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ANNUAL LIST • 38

THE 50 TOP INNOVATORS

SPACE SAVING IDEAS • 54

Organizational & Storage Solutions

PRODUCT TREND REPORT • 64

Appliances Get Connected

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THE INNOVATORS

KBDN highlights **50** top innovators whose work, creative talents, business acumen and professionalism are currently leading the way for the industry and elevating the kitchen and bath trade. – BY KBDN STAFF





he kitchen and bath trade loves great design; it's no secret that great projects are a driving force in this industry. Indeed, creativity and artistry are frequently recognized and rewarded through a plethora of design competitions, with glossy project photos splashed across the pages of magazines, websites, blogs and even on TV.

But in the celebration of design, the very professionals who create those projects and elevate the industry are sometimes overlooked. Yet great design doesn't exist in a vacuum; the kitchen and bath industry continues to prosper largely due to the efforts of innovators who aren't afraid to lead the way and chart their own course, whether through design, education, technology, showroom development, community service, new business models or specialty areas that evolve alongside today's ever-changing consumers.

For this reason, Kitchen & Bath Design News is pleased to announce its inaugural KBDN 50 list of Innovators, honoring some of the industry's finest dealers, designers and industry leaders who are out there on the front lines, right now, redefining the kitchen and bath trade.

Nominated by their peers and then carefully reviewed by the KBDN nominating committee, the 2017 Innovators reflect a true cross section of the industry.

Some are in the early stages of their careers; others have devoted decades to the industry. Some have showrooms; others are independent designers.

Some specialize in an essential niche – such as Universal Design, theme design, decorative plumbing and hardware, the luxury market, sustainable design, appliance showroom design or virtual reality technology – and, in many cases, they have literally and single-handedly redefined that niche, changing how spaces are conceived, designed and experienced.

Of course some have created entirely new niches, such as the online design portfolio better known as Houzz, and the Network Management System business management software program created specifically for kitchen and bath dealers.

From seasoned design professionals who devote hundreds of hours to mentoring the next generation of design talent to authors who educate the public about key topics like safety and sustainability, many of the designers on the list have made sharing their knowledge a priority. They give seminars and host webinars, speak at conferences and teach college courses, and share their knowledge through websites, blogs, radio shows, HGTV appearances and advice columns.

A number of these innovators are also active in various professional organizations, serving the industry through their work with local and national chapters of their associations, buying groups and other industry groups. These design professionals are integral to creating educational programs for the industry and funding scholarships for design students; they foster networking opportunities and develop unique ways to engage with their communities, both within the trade and with consumers.

They lead by coloring outside of the lines, and in doing so, create new pathways for other design professionals to follow.

Of course design innovation is also an important part of the package, with many of the top 50 having received myriad awards and design accolades for creating fashionable and functional spaces that wow all who see them. By incorporating their unique vision into their kitchen, bath and showroom projects, they not only dramatically improve the lives of their clients, they also raise the bar for all of the industry. And ultimately, that's what innovation is all about.

On this and the following 12 pages, KBDN spotlights "The Innovators" – 50 extraordinary kitchen and bath professionals who are changing the industry right now. ■

KBDN will begin accepting nominations for next year's Innovators on January 1, 2018. Visit Kitchen Bath Design.com for further details.



Richard T. **Anuszkiewicz**

Passionate, multi-talented young designer blazes his own trail

A passion for design and an appreciation of style are two driving forces behind Richard T. Anuszkiewicz's accomplishments.

The creative director of Richar Living lifestyle brand and executive director of ABS Architects Casework

division is a 2010 graduate of Virginia Tech's NKBA-accredited Residential Design program who has received numerous accolades. Since being named to the inaugural NKBA "30 Under 30" list in 2013, Anuszkiewicz has quickly become recognized as a kitchen design authority with creativity and passion.

Unafraid to forge his own path, he notes, "For me, innovation is trail blazing, and my main goal has always been to change one's perception of what the kitchen and bath could or should be."

Launching the renowned #FASHIONFORWARD Tour in 2014, Anuszkiewicz's love for public speaking has led him to present nationally at premier industry events including KBIS and Dwell on Design Los Angeles. In 2016, he was a part of the DXV by American Standard Design Panel, commissioned to design a kitchen for their national advertisement campaign.

Anuszkiewicz has been highlighted in various media, including Vanity Fair, House Beautiful, Architectural Digest, Traditional Home, The Washington Post, Robb Report, HGTV and more. He enjoys staying up to date with trends and technologies and most recently was abroad at Salone del Mobile in Milan and The London Design Festival as part of Modenus #designhounds.



James Baloga

Entrepreneur acts as architect of a multi-location retail giant

James Baloga has carved out more than simply a major entrepreneurial presence in the kitchen and bath industry's retail sector. Along the way, he also established the very blueprint for the kind of high-volume, full-service, multi-location retail business

model that has seen his company grow into perhaps the largest independent kitchen and bath dealership in the nation.

As owner and founder of the Holbrook, NY-based Consumers Kitchen & Bath Specialists, Baloga envisioned, and then ultimately spearheaded, the growth of a corporate entity whose success has been fueled both by traditional word-of-mouth referrals and an aggressive, savvy media advertising campaign.

Since its founding in 1977, Consumers Kitchens & Baths has served literally hundreds of thousands of Long Island homeowners through its highly systemized ordering/warehousing/service operation.

Operating from five "Specialty Supercenters," the company boasts display facilities in excess of 100,000 sq. ft., and spotlights more than 650 full-size kitchen cabinet styles, along with an expansive selection of vanities, countertops, plumbing products, accessories and custom closet systems.





Bob Black

Company principal offers legacy of community service, fine design

Bob Black has long recognized the value of fostering a corporate environment that encourages community service. He should. It's in his bloodlines.

Black is a principal at Morris Black and Sons, Inc., a multi-faceted building supplies company that has been a major presence since 1908 in Pennsylvania's Lehigh Valley.

Company founder Morris Black and his sons set examples for community service through their involvement with various local organizations, and the family has upheld that tradition, along with the firm's role as a

The company's kitchen and bath division, Morris Black Designs, established in the 1970s, grew from a separate department specializing in stock and custom cabinets into an award-winning entity whose kitchens have been featured in national magazines and on cable TV.

In 1976, Morris Black and Sons predicted the do-it-yourself trend by opening a free-standing home center to market building products directly to homeowners. In 1986, the company consolidated its operations in an Allentown, PA facility that includes a 4,000-sq.-ft. kitchen and bath showroom. An architectural millwork department was created to supply the commercial and institutional markets. Soon afterward, Morris Black and Sons was manufacturing its own custom casework. Today they are on the cutting edge of innovation, embracing current technology trends, including 3-D augmented reality, to provide homeowners the opportunity to stand in their virtual kitchen.



Nar **Bustamante**

Designer, contractor and artist defies traditional boundaries

Nar Bustamante, president and principal designer of Nar Design Group in Sacramento, CA, was born in Mexico City and raised in San Francisco, His world travels deeply influence his appreciation for art, culture and good design. This, along with client's artwork,

provide the inspiration for his numerous award-winning projects.

Bustamante is ambitious in his goals for his new and growing firm, and his more than a dozen design awards suggests he may get there. He seeks to "reinvent kitchen design rules in California by producing some of the most sought-after kitchens and homes with a unique take on modern and eclectic designs." To his point, a powder room featuring oversized imagery of peeling paint was a KBDN Design Award winner this year.

"Every design must be a deep reflection of the client, executed in accuracy and quality," Bustamante explains. "I want the spaces I create to be not only highly functional, but they should also evoke a feeling, a conversation and a desire for art. Clients hire me to create the largest commissioned art installation in their home. Over the years I have come to realize I'm no longer designing kitchens and bathrooms, I am designing a lifestyle reflection of how the clients see themselves in a material world."

Bustamante has also shown a knack for cultivating young designers. Last year, 26-year-old Ashlee Richardson, a Nar Design Group associate, was named one of the National Kitchen & Bath Association's 30 Under 30.



Danielle Burger, CKBD

Designer grows business through continuing ed and marketing savvy

Danielle Burger's aptly named design firm, Kitchen Vitality, is the perfect descriptor for the high-energy design professional who made a big splash in the kitchen and bath industry when she was named NKBA U Professional of the Year in 2016.

Her design knowledge, marketing savvy and enthusiasm continue to serve her well as the 2017 Vice President of Professional Development for the Chicago Midwest Chapter of the NKBA, and her Houzz badges for customer service (in 2015, 2016 and 2017) attest to her ability to connect

With a background in art history, her decade-long career has spanned the gamut from decorating model condo units to working at a high-end DPH showroom to running her own business, first in Chicago, and most recently in North Carolina.

She explains, "I work with clients in a collaborative way. Adjectives such as 'cozy' or 'inviting' can be easily misinterpreted. Instead, I study a client's ideabook on Houzz or Pinterest or an adored object in the home, such as a piece of art or furniture. This helps me tap into their unspoken aesthetic and create a design concept that is unique and personal."

Burger actively pursues continuing education opportunities, and believes these have really helped to taker her career to the next level.



MaryJo Camp, CKD, CBD, CAPS, CID, CGP, CLIPP

Educator brings kitchen designers, appliance manufacturers together

Award-winning designer and educator Mary Jo Camp has been a major player in the kitchen and bath industry for decades. However, the principal of Denver, NC-based DesignCamp is best known for her work in bringing appliance man-

ufacturers and kitchen designers together, and helping these manufacturers to better understand the needs of the kitchen design community.

Never has this been more essential than today. With technology changing at such a rapid-fire pace, it's critical for all players to be on the same page to meet demand for today's technologically savvy spaces.

Camp has held positions ranging from Principal of Great Kitchens in Menlo Park and Adjunct Professor at Canada College to Vice President of Mar $keting \ and \ Lead \ Designer \ for \ Standards \ of \ Excellence's \ State \ of \ the \ Industry$ appliance showrooms. She's designed numerous state-of-the-art appliance showrooms and has served on design councils for Thermador and Jenn-Air.

Camp authored the Kitchens With Confidence training program designed for Lowe's, and her kitchens have been featured in the Bosch Kitchen Design app.

Proud of her work in helping to bring designers and appliance manufacturers together, she notes, "Appliance manufacturers are finally understanding the needs of the design community," adding, "I think there's a broader knowledge now and that helps to create a sense of teamwork, which further advances the industry."





Lori Carroll, NCIDQ, ASID, IIDA, **NKBA Member**

Multi-award-winning designer honored as 'woman of influence'

With 40+ national design awards, Lori Carroll is well known for her creative talents. Her professional accolades began early, winning countless ASID and IIDA awards over the years, including eight local Best of Show awards since

1998. Most recently, she brought home the Gold in KBDN's 2017 Kitchen & Bath Design Awards, Master Bathrooms Over \$50,000 category, and has also won the NKBA Pinnacle of Design, the 2016 NKBA Kitchen of the Year and 2017 NKBA Bathroom of the Year awards.

Neither are her talents confined to the U.S.; in 2016, she won the Kitchen & Bathroom Designer Awards' International Designer of the Year award.

But for all her design expertise, Carroll is equally skilled as a savvy business woman, having been honored as Tucson's 2015 Women of Influence - Female Business Owner of the Year.

"Being a small town girl from lowa, it's hard to believe all that has happened in my career over the past few decades. Although my business is still based in a smaller market, with a diverse demographic, I have been fortunate to go from winning Best of Show at local ASID Design Excellence competitions to being recognized nationally and internationally for my designs. I still see myself as a relatively simple person; embracing a profession that looks glamorous on the outside but takes an elevated level of drive and dedication to succeed."



Sean Clarke

Family business leader spearheads debut of urban design center

Family and business are closely linked for Sean Clarke, president of Clarke, a premier kitchen and bath showroom destination. His grandfather opened a Connecticut-based appliance store back in 1955 and, several decades later, his father Tom Clarke continued the family tradition when he became the country's first Sub-Zero distributor

and opened the first Clarke showroom in Hopkinton, MA.

Operating the very first Sub-Zero showroom in the U.S., Clarke is now New England's exclusive distributor of high-performance appliance brands including Sub-Zero, Wolf, ASKO, Best and Scotsman as well as Waterstone Faucets and Dawn Sinks. Top-tier cabinet and $counter top\ lines\ are\ also\ featured\ in\ vignettes\ at\ Clarke,\ which\ now$ has three showrooms.

Under Sean Clarke's direction, the company took on its most ambitious project, opening 7 Tide in the Boston Seaport a year ago, the company's first urban-based showroom. The prestigious project led to an invitation from Sub-Zero and Wolf for Sean Clarke to become the co-chair of their new Distributor Marketing Advisory Board.

"At 7 Tide, we have built our most ambitious showroom and test kitchen to date, and have already doubled its size within a year," he remarks. And, since the building provides more space than the company needs, it has attracted synergistic companies including Marvin Windows & Doors and Kohler to open inspiration centers at the address.



Ellen Cheever, CMKBD, ASID, CAPS

Educator and role model acts as mentor to the design community

Ellen Cheever is the very embodiment of a Certified Master Kitchen & Bath Designer, having forged a matchless legacy across four-plus decades as a designer, author, business leader, consultant, educator and mentor to literally thousands

of homeowners and design professionals.

A member of the National Kitchen & Bath Association's "Hall of Fame," and former director of educational services for the NKBA, Cheever is the author of more than 20 books and manuals on kitchen and bath design, and has served as a contributor to Kitchen & Bath Design News, for which she created a highly regarded seminar series melding cutting-edge design techniques with profit-making business management strategies.

In addition to heading her award-winning Wilmington, DE-based residential design firm, Ellen Cheever & Associates, Cheever has also combined her talents, expertise and experience to design showrooms, help launch products, develop kitchen/bath dealer networks and create trade-show exhibits and editorial sets. She continues to write, consult, design and present CEU programs on space planning, project management, product specification and related topics, including an annual series of live and online courses offered by Jenn-Air for maintaining AIA-, IDCEC- and NKBA-accredited design certifications.



Siobhan Daggett-Terenzi

Hands-on designer helps shepherd in the next design generation

Throughout her 25-year design career, Siobhan Daggett-Terenzi has found that giving clients a personalized experience is the key to success. After 12 years as the senior designer at a

local kitchen dealer where there wasn't enough time to be hands-on with clients, Daggett-Terenzi started Branford, CT-based Cucina Design in 2004. On her own, she has been able to work one-on-one with clients providing individual, specialized attention. This customized approach at her boutique design firm often extends past kitchen cabinet design into excursions to granite yards, tile companies and appliance stores. As she caters to individualized designs, she has made it a point to step outside of her comfort zones into such areas as Midcentury Modern, popular with the millennial population.

Additionally, Daggett-Terenzi is also active in bringing the next generation of designers into the industry. What began as a project with a local high school design teacher, interested in getting kids local apprenticeships, has led Daggett-Terenzi into mentoring three interior and kitchen design students from nearby University of New Haven. "We're always trying to bring new blood into the industry," she stresses, "to spark an interest in kitchen design."





Mick de Giulio

Renowned design leader unveils 11 ambitious new showroom concepts

Mick de Giulio is one of the world's top kitchen designers. Beginning in the 1980s, he's been among a handful of individuals responsible for the transformation and elevation of the kitchen from a utilitarian space to what it is today: the soul and heartbeat of most homes. This is due, in no small part, to his ability, with each successive project, to consistently

advance bold new ideas and artistic visions for warmth, comfort and style.

De Giulio seems to especially push boundaries in the arenas of product and showroom design for brands like Kallista, SieMatic, Sub-Zero/Wolf and others. His 2002 Beaux Arts inspired kitchen for SieMatic is widely seen as an important design milestone in the industry.

Late last year, responding to a challenge put forth by long-time client, the late Bob Abt, owner of Abt Appliances in Glenview, IL, de Giulio took the wraps off a series of 11 interconnected kitchen vignettes at Abt's 100,000-sq.-ft. location, resulting in Inspiration Studio. Each vignette highlights the possibilities that can be achieved using 11 different brands of appliances: Bosch, Dacor, Gaggenau, Jenn-Air, La Cornue, LG, Monogram, Thermador, Samsung, Sub-Zero/Wolf and Viking. "The spaces were designed on a continuum, with each space flowing into one another," notes de Giulio, who consciously avoids declaring standard design boundaries like traditional and contemporary. "I wanted to challenge conventional design and inspire visitors to think differently about kitchens and appliances." Mission accomplished.



Kimball Derrick, CKD

Renowned designer creates inspired kitchens, showrooms

Kimball Derrick has been guided by a trio of principles that have defined his 35-year career as a nationally known designer of inspired kitchens: (1) strive for originality in every aspect of a project; (2) focus on the delicate but critical balance between functionality

and aesthetics, and (3) maintain a sensitivity to purpose by understanding the kitchen's role in the home.

Those principles have served both Derrick and his clients admirably. A Cincinnati native with roots in the custom woodworking trade. Derrick developed a passion for exquisite design and craftsmanship during an era when the demand for custom cabinetry was dovetailing with sharp $% \left(1\right) =\left(1\right) \left(1\right) \left($ growth in the kitchen and bath market. That passion led to the founding of a well-regarded custom cabinet manufacturing company and, eventually, to the launch of a successful kitchen design firm.

Derrick has also distinguished himself as president of the Southern Ohio Chapter of NKBA, as a board member for the Bath & Kitchen Buying Group (BKBG) and as a judge and three-time regional winner of the Sub-Zero/Wolf Regional Design Competition. He recently created showrooms in New York and Cincinnati for Sub-Zero/Wolf, and for Mason, OH-based Tisdel Distributing, while continuing to sustain his business with showroom designs, consulting roles and kitchen and bath projects across the U.S.



Gail Monica Dent

Promoting entrepreneurship is just part of this designer's success plan

Gail Monica Dent is an interior designer with an MBA and a project management approach guided by her Five Essential Keys, a step-by-step approach to completing a job. "I bring in a level of planning that includes project and design management, which

represent the gap between design and construction."

Beyond her business, Provanti Designs in Bellevue, WA, Dent serves as a mentor to designers and is involved in organizations that encourage entrepreneurship. She understands that many designers have the talent to be creative, but lack the business knowledge or self-confidence to succeed. "I love owning my own company, and I just want to support other designers who want to do it on their own," she remarks. "I want them to receive recognition and numerous awards, just as I have.'

Dent also participates in the Houzz Industry Research Barometer, the Sherwin-Williams Pro Advisory panel, the NKBA and a local organization, Washington Women in Need. Committed to improving the lives of low-income women in Washington, the organization WWIN provides financial assistance for health care and education. "Many of these women are down on their luck, and when you hear their stories and see things turn around for them, it's amazing," Dent reports.



Sandra **Diaz-Velasco**

International designer wins awards for architectural vision

Sandra Diaz-Velasco adds an international architectural flair to all of her designs. Diaz-Velasco, who holds a license in architecture, was originally an architect in her native Colombia before coming to the U.S. to serve as project designer for Dean Lewis

Architecture. She later served as project architect for Taylor & Taylor Partnership in Miami Beach, FL, before founding her own firm, Eolo A&I Design in Miami in 2008.

Many of her award-winning designs have been featured in consumer and trade publications and, in 2016, she was recognized as a Modern Luxury Interiors Dynamic Woman, and featured in the Ornare Miami Tastemakers Showcase. An award that served as a culmination of her 20 years of contributions to the profession in her adopted home of Florida was being selected as a "Star on the Rise" by the Design Center of the Americas (DCOTA) in 2015.

Diaz-Velasco is known for her sleek, contemporary designs that are on the cutting edge of technology, and integrating "smart home" components without obstructing the design's form and function. She is constantly striving to stay in tune with the "latest of the latest."

"My favorite new design elements are...where we had to deal with the challenge of incorporating functional elements without sacrificing design. In this project for a young executive in Miami, we made the kitchen stylish but not distracting, almost as though it were hiding in plain sight."





Kathleen Donohue, CMKBD, CAPS

Designer and educator spotlights theme design, sustainability

Kathleen Donohue has a long and storied career, having worked as an award-winning designer, speaker, author and educator, with specialty areas including theme design, architectural history, sustainability and accessibility.

Theme design remains a passion for the Neil Kelly designer, who's currently working on designing a historically accurate garden shed in a neighborhood of 1910 historic homes, after recently completing a master bath in a 1910 Greek revival home, restoring it to the classical style.

As part of the Neil Kelly team, she is also helping to elevate the industry through her efforts with sustainability, and notes that the company is a "B Corporation," which "is a special designation saying that you choose to put people before profits - pay living wages, give back to the community, be very conscious of sustainability, etc." She incorporates this into her own designs by creating more energy-efficient features and giving clients options for natural materials rather than products that off-gas.

Future plans include what she calls "rewirement" - a semi-retirement that will allow her to focus on fewer projects for previous clients and referrals. She concludes, "The idea of being able to work on one project at a time - what a luxury! We do this for the inherent love of it, and I'm looking forward to spoiling my clients with all my attention!"



Gary Erickson

Plumbing & hardware specialist advances the DPH channel

Gary Erickson's goal, apart from running his California-based company, is to advance the business and professional interests of the decorative plumbing and hardware channel, a critical design and specifying niche in the residential construction market.

Erickson is fulfilling that goal through a track record of service to

the Decorative Plumbing & Hardware Association, a 300-member trade organization of independent dealers, suppliers, manufacturers' reps and other key players in the decorative plumbing and hardware industry.

Erickson, who began his career in 1987 at Snyder Diamond, a major kitchen and bath presence in southern California, is a partner and vice president of Renaissance Design Studio. The company's pair of luxury showrooms serve the Los Angeles market with a comprehensive collection of products - including architectural hardware, designer plumbing $fixtures, handcrafted \ doors, stairs \ and \ custom \ mill work - and \ an \ equally$ wide range of services, from millwork design and installation to construction and project consultation.

Long active in the DPHA, Erickson has been honored by DPHA for his company's showroom, and as "Showroom Professional of the Year." His installation this month for a two-year term as DPHA president epitomizes the kind of volunteer leadership that trade associations rely upon to operate and thrive.



Gail Drury, **CMKBD**

Trend setting designer and mentor has a passion for personalization

While designer Gail Drury is well known for her trend-setting designs, multiple design competition awards and plethora of published projects, she is currently breaking ground in an equally meaningful, if less visible, arena: as a mentor to the next generation of young designers.

The president of Drury Design and former NKBA instructor is on the board of a local college, and says she "loves mentoring students and being part of an interior design advisory board." Her commitment to promoting future designers extends to her business, where she hires student interns to give them a taste of the industry.

With 35+ years of experience, Drury recognizes the need to be well versed in the latest trends, and has been making a name for herself in design circles with what she calls "a new twist on modern, I call it 'farmhouse modern,' offering a unique, contemporary look that also focuses on

She believes her design success comes from her commitment to creating personalized living areas that truly fit the client's lifestyle, and channels her passion for art and interior architecture into creating spaces that not only address fashion and function, but that also maximize the client's ideas and preferences.



Bill Feinberg

Risk-taking CEO puts emphasis on giving rather than getting

For more than 30 years, Bill Feinberg has been taking career risks. His first big leap was in 1984, when he went from being a door-to-door window salesman to owner of a cabinetry and remodeling business. Not one to shy away from adversity, Feinberg - who is the president and CEO of Fort Lauderdale, FL-based Allied Kitchen & Bath,

as well as its co-founder - took a second leap when he decided to pursue a costly dream in the middle of the Great Recession, tearing down three duplexes to build a new 15,000-sq.-ft. flagship showroom.

In 2016, he leapt again, adding a second showroom in Fort Lauderdale/Oakland Park's burgeoning Culinary Arts District. Feinberg is still pushing the envelope today, expanding his business into the outdoor kitchen market, growing his company's decorative hardware and plumbing selection, and collaborating with various big-name partners, such as Cosentino and Monarch Appliances.

His business risks have meant not only professional success but charitable returns to the community. On a monthly basis, Allied partners with local charities to host events in the showroom. Allied's 50-plus employees are the beneficiaries of Feinberg's motto: "If there's anything I can teach my employees - you get a lot more by giving than getting."





Robin Rigby Fisher, CMKBD, CAPS

Teaching design and sustainability keeps designer ahead of the curve

Since Robin Rigby Fisher began designing kitchens and baths 32 years ago, the industry has changed dramatically. "Every single day, I learn something new," stresses Fisher. "It's

a career that constantly evolves, which is what I love."

An award-winning designer, Fisher has been a founding partner of both a Portland, OR design/build remodeling firm and an independent residential design firm. As an advocate of sustainable design, she has co-authored Sustainable Design for the Kitchen and Bath Designer, part of the Professional Resource Library for the NKBA.

During the interview process, the designer talks to her clients about their sustainability quotient with regard to indoor air quality, energy efficiency, water conservation, buying locally, recycled content and Universal Design. She states, "I don't think sustainability should be an option, it should just be what we do.'

Fisher regularly shares her passion for design and sustainability with the next generation by teaching the cornerstone classes in kitchen and bath design at Portland Community College. "One of the reasons I teach is to keep me at the top of my game, because I expect my students to be at the top of their game," she reports.



Jamie Gold, CKD, CAPS

Designer and author spotlights today's timely issues

Designer Jamie Gold is passionate about good design - and she knows that's about a lot more than just pretty spaces. The San Diego-based independent kitchen and bath designer and author was one of the first to embrace the healthy home movement, and she

considers it a personal mission to educate consumers and the industry at large about important issues such as sustainability, aging in place and how good design can also promote health and longevity. Indeed, these are all topics that she addresses in depth in her New Bathroom Idea Book, published in May.

She states, "Kitchen and bath professionals have long been involved in creating safe, functional, sustainable and stylish spaces that enhance our clients' properties. It's increasingly clear that we are also pivotal in enhancing their wellness through the growing link between healthy living and healthy homes."

A three-time "Best of Houzz" award winner, she has also been published in a diverse collection of media ranging from The Huffington Post and SmartMoney.com to a monthly Trend Spotting feature in KBDN. A well known blogger who can be found at trade shows and design events from coast to coast and internationally, she approaches each project with an an eye toward "sensible style" that works for that particular space and its residents' needs.



Jennifer Gilmer

Award-winning designer hits the road to educate and publishes new tome on kitchen ideas

It is hard to find a designer today whose portfolio of work, commitment to trade education and writing cuts a wider swath across the kitchen and bath industry. Jennifer Gilmer, CKD, is founder and owner of Jennifer Gilmer Kitchen

and Bath in Chevy Chase, MD. And, in over 30 years in the business, she has designed more than 1,000 kitchens, and her business has grown to become one of the top-billing design firms in the Washington, DC area.

Two years ago, Gilmer hit the road with Kitchen & Bath Design News, co-presenting day-long business and design seminars in eight markets per year. The program, "Client Engagement Strategies for Today's Evolving Market" continues the rich legacy of local trade education established by KBDN with Ellen Cheever from 2002 to 2015.

Most recently, Gilmer is the author of *The Kitchen Bible*, a guide for homeowners undertaking kitchen renovations. The book, with more than 250 full-color photographs and 224 pages, sold out its initial run and is in its second printing. Her work has been featured in numerous national publications including Better Homes & Gardens, This Old House, Southern Living and on HGTV.



Christopher Grubb

A passion for design leads down multiple roads

Christopher J. Grubb's passion for the design industry is presented through his multiple roles. His internationally recognized design firm, ARCH-INTERIORS, based in Beverly Hills, CA, has had work profiled in hundreds of national and international magazines,

newspapers, books, and on social media. In addition, he is the owner and lead designer of The C.G. Collection and Autograph by Christopher Grubb, studios that collaborate with manufacturers on licensed home furnishing collections, lighting, plumbing fixtures, tile, decorative hardware, etc.

With regard to his lines, Grubb says, "I love designing product because it inspires me to focus on the detailing and intricacy of each unique piece."

Grubb also shares his design skills and expertise on multiple radio and television shows. This past summer, he recorded a series of educational courses for Construct-Ed, an on-demand website that provides online learning for the pros by the pros.

A sought-after speaker at industry events, Grubb enjoys his time connecting with other professionals. "There is such a sense of fulfillment when people come up to me at the end of a presentation and want to ask more questions, or even if they just say "wow," he stresses.

But at the end of the day, designing for a client is what sparks the most creativity. "My passion for design is having a client say 'we love what you did. It manifests us.' That's the end game. That's the reminder of why I went into this."





Cheryl Hamilton-Gray

Cutting-edge designer offers global

An award-winning designer known for her innovative approach to kitchen and bath architecture and design, Cheryl Hamilton-Gray is always on the cutting edge in everything from design to so-

cial media. Her broad-based design background is grounded in a variety of global influences that address elements of balance, practicality, originality and textural harmony.

Hamilton-Gray was an immigrant to the U.S. who incorporates architectural and cultural influences from other continents into her distinctive designs - so it's no surprise that her work has earned her "Best of Houzz" awards for three years running, along with rave reviews on social media.

The well published 30-year veteran designer sees design as a holistic endeavor, explaining, "Arriving at a specific kitchen and bath design style, finish and color choice is an emotional experience for most clients, based on their life experiences, knowledge and beliefs. By taking time with clients to explore the possibilities of introducing, and combining, multiple colors, textures and finishes, I innovate by shifting away from the all-white or monotone 'comfort-zone.'

"As in nature; kitchens are, living and breathing, functional spaces. By introducing, and grouping, more colors and textures into the heart of the home, we $create\ timeless, energetic\ and\ uniquely\ personal\ kitchens\ and\ bathrooms."$



Elina Katsioula-Beall, MFA, CKD

Designer brings the magic of the movies to her clients' kitchens

Award-winning designer Elina Katsioula-Beall infuses cinematic drama into each of her kitchen and bath designs, helping clients to live in their very own movie set. Prior to designing kitchens,

Katsioula-Beall studied classic art in her native Greece and then obtained a master's degree in theatrical design from Yale. The next stop was Hollywood as an art director for stage and television, including the Academy Awards.

Continuing along her design journey, she co-founded DeWitt Designer Kitchens with her husband, DeWitt Beall, in 2002. After her husband passed away in 2006, Katsioula-Beall moved the showroom to Pasadena from Studio City, and again in 2015 to Hollywood Hills. While working in a "disposable economy." Katsioula-Beall attempts to maintain a more sustainable design practice by taking cues in using reclaimed and repurposed materials from the "avant-garde" European market; she spends four months abroad in England, France, the Netherlands and Greece.

"Refined taste meets resourcefulness in less privileged societies, which feeds my imagination and fuels my creativity to be innovative when I design in Los Angeles," notes Katsioula-Beall. "As a designer, I believe that innovation means 'creating faster than they can copy." It is certain that her journey will continue to be compelling and full of accomplishments - in addition to the 17 NKBA Awards already received.



Leslie Kalish

Hitting the right color notes is in this designer's DNA

Drawing on her background in textile and clothing design, Leslie Kalish has brought a new dimension to interior home design by paying particular attention to one detail: color. "Color is the pro-generator of everything we do." notes the designer, who is a Certified Color for Your Home Color Consultant.

As the design director for Ober-

meyer ski wear for 10 years, Kalish sat inside a control light box and analyzed lab dips to achieve perfect matches between the clothing line's various items. "From the hours I spent inside that box, I developed this eye for the undertone, rather than the mass tone," she explains.

Her firm, LMK Interiors in Lafayette, CA, utilizes a similar control light box that is a neutral gray with five different light settings. "When you put something inside this light box, it changes dramatically," the designer notes. "We basically do all of our work inside this box."

LMK has so many samples of tile, flooring, countertops and fabrics that its designers can build entire story boards inside the light box, providing complex woven color stories. "From the tone of flooring, cabinetry and stone, to a piece of art, a textile and finally the color on the walls - the simultaneous reactions of all these design elements should create harmony and beauty," Kalish stresses.



Ken Kelly, CKD, CBD, CR

Designer furthers knowledge in the kitchen and bath design industry

Decades of experience in the design and remodeling industry has allowed award-winning kitchen designer Ken Kelly to be successful for more than 30 years.

Kelly, who studied architectural design and management in college, started the Williston Park, NY-based

Kitchen Designs by Ken Kelly in 1982 along with his wife, Grace. The couple remains principals and partners at the Long Island showroom.

In addition to being the number one Wood-Mode dealer in New York, and number seven in the nation, he has his own signature line of Ken Kelly cabinetry. His award-winning designs have been showcased in The New York Times, House Beautiful, Better Homes & Gardens, Woman's Day, Designer Kitchen & Baths and Distinction magazines. His work is also featured in several books and online in HGTV's Designer's Portfolio.

Kelly speaks regularly at industry events about kitchen design, and also serves on Blanco USA's Design Council. As an educator in the field, Kelly is instrumental in furthering knowledge in the kitchen and bath industry.





Rhonda Knoche, CMKBD, CAPS

Designer's 'path less traveled' drives successful collaborations

Many years ago, while interning for the renowned Ralph Palmer, Rhonda Knoche learned an important lesson from her then-mentor. He told her, "You see things a bit differently...use it."

The winner of 16 design awards and

2015 NKBA U Professional of the Year has had the opportunity to learn from several impressive mentors since then, including Martha Kerr, Johnny Grey, Neil Kelly and Mick de Giulio - but she's never forgotten that first lesson.

Her specialty is to "approach things differently" – whether that means using an old movie poster mural over her built-in refrigerator or choosing colors that "change and transform - like a bit of magic." When a prospect asks what everyone's doing "right now," she suggests that they might not be a good match. "Because you won't see what I'm doing all over the place...you can't see photos of things that haven't been done before."

After 23 years working for Neil Kelly, she went out on her own five years ago, focusing on creative collaborations with her clients that start with what she jokingly calls "a Columbo line of questioning" to better understand their needs and lifestyle.

Ergonomics and creative use of small spaces are current areas of interest, but it's her willingness to take that path less traveled that continues to drive her success.



Lauren Levant

Unique interests and pieces inspire young designer's creations

As principal and creative director of Lauren Levant Interior, Lauren Levant is carving an impressive path early in her career. A native of Connecticut, Levant honed her design craft in the demanding markets of Connecticut, New York and Washington DC before settling in the Pittsburgh, PA area.

The young designer has received

numerous international design awards, and been honored as Viking Appliance's National Designer of the Year. HGTV also named her one of the top 10 American designers under 35. The firm's work has been featured in numerous publications and design books.

"Inspiration comes from the strangest places and, as a result, my portfolio is very eclectic," notes the designer. "As I develop my designs, I use the unique personalities and life experiences of my clients. I try to challenge myself to dig in until I find something to work with, and I think editors and judging panels have been excited to see details that are out of the ordinary."

As a Women in Business honoree, Levant collaborates with local craftspersons, fabricators and artisans in her design of interior spaces. "Through their talented hands, we designers can create something truly unique for our clients," she offers. "The process of bringing this piece to life together connects everyone involved in a soulful, profound way. Clients find the process unforgettable and exciting."



Leslie Lamarre, CKD, CID

Eco-conscious designer has an eye for sustainable projects

Kitchen and bath designer Leslie Lamarre, CKD, CID, was designing sustainable homes in California even before the rigorous CALGreen Code was put into place. Sustainability is something to which Lamarre, princi-

pal/interiors at San Mateo, CA-based TRG Architecture + Interior Design - started in 1995 with her husband, Randy Grange - is deeply dedicated.

Many of the company's early efforts toward green building, such as energy-efficient lighting and water-use reduction, are now standard requirements of the CALGreen Code. This allows Lamarre and her team to focus their energy on additional sustainability improvements. When specifying products for kitchens and baths, she seeks out businesses that do their part to provide sustainable and recycled products, and minimize waste created by their manufacturing processes. Lamarre's firm is now working on its first rammed earth house, a planet-friendly technique that literally deploys rammed, or compacted, earth on select walls. In addition to the sustainable aspect of this building technique, Lamarre loves the design aesthetic of the striations.

As far as moving the industry forward, she says, "The bottom line is this: in order to advance, the industry has to accommodate sustainability along with smart design. In fact, they are becoming one and the same. And the companies that are not embracing sustainability risk being left behind."



Danielle McDonald

Creating beachfront spaces is this designer's specialty

Danielle McDonald has found her niche, and it's one that many would envy. The famed New Jersey shore is her backdrop, and second homes on the beach are her specialty.

After many years in the design industry, McDonald started at Margate,

NJ-based Colmar Kitchen & Bath Studio in 2005. The design approach to these homes is different, she notes, because the needs and functions are different than they would be for a main home.

"For entertaining purposes, we need to have the kitchen oriented to outdoor living along with indoor living because people are vacationing here," she reports. "The outdoor space is a major focal point of the enter-

"Everything is about an influx of people for three to four days, and then there's nobody," she continues. Kitchens are often on the second floor to take advantage of the view, and they showcase a lot of clean lines and a modern aesthetic.

One of McDonald's designs was recently honored with the Viking Designer of Distinction award. The client had purchased a huge retirement multi-unit home on the beach that was originally for Catholic priests. "They knocked down the facility and built one large home, which included an apartment for each of their children - three condos in one house," she explains.

McDonald was honored at KBIS 2017 in front of her peers. "It was a great honor to be recognized for something I am passionate about," she concludes.





John Morgan

Rep impacts the industry through CAD, virtual reality training

John Morgan has served the kitchen and bath industry from a unique vantage point - one that's seen him serve a far-flung customer base of dealers, designers, distributors and multi-branch retailers, several thousand of whom he's personally trained in computer-aided design (CAD).

The principal of Morgan Pin-

nacle LLC, a Maryland-based manufacturers' rep firm founded by his father Jack, Morgan began working in the kitchen and bath industry as a college student nearly 30 years ago, and has long since made a name for himself through speaking engagements, writing and service to the NKBA, including a 2013 stint as national president. A champion of CAD when the technology was still in its untested infancy, Morgan has earned the distinction of being one of the industry's top-performing reps, as well as a leading consultant and trainer. He has also contributed as an advisory board member for the Virginia Tech Center For Real Life Kitchen Design, and was a KBDN columnist for nearly a decade.

Morgan remains on the industry's cutting edge, continuing to educate dealers and designers about virtual reality and the ways that technology can help enhance the sales experience.



Mikal Otten

Leading designer combines a passion for nature, function and layer-upon-layer of materials

Mikal Otten is a second-generation kitchen designer and founder of Denver-based Exquisite Kitchen Design. Over 20 years, his work has been published in many national magazines and has netted numerous design awards. Otten is known for placing primary emphasis on kitchen function. His

designs are well-conceived in terms of flow and form. At the same time, he consistently brings an artistic knack for layering textures and adding luxurious details

"I'm really loving the layering of materials, [like] soft, raw steel against brushed oak," says Otten, who grew up in the business under the tutelage of his exacting kitchen-designer father. "We just began incorporating brushed, warmer bronze and darkened brass. It's all about adding layer after layer."

Living and working in the Mountain West, Otten draws inspiration from nature. This is evident in his designs - in particular, a project in Vail dubbed "Mountain Bliss." That project won global first place for best transitional design in the prestigious Sub-Zero and Wolf Kitchen Design Competition.

"We're continuing to look to nature for inspiration, especially in Colorado, bringing the outside in and incorporating the greenery, landscape, stone and even water into the kitchen. We're creating depth and texture within the layers as you would see in nature. It's about letting the materials be true to what they are. When chosen correctly, we can create something truly beautiful."



Cassandra Nordell

Young CEO raises the bar for green design and women in business

At the age of 33, Cassandra Nordell has accomplished more in her career than your average 30-something. The CEO of design firm William Standen Co. in Sarnia, ON, Canada has already received numerous commendations after co-founding the firm with her husband,

Patrick MacLean, in 2010. Nordell holds the title of one of the top 100 female Canadian entrepreneurs as ranked by Canadian Business magazine in 2016. She was also recognized in the PROFIT 500 for leading the fourth fastest-growing consumer services and construction company in Canada. And, in 2014, she was named to the NKBA's "30 Under 30."

Nordell believes that good design can have a true impact, changing the way people live. In the same vein, it can also have a positive impact on the environment. In keeping with those ideas, she has made sure that William Standen Co. remains a leader in green design, and that each project the firm takes on has a green element to it. The result has been numerous green design awards. "We were green from the get-go, despite the lack of interest. It has always been important to me to provide healthier spaces for our community and clients," she says. Nordell plans to take her firm's award-winning green-design consciousness and expand it into multiple Canadian cities in the future.



Christopher **Peacock**

Award-winning British designer makes sure it's 'Made in America'

Christopher Peacock is in a rare position, being able to say that he has truly left his mark in the homes of two U.S. presidents; his namesake cabinetry can be found in the kitchens of both Bill Clinton and Donald Trump.

The British native has made a name

for himself in the U.S. since coming over from London in 1987, first working as a designer at the Boston Design Center, and then in New York where he designed kitchens in the Architects & Designers building. Peacock started his eponymous firm 25 years ago, and it has grown to include seven showrooms in the U.S. as well as two showrooms in Europe - all of which he still owns and operates out of his corporate headquarters in Norwalk, CT as the president and CEO.

In a world where "Made in the USA" is less common, Peacock makes it a point to "proudly" design and manufacture his pieces out of his own U.S. factory. He notes, "I'm a little different in that I completely design and manufacture my own cabinetry. I think we're a leader in that." Peacock's style of cabinetry has been imitated many times over, but his creations are singularly his own.





Kenneth Peterson, CKD

Veteran dealer champions business management education

Ken Peterson's passion has long been to teach kitchen and bath dealers how to run their businesses more effectively and profitably. In fulfilling that role, he's established a noteworthy industry niche.

With nearly 50 years of experience

in the kitchen and bath industry, Peterson - who once headed a multi-location, family-owned dealership in Connecticut - served as a consultant, trainer, writer and conference speaker before launching the industry's first buying group and business-development organization in 1994.

Today, his Charlotte, NC-based SEN Design Group boasts more than 200 dealer members and 70+ vendor partners, and offers a wide range of services, including financial planning, sales and business management training, marketing tools, networking and management systems.

Peterson, who served as NKBA president in 1981, has also spearheaded the development of numerous marketing tools and management programs, including the recently launched NMS Network Management System, which he calls the only industry-specific, business management software program that automates dealer operational functions to improve team productivity, revenue growth and company profitability.

Besides his corporate duties, Peterson is a frequent seminar leader, a consultant to his team of personally trained business coaches and a business columnist for Kitchen & Bath Design News.



Joe Poehling

CEO invests heavily in new 'experiential' retail

As CEO and fourth-generation owner of First Supply, LLC, Joe Poehling is investing heavily in creating premier buying environments in two primary ways.

The company is a long-time partner with the Kohler Co. in three of its Signature Store locales - Minneapolis, Kansas City and Milwaukee In 2018 it will collaborate on a fourth location in Detroit.

First Supply also owns and operates 29 Gerhard's locations around the upper Midwest. Gerhard's is a consumer-facing retailer founded by Poehling's father in 1940. Indeed, 120-year-old First Supply is truly a groundbreaker in the industry, having opened its first showroom in 1920, says Poehling. "We think we are the oldest kitchen and bath store in the country."

In addition to the company's Gerhard's and Signature Store locations, the company operates 60-plus supply outlets with 650 employees.

But Poehling isn't resting on First Supply's laurels. About 10 years ago the firm began greatly expanding and upgrading all of its showrooms. "We sensed a real change in what drives success into that segment. So we picked up on the whole concept of driving traffic with inspirational design and staffing with people who are capable of offering inspirational design."

In the past, notes Poehling, showrooms had offered more of a directed sale. "Today the consumer wants to be involved. They want to be in control of what is going into their home in a much greater way," he says. Anyone who's visited a Gerhard's location or one of First Supply's Signature Store locations understands Poehling's commitment to this new way of selling and buying.



Mary Jo Peterson, CKD, CBD

Designer, author and educator is a true pioneer in Universal Design

Mary Jo Peterson developed a specialized design niche years before it became in vogue, focusing her kitchen and bath projects to address the special needs of a previously underserved base of clients.

In the process, Peterson established a national reputation not only as a pioneer and innovator, but as an award-winning designer, writer, consultant and educator with unrivaled expertise in universal/accessible design - a specialty that's become increasingly critical in today's multi-generational, aging market.

Peterson, whose Brookfield, CT-based design firm serves all sectors of the residential construction market, has served as a TV spokesperson, author of four books on kitchen and bath planning and columnist for Kitchen & Bath Design News. An award winner of NKBA's annual Design Competition, she has also been honored for her contributions by the National Association of Home Builders, the American Institute of Architects and the National Building Sciences Museum, among other organizations. Peterson has also been instrumental in developing coursework for the Certified Aging in Place (CAPS) designation, as well as serving on the board for the Living in Place Institute and its CLIPP program, which is aimed at creating safe and accessible living spaces in today's homes.



Matthew Quinn

Design and product collaboration lead to creative inspiration

Principal of the Atlanta, GA-based Design Galleria Kitchen and Bath Studio, Matthew Quinn has worked around the world, creating original and memorable living spaces. "I work hard to avoid designing by formula; it is important to me that the kitchen represent my

client's soul, not mine," he stresses. The recipient of numerous national design awards, he won the grand prize of the international Sub-Zero and Wolf Kitchen Design Contest.

In addition to co-owning Design Galleria Kitchen and Bath Studio and the Matthew Quinn Collection, a boutique decorative hardware showroom concept, Quinn also remains active in product design. His hunt more than a decade ago for a freestanding tub led to a collaborative design with MTI Baths, with a line of sinks following. "By this time, I was addicted to product design, as it was another creative outlet and provided products for my projects that were innovative and unique." notes Ouinn. He has since created products for Reveal Designs/Sun Valley Bronze, Francois & Co., Art for Everyday, Julien, The Rubinet Faucet Co., AKDO and LaCornue.

"All of my licensed products have been designed so that the designer can take them and put their own spin on them with the use of multiple finish, texture, configuration and size options," he remarks. "It makes me so happy to see other designers using my designs in applications that ${\sf I}$ had never imagined."





Rebecca Reynolds

Inspired design travels around the world and onto the web

While Rebecca Reynolds notes the maiority of her work is in the Connecticut/ New York metro area, her out-of-state projects come from her local clientele. Her designs extend throughout New England, the southern U.S., California and as far away as Kosovo. "My clients have

multiple homes and rely on working with a trusted designer," she explains. "My relationship with my clients is as important as the design."

After raising her family, Reynolds shares, "I'm now afforded the time to travel. It's an endless source of inspiration. It informs and fuels my passion for design, cooking, art and culture."

An award-winning designer and contributor to many design panel discussions and industry events, Reynolds has recently embarked on a new venture, partnering with Los Angeles-based designer Lori Gilder. Together they're building the Kitchen Design Network, an online design and lifestyle website for kitchen obsessed homeowners, designers and brands.

The duo discovered that there was no comprehensive site for kitchen design, so they set out to design a trusted, one-stop source for everything needed to design, plan and build a new kitchen: inspiration, resources, professional renovation advice, a vetted directory connecting consumers directly to designers in addition to lots of lifestyle content.

Reynolds explains, "Like the kitchen table, the site will be a global meeting place, the hub to connect homeowners, designers and brands."



Sam Rose

Ferguson executive spearheads successful, nationwide 'omnichannel' showroom experience

Sam Rose is v.p. of showroom-builder business for Ferguson, responsible for overseeing the strategic direction for Ferguson's 270 showrooms nationwide. For more than 25 years, he has presided over the growth of Ferguson Bath, Kitchen & Lighting Gallery into a nationally recognized brand, evolving the business

to meet the changing needs of both the trade professional and end consumer.

"Our goal is to transform what can be an overwhelming process of selecting new products for the home and make it a fun and rewarding experience, while also being the best path to market for our vendors and a valued partner to the trade community," says Rose.

Ferguson showrooms are known for their knowledgeable product experts and innovative approach to servicing customers in a world-class retail environment. It's this combination that enables Ferguson to continue gaining the confidence of the kitchen and bath design trade nationwide. In particular, Rose has helped refine Ferguson's showroom training program, balancing product knowledge with leading customer-service training. He $\,$ also helped spearhead the showrooms' recent upgrades in technology and merchandising in which product is displayed the way customers buy. With an eye on the future. Rose is currently working to expand and diversify the showrooms' product offering and provide customers with a seamless "omni-channel" experience.



Tatiana Machado-Rosas

A design leader creates a big impact on trends in San Diego

Tatiana Machado-Rosas has excelled in kitchen and bath design for more than two decades, and her leadership as design department manager for San Diego's Jackson Design and Remodeling

has inspired multiple award-winning projects. In 2017, Machado-Rosas' design won "Kitchen of the Year" from San Diego Home/Garden Lifestyles. In 2015, she won the Kitchen + Dining category in HGTV's "Fresh Faces of Design" competition.

Machado-Rosas is an ardent proponent of professional certifications. She is an active member and has served on the Board of Directors of the American Society of Interior Designers, and her work has been featured in the ASID Kitchen Tour since 2002. One of her designs was named Best Kitchen in the Architectural Digest 2013 Before + After: Reader Kitchens contest.

Tatiana has received numerous national and regional awards including ASID Awards, Chrysalis Awards, NARI CotY Awards, NKBA Awards, and Qualified Remodeler Master Design Awards. Her designs have been spotlighted in a number of media outlets, including HGTV.com, Better Homes and Gardens, Cottage White, San Diego Magazine, San Diego Home/Garden Lifestyles, Kitchens, Kitchen & Bath Design News and Modern Luxury, among many others.



Peter Salerno, **CMKBD**

Renowned artisan redefines the luxury market with limitless vision

In the kitchen and bath industry, Peter Salerno's name is synonymous with luxury. The Wyckoff, NJ designer's richly appointed creations have redefined the high end of the market with unique applications of upscale products and new ideas that are anything but "safe."

When a client wanted a design with

two carved trees wrapped around a refrigerator, Salerno took it in stride. A stainless steel island with legs and drawers riveted together to look like the skin of an airplane? Absolutely!

"I get excited when I see a client who truly wants to do something different and artistic," he says, citing projects ranging from a shadow box displayed in a countertop to a bar area with a 1"-thick glass floor that doubled as the ceiling to a wine cellar below, viewable from the bar - and lit with the touch of a switch.

Having done projects from the U.S. to Canada to Moscow, Salerno's uniquely artistic vision takes him all over the globe, and often into new territory - including a sideline in upscale wine rooms that grew out of his passion for wine collecting.

An HGTV Featured Kitchen and Bath Designer who began his career in his father's custom cabinet shop, Salerno believes "It's all about the extraordinary."





Schimelpfenig,

Designer and technological guru is a voice for the expanding digital age

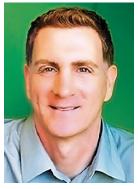
Eric Schimelpfenig is a young man on a mission: to spread the word about how kitchen/bath design professionals can enhance their client-engagement skills in an age when sales presentations are undergoing a revolutionary change

with the advent of powerful new digital tools.

Schimelpfenig's expertise – as well as his burgeoning reputation – lies in educating dealers and designers about how to leverage cutting-edge technologies and sales presentation strategies aimed at a new generation of kitchen and bath clients, including the young, digitally savvy consumers impacting the market. His presentations, highlighted by a key role in Kitchen & Bath Design News' annual eight-city seminar series, focus on ways that design professionals can utilize a rapidly expanding palette of software, smart phones, mobile devices, new apps and other digital tools to smooth the path from initial client contact through final contract.

The founder of Sketchthis.net, Schimelpfenig himself has utilized 3D technology throughout his career as a Massachusetts-based kitchen/ bath designer, educator and consultant. He's also taught Sketchup 3D modeling software at trade shows and other events, while serving as a technology columnist for KBDN.





Adi Tatarko & **Alon Cohen**

Houzz co-founders offer conduit of prospects, leads and design ideas

Beginning in 2010, the wife and husband duo of Adi Tatarko and Alon Cohen took a side project and turned it into Houzz.com. Today, Houzz has more than 40 million monthly unique users, 90% of whom are homeowners - and more than 1.5 million home professionals use the platform.

But the impact of Houzz is perhaps better understood by the volume of project leads driven and the high average spend by consumers who visit the platform. Houzz users spent \$60,400 on average on home renovations in 2016, more than three times the national average. And, in 2016, Houzz drove \$4 billion in gross revenue to paying professionals with Houzz pages.

The genesis of Houzz? "It was the frustration felt by Tatarko and Cohen by

the lack of resources and inspiration available to help them articulate a vision for their home and to find the right professionals who could help them," says Houzz spokesperson Alison Brady Gervis.

In what is traditionally a local business with showrooms as the key selling environment, Houzz offers a larger regional or even national platform where great photos and online consumer interactions are the new pinnacle.



Maria Stapperfenne,

Designer serves the industry through association involvement

Innovators don't just create, they also lead. That's clearly the case for Maria Stapperfenne, a 25-year industry veteran and 2015 NKBA president who continued her commitment to serving the trade as an NKBA Board member

and association ambassador. She works on projects ranging from conceiving Voices of the Industry programs to working with her local chapter to raising scholarship money for architecture and design students.

The manager of Tewksbury Kitchens & Baths is always on the go, currently doing volunteer work and promotion for the Living in Place Institute where, after receiving her certification in 2016, she does presentations to designers and showroom personnel.

She's also trying to bring into NKBA a greater focus on the living-inplace aspect of design, explaining, "One of the tenets of NKBA's mission and vision statement is safety, and we believe it's one of the things that separates us as an association."

Education remains a priority for her, and she believes, "It's our job to entice new talent into the industry and create more awareness to entice millennials," with programs like the NKBA's "30 Under 30."

She is passionate about using design to "help people find their happy place" and is a huge fan of collaboration, joking that, "inter-professional collaboration is the new black!"



Joseph Wheeler

Research co-director re-imagines the future for kitchens & baths

Joseph Wheeler thinks he's seen the future, and if reality mirrors his crystal ball, kitchens and baths will assume an exciting new dimension.

Co-director of the Virginia Tech Center for Design Research, Wheeler is the driving force behind "Future-

HAUS," a revolutionary prototype that's providing a preview of how digital technologies, cutting-edge products and smart building design may soon unite to make homes more efficient, sustainable and affordable.

Unveiled in four phases, Wheeler's research project, partnering faculty and students with industry supporters, proposes an alternative to conventional construction: a pre-fabricated delivery method for assembling inexpensive, energy-efficient, high-quality housing. FutureHAUS would see kitchens, bathrooms and other rooms assembled as pre-finished, pre-plumbed, pre-wired, plug-and-play "cartridges" that are then delivered from the factory to job sites.

Virginia Tech's kitchen prototype demonstrated ways that smart technologies can assist with a wide range of daily tasks. The bathroom prototype integrated fixtures, technologies and materials to help control water and temperature flow, monitor energy and water consumption and accommodate working heights for multi-generational users.

Wheeler's team plans to construct a complete Future HAUS at a local research complex. The concept itself, he predicts, could one day be arriving in homes.





Jim Williams

CEO redefines the distributor as a business partner

Jim Williams has been a leading light in the Great Lakes Region for nearly 50 years, building the Grand Rapids, MI company he serves as CEO into a distribution powerhouse known for its service to customers in the kitchen and bath, heating and ventilation, plumbing and related markets.

As a full-service distributor to dealers, builders, contractors, interior designers and architects, Williams Distributing recognized early on that traditional two-step distribution in an increasingly sophisticated market involved more than simply providing an inventory of competitively priced, ready-to-ship cabinetry, plumbingware and other products. An early champion of customer training, education, marketing and relationship-building, Williams' firm succeeded in a market whose product mix, distribution channels and specifier needs have undergone profound change since the company's founding in 1968.

Williams himself has a lengthy record of community service, including as board chairman of the YMCA of Greater Grand Rapids and president of the Gerald R. Ford Council of the Boy Scouts of America.

He was named the Michigan State University Business Person of the Year in 2004, and was recently honored by the Cascade Community Foundation with its annual Claude and Marion Robinson Community Leadership Award, honoring a person who has demonstrated a commitment to improving the community.



Vasi **Ypsilantis**

Designer expands expertise to move beyond the kitchen and bath

Designer Vasi Ypsilantis opened her kitchen and bath showroom, "the Breakfast Room, Ltd.," on the prestigious north shore of Long Island in 1999, some 15 years after beginning her career in kitchen and bath design.

"I had a passion for kitchen design

early on since it allowed me to develop my talent in two key areas," says Ypsilantis. "It was important to be able to use my architecture and space-planning skills, since kitchen design is not just about decoration. The kitchen must also incorporate function - ergonomics combined with aesthetics."

Through the years, her designs have been published in national and international magazines, and her work in show houses and historic homes has garnered attention and earned her two Notable Designer of Distinction awards as well as a first place honor in the Sub-Zero Wolf contest.

But working as a kitchen and bath designer led to some frustration for Ypsilantis. "I learned that, no matter how talented you are, your work will not be represented properly in the hands of an unprofessional or untalented contractor," she offers. "Since good contractors were hard to come by, I had many bad experiences." She believed she could do it better, and decided to make the additional leap to licensed contractor in 2004.

Since then, she has added an interior design and build firm. "Now, I'm creating interior styles that flow throughout the entire essence of the home," she explains.



Karen Williams

Popularity of kitchen design leads to service that finishes the space

The Architects & Designers Building in Manhattan is home to the St. Charles of New York showroom, and it's where you'll find Principal Karen Williams creating luxury designs for homes around the world. With St. Charles for 38 years, Williams has witnessed a

great deal of change with regard to kitchen design.

"When I first started with St. Charles, kitchens were not popular," she reports. But during her tenure, kitchens have moved from being one of the least significant rooms of the home to one of the major spaces.

The growing importance of the kitchen inspired the launch of Curated by St. Charles, created for the company by Lindsey Katalan. Curated is a luxury service that procures the finest crystal, tableware, barware and culinary accessories needed to finish a design. Through Curated, St. Charles can complete a space by providing the ideal cutting boards, bowls, pots, spices, knives and other desired elements. "We offer three styles - soft contemporary, modern and soft transitional - and the packages have the basics, but can be customized to the client's needs," offers Williams.

In addition to Curated, Williams has expanded beyond the kitchen and bath to now include interior design services in her portfolio. "It is a natural extension, really," she states. "A master bathroom often leads to a master bedroom design. And the kitchen, because it's expanding into the other rooms, becomes part of one design concept."



Alan Zielinski, **CKD**

Prominent designer helps to assure the success of KBIS

Alan Zielinski's ascendency to national office at the National Kitchen & Bath Association coincided with a pivotal time for the NKBA and the Kitchen & Bath Industry Show (KBIS), the association-owned trade show.

Zielinski, an accomplished designer whose company has served the

Chicago market for six-plus decades, was instrumental, as 2012 NKBA president, in helping guide the association through a critical negotiation which allowed it to co-locate the then-foundering KBIS with the similarly recession-challenged National Association of Home Builders' International Builders Show (IBS). The decision has been widely credited for reversing the fortunes of the industry's two most important trade shows.

Zielinski, whose Niles, IL-based Better Kitchens Inc. was established in 1956 by his father Ed – a founding member of the American Institute of Kitchen Dealers, forerunner to the NKBA - has also seen his design projects grace the pages of multiple publications, and has been associated with a litany of celebrity chefs, including Martha Stewart, Emeril Lagasse and Mario Batali.

He is also an accomplished commercial pilot, certified flight instructor and Federal Aviation Administration-designated examiner who has piloted single-engine planes, corporate jets, vintage aircraft and hot-air balloons.