THE 2018
THIRTY UNDER 30
PROGRAM

Meet the
THIRTY
UNDER
30

Sponsored by:

Samsung
Introduced in 2013, the NKBA Thirty Under 30 program continues to capture the voice of the next generation of kitchen and bath professionals.

The National Kitchen & Bath Association (NKBA) will recognize the Thirty Under 30 class of 2018 at the Kitchen & Bath Industry Show (KBIS®) in Orlando, Jan. 9-11, 2018. The group will make its debut on the KBISNeXT Stage at 11 a.m. on Jan. 9.

“This group of outstanding young professionals represents the future of the industry,” said Bill Darcy, NKBA Chief Executive Officer. “NKBA is proud to recognize them as part of this key program, and we’re looking forward to hearing their insightful presentations in Orlando. The Thirty Under 30 honor will help them as they continue to develop their careers, and we are happy to be a part of recognizing the next generation of industry leaders.”

Prior to KBIS, the newly inducted honorees were assigned into six groups of five, with each team collaborating on a “Product of the Future.” The teams will present their creations on the KBISNeXT stage on Jan. 10. It’s sure to be an eye-opening presentation to see what these rising young professionals view as important developments in the space, what’s missing or what can be improved.

Destin Barkley, Allied ASID / D’Asign Source / Marathon, FL

Florida native Destin Barkley is lead interior designer at D’Asign Source, a design/build firm in the Florida Keys. After completing her Bachelor’s Degree in Interior Design at the University of Alabama, a CIDA accredited program, Destin started as an intern at D’Asign. She was promoted from junior interior designer to her current post, handling multi-million-dollar projects. D’Asign is a concept company comprising interior design, architecture, landscape architecture design and general contracting, operating from a 25,000-square foot showroom. Barkley is involved from the estimating, design and contracting phases, as well as being responsible for interior plans, material selections, kitchen and bath design.

Eileen Byrne / Hatchett Design/Remodel / Newport News, VA

A dancer, musician and designer, Eileen Byrne says the best art comes via collaboration. She majored in interior design at the University of Kansas, noting it would allow her to “choreograph someone’s lifestyle.” She held multiple design internships in the DC Metro area, and after graduating in 2014, joined Hatchett Design Remodel in Newport News, Va., as an interior designer. Since then, Byrne has designed more than 70 projects, with a combined contract value exceeding $2 million. She also volunteers with local remodeling projects such as the Peninsula Remodeler’s Council’s Remodel Blitz and Habitat for Humanity projects.

Lindsay Cerilli, LEED GA / Cerulean Concepts / Austin, TX

Lindsay Cerilli, an Austin, Tex.-based designer, holds a Bachelor’s Degree in interior design and LEED GA Certification from West Virginia University. She studied abroad in Cyprus and visited 14 other countries, focusing on European kitchen and bath design. In 2010, Cerilli started working with builders in the Washington, D.C., area, where she learned the finer points of construction, design details and documentation. In 2013, she moved to Austin, where she worked with multiple builders on high-end kitchen and bath projects. She managed a design center, working on over 100 homes and forging industry relationships. In 2016, she founded Cerulean Concepts, providing interior design and project management for new construction and remodeling.
Stephanie Chavez, Allied ASID / Selections By Steph / Austin, TX

Austin, Tex., native Stephanie Chavez graduated Magna Cum Laude from Texas State University with a Bachelor of Science degree in interior design. For five years, she was a designer for Panache Interiors in Austin, but last June, Chavez opened her own business — Selections by Steph — specializing in residential kitchen and bath remodels and specification for new-construction homes. She is a member of the ASID Austin Design Community Board, Central Texas USGBC and Texas Hill Country NKBA, and is working toward earning LEED GA, WELL, and NKBA certifications. Chavez is motivated by sustainability and leading a healthy, authentic, high-quality lifestyle.

Joe Ciuffo / Ciuffo Cabinetry / Deer Park, NY

Joe Ciuffo is vice president of Ciuffo Cabinetry, a custom manufacturing and design-build firm in Deer Park, N.Y., on Long Island. Ciuffo Cabinetry specializes in custom kitchens and cabinetry/millwork across the Northeast. Ciuffo, a fifth-generation owner of the firm, family-owned and operated since 1907, holds a Bachelor of Arts degree in economics and business administration from the State University of New York at Oswego. He is active in all aspects of design and production at the company, from quality control and manufacturing to site meetings and consultations. He travels around the country attending trade shows, exploring the latest innovations and advancements in design, materials and manufacturing.

Nicole Conte / Northshire Living / Manchester Center, VT

Nicole Conte attended the Massachusetts College of Art & Design for sculpture, with a focus on furniture-making. During school, she worked at a local imported furniture showroom, where she became intrigued by interior design services. After graduation, Conte started working as a design assistant for an interior designer, and then found an opening in the kitchen and bath department at a local lumberyard. Conte recently became the principal designer for Northshire Living, and she hopes to continue making a difference in the design world.

Brianna Ellis / Rev-A-Shelf, LLC. / Louisville, KY

Brianna Ellis is a content marketer at heart, with a passion for the kitchen and bath industry. She studied communication and marketing strategies in Louisville before graduating with a bachelor's degree in 2016. Using highly data-driven principles, Brianna has led more than a dozen social media platforms' marketing strategy, calendar and analytics to increase brand awareness and community engagement. She provides innovative solutions and strategic perspectives and strives to build one-on-one relationships with the iK&B design community. A writer and analytics junkie, she is constantly analyzing present processes for future improvements, from her daily social media responsibilities to her quarterly content initiatives.

Maryanna Estornes / Bright Ideas by Martinec / Big Flats, NY

Maryanna Estornes studied interior design at Cazenovia College, where she earned a Bachelor of Fine Arts degree. She was an active member of Cazenovia’s Interior Design Club and was selected by her professors to be part of Sigma Alpha Pi – The National Society of Leadership and Success. She has been a designer with Bright Ideas by Martinec for four years, offering energetic, creative, and imaginative thinking to develop designs unique to each client. Estornes has software knowledge with several design programs, so she’s able to demonstrate to clients how their design is the right fit for their home and lifestyle.
Alannah Fanset / William Standen Co. / Sarnia, Ontario
Alannah Fanset, a 2012 graduate of Ryerson University with a Bachelor’s Degree in interior design, worked for two years in kitchen and bath cabinetry and joined William Standen Co., a design/build company, in 2015. She began helping the lead designer and now handles her own clients, developing processes to ensure quality designs and project management. In January 2017, one of Fanset’s bathroom designs was featured in Kitchen & Bath Business, the official KBIS magazine. This design also made her a finalist for Best Large Bathroom in the 2017 NKBA Ontario Chapter Design Competition. In April 2017, after entering her first NKBA Design Competition, she was named Best New Designer in Ontario.

Alison Green, AKBD, Allied ASID / Jackson Design and Remodeling / San Diego, CA
Hired by Jackson Design and Remodeling as a design assistant upon graduation from the Design Institute of San Diego with a Bachelor of Fine Arts in interior design, Alison Green is now senior interior designer of this $20 million firm. Green’s Creative Modern Farmhouse kitchen won a 2017 Contractor of the Year award from the National Association of the Remodeling Industry. Her Timeless Modern kitchen, the first she ever designed, won a Qualified Remodeler Master Design Honorable Mention Award in 2014 and a National Chrysalis Award in 2015. She is a certified NKBA Associate Kitchen & Bath Designer and an Allied Member of the American Society of Interior Designers (ASID).

Kailee Helget, AKBD / R. Henry Construction / Mankato, MN
Kailee Helget, a 2015 graduate of Dakota County Technical College, an NKBA accredited program, holds an Associate’s Degree in interior design and works for R. Henry Construction, a custom home builder and remodeler in Mankato, Minn. In 2016, one of her kitchen renderings won the Traditional Category for the 2020 Design Inspiration Awards. She is a certified NKBA Associate Kitchen & Bath Designer. She works with seven cabinet lines and four drafting programs, with daily responsibilities ranging from cabinet design, creating 3D renderings and drafting floor plans to product selection, interior photography, marketing, and more.

Kelsey Holtz, Allied ASID, LEED GA / Green Design Center / Waukesha, WI
Kelsey Holtz is the interior designer for the Green Design Center and vice president of Non-Toxic Environments (NTE), a non-profit dedicated to educating the design industry on environmental and human health. Holtz began as an intern in 2009 while pursuing her interior design degree from WCTC, and graduated from University of Wisconsin-Stout in 2012 with a Bachelor of Science degree in sustainable management. She joined GDC to work in design and concentrate on human health and sustainability. In 2015, Holtz collaborated with a local craftsman to create cabinetry focusing entirely on family health. GDC Cabinetry is the only commercially available line that uses custom finishes that eliminate formaldehyde outgassing.

Erica Illions / Snappy Kitchens / Dallas, TX
Dallas native Erica Illions took an unusual route to her position as a designer with Snappy Kitchens, a division of Kitchen Design Concepts. While earning degrees in economics and business at Texas Christian University in Fort Worth and researching internships, she identified a vibrant and growing kitchen and bath industry, particularly in her hometown. She’d always had a passion for interior design and remodeling, and joined Kitchen Design Concepts several months before graduating. At the time, the company was launching a new business, Snappy Kitchens. Now in her seventh year with the company, she oversees the Snappy unit.
Aimee Inouye, AKBD / Sinclair Construction / Al Design + Drafting / Concord, CA

Aimee Inouye's love for kitchens and baths started when she was a child, living in an apartment with her family in Nu’uanu, on the island of Oahu. Hoping to build a custom home one day, she began sketching floor plans — focused on the kitchen. In 2010, Inouye headed to Northern California, and gained on-the-job experience at a kitchen and bath design firm. She completed the kitchen and bath design program at Century College, earned NKBA's AKBD certification in 2016, and joined Sinclair Construction in Concord, Calif., as lead project designer. Inouye also manages her own company, Al Design+Drafting, specializing in kitchens and baths, and offering interior design, material selection and other services.

Zech Johnson / Southern Home Improvement / Dalton, GA

Zech Johnson helped launch Southern Home Improvement, LLC, right out of high school. He's currently a junior project manager and designer, preparing to one day take over the company's construction management. Johnson produces measured CAD drawings; 3D presentation drawings using AutoCAD, Prokitchen, and Chief Architect software, and he manages SHI's overall Internet presence. In 2015, he was named one of Qualified Remodeler Magazine's top 40 Remodelers Under 40. He is a trained installer of Schluter waterproofing and tile-related products, a Wellborn Cabinet Installer and Certified Shelf Genie Installer. His volunteer work includes building handicapped accessible ramps, work with Habitat for Humanity, building homes in Mexico and in New Orleans for Hurricane Katrina relief.

Kevin King / Barger / Washington, D.C.

Kevin King is a plumbing manufacturer's representative for Barger, with concentration on the kitchen and bath industry. He services a range of businesses, concentrating on showrooms, residential plumbers, interior designers, residential builders, chapters of the National Kitchen & Bath Association and American Society of Interior Designers, and remodelers within the kitchen and bath industry. King also directs his efforts in educational plumbing experiences for the design community, residential builders, showroom associates, homeowners and plumbers.

Taryn Milburn / The Home Depot / Palm Coast, FL

Taryn Milburn has worked for The Home Depot for 11 years. With an Associate's Degree in paralegal studies and a Bachelor's Degree in business supervision and management, she had no prior experience or knowledge about the kitchen and bath industry. But, eager to learn, she became a designer in 2013. As her store's lead designer and one of the top designers in the Southeast region, Milburn now trains designers in her district. She connects with her customers, educates them about their investment and inspires them with creative ideas, resulting in multiple customer service and specialty sales awards. She is currently pursuing her AKBD certification.

Keara Miller / Cambria / Eden Prairie, MN

A "sales-driven, design-inspired" marketing representative, Keara Miller brought her previous work experience in marketing, sales and kitchen design to Cambria in 2015. Since then, she has earned kudos in sales performance as well as discovered effective design solutions, developed client relationships and built brand awareness for the company. In 2016, she increased sales across her marketplace by 10.5 percent; added 33 built-in Cambria displays, 24 Cambria sample towers and two Cambria galleries in her region, as well as hosting and coordinating 43 events. She's a current member of NKBA's Indiana State Chapter and the Builder Association of Greater Indianapolis.
David Podwyszynski / Rangecraft Manufacturing / Fair Lawn, NJ

David Podwyszynski is operations manager at Rangecraft Manufacturing, a high-end custom kitchen range hood fabricating company in Fair Lawn, N.J. Podwyszynski studied criminal justice at Kean University, but his love of cooking from an early age drew him to the kitchen industry. Working with some of the industry’s top designers and architects, he has sourced unique exotic metals including titanium mirrored stainless, wood-grain stainless, and blue mirrored stainless steel that ultimately led to an award as one of 30 Most Innovative Products from Beautiful Kitchens & Baths magazine. Among his biggest accomplishments was obtaining a Swarovski license, making Rangecraft the only range hood manufacturer in the world to utilize the Austrian manufacturer’s crystals.

Elise Raydo / Monogram Appliances / Denver, CO

Dallas native Elise Raydo started her career in 2010 with GE Appliances as an area merchandising specialist in Houston, after graduating from Texas Tech University with a Bachelor’s degree in management and institutional management. She became an area sales manager in 2011 and returned to her hometown. In 2013, she earned an MBA from Texas Tech. Now in Denver as a Designer Engagement Leader — West Region, she works with local NKBA and ASID chapters to cultivate the Monogram brand. Raydo is also an active mentor to middle-school girls, and works with 2ndSaturday, an organization that restores homes for elderly and disabled families within Dallas’ poorest communities.

Briana Ryan / Fisher & Paykel Appliances / New York, NY

Briana Ryan is showroom manager of the Fisher & Paykel Experience Center in New York. Prior to joining F&P, she was the business development manager at a surfaces distributor, where she cultivated an architectural and design sales division. Before her career in interior design, Ryan managed a multimedia production studio and Internet radio station in Nyack, N.Y., working with clients including PBS, the Art Students League and the Radio Television News Directors Association. She was also a media relations liaison for ACLU National. Ryan serves on the board of NKBA’s Manhattan Chapter. She graduated from the Communication Media Arts program at the State University of New York.

Lou Salge / Four Seasons Design & Remodeling Inc. / Angola, IN

Lou Salge began working with Four Seasons Design & Remodeling as a draftsman and minor project manager in 2010 after graduating from Lawrence Technological University with a Bachelor of Science degree in architecture. In 2014, Salge and Four Seasons owner Jeff Deahl opened a kitchen and bath showroom with Wellborn Cabinets as their in-house cabinet line. The company now represents seven lines of quartz countertop manufacturers and two granite countertop fabricators. Since 2010, its yearly revenue more than tripled to over $2 million, of which kitchen and bath revenue now surpasses $500,000. Among his volunteer work, Salge sits on the board of directors of the Builders Association of Northeast Indiana.

EJ Silver / Studio41 Design Showroom / Chicago, IL

EJ Silver works for his family’s kitchen and bath company, Studio41 Design Showroom, a division of Logan Square Aluminum Supply Inc. in Chicago. Silver has worked in the warehouse, in customer service and sales, working on projects from conception to completion. At 23, he became manager of the Downtown Chicago, River North location, where he increased sales by 300 percent. Silver has developed a branch of Studio41 dedicated to wholesale/multi-unit projects, where he works on project management for many premier high-rises in Chicago and trains other sales associates in this specialty. Silver’s charitable efforts include work with DIFFA and the Pancreatic Cancer Association.
Giana Siska / Signature Kitchen & Bath Design Inc. / Cupertino, CA
After graduating from the University of Arizona with a degree in communications and marketing, Giana Siska joined Signature Kitchen & Bath Design Inc. in Cupertino, Ca., to pursue her passion for creating multi-functional living and dining spaces that are as aesthetically beautiful as they are practical for modern families' lifestyle — partly inspired by her own passion for cooking. Siska is in the process of obtaining her AKBD certification from the NKBA. She is a long-time member of the San Francisco MoMa and gives back to her community by volunteering at the San Jose Cinequest Film Festival.

Samantha Snead / Reico Kitchen & Bath / Richmond, VA
Samantha Snead earned a Bachelor of Fine Arts degree in interior architecture from James Madison University. While pursuing her degree, she interned for a local kitchen and bathroom design firm, where she could express her lifelong passion for hands-on, creative pursuits. Her exposure to various aspects of design and project management gave her a foundation in the kitchen and bath industry. After graduating in 2014, she joined the Reico Kitchen & Bath team, where she helps clients navigate the design process, coordinating the entire project from choosing cabinetry, countertops, appliances, tile and fixtures through design and completion.

Tyler Swartzmiller / Kitchen Kraft / Columbus, OH
Tyler Swartzmiller started in the building industry with his family's construction business. With this foundation and a degree in interior design from the Art Institute of Ohio in Cincinnati, Swartzmiller embarked on a career as a kitchen and bath designer. In the past decade, he has worked with clients on wants versus needs, and provided solutions for their kitchen and bath projects. He has worked with the DIY Network on select kitchen and bath design projects. Swartzmiller's real-world perspective prepared him for his role as Kitchen Kraft showroom design manager in Columbus, Ohio, leading his team of designers to use the showroom to provide design and planning services for the market.

Danielle Sylvia / Kitchen & Bath Details / Mattapoisett, MA
Danielle Sylvia left her hometown of Rochester, Mass., to pursue her studies at Point Loma Nazarene University in San Diego. After earning her Bachelor of Arts degree in interior design with a minor in business administration, she joined Kitchen & Bath Details in Mattapoisett, Mass., as a designer. She works closely with her clients to design custom kitchens and baths with an emphasis on ease-of-use. Growing up on technology, Sylvia is a proponent of integrating modern conveniences into her designs while maintaining the traditional character of her clients' quaint New England homes.

Katie Thurman / US Cabinet Depot / Acworth, GA
Armed with a 2014 Bachelor of Science degree international business affairs from Georgia Tech, Katie Thurman joined US Cabinet Depot in 2015 as a sales and marketing specialist and after a year was named marketing manager, contributing to a 15 percent sales increase in her first year in that role. Over the last two years, she launched the company's first themed marketing campaign, has hosted parties and dinners for customers and partners, and managed the contractors that built USCD's booth display for KBIS. In January 2017, after just about a year with the firm, she managed the company's exhibition at KBIS.
Melanie Towey / Emser Tile / Los Angeles, CA
Melanie Towey, West Coast regional sales manager for Emser Tile, spent most of her career with Cambria, which she joined as a marketing coordinator after receiving her Bachelor’s degree in Business from North Dakota State University. After a year, she was named marketing operations manager for the quartz processing firm, involved with brand development, events, sponsorships, trade shows and building industry relationships. She opened Cambria’s flagship gallery in Minneapolis in 2013, and subsequently managed the build-outs of seven other Galleries nationally. In 2015, as director of marketing operations, she relocated to Los Angeles and built a marketing platform specific to the West Coast. She joined Emser in her current role last June.

Natalie Venalainen / Men At Work Design Build Ltd. / Toronto, ON
With nine years of industry experience, Natalie Venalainen is the lead designer for interiors at Toronto-based Men At Work Design Build. She graduated from the University of Toronto with a degree in studio and art history, obtained certification in AutoCad, and after six years working for interior design firms, joined Men At Work. Venalainen is a member of NKBA’s Ontario Chapter, and received the top awards for Best Modern Kitchen and Best Large Bathroom in 2016. She has spoken at the Toronto Spring National Home Show on the benefits of the design-build model, and in 2017, received first place at the Ontario NKBA awards for medium-size kitchen.