**FOR IMMEDIATE RELEASE**

Contact: Jocelyn Hutt Kelly Winkler

 White Good White Good

 717-725-0291 717-690-9768

 jhutt@whitegood.com kwinkler@whitegood.com

**MEET THE 2019 NKBA INSIDERS**

**The National Kitchen & Bath Association has selected seven nationally recognized interior designers and industry thought leaders for its prestigious Insiders program.**

**(HACKETTSTOWN, NJ) – January 16, 2019 –** As part of its continuing efforts to inspire, lead, and empower the kitchen and bath industry, the [National Kitchen & Bath Association](https://nkba.org) (NKBA) is pleased to name three new thought leaders to its NKBA Insider program. The NKBA Insiders are a hand-selected group of individuals, each with a specific area of expertise that impacts the residential building environment.

This year’s new inductees include **Ryan Herd**, author and CEO of “[One Sound Choice](https://www.ryanherd.com/)” and an expert on integrated technology, based in Pompton Plains, N.J.; **Richard Anuszkiewicz**, a former NKBA Thirty Under 30 honoree and executive director of the Kitchen and Bath Division for Alt Breeding Schwarz Architects in Annapolis, Md., and **Rebekah Zaveloff**, CKD, co-founder of [KitchenLab](http://kitchenlabdesign.com/) in Chicago.

These three join four returning members of the 2018 class, **Beth Dotolo** and **Carolina Gentry**, co-founders of [Pulp Interior Design](http://pulpdesignstudios.com/); **Grace Jeffers**, a [materials expert](http://gracejeffers.com/), and **Elle H-Milliard**, CKD, editor at large for the [NKBA](https://nkba.org/elle-millard).

“These incredible professionals are doing amazing things for the design world, and, as a team of Insiders, will together bring our members and the industry invaluable insight into the current and future state of residential design,” said Suzie Williford, chief strategy officer and executive vice president of industry relations for the NKBA.

**Meet the NKBA Insiders:**

**Richard Anuszkiewcz** is the Executive Director of Interiors and Casework at Alt Breeding Associates Architecture. A 2018 Coverings Emerging Leader, 2017 Modenus Top 10 Design Influencer and Washingtonian Style Setter, Richard graduated from Virginia Tech’s NKBA accredited Residential Design program and as an alumnus of the NKBA’s Top 30 Under 30 program in 2013, Richard has become recognized as a luxury kitchen design authority.  Anuszkiewicz is a respected keynote speaker presenting nationally at premier industry events including Dwell on Design, Design Chicago, DDA Toronto, and KBIS. Richard has been highlighted in numerous high-profile publications, such as Vanity Fair, Architectural Digest, Traditional Home, House Beautiful, The Washington Post,  Robb Report, HGTV and more.

**Rebekah Zaveloff, CKD,** is co-founder of KitchenLab and Rebekah Zaveloff Interiors. Rebekah’s passion for food, wine, art and design, combined with her collaborative style and her natural inclination for taking care of people create a synergy that influences her work at KitchenLab. She works closely with clients to create spaces tailored to their needs, tastes and budget, offering unique and unexpected ideas. Rebekah’s studies include University of California at Los Angeles, the School of the Art Institute of Chicago and Harrington Institute of Interior Design. Her design projects are frequently published in *Modern Luxury*, *Beautiful Kitchens & Baths* and *House Beautiful.*

**Ryan Herd**’s28 years of experience in the smart-home industry have earned him the moniker “The Smart Guy.” This renowned and award-winning author and integrator offers insight into smart home technology, the Internet of Things (IOT) and the significance of technology in the home today. Ryan is also the author of *Join the Smart Home Revolution*, Amazon's #1 best-selling title on the smart-home environment.

**Grace Jeffers** lives in a material world. She is an artist, designer, historian, and writer. As a materials expert, she is known to challenge our preconceived thinking, urging people to re-evaluate concepts such as “Natural” and “Artificial,” “Real” and “Fake.” In her lecture “Global Forestry,” she reveals the complexity and importance of understanding timber sourcing, the law and our responsibility to forests around the world. She frequently presents lectures to students as well as professionals about materials. Her articles have appeared in journals such as *O at Home* and *Interiors & Sources.*

**Beth Dotolo and Carolina Gentry** are the driving force behind the acclaimed design team at Pulp Interior Design. Founded in 2007 with a forward-thinking approach to commerce and design, the duo has established a unique viewpoint that combines luxury design and a flair for the unexpected. Their growing firm now has offices in Dallas and Seattle. Beth and Carolina are known as influencers with an uncanny ability to understand brands and influence consumers, and are followed by tens of thousands of people around the globe.

**Elle H-Millard, CKD,** is a trend-forecasting consultant, designer, certified color specialist (CfyH) and Certified Living in Place Professional (CLIPP). She serves as the “Editor at Large” for the NKBA Insiders and is frequently involved with brand relationships, often leading or participating in industry panel discussions, presentations and seminars.

She holds a Master of Fine Art degree in sculpture from the University of the Arts, Philadelphia. H-Millard has also appeared as a contestant on HGTV’s “Design Star” series.

The NKBA Insiders are each tasked with a specific design focus and will be sharing their findings on the NKBA Insider website, <http://nkbainsiders.modenus.com/>. Readers may also follow their activity on social media using the hashtag #NKBAInsider.

The current Insiders officially assumed their new roles on Jan. 1, and will be publicly introduced as a group at KBIS. In the first few months of 2019, the Insiders are participating in various industry programs including the Consumer Electronics Show, IMM Cologne, KBIS and the Architectural Digest Design Show. Brands and organizations looking to work with NKBA Insiders or include them in upcoming events or initiatives should contact Julie McCrary, jmccrary@whitegood.com for consideration.

**About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show**

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week ® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association’s founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit NKBA.org or call 1-800-THE-NKBA (843-6522).

KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

###