



## FOR IMMEDIATE RELEASE

Contact: Kelly Winkler  
White Good  
717-690-9768  
[kwinkler@whitegood.com](mailto:kwinkler@whitegood.com)

Alexandra (Alex) Lashner  
White Good  
717-693-3442  
[alashner@whitegood.com](mailto:alashner@whitegood.com)

## National Kitchen & Bath Association Seeks Industry Experts to Present at KBIS 2020

*Share your expertise at Voices from the Industry. Apply today.*

*Deadline is May 17, 2019*

**HACKETTSTOWN, NJ – (May 6, 2019)** – Following a record attendance at its Voices from the Industry (VFTI) Conference in 2019, the National Kitchen & Bath Association (NKBA) is now accepting applications to present at next year’s conference. Held annually in conjunction with the Kitchen & Bath Industry Show (KBIS), VFTI features more than 80 hours of education and professional development.

“The importance and popularity of our VFTI program cannot be overstated. Having a proposal chosen is validation of expertise in an area and it guarantees exposure to an engaged audience,” explained Pam Ryerson, director of marketplace, NKBA. “The NKBA believes strongly in mentorship and this is another way to give back to the industry at large.”

For 2020, the NKBA will select **80 VFTI sessions** in five categories:

- Grow Your Business
- Kitchen & Bath Specialty Training
- Design
- Management
- Customer Service

Presentations can be in any of the following formats:

- **Case Studies:** Research conducted on specific situations of relevance to the kitchen and bath industry, showing a relationship between two or more independent factors
- **Informational:** Knowledge presented by an industry expert
- **Innovation/Trend:** Breakthrough approaches and solutions within the kitchen and bath industry
- **Interactive Lab:** Hands-on learning experience

-more-



Some of the best-attended VFTI presentations in 2019 showcased topics such as *Presenting and Selling Your Design: Build Value and Make Sales*; *Recessed Lighting Reconsidered: Evidence-Based Kitchen Lighting for Today*; *2019 Global Color and Design Forecast*; and *Designing to Disguise: The Art of Hiding Technology*.

In addition to sharing their expertise, all VFTI presenters will receive:

- (1) Complimentary VIP KBIS Registration Pass
- (1) Complimentary KBIS Expo Pass
- Access to all VFTI Conference sessions
- Access to KBIS Opening Keynote
- (1) Ticket to NKBA Opening Party and Awards Ceremony
- (1) Ticket to KBIS Bash

**The deadline to apply is May 17, 2019.** If selected, all VFTI sessions will be automatically approved for 0.1 NKBA CEU credit. To find out more information and to submit an application, [click here](#).

#### **About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show**

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design & Construction Week® (DCW). With nearly 14,000 member companies representing tens of thousands of members in all segments of the kitchen and bath industry, the NKBA has educated and led the industry since the association's founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, marketplaces and networks. For more information, visit [NKBA.org](http://NKBA.org) or call 1-800-THE-NKBA (843-6522).

KBIS® and NKBA® are registered trademarks of the National Kitchen & Bath Association.

###