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NKBA ANNOUNCES 2019 BOARD OF DIRECTORS

The slate of nine volunteers includes seven returning directors and two new members.

The NKBA has set its Board of Directors for 2019, which will be led by a new chairman: Steve Joseph. Joseph, CEO and co-founder of Smart Home Products, has served on the board for three years and was Secretary/Treasurer last year.

“The NKBA is finishing up a successful year in which we completed the launch of an all-new NKBA.org for managing our membership and certification programs,” said Joseph. “The new online certification programs with video training have been well-received by members and are helping more designers become certified. Our market research efforts have also grown, and we’re using the research to help our members better understand the market in terms of financial size, segments and trends, consumer behavior and product trends.

“Looking forward to 2019, we expect to keep growing the NKBA brand through new multi-channel marketing initiatives, so we become a better-recognized resource for consumers who are in the process of a kitchen or bath project,” he continued. “Our certification programs will be expanded and improved with digital transformation. We will continue to explore growth and establish partnerships in new global markets. And of course, we are excited about KBIS 2019 at Design & Construction week in Las Vegas and expect it to be our best show ever. The association is financially strong, and we can’t wait to bring more value, education and benefits to our 14,000-plus members.”

Bill Darcy, NKBA’s CEO, added, “We look forward to working with Steve and the new and existing board members in the year ahead, to build upon our programs and initiatives, and to keep strengthening the association, its programs and global awareness. The industry is vibrant, and, along with this strong board,

which comprises diverse and unique viewpoints from many sectors of the business, NKBA is in a terrific position to keep the momentum going for our membership.”

Joining Joseph as officers for 2019 are **Emilee Chappell**, director of marketing for TOTO Americas, returning for a second term as Vice Chair and fourth year on the board, and **Allison Lowrie**, chief marketing officer for ANGI Homeservices, parent of Angie’s List and Home Advisor, who will start her second year on the board and assume the role of Secretary/Treasurer.

Rounding out the board are returning members **Lorenzo Marquez**, NKBA’s former two-term chairman and president of Marqet Group; independent **Neil Bailey**; **Michael Mahan**, vice president of strategic marketing and category & offer management for Schneider Electric’s North American Final Distribution Line of Business, and **Steve Petock**, senior vice president of business development for Ferguson. Two new additions join the board, **Jan Neiges**, CKD, principal of her namesake design firm in Denver, and **Basil E. Larkin**, vice president of sales for Hestan Commercial Corporation.

Patricia Davis Brown, CKBD, owner of Patricia Davis Brown LLC; and **Young Huh**, owner of Young Huh Interiors, have completed their terms on the board, and the NKBA thanks them for their service to the association and the industry.

The new board will assume their roles on Jan. 1, 2019.

Following are brief bios of the 2019 board:



Chairman — Steve Joseph, CEO and co-founder of Smart Home Products Inc.

Steve Joseph is CEO and co-founder of Smart Home Products Inc., an international kitchen appliance sourcing, sales and service solutions company. He is passionate about helping homeowners cook better through innovations in the kitchen. In addition to supplying high-quality kitchen appliances and components, Smart Home Products works with appliance brands around the world to design and develop innovative new appliances, integrate IoT connected kitchen technologies, and sell to distributors, retailers and builders. Smart Home Products also owns and licenses a portfolio of historic American appliance trademarks. Prior to Smart Home, Steve was president of Dacor, a manufacturer and distributor of luxury kitchen appliances. At Dacor, Steve led the design, development and sourcing of many industry-leading appliances, including the world’s first smart, connected ovens and ranges, winning Best in

Show KBIS and Best of CES Home in 2014. He has a B.S. in Business Management from Pepperdine University.



Vice Chair — Emilee Chappell, Director of Marketing, TOTO Americas Inc.

Emilee Chappell is director of marketing for TOTO Americas, one of the world's largest plumbing manufacturers and a leader in performance design and innovation. Emilee is responsible for TOTO's overall marketing strategies and oversees the implementation of its integrated marketing, advertising and public relations activities. She graduated from the University of North Alabama with a Bachelor of Arts in Communications and has been with TOTO and active in the kitchen and bath industry for more than 14 years. She has served as both the Chair and a Board Representative for the NKBA KBIS Advisory Council.



Secretary/Treasurer — Allison Lowrie, Chief Marketing Officer, ANGI Homeservices

Allison Lowrie joined the parent of Angie's List and HomeAdvisor in 2010 and was named chief marketing officer in 2015. Lowrie specializes in brand management, customer acquisition, communications and marketing intelligence. Prior to ANGI, Lowrie acted as the director of advertising products at Cars.com for nearly six years. During this time, she led the rapid growth of the company's on-site advertising products and launched its yield management practice. Lowrie previously worked at

Boston.com and Arnold Worldwide. Lowrie serves on the Home Improvement Research Institute Board of Directors and Harvard's Joint Center for Housing Studies committee.

Members:



Neil Bailey, Independent

Neil Bailey served as president of award-winning luxury British furniture maker Smallbone of Devizes, the global authority on bespoke fitted cabinetry, where he developed the retail, dealer and project business across North America. Bailey joined Smallbone in 2016, following a successful year that saw parent company Canburg win the "Emerging International Brand" award at The Sunday Times HSBC International Fast Track 200 Awards, and rank 18th out of 200 private UK companies for export growth. Previously, Bailey was president and CEO of Poggenpohl U.S. and Canada, and before that, was managing director for Poggenpohl Group UK and Ireland. Through acquisition and development, Bailey helped grow the UK network into one of the company's most successful globally. His career spanned more than 25 years in sales and retail management in the

European home improvement industry before he moved to the U.S.



Lorenzo Marquez, President, Marquet Group

Lorenzo Marquez, who served as chairman of the board for the past two years, is president of Marquet Group, a full-service marketing agency specializing in the design and construction industry. In his role, he supports manufacturers and trade partners in developing campaigns to increase market share through public relations, advertising, merchandising and digital strategies. He is also an executive member of The Rockheads Group, a private surface fabrication network that represents independent stone fabrication businesses across North America. His previous experience includes working for Cosentino North America, where he served as vice president of marketing for 10 years. He has been on the NKBA Board of Directors since 2013, after serving on the KBIS Council for three years. He received a degree in Entrepreneurship from the University of Houston, is married with five children and resides in Houston.



Michael Mahan, Vice President of Strategic Marketing and Category & Offer Management, Schneider Electric

Michael Mahan is vice president of strategic marketing and category & offer management for Schneider Electric's North American Final Distribution Line of Business, and is responsible for the short- and long-term product strategy and evolution of Schneider's Final Distribution electrical business. His primary focus is to bring innovation and differentiation to the company's portfolio of products, develop new solutions that address current and future market trends, develop commercial and technology partnerships and establish new services while exploring new channels. Prior to this role, Michael lead the Monogram brand team at GE Appliances, and managed GE's EV Infrastructure and Low Voltage Equipment businesses at GE Industrial Solutions. He holds a Bachelor of Science degree in Mechanical Engineering from Worcester Polytechnic Institute and an MBA from the University of Connecticut. He lives in Nashville with his wife and son.



Steve Petock, Senior Vice President of Business Development, Ferguson

Steve Petock is senior vice president of business development for Ferguson, the largest distributor of residential and commercial plumbing supplies in the U.S., where he is responsible for the business development and strategic direction of the company's multiple business segments. Steve has more than 35 years of experience working in sales and management for the kitchen and bath industry. A Virginia native, he graduated from Roanoke College and throughout his career, he has attended executive development programs at Stanford University, Harvard Business School, Duke University, the Darden School of Business and International Institute of Management Development in Switzerland.



Jan Neiges, CKD, Jan Neiges LLC

Jan Neiges, CKD, principal of her namesake design firm in Denver, is an award-winning kitchen designer and past president of the Rocky Mountain Chapter of NKBA. She's a frequent guest lecturer at colleges, home shows and at KBIS. Capitalizing on 40 years of sales experience and 20 years of design, she has helped colleagues hone their marketing and selling skills with a process specific to kitchen and bath designers that has been proven to shorten the lead-to-sale cycle, improve the closing ratio while also earning design fees before they design.



Basil E. Larkin, Hestan Commercial Corp.

Basil E. Larkin, vice president of sales for Hestan Commercial Corp. in Anaheim, Calif., has been in the appliance business for nearly his entire professional career, holding key roles in sales leadership, marketing and product development. Before joining Hestan, he was vice president of sales and marketing at Lynx Professional Grills, and vice president of sales for North America at Viking Range Corp. He holds a Bachelor of Science in Business Administration from the University of Massachusetts.

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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