

2009 Seminar Series Concludes in St. Louis

Hackensack, NJ — The 2009 educational program co-produced by *Kitchen & Bath Design News* and the National Kitchen & Bath Association successfully concluded its cross-country tour last month, with the final stop in an eight-city seminar series drawing an enthusiastic audience to St. Louis.

In all, the seminar series — consisting of two separate programs, “Pathways to Profit” and “Profitable Showroom Design” — educated some 750 kitchen and bath dealers and designers in 2009, said *KBDN* publisher Eliot Sefrin.

The seminars, aimed at increasing the design skills and showroom savvy and business management acumen of dealers, designers and related trade professionals, took place in Orlando, Philadelphia, Charlotte, Denver, Milwaukee, Seattle, Stamford, CT and St. Louis.

Both programs were led by well-known design authority Ellen Cheever, CMKBD, ASID, and provided strategies for increasing profits through the use of trend analysis, creative design techniques, product applications, visual merchandising and

showroom management.

“We’re very pleased to have concluded another successful year of bringing live, in-depth, profit-generating educational programs to the kitchen and bath market,” Sefrin said.

“Special thanks go to our corporate co-sponsors, without whose support the program would be impossible.”

This year’s corporate co-sponsors for the *KBDN*-NKBA series included Best by Broan, Elkay, Mid-Continent Cabinetry, Rev-A-Shelf, VT Industries and White River Hardwoods.

“These industry-leading companies are truly to be commended for the support they’ve demonstrated, not only to their own customers, but to raising the professionalism and profitability of the industry as a whole,” Sefrin commented.

KBDN co-produces the annual seminar series under the terms of separate alliances between *KBDN* and both the NKBA and the SEN Design Group.

Information about the 2010 program, announced last month in *KBDN*, can be obtained from NKBA, at (908) 852-0033; the SEN Design Group, at (919) 933-6640, or *KBDN*, at (201) 487-7800.



Industry Profile

Closeup on successful kitchen and bath professionals

Design Firm Fills Niche With Unique Services

Photos: Dan Barnes, www.danbarnesphotography.com

By John Filippelli

NEW YORK, NY —

If you want something done right, do it yourself. It's an old adage that everyone has heard.

Well, Doryn Wallach, Allied ASID, has too, and she's made it the core of her new design venture, Doryn Wallach Kitchen and Bath, based here. She launched the one-person firm last year, and loves having the opportunity to "do it all."

"Only recently when renovating my own home did I realize how difficult it is to find a designer with kitchen and bath experience to 'pull it all together,'" she reports.

"So when I come into a project, I coordinate all of the design elements — including stone selection and custom cabinetry, among others — and make sure they all complement each other aesthetically and practically."

Her services range from consultation to design to product selection, including furniture, lighting fixtures, kitchen tables and stone, among others. The firm acts as the "coordinator" between all involved throughout the sales and design process. According to Wallach, this can include the cabinet maker, contractor, architect and all sub-contractors.



Doryn Wallach

"Basically, I act as a middle man for the entire design process to make sure everyone is on the same page. I see to it that the clients are achieving both the aesthetic they want as well as the ease of construction and practicality of good, easy-to-live in design," she reports.

Wallach brings a diverse background to each project, having studied at the Fashion Institute of Technology, and worked as a design assistant on "Extreme Makeover: Home Edition" and as a stager for the real estate market, where she would redesign homes to make them as attractive as possible for resale.

"My experience as a real estate stager provided me with a strong understanding of what people are looking for in terms of resale," she remarks. "I make sure that these elements show up in my design work for clients, as this is very important to the young, ever-growing — and ever-changing — family."

She notes: "Ultimately, I want my clients to feel like their space can grow with them and that, if the space is designed thoughtfully to begin with, implementing change over the years will neither compromise the design nor break the bank."

CLIENTELE SERVICES

According to Wallach, serving a unique niche in the industry sets her firm apart.

"Kitchen and bath renovations by young families is very commonplace today. These clients want the kitchen and bath to flow with the



Doryn Wallach of Doryn Wallach Kitchen and Bath assists clients with all aspects of product selection, such as the unique stone alcove with built-in spice storage seen here.

rest of the home. However, they have no idea where to start," she comments. "With my design expertise in interior design and construction, I am able to be the 'art director' in a project and process that many people find overwhelming."

For instance, she has helped with shopping and referred resources; made selections in stone, wallpaper, paint, light fixtures, furniture pieces and hardware, and helped clients transition to the kitchens and baths in their project, making sure the space complements both the clients' lifestyle and the other aspects of the home.

"I have encountered too many designers who seem to forget that their clients will actually have to live in their newly designed space," she states. "I like my designs to be fresh and practical, and this emphasis on achieving high style that is also 'inhabitant friendly' has

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certainly contributed to our success."

Before each project, Wallach makes sure that she has an expert on hand who understands the local codes and permitting procedures, as well as any co-op or homeowner's association rules, in order to make the project a seamless process.

"I can also do almost any style, which I think many designers can't do," she offers. For that, she credits her travel and living experiences overseas, which afforded her first-hand exposure to some of the most beautiful hotels and locales in the world.

"As a young mother, I also have a strong understanding of the worth and value of practical and timeless design," she adds. "[I take pride that] I can design a space for my clients that will allow them to see their living situation in their space long-term, and I can create a space that complements my clients' taste, while keeping the design neutral enough to attract a potential buyer."

While her clientele varies, the one thing they all have in common is a desire to combine style and function. "Many clients have children, and don't want to sacrifice practicality in order to achieve a [kitchen or bath design they really like]," she says.

PROJECT PORTFOLIO

Wallach has put together a unique project portfolio that reflects her varied abilities.

"Our focus on the New York Metro area allows us to pursue a wide variety of different projects – from 'cozy' NYC apartment to expansive houses in Connecticut," she says.

"Currently, I am working with a young family that wants their powder room to make a bold yet tasteful statement because it is the first room you see when walking into their foyer. Our goal is to achieve a young, hip vibe, but at the same time keep it manageable for high traffic with young kids and house guests," she reports.

"I truly believe that being a young mom sets me apart and enables me to design in a way that's fresh and hip, but most importantly, practical."



Wallach likes her designs to be fresh and practical, with timeless design that is 'inhabitant friendly,' as seen in this bath. She creates spaces that are personal, yet neutral enough to attract home buyers should the need arise.

Doryn Wallach Kitchen & Bath

AT A GLANCE

Location: New York, NY

Principal: Doryn Wallach, Allied ASID, Associate NKBA

Number of Employees: 1

Hours of Operation: 10:00 a.m. – 5:00 p.m.

Major Product Lines:

Toto, Kohler, Danze, Delta, Hansgrohe, Grohe, Elkay, American Standard, Harter, Hastings, JEM Woodworking, Klaffs, Kraft, Neff, Valli & Valli

Design Specialties:

Commercial and residential interior design; commercial and residential kitchen and bath design; movie/television staging.

Business Philosophy: "To create versatile spaces that complement and grow with our clients."

MARKETING MYSELF

Not surprisingly, Wallach handles all of the marketing aspects for the firm herself.

Specifically, she publicizes her business through a blog she writes online, as well as via social networking site such as Twitter and Facebook.

"We offer promotions on social networking sites, including taking polls and running contests," she reports.

"This allows fans to see my work

and how I am transforming and growing as a designer," she notes. "It also allows me a different angle to talk about products that are out there that enhance the kitchen and bath design community."

Additionally, she attends industry-related events to gain further industry knowledge and to network.

"We strive to engage with our target audience as much as possible, making sure we get to know who they are inside and outside of the living space."

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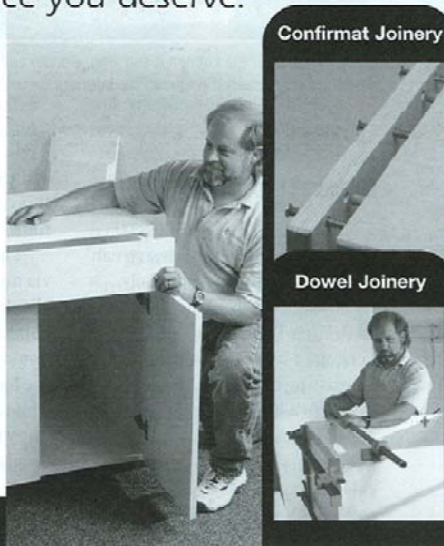
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Kitchen & Bath design news



Industry Update

Noteworthy developments impacting the kitchen and bath market

Elkay to Distribute Webert Bath Products

Oak Brook, IL — Elkay's Plumbing Products Division has announced a partnership with Webert Italian Design under which Elkay will be the exclusive distributor for Webert-branded bath faucets and fixtures in North and South America.

The distribution partnership, starting next month, will enable the companies to combine "the expertise of Webert craftsmen with Elkay sales and distribution to offer American consumers Italian luxury within reach."

"The natural synergy between Elkay and Webert Italian Design accelerated this partnership, especially the alignment in our core values to deliver reliable, quality products with innovative design," said Angela Sheehan, the Elkay residential director of marketing and product development for faucets.

"Elkay is excited that this partnership will allow us to quickly expand our presence in the bath market and to distribute a full line of fixtures that bring the beauty and attention to detail of Italian design and craftsmanship to American consumers at an affordable price," Sheehan added.

Founded in 1975 by Carlo Zanetta, the family-owned and operated Webert began as a small company solely focused on producing high-end bath faucets. After a significant increase in production in the 1980s, the company offered a comprehensive line of products and, in 1995, underwent an upgrade to help accommodate those expanded offerings.

Today, Webert employs 100 people and operates in a 100,000-sq.-ft. plant in Maggiora, Italy, according to the company.

Elkay is headquartered in Oak Brook, IL. Among its holdings are Phylrich and a cabinet manufacturing group that includes Yorktowne, Medallion and Mastercraft.

sustainability claims, the surfacing products manufacturer announced.

The certification, according to the Temple, TX-based Wilsonart, was the result of the use of materials from well-managed forests and recycled sources, as well as a cor-

porate commitment to "a responsible solution for green building projects."

SCS acknowledged the company's efforts by certifying that Wilsonart laminate is comprised of 20% post-consumer waste paper for

its wood fiber content, according to Wilsonart officials.

"This recognition assures our customers that our environmental labels are authentic and have been verified by a third party," the company said.