

Chapter Officer Update

NKBA

The Latest News from NKBA Headquarters

SEPTEMBER 2019

A person wearing a blue suit jacket is sitting at a desk, writing on a white document with a blue pen. The person's hands are visible, and the background is slightly blurred. A semi-transparent white box with a thin black border is overlaid on the center of the image, containing the NKBA logo and the title of the message.

NKBA

Message
from
Headquarters

MESSAGE FROM HEADQUARTERS

Can you believe it? KBIS is just about 17 weeks away! We say it every year, but it's really shaping up to be the best yet. We have finalized our **State of the Industry** panel, which you, as Chapter Officers, are required to attend — right after the **State of the Association** address — on Wednesday, January 22, 8:45 to 10:15 a.m., in room N109-110, North Hall, at the Las Vegas Convention Center.

We are delighted to report that, for the third year, Melissa Francis, Fox news/Fox Business anchor, will moderate, bringing her insightful business perspective to this esteemed panel of top executives: Mikael Åkerberg, CEO of Nobilia North America; Katty Pien, Chief Marketing Officer of LIXIL America (parent of American Standard, DXV and Grohe); Randy Warner, President of Dacor, and Adam I. Sandow, Chairman and CEO of Sandow (parent of Interior Design and Luxe Interiors + Design magazines). We know it will be an inspiring, informative, thought-provoking discussion and we look forward to having you with us.

We just returned from CEDIA in Denver, where we held a Thought Leadership Summit devoted to the rapidly evolving world of connected home technology and its impact in the kitchen and bath. The Summit was an exclusive event for certified designers — like our special certified designers luncheon at KBIS (more on that next month). These are just more reasons to consider pursuing NKBA design certification. In fact, we are delighted to celebrate the following individuals (with company and chapter affiliations), each of whom earned their AKBD in the month of September: **Anna Marshall**, Home Depot, Northern New England; **Tracy Healy**, Home Depot, Ontario, Canada; **Cynthia Greco**, House of Refined Design, Texas North Plains; **Jessica Friederichs**, Third Chapter Designs, Minnesota State; **Anna Rae Dutro**, Carson-Newman University, Tennessee; **Sabrina Richards**, Century College, Minnesota State; **Kelly McDermott**, Normandy Design Build Remodeling, Chicago Mid West, and **Tina Quix**, Home Depot, Prairie Provinces.

Back to CEDIA. The show itself was an amazing array of new tech for the whole connected home. The main message of our Summit, as well as the vibe on the expo floor, was that a home isn't "smart" if all it has is a few "smart" products — an oven that can be preheated via phone app, or a programmable thermostat, for instance. The real home of the future is one in which all the systems can "talk" to each other, making for a truly connected home. For a look at just one of the terrific presentations at our Summit, from Brad Hintze, senior director of product marketing for Control 4, click [here](#). And if you're not talking to your clients about connected kitchen and bath technology, fixtures, appliances, infrastructure and systems, you're going to lose business.

MESSAGE FROM HEADQUARTERS

It's a topic we consider critical, and one of particular interest to K&B designers and remodelers. So, we'd like to take this opportunity to remind you about our December 11 event in New York: **The Design + Tech Connection**, powered by NKBA, KBB and CEPro. It's a full day of programming and networking designed to help you learn more about this sector, and how to make connections with tech integrators. Consumers want the technology, but they don't want their spaces to look "techy." That's why collaboration between K&B designers and other professionals and the integrator community is so important. Please join us for this must-attend event. Registration opens October 15. Sign up [here](#).

Finally, we have three more important reminders for you.

Chapter Star Award nominations open October 1-31. As you know, these awards recognize the tireless efforts of our volunteers at the chapter officer level, as well as acknowledge innovation and success in membership drives, fundraising and other campaigns and events. Please take a moment to nominate an outstanding officer or program by clicking [here](#). Winners will be announced at Chapter Officer Training at KBIS.

There are two weeks left to nominate an outstanding individual who has contributed to the growth and professionalism of the Association and the kitchen and bath industry as a whole for induction into the **Kitchen & Bath Hall of Fame**. Deadline is October 11. If you know someone who has contributed to the industry in a game-changing way, click [here](#) to nominate them for this prestigious accolade. New honorees will be inducted at the Design + Industry Awards presentation at KBIS 2020.

Additionally, nominations for the **Innovative Showroom Awards** open October 14 and close November 29. These awards, also presented at KBIS, recognize existing K&B showrooms with innovative, interactive design, that are doing a great job with customer engagement, experience and education. Click [here](#) for more information.

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



Bill Darcy, CEO



Suzie Williford, EVP, Industry Relations & CSO



NKBA

Chapters

CHAPTERS

Chapter Growth Advocate – The KBIS Experience for Chapters

- National is looking for photos of your 2019 activities. If your chapter has some pictures of a great chapter meeting or event you had sometime during this year, please share with us at chapters@nkba.org
- Get your members excited about KBIS by using [this video](#) at your next chapter meeting.
- Tip for Chapters – plan a post KBIS meeting. It is a great way to bring the show back for anyone who couldn't attend.
- Tips for Officers – make plans for each officer to search out something in particular at the show and then report on it at your Post KBIS meeting.

Chapter Officer Training

- The VIP letter for KBIS and Chapter Officer Training has been emailed to all 2020 officers. Letters for substitute officers and attending Committee members will be emailed after all chapters have submitted your [attendance form](#) (deadline is November 15).
- Information on making travel arrangements, hotel reservations and registering for KBIS is included in the VIP letter. Please read carefully and contact National with any questions.
- Have a question about your role? Send it to chapters@nkba.org and we will add it to the training or answer it directly.

Chapter Star Awards

- Our volunteer chapter officers work hard to support the association and NKBA is excited to recognize them each year. Please take time to nominate an outstanding individual or chapter event. The winners will be announced at the Chapter Officer Training at KBIS.
- Applications open on October 1. The 2019 Chapter Star Awards will be accepting applications through October 31. Late applications will be disqualified. [Click here](#) for a description of the program and links to the applications.

Chapter Funding

- Chapters receive \$500.00 in bonus funding 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 per school (up to 5 schools per year). To claim your bonus funding for recruiting a new Affiliate school or hosting a student-focused chapter event, send an email to chapters@nkba.org.

Chapter Calendar

- Visit the Resources page to find the list of important chapter dates to remember and our [2019 Chapter Calendar](#).

Chapter Officer Tool Kit

- To assist officers with their chapter role and to help promote the NKBA, the [Resources](#) page has one-page documents for NKBA initiatives as well as additional information details.

Chapter Presentation Program

- Don't miss the opportunity to have a quality speaker at your chapter. Visit the [Chapter Presentation Program](#) on the NKBA website for a full program description, links to speaker bios and topic descriptions.

NKBA

Professional Development



Specialty Badge Program

- Please continue to talk up the badge program at chapter meetings and encourage your members to pursue these micro-credentials.
- The Chapter Incentive will end on September 30th. The three chapters whose members buy the most badges (minimum of 20 badges per chapter to qualify) between May 1st and September 30th will earn attendance packages to KBIS 2020! The 1st place chapter can bring three committee members to KBIS 2020, 2nd place, two committee members, and 3rd place, one committee member. The package includes airfare to Las Vegas and three nights' hotel accommodations. We hope this terrific incentive will encourage your membership to go for this great credential. [Click here](#) to learn how to order and earn an NKBA Specialty Badge.
- **Note:** For this incentive, "Committee Members" should be members of your chapter who are actively helping the chapter and officers with duties, initiatives and events. A [Specialty Badge Program](#) flyer is available to all Chapters and an in-depth [informational webinar](#) that includes a power-point presentation is also available on NKBA.org.

2019 NKBA Free Webinar Series

- For the month of October, NKBA is featuring Storage Solutions as part of our NKBA Free Webinar Series! Join us for engaging presentations and content with some of the industry's top professionals. Check out the webinar schedule and register today by [clicking here!](#)

Certification Exam Prep Courses

- We 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 on-demand exam prep courses. Visit the NKBA Store to learn more about these offerings.
- **Reminder:** Chapter Officers receive a 30% discount on NKBA online certification prep courses. The discount code to use at checkout is Education2019. Note: This discount does not apply to KBIS courses or conference sessions.

Newly Certified Members

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

Kelly McDermott, AKBD, Chicago Mid West
Sabrina Richards, AKBD Minnesota State
Jessica Friederichs, AKBD Minnesota State
Anna Marshall, AKBD Northern New England
Tracy Healy, AKBD, Ontario/Canada
Tina Quix, AKBD, Prairie Provinces
Anna Rae Dutro, AKBD Tennessee
Cynthia Greco, AKBD., Texas North Plains

- **Note:** Members who have recently earned a certification or specialty badge, and completed their online profile on nkba.org, are highlighted on the NKBA newsfeed and social media.



PARTNERSHIP



NKBA



SENSITIVITY

NKBA



INTEGRITY



GOALS

Initiatives

ETHICS

CONTRIBUTION



IMPACT



DRIVE



KBIS 2020

- Get your members excited about KBIS! We have a KBIS video

Voices From the Industry

- The VFTI program at KBIS 2020 will have 71 – one-hour sessions. All will be in the North Hall on level 2 on January 21-23, 2020 at KBIS in Las Vegas.
- New for 2020 - NKBA is proud to present three Professional Development courses as part of its Voices from the Industry Conference at KBIS 2020. The seminars are two hours each and are presented by industry experts, Victoria Downing, Fred Reikowsky, and Doug Walter, AKBD, AIA. The sessions offer 0.2 CEU credits and 2 Education Hours toward earning or maintaining AKBD, CKBD or CMKBD certification: [view courses and VFTI sessions!](#) The price for a one-day VFTI pass (up to four sessions) is \$275 for NKBA members and \$350 for non-members for advance registration; prices increase for onsite purchase of a one-day pass. Multi-day passes are also available; [view attendee pricing and full details!](#)

Thirty Under 30

- The 2020 Thirty Under 30 class has been revealed. [Click here](#) for the announcement.

Hall of Fame

- Each year, the NKBA recognizes professionals who have made a significant and enduring contribution to the development of the kitchen and bath industry and/or the NKBA, on a national or global scale, by inducting them into the Kitchen and Bath Industry Hall of Fame. Individuals selected for induction will join other honored industry members, including inventors, business leaders, designers and educators — among the most outstanding people in the business.
- Nominations will be open until October 11.

NKBA Next Up

- The NKBA NextUp Initiative is hosting the first Community Restoration Project! All 70 chapters are invited to submit a proposed project within their community that they would like to restore. The winning chapter will earn a \$25,000 grant to put directly into the project. [Click here](#) for more information including rules and guidelines.

NKBA

Student Relations



- **Financial Activity Report**
- Apply for a student chapter grant! The NKBA continues to offer a yearly renewable grant of \$500 for new and existing chapters with submittal of the proper paperwork. To qualify for the \$500 grant, submission of the NKBA Student Chapter Activities/ Financial Report is due no later than October 31 to schools@nkba.org. Visit [NKBA Student Chapter Activities/ Financial Report](#) for more info.
- **Student Design Competition**
- The NKBA Student Design Competition is now open! Winning this prestigious competition increases industry visibility and peer recognition, offers valuable publicity and networking opportunities and acknowledges the talent of aspiring kitchen and bath designers. Please go to <https://forms.nkba.org/students/student-design-competition/> for more info.



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Member Relations

Membership Resources

[Member Benefits Booklet](#)

[Membership Application](#)

New: [Benefits of Membership Video](#)

New Market Research Reports on NKBA.org

- NKBA research is a great member benefit so be sure to visit the NKBA Store frequently to access new research reports as they are published.
- The NKBA Bathroom Technology Awareness and Usage Study was conducted by NKBA in collaboration with CEDIA, the Custom Electronics Design and Installation Association. This report is a must-read as it provides insights on the technology that consumers want in their master bathrooms and assesses how knowledgeable designers and integrators are about bathroom tech solutions. [Click here to access the free report.](#)

Website Profiles

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

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 90 days. After that period, the posting will be removed and the company that posted the job will be notified and can easily reactivate the post if it has not been filled. For questions, contact Member Relations at: info@nkba.org.

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.

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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.