

2014 KBDN Seminar Series Kicks Off in Florida

Melville, NY — This month marks the kickoff for the annual series of all-day seminars being produced by *Kitchen & Bath Design News* throughout 2014 in key markets across the country.

KBDN's latest annual educational initiative, scheduled to kick off Feb. 20 in Fort Lauderdale, FL, will be brought to eight metro areas that also include St. Louis, Philadelphia, Milwaukee, Seattle, Denver, Stamford, CT and Dallas, according to Publisher Emeritus Eliot Sefrin.

"We look forward to another great year of delivering much-needed, in-depth education to the doorstep of kitchen and bath design professionals," said Sefrin, who is spearheading the program.

"Our industry continues to rapidly evolve in response to emerging product and design trends, new technology, consumer tastes and a multitude of other factors," Sefrin said. "It's imperative that kitchen/bath dealers and designers stay closely attuned to what's taking place in the market, and

our seminars are aimed at achieving that goal."

KBDN's 2014 seminar series – entitled "Art + Science: How Contemporary Design & Cutting-Edge Technology Can Increase Profits & Resonate With Today's New Clients" – was rolled out in 2013 to rave reviews and a record number of corporate sponsors. Designed for kitchen and bath designers looking to refresh their creative talents and expand their technological skills, "Art + Science" is aimed at identifying "what's next" in design and technology so that design professionals can better address the



needs of a younger, less-traditional client while increasing company profits in the New Digital Age. "Art + Science" spotlights the growing trend toward contemporary kitchens and baths that require an entirely new way of managing the space and connecting the elements of the room. Also featured is a multi-media program that presents a vision of the industry's digital present and future, including ways design professionals can leverage cutting-edge technological tools from

initial client contact through final contract.

Leading the programs is a pair of KBDN contributors: Ellen Cheever, CMKBD, ASID, CAPS, widely considered to be the nation's premier kitchen and bath design authority, and Eric Schimelpfenig, AKBD, a leading authority on cutting-edge technology impacting the kitchen and bath industry.

Sponsors for 2014 include BEST, Geberit, Hafele America, Jenn-Air, Rev-A-Shelf and Showplace Wood Products. Additional sponsors are expected to be announced, Sefrin said.

2014 dates and targeted cities are as follows:

- ➔ Feb. 20: Fort Lauderdale metro area.
- ➔ March 13: St. Louis metro area.
- ➔ April 30: Philadelphia metro area.
- ➔ May 29: Milwaukee metro area.
- ➔ June 26: Seattle metro area.
- ➔ Sept. 18: Denver metro area.
- ➔ Oct. 23: Stamford, CT metro area.
- ➔ Nov. 20: Dallas metro area.

Information about attending any of the 2014 programs can be obtained by visiting KBDN's Web site, www.ForResidentialPros.com.

ISFA Announces Annual Awards

Gibsonia, PA — The International Surface Fabricators Association (ISFA) announced the winners of its annual awards at the association's recent annual meeting in Atlanta. The ISFA awards are chosen by association members.

Taking top honors, the Fabricator of the Year Award was given to Fadi Halabi of Duracite in Fairfield, CA. The Fabricator of the Year is awarded to an individual of a fabricator member company that in the past year has best exemplified the ISFA ideals of quality, innovation, character and exemplary service to ISFA and/or the decorative surfacing industry, with overall excellence. Halabi, fabricator of solid surface, granite and other natural stone, quartz surfacing and recycled materials, operates his business with 10 locations in California and Nevada. He earned the award for being a model leader of a large fabrication company and specifically for perfecting for his business a color-coding process for the hearing impaired, first introduced in the automotive industry. The process allows anyone at any time to walk into any of the company's shop locations and know exactly where in the process a job is.



Fadi Halabi

The Associate of the Year Award is given to an associate member company that in the past year has best exemplified the role of servicing the needs of fabricator member companies, and who has best supported ISFA in all activities. This year's winner was R.S. Hughes for its program of offering ISFA members with product discounts and for overall customer satisfaction.

The Innovator Award is for the member firm or individual who creates a product or system that enhances the life or elevates the role of the surface fabricator. The winner for 2013 was Russ Berry of A.S.S.T. in Hannover, PA for applying ingenuity to the field of solid surface fabrication that leads to the building of out-of-the-box items and projects that others might shy away from.

The Envision Award is given to the ISFA member firm or individual that excels in creating something imaginative and special for the surfacing industry. The winner for 2013 was Cosentino for the creation of a whole new category in the surfacing industry with the development of its new Dekton product. A new proprietary process, called Particle Sintering Technology (PST), was created in the invention of the product, which is likened to an accelerated process for creating metamorphic rock.

KBDN-SEN Seminars Off to Successful Start

Melville, NY — The latest annual series of all-day seminars produced under the terms of an alliance between *Kitchen & Bath Design News* and the SEN Design Group is now underway for 2014, with the first of six scheduled programs having taken place last month in San Francisco.

Some 50 kitchen and bath dealers attended the 2014 kickoff program, which took place at the Cosentino Showroom in San Francisco.

Titled "Systemizing Your Sales Approach for Maximum Profit," the program is led by SEN v.p./education Tom Blau. Created specifically for showroom owners, managers and sales designers, the day-long programs focus on how kitchen and bath dealers can improve closing percentages, sales volume and gross margins by implementing a well-thought-out selling system keyed to today's market.

The KBDN-SEN seminar series will also include the following steps:

- ▶ April 16: Philadelphia.
- ▶ April 30: New York.
- ▶ May 14: Chicago.
- ▶ Oct. 1: Kansas City, MO.
- ▶ Oct. 29: Denver.

Sponsors of the 2014 educational initiative include Silestone by Cosentino, Hafele America, Dura Supreme, Medallion/Yorktowne/MasterCraft/Design Craft, Autokitchen, *Signature Kitchen & Bath* magazine, Cambridge Steel Works, Task Lighting, WoodTrac and Warmly Yours.

Additional sponsors will be announced, according to KBDN Publisher Emeritus Eliot Sefrin.

Information, including registration details, is available by contacting the Chapel Hill, NC-based SEN Design Group, at (800) 991-1711.

Scavolini Opens in Merchandise Mart

Chicago — Scavolini Chicago has opened on the first floor of Chicago's Merchandise Mart. The brand new, custom-designed, 3,000-sq.-ft. space will host a grand opening celebration on February 20, 2014.

Scavolini Chicago joins Luxe-Home, more than 30 premier boutiques that provide upscale kitchen and bath products for home building and renovation.

Scavolini Chicago, which is family-owned and operated by sisters Niki and Alisha Serras, as well as Alisha's husband Brian Gamache, will have five kitchen vignettes and four bathroom vignettes.

"People are looking to express their individual style through their home. Chicago is an exciting city, and we can't wait

to make our mark on the residential design scene," comments Niki Serras. "The Merchandise Mart was the obvious choice for us, and we jumped at the opportunity to open in a premier

location on the first floor."

"We're excited about the opening of the Scavolini Chicago showroom, which will showcase kitchens ideal for small and large spaces, as well as

design aesthetics that range from modern to transitional and everything in between," said Katherine Flaherty, MMP's v.p. of Building Products and Special Projects.

Jenn-Air Plans Growth

Benton Harbor, MI — Following a year marked by a record number of product introductions, the launch of its first showroom and significant gains in both sales and retail flooring, luxury appliance maker Jenn-Air plans an even greater number of new product launches for 2014, according to Brian Maynard, the brand's director of marketing.

"In the four years since re-launching Jenn-Air as a luxury brand, we've experienced tremendous growth and significantly outpaced the market," said Maynard. "But given our aggressive product plans and the improving economic picture, we have every reason to believe that 2014 will be our biggest year yet."

Plans call for introducing more than 40 new SKUs in 2014, exploring showroom opportunities in Chicago and the West Coast, and adding the WestEdge Design Fair in Los Angeles to its growing roster of major design and culinary events. Product introductions will run the gamut from a built-in coffee system to new cooktops, refrigerators, slide-in ranges, dishwashers and ventilation systems.



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