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THE KBIS SHOW ISSUE

Kitchen & Bath Business

2017 K&B Industry Outlook
Color Trends Report
Consumer Views on Technology
Design for Wellbeing

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Kitchen & Bath Business JANUARY
COLOR TRENDS/BATHROOM FAUCETS & SINKS/KTICHEN CABINETS
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Let the Next Gen of Design Professionals Teach You

Our final installment of getting to know the 30 Under 30 discusses tips for staying on budget, favorite design trends, learning about the industry, educating clients, lessons learned, acquiring certification and expanding your social media presence.

ALICIA BECK

Signature Companies

What are your favorite kitchen trends? And what are some you could do without?

The combination of the slab European-style cabinetry with the trend of different textures and finishes works cohesively in bringing a typical kitchen to the next level. The amount of appliances is growing, which is difficult to incorporate into more modern kitchens while still trying to maintain an overall simplicity and functionality of the space. I feel like every day another appliance has been added to the list!

CEL DEMERS

Spokane Carpet One the Showroom

What are your tips for staying on budget?

Communicate! Keeping your customers informed of where you are throughout the project will make them happy in the end. I never start my design meetings without going over the budget and showing products within the budget. The fact is EVERYONE has a budget, so it shouldn't be a topic designers should be afraid of discussing. If you do not discuss the budget up front, you will not have a happy customer in the end.

JACOB SMITH

Starline Distributors Inc.

What lessons have you learned so far?

After my brother passed away unexpectedly, I started to look at things differently. Learn as much as you can, and help those who need it – we never know what tomorrow will bring. Many people will say their lessons learned are on margins or what product to push because of better results, but we have to look at our work as more than what we do at our desks. Be proud, do what is right, and make people smile. If you stick to that, everything will go better than you could ever have expected.

ASHLEE RICHARDSON

Nar Design Carpentry

What is your favorite part about working for your company?

Our clients and the projects we design for them. We have embodied a level of service to our clients over the years with a promise of intentional and creative design details and solutions. We incorporate design features in our projects that are out-of-the-box, both in concept and the materials we use. With the continued freedom to play and create every day, a common question we ask each other as we are designing is, "What if?"

CHRISTINA DRAGOTA

GE Monogram

How do you learn about the industry?

Luckily in this day and age, there is a constant flow of information, but if all else fails ask questions. I may be knowledgeable in multiple fields, but I am by no means an expert on every topic. If I want to learn more about a specific field, I find someone qualified to teach me. I've also expanded my knowledge to topics other than design. Technology has a huge influence on the industry, whether it be creating entire smart homes or simply updating your appliances.

KARI MITCHELL

Artistic Cabinetry

What are some K&B trends that interest you?

The constant advances in technology to kitchen appliances; it's amazing how you can control them with your phone. I also am a big fan of repurposing old materials and furniture and creating one-of-a-kind pieces. I really like seeing items that would normally be discarded get a new life in someone's home. I'm excited to see the reproduction of antique hardware becoming more available so that accurate decorative hardware can be replaced for these old but still loved pieces.

BRIDGETTE SCHWARZ

Signature Kitchen & Bath Design Inc.

Tell us about the new company website you launched.

We wanted the website to be a tool our clients could use – not just to learn about our products and services but to help educate them during their project. On our site (www.sigkb.com), clients are able to read our blog articles about renovation and construction, look at project photos that might be similar to their own home and get to know our designers before they ever meet us.

CORBIN DICKSON

Remodeler's Warehouse

How do you educate clients before a project?

We have a showroom where we show them examples of different kinds of products. We go through a lot of details and ask a lot of questions. How long do they plan on staying in the house? What is the value of the house vs. their budget? We talk about the life expectancy of certain products. We want them to make informed decisions that are best for them, not our pockets.

KIRSTEN GABLE

Taze and Hewitt

How do you stay up on product and consumer trends?

Social media – I follow manufacturers, industry partners, designers and publications on a myriad of platforms. I also attend educational events provided through my local chapters of the NKBA and ASID. Both offer great continuing education courses that revolve around products, trends and new technologies in the design industry. I also like to attend trade shows, as these are great events for finding out about the newest innovations and technologies.

IT'S...

Let the Next Gen of Design Professionals Teach You

THIRTY UNDER 30 NKBA

KYLE LE

Timeline Design Inc.

How do you use your background in lighting technologies today?

As an interior designer working for a design-build firm, I am also responsible for the electrical design of the project. With my experience, I am able to manipulate light sources to best render my design, as different spaces require different light sources. Choosing direct or indirect lights can create different effects in the bathroom, and different color rendering indexes and color temperatures can affect colors and finishes tremendously.

NATALIE DEPIAZZA

Custom Design & Construction

How did you decide to acquire your certification?

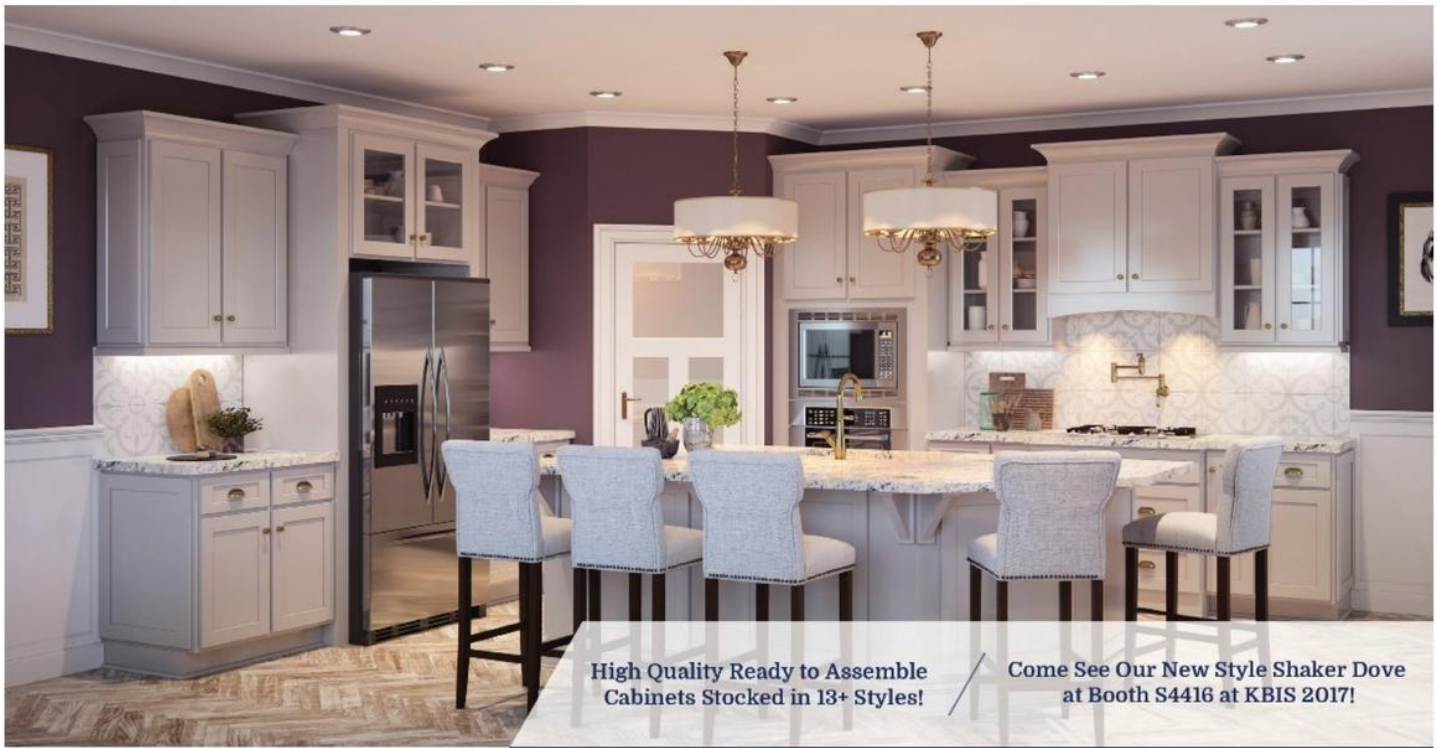
I decided to obtain the certification through the NKBA University Online, and I purchased my curriculum and textbooks at KBIS for a discounted rate. I am very happy with my decision because it allows me to work full time and control my own schedule. The curriculum has been very well organized and has made it easy for me to follow a schedule. In addition, I often use the curriculum as a resource for finding solutions to my current projects.

NICK OCHTMAN

Jacuzzi Luxury Bath

What's next on the horizon for bathroom technology?

I think we are on the brink of an innovative breakthrough in the bathroom sector. Ever since the recession, many manufacturers have been playing catch-up, however, you are now seeing investments in technology that should propel the industry forward. From unique shower solutions that can stimulate all of the senses to new bathing experiences that are unlike anything you have ever seen, I think it is going to be an exciting year for the bathroom.



REBECCA SUTTON

Kitchen Design Concepts

What are some of your tips to rev up a social media presence?

Definitely determine what platforms you find to be the most important and how often you want to post on each of those platforms. When looking for someone to work with, people are looking at our Houzz page, reading our reviews, taking a look at our previous projects and pictures and sometimes clicking forward from our pages to find out who we are, what it's like to work with us and what it is that we do.

SAMANTHA BOWEN

Bowen Remodeling and Design

How do you meet your sales goals?

The best way I have found is to break it down into smaller goals. For example, my goal for this year was 1.7 million. I broke that down into about 142,000 a month, which based on my average sale would be seven jobs. I am constantly touching base with people with whom I have worked on a weekly basis to get it to a yes or no. Even getting a no is good so that way you do not waste any more time on it.

STEPHANIE STEAD

Acculign Framing Systems

What have you learned working for various brands?

My experience comes down to being an expert on the product you are selling – helping provide kitchen and bath designers, retailers and fabrication partners the right knowledge and technical support to properly educate their consumers and how to select the appropriate product for the application. At the end of the day, I discovered the kitchen and bath industry is all about relationships no matter what brand you represent. It's not what you know, it's who you know!

SUZANNE SCOTT

Suzanne Kristine Interiors

How are you active in your community?

Giving back to the community is something my mother instilled in me at a young age. Since I was eight, I have been involved with Campfire USA through volunteering as a camp counselor and hosting local Dad and Daughter Weekends. From the inception of my design career, I have been an active NKBA member as well as a board volunteer for my local chapter. I believe each individual has the power to create positive change in our local communities and hope I encourage more people to do so.

AUSTIN PIKE

ShowroomMarketing.com

How do your presentations benefit the industry?

One topic I've spoken on is marketing mistakes people don't realize they're making. Everyone – especially business owners – wants to maximize their efforts, so it's not always smart to initiate new strategies when the central "plumbing" is leaky. Attendees walked away with actionable tips that could help them meet their marketing and sales goals, often with less time and resources than expected.

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