

**Wilmington CEU’s By the SEA**

# FRIDAY EVENING

## Kesseböhmer Showroom, 106 Market St #300, Wilmington NC 18401

7 30 pm to 8 30 pm: Bebhinn Gray, Cosentino Surfaces

Topic: Surface Innovation – Redefining Boundaries of Interior and Exterior Spaces with Ultracompact Surfacing.  - .1 CEU

The discussion will focus on the development of Ultra Compact Surfacing, defining a new material classification, the process by which it is manufactured and the performance it offers, and then we look at a variety of applications ending with a live, hands-on interactive performance testing of the material itself. It’s a very neat CEU!

Speaker Bio: A Philadelphia native, Bebhinn has lived in North Carolina since 1995. A UNC graduate, she began her career with high-end modern furniture.  Several years later this created an opportunity in the construction industry to work with surfaces. Bebhinn joined Cosentino in 2017 as the Architectural and Design Sales Manager. She is instrumental in the cradle to grave process for residential and commercial projects. Education and commercial sales are also the focus of concentration for Bebhinn as the Architectural & Design Sales Manager.

# SATURDAY MORNING

## Kesseböhmer Showroom, 106 Market St #300, Wilmington NC 18401

8 00 am-Continental Breakfast

8 30 am to 9 30 am: Dee Maher, Kesseböhmer Dealer Group Manager-

Topic: How to Increase Profits & Customer Satisfaction with Interior Storage Solutions - .1 CEU

After completion of this course, the attendees will better understand why including interior storage solutions in every project will increase customer satisfaction through better organization and efficiency, and easier physical and visual access to their storage. Each attendee will also have an action plan of how they can set a customers’ expectations, present a design that includes more interior storage solutions, close the sale, and increase their profits.

Speaker Bio:  Dee Maher is the Dealer Group Manager for North America for Kesseböhmer USA and has been with the company for 9 years. She and her team, around the country, educate kitchen designers and cabinetmakers on Kesseböhmer interior storage solutions.  Dee’s background is in interior design and kitchen design and she’s been in the industry for over 25 years.

9 45 am to 10 45 am: Tim West, Native Trails

Topic: Artisanal Craft in Sustainable Spaces-.1 CEU

This course discusses the value of bridging cultures and combining artisan heritage with innovative design, and illustrates how the craftsmanship of furnishings made by hand with sustainable materials can meet today’s design goals of green design.

Speaker Bio: Tim West is the Eastern Regional Manager at Native Trails, Inc. in Mount Pleasant, South Carolina. The company was founded in 1996 and broke new ground with Native Trails iconic copper sinks and helped to introduce copper as a mainstay material for the kitchen and bath. Native Trails has expanded far beyond copper sinks; its artisan-made product lines have grown to include groundbreaking NativeStone concrete sinks, vanities made of reclaimed wood, and a range of home decor products. The artisan tradition, sustainability, and fair trade practices bring the work of undiscovered artisans from central Mexico first to central California and now on to living spaces throughout North America.

11 00 am to 12 00 pm: Gary Booth, Bosch/Gaggenau/Thermador

Topic: Induction Cooking in Today’s American Kitchen - .1 CEU

This session encourages us to consider how kitchen appliance contribute to new consumer lifestyle trends.  This ASID, NKBA and AIA accredited course takes a deep look into one of the fastest growing trends in the appliance industry.  This course will walk you through the newest innovations offered for this lightning fast, efficient and “green” technology.

Speaker Bio: Gary Booth has been with a Bosch organization for twenty-nine years. Fifteen years with the Robert Bosch Power Tool division and fourteen years with B/S/H Home Appliance Corp. B/S/H Home Appliance Corporation is the manufacture of Bosch, Thermador and Gaggenau brands of residential appliances. Gary is the District Sales Manager in Eastern and Central North Carolina as well as Tidewater, VA.

# SATURDAY LUNCH -LOCATION CHANGE

\*\*Lunch and the afternoon sessions will be held at Markraft Cabinets, 2705 Castle Creek Lane Wilmington, NC 28401. It is about a 10 minute drive from the Kesseböhmer Showroom\*\*

12 30 pm to 1 30 pm: Marni Corley, The Binnick Group

Topic: An Introduction to the Kitchen Workstation - .1 CEU

A kitchen workstation is a new category of kitchen appliance, where one can prepare, cook, serve, entertain and clean all in one central and convenient place. The kitchen is even more functional and ergonomic with a cooktop next to the workstation. This new linear cooking concept is much more efficient than the traditional kitchen work triangle layout.

Speaker Bio: Marni Corleygrew up with a mom in the kitchen business and understood the importance of balancing accuracy along with creativity and sales at a very early age. In 2009, Marni came to work for the Binnick Group, bringing over 10 years of professional sales experience and training. She enjoys working with the dealers and providing tools for their staff.

2 00 pm to 3 00 pm: Ashley Morrison, Abundant Marketing

Topic: Strategies for Success through Marketing and Networking Ideas - .1 CEU

While hopefully you have met a lot of potential clients, having a plan or strategy through networking and marketing will create an even larger base of business. This session will offer an opportunity to ask questions and bounce ideas off one another. Not a sales meeting, just strategy for your business.

Speaker Bio: Ashley Morrison launched Abundant Marketing in February of 2014. Morrison is an enthusiastic, driven NC State graduate who has spent her post-grad time working closely with numerous small business owners; she saw a real need for a marketing company that serves this demographic specifically and shows small businesses how to leverage their social media efforts to increase interest and draw traffic into their businesses.