

## CHAPTER OFFICER UPDATE – March 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

As spring crosses into the northern hemisphere, we are reminded of the renewal and fresh starts that the season heralds. In case you missed our email earlier this week, the Chapter Officer Update is getting a facelift, starting with this issue. We're making it easier to read and hopefully more accessible, making it a breeze to share important news, events and reminders with your chapter members.

A few key programs have opened or will be opening in the weeks ahead, so we want to get you thinking about them and spread the word through your chapter.

- **VFTI:** As you are well aware, planning for a great KBIS 2020 started immediately after our February edition ended. We have opened the call for Voices from the Industry presenters and sessions. It's a great way to share your expertise and give back to the industry, as well as build your reputation and bolster brand awareness for your business. If you have a topic you'd like to propose, click [here](#). Proposals are open through May 17, and selected presenters will be notified by June 17. VFTI is a highly successful, extremely well-attended program, and we'd love for you to be a part of it.

- **Professional Design Competition:** Our Design Competition will be bigger and better than ever this year. Submissions will be open from May 5 to July 11, and as always, members have an early-bird special of one free entry during the month of May. So, start gathering your best recent projects, and strut your stuff for the K&B universe! Click [here](#) for details.

- **Thirty Under 30:** Nominations for the Class of 2020 will be open from June 2 to July 7, so now's the time to start searching for outstanding young professionals you think have what it takes to represent the future of our industry. Spread the word in your chapter — the next rising star could be right around the corner. Click [here](#) for more information.

As always, we welcome your thoughts, observations and suggestions on how to improve our service to you, so you can better serve your chapter membership.

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 Growth Advocate**  
Officers can utilize Yammer to share what works for your chapter or to reach out with questions. Chapter helping chapters will establish networking contacts and enable growth.
- **Chapter Officer Training**  
Post KBIS training materials have been emailed to all officers. As a reminder to all Presidents – it is your responsibility to train any officer that could not attend the training at KBIS. Their training must be completed and you must submit the [Chapter Officer Training Verification form](#) to National by April 30<sup>th</sup>.
- **Chapter Calendar**  
Visit the Resources page to find the list of important chapter dates to remember and our [New Chapter Calendar](#).
- **Chapter Officer Tool Kit**  
Located on the [Resources](#) page, this section contains one-page documents for the NKBA initiatives as well as additional informational details to assist officers with their chapter role.
- **Chapter Presentation Program**  
For a full program description and links to speaker bios and topic descriptions [click here](#).
- **Chapter Meeting Notices**  
The Communications Chair must post all chapter meeting notices on the Chapter's homepage of the NKBA website at least 4 weeks in advance. The [Chapter Event Submission Form](#) is located on the Resources page under Communications Chair.
- **Chapter Web Pages**  
Thank you for sending in your updated information to NKBA. As you may have heard during KBIS, we are transitioning to new chapter web pages that will be part of the NKBA website. These new streamlined pages will make it more cost effective to manage and be less time consuming for the chapters.

While we transition to the new pages, we are unable to update information on the current chapter platform. The changes are being updated into our system and are reflective in the new platform. We apologize for the inconvenience and will keep you posted when we transition. Thanks for your patience.

## **PROFESSIONAL DEVELOPMENT**

- **New Specialty Badge Program**  
The NKBA has developed a brand-new educational platform, the Specialty Badge Program. The first five badges launched during KBIS 2019 which include Cabinetry, Remodeling, Living in Place, Floor Plans & Specifications and Sales & Marketing. As a 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, and 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.

The NKBA is currently developing a Specialty Badge Program one-sheet that can be distributed at local chapter events. Projected completion is April 2019.

- **Job Board on NKBA.org**

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. 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. For additional questions, contact Member Relations at: [info@nkba.org](mailto:info@nkba.org).

- **2019 NKBA Free Webinar Series**

The NKBA Free Webinar Series continues in 2019 with all new presenters and monthly topics! Join us for our weekly one-hour webinars and leave with some fresh ideas about running your business with presentations from top industry professionals. The 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:

Chelly Wentworth, CMKBD, Columbia River  
Heather Zapf, AKBD, Eastern Carolinas  
Keri Rietz, AKBD, Minnesota State  
Stephanie McShane, AKBD, Northern New England  
Sandra Balcer, AKBD, British Columbia  
Rebecca Robinson, AKBD, Tennessee

- **New Chapter Officer Discounts for CLIPP Certification**

The NKBA encourages members to become CLIPP trained and certified. The Living In Place Institute has established a \$350 scholarship for NKBA members. CLIPP classes are both Live-In-Person at select locations, and Live-Virtual in the comfort of your office or home.

As Chapter Leaders, we appreciate that you are responsible for guiding our future through your importance and influence within the industry. The Living In Place Institute invites you to lead your Chapter by becoming CLIPP certified and encouraging your members to join you in making all homes accessible, comfortable and safe for everyone of all ages and needs. Many Chapters have already hosted CLIPP trainings (16 CEU hours) and one-hour CEU events. As a thank you for your leadership, the Living In Place Institute has announced an additional \$200 chapter officer discount for becoming CLIPP certified. Learn more about other member discounts and register now at [www.NKBA.org/CLIPP](http://www.NKBA.org/CLIPP).

- **NKBA Knowledge Base**

This mobile-friendly resource is an online version of the NKBA Professional Resource Library that includes new and updated content provided by subject matter experts. The Knowledge Base is a subscription product. Member rate is \$99 annually. [Click Here](#) to learn more.

- **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. We also offer 4 bundle packages – AKBD, CKBD, Pathway Bundle (which covers AKBD through CKBD), and Recent Grad. These 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 the [NKBA Store](#) 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.

## **NKBA INITIATIVES**

- **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!

- **Voices From the Industry**

If you would like to share your expertise, don't miss the opportunity to submit your proposal for the Voices From the Industry program at KBIS 2020. Submission are now open. Click [here](#).

- **2020 Design Competition**

NKBA will begin accepting applications on May 1, 2019. Categories have changed this year as well as the application process making it much easier to submit. Stay tuned for more information in the following newsletter and on NKBA's social channels (@thenkba).

- **Thirty Under 30**

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

- **NKBA Insiders**

Our [NKBA Insiders](#) are hand-selected as the thought leaders in their areas of expertise. Feel free to follow them on their social media and reach out to them for chapter programming.

## **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, we continue to grow our Schools Program and now have a total of 140 [Affiliated Schools](#), 30 of which are High Schools! As a reminder, Chapters receive a bonus of \$500 for hosting a student-focused event such as a career fair or meet and greet. Additionally, chapters that recruit a High School or College to become an NKBA Affiliated School will receive \$100 for up to 5 schools per year.

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

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. For additional information [click here](#).

## **MEMBER RELATIONS**

- **Membership**

[Member Benefits Booklet](#)

[Membership Application](#)

- **Website Profiles**

Company and individual profiles are separate. Don't forget to complete both profiles to maximize your web presence. [NKBA Profile Instructions](#)

- **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](mailto: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.

### **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](mailto:djensen@nkba.org).