

Industry Update

Noteworthy developments impacting the kitchen and bath market

Seminar Initiative Expanded to Two-Day Events in June, October

Hackensack, NJ — A pair of special two-day educational events combining instruction in profit-generating kitchen/bath design with in-depth training in business management, marketing and sales has been scheduled for 2009 under the co-sponsorship of *Kitchen & Bath Design News*.

The events, set for June and October, will combine the highly acclaimed one-day "Pathways to Profit" seminar, co-produced by *KBDN* and the National Kitchen & Bath Association, with a newly developed day-long seminar specifically geared to the current business climate. The latter program, called "Critical Managing, Marketing & Selling Strategies in Today's Economy," is being co-produced by *KBDN* and the SEN Design Group (see ad, Page 79).

The co-located two-day sessions, dubbed as "Industry Success Summits," are scheduled for June 25-26 at the Brookfield Suites & Convention Center, in Brookfield, WI (serving the Milwaukee Metro Area), and Oct. 15-16 at the Holiday Inn Stamford Downtown, in Stamford, CT (serving the New York Metro Area).

KBDN and both the NKBA and the Chapel Hill, NC-based SEN Design Group have been partnering separately for several years on educational

programs aimed at improving the design skills, showroom acumen and management skills of kitchen/bath dealers.

"We felt it made sense, especially in today's economy, to piggyback the programs together on two occasions in 2009, so that dealers, designers and related trade professionals could benefit from the convenience and cost-savings of attending back-to-back all-day sessions," said *KBDN* publisher Eliot Sefrin.

"Pathways to Profit," led on day one by Ellen Cheever, CMKBD, ASID, will provide strategies for generating additional revenue — and increasing profits — through trend analysis, creative design techniques, product applications, visual merchandising and showroom management.

"Critical Managing, Marketing & Selling Strategies in Today's Economy," conducted on day two, provides kitchen/bath professionals with the management, financial, sales and merchandising skills they need to cope with today's challenging economy. Those sessions are led by Ken Peterson, LPBC, president of SEN Design Group and Tom Blau, v.p./education.

"We feel strongly that this educational initiative is unique and much needed in the kitchen and bath industry," Sefrin said. "In-depth design

and business information that assists kitchen and bath dealers in increasing corporate profitability is more critical than ever as the market continues to grow more challenging."

"This new 'Industry Success Summit' is going to be an excellent educational experience for all those who attend," added Peterson.

"In two information-packed days, dealer-owners will gain the critical know-how and key strategies required to not only survive, but thrive in this most difficult recession," her further noted.

Two "Pathways to Profit" programs in the 2009 series have been presented thus far this year, in Orlando and Philadelphia. The third program in the series is scheduled for May 14 in Denver.

Another NKBA/*KBDN* program, "Profitable Showroom Design," will target Charlotte (April 16), Seattle (Sept. 17) and St. Louis (Nov. 12).

Corporate co-sponsors for the NKBA/*KBDN* programs include Best by Broan, Elkay, Geberit, Mid-Continent Cabinetry, VT Industries and White River Hardwoods. Sponsors for the SEN/*KBDN* programs include Task Lighting, Dura Supreme and The Stock Market.

Additional information can be obtained from the NKBA, at (908) 852-0033; the SEN Design Group, at (800) 991-1711, or *KBDN*, at (201) 487-7800.