

CHAPTER OFFICER UPDATE – February 2019

Please share the information below with your fellow chapter officers, either by email or in person at the next meeting of your Chapter Council.

MESSAGE FROM NKBA HEADQUARTERS

What a remarkable KBIS! We are elated that so many of you could join us for Chapter Officer Training and our impressive KBIS expo, which never fails to amaze us with the innovative new products, game-changing ideas and range of professional development opportunities packed into such a short time — after a year of planning, those few days always seem to fly!

We hope the full day of training on Monday, Feb. 18, was of great benefit to you, in your work as NKBA chapter officers as well as in your own businesses. The presentations by our sponsors — **Chase Home Lending, Monogram** and **Caesarstone** — as well as speakers **Lauren Caselli** and **Noreen Buchner**, were outstanding and offered a treasure trove of ideas for improving chapter relations and events, along with tips for improving your business relationships and strategic thinking.

Chase discussed the importance of helping clients find the funds to bring their projects to completion. Kirt Donatello, Home Lending Strategy Director, said Millennials are the most interested generation in home-improvement projects, more than twice that of other demographic groups. “They want to improve and stay in their homes,” he said, “and are looking for aesthetics, comfort and value.”

He added that research shows an anticipated growth of \$16 billion in home improvement in the next year, and that consumers are most concerned with cost-related elements of the project.

“More than half start their project before it’s fully funded,” Donatello said, “with about two-thirds needing more money before they finish, and 31 percent going over budget. For some homeowners who only want to use cash, a lien on the home could be a deal-breaker.”

Chase, which recently became a member of NKBA, can help navigate the financing decisions and offer options and solutions to help clients turn a dream project into a reality.

Monogram introduced its Trade Partner Program, which rewards member designers for specifying Monogram appliances in designs and offers trade pricing for their clients. Alex Skobel, Monogram’s Senior Designer Engagement Leader for the Central Region, and Marc Hottenroth, Executive Director of Industrial Design at GE Appliances, also unveiled several new products, including panel-ready integrated refrigeration columns; a recessed gas cooktop with precision sapphire glass illuminated knobs, a build-in electronic kitchen timer and brass burner accents, and the Flush Hearth Oven, a flush-installed pizza oven boasting brick oven performance and electric heating zones — which is as much a practical appliance as it is a beautiful conversation piece. Monogram is the official appliance partner of the hit cooking show “Top Chef — Season 16,” on the Bravo network.

For Caesarstone USA, Tori Ross, who oversees Channel Marketing for Residential at the company, highlighted a number of its Made in USA products launching at KBIS. Among its plethora of colors and textures, the surfacing giant offers 18 colors available in jumbo slab sizes. Ross said that gray has become a true neutral, and warmer tones are feeling directional again. These include inspiration from the natural landscape; rugged terrain-inspired textures, and aged and worn patina influences as seen in the Excava line. Bold trend choices for 2019 include warm oxidized looks and a darker direction, matte finishes and subtle metallic influences. Imperfection is trending as well, including imperfect shapes, organic textures and uneven surfaces lend an air of casual elegance. Finally, a dramatic ebonized effect on surfaces including stone, plus high-gloss lacquers, dark marbles and blackened, cerused surfaces contribute to a “vivid Victorian” style.

For anyone who wishes to follow up with our esteemed experts, please use the following contact information:

For our sponsors:

• **Chase Home Lending:** chase.com/HomeEquityPro or Kirt Donatello, kirt.a.donatello@chase.com; 972-324-2070

• **Caesarstone:** Tori Ross, tori.ross@caesarstoneus.com

• **Monogram:** Susan Cozzi – East Region – Susan.Cozzi@geappliances.com; Alexandra Skobel – Central Region- Alexandra.Skobel@geappliances.com; Elise Raydo – West Region – Elise.Raydo@geapplinaces.com

For our presenters:

• **Lauren Caselli**, who offered great tips for boosting attendance and elevating chapter events: www.laurencaselli.com

• **Noreen Buchner**, who discussed organizational culture, team- and relationship-building, led a panel on strategies for getting members to serve on committees, how to structure productive committee meetings and affect greater collaboration: <http://www.thecorporategreenhouse.com/>


We thank these sponsors and presenters again for their support and for providing such insightful information.

KBIS 2019 is in the books (and to be frank, our KBIS 2020 planning has already begun), but we have lots in store over the next few months. Starting in April, you'll see a new look to your NKBA magazine. We've merged our former Inspiration + Innovation magazine with Kitchen & Bath Business, making KBB the official publication of both NKBA and KBIS. It makes sense to unify our print editorial under one banner. You'll still find great stories and news related to the NKBA, KBIS and the industry as a whole, delivered to you eight times a year.

In coming weeks, we'll be putting out a call for submissions and nominations for the Thirty Under 30 class of 2020, Professional Design Competition entries, next year's chapter officers and more. Watch for news in the Chapter Officer updates as well as the daily newsfeed on your home page at www.nkba.org.

We'd also like to take a moment to thank all of you for your tireless, volunteer efforts. We know you all have your own professional pursuits — not to mention family obligations — and want you to know how much we appreciate your time, energy and enthusiasm, as well as suggestions for how we can improve our programs and better serve you. It's what makes NKBA one of the strongest professional trade associations in North America — and we couldn't do it without you!

Here's to your success and all the ways we can help you achieve it!



Bill Darcy, CEO



Suzie Williford, EVP, Industry Relations & CSO

CHAPTERS

- **Chapter Officer Training**

Thank you to our 2019 volunteers that attended the chapter officer training in Las Vegas last week making it a huge success. We received some great feedback from you, and we hope you received a great benefit from attending not only the training but also the KBIS show. If you have any questions or need some assistance with your roles as a chapter officer, feel free to contact our Chapters team at 800-843-6522 or chapters@nkba.org.

During the General Session of the Chapter Officer Training, the 2018 Star Awards were announced. We are pleased to list the winners:

Best Chapter Membership Campaign	Michigan State Chapter
Best Chapter Program	Columbia River Chapter
Best Chapter Fundraiser Event	California Capital Chapter
Best Chapter Design Competition	British Columbia Chapter
Best Student-Focused Event	Baltimore/Washington Chapter
Best NKBA-Themes Event	Palouse Chapter
Best Chapter Officer – President	Toni Sabatino, Manhattan Chapter
Best Chapter Officer – Programs Chair	Molly Littlejohn, AKBD, Columbia River Chapter
Best Chapter Officer – Membership Chair	Kelly Araballo, AKBD, So. California Chapter
Best Chapter Officer – Communications Chair	Lorilee Reuillard, CKD, Maine Chapter
Best Chapter Officer – Secretary/Treasurer	Natalie DiPiazza, AKBD, So. California Chapter
Best Committee Member	Courtney Glidden, AKBD, Columbia River Chapter
Officer of the Year – Grand Prize	Lorilee Reuillard, CKD, Maine Chapter

Congratulations to all the winners!

- **Chapter Growth Advocate**

Chapter Officers that drove to the KBIS training are entitled to submit an expense report for the mileage. Please use the 2019 Volunteer Expense Report which can be found on the Resources page, under General Forms. The form, including receipts and a Google map of the mileage, must be submitted within 30 days.

We are gathering some materials from the chapter officer training we think will be helpful to officers in completing your roles throughout your term. We will be sending this information to all officers within the next few weeks. Chapter Presidents will receive the training documents for all positions to assist them in training any officer that did not attend the KBIS training. Training these officers must be completed by April 28th and the [Chapter Officer Training Completion Form](#) must be submitted to National as proof.

We would like to thank our training teams for their amazing job of instructing our volunteers at the Chapter Officer Training at KBIS. We offer our very sincere thanks to the CLC team - Kirsten Gable, AKBD, Molly Switzer, AKBD, Nancy Young, CKBD, Roseanne Freitas, and Antonette Copeland; and chapter officers - Nichole Cooper (Southern California), Virginia Perez Corrales, CKD, CBD (South Florida), Jordan Tatosian (California Capital), Becky de Graaf and Laura Eagan, CKD. You have contributed to the success of our training and we appreciate your efforts.

- **Chapter Calendar**

A list of important 2019 dates for chapters to remember has been updated and is on the website at <https://media.nkba.org/wp-content/uploads/2016/06/22134105/Chapters-Important-dates-and-reminders.pdf>. This list will be updated periodically and should be your information resource for all reporting deadlines. It is a good practice to refer to the calendar at the beginning of each month to see if there are any documents due during the coming month.

- **Chapter Officer Tool Kit**

We have created one-page documents for the NKBA initiatives as well as additional informational details to assist officers with their chapter role. Be sure to visit the Chapter Tool Kit at <https://nkba.org/info/resources> in the Chapter Forms and Resources section on the website. Documents included are the NKBA Membership Handbook, a tutorial for creating a profile on the NKBA website, a Design Competition flyer, and a certified designer promotion, to name a few. Moving forward, we will add new information as it becomes available. If you see a need for other information for this resource, send an email to chapters@nkba.org and we will consider adding a new page to the kit.

- **Chapter Presentation Program**

Are you program planning for this year? Don't forget to include two speakers from the Chapter Presentation Program. NKBA will pay the speaker fee for two visits per chapter each year plus the speaker's travel fees for one visit. All presentations have been approved for .1 CEU and we have added new speakers and presentations to the list. For a full description of the program's updated guidelines and a list of speakers and topics visit: <https://nkba.org/info/resources/programming-guide>.

- **Chapter Meeting Notices**

All chapter meeting notices must be posted on the Chapter's homepage of the NKBA website. The procedure for submitting chapter meeting notices has been streamlined and is very simple to use. The Chapter's Communications Chair should post your meeting events four weeks in advance to give your members time to add the date to their calendars. Visit <https://nkba.org/info/resources> to view the Chapter Event Submission Form. If you have any questions or need additional assistance, please contact Julie Figiel at chapters@nkba.org.

- **Chapter Leadership Committee**

As a reminder, the Chapter Leadership Committee provides a link between the chapters and National. They are charged with monitoring member needs and conveying these needs to the Board of Directors and National staff. The CLC members are available to assist your chapter with questions and will work with National to address your concerns. Get to know your chapter leaders! [Click here](#) for the new 2019 Committee members and their contact information.

PROFESSIONAL DEVELOPMENT

- **New Specialty Badge Program**

The NKBA has been developing a new Specialty Badge Program since October 2017 and is excited to launch the first five badges which include Cabinetry, Remodeling, Living in Place, Floor Plans & Specifications, and Sales & Marketing, during KBIS 2019.

The Specialty Badge Program is a new micro-credential program affording all individual NKBA members the opportunity to acquire focused knowledge in a given domain. The program is a complement to our reputable certification programs, is a type of personalized learning, as well as an educational stepping stone. One of the best features of this program is that all the content material has been developed, endorsed, and will continuously be updated by recognized and respected subject matter experts within our association. The end goal is the ability to communicate knowledge in a single competency within the kitchen and bath industry. Once participants successfully completes the necessary requirements they will receive a digital badge of achievement, which they can use as a marketing tool. [Click Here](#) for additional information. Also, you can find a one page document on the program in the Resources section, under Chapter Officer Tool Kit.

- **Job Board on NKBA.org**

The NKBA is pleased to announce that we have launched our job board on www.nkba.org. We'd like to have our chapters involved in inviting chapter members to participate in posting jobs or searching for new opportunities. All NKBA members, corporate partners and sponsors may use the Jobs board to attract talent to the kitchen and bath industry, post and recruit for full-time, part-time or contract positions, and let students know about internships. This is another way your association is striving to empower the industry, by provided a targeted service to and for design pros of all levels, and to help cut through the clutter in the arduous process of job recruiting. You can check out the Jobs board here, www.nkba.org/jobs. Please note that posted jobs will remain active on the site for 30 days. After that period, the posting will be removed, but the company that posted the job can easily reactivate the position if it has not been filled. If you have additional questions, reach out to Member Relations at: info@nkba.org or (800) THE-NKBA.

- **2019 NKBA Free Webinar Series**

The NKBA Free Webinar Series continues in 2019 with all new presenters and monthly topics! Join one or more of our weekly one-hour webinars and leave with some fresh ideas about running your business with presentations from top industry professionals. Upcoming monthly topics will include: Outdoor Living Spaces, Lighting, Living In Place, Design Software and more. New to the NKBA website is our webinar landing page with more details about the NKBA Free Webinar Series including recordings of our most recent webinars. The new webpage can be found by [clicking here](#). Check out the webinar schedule and register today by [clicking here](#) !

- **Newly Certified Members**

The NKBA would like to recognize and congratulate the following members who recently earned their certifications:

- Ariana Lovato, AKBD, Central Coast and Valleys
- Clare Yeadon, AKBD, Virginia State
- Rebecca Wood, AKBD, Baltimore/Washington
- Megan McIvor, AKBD, Eastern Carolinas

- **NKBA Knowledge Base**

The Knowledge Base is an online version of the NKBA Professional Resource Library that includes new and updated content provided by subject matter experts. This mobile-friendly resource is an excellent reference for professionals, educators and students alike. All submissions will be vetted by NKBA subject matter experts. The Knowledge Base is a subscription product. Member rate is \$99 annually. Visit <https://nkba.org/knowledge-base> to learn more.

- **New Opportunities for Earning CEUs**

The NKBA recognizes the efforts of those certified members who create and present learning programs and material for the Kitchen and Bath Industry as well as those who gain knowledge through service to the industry. Leadership as an officer at the NKBA Chapter level may be submitted for 3 hours (.3 CEUs) per year. Certified members facilitating an NKBA Chapter Study Group may earn 2 hours (.2 CEUs).

- **New CEU Reporting Option**

NKBA is so happy to unveil a special new feature on your NKBA.org newsfeed page. If you click on the circle with your profile photo, a drop-down will appear with the following options: My Profile, and Report CEUs. The “Report CEUs” will only show up if you are certified. It works from your desktop or mobile devices, making it really easy to report your CEUs as soon as you earn them! It’s a tool that we hope will be very useful for our certified designers.

- **Certification Exam Prep Courses**

Our professionally produced AKBD and CKBD on-demand courses are an excellent way to help candidates prepare for the NKBA’s certification exams. Visit <https://store.nkba.org/> to learn more about these offerings.

As a reminder Chapter Officers receive a 30% discount on NKBA online certification prep courses. The code to use at checkout is Education2019 and may be used multiple times. This discount does not apply to KBIS courses or conference sessions.

- **Certification Exam Prep Bundle Packages**

We now offer 4 bundle packages – AKBD, CKBD, Pathway Bundle (which covers AKBD through CKBD), and Recent Grad. The new, cost-saving bundles include a one-year subscription to the Knowledge Base and everything you need to prepare for the exams including the new on-demand exam prep courses. Visit <https://store.nkba.org/> to learn more.

MEMBER RELATIONS

- **Membership**

Membership benefits include an enhanced public listing on the new website (photos, bio/description, etc.), discounts on chapter meetings & KBIS, entrance into our National Design Competition, job postings, hosting and sponsoring chapter meetings and networking events. Advancing your skills through certification increases your credibility and makes an immediate impression on prospective clients and employers. The benefits of membership and certification can be found on the NKBA website and there are several one-sheet promotional tools designed for chapter use at your meetings. For more information, contact info@nkba.org.

- **Updating Company Rosters:** Company employee rosters can be viewed by the admin for the membership when they are logged into NKBA.org & in the company profile. Changes can be made there, or you can e-mail info@nkba.org with your changes and Member Relations can assist you.

- **Paying Dues and/or Certification fees online:** We added a tutorial on the home page of NKBA.org: <https://media.nkba.org/wp-content/uploads/2018/11/15121039/NKBA-Dues-Tutorial.pdf>.

- **Website Profiles**

Chapter Officers should continue to remind your members to complete a profile on the NKBA website. The new NKBA website has been designed to show off your business, produce the best possible search engine results and help you take your career to the next level. However, it is only as good as the information you include on your profile. The more details you include, the more visible your company will be on the website. It all starts with your completed profile. Log-on today and create a profile to get the maximum benefits. Visit <https://media.nkba.org/wp-content/uploads/2016/06/06160732/NKBA-Profile-and-Image-1-Page-Tutorial.pdf> for a brief tutorial on creating a profile. **Added Note: Company and individual profiles are separate. Don't forget to complete both profiles to maximize your web presence.**

- **Contact Information Update**

If you or members in your chapter have changed companies, e-mails, home addresses, etc., please reach out to the NKBA Member Services Team at info@nkba.org and update your information. The changes will be reflected the next time you pull your chapter's roster, as they need to be made with National to be updated.

STUDENT RELATIONS

- **Affiliated Schools and Students**

Thanks to the generous sponsorship of Sub Zero, Wolf, and Cove and Moen for the Students of the Industry, students continue to receive free membership with the NKBA. Affiliated schools also receive free membership. Please distribute both application links to schools in your area to help to continue the growth of this exciting program. For marketing materials or if you have any questions contact:

schools@nkba.org

Schools: <https://forms.nkba.org/educators/affiliated-school-membership-application/>

Students: <https://forms.nkba.org/students/join/>

- **2018/2019 Student Design Competition is Open**

The competition acknowledges the talent of student kitchen and bath designers. Students are challenged to plan beautiful, safe and functional spaces, incorporating creative design statements and aesthetically pleasing design solutions. NKBA student members may enter the kitchen competition, the bath competition, or both competitions. Entrants must design a kitchen and/or bath based on the client requests and plans provided. This year's fictional build competition named "Sky's the Limit!" affords students the opportunity to stretch their design wings by completely renovating a large space with a large budget, while incorporating Smart Home Technology into both the kitchen and bath spaces. First place winners win a \$5000 scholarship and are flown to KBIS 2020. For more information: <https://forms.nkba.org/students/student-design-competition/>

KBIS & NKBA INITIATIVES

- **KBIS 2019**

The Las Vegas Convention Center was the place to be last week! We hope you got to see the latest products, experienced the best networking and were inspired by every aspect of expansive trade show.

- **NKBA Website**

NKBA continuously strives to improve and update its website and services. To that end, we are initiating several changes to our home page at nkba.org to enhance navigation. The same great content will be available, including interesting articles on design and business trends; NKBA and KBIS news; updates and access to professional development programs including certification, specialty badges and webinars; member services; profile pages that showcase your best projects and businesses, and much more. It will just be easier to find!

The testing of the new pages began the week of January 14. We hope you will enjoy and take advantage of the new look and features, and we welcome your feedback to keep making NKBA the best it can be!

- **2019 Design Competition**

Awards for the 2019 Design Competition winners were presented at KBIS last week. [Click here](#) for details.

- **Thirty Under 30**

The inaugural 30s Choice awards were presented at KBIS last week. For a wrapup of the winners, click [here](#).

- **NKBA Insiders**

Our NKBA Insiders are hand-selected as the thought leaders in their areas of expertise. These individuals push boundaries and offer knowledge on both a national and global level. They are tasked with traveling throughout the year to report their findings regarding growth areas and business opportunities for brands and designers. Below is the list of the new Insiders and the subject areas they will cover

- Richard Anuszkiewicz, Richard A2Z and ED for Alt Breeding Schwarz Architects, K&B Div
- Rebekah Zaveloff, CKD, KitchenLab and Rebekah Zaveloff Interiors
- Ryan Herd, Author: *Join the Smart Home Revolution*
- Grace Jeffers, Grace Jeffers –Materials expert with articles in *O at Home* and *Interioes & Sources*
- Carolina Gentry, Pulp Design Studios – Artisans and makers
- Beth Dotolo, Pulp Design Studios – Artisans and makers
- Elle H-Millard, CKD, National Kitchen & Bath Association – Business of design

Please feel free to follow them on their social media and reach out to them for chapter programming!

NKBA Chapter Relations Department Contact List 1-800-843-6522

First Contact: Donna Jensen, Ext 4844 – Sr. Specialist Chapter Relations
Julie Figiel, Ext 3746 – Manager Chapter Relations (Chapter Growth Advocacy)

NKBA Government Relations Department Contact List

Silvia Lattoz, Ext 3793 – Sr. Manager Governance and Global Relations
Steven Campeau, Ext 3787 - Government Relations Specialist
Suzie Williford, 832-421-1285 – Executive Vice President, Industry Relations & CSO

Chapter Leadership Committee

[Click Here](#). Also located on the website on the Resources page, under Chapter Officer Resources.

Did you miss the previous issue of the Chapter Officer Update or do you have suggestions for future issues? If so, email Donna Jensen at djensen@nkba.org.