

# Plumbing News

Reporting For The Plumbing Professional



16 Pages

## Ferguson Hosts "Bama Grill Aid"

On July 8, 2011, Ferguson Enterprises gave away 3 University of Alabama logo "Team Grills" that were autographed by Mr. Nick Saban, Head Coach of the University of Alabama Crimson Tide football team. After the tragic events of the tornados that ripped through Alabama, Ferguson wanted to help in any way possible. After coming to the idea of a raffle giveaway of 3 Team Grills, Ferguson contacted the office of Nick Saban to ask if he would be so kind to autograph the three Team Grills they had planned to raffle off and he so kindly accepted. The \$5 raffle tickets began selling on



June 9, 2011 and ended on July 5, 2011. Three lucky winners were awarded the Team Grills that had the logo from the University of Alabama Crimson Tide football team along with an autograph on the grill by Nick Saban.

Over \$22,000 was raised, with Ferguson matching the entire donation raised by the purchase of the raffle tickets by 100%. All proceeds went to the American Red Cross West Alabama Chapter Tornado Recovery Efforts. Ferguson Enterprises would like to thank everyone who helped support this great cause!

## THE PIPELINE



**Jack Morgan**  
Editor and Publisher

Greetings Plumbing Pros. I hope you all are having a wonderful summer and were able to take a very deserved and needed family vacation. It's hard to believe that we are approaching the end of summer and fall is just around the corner. With this in mind, I would like to remind you all that many of the ASPE, PHCC, ABPA, etc. are starting up their meetings. For those of you who may not had a chance to attend and or are not members, please take the opportunity to go once. You'll find out these organizations are here to help you and our industry. This is an excellent opportunity to network with friends and industry professionals. As we approach late summer and early fall there are a couple of events that I would like to mention. The PMA of Georgia will be

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## Central Pipe & Supply Opens Mobile Location



Central Pipe and Supply is excited to announce the addition of its newest distribution center in Mobile, Alabama which caters to the

fire protection market, utility market and the plumbing - PVF wholesale supply house only. With 20,000 square

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## WinWholesale Appoints Jack Johnston President

WinWholesale Inc. has appointed Jack W. Johnston, its chief financial officer, as president of the company effective July 11 succeeding Richard W. Schwartz who will remain CEO and chairman of the board.

Schwartz said Johnston will oversee and lead daily management of wholesaling operations and corporate functions, which will allow

him to focus on his CEO and chairman roles to advise the management team and lead business strategy development.

"Jack has been an invaluable part of the organization for 34 years and understands the company and industry inside and out. He's an excellent choice for president as WinWholesale

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## GF Piping Systems Opens Atlanta Facility



GF Piping Systems staff at the new Atlanta Distribution Center includes from left: Kartson Stuart (Warehouse Clerk), Darryl Edwards (Regional Sales Director), Jorge Morgan (Manager), Nicholas Shields (Warehouse Clerk), and Jamon Mosely (Warehouse Clerk).

GF Piping Systems announced today opening of its new warehouse and distribution facility in Atlanta, Georgia.

The new 60,000 square-foot logistics center has space for a large product

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## Southern Wholesalers Association Host Annual Convention in Hilton Head



Barbara & Jim Whiteherst

Wow it was hot in Hilton Head this June, but not just the weather. The 83<sup>rd</sup> annual SWA convention was a hot ticket this year with a high reaching 382 attendees overall. The attendance was highlighted by 74 manu-

facturer and rep companies and 35 wholesale companies. SWA also saw a soaring number of spouses moving up from 73 last year to 110 this year.

Those who attended were CONTINUED on PAGE 3

## CONNECT 2011 Can Move Your Business Forward!

Experience new strategies, new tools and new energy, Sept. 21-24, 2011, in Minneapolis. For p-h-c contractors, the only place to be September 21-24 is at CONNECT 2011, where three powerhouses - the Plumbing-Heating-Cooling Contractors-National Association, the Construction Contractors' Alliance (CCA) and Quality Service Contractors

(QSC) - are teaming up for the biggest and best annual convention tailored exclusively to the p-h-c industry. This year's schedule is packed with new business-building ideas and tactics to increase your profits, run your business more efficiently and learn about new technologies and trends.

More than 20 education CONTINUED on PAGE 4

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**SWA**

not disappointed beginning with a social networking seminar presented by Todd McDonogh of the Mad Dog Group. Participants learned about the fundamental application of social network media coupled with the practical application and power of the tool to bolster sales and marketing efforts.

This was followed up with best practices sessions that focused on the areas of marketing, sales, purchasing and best practices. It was said by one participant, "It was great to hear the perspective of each member of the supply chain as we wrestled with real day to day issues in the plumbing wholesaler's businesses. This new perspective gives me a better understanding of their

challenges and a practical understanding of how I can help and be of greater value to them."

The event really heated up when David Kohler of the Kohler Company took the stage and gave his perspective on the event's focus which was "Success by Choice, Not by Chance." Mr. Kohler shared many of the values and strategic thinking practices that Kohler has used through the years which have positioned them as an industry leader. While there were many great points in his presentation, his comment about being intentional in pursuing goals that are measurable stood out as a major key to success.

The event also had provided manufacturers and reps structured time to meet with wholesalers

and unstructured time to build relationships. The structured meetings allowed the manufacturers and reps opportunity for very focused and time limited meetings. This format was praised as a much more productive means of doing business and having a mid-year checkup.

It was not all work and no play. The golf tournament was well attended with 80 golfers striking

trees, ponds and the occasional fairway and green. The spouses had an afternoon party and the kids played in the pools and on the beach. It is amazing to see how many spouses have gotten to know each other over the years. It has become fairly common for spouses to talk months prior to the event to make sure each other is attending and plan time to

CONTINUED on PAGE 4

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**Central Pipe**

feet of space there is plenty of room to keep up the motto of "Our Competitors say they can get it. We say we have it!"

Situated just west of Interstate 10 and Hwy 90 at 5580 East Rite Rd, they offer easy access for customer pick-ups via a pull in dock and walk in front counter. They are open Monday thru Friday 7:30 AM till 5:00 PM.

Along with the full line of products currently offered, come September 1st, 2011, look for a new full fabrication shop opening which will offer cutting, threading, grooving and welding capabilities for black, galvanized and stainless steel pipe.

Central Pipe & Supply's mission is to strive to offer their customers the largest, most diverse product assortment, along with experience and service in the piping industry. They are dedicated to continual growth, increasing skill level, and to their customer's needs.

Please contact Central Pipe & Supply Mobile at 251-338-7763 to check stock and place an order or just stop on by. Come let Central Pipe & Supply assist you with your supply needs today. ♦

## Ferguson Dream Bathroom Giveaway Grand Prize Awarded



Michigan resident, Cynthia Weaver, was selected from more than 1.2 million entries to receive a \$50,000 bathroom remodel from Ferguson Bath, Kitchen and Lighting Gallery. Weaver will receive the bathroom of her dreams featuring premium Kohler® products. The remodel will include a new toilet, sinks, faucets, showering system, bathtub, cabinets, countertops, lighting, wall covering and flooring. A Ferguson showroom consultant from Ann Arbor, Mich. as well as professional remodeler, Paulson's Construction, will execute the renovation project.

"I was right in the middle of an unsuccessful bathroom remodel, so went online to look for ideas and came across the Ferguson Dream Bathroom Giveaway," said grand prize winner Weaver. "I entered the contest almost every day, but didn't think I would ever win. I cannot put into words my level of excitement when I received the news that I had actually been chosen!"

Paul McClorey, President of Paulson's Construction, commented, "We look forward to working with Ferguson on this job to make Cynthia's dream bathroom a reality. Her current bathroom is rather small and cramped, typical of homes

built in the mid-1970s. We will completely change the space and create a spa-like experience."

"Cynthia has a lot of great ideas about the design of her dream bathroom and our role is to educate and guide her Kohler product selections to fit the design scheme," said Heidi Gillespie, Ferguson showroom manager in Ann Arbor, Mich. "The bathroom is going to be amazing and we can't wait to see the end result when it's complete."

This is the second year Ferguson has sponsored the Dream Giveaway contest. Last year, a family from Delaware won a \$75,000 kitchen remodel. ♦

## Aquatherm Hires New East Coast Sales Manager

Experienced sales professional expands polypropylene piping company's growing presence in the Eastern U.S.

Aquatherm, Inc., a German-based manufacturer of polypropylene-random pressure piping systems announced the addition of Jim McFarland as the Eastern Division Sales Manager for the United States.

McFarland, based out of the Charlotte, NC area, possesses over 25 years of pipe, valve and fitting experience. Effective June 1, McFarland began managing sales for the Eastern states, filling the growing need for additional manpower at Aquatherm, as U.S. sales looks to double in 2011. According to Aquatherm President Steve Clark, P.E., "Bringing Jim on board is another step continuing to

grow Aquatherm's already flourishing presence in the U.S. market. We're growing rapidly as the market becomes more familiar with our unique, cost effective, and environmentally friendly piping systems, and we'll



Jim McFarland

continue to hire talented people to support our efforts and our customers," Clark said. McFarland will report to Vice President of Sales, Ed Eldredge, and will work with Aquatherm's growing network of manufacturer's representatives and distributors, in addition to providing training. "We're really excited to be having Jimmy come on board," said Eldredge. "He's got a lot of experience, he knows his stuff, and he's got a lot of energy."

Contact McFarland at jim.mcfarland@aquathermpipe.com or 704-964-3119. ♦

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### ALABAMA PLUMBING NEWS

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### Connect 2011

sessions will be offered, ranging from managing the younger, changing workforce, to managing the younger, changing workforce, to opportunities in the mature market.

Experts will provide valuable advice on topics like: hydronic heating and solar thermal systems; social media; -retirement financial planning; selling energy and water audits; how to calcu-

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### SWA

gether.

The grand finale was a closing party that celebrated the career of a true friend of SWA and the industry. Jim Whiteherse of Brasscraft Manufacturing has retired and was invited to the event as a guest of honor. Throughout the event he was celebrated with two life size photo stand-ups making the rounds at every event. At the closing party, he was roasted and was praised for his faithful commitment to SWA and

the influence he has had on so many people in our industry. As a final note, manufacturer support through sponsorships was at a 10-year high and the event would not be possible without the commitment of so many. If you did not attend this year's event, you missed out and the industry is moving forward without you. There is every indication the event will grow even more and SWA is planning for next year at the Baypoint Marriott in Panama City Florida, June 24-26, 2012. Make sure you plan to attend, you will not regret it! ♦

## Scenes from the 83<sup>rd</sup> Annual Southern Wholesalers Convention at Hilton Head



Honored Man of the Year, Jim "The Hair" Whiteherst



Dotti Ramsey of Modern Supply roast Jim Whiteherst, Honored Man of the Year



Donna & Mike Stallings



2<sup>nd</sup> place, Bob & Leigh Mycoff presented by Terry Schafer (center) of SWA



Laurie & Mike Born of McKee-Nix

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# Rheem Debuts the XR90 – A 29-Gallon Residential Water Heater That Heats Water Faster Than Any Standard 50-Gallon Gas Water Heater

Today, Rheem has unveiled the new XR90 Extreme Recovery Gas Water Heater. Needing only 29 gallons of storage, the Rheem XR90 is unique to the marketplace because it can heat water faster than any standard 50-gallon gas water

heater. Plus, the XR90 costs less annually to operate than any standard 30-, 40- or 50-gallon gas model.

The XR90 meets, and in most cases, exceeds the available hot water provided by a standard 50-gallon gas water heater. It has a first

hour rating (FHR) of 90 gallons—meaning homeowners get three times the amount of hot water in an hour than what the tank actually holds.

In addition, the Rheem XR90 heats water 42 percent faster than a typical 50-gallon gas model. The XR90

has a recovery rate of 61 gallons per hour at a 90°F rise in temperature, whereas a standard 50-gallon gas model has a recovery rate of 43 gallons.

The cost and energy benefits associated with the XR90 can help contractors



*The new 29-gallon Rheem XR90 heats water faster than any standard 50-gallon gas water heater and costs less to operate annually.*

augment their product portfolios with a unique, cost-effective offering. The XR90 costs less to operate annually: only \$261 versus \$315 per year for a standard 50-gallon gas model—a 17 percent savings. The unit has an Energy Factor (EF) of .70, exceeding the requirements of ENERGY STAR® Phase II.

Depending on the municipality, the XR90 qualifies for certain local and state rebate opportunities, thereby lowering the upfront investment for the homeowner.

“Contractors can now offer homeowners a smaller, more compact water heater that doesn’t sacrifice power or performance,” said Tommy Olsen, Rheem senior product manager. “With the Rheem XR90, the household gets more hot water faster, at a lower operating cost.”

The Rheem XR90 is the only gas tank-type water heater that can fit in the same space as many 30-gallon and most standard 40- or 50-gallon gas water heaters, while still providing enough hot water for standard 50-gallon applications. The height of the XR90 is 65.56 inches, but the diameter is only 17.75 inches, versus 21.75 for a standard 50-gallon unit. The slimmer profile facilitates locating the unit in tight-fitting spaces, such as attics, utility closets

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## Rheem

and garages, as well as basement mechanical rooms. One-man installation is a practical reality, with an installer-friendly shipping weight of only 136 pounds.

"Although the XR90 will work in any residential application, it is especially ideal for retrofit situations in which a homeowner wants to upgrade to a higher-performing model, but has only a small footprint available or simply needs to save space," said Olsen.

How it works: The XR90 is able to outperform a larger water heater because it features an eco-friendly, low-NOx (40 nanograms per joule) gas burner with an input of 60,000 Btu per hour (Btu/h). This represents a substantial increase over the 40,000 to 50,000 Btu/h inputs typically offered by 50-gallon gas models.

The key to delivering better than a 50-gallon performance in a 29-gallon package is the application of commercial water heating technology to a residential product. A proprietary baffle and flue design in the Rheem XR90 retains the burner's heat longer and thus transfers more of it to the stored water. As a result, the by-products of the combustion process must be propelled through the flue. The XR90 does this with a 110-VAC, fan-assisted draft inducer, powered by a standard household current. All an installer need do is connect the factory-supplied eight-foot, three-prong power cord to the nearest available outlet.

"Manufacturers can drive energy efficiency only so far in a conventional, atmospheric gas water heater," Olsen explained. "To reach our targeted .70 EF, we introduced electrical power to the unit to upgrade the venting process to handle the higher, 60,000 Btu/h input."

The inducer is designed to work with a standard three-inch or four-inch Category I, double-wall B vent, usually the venting that is already in place in the home. "Not having to switch to some other material, such as PVC, saves time and money on a retrofit installation project," Olsen noted, adding that, "fan-assist draft induced technology must follow standard atmospheric venting practices." A factory-supplied four-inch adapter is included with the XR90. Other key features of the new Rheem

XR90 include:

**Integrated, self-diagnostic Honeywell® gas valve:** This key control monitors all water heater operations, using an LED readout to identify problems and facilitate troubleshooting and servicing. Eight flash codes are programmed into the valve, some are functional and others are for service work. The system ultimately helps simplify installation, troubleshooting and servicing.

**Guardian Flammable Vapor Ignition Resistance (FVIR) System:** This maintenance-free protective system, which includes a flammable vapor detection sensor, automatically disables the XR90 in the presence of such vapors.

**High Altitude-Compliant:** The XR90 is certified up to 7,700 feet above sea level, so it can be installed in most homes throughout the United States. **Six-Year Warranty:** The XR90 includes a patented magnesium anode rod with a special resistor to protect the tank from rust. The warranty can be extended to 10 years with the Rheem ProtectionPlus™ Kit, containing a second anode rod for inclusion at the time of the initial installation.

For more information on the Rheem XR90 (Rheem Model No. 43V30-60), visit [www.rheem.com](http://www.rheem.com). Rheem Manufacturing Company ([www.rheem.com](http://www.rheem.com)) is privately held, with headquar-

ters in Atlanta. In its 86th year of operation, the company manufactures a full-line of eco-friendly, technologically advanced residential and commercial heating and cooling systems; tank, tankless, solar and hybrid heat pump

water heaters; whole-home standby generators, controls, swimming pool and spa heaters; indoor air-purification products; and commercial boilers throughout North America and world markets..♦

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## Connect 2011

late profit; improving profitability with mobile devices, and much more!

Since QSC's and CCA's programming will run concurrently with CONNECT 2011, this is an ideal opportunity to explore what these two PHCC enhanced service groups offer. Also, PHCC's Union-Affiliated

Contractors (UAC) will offer educational sessions for the union-employing contractors. This year's partners are: Diamond — Bradford White Corp., Federated Insurance, InSinkErator and Kohler Co.; Platinum — Viega; Gold — Hammond Valve, PHCC Educational Foundation, Reed Mfg. Company and WinWholesale; Silver — Delta Faucet Co., Moen and NIBCO.♦



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## Standing Tall in a Flat World

When you call most companies at any time, let alone at 7:07 AM as I recently did, you would expect your call to be managed by an automated response system and eventually dumped in a voice mail account.

Now let's say that company was an American manufacturer, and you believe the stereotypes. If, by chance, you did avoid the auto-pilot, you might expect, at best, to reach a dispirited employee counting the days until his or her job is outsourced to some impoverished country on the Eastern rim.

The company I called, however, was no ordinary American manufacturer.

A real person answered the phone, a woman with a soft Missouri drawl and a lively spirit, "Welcome to Sioux Chief," she said brightly, "can I connect you?"

Startled, I asked for my extension. Even more startling, my contact, Sioux Chief's vice-president for product development, Rex Baer, picked up his line. As I explained to Baer, I have been the executive editor of

a regional business magazine for the last dozen years, and no company I have called at 7 AM ever had a real person answer the phone, let alone with enthusiasm. Baer seemed unfazed. "Well," he said as casually as if everyone did what Sioux Chief did, "it's 8 AM on the east coast, and we've got clients there who want to do business."

Sioux Chief also has clients on the west coast and competitors throughout the world. Its employees get to work early and energetic, eager to grab a little more market share. If American manufacturing is on decline, or if the housing industry is in the dumps, no one seems to have sent them the memo.

This one unexpected transaction shed some clarifying light on a question that I had been asking myself since I had started studying Sioux Chief:

What specific set of virtues enables a family owned and operated American manufacturing company to prosper in a less than robust market that is already dense with large German

and American multinationals as well as scores of importers of state-subsidized Chinese product?

### An American Brand

As I was beginning to see, Sioux Chief was building its brand on its intrinsic Midwest values: a strong work ethic, an unforced feel for customer service, a genuine enthusiasm about the products it creates, and a respect and admiration for its customers. These have been and continue to be a useful foundation in a world that had grown increasingly small, flat, and competitive. If it was 7 AM in Kansas City, it was 2 PM in Stuttgart and 9 PM in Shenzhen.

But trying to understand Sioux Chief in relation to its worldwide competition misses the mark. Sioux Chief competes, for sure, but only secondarily with the world. Sioux Chief competes primarily with itself.

That self-driven approach to business has resulted in explosive growth since Baer first joined the company in 1987. Then, he was one of 18 employees at a 23,000 square foot facility. Today, he is one of about 350 employees in a 300,000 square foot facility on a 140-acre campus. That campus is located in Peculiar, Missouri, hard by a major highway, a half-hour south of Kansas City. Here, in an airy, modern plant, Sioux Chief invents and produces the vast majority of its 5,000-plus rough plumbing products.

### Touring the Brand

In the past few years, hundreds of customers have visited the Sioux Chief campus for plant tours. Upon visiting, a common reaction from guests, according to Dominic Ismert, Sioux Chief's Director of Marketing, is, "We had no idea you made all of this."

In a market known for buying and selling instead of manufacturing, visitors are stunned to learn that one company could invent and manufacture so many products—enough to fill hundreds of catalog pages—in a single factory. Well, it can, and it has. The factory is real. So is the brand.

Visitors have an even harder time believing that Sioux Chief has patented many of its products and engineered the tooling and equipment used to automate and manufacture the products—all in the same

plant.

"We develop across several product lines," says Sioux Chief President and CEO Joe Ismert. "We avoid niches and slots. This is unusual in our business, but we want to play with the big boys." Indeed.

Sioux Chief focuses on three rough plumbing product groups: supply, drainage and support. These are big categories. They encompass much of rough plumbing. Sioux Chief needs this backdrop in part because it dreams big. But the line is more than mere dreams. Over its 50 plus years in business, Sioux Chief has amassed a significant offering in each rough plumbing category. And, they have done so one product at a time.

Sioux Chief holds patents in supply systems, drainage systems and support systems. This is very rare in the rough plumbing market, and this rarity makes it harder for many to comprehend the brand. Sioux Chief's extraordinary story, however, is beginning to spread, and customers are taking notice. More and more contractors, wholesalers and other customers of every stripe are looking to Sioux Chief as a primary vendor for all things rough plumbing.

When asked what has accounted for the company's growth and advancing market position, Joe Ismert says succinctly, "We don't rest on our laurels. We invent. There is something new on a quarterly basis." Sioux Chief employees invent by listening, by implementing, by being, says Ismert, "one with the plumber."

Customers seem to agree. "It is apparent that Sioux Chief does its homework," says Keith Koster, quality assurance manager of Price Brothers Plumbing in Charlotte, North Carolina. "Their people get out into the field. They see what's in the field. They see what we need, and they come up with better mousetraps."

One recently developed Sioux Chief "mousetrap," the Finish Line drainage solution, was invented just a couple of years ago. It solves an age-old problem with drainage installations. Plumbing contractors typically install a floor drainage system before the concrete is poured. As a result, the drain cover is rarely finished flush with the floor. It is low or high. It is often damaged

or crooked. It even might be the wrong finish.

The solution was simple but revolutionary: a drain that could be adjusted after the pour. This allows for all kinds of possibilities and fixes: an adjustment up and down, a fix from crooked to straight or even a change of the finish strainer. Sioux Chief was able to refine the product, patent it, test it, list it, manufacture it and bring it to market – and all from its plant in the heart of America.

While no American company can compete with the Chinese on manpower costs alone, Sioux Chief competes through productivity. "We make our own stuff," says Joe Ismert. "So we are extremely efficient on the floor. I can have one person running ten machines. This allows us to compete on a world-class basis."

A tour through the Sioux Chief factory proves this out. Automated and robotic equipment, invented and manufactured on the premises, can be seen every few feet turning out quality, tested products with a crisp American manufactured cadence.

### A Brand Embraced

The Sioux Chief brand might be nurtured in its Missouri plant, but it comes fully alive in the field. The Sioux Chief brand, in a sense, is complete only if the needs of its rough plumbing customers are considered.

Keith Koster observes that Sioux Chief makes a good contractor partner. "I think you feel a true partnership with Sioux Chief," he says. "They listen to the challenges we have and are very interested in seeing us succeed."

Quality, for Koster, is critical above all else. As he explains, his plumbers install systems that carry water under pressure, often behind sheet rock walls. "It is important that we are installing quality products," says Koster, "and just as important that there is someone who stands behind them. Sioux Chief has quality control measures you can count on."

He continues, "The Sioux Chief trademark matters. It gives our guys confidence they are installing quality."

If Sioux Chief quality and innovation begin relationships with its customers, its breadth of line helps to grow them. "When you look at Sioux Chief catalogue," says

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# PLUMBUNITION



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**TAKE THE FIELD.**



CONTINUED from PAGE 9

## Standing Tall

Koster, "it is like going to a hardware store."

As part of his firm's process improvement, Koster often explores the Sioux Chief inventory to replace alternative products that simply do not work as well. As a result, the 175-employee Price Brothers is doing ten times the business with Sioux Chief that it did just ten years ago.

Sioux Chief has also become close with its whole-



Rex Baer, V.P. New Product Development; Wade Long, National Sales Manager; Charlie England, Dupree Plumbing; Joe P. Ismert, President/Owner - Sioux Chief; Mike Dupree, Dupree Plumbing; Larry Reno, Dupree Plumbing; Mike Stallings, Division Sales Manager; Brad Hall, McKee-Nix

saler partners, many of whom have come to realize the power of pleasing the contractor with a proven brand, one whose perceived value helps them move off the shelf.

"They have good insight as to what market will bear," says Mike Hickock, executive vice-president of the multi-state wholesaler, First Supply. "They make a very good wholesaler's partner."

Hickock's colleague at First Supply, executive VP, Elliott Collier describes Sioux Chief as "aggressive" in their partnership.

What Collier means is that Sioux Chief is not just helpful, but pro-actively helpful. "Every time that we have asked them to be involved," Collier elaborates, "They are the first ones to sign up." The First Supply executives cite Sioux Chief's excellent independent representation, its cooperative marketing efforts, its willing participation in product shows, its new product innovations, and its comprehensive product listings.

A manufacturer, who can provide what the wholesaler wants, when he wants it and at a fair price, will have a customer for life. Accordingly, Sioux Chief and First Supply have been working together as long as anyone at either company can remember. Sioux Chief and Price Brothers have been working together at least 15 or 20 years.

Collier sums up the Sioux Chief outreach with the word "touches." From the CEO on down, Sioux Chief has impressed its customer with "the number of touches throughout the year." Even during boom years, Sioux Chief never took the relationship for granted.

### Standing Tall

With engineering as precise as the Germans and pricing that is competitive with the Chinese, Sioux Chief has proved that an American manufacturer can succeed in the international marketplace—even in rough plumbing. The growth of its brand of rough plumbing products testifies to the same. As the story spreads, this American brand will continue its march.

If you want to learn more about how a family owned manufacturer of rough plumbing products right here in the U.S.A. can stand tall in a competitive world, you might take a look through the Sioux Chief catalog, take a peek at the Sioux Chief website, or even make a phone call to the plant.

And 7AM is not too early. ♦

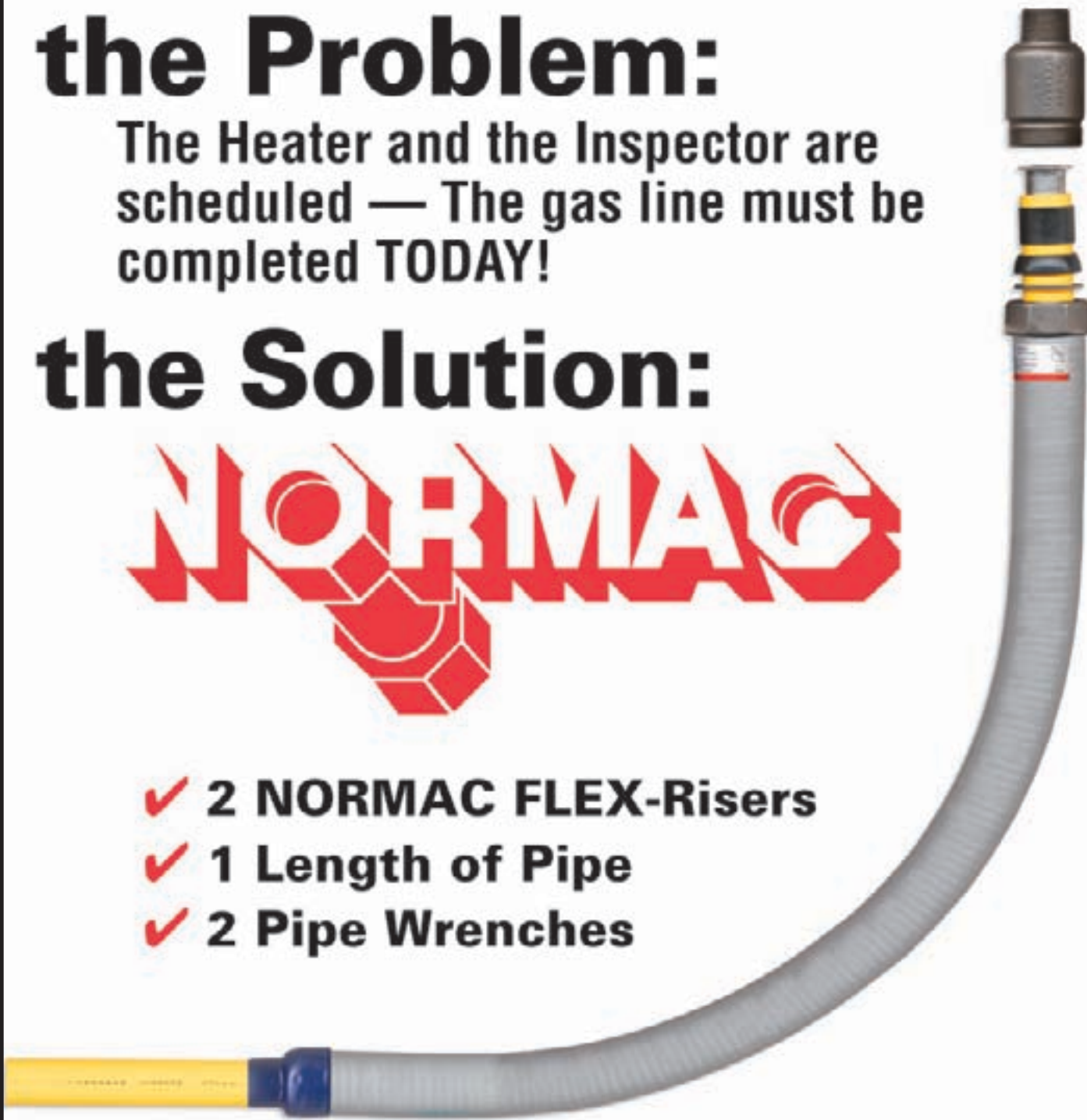
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## Milwaukee® M12™ Heated Jacket Available in Realtree AP™ Camouflage this Fall



Milwaukee Electric Tool Corporation continues to expand the industry's largest sub-compact battery system with the introduction of the new M12™ Realtree AP™ Heated Jacket. The new addition to the M12™ family follows the Fall 2010 launch of the very popular red M12™ Heated Jacket to satisfy mounting user requests to expand the jacket line to include gear for activities off the jobsite like hunting and fishing. This fall, Milwaukee will offer the M12™ Heated Jacket in the most popular

and versatile camouflage pattern, Realtree AP™. Coupled with Milwaukee innovation and powered by RED LITHIUM™ battery technology, the new jacket provides unmatched performance for the outdoorsmen.

"Compatible with the entire line of M12™ professional power tools, users can easily utilize the same battery they have been using all day on the jobsite for a weekend of hunting or fishing with their M12™ Realtree AP™ Heated

Jacket," says Mark Senske, Sr. Product Manager, M12™ Cordless Tools for Milwaukee Electric Tool Corporation. "Features such as a special fabric blend to reduce noise during movement, a concealed heat controller and a back tag patch to visibly display hunting licenses, demonstrate Milwaukee's commitment to provide innovative products whether users are on or off the jobsite."

Designed with best-in-class durability, the jacket will

actively warm the body and stimulate blood circulation in even the coldest conditions. Hidden in a sleek back pocket, which can now expand to hold an XC battery, the M12™ RED LITHIUM™ battery delivers superior runtime, with up to six hours of continuous heat on a single battery charge. Providing unparalleled warmth and comfort, the new heated jacket utilizes three carbon fiber heating zones, positioned in key areas, to warm the user's core. This durable heating element can be set to high, medium, or low with a simple

touch of a button. While the red M12™ Heated Jacket's easy-touch heat controller is located on the lapel, the controller for the M12™ Realtree AP™ Heated Jacket is concealed just inside the lapel so that the blinking light of the controller is not visible while the user is trying to blend in to their surroundings. The heated jacket is also water and wind resistant to provide comfort and durability in harsh environments.

With constant innovation in Lithium-Ion, MILWAUKEE® continues to expand its leadership position in the sub-compact category. ♦

CONTINUED from PAGE 1

### Johnston

continues to offer opportunities for hard working people who want to succeed in a local wholesaling company," Schwartz said.

Johnston started as an accountant with the organization in 1977. He became CFO in 2005 and is a certified public accountant. His replacement as CFO will be named in the future, Schwartz said. Schwartz has been with WinWholesale since 1971. He became president, CEO and chairman of the board in 1998. WinWholesale is one of the nation's largest distributors of domestic and industrial supplies and equipment. There are more than 500 local companies across the country representing the Winnelson, Winair, Winlectric, Windustrial, Winwater, Winfastener, Winpump and Noland Company brands.

WinWholesale Inc. (www.winwholesale.com) is a leading supplier of domestic and industrial supplies and materials headquartered in Dayton, Ohio. The privately-held company consists of more than 450 wholesaling corporations in which WinWholesale is an equity partner, and also Noland Company, a wholly-owned subsidiary. Noland is a wholesaler with more than 70 locations mainly in the Southeast. Collectively, WinWholesale is referred to as "The Win Group of Companies." ♦

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# Scenes from the 83<sup>rd</sup> Annual Southern Wholesalers Convention at Hilton Head



*Wade Henderson of Brasscraft and Eddie Gibbs of WinWholesale*



*Annette and Kira Salsman, Ashlyn Ivan and Monte Salsman of WinWholesale*



*Jim & Barbara Whiteherst*



*Randy & Barbara Wool of Wool Supply with Lou Ann and Larry Sago of Grohe America*



*Carol Moss and Jon James of Toto*



*Mark & Tonya Sweatt of Covenant Sales*



*Kathy, Kendall and Daryl Bullock of Oatey*



*Kim and John Landrum of Landrum Supply*



*Anna, Stephanie, Matelyn, Annette Salsman with Susan Larkin*



*Linda and Neal Miller of Bemis Church, Steve & Dorothy Adams of Brasscraft and Terry Shafer of SWA*



*Norma and Rory McGuckin with Jack, Anna, Tom and Robin Bush of Nibco*



*Luke Larkin, Michael Hawthorne, Rocky McDowell, Ronnie Bohannon, Mike Larkin, Annette Salsman and Susie Larkin*



*Cole, Zach, Luke, Amy & Chris Peason of Noritz America*



*Tony & Harri Wasch of Delany*



*Scott Skippy Bardreau, Todd Evans of Matco Norca*

*Scenes from the 83<sup>rd</sup> Annual Southern Wholesalers Convention at Hilton Head*



*Matt Kozak of Bradford White, Michael Hobbs of Carr Co., Deb Kozak of Bradford White and Jim McGoldrick of Bradford White*



*Jim & Nancy Ernst of Watts*



*Shannon & Dennis DeBoch, Brendon Donahue, Christine & Mark Gieria and John Bates*



*David & Robin Hawthorne of Snider, Inc.*



*Tammy, Anna, & Coley Herrin of PDI and Brent, Laurie, Amber and Preston Tippett of PDI*



*Bob Christiansen of Chris-More, Candy Lapour of Elkay Sales, Kim Hardy of Chris-More, & Jerry Lapour of Elkay Sales*



*Paul Tuff of Cerro Flow and Hector Terlato of Wool Supply*



*Todd Evans of Matco Norca, Pace Roninson and Karen Robinson of Modern Supply*



*Kevin & Kris Kelley of Woolf Harris*



*Audrey & Bruce Carnevale of Bradford White*



*Paul Tuff of Cerro Flow with Tim Wiley of Moen*



*Longest Drive Winner, Ric Mitro*



*Zach & Parks Hudgins of Watts*



*John & Lisa Bates with Jim Whitehurst (center)*



*Longest Drive Winner, Cameron Mitro*

CONTINUED from PAGE 1

### GF Piping

inventory, a sales department as well as a customer reception and specialist-training areas. The plant was opened to shorten lead times and provide better customer service in the region, putting muscle behind the company's corporate mantra of "We Act Fast" while underscoring the company's com-

mitment to its customers in the US market.

With GF Piping System's North American headquarters in Tustin, California, goods sent from Europe by ship have been unloaded in Los Angeles until now. From there, it's a lengthy ride by truck to eastern parts of the US. With the new distribution center in Atlanta, the logistics chain is greatly shortened. Now goods can be

shipped directly from Atlantic ports to Savannah, reducing the sea route by half over 4,300 miles. The shortened delivery cycle continues by truck as many customers can be reached more quickly from Atlanta. The faster deliveries are also a major improvement for the products shipped from the company's manufacturing plant in Little Rock, Arkansas.

Beyond the clear benefit of

faster deliveries, closer proximity also means more intensive communication with customers in the region, ultimately providing the company with a much stronger position in the US. Along with the important benefits of improved sales, service and delivery, shorter transport time also translates into reduced emissions into the environment. According to Brian LaBelle, Director of Marketing, the decision to expand to the southeast was well thought-out and planned. "We discussed the project in depth with our end customers and distributors. We wanted to know what they thought of our strategy. The feedback was really encouraging. Our distributors expect the new center will be an advantage for them too." Now in operation, the resulting expansion provides a stronger company presence and faster response times." Heading up the Atlanta facility is Jorge Morgan, who moved from the company's Tustin, California headquarters after four years with the company in purchasing. Morgan has 10 years of logistics experi-

ence and is well-equipped to manage the dynamics and challenges an undertaking of this size brings. "It's a fast-paced atmosphere here at GF Piping Systems," says Morgan. "The business is constantly developing and that represents a real challenge. I feel my experience in logistics will be a benefit to this new position." With the successful introduction of the Atlanta logistics center, the company plans to open another facility in Pennsylvania to continue the momentum for improving coverage in the US market. The GF Piping Systems' Atlanta facility is located at 5570 Westfield Drive, Atlanta, Georgia 30336. GF Piping Systems supplies a full range of plastic pipe, fittings, tubing, valves, actuators, rotameters, fusion machines, secondary containment, tank linings, heat exchangers, custom products, and sensors and instrumentation for industrial process control. For further information, please contact GF Piping Systems, Toll Free (800) 854-4090 and on the web: [www.gfpiping.com](http://www.gfpiping.com).

CONTINUED from PAGE 1

### THE PIPELINE

hosting their annual Memorial Golf outing September the 19<sup>th</sup>. This year the tournament will be honoring PDI legends Glad and Sid Meador. The National PHCC & QSC will hold their connect 2011 in Minneapolis, MN. Mark your calendars for all these exciting events and I hope to see you there! Please email us any other events your organization may have coming up and we will be happy to place it in our event calendar. I also wanted to mention, we have

been getting a few calls on how long the Newspaper takes to get in the mail. That's our wonderful USPS at work. May I suggest you send in your name and address with your email address and receive our digital version. This way you will get your Newspaper right away. Thanks to all who support our industry and please support our advertisers. Without them it would not be possible to publish every month. Wishing you all success as we move forward and hope I you enjoy the end of summer. Best Regards to all and I'll see you down the Pipeline.

### EVENTS CALENDAR

Send all of your open house, continuing education, seminar, and trade show information to: **THE ALABAMA PLUMBING NEWS CALENDAR** P.O. Box 68 Bethlehem, Alabama 30620

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**CONTACT:** [mzinnerman@fab.uab.edu](mailto:mzinnerman@fab.uab.edu)

**September 21st-24th, 2011**  
PHCC Connect  
**LOCATION:** Minneapolis, Minnesota  
**CONTACT:** [www.phccweb.org](http://www.phccweb.org)

**October 27-30th, 2011**  
ASPE Technical Symposium  
**LOCATION:** Orlando, Florida  
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