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The National Kitchen & Bath Association Hosts More Than 70 Certified Kitchen and Bath Design Professionals at Design Business Summit 4.0

The NKBA renews its commitment to education for its top-performing certified designers with a series of thought leadership summits

HACKETTSTOWN, NJ – (December 18 , 2018) – The National Kitchen & Bath Association (NKBA), the authority on all things residential kitchen and bath, hosted the first in a series of thought-leadership summits produced for design professionals looking for career development opportunities to advance their personal knowledge and expertise as well as their businesses. This inaugural summit in High Point, North Carolina, was held exclusively for select NKBA-certified designers. The 75 attendees included Certified Kitchen and Bath Designers (CKBDs) and Certified Master Kitchen and Bath Designers (CMKBDs), the latter with 10+ years of association membership with the NKBA.

Partnering with the High Point Market Authority during fall 2018 market week, the NKBA produced a two-day summit that provided Continuing Education Units (CEUs), as well as business and design insights from industry professionals across a number of arenas. The summit began with a High Point Market Authority presentation and showroom tours, followed by a reception and dinner at the Grandover Resort. The second day included an education-filled agenda that featured four presentations themed on design business growth.

Market tours on the first day exposed the NKBA designers to the opportunities available through High Point Market furniture manufacturers, who provided additional insights on elements that designers could apply to their kitchen and bath projects. The evening of the first day, the NKBA hosted a dinner and networking event for attendees and sponsors, which included 2020, Fabuwood, Caesarstone and Thompson Traders.

Day Two of the summit kicked off with Luanne Nigara, author of “The Making of a Well-designed Business” and host of the top-rated podcast, “A Well-designed Business.” Nigara’s program, titled “Design Is Business,” turned traditional operating philosophies upside down and educated participants on how to operate a more profitable and productive design entity.

Leanne Wood, president of Flying Camel Advertising, presented “Killing It on Social Media,” a primer on how to navigate the diverse channels of social media to secure the best results. Her agency



currently manages the social spaces for nine brands in the home design industry, including the Kitchen & Bath Industry Show (KBIS) and NKBA.

Next up was a panel of industry specialists who showed the group how to “Be Seen. Get Noticed. And Get Published.” Moderated by Sherry Qualls, CEO of White Good MARCOM Agency, panelists Veronika Miller, CEO of Modenus; Claire Jefford, interior decorator, business coach and vlogger, and Elle H-Millard, CKD, industry relations manager of NKBA and an NKBA Insider, provided tips on how to bring stellar kitchen and bath design projects to the pages of consumer and trade publications and websites.

The day of learning culminated with Ross Dunn’s presentation, “Maximizing SEO and Your Website.” Dunn is CEO of StepForth Web Marketing, an internationally renowned digital marketing agency founded in 1997. He hosts the weekly and nine-year running podcast “SEO 101,” which was voted a top-ten podcast by sites including Hubspot and Search Engine Journal.

“When you looked around the room, everyone was engaged, taking copious notes and asking thought-provoking questions,” said Suzie Williford, executive vice president of industry relations and chief strategy officer of the NKBA. “We are going to continue these thought leadership summits into 2019 and beyond as part of our ongoing commitment to education and professional development.”

For imagery, please 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 or call 1-800-THE-NKBA (843-6522).

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