Meet the

THIRTY UNDER 30

NKBA

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Following the continued success of the NKBA’s 30 Under 30 program in 2016, for the fifth year in a row, the association is pleased to present its selection of the 30 talented young professionals to represent the next generation of the kitchen and bath industry. These individuals are up-and-coming leaders whose innovations, and business practices will continue to help shape future trends in the industry. This program has been carefully designed to provide the group with new opportunities for development and, at the same time, acknowledge their current accomplishments during the Kitchen and Bath industry Show (KBIS) 2017.

The 30 Under 30 will be recognized during “Introductions to the Industry,” at KBIS 2017, which will be held on Tuesday, January 10, 2017 at 11:00 a.m. at the KBIS NeXT Stage. The group will be honored amidst an extensive gathering of industry professionals and have the opportunity to network with top name designers and manufacturers.

If you haven’t met the 2017 NKBA 30 Under 30, take some time to learn about these exceptional young professionals and their amazing achievements!

Dylan Beavers / Norm Tessier Cabinets, Inc. / Rancho Cucamonga, CA
Dylan Beavers started his professional career in 2009 as a carpenter and began his journey to field superintendent, the position he currently holds. Dylan is passionate about his work, supervising projects, ensuring quality control and working with clients by taking their project to fruition. He is dedicated to the schedule, working with subcontractors to keep his projects on time or ahead of schedule. Dylan has been recognized for keeping his projects profitable and as errorless as possible. In addition to his main role, he manages and maintains machinery and equipment as well as a team of carpenters. Dylan is also a skilled craftsman, handling difficult tasks, one-off pieces and custom, one-of-a-kind creations for unique situations. Dylan is an accomplished Eagle Scout and has attended the University of La Verne. He is currently working on his business degree and is studying for his general contractor’s exam. Dylan is highly regarded by his peers, subcontractors and clients for his aptitude, reliability and professional creativity.

Alicia Beck / Signature Companies / Haymarket, VA
After graduating magna cum laude from Virginia Polytechnic Institute and State University (Virginia Tech) in 2009 with a B.S in apparel, housing, and resource management and an emphasis in kitchen and bath design, Alicia Beck immediately began working in the industry with Signature Companies, a leading supplier of cabinetry and stairs located in Haymarket, VA. While working at Signature Companies, Alicia’s hard work and dedication helped her rise from intern to project lead of the kitchen division in just seven years. However, she doesn’t take this leadership role lightly and ensures that she handles the multi-million dollar builder accounts effectively and efficiently. Alicia’s favorite part of her career is participating in the evolution of the kitchen design process, from the concept and design to the final product. She enjoys discovering new methods, trends, and technology being used in the kitchen and bath industry that she can incorporate into her work, resulting in unique and innovative custom designs for her clients.

Samantha Bowen / Bowen Remodeling and Design / Crofton, MD
Samantha Bowen is an interior designer for her family-owned business. She is the third generation in the company. She earned her bachelor of fine arts degree in interior design from The Art Institute of Washington in 2011. The company specializes in full service interior remodeling. She follows the full process of the job from initial visit, design, material selections, ordering, managing ongoing projects, and everything in between. Last year she surpassed her goal of $1.5 million in sales with a 48% sales rate and is on track to exceed her new goal of $1.7 million for this year. Samantha is very involved in community events with the local chamber and rotary club. She was named one of Professional Remodeler Magazine’s 40 under 40 in 2016.
Craig J. Couture / Cypress Design Co. / East Providence, RI

After receiving his bachelor of fine arts in interior design from Cazenovia College in 2011, Craig began his career at Cypress Design Co. Now with five years of experience in the kitchen and bath industry, he confidently offers a “function followed by esthetics” design approach, while demonstrating extensive product knowledge and excellent customer service. Couture handles all aspects of the kitchen and bathroom remodeling process, including site measures, one-on-one client meetings, material selections, pricing, permit-ready plans, and order placement. Believing that educating the customer in all aspects of the design and remodeling process is most important, he is always looking to grow his knowledge base of new products and design trends. He goes above and beyond to ensure his clients are living in the space they dreamed of. Designing is his passion, whether it is in the kitchen and bath industry or other aspects of life. Having a minor in studio art has given him a unique design sensibility and allows him to branch off into other areas in the design field. In 2011, he designed a custom nine-foot chandelier for a winery located in Rock Stream, NY.

Celestina Demers / Spokane Carpet One the Showroom / Spokane Valley, WA

Celestina (Cel) Demers is already making a name for herself in the Spokane and North Idaho new construction market. Her passion to work within the design community led her to Spokane Carpet One the Showroom as a builder specialist, where her main focus is residential new construction. Her ability to produce cutting-edge designed homes while keeping to a budget has helped her reputation and career grow tremendously. She is continually expanding her knowledge within the field by attending new product launches, devoting time to webinars, and utilizing the NKBA’s tools. Cel enjoys networking with others who share the same passion for the industry and gives back to the industry through volunteerism. She was the 2016 NKBA Palouse chapter VP of membership, 2016 North Idaho Building Contractors associate director, Parade of Homes chairperson, and in 2017 she will be the NKBA VP of communications for the Palouse chapter. When she isn’t volunteering and giving to the industry, you will frequently find Cel on her job sites, collaborating with the installers and watching her designs come to life.

Corbin Dickson / Remodeler’s Warehouse / Martinez, GA

With a background in remodeling, Corbin stumbled into the kitchen and bath industry when he decided to leave his job as a police officer to start his own business. Not knowing at the time what he wanted to do, he opened a wholesale remodeling supply company. Quickly identifying a need in the market for kitchen remodeling, he changed the focus of the business to kitchen cabinetry. He brought together a team with over 50 years of experience in the kitchen cabinet industry. Remodeler’s Warehouse quickly became the largest kitchen remodeling company in the Augusta, GA, area turning out almost one kitchen a day. His focus is to educate customers so they can make informed decisions before starting their projects. Now completing kitchens throughout the southeast, Corbin is looking for other avenues to continue to grow his business.

Natalie DiPiazza / Custom Design & Construction / El Segundo, CA

As a project designer, Natalie DiPiazza has a passion for residential design and construction. The most rewarding aspect of her position is interpreting the client’s needs and presenting solutions to meet them. She has a bachelor degree in construction management from Arizona State University and graduated with the Exemplar Student Award by the Dean for her outstanding involvement in the engineering school. Prior to joining the custom design and construction team, she worked for various contractors on the project management side before deciding to pursue her passion and creativity as a designer. Natalie is currently seeking a certification as an NKBA Certified Kitchen and Bath Designer. She loves to travel and recently spent a year in Stockholm, Sweden with her husband on a business trip. While he was working, she took the opportunity to travel throughout Europe studying historic architectural design, visiting design studios, showrooms, and looking for European inspired building materials.

Christina Dragota / GE Monogram / Chicago, IL

Originally from Palm Beach, FL, Christina attended Florida State University and graduated with a B.S. degree in merchandising & product development in 2012. Christina had been on the Monogram team for a year and a half as a product specialist and was promoted to lead product specialist at the Monogram Design Center in the Chicago Merchandise Mart in December 2015. In this role, she manages events to build relationships with key partners, facilitates Monogram dealer trainings both on and offsite, and assists designers, architects and consumers who are specifying Monogram appliances for single and multi-family projects. She regularly leads tours and presentations in the showroom, and enjoys educating others on technology and home installation solutions. She has immersed herself in the kitchen world in order to efficiently communicate ideas, especially pertaining to the integration of technology in our homes. Christina has a passion for this industry and for this brand, which is evident in her ability to build relationships and in her service to the clientele. Her continuous mission to learn more about the industry and share that knowledge with others is a major contributor to her career success.
Brianne Hughes has been working in the interior design field for almost ten years, but her passion for design has been cultivated since childhood. It was her close relationship with her grandmother, who constantly encouraged Brianne to express herself through music, art and eventually design, which established the foundation of her design career. Brianne attended Fanshawe College in London, ON, and graduated from the interior decorating program in 2008 with the Kingsmill’s Award for overall academic achievement. Upon graduating, she immediately landed a job in her chosen field, working for a local designer and collaborating on both residential and commercial projects. In 2010, Brianne began working for Casey’s Creative Kitchens in London, ON, where she fell in love with the world of kitchen and bath design. As a junior designer at Casey’s, Brianne was recognized when two projects she assisted with were awarded by the local home builders association. In her first year as senior kitchen designer, she achieved $1,000,000 in sales, was awarded the North American Elite Design Award, and is currently a finalist for Best New Kitchen for the local ACE Awards in London. Brianne takes great pride in the relationships she establishes with all of her clients, and her ability to develop and enhance a client’s vision through her designs is what she attributes her success to.

Shivain Handa is the sales and inventory specialist at Valley Acrylic Bath, a Canadian manufacturer that creates modern bath and kitchen products. Shivain has always been passionate about the kitchen and bath industry and is especially driven to create environmentally friendly products to preserve our natural resources and reduce waste. Shivain received a diploma in business management/administration from Kwantlen Polytechnic University. He has had a taste for business since secondary school and understands the important role education plays in conducting, executing and refining a business’s process, which is why he undertook this post-secondary credential.

Kirsten Gable received her bachelor of science in interior design from the Art Institute of Pittsburgh. She began working in the kitchen and bath industry in 2012 as a showroom manager at a tile distributor designing a variety of kitchen backsplashes and bathrooms. During her tenure, she participated in the remodel of a commercial showroom, designing product displays and layouts that would increase customer traffic. She joined the NKBA as an industry member and soon took a position on the board of the Baltimore/Washington chapter as vice president of communications/technology. Simultaneously, she began serving on the board of the Maryland chapter of the American Society of Interior Designers as director of finance. These roles are an example of her passion for continuing education among interior designers and kitchen and bath professionals. Kirsten is currently a showroom sales representative of luxury bathroom fixtures. In this role, she also provides product training and insight into consumer trends, ensuring her customers can offer the most helpful design recommendations.

Paige Fuller completed her bachelor of applied arts, including a major in interior design at Central Michigan University in 2013. Immediately upon graduating, she pursued her passion in the kitchen and bath industry by obtaining a position at B. C. D. Interiors, where she currently is one of the lead designers. While she specializes in kitchen and bath design, she provides a range of services for her clients, including interior architecture, space planning, material selections and tile design utilizing Auto CAD and 3D modeling software. Paige is active member of her local NKBA chapter and Home Builders Association. She is also the secretary and treasurer of the Professional Women in Building Council of the Grand Traverse Area, a group currently undertaking an “all women build” of a playhouse that will be auctioned off at the local HBA scholarship dinner to fund education for women pursuing careers in the building industry. Featured in local design trend articles, and the Home and Cottage Tour, Paige enjoys sharing her talents and design expertise.

Thomas Farago has extensive experience with key brands such as Sub-Zero, Wolf, Miele, Thermador, Jenn-Air, Bertazzoni, KitchenAid, Viking, and more. In order to further leverage his knowledge of the products and the processes involved in this industry, he founded Build Specifier—an online register-for-use web application that takes these processes and products online. In a way, major kitchen and laundry appliances are at the core of nearly every major home project. Consumers and tradespeople alike often remark that the process can be an arduous one. There are literally tens of thousands of products, and while any of them may be a potential solution for a consumer’s needs, no single appliance retail store showcases all of them, knows about all of them in intimate detail, and has the proper selling assets (high-resolution photos, videos, and accurate features & benefits summaries) that are necessary. He and his team of talented developers are bringing all pertinent assets for these products together and engineering software for the processes. By enhancing the way that tradespeople and consumers explore products, and receive price quotes, they are building a community of designers, architects, retail salespeople, and consumers, who can all tightly coordinate these critical home projects in the most efficient manner possible.

Kirsten Gable / Schumacher & Seiler / Timonium, MD

Thomas Farago / Caplan’s Appliances / Toronto, ON

Shivain Handa / Valley Acrylic Bath / Mission, BC

Kirsten Gable / Schumacher & Seiler / Timonium, MD
Nicole Kemp / Homes by Avi / Calgary, AB

Nicole Kemp earned her diploma in interior design through Lethbridge College. While completing her schooling, Kemp was awarded the Leadership Award and was the president of interior design for the 2010 graduating class. Kemp has been working as an interior designer at Homes by Avi in Calgary, Alberta, Canada, for the past six years. During her time there she has gained valuable insight into the residential construction industry. This wealth of knowledge has allowed her to specialize and excel in the design and renovation of single family homes. She strives not only to showcase the individuality of her clients but also to convey the unique characteristics of the products she uses. This unrelenting dedication to her craft has resulted in nearly three million dollars in upgrades over the past two and a half years and has allowed her to continuously meet her clients’ needs. In addition to the above successes, Kemp is also the creator and author of Avi Definitions ‘Find Your Style’ blog. As the creative mind behind the blog, she utilizes it as a platform to share industry tips, trend forecasts, DIY advice, and décor recommendations.

Kyle Le / Timeline Design, Inc. / Saratoga, CA

Kyle graduated from UC Davis with a BA in design, a focus in interior architecture and an emphasis in lighting technologies. He is determined to become a world famous architect like Frank Lloyd Wright, Richard Meier, and other greats. After graduating, Kyle started working with Timeline Design, a high-end, residential design-build firm located in Saratoga, CA. He began his career as a drafter, but after endless hours of permit submissions and construction documentation, Kyle found his passion in interior design instead. He transitioned to an interior designer and has since helped with dozens of projects. Kyle loves to attend industry events to learn about new products, techniques, and skills. He appreciates the quality and craftsmanship of every product he selects and aims to bring more custom-designed and hand-crafted products back into the industry. Kyle wishes to capture the intricate details of many architectural styles and integrate them into his designs.

Ed McDonald / McDonald Contracting / Arlington, MA

Ed McDonald has been successfully running his business, McDonald Contracting, since he was 22 years old. With a passion for construction, design and leadership, he has grown his company from a one-man endeavor to a team of 14. His entrepreneurial skills have allowed him to hire industry professionals, oversee complex projects and, most importantly, meet and exceed his clients’ expectations. Ed and his team work closely with each client to ensure that they are maximizing not only their budgets, but every square inch of the home for space efficiency and resale value.

Kari Mitchell, AKBD / Artistic Cabinetry / Loomis, NE

After graduating in 2009 with a bachelor degree in interior design (an NKBA accredited program) from the University of Nebraska in Kearney, Kari Mitchell was able to turn her passion into a career. With her internship work and four years as a staff designer at a local retail design center, Kari was able to start her design career. In 2013 she received her National Kitchen and Bath Association accreditation of AKBD (Associate Kitchen and Bath Designer). In the fall of 2013, Kari accepted a kitchen and bath design/showroom assistant position with Artistic Cabinetry at the Kearney, Nebraska, showroom location. In her position, Kari has been able to continue to grow and gain experience in the kitchen and bath industry by continuing to design and manage new home and remodel projects, expanding her knowledge base, and broadening her design palette to include custom decorative LED lighting. Kari works hard to not only create beautiful designs but to create trusting and lasting relationships with all of her clients and strives to create custom spaces that are an artistic combination of the client’s needs and their personal definition of “Home”.

Nick Ochtman / Jacuzzi / Cornelius, NC

After obtaining his master of science degree in 2013, Nick was hired at Jacuzzi Luxury Bath as an assistant product & channel marketing manager. After one year, his passion for luxury products earned him the role of product marketing manager. In 2015, he was given the sole responsibility of managing over 5,000 skus and the entire Jacuzzi portfolio. He launched over 30 programs for some of the biggest retailers in the industry. With his experience and knowledge of bathing products in the retail segment, the next logical progression was to move over to the sales team where he currently serves as the manager of retail sales and merchandising. He prides himself on being a tenacious, outgoing individual with a strong work ethic and continues to surround himself with some of the best and brightest people in the industry. Nick is very passionate about the kitchen and bath sector and is quite eager to continue his career in this exciting field.
Austin Pike / ShowroomMarketing.com / Boston, MA

Austin studied architecture at the University of Miami. He has helped more than 80 clients to date multiply sales and increase profits with breakthrough growth strategies backed by multi-channel marketing initiatives. His company, ShowroomMarketing.com, serves kitchen, bath and home remodeling brands and showrooms. Using highly analytical and disciplined approaches, Austin knows how to mine, monetize and maximize hidden insights to shape strategy and increase operational efficiency for showrooms. He brings innovative solutions to the table through his cross-cultural perspectives and his breadth of technical and creative expertise. He is a proponent of creating paradigm shifts, “strengths finding”, anticipatory thinking, learning from failure, leaving a legacy and always asking “Why?” Prior to starting his own firm, he led a digital marketing team for a global software company and worked at the Harvard Graduate School of Design. He has also given talks nationally, recruited and trained a direct sales organization of 30+ people and cofounded various business ventures.

Cathy M. Pitts, CAPS / Classic Kitchen & Bath / Harrisonburg, VA

Cathy’s passion for transforming houses into homes is unmistakable. She sees more than the elements of a room, she can visualize her customers working, living and loving every minute in their space. Even with an interior design degree under her belt, Cathy still finds new ways to expand her education, one certification at a time. She holds a B.F.A degree with emphasis on interior design from James Madison University. She is a Certified Aging-in-Place Specialist (CAPS) designation through the National Association of Home Builders (NAHB) and a member of the National Kitchen & Bath Association (NKBA). She has also been acknowledged through Classic Kitchen & Bath receiving an Award of Excellence 2013 and an Award of Achievement 2015. She is a believer in being part of her community. Cathy is frequently found getting to know her neighbors through the local builder association and chamber events. She continually finds ways to participate, whether it’s running the K9 for warriors 3K obstacle course or silently bidding on items to fund raise for ALS.

Ashlee Richardson / Nar Design Group / Carmichael, CA

In 2013, Ashlee Richardson was awarded her BS in interior design with Interior architecture emphasis from the California State University of Sacramento. In the three years since, she has worked her way from an entry-level position to Lead Designer at Nar Design Group, one of Sacramento’s most sought after residential design firms. Ashlee has demonstrated herself as a prominent young kitchen and bath designer in the greater Sacramento region by attaining multiple awards for her firm in prestigious design organizations, including Kitchen & Bath Design News Magazine, the California Capital Chapter NKBA, and the National Association of the Remodeling Industry Greater Sacramento Chapter, in addition to having her work featured in several local and national publications.

Casey Rup / Waterworks Kitchen & Bathroom / New York, NY

Casey Rup graduated with honors in 2012 from Virginia Tech with a degree in apparel, housing, & resource management and a minor in business. While there, she learned how to create kitchens and bathrooms with a keen eye for design while abiding by NKBA guidelines, ADA guidelines, and LEED practices. During this time, she interned with a high end local cabinetry company where she was able to apply her knowledge in a real world scenarios. She then joined a family owned custom kitchen and bathroom design firm located in Rye, NY. Casey is now employed at Waterworks, working as the kitchen and bath cabinetry designer for the NY metro area. She has been introduced to plumbing, sinks, hardware, lighting, surfaces and more, transforming her into a well versed and very knowledgeable designer. She was lucky to be the first kitchen project manager at Waterworks at the launch of the kitchen brand and has grown with the company over the past two and half years. This past year she was awarded and recognized by Waterworks as having the ‘Kitchen Cabinetry Project of the year.’ Casey is looking forward to furthering her knowledge and career in the Kitchen and Bath industry.
Anthony Michael Salerno / Peter Salerno, Inc. / Wyckoff, NJ

Anthony has always liked a challenge and keeps himself occupied studying various arts. He is a classically trained musician, filmmaker, jewelry designer, photographer, cutler, and historian. However, his main focus is designing kitchens and baths for his family’s business, Peter Salerno Inc. Anthony learned on-the-go under his father’s tutelage in the kitchen and bath industry, taking on his first kitchen three months after becoming a full time designer. He currently heads the business’s boutique showroom an hour west of their flagship location. Anthony has been featured in several publications for his design work and for his professional insight. Anthony aspires to create his own path as a designer by using new and relatively unknown materials such as Shokwood and creating new door styles and moldings. Never one to remain stagnant, he is also an accomplished cutler and cutlery designer, creating kitchen knives for Edges by Peter Salerno, Inc, a subsidiary geared toward chefs and clients who are serious cooks. His designs also sell under his own business; AMS Knifeworks, and outside brands such as Falls Cutlery, Sapphire Cutlery, and Junior Chef. Anthony attributes his success in his hobbies to the support of his family, his wife, daughter, and his policy of post-client meeting meditation.

Bridgette Schwarz / Signature Kitchen & Bath Design Inc. / Cupertino, CA

Bridgette Schwarz is a certified interior designer in Cupertino, CA. She is a graduate of Middle Tennessee State University, where she received her bachelor degree in interior design in 2012. While a student, she served as the chapter president for both the American Society of Interior Designers (ASID) and the International Interior Design Association (IIDA). After graduation, she became the manager and product buyer for a Nashville home decor showroom. Since moving to the Bay Area just two years ago, she has successfully completed over fifty remodeling projects totaling approximately $750,000 in sales. She launched an updated logo, a new company website, and tackled a large “process and procedure” overhaul for her company, which resulted in more satisfied clients, improved productivity for designers, a reduction in company errors.

Suzanne Scott / Suzanne Kristine Interiors / Carnation, WA

Suzanne entered the design industry as the start to her second career. She earned her masters of fine arts in interior architecture and design from the Academy of Art University. Now she is the owner and principal designer of Suzanne Kristine Interiors. Her passion lies in creating beautiful, functional spaces for her clients to enjoy for years to come. Suzanne draws design inspiration from the beautiful Pacific Northwest, the place that she calls home. She got her start in the industry through the NKBA and is actively involved in her local chapter. She believes that being an active member in the community and giving back is of the utmost importance. When Suzanne is not designing she loves to run with her dog Bärli, hike with friends, and enjoy all Seattle has to offer.

Brad Sherwood / Epic Plumbing / Phoenix, AZ

Brad Sherwood is an MBA graduate and 3rd generation in the plumbing and construction industry. He currently manages the purchasing and warehouse departments, and oversees all supply chain operations for Epic Plumbing, one of the largest contractors in Arizona. Epic Plumbing specializes in new home construction as well as service, repair, and remodels. This allows him to stay up to date on the latest trends and technologies in the kitchen and bath Industry. Brad has received a bachelor degree from Arizona State University, a master of business administration degree from Texas A&M University and a purchasing manager certification, as well as completing a global business internship in Europe and a two-year service mission for his church. His international experience and managerial responsibilities have given him a greater understanding of effective operations management and the financial strategies required to succeed. Brad is a member of the National Kitchen & Bath Association as well as the Home Builders Association of Central Arizona. He enjoys strategic partnerships with manufacturers, wholesalers, and builders and looks forward to many more years in the industry.
Jacob E. Smith / Starline Distributors, Inc. / Flushing, MI

Jacob E. Smith, with associate degrees in computer aided design and construction technology and a bachelor degree in architectural technology, was recruited by Starline to build their sales/design staff in 2013. Community-minded, He is a member of the Flushing Parks & Recreation Committee and is co-host of a Michigan-based, weekly radio show called “I Can Build That!” The aim of the show is to educate the public in the proper way to repair and maintain their homes. He is also treasurer of the Thomas Smith Memorial Foundation, started by his family after the unexpected death of his younger brother. The foundation raises awareness and funds to screen local high school-aged youth for heart ailments. Since the foundation was formed in 2012, it is responsible for $2,500,000.00 in medical services provided and 18 lives saved because of these free screenings. Putting his experience and community involvement into practice, Jacob has excelled in the kitchen and bath arena and quickly rose to the top of his company’s sales leadership.

Stephanie Stead / Acculign Framing Systems / Portland, OR

Stephanie works as a Denver-based market representative for Cambria, where she is well connected with designers, architects, and trade partners. She graduated from the University of Washington in 2015 with a bachelor degree in political science, philosophy, and economics and a minor in business administration. She also holds a certification in nonprofit fundraising management. Her inspiration to achieve this certification stemmed from her board positions held with the NKBA Puget Sound Chapter (2012-2014). Stephanie has continued to grow professionally with the kitchen and bath industry over the last eight years, having the opportunity to work for multiple industry brands in Washington, Colorado, Utah, Wyoming, & Idaho.

Rebecca Sutton, AKBD / Kitchen Design Concepts / Dallas, TX

Rebecca Sutton graduated from Virginia Polytechnic Institute and State University (Virginia Tech) in May 2013 with an NKBA-accredited B.S. in apparel, housing and resource management focusing on residential housing and design, while also completing her B.A. in philosophy in December 2012. She now lives in Texas where she is the lead kitchen and bath designer and the social media “guru” for Kitchen Design Concepts in Dallas. Rebecca loves working with clients from the first measure, through the design and material selection, to the end of the construction and remodel process, to really give her clients a true turnkey experience. With over fifty 5-star reviews (and counting) on Houzz, Kitchen Design Concepts has a story to share, and Rebecca gets to share it. By creating their content calendar and determining engaging posts, Rebecca shares Kitchen Design Concepts’s story across their social media platforms while working alongside the social media team.

Michelle Timmerman / Direct Supply, Inc. / Grand Rapids, MI

Michelle Timmerman grew up in the kitchen and bath industry as the second generation of family-owned business Direct Supply Inc., a wholesale distributor of surface materials, hardware and cabinetry in Grand Rapids, MI. After school and during the summer, Michelle built product catalogs and sample replenishment kits for Direct Supply’s sales team, learning industry and product knowledge at an early age. In less than four years, Michelle received a bachelor of business administration, accounting degree from Davenport University in Grand Rapids, Michigan. By pursuing a career in public accounting, Michelle gained experience and knowledge from a variety of businesses. She returned to Direct Supply Inc. in 2011, where she could fulfill her passion for the kitchen and bath design industry as well as utilize her financial background. Currently, Michelle manages Direct Supply Inc.’s cabinetry sales program, including sales and design assistance for dealers and designers. Michelle took over Direct Supply’s cabinetry program in 2012 with one manufacturer and nominal sales dollars. Today, Direct Supply Inc. distributes four cabinetry lines throughout the state of Michigan and cabinetry now represents 25% of company sales. Michelle also volunteers as the treasurer of the West Michigan NKBA chapter and is an active NKBA member.