



## **CHAPTER PRESENTATION PROGRAM**

### **List of Courses**

The NKBA has developed this guide to help chapters find speakers for their monthly chapter meetings and events. We hope this program will aid you in providing your chapters with exceptional speakers and programs designed to increase your member involvement.

The list contains NKBA recommended speakers who have previously presented their program at KBIS's Voices of the Industry or have been approved by the Chapters Department. The list includes their topic descriptions and bios and is categorized into four general tracks, Business Management, Focus on the Customer, Design and Inspiration, Sales and Marketing, with all programs approved for .1 CEU.

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#### PETER ALBANESE, CKBD

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RICHARD LANDON, CMKBD

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RUSS GREEN

- Outdoor Kitchen Design and Implementation

RYAN HERD

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SANDRA TIERNEY, CMKBD

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SHANNON MCKINNEY

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TAMARA MYERS, CR, LEED AP

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JASON LOCKHART

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MARIA STAPPERFENNE, CMKBD

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REBECCA SUTTON, CMKBD

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RENE CLAWSON

- Networking in Person and Digitally

STEVEN STRAUSS, AKBD

- Qualify Effectively, Estimate Quickly, Get a Commitment Faster

## **BUSINESS MANAGEMENT COURSES**

**Designers, Contractors, and Architects: Creating Relationships and Partnerships for Referrals and Business Success**

**Track:** Business Management

**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

Is the relationship between a contractor, architect and interior designer one of competition or cohesion? Christopher Grubb explains how today's industry professionals should build mutually beneficial long-term relationships in order to implement an unforgettable design experience for the client. Having successfully cultivated relationships with contractors for over 25 years, Grubb explains how these solid working relationships provide many benefits to the overall project, often saving time, hassle, money, and even the contractor's reputation. Attendees will learn how interior designers, architects, and contractors can work together to create seamless experiences for clients, as well as increased success for their individual businesses.

**Learning Objectives:**

- Understand what services designers can offer contractors, and vice-versa, in order to produce successful projects and protect each other's reputation.
- Learn how an interior designer can assist a contractor in producing a precise construction bid, along with how the contractor can avoid morphing into a client's "designer."
- Comprehend the benefits of having a designer help clients select products and finishes, as well as discuss material costs, leaving the contractor free to focus on vital construction details.
- Learn how to cultivate long-term, mutually beneficial relationships that can lead to increased profits for both parties

## **Managing Business Growth for Profitability and Sanity**

**Track:** Business Management

**Speaker:** [Fred Reikowsky](#)

**Chapter:** Ohio State

Managing a growing business can take business owners in the kitchen and bath industry to the very limits of their personal, emotional, and financial resources and beyond. That's when a business often takes on a life of its own and spirals out of control – frequently taking business owners on a crash course with it. The good news is there are sound and proven systems and strategies that can be learned and implemented to get back control and, ultimately, reap the rewards that owners want and deserve in exchange for their risk and hard work. The real challenge lies in knowing your enemy, facing the facts and taking disciplined action.

Participants will receive a note taking handout that will serve as a future resource and reference. Each will be prompted to document answers to four challenging business



questions, rate themselves based on the current reality of their businesses, and create an action plan that can be implemented immediately.

Content will be presented in a lecture format accompanied by a PowerPoint presentation to help capture key learning points. Audience participation will be encouraged.

Learning Objectives:

- Asking the most necessary and compelling questions first instead of asking “what should I do?”
- Identifying the three biggest barriers to business growth and how to overcome them
- Determining what strategy is best for your business, what action steps should come first and how to lead through resistance to change

## **Help – I’m Too Busy; Overcoming the Tyranny of Busyness**

**Track:** Business Management

**Speaker:** [Fred Reikowsky](#)

**Chapter:** Ohio State

When it comes to resources, our most precious commodity is time. We all get the same number of hours every day, week and year. So, how to make the most of it? Learn the “1% solution” to time management and see what a remarkable difference it will make in your life and business. Let’s face it, cash is an important currency, but without time to enjoy it what do you really have?

Learning Objectives:

- Defining your unique purpose and evangelizing it as a line of defense against busyness
- Leveraging the 1% solution as a secondary but essential line of defense
- Real-time decision-making strategies to ensure peace of mind and optimal business outcomes

## **ESG: A Primer for the Residential Design and Construction Industry**

**Track:** Business Management

**Speaker:** [Jamie Gold, CKD, CAPS](#)

**Chapter:** Baltimore/Washington

You’ve probably run across the term “ESG” in the last few years. Maybe you wondered what it stood for, but haven’t had much time with the crush of deadlines, challenges and

responsibilities to look it up. It's time! Actually, many industry observers would say that it's past time.

ESG stands for Environmental, Social and Governance and covers a range of considerations beyond those that factor into traditional business and project management. In a recent presentation to journalists and editors, ESG was prioritized as one of the top three issues impacting real estate today. It has comparable importance to the design, remodeling and construction industries.

"Environmental, social, and governance initiatives have reached a tipping point," [reported the respected Counselors of Real Estate](#), adding: "In a 2019 McKinsey survey, 57% of CEO respondents said they believe ESG programs create long-term value, and 83% say they expect ESG to contribute more shareholder value." Bond raters, lenders and insurers are factoring it into their business decisions, and consumers – especially Millennials and Generation Z – are factoring it into their buying decisions.

These are your near-future clients, employees and subcontractors. [Emerging market financial firm BAO said of these 20-somethings](#), (48% of an 86 million demographic group plan to buy homes before they turn 30), "Around 87% of Zoomers will consider a firm's ESG track record," as climate change will impact them more than older generations and 'green-washing' efforts won't convince them.

ESG in the design and building sectors, just as in real estate, encompasses the firm's sustainability practices, employment policies, health and wellness considerations and diversity efforts. These impact the organization's reputational value and, increasingly, its access to capital, insurance and liability coverage.

You're probably already engaged in some ESG initiatives, and you're certainly paying attention to new building codes around the country that impact your bottom line, but are you aware of what will attract and retain new hires, what might worry your funders and insurers, and what prospective clients and trade partners are seeking in project partners? This continuing education program will provide a basic framework to apply to your organization's 21<sup>st</sup> Century path to success.

#### Learning Objectives:

- Define ESG (Environmental, Social and Governance)
- Describe ESG's emergence and relevance to the residential design and construction industry
- Discuss current ESG industry impacts
- Identify ESG opportunities and allies for your business
- Identify potential ESG pitfalls
- Communicate your ESG programs effectively to media

## How To Diversify Your Business Offerings and Create Multiple Income Streams

**Track:** Business Management

**Speaker:** Patricia Davis Brown

**Chapter:** Florida Treasure Coast

- Inspire
- Motivate
- Outlined steps to achieve a diversified business plan

## **Cybersecurity Basics for Business**

**Track:** Business Management

**Speaker:** [Roseann Freitas](#)

**Chapter:** Aloha

Do you think your small business is immune to fraudulent cyber activity? Think again. As technology evolves, so does the threat of a breach or a hack impacting your operation. Maintaining privacy of data about your employees, customers and vendors needs to be a high priority.

Learning Objectives:

- The importance of cybersecurity and what resources are needed.
- Employee training on avoiding attacks and putting processes in place for remote workers
- Define business email compromise, malware and ransomware, and how to train your staff.

## **Building Credibility with your Customer and Advertising Honestly**

**Track:** Business Management

**Speaker:** [Roseann Freitas](#)

**Chapter:** Aloha

It pays to maintain a credible company. Businesses that prioritize trust, honesty, and transparency are better equipped to weather financial crises like a pandemic.

Learning Objectives:

- How to build credibility
- The impact trust can have on your bottom line
- What you say in advertising matters

## **Dispute Resolution Management**

**Track:** Business Management

**Speaker:** [Roseann Freitas](#)

**Chapter:** Aloha

Your business has a cybersecurity issue. As technology evolves, so does the threat of a breach or a hack impacting your operation.

Learning Objectives:

- The importance of cybersecurity and what resources are needed.
- Employee training on avoiding attacks and putting processes in place for remote workers
- Define business email compromise and how to train your staff.

## **Back to Business - The Power of Pivoting**

**Track:** Business Management

**Speaker:** [Roseann Freitas](#)

**Chapter:** Aloha

Business owners can't sit still. The pandemic is pushing businesses within every industry to constantly adapt in order to survive. It's time to get comfortable being uncomfortable.

Learning Objectives:

- How to build an agile workforce to adjust quickly to change
- Make innovation a part of your work environment.
- Understand why failing can help your company grow.

## **Growing Your Kitchen Design Business Through Instagram: 10 Easy Strategies**

**Track:** Business Management

**Speaker:** Sarah Robertson, AKBD

**Chapter:** Westchester

Learn the important steps to growing your business through this critical social media platform.

- Avoid mistakes and wasted effort through effective, efficient methods for growing your engagement
- Learn how to brainstorm your "secret power" to shape your image and content for maximum growth and engagement.
- Learn execution shortcuts, tricks and guidelines effective in the interior design space that you won't find on line.

## **Contract Clauses: Protecting your Business from Downside Risk**

**Track:** Business Management

**Speaker:** Sharon Sherman

**Chapter:** Northern New Jersey

Protecting your business from downside risk is a key component of running a professional design or design/build firm. All aspects of your working relationship should be defined in your Letter of Agreement which should be signed by both parties. This presentation will walk you through the information that should be contained in any Letter of Agreement you sign.

- Understanding the value of a good letter of agreement
- Defining the 3 main areas of the agreement
  - o Scope of Work- Terms and Conditions
  - o Compensation
  - o Timeline
- Adapting your letter of agreement on your business
  - Materials
    - o Copyright
    - o Business operations

## **Contract Clauses: Virtual Punchlist: Must-Have Apps for Design**

**Track:** Business Management

**Speaker:** Vanessa DeKoekoek

**Chapter:** West Michigan

Are you overwhelmed by the thought of keeping up with technology? Would you like to improve your design process with easy-to-use tools? If you answered “yes”, grab your smart phone or tablet and discover apps which will enhance your design business. By

leveraging the design process and cloud technology, we will demystify and help you work toward mastering the tools that can help with site analysis, conceptual planning, technical documentation, and communication. Technology should not be overwhelming, it should be your doorway into a world where you stand out among your competition. It should give you a way to display your ideas and design solutions with confidence during in-person and virtual presentations. Let us help you do that!

#### Learning Objectives

- Identify the steps in the design process.
- Learn how to implement technology to save time and money.
- Create clear presentations that set the right expectations.

## FOCUS ON THE CUSTOMER

### The 2 Most Important People in Any Organization and the 6 Levels of Customer Service – Where Are You At?

**Track:** Focus on the Customer

**Speaker:** [Randy Krebs](#)

**Chapter:** Columbia River

The 2 – who are your two most important people. Through real world examples the presentation helps identify the two most important people in any organization.

The 6 Levels of Customer Service – tying with “The 2” and using Ron Kaufman’s book on customer service, this presentation presents the 6 levels that every company should be aware of and through outside industry and in-industry examples, provides a barometer for measuring where you are at.

#### Learning Objectives:

- Identify the key people for customer service.
- Identify the current level of customer service by the company.
- Learn how to rise up the service escalator levels.

# DESIGN & INSPIRATION

## Designing a Healthy Home (and we don't mean emotionally)

**Track:** Design & Inspiration

**Speaker:** [Adam Gibson, CMKBD, CAPS](#)

**Chapter:** Indiana State

As homes became tighter and more efficient, many new technologies and innovations came to market. Be enlightened regarding some of the most harmful elements we put into our designs and learn preventatives. (According to the EPA, indoor air is 2-5 times more toxic than outdoor.) Learn about lighting (including daylighting), planning for aging, and water solutions. This comprehensive presentation will surprise many when they realize how to affect indoor air quality by reducing elements that off-gas perpetually – including common household items – and how to make positive changes. It may not be sexy, but you will better your clients' lives with this powerful information.

Learning Objectives:

- Demonstrate many elements that affect indoor air and water quality; provide solutions
- Suggestions for designers, builders and remodelers to plan for their client's aging in the home
- Increase product awareness to enrich lives
- Show surprising common household elements that can hurt our client's health
- Understand proper ventilation systems, makeup air systems, and testing for back drafting

## Appliance Technology for the Modern Home Kitchen

**Track:** Design & Inspiration

**Speaker:** [Andrew Forlines](#)

**Chapter:** Rocky Mountain

Chef Andrew Forlines gives an up-to-date overview of advanced cooking technology available for the modern home kitchen. This includes:

- Induction Burners
- Steam Ovens
- Speed Ovens
- Sous Vide Cooking
- Wifi Connected Smart Kitchen Appliances

#### LEARNING OBJECTIVES:

- Modern Appliance Technology history and food science
- Modern Appliance Technology capabilities
- Matching appliance types with client lifestyles

## **The Power of Process: Stop the Crazy in Your Design Business and Take Control of Your Projects**

**Track:** Design & Inspiration

**Speaker:** Betsy Brandenburg, CKBD     **Chapter:** Columbia River

Description:

Having an effective design process is the foundation for getting organized, taking control of your time and increasing your profits. Do you really understand your design process and the time it actually takes to complete each task? Designers have a tendency to underestimate the time it really takes to bring a design from programming through the completion of the construction documents. Together we will break down each step and gain a thorough understanding of the time you need to complete them.

Key Objectives:

By the end of this class you will:

- Understand the importance of having a design process
- Learn the standard design phases and key components of an effective design process
- Create your own design process

Process/Presentation/Delivery:

PowerPoint lecture

Handouts / Worksheets

Interactive conversation with attendees

## **Couples Retreat-Designing a Bathroom For Two Through Successful Negotiations**

**Track:** Design & Inspiration



**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

Designing for two can be tricky. How do you pull together one project that simultaneously speaks to the individual tastes, desires, needs, and personalities of two unique people? Internationally acclaimed and award-winning Interior Designer Christopher Grubb knows firsthand that you can't rely on gender stereotypes, which are not only outdated but have morphed, and in some cases even reversed over the years. He offers advice for working with both members of a couple, ensuring each individual feels they've played a role in the design process. Grubb demonstrates how communication, both verbal and non-verbal, will ensure that all parties feel heard. His tips for understanding and respecting the needs of each person will teach attendees how it's less about compromise and more about successful negotiation. Learn to work out disagreements during the design process and avoid professional "couples therapy."

**Learning Objectives:**

- Ways to encourage the couple to recognize and respect each person's functional and design needs, plus tips for bringing in the design elements that address the "individuality" of each partner.
- Important verbal and non-verbal communication methods to ensure that all parties feel heard.
- How to assist in "negotiating" rather than "compromise" and methods for ensuring that the project ends in "happily ever after."
- Ideas on how to approach a project as a fun "adventure" that a couple is in together, plus how to "arbitrate" when the line blurs and you go from a couple's designer to a couple's therapist.
- How to choose products, materials, accessories, and more that speak to both parties simultaneously; Methods for creating successful projects that represent a couple's collective style.
- How to take the fear out of the word "budget," helping couples come to an agreement when they're not sure where to begin.

## **Luxury Appointments: Elevate Bath Projects into Lucrative Profit Centers**

**Track:** Design & Inspiration

**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

Passion for a luxurious bath experience has gone mainstream, elevating the bathroom to one of the most intricately designed and unique rooms in any project. Moreover, because luxuriously detailed bathrooms are now the norm, rather than the exception, they are no longer reserved for just residential spaces. Today's consumers are demanding top quality materials and products and from a cost-per-square-foot vantage point, the bath has evolved into one of the most lucrative rooms in any interior design project, from hotels to medical spaces. In fact, high-end design firms report the average cost of a bathroom has risen to between \$300 and \$600 per square foot! Recognizing that it literally pays to take notice of this no-end-in-sight trend, internationally acclaimed Interior Designer Christopher Grubb has embraced the potential of the bath in his own projects, and shares how to inject the bath with those special and sophisticated details that resonate with consumers. As a seminar participant, you will be armed with the applicable and useful knowledge you'll need to implement an unforgettable bath experience in virtually any setting.

#### Learning Objectives:

- What's trending in materials and products, including stone, tile, countertops, and more.
- How to spot products that will provide the luxury your clients demand with a budget in mind.
- Which readily available products can help keep bath projects on schedule.
- How to identify the luxury bathroom products that can easily transition between residential, commercial, medical and hospitality environments.
- How to design aesthetics that comply with ADA and other codes.
- How to successfully combine the vast array of unique and exotic materials available to create a bath that's both luxurious and unexpected.
- How to identify the earth-friendly materials that will provide LEED points, as well as aesthetic beauty.
- Which accouterments enhance the sense of luxury in the bath, including audio/video, water features, plumbing fixtures, jetted tubs, color therapy, body sprays, heated floors, refrigeration, warming drawers, and more.

## **Designer Bath Secrets: Satisfying the Appetite for a Luxury Lifestyle**

**Track:** Design & Inspiration

**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

The number of luxury bath remodels and new builds is predicted to skyrocket over the next few years, according to Harvard Joint Center for Housing Studies. Since a wider audience now demands a luxurious bath experience with trend forward and technically advanced features becoming the standard, bathroom redesigns and remodels are becoming more intricate, with commercial and healthcare projects becoming the new frontier of the luxury bath experience. Internationally acclaimed and award-winning Interior Designer Christopher Grubb explains what has led to the popularity of the luxuriously styled and pampering bathroom. Grubb will present the most frequent requests for the bath projects, big and small, plus explain how luxury has become the new norm. Grubb uses his own projects to illustrate how the bath has evolved into one of the most budget unconscious spaces in any residential or commercial space and how a shrinking global view plus online access to design and product has influenced both bath design, and client demands. Attendees will gain insight into the products and design elements including materials, finishes, details, and fixtures, that are resonating with today's consumer and, most importantly, an understanding of how to capitalize on the luxury bath trend in their own businesses.

#### Learning Objectives:

- What materials make a splash in the luxury bath, including stone, tile, countertops, and more.
- How contractors can work with designers on bath projects to create a win-win partnership and successful design.
- How travel factors into décor elements that express the desires of homeowners who are constantly looking to recreate the unforgettable experiences they enjoy on their journeys right in their own home.
- Which accouterments enhance the sense of luxury in the bath, including audio/video, water features, plumbing fixtures, jetted tubs, color therapy, body sprays, heated floors, refrigeration, and warming drawers.
- Which product and décor elements are splurge-worthy and which elements warrant some savings.
- How to comply with ADA and other codes while keeping the focus on great design and luxury.
- How to identify and inject the earth-friendly materials that will provide LEED points, as well as aesthetic beauty.

## **Beyond the Surface: Which Surfacing Materials Add Texture, Drama, and Luxury to Design Projects, Inside and Out**

**Track:** Design & Inspiration

**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

Surfacing has become the centerpiece of striking spaces. Projects containing tactile, visual, and sensory elements are among the most successful at making a lasting impression. Whether it's natural stone on walls and flooring, countertops, or specialty tile for a wow effect, surfacing materials create a multitude of design statements in any environment. Interior / exterior designer Christopher Grubb shares his unique methods of combining tile, stone, and other materials to create an indoor or outdoor space with exceptional aesthetic, ambiance, and visual and tactile textures. Grubb will use his project to showcase which materials make the biggest impact, even when working with smaller budgets.

### **Learning Objectives:**

- Identify which surfacing materials—including natural stone, tile, porcelains, quartz, glass, mosaic, and solid surfaces—make the biggest splash.
- Learn which products are splurge-worthy and which can help stretch a project budget.
- Understand the drama texture and use of a mix of materials can bring to any space.
- Identify the earth-friendly materials that will provide LEED points as well as aesthetic beauty.

## **From Main Street to Rodeo Drive – What are the Enticing and Exquisite Luxury Elements Clients are Demanding in Their Designs**

**Track:** Design & Inspiration

**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

According to the experts, luxury home sales remain strong from an improved economy, bolstering confidence among homeowners and buyers. No matter what one's budget may be, everyone wants to feel a sense of indulgence at home—especially in the kitchen and bath. Since a wider audience now demands a luxurious experience with trend-forward and technically advanced features, kitchens and baths have evolved into the two most intricately detailed and expensive rooms in the home. Christopher Grubb

explains how luxury has morphed into the “rule” rather than the “exception.” Using his own projects as examples, Grubb will explain which materials, finishes, fixtures, detailing, and other accouterments infuse a sense of luxury. From stone and tile to sinks and decorative hardware, Grubb will share what he incorporates in his projects that resonate with today’s luxury-focused demand.

**Learning Objectives:**

- Understand which materials are most requested for today’s counter tops, flooring, cabinetry, hardware, and more, plus which stains and finishes resonate the most with today’s luxury-craving consumer.
- Know which details and products to incorporate into a luxury design that some may say are trending but are in fact becoming a norm.
- Creative ideas to make a “wow” statement in an exquisite design by mixing materials in an interesting way or giving the client a one-of-a-kind experience.
- Addressing a luxury “budge

## **The 5 P’s for Design Success: Procuring, Planning, Partnership, Psychology and Publicity**

**Track:** Design & Inspiration

**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

Even the most successful business owners often wonder “am I doing it right?” For kitchen and bath experts curious to know what other designers do to stay on top of their game, “The 5 P’s For Success: Procuring, Planning, Partnership, Psychology, and Publicity” is a unique opportunity to hear first-hand and share ideas to consider in creating a more successful design business. Beverly Hills based interior designer Christopher Grubb will host a casual yet intimate discussion on the practices he has relied on for success. His “5 P’s” have helped him run a successful boutique design firm for over 25 years. He’ll share his methods for obtaining new business (Procuring); organizing his design team, selecting projects for “luxury,” and setting fees (Planning); building relationships with contractors to boost business and increase profits for both (Partnerships); helping couples negotiate a project for two (Psychology); and finally obtaining visibility on a variety of media platforms (Publicity). Grubb will share his own award-winning projects as examples, providing tips to those designers looking to polish their business practices.

**Learning Objectives:**

- Learn a variety of ideas to market, interview, and procure projects, plus how to plan a project, discover a client's actual budget, and organize the project for the client to understand the process.
- Utilize existing relationships with contractors or other trades-people to partner and increase profit.
- Use Psychology – working with couples, playing therapist and facilitating today's demands for luxury – no matter what the budget.
- Gain publicity – Learn ideas to pitch projects and yourself to a multitude of media outlets for maximum exposure for your projects and yourself.

## **Luxurious Baths are the New Norm: The Influence of Residential Design on the Commercial and Health Care Bathroom**

**Track:** Design & Inspiration

**Speaker:** [Christopher Grubb](#)

**Chapter:** Southern California

Once a utilitarian necessity, commercial and health care bathrooms have evolved into one of the most intricate and stylish elements of a design project. Is it the influence of residential or hospitality design on these spaces? Is it the stiff competition for top rent, or has it more to do with a client's ego? Interior Designer Christopher Grubb explains the various factors that have influenced the recent acceleration of "luxury" in the commercial bath, revealing how bathrooms have gone from "behind the scenes" to the "star of the show" with exceptional aesthetic, ambiance, and visual and tactile textures. Grubb will use his projects to showcase which materials make the biggest impact, even when working with smaller budgets.

### **Learning Objectives:**

- Evolution of the desire for a luxury bath experience in commercial and health care bathrooms.
- Uses of materials that create a sense of luxury utilized in interesting ways.
- Finding out a client's budget and the conversation if the project is a "value add" or have a strong ROI
- Successfully designing bathrooms that address ADA requirements.

# Designing & Building with Innovation in Mind

**Track:** Design & Inspiration

**Speaker:** [Dawn DeLuca, AKBD](#)

**Chapter:** Manhattan

(This course is available throughout the year 4-6 weeks after Design & Construction week)

This presentation will explore the building techniques, interior design and products employed in NAHB'S "The New American Home"™ and "The New American Remodel"™.

TNAH showcases industry best practices, innovative design concepts, state-of-the-art products and the latest construction techniques. Each year, a new home is unveiled, at IBS®, to demonstrate the most noteworthy advancements in home building. A principal goal of the program is to maximize housing performance and energy efficiency. Each home incorporates elements from the NAHB Green Building Standard® and embodies only the highest levels of quality, safety, aesthetics, and sustainability. (Copyright THAH website).

The New American Remodel™ (TNAR) serves as an official show home of NAHB's annual International Builders' Show®. The project exemplifies how even the most basic home can be transformed into a high-performance home when integrating today's building practices that enhance energy efficiency, indoor-air quality, safety and universal design. (Copyright THAH website).

Each year, the TNAR® program selects an existing home for a comprehensive remodel to demonstrate the very latest in building techniques, concepts, materials and designs. Thousands of building professionals from around the world come to tour TNAR and leave with countless ideas that they can incorporate into their projects. (Copyright THAH website).

## Learning Objectives:

- A strong understanding of the concepts and products used in the interior, kitchen (indoor & outdoor) and bath design.
- A comprehensive review of the building innovations, smart home technology and green building techniques employed in both projects.
- An enriching and extensive visual review of both homes through photography and video.

## Europe Exposed!: Salone Del Mobile.Milano

**Track:** Design & Inspiration

**Speaker:** [Dawn DeLuca, AKBD](#)

**Chapter:** Manhattan

(This course is available throughout the year beginning one month after the event (June)

In it's 22<sup>nd</sup> edition, ***EuroCucina***, continued to provide an increasingly targeted and innovative response to the growing interest in the high-end kitchen. Cabinetry, Plumbing, surface materials, storage innovations... it's all covered!

***FTK – Technology For the Kitchen***, is EuroCucina's collaborative event, it concentrates on home appliances and their evolution. By presenting current models, prototypes and concepts the show provided an overview of state of the art technology in appliances.

The 7<sup>th</sup> edition of the ***International Bathroom Exhibition*** highlights an innovative focus on sustainability. Cutting-edge products for modern bathrooms reflect today's strong demand for efficiency and energy saving, with an accent on water efficiency, indoor pollution prevention and personal health.

The three shows combined cover everything from contemporary design, technological innovation, next generation performance, energy efficiency, sustainability and ease of use. New shapes, colors and materials will represent the trends to come.

Learning Objectives:

- A comprehensive look at the technological innovations coming out of Europe.
- A strong knowledge of what is trending in European Kitchen Design and product.
- A strong knowledge of what is trending in European Bathroom Design and product.
- The Design Hounds predictions: Will we see it in North America.

## What's New....What's Next

**Track:** Design & Inspiration

**Speaker:** [Dawn DeLuca, AKBD](#)

**Chapter:** Manhattan

(This course is available throughout the year beginning one month after KBIS.



Whether you attended KBIS or not this program provides a comprehensive overview of the three most important days in our industry. This program is beneficial for professionals from all segments of the kitchen and bath industry.

Learning Objectives:

- Current design trends discovered on the KBIS floor as well as insights from the NKBA Annual Trends Report.
- Technology and its integration into the kitchen and bath
- Shiny, matte, textured, neutral, colorful, natural, man-made, recycled? Surfaces of course.
- Trending product introductions without being brand specific.

If time permits, we will review the NKBA Design Competition Winners and the Best of KBIS Winners.

## **Kitchens: Designing for Adaptable Design & Living in Place**

**Track:** Design & Inspiration

**Speaker:** [Dawn DeLuca, AKBD](#)

**Chapter:** Manhattan

This course will give the attendee:

- A history of the Accessible Design Movement in the US.
- Clear definitions of ADA, Universal, Accessible, Adaptable, Aging In Place, Living In Place and why it matters.
- A statistical review that will help explain why designing with accessibility and adaptability in mind should be an integral part of the design process.
- A set of guidelines for implementing adaptable design in a kitchen.
- A set of questions as an addendum to current client intake forms.
- An overview of the types of products available to help create an accessible kitchen. (This will NOT include “brand specific” products).
- A look at completed accessible kitchen design projects.

## **Home Technology, Automation & Connectivity: Solutions for Living in Place**

**Track:** Design & Inspiration

**Speaker:** [Dawn DeLuca, AKBD](#)

**Chapter:** Manhattan

Home Technology, Automation, & Connectivity has long been Lux additions to remodels and new home builds. With good reason! Sound, home theater's, high tech video security, connected appliances were at one time attainable by only the wealthy. Home Automation was and is all about the wow factor. Or so most believe. There is a whole other side to Home Technology, Automation and Connectivity. We now have:

- A means of positive impact which will help people live in place, when they never could before.
- The ability to extend the amount of time, those already living in place can have at home.
- An opportunity to ease the burden placed on family & caregivers.

Learning Objectives:

- Introduce you to the world of Home Technology, Automation & Connectivity.
- Give a look at the different types of hardware and software available and what their "jobs" are.
- Show you how the different products can improve the opportunity for Living In Place.
- Discuss how to build your team to include technologists. What questions you need to ask them.
- Discuss how to communicate to clients the importance of being able to Live In Place and how the correct home technology, automation & connectivity can benefit all.

## Closet Design Beyond Measure

**Track:** Design & Inspiration

**Speaker:** [Denise Butchko](#)

**Chapter:** Chicago Mid West

Walking through a Walk In Closet Design: In this presentation – you're going to "walk through" the process of designing and selling a walk-in closet – because if you've already sold the bathroom renovation, why not do the easiest add-on ever and design the closet space?

As a Registered Storage Designer, and judge for the closet industries' Top Shelf Design Awards, Denise is going to share the thought processes and action steps she goes through in order to effectively design a simple walk in closet space. She'll also highlight the questions she asks and information she shares that establishes her expertise and allows her to gain the client's trust, so you can do the same. Incorporating closets into

your business is the best add-on product EVER! It's fun and profitable and can be easy if you know what you're doing. Denise will teach you that.

Learning Objectives:

- Attendees will gain basic design principles when assessing a Walk In Closet space
- Understand differences between working with closet components versus kitchen cabinets
- Discuss budgeting options intelligently

## Rewriting the Rules on Kitchen Lighting

**Track:** Design & Inspiration

**Speaker:** [Doug Walter, CMKBD, AIA](#)

**Chapter:** Rocky Mountain

Most kitchens are poorly lit. But designers and lighting experts don't agree on which lamps work best in which fixtures, and especially where those fixtures need to be located. Since you can't manage what you don't measure, Doug first used a light meter app on his phone, to measure delivered foot candles on the countertops of the old kitchens he was working on. NKBA and IESNA agree that 50 fc is the minimum for kitchen counters. But most existing kitchens he measured had less than 20 fc. To do it better, he used client kitchens under remodel as his "lab", and mocked up different types of fixtures, lamps and layouts. He quickly discovered that all lumens are not created equal. Choosing the right PAR30 lamp for instance, yielded 10 x more foot candles than a BR30 bulb, even though both bulbs were rated the same lumen output! Next, he redesigned their kitchen lighting and then had a lighting engineer model the layouts on a computer, adjusting the layout and beam spreads to achieve target light levels. Finally, he went back after the kitchen remodels were complete to take actual foot candle levels, confirming the simulations.

Doug contends that the best kitchen lighting is layered, and comes from a blend of art, with a little bit of science to back it up. He will share several NKBA national award-winning kitchen designs that demonstrate great lighting.

Learning Objectives:

- Compare the old way of laying out kitchen lighting with the new evidence-based way.

- Define important lighting terminology and recognize basic principles of good lighting.
- Be inspired by NKBA award-winning kitchens that demonstrate a perfect blend of art and science for optimal lighting.
- Employ simple tools and techniques that you can use to model and predict the efficacy of your light layouts.

## **Lighting the Way to Improved Wellness at Home; and How the Kitchen Designer Can Help**

**Track:** Design & Inspiration

**Speaker:** [Doug Walter, CMKBD, AIA](#)

**Chapter:** Rocky Mountain

Today's homeowners want it all: wide open floor plans but plenty of wall space for art; more windows and doors, but better energy efficiency; more light, but less glare. The designer is challenged to meet the sometimes competing demands!

Light is one of the most powerful tools in the designer's tool chest. Used properly, it not only enhances the appearance of a space, it can compensate for low vision and enhance the health, safety, and welfare of the occupant, and promote healing, rest, and relaxation.

Light has both a visual and non-visual effect on the body that has nothing to do with the rods and cones we studied in biology. The non-visual effects have only recently been researched (since 2001), and the results are astounding. Did you know that with exposure to natural daylight, students get better grades, patients recover faster, shoppers buy more, and workers are more productive?

Conversely, lack of full spectrum lighting and disruption of Circadian rhythm caused by exposure to blue spectrum lighting at the wrong time of day has been linked to cancer, heart disease, diabetes, and a host of other ailments?

Keep up with the latest research and technology in the field of light and health, and how designers can use this information immediately to create kitchens, baths, and whole homes that support healing and growth while appealing to our aesthetic sense.

### Learning Objectives:

- To introduce the research about both the visual and non- visual effects of light on the human body's chemistry, and exciting new lighting technologies.
- To understand how light intensity (lumens) and color temperature (measured in degrees Kelvin and nanometers) combine to enhance or disrupt natural Circadian rhythms and human health.
- To pick up specific useable tips to enhance the lighting, both natural and artificial, for every room in the home, but especially the kitchen and bath, to support well-being.

## Lighten Up: Creative Ways to Daylight Your Kitchens & Baths

**Track:** Design & Inspiration

**Speaker:** [Doug Walter, CMKBD, AIA](#)

**Chapter:** Rocky Mountain

Do you want to show your work in the best possible light? Most homeowners are demanding lighter and brighter homes, with more connection to the outdoors. Take advantage of the biophilic effect of natural light. At very low added cost, using their bag of “tricks”, designers can plan for high levels of natural illumination, which enhances safety, visual acuity, color rendering, appearance, and the mood of the homeowners!

A growing body of science supports the many benefits of daylighting, while the energy savings are irrefutable. At the same time, indiscriminate daylighting can cause glare, discomfort and over-heating. The trick is to find a balanced approach. This seminar will show you dozens of innovative, state of the art projects that feature natural illumination done well, including many from the NKBA Design Awards of the past several years.

### Learning Objectives:

- Learn daylighting techniques to increase homeowner comfort, safety, and satisfaction.
- Discuss how to design spaces that have lower energy costs by utilizing free solar radiation.
- Describe daylighting possibilities that are most suited to specific projects and budgets

## Kitchens & Baths For All

**Track:** Design & Inspiration

**Speaker:** [Doug Walter, CMKBD, AIA](#)

**Chapter:** Rocky Mountain

According to the CDC, 1 in 4 adults in the US has a disability, including impairments with mobility, vision, hearing, or cognition. And the percentage is much higher, 40%, for older Americans .

With the “Silver Tsunami” of boomers reaching retirement age, this population will only grow. The kitchen and bath industry needs to take the lead in providing attractive options to keep people in their homes for a lifetime. Why wouldn’t we want to make it easier for all generations, from little ones to the grandparents to enjoy a home safely? See dozens of great examples of what other kitchen and bath designers across the US and Canada are doing for their clients. Leave this session with a bulging toolbox of ideas you can use in your own practice. Some ideas are obvious, but many more are unobtrusive; you may not realize that they are accessible features at first.

And this is the best accessible design; quiet gestures that make all the difference for a user in need. Since so many people are in denial about their limitations, accessibility should be built in to everything we do so the client doesn’t even need to ask for it.

Good design IS accessible design.

Learning Objectives:

- To refresh the knowledge of designers on what constitutes good practice in designing homes for a lifetime, and all capabilities
- To widen the definition of disabilities to go beyond mobility, to visual, cognitive, auditory challenges that the designer can help with, if they know what’s possible
- To share beautiful kitchens and baths from around the country that are accessible , and the stories behind them

## Rewriting the Rules on Kitchen Lighting

**Track:** Design & Inspiration

**Speaker:** [Doug Walter, CMKBD, AIA](#)

**Chapter:** Rocky Mountain

Most kitchens are poorly lit. But designers and lighting experts don’t agree on which lamps work best in which fixtures, and especially where those fixtures need to be located. Since you can’t manage what you don’t measure, Doug first used a light meter

app on his phone, to measure delivered foot candles on the countertops of the old kitchens he was working on. NKBA and IESNA agree that 50 fc is the minimum for kitchen counters. But most existing kitchens he measured had less than 20 fc. To do it better, he used client kitchens under remodel as his “lab”, and mocked up different types of fixtures, lamps and layouts. He quickly discovered that all lumens are not created equal. Choosing the right PAR30 lamp for instance, yielded 10 x more foot candles than a BR30 bulb, even though both bulbs were rated the same lumen output! Next, he redesigned their kitchen lighting and then had a lighting engineer model the layouts on a computer, adjusting the layout and beam spreads to achieve target light levels. Finally, he went back after the kitchen remodels were complete to take actual foot candle levels, confirming the simulations.

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#### Learning Objectives:

- Compare the old way of laying out kitchen lighting with the new evidence-based way.
- Define important lighting terminology and recognize basic principles of good lighting.
- Be inspired by NKBA award-winning kitchens that demonstrate a perfect blend of art and science for optimal lighting.
- Employ simple tools and techniques that you can use to model and predict the efficacy of your light layouts.

## How to Enter and Win Design Contests; A Roadmap to Your Most Cost-Effective Marketing

**Track:** Design & Inspiration

**Speaker:** [Doug Walter, CMKBD, AIA](#)

**Chapter:** Rocky Mountain

Tired of watching others going up on stage to pick up their awards? Frustrated because you think your project is just as good? Discouraged because nothing you've entered recently even placed? This ends NOW!

Two experienced designers 200+ awards between them share the inside scoop on how YOU can do it to maximize your chances; step by step instructions you can use to get on the winners' podium.

Learn how the name you give the project has a lot to do with how the judges will view it, and how to edit your description for minimum word count but maximum impact. See feedback from prior judges of what the most common mistakes to avoid. Since most contests let you reach back a few years, learn how re-entering something from last year may well have a totally different outcome!

See how good photography doesn't cost, it pays! Learn how to keep those costs within reason by sharing the costs with other team members. Study winning projects and magazine features for tips on how to stage and frame your photography. See how others have maximized exposure from one photo shoot. (would you believe five magazine articles?)

If it's an NKBA chapter or national contest you are entering, learn what the NKBA Graphic Standards are so that your drawings don't lose a single point during judging; this is where many entries fail. Know about different type of drawings you need for other contests that are even simpler to do.

Since all NKBA contest are scored on adherence to the Kitchen & Bath Guidelines, learn what guidelines the judges are looking for. And learn some of the new Guidelines, different than the old ones, for next year's contests

Speaking of other contests, there are literally dozens of local and national contests your kitchens and baths would qualify for; why not try several? Take home a list of some of them. The hard work is pulling that first entry together; subsequent entries to other contests just take minor modifications to meet their criteria.

Enjoy the process of entering your work in the next contest you've targeted, and let your personality come through! It's time; this is YOUR year to go up on that stage and stand in the spotlight, and add "award- winning" to your name.

#### OBJECTIVES:

- See what judges are looking for
- Confidently master all the steps to entering
- Learn special tips and tricks to enhance your entry
- Get motivated to enter and win your next contest

## Using Electronic Adaptive Technologies to Help People Live In Place

**Track:** Design & Inspiration

**Speaker:** [Erik Listou](#), CLIPP, CAPS,  
CAASH, CGR, CGP, CR, LDST

**Chapter:** Rocky Mountain



Join one of the founding partners of Living In Place Institute™ for this home-safety focused presentation! This presentation will help designers, remodelers and suppliers learn how many of the current adaptive technologies can help their clients better control their home environment through electronic adaptive technologies.

Because almost 90% of seniors want to continue to Live In Place™ in their homes and 70% of seniors now remodel for safety, this presentation will help your business prosper and grow for this market. And many of these people are relying on electronic technologies in their home to make living much easier.

As more and more individuals, especially older ones, choose to stay in their home, there are many challenges that they encounter. Electronic assistive technologies can make Living In Place easier and a much more conducive possibility.

Learning Objectives:

- Understand the State of Electronic Assistive Technologies & Trends
- The sort of Electronic Assistive Technologies for:
  - Mobility Challenged
  - Hearing Challenged
  - Vision Challenged
  - Cognition Challenged
  - Overall Home Safety
- How to sell and service these in your business.

## **Living In Place... The Solution (not universal design or aging in place)**

**Track:** Design & Inspiration

**Speaker:** [Erik Listou](#), CLIPP, CAPS,  
CAASH, CGR, CGP, CR, LDST

**Chapter:** Rocky Mountain

Learn how your designs and product recommendations can have a tremendous impact on the lives of all your clients. Discover practical tips and beautiful solutions to some of the most common home safety issues.

This fun evening will leave you wanting more! Presented by one of the most engaging and entertaining professionals in our industry. Join Erik Listou as he takes us into the next phase of kitchen and bath design.

Learning Objectives:

- Discover the biggest problem in our homes.
- Understand the history of home safety.
- Learn positive solutions for safety in all homes.

## Holistic Kitchen Design

**Track:** Design & Inspiration

**Speaker:** [Jennifer Gilmer](#)

**Chapter:** Baltimore/Washington

Holistic Design – Balance, Proportion and Composition is a course for a beginner or intermediate kitchen designer. This course will help the designer understand how to create a successful design through approaching the kitchen space as well as the spaces around it with a holistic point of view. Get some tips which will help you to hone your measuring, planning and presentation skills. Learn to let the room, as well as your intuition, guide your sense for the best cabinet and appliance placements. Learn about axes and focal points. Be awed by the fact that great design is not about each individual material that is being used but rather it's about the composition of all the materials when put together.

In this seminar, you will learn how to take the entire space into consideration (including breakfast, living, and family room areas) when designing a kitchen. You will learn how to sharpen your skills to understand how great design incorporates function with aesthetics.

I will show you how to have a critical eye with your own and other's work. We will see how incorporating holistic design can improve an existing space. We will take time to focus on more than the work triangle.

We will talk about how the kitchen should “speak” to other rooms and how it might mirror them in placement and appearance. This is what creates balance in a space, and good balance always makes a space feel good when it's done well.

Then there is proportion. Proportion is so important because this is what makes the kitchen feel like it complements the available space.

So working on the mechanics of the kitchen with BALANCE and PROPORTION, it's time to consider the Aesthetics. This is where COMPOSITION comes into play.

Composition can be symmetrical or asymmetrical. Typically, a traditional kitchen is symmetrical, but, asymmetry can also look good.

## **Summer Staycation: Specifying Appliances to Enhance Resort-Worthy Open Air Spaces**

**Track:** Design & Inspiration

**Speaker:** Jessica Petrino Ball

**Chapter:** Baltimore/Washington

Learn how to customize outdoor kitchen appliances to build great spaces that evoke joy bringing resort-level amenities to the backyard and beyond. Outdoor kitchen appliances are the fastest-growing category. As entertaining at home has taken on new meaning, outdoor living areas are top of mind for remodelers.

Customization can take on many forms, including colorful outdoor appliances, custom configurations, and a curated appliance package to meet a client's cooking and entertaining style. We just love the craft cocktail trend that pairs so well with hand-tossed grill-fired pizzas.

We anticipate this category to continue growing well into the future. We are continually inspired by the creativity that comes with making the most of every moment and square ft. of space. Appliances can also enhance creative recreational spaces. Adding amenities like a poolside bar, putting green, outdoor exercise space can bring joy and personality to living spaces beyond the traditional outdoor kitchen layout.

The breadth of appliances available for outdoor installation is more expansive and affordable than ever before. Outdoor kitchen appliances are the heart and soul of any outdoor living space. The properly equipped outdoor kitchen can make entertaining with friends and family more enjoyable and reduce the annoying back and forth between inside and out. It's a seamless environment that fosters the best outdoor dining experience.

- Define outdoor appliances across five major categories: grilling, specialty cooking, cooling, storage, and clean-up.
- Identify hot outdoor kitchen trends such as outdoor appliances with custom color and hardware, adding heaters to extend the season, and a greater focus on permeant structures.
- Customize an outdoor kitchen appliances package based on a sample client consultation brief.

## **How has COVID19 changed us?**

**Track:** Design & Inspiration

**Speaker:** John Valente

**Chapter:** West Michigan

Description” Recapping how COVID19 changed our way of doing business and what we need to do going forward. How do we qualify customers to assure we are presenting to the correct people? (Top 10 questions to ask a prospect) How do we interact with our customers and control the process when things don't go as planned?

## **Balancing Luxury and Budget**

**Track:** Design & Inspiration

**Speaker:** [Jonas Carnemark, CKD](#)

**Chapter:** Baltimore /Washington

Join Jonas Carnemark, CR, CKD, for a practical nuts and bolts seminar on how to create award-winning designs without breaking the bank. You will learn how to guide your high-end clients into making the right choices with their money. Jonas will share his insights on how to build client trust using tested principles of value engineering to create outstanding kitchen and bath designs. Discover how to delight your clients while creating compelling marketing opportunities for you and your firm.

## **What’s Trending in Lighting**

**Track:** Design & Inspiration

**Speaker:** [Kate Bailey](#)

**Chapter:** Virginia State

In the 2016 “What’s Trending in Lighting?” presentation, we cover some lighting design basics and then spend the majority of the discussion on new styles, materials, and finishes that are making a big impact with our customers and in the industry. You’ll see some gorgeous fixtures and application photos to inspire you within each trend. We also touch on the quality and color of lighting, and make recommendations for various applications – from every day to advanced. To wrap it up, we’ll explore technologies, like LED and controls, and what we expect to see more of in the future for residential lighting.

## **Color’s Impact on the 17 Elements + Principles of Design**

**Track:** Design & Inspiration

**Speaker:** [Kathryn Grube](#)

**Chapter:** Nebraska/Kansas

Gain an understanding and appreciation of what color is and how it impacts the body and senses when fused with each of the eight principles and nine elements of design. Explain what each of the 17 elements and principles of design are, how they work, and what they achieve in successful design applications. Reveal how color impacts each of the 17 elements and principles of design in kitchen and bath and other interior settings, and marketing and branding applications. Explore the variety categories of select elements and principles, and learn how each can elicit a desired response in interior settings using color as an enhancement for functional outcomes. Communicate the importance of professional, design industry vocabulary to successfully set professionals apart from common DIY terminology. Show how proper use of E + P's can strengthen design concept writing, while providing more confidence, clarity, and trust to clientele and other industry professionals.

Learning Objectives:

- Explore what color is and how it impacts the five senses in relation to the function of each of the eight principles and nine elements of design.
- Gain an understanding of what each of the eight principles and nine elements of design are and how each work individually as well as together when fused with strategic color applications. Promote a focus on how companies strategically use the E+P's for branding strategies and targeting a specific or universal target market.
- Expand on the diverse varieties of applicable element and principle categories and show how each variety can be emphasized with color to achieve desired response in mood, ambiance, or function in kitchen and bath and other interior settings.

## **Functional Color Design: Promoting Positivity, Health and Wellness in Interiors**

**Track:** Design & Inspiration

**Speaker:** [Kathryn Grube](#)

**Chapter:** Nebraska/Kansas

Nature's color binds with wellness by bringing the colors of the outdoors into interiors. Discover how each of the spectral color's wavelengths have a functional effect on the promoting health, wellness and positive outcomes of space intended outcomes in interiors. Review each of the spectral hues and learn how each color has a special gift to assist the body with its own natural ability to promote healing, positive mood,

behavior and well-being. Learn how to apply select colors with specific values and chromas that are paired with shape, form, pattern, texture and line types for specific spaces that can assist with socialization, healthy mind, welcoming comfort, self-healing properties, creativity, memory, focus, and so much more!

Learning Objectives:

- To share awareness of how color and it's joined undistinguishable property of light have functional properties that psychologically and physiologically change the mind, body, and emotion...thus exposing color as a hybrid of art and science.
- Explore a variety of interior spaces through research and scientific case studies that support binding nature with the wellbeing of human species can be applied through intelligent use of functional color design to promote space intended outcomes for positivity, health and wellness.
- Educate the importance of intelligent and trained color design can be driven to elicit responses in mood, emotion, and behavior of the occupant that moves away from "safe and trendy" aesthetics that do not provide any positive results to benefit the end users.

## **The Psychological and Physiological Effects of Color in Design**

**Track:** Design & Inspiration

**Speaker:** [Kathryn Grube](#)

**Chapter:** Nebraska/Kansas

Explore how to effectively harness the right color to provide the desired effect that positively enhances the ultimate function of the space. Understand what color really is and how it works with us (or against us) physiologically and psychologically. Learn how white and some grays actually can cause anxiety and depression in interior environments. Color has been deemed a "universal language" around the globe, and is used to create mood, enhance behavior, promote productivity and elicit certain desired responses from occupants within a given space. Color design is much more than just the aesthetic outcome, when used strategically, it can help to improve quality of life through promoting well-being. For more information, please visit [www.functionalcolorsolutions.com](http://www.functionalcolorsolutions.com).

Learning Objectives:

- Communicate history/background of color to educate specifically what color is and how it works within humans in the built environment.

- Initiate awareness of how color hues physiologically and psychologically can positively and negatively affect the well-being of occupants in design.
- Promote functional color design strategies to elicit a desired mood, ambiance and behavioral response to enhance quality of life within interior settings.

## **House Arrest: Functional Color Design Convalescening Mental and Emotional Wellbeing**

**Track:** Design & Inspiration

**Speaker:** [Kathryn Grube](#)

**Chapter:** Nebraska/Kansas

The pandemic has forced us to take a serious look into the spaces of where we live. Our home interiors affect our attitude, behaviors, and give us a sense of safety, rejuvenation, and comfort...or at least they should. Join me in a journeyed exploration of how functional color design at home can positively influence mental and emotional health when used responsibly. Discover the difference in selecting interior colors to optimistically change our psychological mindset, versus selections based simply on pure aesthetic and trends. Increase awareness on how using the certain colors can affect our emotional wellbeing at home in a negative fashion without us even realizing it. Gain an understanding on the critical importance of using proper artificial lighting color and quality. Discover its impact on the way we see and act with our interior finish selections. Explore what colors used in specific residential spaces will elicit a variety of definitive responses to promote functional benefits in the mind and body.

Learning Objectives:

- Understand the importance of surrounding ourselves with color hues that will best promote positive mental and emotional health. Expose how both can be positively or negatively impacted by color design in residential interior settings.
- Explore what functional color is and how it works to provide specific outcomes for the space's designed and intended purpose.
- Increase awareness of the critical importance of light color, quality, and its driving effect on how we see and interact with the hues selected in our interior finishes.

## **Biophilia and Nature's Power of Color Promoting Wellbeing in Interiors**

**Track:** Design & Inspiration

**Speaker:** [Kathryn Grube](#)

**Chapter:** Nebraska/Kansas

An exposure of what biophilia is and what the colors of nature can do for the mind and body to aid in improving mental health, happiness, productivity, and well-being. A journeyed exploration of how organic colors, shapes, and patterns fuse successfully through strategic and functional color design in the interior spaces where we work, live, learn, eat, sleep, and play.

Learning Objectives:

- Exposure to what biophilia is and how it can successfully be applied in interiors for occupant benefit.
- Exploration of the colors of nature and how each can benefit the mind and body to promote wellbeing.
- Showcase how nature's organic patterns seamlessly fuse with their respective colors to elicit a positive effect in sensory variety and interest.

## Healthy Lighting and How to Take Control

**Track:** Design & Inspiration

**Speaker:** [Kelly Inglis](#)

**Chapter:** British Columbia

This session will provide an in-depth look at residential lighting design, from both a technical and design perspective. Discover the lighting possibilities, ahead of your design plan and learn unique product concepts and how you can use them.

In today's world, we are over exposed by light from the palm of our hands to the endless downlights in our homes. With great impact on our health, light is an essential component for our spiritual and physical well-being. Learn how to create impactful lighting environments that are essential for a better healthier lighting lifestyle.

We will discuss both the successes and failures of the LED light source and how it has impacted your designs up-to-date. Learn tips and tricks on narrowing the window of the overwhelming options in selecting the best LED's.

Learning Objectives:

- Recognize lighting opportunities pre design phase



- Integrating a better healthier lighting lifestyle
- Minimizing the complications in understanding LED technology

## **Is This Enough Light? ... The Most Commonly Asked Question!**

**Track:** Design & Inspiration

**Speaker:** [Kelly Inglis](#)

**Chapter:** British Columbia

There is not one single answer, as several factors apply. Do you want to create an emotional space that speaks to your design? Learn what creates the ultimate lighting plan and what is required to light both kitchens and bathrooms.

When we look at a space, 80% of what we view is at eye level. The light draws the eye and sets the tone of our perception of the room. Do your clients prefer darker, more intimate spaces, or are they happy to relax in a brighter room? We will connect the emotional interaction within both natural and artificial light sources. Discover how to utilize lighting effects, manage lighting layers and capture the essence of both architecture and interior elements. Prepare to feel enlightened and energized to shine your design with confidence.

Learning Objectives:

- Learn how to determine the amount of light required for kitchens and bathrooms
- Layouts and lighting application
- Define the emotional interaction with natural and artificial light design

## **Designer Health: Meeting the Demands of Luxury and Lifestyle**

**Track:** Design & Inspiration

**Speaker:** [Lauren Levant](#)

**Chapter:** Pittsburgh Tri State

Health is the ultimate luxury. The discerning client of the present and the future is redefining the luxury lifestyle. No longer about mere beauty, the most successful and sought-after projects are now designed with health and wellbeing at the center. Premium materials with healthy finishes, responsibly sourced are becoming in greater demand, and clients are willing to pay a premium for them. Like their organic, non-GMO groceries, the homes of today's luxury clientele need to take care of them from the inside out.

Learning Objectives:

- Discover the implications of toxins in the home and know where to look for them.

- Realize the usefulness of selling healthy products and learn how to play this specialty to your advantage.
- See how to put this theory into practice. Review completed installations with healthy products and how they impacted the overall project and homeowner's lifestyles.

## Leveraging Artisan Work in Your Designs

**Track:** Design & Inspiration

**Speaker:** [Lauren Levant](#)

**Chapter:** Pittsburgh Tri State

Harnessing the creative power of craftspeople can create a show-stopping project. With the public's enthusiasm for artisan culture and its increasing appetite for the unique and handcrafted, integrating specialty work into interior design projects is gaining in popularity. Lauren Levant has been at the vanguard of this trend and will offer examples, advice and walk-throughs of how to successfully integrate unique components into a project design. Through a competition-style format, attendees will walk away from the presentation having honed their ability to spot and develop opportunities to bring truly unique pieces to their clients' homes. Creative collaborations with local craftspeople, fabricators and artisans in the design of interior spaces and signature product pieces is a hallmark of Lauren Levant's designs. Take advantage of this rare opportunity to see into this nationally recognized designer's process and integrate this approach into your own.

## Living In Place – The HOW-TO for Universal Design and Aging in Place

**Track:** Design & Inspiration

**Speaker:** [Louie Delaware](#), CLIPP, BSME,  
MBA, ACPC, CAPS

**Chapter:** Rocky Mountain

Join the founders of Living in Place Institute™ for this home-safety focused presentation, helping designers, contractors and suppliers learn why all of their clients need and deserve more accessibility and safety in their homes. Because almost 90% of seniors want to continue to Live In Place™ in their homes and 70% of seniors now remodel for safety, this presentation will help your business prosper and grow in this market.

Learn the importance of a standardized app checklist to quickly and accurately evaluate and make recommendations for all of your clients, and help reduce your liability.

Learning Objectives:

- Understand how to sell designs and products for independence and dignity without talking about it.
- Learn the most up-to-date information available to recommend and provide accessibility and safety solutions for every project, regardless of your clients' ages or abilities.
- Recognize the benefits of creating collaborative teams that meet your clients' needs, while you grow your business and profits through this proven approach to accessibility, comfort and safety.

## **Design for Independence and Dignity Without Talking About It**

**Track:** Design & Inspiration

**Speaker:** [Maria Stapperfenne, CMKBD](#)

**Chapter:** Northern New Jersey

This presentation concentrates on the elements of Aging, Developmental and Cognitive issues that we should be taking into account as we continue to design spaces for humans of varying degrees that will occupy these spaces. What considerations should we, as design professionals, take into account to create Safe, Comfortable, and Accessible spaces for everyone....and when to collaborate with a team of professionals to take it to the next level including contractor, Occupational Therapist, or other medical professional. The end includes “next steps” for people that wish to explore further or pursue more education.

## **One Fall Can Change It All!**

**Track:** Design & Inspiration

**Speaker:** [Maria Stapperfenne, CMKBD](#)

**Chapter:** Northern New Jersey

Many designers have told me that they are SURPRISED just how influential they are in assisting their client make product selections. As designers, pros and influencers in the design and material selections for homes, we owe it to ourselves to become more aware of things that we may have once taken for granted – helping people that are

renovating make better, SAFER choices that will prevent falls and enhance their experiences in their own home!

Learning Objectives:

- Identify some practical ideas to reduce falls
- Evaluate the impact that architects and designers have on accessibility, health and safety in the home while creating beautiful, connected environments
- Examine how smart sensors can assist in creating connected environments without cameras to promote independence and dignity.

## **Geometry in Nature: The DNA of Kitchens**

**Track:** Design & Inspiration

**Speaker:** [Mark Rosenhaus](#)

**Chapter:** Manhattan

In this enlightening presentation you will be fascinated that your finger, a pineapple, Taj Mahal, Saturn, and more all have the same 62% Golden Ratio based on the Fibonacci Sequence. You'll see hiding-in-plain-sight, details in painting, sculpture, furniture, architecture by Michelangelo, Alexander Calder, Frank Lloyd Wright and others who have been and continue to be inspired by the ancient discovery of the Geometry of Nature.

The Fibonacci Sequence: 0, 1, 1, 2, 3, 5, 8, 13, 21, 34...etc., adding two consecutive numbers equal the third. Similarly, dividing adjacent numbers produce the 62% Golden Ratio. Implementing the width-to-height 62% cabinet proportion and arrangement is most pleasing. It is the reason artwork has fully engaged our attention for centuries and now brought to kitchens.

A kitchen designer for 40 years, Mark has a proven record that cabinets can be more than mere boxes: they can have the artfulness of 3-dimensional sculpture exemplified by his many completed kitchens. Imagine your elation seeing your kitchen has the same proportions as the Taj Mahal or the Cathedral of Notre dame. Mastering this information will impress your clients and affirm that your designs are truly timeless. For more than 20 years, his program: 'Geometry in Nature – The DNA of Design' has drawn high praise at KBIS and many National Kitchen & Bath Association chapters across the country. It won the NKBA 2009 Chapter Program of the Year Award and has garnered over 55,000 views.

Learning Objectives

- Golden Rectangles will enhance the future of kitchen design to a higher level.
- Recognize Golden Proportions throughout the entire universe from microscopic to telescopic, including ancient and modern art, architecture and design.
- Take to heart that our natural affinity for the beauty of the 62% Golden Ratio will add palpable enjoyment to all your projects.

## **Ignite Creativity – Cultivating a Creative Lifestyle**

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Creativity isn't something we can just take for granted. Force to perform on the spot, and be perfect every single time. We all have the ability to be creative whether you are left or right brained. It's a skill that takes practice, and it's a messy, fun process once we understand it. It may come more naturally to some but even the most left-brained accountant can be creative in their own right. Most of us have taken this skill and ability for granted; it's become squashed and nearly stamped out of our lives. We then often feel stuck, unproductive, stale or worse, burnt out. If our ability to make a living rests on our ability to be creative, we simply can't afford to take a cavalier attitude toward our biggest asset! It doesn't matter whether you are a designer, builder, salesperson or engineer; we all need to learn how to cultivate a lifestyle that supports a creative flow so that when we do need to perform on the spot, we will have a lot more success tapping into it brilliantly!

Learning Objectives:

- Understanding creativity, how the right brain works, and why creativity is important to our success
- Recognizing what blocks creativity in our lives and professions
- Understand how to re-ignite and cultivate creativity in your personal and professional lives.
- Discover how to get unblocked and cultivate more creativity in your work and life

## **Micro Size Me – Designing for Downsizing**

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

We read about it everyday . . . tiny homes, urban living, simplifying, Millennials choosing different lifestyles, Aging in Place downsizing... What does it all mean, is it just a trend, is it just Millennials?

A trend is something that comes and goes, this is something deeper that just like designing for Aging in Place and to protect our Environment, the Micro Size Me Movement is one our Industry and Designers need to sit up, take notice of, and get out in front of!

If my clients need these spaces what do manufacturers offer that will work? How can I meet their needs through design and specification? We'll go back to our roots of the basic elements of design to creatively address these spaces.

Feel more confident in marketing your education around this topic and in working with clients of every generation in any region that ask for this or who would benefit from your new understanding of this movement. #MicroSizeMe

Learning Objectives:

- What is the MicroSizeMe Movement
- What client does it affect, and who and what is driving it
- Understanding this is more than a trend, it's a new reality
- Understand how we address it through design and product offering

## **Spoiler Alert – Kitchen's Waste Food**

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Today's kitchens are not designed with food preservation in mind. That may sound strange to say, isn't so much of what we do focused around food storage? Yes, but, food PRESERVATION is different than merely storage.

Are you tired of throwing away produce? The U.S. wastes 30-40% of food per year. The amount of food wasted that goes to the landfill is disturbing. As food spoils in the landfill it puts off methane gas that contributes to the Greenhouse effect. We'll talk about consumer's shopping habits and their concerns of healthy and sustainable living. Did you know some fruits and vegetables like it cool, some like it room temperature, and some need humidity? There are the fruits and vegetables that produce ethylene gas as they ripen that is detrimental to surrounding produce! Why did no one tell me you aren't supposed to store your bananas and apples together!

Remember cellars, larders and that cute little wicker basket designed into a base cabinet? Did you know those wicker baskets that we don't design into kitchens anymore actually served a valuable purpose?

Learning Objectives:

- Review research and consumer habits
- What client does it affect, and who and what is driving this new awareness
- Understand this is more than a trend, it's a new reality
- Tips and Tricks for food preservation
- Understand how we address it through design and product offering
- Understand how current technology can be utilized more effectively
- Discuss future of the food industry

## Tech Meets My Parents – Smart Kitchen and Baths Aid Independent Living

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

When speaking about Aging in Place, Universal Design, Inclusive Design, Living in Place, Accessible/Adaptable Living, and Independent Living, the fundamental goal of this booming design sector is to ***extend independent living for as long as possible***. Independence is the KEY! With the incredible growth and momentum of TECHNOLOGY in our homes it is only natural to pair these two knowledge pools together to highlight the incredible benefits our aging population can receive by embracing tech in their homes and lives.

Watching our parents in their 70's Snapchat with their grandkids, texting emoji's, seeing them using an app for hearing aids and show us their favorite YouTube channels, shows us just how much they already rely on technology. Have you ever cared for a parent after surgery or watched them try to manage all their medications, when we're in their homes can you see how they have already modified their daily lives and homes to cope with challenges. It's really eye-opening to understand the enormous opportunities for tech to aid their lives.

All this technology benefits the broader Universal Design segment, however, we will focus primarily on our aging population for this discussion. Some generations adamantly say they don't want technology but as we'll see they are actually already

using a fair amount, but it's not just for them, it's for us in 20 years! When we are in our 70's we will expect and demand flawless integrated technology.

Learning Objectives:

- Get up to speed on the research, consumer habits and needs
- Understand what demographic is affected, and who and what is driving this new awareness for technology
- Understand how current technology can be utilized more effectively
- Discuss future of tech in the Independent Living category

## Color Cues – Colors Influence in Our Lives Part 1

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Most of us have sat through many Color 101 classes and many annual trend reports on color. You likely have a basic understanding of hues, tints, shades, and complementary or tertiary color palettes, along with what this year's color of the year is. We're to go beyond Color 101 and delve into how color influences nearly everything in our lives so we can become aware of how to use color to support a sense of wellbeing and joy in our environments.

We'll take a journey through commercial, product, fashion and digital marketing's use of color as we begin to understand how color influences our decisions, feelings and choices. We'll then translate that into our homes and understand the use of architectural color and paint products.

Did you know every paint company uses the same colorant tints? How well do you understand full spectrum paints, metamerism, how to use color to create illusions of height and space, to minimize architectural details, creating intimacy in a space, how to use color to increase appetites or create a sense of calm for a hyper child. We'll discuss how the use of color can aid in Universal Design and Wellness Design in our homes and in our client's homes.

Learning Objectives:

- Understand industry research, consumer habits and needs
- Understand color use within Universal & Wellness Design
- Understand Architectural Paint products and how to specify it more effectively



## Color Cues – Impact in our Life-Psychology Part 2

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Color influences nearly everything in our lives, we can become aware of how to use color to support a sense of wellbeing and joy in our environments. In this session, we'll build on what we learned in Color Cues Part 1 in addressing the Psychology of Color. We'll take a journey through commercial, product, fashion and digital marketing's use of color as we begin to understand how color influences our decisions, feelings and choices. We'll translate that into our homes. Once we understand the fascinating basics of how the human eye and brain sees color and interprets the input that light creates from reflecting on an object, we can translate that into creating intimacy in a space, how to use color to increase appetites or create a sense of calm for a hyper child. We'll discuss how the use of color can aid in Universal Design and Wellness Design in our homes and in our client's homes.

## Wholistic Wellness in an Intelligent Home

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

We've been learning about Sustainability, Universal Design and Smart Homes in our industry but get ready to add a new category! The health of our homes is becoming an essential conversation that we need to have as designers and specifiers. We are all personally placing a higher value on our health and the health of our families. We talk about diets and exercise on a regular basis.

We spend 90% of our time indoors. We simply can't afford to ignore the health of our environments any longer. We'll dive into air quality, water quality, sound acoustics, color psychology, Biophilia, human centric lighting, environment management, reducing food waste, reducing germs, accessibility, hygiene, physical and mental self-care; all wrapped up in a bow in an Intelligent Home.

There's a new standard in the residential industry for wellness, the Well Building Standard certification. Think of it as the new LEED certification of the Wellness category. This is exciting and important for us to offer our clients a Wholistic approach

to their homes in a time when so many products and home management systems are emerging daily.

Learning Objectives:

- Get up to speed on the research, consumer habits and needs
- Understand the categories, products and design implications
- Understand how current technology can be utilized more effectively

## **Washing Wisdom - Dishes to Clothes, Facts, Myths & Future**

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Dishwashers and washing machines are an essential and integral part of our lives. Human nature often defaults on how we've always done things, how our parents and grandparents did things. Myths are handed down generation after generation even though technology has changed and our appliances have gotten more efficient. Most of us want the newest and the best but only use what we're familiar with, often times utilizing only 10% of what our devices and appliances are actually capable of. How many of you just wash everything on the "Normal" cycle? These appliances have come a long way since our grandparent's generation and we're at a crucial tipping point where change is happening at a rapid pace! Sustainability is driving much of this change due to their energy and water consumption, however, Universal Design, Wellness and Technology are equally impacting the conversation as well.

## **Spatially Challenged - Living Smart in our Spaces**

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Storage solutions are one of THE most talked about topics on social media and tops there is a lot of conversation going on in our industry around downsizing. Boomers are preparing to enjoy the rest of their retirement years and need homes easy to maintain. Millennials, and now GenZ, are purchasing new homes and are often attracted to urban living which tend to be smaller dwellings. Minimalism, Essentialism, living a Well Curated Life, Marie Kondo, TV shows about Hoarding, reading about the horrific money wasted on storage units in this country, and a general sense of needing to simplify our

lives has taken over social media. Large busy families are always asking for more space and more storage solutions as well. It's not just about small homes. The Closet and Organization industry is booming right now. How well do you understand the companies who specialize in these spaces? Would you like to offer that service to your clients more often? There are companies in our industry that offer a wealth of products that we can utilize inside the cabinets we specify and all the nooks and crannies in homes that often go untouched by Kitchen and Bath Designers. As a kitchen and bath designer, you are uniquely skilled at approaching these challenges.

## Safe Surfaces and Spaces

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Our homes are intended to be an oasis from the world. Safety is a basic human need. We are learning so much more about how potentially unsafe most of our residential living spaces are. We will do a deep dive into how we can create safe transitions from the outside world into our inner sanctuary and what surfaces best support our health on the inside. Maintaining a germ free home, or at least striving to reduce the germs, can be a full-time job! We will discuss products that are easier to maintain and that might naturally resist or reduce germs.

Not only are germs a concern for safety but also how we interact with the surfaces that surround us. Universal design will be included in our topic as we talk about surfaces that all members of the household, and visitors, interact with on a daily basis. Transition from the outside world into our homes is important to support a clean and safe home.

## Transitional Design Style

**Track:** Design & Inspiration

**Speaker:** [Paula Kennedy, CMKBD](#)

**Chapter:** Puget Sound

Is it contemporary, is it traditional, or is it transitional? The struggle is real in our industry. If you ask 10 designers, you may get 10 different answers. Transitional design style is the often-misunderstood middle child. However, it is a huge category

and could also be called the catch-all category. I teach interior design students that there are three over-arching categories and then dive into the subcategories underneath each. We will explore features, elements of design, principles of design, materials and details that make up transitional design. By comparing and contrasting together with other participants you'll learn how to easily identify your client's style and how the architecture of the residence plays a part as well. If you've never been able to define it when asked by your clients, you'll leave this class with a much greater understanding, and I hope, a new appreciation for this legitimate design category.

## **From Measurements to Concept, Understand How You Can Rise Above Your Peers!**

**Track:** Design & Inspiration

**Speaker:** [Peter J. Albanese, CKBD](#)

**Chapter:** Northern New Jersey

When it comes to Builders, Contractors and Remodelers there is a missing piece of their team. As an NKBA certified Kitchen and Bath designer, YOU are the final piece of the puzzle.

What is the difference between a Kitchen Sales Person and a Kitchen Designer? What are you?

If you are a designer, contractor, educator, or manufacturer's representative this presentation will explain the importance of presentation standards and how the appropriate documents help you build an effective communication plan.

In this presentation, we will discuss the value of being an NKBA certified designer, how a professional set of documents will be your asset, and how stellar communication will set you apart from your competitor. I will explain how you can become a valuable part of the final team. Exhibiting professionalism and subject matter expertise will be a big part of the relationship with both the contracting team and clients.

We will explore the correct measuring process, involving project evaluation as well as measuring. We will summarize what you should be looking for within the surrounding area you will be designing. We will determine what essentials should be in your measuring bag to help you be prepared for every job.

Learning Objectives:

- You will identify who the prepared design documents will impact
- what should be included with your documents
- how your documents will affect the outcome of the project.

A set of detailed plans will assist the contracting team, increase profitability, and give the clients a complete understanding of their project.

## Wish List L.A.C.K.S

**Track:** Design & Inspiration

**Speaker:** [Richard Landon, CMKBD](#)

**Chapter:** Puget Sound

Five common complaints drive a client's wish list, summarized with the acronym LACKS: Layout, Aesthetics, Counterspace, Klutter, and Storage. With Layout, attendees will discover the six pathways that can aim and drive design solutions, focusing on three primary ones. With Aesthetics, attendees will discover people are either purple or orange. With Counterspace, Klutter, and Storage, attendees will be shown ways to expand counter usability, diminish the intrusion of mess, and provide ample storage without adding more cabinets—a necessity with open kitchens!

Learning Objectives:

- Discover how to use LACKS to aim your design solutions and gain client trust.
- Learn practical ways to turn the five LACKS into effective solutions.
- Support the design of open kitchens with few or no wall cabinets.

## Transform, Serve & Inspire

**Track:** Design & Inspiration

**Speaker:** [Richard Landon, CMKBD](#)

**Chapter:** Puget Sound

As designers, how can we design to inspire? How can we create holistic solutions for our clients that not only look great and work well, but, most important, feel right? Transform. Satisfy. Inspire. Kitchens in this century are evolving rapidly. The visual, functional and emotional aspects of kitchens interrelate and affect each other more than ever. This seminar reveals what's DRIVING design trends; we will see how attendees can be on or ahead of trends, giving us all a competitive edge in the

marketplace. A key aspect of this will be to show how attendees can respond to these emerging trends at Budget, Custom, and Bespoke levels.

Learning Objectives:

- Track the evolution of the kitchen from a separate room to its current & developing role as living room or “home living center.”
- Examine how this affects emerging kitchen design trends visually, functionally and emotionally.
- Present key points to consider when designing for “The Sociable Kitchen” and when upgrading your studio or showrooms.

## Space Therapy: Designing the “Feels Right” Kitchen

**Track:** Design & Inspiration

**Speaker:** [Richard Landon, CMKBD](#)

**Chapter:** Puget Sound

How can we discover the effective, “feels right” information that inspires unique design solutions? This presentation visits multiple avenues to drawing out our clients, developing their designs, creating trust, and motivating their decisions. Attendees will feel more equipped to be intentional in their design decisions and have at least one new way to create more distinctive designs.

Learning Objectives:

- Identify three “reservoirs” of source material necessary for a “feels right” design.
- Tune into the home’s 3 primary pathways and explore how they affect a “feels right” design.
- Understand how lifestyle preferences group into three activity patterns within the “social Kitchen”.
- Gain 4 key ways to sort out our client’s aesthetic preferences and discover what most matters to them.
- Learn the 4 essential principles Nature shows us for creating distinctive “feels right” designs.

## Outdoor Kitchen Design and Implementation

**Track:** Design & Inspiration

**Speaker:** [Russ Greene](#)

**Chapter:** Indiana State

The goals of this presentation are to not only increase your overall knowledge on outdoor kitchen design, but to also use this knowledge to grow your customer base as well as penetrate your current or past customers/clients.

Learning Objectives:

- Good design tips
- Proper materials
- Know your contractors
- Grow your customer base and penetrate your current customers and clients
- Grill manufacturers and outdoor kitchen component options
- Outdoor kitchen design software options – outdoor kitchen design software demonstration

## **What “Smart” Technology Does Your Customer Want?**

**Track:** Design & Inspiration

**Speaker:** [Ryan Herd](#)

**Chapter:** Northern New Jersey

Are you building or designing for the elderly? Do you leverage Universal Design principles? Are you offering "Smart" technology? As our loved ones get older, they will rely on technology more and more for companionship, doctor visits, or simply seeing who is at the door. Ryan Herd the "Smart Guy" and Author of Join the Smart Home Revolution will take you through the wants and needs of our aging loved ones.

Learning Objectives:

- How does the elderly view technology? Are they Technology adverse?
- What is important to the elderly? Safety, Socialization?
- Can technology give us, their loved ones, incites to how they are doing?

## **“Smart” Technology for the Millennium through the Baby Boomer and Beyond**

**Track:** Design & Inspiration

**Speaker:** [Ryan Herd](#)

**Chapter:** Northern New Jersey

Is your target market a millennium, Gen X, Y, Baby Boomer, or part of the Greatest Generation? Are you offering the rite "Smart" technology options? Each generation brings their unique wants and needs, are you offering the best options to match that?

Have you factored in amazon package delivery into your designs? Ryan Herd the "Smart Guy" and Author of Join the Smart Home Revolution will take you through the wants and needs of the generations.

Learning Objectives:

- How do the different age groups view technology? Is it a must have or a PIA ?
- What is important to these groups? Safety, ease of use, convenience?
- Since the kitchen is the hub of the home, what technology needs to be in there?

## **Can Your “Smart” Home be Hacked? And How to Prevent it.**

**Track:** Design & Inspiration

**Speaker:** [Ryan Herd](#)

**Chapter:** Northern New Jersey

With all this "Smart" technology talk and the possibility of someone hacking my home how do I keep my family safe? Ryan Herd the "Smart Guy" and Author of Join the Smart Home Revolution will take you through the wants and needs of the generations.

Learning Objectives:

- What is the difference between Apple PI and a Pineapple? And what does that have to do with Hacking?
- Wired vs Wireless what do I need to know to be safe?
- Passwords, Passwords, Passwords what do I need to know about Passwords?

## **Designing with Appliances in Mind and How to Avoid Costly Mistakes**

**Track:** Design & Inspiration

**Speaker:** Sandra Tierney, CMKBD

**Chapter:** San Diego

Gain confidence in interpreting specifications

In depth discussions on selection, placement and installation

Take the fear out of ordering cabinets and panels correctly

## **Frameless Glass Showers: Principles and Elements of Design**

**Track:** Design & Inspiration

**Speaker:** [Shannon McKinney](#)

**Chapter:** Columbia River

Frameless glass adds more than just functionality to a shower, it elevates the entire room. High-end homeowners love the look of expansive glass walls with limited



hardware and will often try to push the boundaries to get the look they desire. Unfortunately, there is a shortage of information about the capabilities and limitations of heavy glass. Shannon McKinney fills that void with clear, actionable, and reliable guidance so that designers and contractors can confidently and safely design and build the showers of their homeowner's dreams.

Attendees will learn to:

- recognize the code requirements, manufacturing limitations, and hardware capabilities that may impact the shower design
- help homeowners achieve their desired aesthetic, without sacrificing safety and stability
- take advantage of the versatility of custom cut glass for unique solutions to challenging spaces
- gain access to reference materials and guidance that will become your go-to source for shower glass design needs

## **Creative Smallness: Thinking Big About Smaller Spaces**

**Track:** Design & Inspiration

**Speaker:** [Tamara Myers, CR, LEED AP](#)

**Chapter:** Mid Atlantic

Have you ever had the challenge of designing for a small space? Have you wondered how you will make everything fit? Or have you turned down a job thinking it was impossible to make a beautiful and effective kitchen in a small footprint? With the new focus on simplifying life, de-accessioning, de-cluttering, and living more sustainably, more clients are choosing to renovate smaller spaces while wanting all the amenities of full functioning kitchen and bath. Our challenge is to be ready to create real world solutions, paying attention to the right mix of design and function that allow our clients to live large in their small spaces. And, because our clients are real sized people we need to create real sized kitchens and baths! In this session we'll review some examples of successful projects and some that are not so much, with guidelines for creative strategies for smaller kitchens and baths that guide you through embracing designing for smaller projects in a large way.

Learning Objectives:

- Share how designing well for smaller spaces can bring better function to your client's kitchen and baths and net bigger spaces
- Outline clear set of guidelines for small space designing
- Learn how the small space renovation is a great showcase for sustainable best practices

## **Adaptive ReUse; Transforming the Old into the New**

**Track:** Design & Inspiration

**Speaker:** [Tamara Myers, CR, LEED AP](#)

**Chapter:** Mid Atlantic

Can the old be new and even better again? Absolutely. In this session we'll look at why Adaptive ReUse is a vital strategy for our future and see how expanding our vision of our built environment can help us reimagine how to make the old new again. There are plenty of examples that can help us understand how Adaptive Reuse has already been integrated into our common vernacular and we'll look at a transformations of a wide range of types of buildings ranging from Sacred Spaces – such as churches, mosques, and synagogues as well as Industrial building stock of warehouses, factories, barns and look to celebrate the wonderful examples of a new life brought to these structures. In addition, understanding the sustainability issues of the choice to renovate an existing structure is critical in the larger social construct. We'll look at case studies of successful kitchen and bath renovations in these types of spaces and distill lessons we can carry to our work even for projects in our standard residential building stock. All of these lessons are universal and can be drawn upon to bring creativity to all of our projects.

Learning Objectives:

- Define Adaptive ReUse and bring awareness of examples and opportunities around us
- Understand why transforming existing structures is important to a sustainable future
- Tools for good Adaptive ReUse approaches and how to apply those to wide variety of projects especially kitchens and baths

## **Fire Water and Ice: Elemental Views of Kitchens in History**

**Track:** Design & Inspiration

**Speaker:** [Tamara Myers, CR, LEED AP](#)

**Chapter:** Mid Atlantic

Take a tour of the history of cooking and kitchens from pre-historic times to present day through the lens of the elements of Fire, Water and Ice. Meet a fascinating cast of

historic characters along the way, gain a richer perspective on how our kitchens were developed, how cooking has influenced technology and kitchen design, a glimpse into some of the new technologies that will take us into the future.

Learning Objectives:

- Gain an understanding of the history of cooking and the appliances we created to wrestle with Fire and Heat. Discover how to celebrate this history in our kitchen designs today.
- Understand the role of water for cooking and kitchens. Look at how water is used in current cooking technologies and anticipate future technologies that will further transform the kitchens we design.
- Understand how humans first began to utilize ice for food preservation, enhancement and today even for cooking.

## **Blended Presentations: Capturing Creativity with Technology**

**Track:** Design & Inspiration

**Speaker:** [Vanessa DeKoekkoek](#)

**Chapter:** West Michigan

This session will reflect on the evolution of how technology has changed the way we work through the design process. We will look at a variety of tools that allow creativity and capture the details required for a successful project.

If you are looking for ways to make your presentations stand out, you'll enjoy this session. We'll look at real-life examples and discuss, with a hands-on approach, how you can quickly leverage technology in your design business. Mobile devices (phones & tablets) are encouraged, strong Wi-Fi is required for this presentation.

Learning Objectives:

- Identify steps in the design process and optimize workflow
- Learn how to inspire clients in methods that they relate
- Create clear presentations to qualify the needs of your client

# SALES & MARKETING COURSES

## Professional Photographer – Be One (or Hire One) to Increase Sales

**Track:** Sales & Marketing

**Speaker:** [Adam Gibson, CMKBD, CAPS](#) **Chapter:** Indiana State

You put tons of effort into making great projects, but does your business employ photography that best represents its high quality? Do your images compare to those in national design magazines? In this two-for-one program you'll learn what to look for when hiring a pro AND how to create striking architectural photographs on your own and increase your bottom line. Hiring a professional often nets the best results – but not always. Architectural photography is not like any other. Knowing what will draw the viewer's eye to what you want them to see, namely, your work, is critical. You'll see how some photographers get it wrong, and how to avoid those mistakes. Want to try it on your own? Learn from a designer who is also a professional photographer. With some investment you don't need to be pro to use pro tricks. You'll learn about good camera and lens combinations, simple lighting tricks, where to place your camera, what to focus on, post processing and compositing multiple images, and much more. See examples at [www.adamgibson.com](http://www.adamgibson.com).

### Learning Objectives:

- Practice making superb photographs of your own work
- Good lighting techniques at little or no cost will be covered.
- Know what to look for when hiring a professional architectural photographer
- Attendees will learn how to choose a photographer to best achieve their goals without spending a fortune by following a checklist of appropriate questions.
- Using on-screen examples, attendees will see good, better and best practices for architectural photography.
- Attendees will learn basic language ensuring they are permitted to use a photographer's images without incurring additional expenses down the road.
- Using real-world equipment, attendees will understand what photography gear they can acquire themselves.
- Good lighting techniques at little or no cost will be covered.
- Examples will show differing results when using various cameras: full frame vs. cropped sensor vs. compact vs. phone.
- Recommending lenses: zoom, prime and shift will be covered.

- Tripods, shutter release, iPad/laptop tethering, lens hood, filters, and a few other basic accessory suggestions will be addressed.
- A quick and easy real-time lesson will demonstrate how to composite several images into one, eliminating distortion.

## **Beyond the Selfie: Leveraging Pics and Video for Increased Business**

**Track:** Sales & Marketing

**Speaker:** [Denise Butchko](#)

**Chapter:** Chicago Mid West

The visual aspects of your work as a kitchen/Bath designer are top priority. So learning ways to get those visuals and then LEVERAGE those visuals moves marketing forward by leaps and bounds. From Facebook to Instagram to YouTube to your website to Houzz, using pictures and videos of your work will bring you – guess what – more work! This session will cover:

- Why and How visuals carry more weight than any other method of promotion
- Tips on getting great pics and video
- Guidelines and shortcuts for the optimizing the size of your visuals for different platforms
- Suggestions on tools to use
- What you can and cannot do with photos you don't take yourself
- Sources to get images you can use legally

Learning Objectives:

- Post images in optimal formats for maximum exposure to audiences
- Demonstrate their creativity, skill set and uniqueness using visuals like pics and video
- Understand the importance of using visuals
- Gain insights on unique approaches to sharing their business stories using images and video

## **Strategies for Executing Effective Social Media**

**Track:** Sales & Marketing

**Speaker:** [Denise Butchko](#)

**Chapter:** Chicago Mid West

Is your business struggling to develop a social media strategy? If you've been "doing" social media, how do you know if it's working? How do you measure the ROI? What metrics do you look at? And if you need help, what can you outsource and to whom? What are more administrative tasks and what needs thought and strategic attention? What things do you, as a leader, need to understand?

After attending this session, attendees will have a clear understanding of the many forms of social success AND social failure. We will cover:

- What to look at as measurements of success
- Options for outsourcing and delegating
- Ideas on integrating paid advertising with organic participation
- Ways to build and integrate your MVP – your email list – into your marketing.

Learning Objectives:

- Identify ways to outsource aspects of social media and determine any "red flags" prior to hiring
- Demonstrate metrics for determining social media successes
- Understand how to communicate with past and potential clients
- Highlight what the greatest benefit to social media is, how to get it and why

## **Increase Your Sales Through Showroom Marketing**

**Track:** Sales & Marketing

**Speaker:** [Denise Butchko](#)

**Chapter:** Chicago Mid West

"Experience" marketing and "interactive" marketing are essential to getting the attention of today's buyer. They want to be engaged with the process and "experience" of their purchases, particularly when it involves their home.

This session takes you beyond door samples and flat screens for reviewing designs. We're covering how "setting your stage" involves incorporating strategic marketing tools like video, email marketing, your Facebook page interactions and events.

I'll also be sharing specifics on how to make all of these puzzle pieces fit together so you'll leave knowing not just what you need to do, but how to get it all done.

Learning Objectives:

- What things trigger today's consumer that lead to a purchase
- Ways to collaborate that move clients down the sales funnel closer to purchase

- The importance of events and how to execute and market them so they're successful
- How to really tell your story effectively since it's a top, top marketing trend
- How to connect to your audience and leverage them as brand ambassador marketing tools for you
- How to get it done without hiring an agency or full time employee by working within the "Gig Economy".

## How to Use Email Marketing (Your Newsletter) to Get More Business

**Track:** Sales & Marketing

**Speaker:** [Denise Butchko](#)

**Chapter:** Chicago Mid West

Research indicates that for every \$1 spent, email marketing generates \$38 in ROI. This session lays out what email marketing really is (& it's not just your "newsletter") and how to make it start working for you. It's filled with lots of specific examples, do's and don'ts and insights and tactics that will help you make more progress. You'll leave with a clear understanding of email marketing best practices and ideas on how to generate content, what kinds of content work (and which don't). You'll also learn why auto responders are even better for your business than autopilot, the difference between converting and non-converting media and the importance of subject lines and how to create one people will actually open.

## The Wellness Market

**Track:** Sales & Marketing

**Speaker:** [Jamie Gold, CKD, CAPS](#)

**Chapter:** San Diego

How are you credentialed? Certified Kitchen Designer? Certified Aging in Place Specialist? Certified Interior Designer? How are you using your qualifications and interests to position yourself in the increasingly-competitive design market and break through to new consumer or business-to-business sales opportunities? There's no question that repeat business and referrals are ideal, but they may not help you break into lucrative new markets or grow your business at the pace you want. Even leveraging those can take strategic thinking to be the first resource in your prospects' minds. One approach is to tap into complementary markets that are top of mind with prospective and past clients and local media outlets. What makes a market

complementary is its overlap of potential buyers, shared psychographic profile, need, timing and capital for your products and services. The market for wellness design is one such fast-growing opportunity, especially with the life-shifting paradigm of a global pandemic, and with mass-affluent Millennials and Baby Boomers. Don't lose sight of the next quickly-emerging generation either: Young Gen Z adults are starting to show up in the professional and housing markets and comprise the largest age group in the US today. They're also incredibly wellness-focused!

#### Learning Objectives:

- Discover and positively describe the ties between wellness and design
- Connect wellness design as a resource for dealing with COVID and future pandemics
- Position yourself as a wellness-focused professional for health-oriented prospects
- Identify the wellness markets in your community
- Identify the optimum segment(s) of the wellness market for your business
- Position yourself as a wellness-in-design expert for local media
- Work effectively with local editors and producers for free exposure.

## Selling to Design by NOT Designing to Sell

**Track:** Sales & Marketing

**Speaker:** [Jan Neiges, CMKBD](#)

**Chapter:** Rocky Mountain

Selling to Design is a process that Jan Neiges, Chapter Officer of the Rocky Mountain Chapter has developed over the years to improve her time on task in cultivating a lead to a sale. She has utilized her 27 years of sales training to create a selling process that improved her closing ration to 95% and earns her a design fee after spending only 2 hours with a lead.

Jan will explain her process and share documents she uses with her clients to help you improve your time on task and increase your closing ration resulting in more income.

- If you are spending 8-9 hours quoting/designing before a client commits to buy from you; OR
- If your closing ratio is less than 75%; OR
- If you are struggling to find ways to earn more income; OR
- If you are working 40-60 hours and making less than \$50K

THEN



- You need to learn how to Sell to Design by NOT Designing to Sell

## **Developing a Digital Marketing Game Plan for Your Kitchen & Bath Business**

**Track:** Sales & Marketing

**Speaker:** [Jason Lockhart](#)

**Chapter:** Texas North Plains

With so many online/digital marketing options available, many design and remodeling businesses don't know where to spend their time or money. Without a clear action plan that includes clear goals, objections, and benchmarks; companies will overspend or worse underspend and under perform. This presentation will help design and remodeling business owners set a clear action plan with goals, targets and KPIs (Key Performance Indicators). By the end businesses will know how to better generate leads for their business and understand how to have a great return on investment for the marketing dollars spent. I will help you maximize your lead flow and hit your sales goals for the year.

Learning Objectives:

- Understand the digital trends that will make your business stand out from the crowd.
- Develop a custom action plan to accomplish your marketing goals.
- Develop a marketing strategy to attract your target audience.

## **Brand New! Building Your Best Brand.**

**Track:** Sales & Marketing

**Speaker:** [Joseph DeCasperis](#)

**Chapter:** Southern California

Let's build your best brand. In this practical session, we'll discuss key branding opportunities you can quickly put into action that will set yourself apart. We'll share ways to elevate your client's experience, from the initial phone call, to the birthday parties, family gatherings, and neighborhood potlucks they'll keep inviting you to. And, we'll go over a crash course in branding, marketing, and customer service resources I wish I knew when I entered into the industry. Remember, we turn houses into homes. Become a household name along the way.

## Communication BLING!

**Track:** Sales & Marketing

**Speaker:** [Maria Stapperfenne, CMKBD](#)

**Chapter:** Northern New Jersey

Do you work hard to keep a design or construction project on track, only to find yourself frequently caught up in problems caused by poor communication? Is talking through the situation only making things worse? Would you like to avoid future misunderstandings? We “BLING” up our designs and presentations, but how about honing our interpersonal skills for SUCCESS? Discover your own communication style, its strengths and weaknesses, as well as how to identify others’ styles for more effective communication, and ultimately add to your bottom line. In this fun and lively interactive session, Maria will introduce a variety of communication styles to help you determine which is yours, and how to modify it to meet the needs of others. You’ll practice using real world examples. As an added bonus, everyone will take away an “emergency toolkit” of phrases to help in stressful situations!

Available as: 1 hr for 1 NKBA CEU or as 1.5 hr for .2 NKBA CEU program

## Navigating Social Media and Creating Your Content Calendar

**Track:** Sales & Marketing

**Speaker:** [Rebecca Sutton](#), CMKBD

**Chapter:** Texas North Plains

Do you own your own business, or work for a smaller company? Don’t have the funds or need to hire an outsider to run your social media? Most of us don’t, which means we are left to our own devices when it comes to running our company’s online presence – and it’s a tough world out there! This session is for anyone who wants to get a jump start on learning about the best social media platforms for our industry and how to utilize them and grow organically. Now, how do you organize yourself to post every day? If you answered, “a content calendar!” you would be correct. We will review what a content calendar is, the different ways to write one up, and create a week’s worth of content during the session to help you see how useful they can be! Using this knowledge, you will be able to begin your new online journey and feel more confident doing so.

Learning Objectives:

- Identify the key Social Media Platforms that work well for the Kitchen and Bath Industry, and how to post on each of these platforms

- Create their own Content Calendar, based on their individual needs, and appropriately fill it out and create content to share
- Choose appropriate phone/tablet/desktop apps and programs to help support their social media as well as their website/blog

## Networking in Person and Digitally

**Track:** Sales & Marketing

**Speaker:** [Rene Clawson](#)

**Chapter:** Northern New Jersey

In my years as a business owner and member and president of the Chamber of Commerce, I am always amazed by the idea that people come to one meeting and then declare that membership was not a good fit..."I came to a meeting and I did not make a single sale." When I asked my young adult children about networking, in their attempt to explain their distaste for the idea of networking it came out they think "it's kind of slimy...you're just asking people to help you or give you something." If these are your thoughts, you do not understand networking.

Networking is a continuous and necessary part of your career development. If you want to move up, improve your bottom line, get your dream job or be an industry leader you need to always be networking.

"10% of hires happen through recruiters 90% happen through networking" — Lisa Rangel, Executive Resume Writer and LinkedIn Moderator.

In my presentation I will communicate the following:

- Definition of Networking
- Discuss Why We Network
- Drilling Down on Cultivation of Relationships
- How to Network – Face to Face and Digitally
- Do's and Don'ts of Networking
- Takeaways

Learning Objectives:

- A better understanding of the importance of face to face and digital networking for professional growth and lead generation.
- A clear understanding of why and how to cultivate productive relationships.
- Tips on how to use social media to support your professional networking.

- Tips on how to create a robust digital presence that will support your professional networking.

## **Qualify More Effectively, Estimate Quickly, Get a Commitment Faster**

**Track:** Sales & Marketing

**Speaker:** [Steven Strauss, AKBD](#)

**Chapter:** Susquehanna Valley

Have you ever spent hours with a person who has no intention of giving you any money? Whether you choose to charge a design retainer or not, most kitchen and bath dealers spend too much time, and give away too much knowledge, prior to receiving a commitment from the potential customer. We will discuss ways to quickly and accurately estimate a project and the professional way of discussing budget with a potential customer, without spending hours or even days of your valuable time. By spending less time with non-customers, you will have additional time to devote to actual paying customers.

Also, make sure you are talking to people that want to hear what you have to say. Learn unique ways of qualifying potential clients, without asking the typical qualifying questions.

### **Learning Objectives:**

- Qualify potential clients effectively
- Quickly establish a budget for a kitchen or bathroom renovation
- Recalculate changes with just a few mouse clicks.
- Make a professional presentation to the potential customer
- Get a commitment from a potential client
- Waste less time = Close more sales