Co.**



Circle 128 on Reader Reply Card

Hybrid water heaters

The Eternal condensing hybrid water heater improves on the origi-



nal hybrid water heater but now is available in a smaller, more efficient and just as powerful unit. **Eternal Hybrid Water Heaters.**

Circle 129 on Reader Reply Card

**Medium ratcheting QickClamp™ tool**

Tool is very compact, making it the ideal tool when working in close quarters and hard to reach areas. Crimp completion is easy to recognize due to the LED light that illuminates when the required force to make a water tight crimp is applied to the QickClamp Ring. This tool also comes complete with a belt holster, making it convenient to carry around the job site. **Zurn PEX, Inc.**

Circle 131 on Reader Reply Card

Impact wrench

The new SSW18 18V 1/2" impact wrench from the PowerMasterSeries of 18 V lithium-ion cordless power tools churns out a maximum torque of 1,947 inch-lbs.

Features three electronic speed ranges from 0 rpm to 1,600 rpm, 0 rpm to 2,150 rpm and 0 rpm to 2,650 rpm. Superior tool ergonomics and compact cordless design make this impact wrench ideal for assembling pipe, valve flange connections and structural steel fastening. Also perfect for mechanical repairs on cars and trucks. The lightweight tool's pistol-grip design and readily accessible trigger button make reaching the tightest spaces easy and less tiresome. **Metabo.**



Circle 132 on Reader Reply Card

Excavator line

New E42, E45 and E50 models join the M-Series compact excavator line in the 4-to-5-ton weight class. All



three feature improved performance and operator comfort. The E42 is a Conventional Tail Swing unit with an operating weight of 9,246 pounds. The E42 and E45 come with a 41.8 horsepower liquid-cooled diesel engine while the E50 is equipped with a 48.8 horsepower engine. **Bobcat Co.**

Circle 133 on Reader Reply Card

★ **Phc News Tool of the month** ★**SAWZALL® reciprocating saws**

Tool reinforces the durability and performance that has made the SAWZALL® the industry leader for more than 50 years. Available in a 1 1/8" stroke length (6519-31) and 3/4" stroke length (6509-31), the new recip saws cut up to 2x faster, last up to 2x longer, and are the most powerful tools in their class. **Milwaukee Electric Tool Corp.**

Circle 130 on Reader Reply Card

**Video inspection w/SD card reader**

Gen-Eye SD™ video pipe inspection and location system has the features of a full size video inspection system in a compact, lightweight package. Has an 8" LCD color monitor for crisp, clear pictures, an SD card reader to store video or still images, and a full keyboard for on-screen titling, all in a padded 10 lb. carrier. Mounts to a full size reel to troubleshoot 3" to 10" lines, or on a mini reel to view 2" to 4" lines. **General Pipe Cleaners, a division of General Wire Spring.**

Circle 134 on Reader Reply Card

Storage solutions for Transit Connect

Company offers the most van storage options for specific trades and professions such as general contract-



ing, plumbing, HVAC, electrical, telecom, parcel delivery, the locksmith trade and many more. Special features of the storage solutions include a custom bulkhead, space-maximizing design and a wide-range of shelving and accessory options. The custom bulkhead provides excellent protection against shifting loads, minimizes rattling and optimizes space. For greater visibility, a wire mesh bulkhead is available along with wire mesh window screens. Shelving units fit tightly to the Transit Connect's walls freeing up floor space while 12" and 14" shelf widths provide storage flexibility. **Weather Guard, a division of Knaack LLC.**

Circle 135 on Reader Reply Card

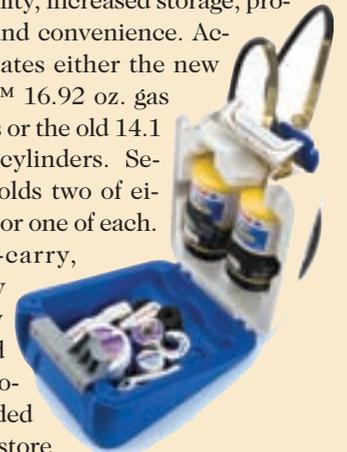
**Auto-Clean™ drain cleaning machine**

Auto-Clean™ drain cleaning machine clears drain blockages in homes and businesses, works in pipes from 3/4" to 1 1/2" dia. for sink, utility sink, tub and shower drains. Dual-direction AUTOFEED® advances and retrieves cable at 18 fpm by pushing aluminum paddles. Durable MAXCORE® 50 cable clears tough blockages using the 1/4" by 30-foot inner core cable. **RIDGID.**

Circle 136 on Reader Reply Card

Mobile Torch System II

Mobile Torch System II (MTS II) design simplifies on-the-job needs for accessibility, increased storage, protection and convenience. Accommodates either the new Fat Boy™ 16.92 oz. gas cylinders or the old 14.1 oz. gas cylinders. Securely holds two of either size or one of each. Easy-to-carry, heavy duty molded



case provides added space to store solder, accessories and tools — no need to carry a second bag on the job. Integrated hose wrap stores the hose for transport. A tip holder protects and cools tips after use for quick transport to the next job. A12.5' hose extends reach and accessibility. **LENOX.**

Circle 137 on Reader Reply Card

Cordless reciprocating saw

WSR 18-A CPC reciprocating saw is the newest addition to the com-



pany's 18-V cordless tool platform. With a high-efficiency motor, eccentric gear and proven CPC battery technology, the saw performs more cuts per charge than other cordless recip saws. Cuts EMT, galvanized pipe, struts, threaded rods, anchor bolts and rebar, form work, plywood, OSB and 2x material. **Hilti.**

Circle 138 on Reader Reply Card

ECR Intl. appoints marketing director

UTICA, N.Y. — Mike Paparone, president and CEO, ECR International, announced that Carol Gee has been named marketing director effective February 1, 2010.



Gee

BrassCraft announces executive appointments

NOVI, MICH. — BrassCraft has added greater strength to its continued sales growth with a number of key promotions. The company announced Jim Pletcher's appointment to vice president of Wholesale Sales. As in his previous position of senior director, Pletcher will continue to drive his extensive skill and experience toward expanding BrassCraft's reputation for quality and innovation.

BrassCraft also named Steve Adams as senior director of Wholesale

Sales. Adams will continue his current oversight of the southern region, buying groups and national accounts.

BrassCraft's Ken Kemmerling has been appointed sales manager for the central region of the Wholesale channel.

Continuing in their current responsibilities are John Stankrauff, sales manager for the eastern region and Jack Allen, sales manager for the western region.

BrassCraft further announced the retirement of senior vice president, Jim Whiteherse.

Eemax welcomes marketing manager

OXFORD, CONN. — Eemax, Inc., hired Kevin Dokla as marketing manager, reporting directly to Kevin Ruppelt, president and CEO. Kevin is responsible for implementing effective marketing programs



Dokla

Laars reveals two appointments

ROCHESTER, N.H. — William (Bill)



Root

Sinisi who joined Laars in '05.

Charles (Chuck) O'Donnell recently joined Laars as product marketing manager.



O'Donnell

Haws Corporation® announces executive changes

SPARKS, NEV. — Haws Corporation® announced several executive level changes designed to better position the company to capitalize on current growth opportunities, while also acknowledging the accomplish-

ments of both past and present generations of management.

President Sallie R. Haws, the great granddaughter of the founder of the company, Luther Haws, has been elevated to Chairman of the Haws Board of Directors. Sallie has served as president for nine years, a period of significant growth both in terms of revenue and scope of business offerings for Haws. Sallie replaces Michael H. Traynor as Chairman. Replacing Sallie as president is Thomas White, a veteran of more than 15 years with Haws. Advancing from his previous position as executive vice president, White has held a variety of sales and operations positions within Haws Corporation and has served on a wide variety of industry and community development committees and boards.



Haws

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WaterSense ready to label showerheads

WASHINGTON — On March 4, 2010, the U.S. Environmental Protection Agency's (EPA's) WaterSense program released its final specification for showerheads. Manufacturers can now submit their showerheads for testing to earn the WaterSense label, and consumers will soon be able to renovate their bathrooms with the full suite of WaterSense labeled products.

Showering is one of the leading ways one uses water in the home, accounting for nearly 17 percent of residential indoor water use, or about 30 gallons per household per day. WaterSense labeled showerheads will use 20 percent less water and perform as well or better than standard models. The final specification sets the maximum flow rate at 2.0 gallons per minute (gpm) at a flowing pressure of 80 pounds per square inch (psi).

Like all WaterSense labeled products, showerheads must be independently tested and certified to meet EPA's criteria for water efficiency and performance. To determine what makes a good shower, EPA conducted consumer testing and worked with a variety of stakehold-

ers to develop performance attributes, such as water coverage and spray intensity. As a result, WaterSense labeled showerheads can be tested and certified to ensure that users will not have to sacrifice a good shower in order to achieve water savings.

With WaterSense labeled showerheads expected to be on retail shelves later this spring, contractors can offer their customers a full bathroom makeover that saves about \$60 each year on utility bills. Replacing older, inefficient fixtures with WaterSense labeled toilets, faucets, and showerheads can save a home more than 7,000 gallons of water annually, or enough to wash six months' worth of laundry.

WaterSense is an EPA partnership program that seeks to enhance the market for water-efficient products and services. WaterSense is both a label for products and a resource to help people use water more efficiently.

To learn more about WaterSense labeled showerheads, please visit www.epa.gov/watersense/products/showerheads.html

Mr. Rooter® on 2nd Annual 'All Business AllStar Franchises' list

WACO, TEX. — Compiled by Dun & Bradstreet's subsidiary AllBusiness.com, the ranking lists the nation's top 300 franchises. Ranked No. 132, this is the second time the plumbing and drain cleaning company made the list.

"Being recognized in this celebrated list is a testament to the outstanding customer experiences our Mr. Rooter Plumbing franchise owners and their teams provide their communities," said Mary Kennedy Thompson, president of Mr. Rooter Corporation. "We couldn't be recognized without their hard work day in and day out."

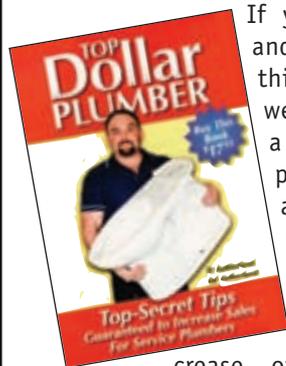
AllBusiness.com selected the "All-Star Franchises" based on financial strength, system size, franchise unit growth rate, availability of financing, Web visibility as well as years doing business and years franchising. They analyzed more than 800 franchise companies to select the top 300.

Mr. Rooter began franchising in 1974 and is a subsidiary of The Dwyer Group, Inc. For more infor-

mation, or to find the location nearest you, visit the Web site at www.mrrooter.com

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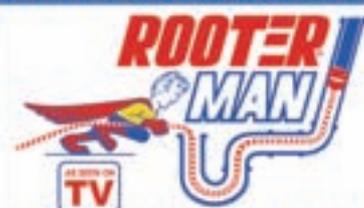
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Approaching business with a clear focus

BY TOM BROWN,
owner

Some 40 years ago and fresh out of college, I was an enthusiastic member of a sales training class working for McGraw-Hill, the country's largest

business publisher. In those years, McGraw-Hill owned more than 60 titles and was not only seen as the largest, but also the leading company of its kind. Among its titles were *Business Week*, *Architectural Record*, *Aviation Week*, *Engineering News Road*, *Industrial Distribution*, *American Machinist*, and obviously many more.

McGraw-Hill's main competitors were other large, multi-magazine publishers such as Cahners, Chilton, Penton, Industrial Publishing, Fairchild and Technical. All of these organizations fielded many titles and were extremely tough competition out in the advertising sales trenches. The 70s, 80s and 90s were a rather unique time in our country's culture. On the heels of the turbulent 60s, people began to develop a more "Me"-centered attitude — one that focused on success, materialism and that old cliché of "bigger is better." Those thoughts transcended into the publishing arena, as well. Many agencies, advertisers and readers believed that being part of a larger publisher equated to a higher-quality publication, and perhaps was something of a status symbol. In fact, the smaller and medium-sized companies were sometimes an afterthought — and most were under the impression that to gain ground, they needed to add to their titles. While one can't deny that these large firms indeed had more resources and employees at their disposal, that didn't automatically mean they were the best

publication for their respective markets.

Recently, while reading the magazine publishers' trade journal *BtoB*, I was surprised by the following statement: "Small is definitely big these days." The article outlines the problems that big publishers are facing in these difficult economic times. Specifically, it reminded me that McGraw-Hill sold its daunted *Business Week* to Bloomberg for just more than \$5 million and some debt, *Industrial Distribution* is closing, and that *American Machinist* (one of the oldest trade magazines, in business since 1877) will no longer be printed. Also, many of the previously named publishers have merged together, forming even larger publishing juggernauts with different names.

Further shocking news came at press time with the announcement that Penton Media has filed for Chapter 11 bankruptcy. This is very surprising to us at TMB because Penton publishes some titles that are directly or indirectly close to TMB's three publications — *PHC News*, *Plumbing Engineer* and *The Wholesaler*. While these facts by themselves would seem to portend gloom and doom for publishers, I don't buy into that notion. During 2009, *American Machinist* ran a total of 193 advertising pages while their primary competitor, *Modern Machine Shop*, sold 968 pages. *Modern Machine Shop* is published by the Kline family, which owns Gardner publications — described by the *BtoB* articles as "entrepreneurial by nature" and having strong and true sense of who their reader is and who their advertiser is targeting.

Sound familiar? At TMB, we call it niche publishing, and we believe in it wholeheartedly. We deliberately chose to stay within the PHCP/Industrial PVF niche, serving the complete vertical market. By doing so, we can focus all of our attention on building relationships within that market, knowing — and meeting — the needs of our readers, and serving our

advertisers by getting our publications into the hand of the key decision makers they want to reach.

Every day we strive to provide our readers — contractors, engineers and wholesalers — with the best possible editorial package, put together by seasoned editors who are dedicated to the market we serve. In addition, our columnists and contributing authors are recognized experts in their fields who have built stellar reputations for their knowledge, integrity and the value they bring to our readers. Such outstanding editorial content has built a proven, strong readership for our advertisers, which along with our total circulation numbers and the quality of our qualified subscribers, ensures outstanding reach and market coverage.

In addition, beyond our traditional printed pages, over the last few years, TMB has engaged in other media. We have done this to ensure our continued appeal to readers and advertisers of all generations. We still believe strongly in the value of the printed page and will continue to keep that as our focus, but we realize that with so many new means of communication available, it is critical to embrace them. We are reaching our readers and advertisers through regular, sponsored e-newsletters that contain articles of a breaking news nature; our "On the Road" series of video interviews conducted by our editors at industry events; the "Between Us" video blogs; Wholesaler Radio, www.the-wholesaler.com's weekly podcast that features interviews with industry experts; daily news updates on our websites; and, of course, our digital edition.

We are extremely pleased with the decisions we've made in how to direct our company and its focus. We believe it has put us in a position to best serve our readers and advertisers, to weather the storms of economic change and to position ourselves for a stronger future. And as always, our entire team remains focused on and dedicated to the market we serve. ■

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NRF-25



NRF-36



NRF-45



The addition of the new NRF-25 to Bell & Gossett's three-speed family of wet rotor circulators gives you an even wider range of hydraulic capabilities for residential and light commercial heating systems. The complete line of maintenance-free circulators includes cast iron, bronze and stainless steel models, with variable speed and zone controls. The new NRF-25 features:

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