

# K+B B

DESIGN + INNOVATION + LIFESTYLE

2014 product  
**innovator**  
award winners

The Give-and-Take in  
a Kitchen Renovation

KITCHEN AND BATH BUSINESS / NOVEMBER/DECEMBER 2014

WWW.KBBONLINE.COM \$10 U.S.

THE OFFICIAL SPONSOR OF

**KBIS** 2015



# The NKBA Announces 2015 30 Under 30 Award Recipients

The National Kitchen and Bath Association (NKBA) has chosen its 30 Under 30 recipients for the third-annual 30 Under 30 award. Through this program, these individuals will be able to apply themselves to new opportunities for growth and development in support of the industry. The group of young professionals will travel the show floor and report on key industry trends.

In the "Introductions to the Industry" program, the 2015 30 Under 30 group will make its debut on January 20, at 10:15 a.m. at Center Stage, NKBA Booth #N2163 and be introduced to the industry professionals at KBIS. During the show, they will work in 10 groups of three to conduct research on design trends, such as sustainability, aging in place and multi-generational, as well as such business trends as global influences, products and systems. In a presentation on Jan. 21 at Center Stage, the 30 Under 30 group will present their research on critical kitchen and bath industry trends and answer questions regarding issues professionals face in their businesses.

The candidates selected for 2015 program include: **Emily Alt**, DreamMaker Bath & Kitchen; **Melissa Austin, AKBD**, Affinity Stoneworks/Affinity Kitchen and Bath; **Jamie Banfield**, Jamie Banfield Design; **Jonathan Barfell**, Jenn-Air; **Krista Benton, AKBD**, CabinetWerks a div. of Orren Pickell Building; **Danielle Bohn, AKBD**, Creative Kitchen Designs, Inc.; **Stephanie Brick, Associate AIA, LEED GA**, Nicely Done Kitchens & Baths; **Deena Castello**, Cabochon Surfaces & Fixtures; **Michelle Eglington**, Euro-Line Appliances West, Inc.; **Monty Elsabbagh**, Canadian General Contractors Group; **Kara Feinberg**, Allied Kitchen and Bath; **Megan Greve**, Edmond Kitchen & Bath, LLC; **Katharine Hatcher**, Southern Kitchens; **Jag Khangura**, Kitply Industries; **Jennifer Murphy**, Associates in Building + Design; **Jessica Petrino**, Yale Appliance and Lighting; **Kerri Plaza**, Cabinets Extraordinaire; **Chelsey Preuss**, Minnesota Cabinets, Inc.; **Leanne Richard**, The Home Depot; **Amanda Rivera**, Moen Incorporated; **Katie Roberts**, Amerock; **Victoria Ross**, Cosentino; **Diana Runyon**, Select Kitchen and Bath; **Nikki Sayers**, Huntwood Cabinets; **Damara Scheeler**, North Star Remodeling; **Megan Siason**, Marrokal Design & Remodeling; **Tyl Thomas**, Panda Kitchen & Bath Expo; **Alexandria Van Nuys**, Lane Homes & Remodeling; **Bryenne Welper**, The Home Depot; **Elizabeth Wesley**, Lifestyle Kitchen Studio.

K+BB spoke to a select few of the group to get a more in-depth look at why they made the cut and what they hope to gain from the program.



**Jamie Banfield, Jamie Banfield Design, Surrey, B.C.**

Jamie Banfield is truly inspired by the natural beauty that surrounds him in western Canada and how important it is to be sustainable in every aspect of his life. His father instilled in him these values at a young age, as he worked with reclaimed materials to create new and beautiful pieces for their home. Banfield says his team shares this passion, and it is a driving force in everything they do - being careful to select craftspeople and suppliers who share those values and offer products that are made with local materials.

"By sourcing within British Columbia, our home base, it gives our clients a sense of pride in knowing that the products are locally made and that we are all doing our part to contribute to the economy," he added. "For those clients who don't immediately share our values of being green, we believe this offers an opportunity for education. A number of people believe being environmentally conscious is more costly, but we show them that it can actually save them time and money."

Banfield and his team recently completed a project in an older home where the client wanted to tear out the existing hardwood flooring and replace it with hardwood flooring in another color. Instead of replacing the entire flooring, they removed the damaged pieces, spliced in the new hardware as needed and re-stained the existing wood to suite their client's taste.

"The floors came out looking brand new," he said, "and we saved our client on budget and labor while extending the life of the existing and new repurposed flooring."

Another sustainable tactic Banfield uses is to look at homes and see which elements can be repurposed within the space, which could mean something as simple as adding new elements to light fixtures or repainting. As part of the 30 Under 30 program, he is excited to meet the other winners, learn how they work and about what problems they come across and ways in which to solve them.

"My expertise in the kitchen and bath design realm will be an asset," he added, "but I do believe that it is my passion, love of design and business and my out-of-the-box creative thinking that can add value to the industry."



**Krista Benton, AKBD, CabinetWerks, a division of Orren Pickell Building, Northfield, Ill.**

Being able to design for people of all ages and abilities is extremely important to Krista Benton, who has received her Certified Aging in Place Specialist designation from the National Association of Homebuilders.

"When I was receiving my designation, I was working in a kitchen and bath showroom that primarily catered to the Baby Boomer demographic who were looking to find ways to stay in their current homes for as long as possible," she said. "This made me truly think about the importance of long-term design and ways to make spaces





*Benton's "Best Kitchen" in the 2013 Lakeland Builders Assoc. Parade of Homes*

accommodating to anyone – whether they are in a wheelchair, using a stroller or simply needing extra maneuvering space.”

Benton was awarded “Best Kitchen” in the 2013 Lakeland Builders Association Parade of Homes. She and her team were tasked to custom design the kitchen for the clients’ weekend lake house.

“With such a stunning natural backdrop, we knew everything had to be centered on complementing the view,” she said. “We installed traditional white inset cabinetry with granite countertops, which incorporated unique glass cabinetry designs allowing for an influx of natural light and peeks of the lake. The only part of the kitchen more eye catching than the view is the beautiful iridescent backsplash on the curved wall, which reflects the light from the lake.”

As the lead cabinet designer for her company, Benton spearheads the selection of the cabinetry, built-ins, closets, fireplaces and any other custom component of the home that may need her expertise. She developed an interest in cabinetry during her first interior design class in college.

“While I am able to exude my creative energy into each design, there is also the technical side where every fraction of an inch matters,” she said. “I love working hand-in-hand with my clients to ensure each cabinet design reflects the style and personalities of their lifestyle and home. Turning their dreams into realities is the best part of my job.”

As part of the 30 Under 30 program, Benton – as a new mom – hopes to bring an understanding of what parents need out of design to make their lives more manageable and functional, as well as a unique perspective – both professionally and personally.

“Working for a high-end home builder, my professional experiences are far different from those working in most kitchen and bath showrooms,” she added. “Our relationships with clients are equally as important as our design and building work. We work hand-in-hand with them from the beginning stages of cabinet design, through the building of their home and until the day they move into their homes.”



**Stephanie Brick, Assoc. AIA, LEED GA, Nicely Done Kitchens and Baths, Springfield, Va.**

Stephanie Brick was the first student at Penn State to become LEED accredited. She said she went out of her way to achieve this because she strongly believes in and supports sustainable building efforts in the industry.

“I think it’s important that buildings – regardless of their scale – respond to their context and the environment (both built and natural) around them,” she added. “We should do what we can to work with nature to enhance designs and energy efficiency. It’s a win-win!” In the kitchen and bath industry, the easiest way to apply this knowledge is often through green materials.

Earlier this year, she was granted a U.S. Patent for her innovative and elegant modular shelving unit, which she designed for ease of transport, self-sustaining construction and knock-down assembly. She developed the design of the unit in college when she was in need of additional storage for books and supplies.

“To meet my living needs and less wasteful philosophy, I decided to develop my own shelving unit,” said Brick. “It’s really an ideal furniture piece, especially for college students, the military and young professionals – anyone who can use storage that looks sleek and contemporary but is easy to transport from one place to another as needed.”

In terms of the 30 Under 30 program, she is excited to broaden her perspective and engage with other driven professionals in the kitchen and bath industry.

“Talking with and learning from other successful professionals in the industry is always enlightening, especially when you have a huge, national industry draw like KBIS (which I’m excited for in and of itself),” she added. “30 Under 30 is a wonderful opportunity to grow and develop as a professional and network with other industry movers and shakers. It will be such an exciting experience, and I look forward to taking everything I learn back to my colleagues and clients!”



*Brick's patented shelving unit*





**Jessica Petrino, Yale Appliance and Lighting, Boston**

Jessica Petrino uses her passion for writing, which began at a young age, to develop a client network through inbound marketing. During the last year, she has published 39 blogs to educate clients about which appliances will best fit their needs.

"My career in the appliance industry began with my interest in inbound marketing, the process of purchasing key words on major search engines to direct customers to a company's website," she said. "Unlike traditional interruption marketing strategies, inbound marketing targets customers who want to be targeted."

Petrino originally started writing blogs for her company's website as a training tool to gain product knowledge - she and her customers were learning together.

"My objectivity was admired because my likes, dislikes and concerns were similar to those of customers who were also new to the industry," she added. "My perspective was not biased or jaded, which can happen sometimes after many years of experience in the industry."

One of the first lessons she learned from blog writing is to start every article as if her reader knows nothing about appliances. And this approach has also helped her sales career.

"I start every appointment going over the basics of any product category and break some of the most technical information down into plain English so that my appointments are educational, thorough and professional," she said.

On a daily basis, Petrino receives phone calls from designers, builders, architects and homeowners worldwide looking for her opinion on which appliances they should buy.

It is incredible for me to see how big of an impact my blogs have on the appliance purchasing market and how much people value my opinion," she added. "Of the 424 kitchen projects I worked on in the past nine months, 96.9 percent of these customers were subscribers to my blog posts."

As part of the 30 Under 30 program, Petrino is looking forward to collaborating with other professionals in the kitchen and bath industry as an appliance specialist, to share her passion for educating others about the options available and to learn more about other aspects of the industry.

"The nature of what I do on a daily basis extends well beyond the duties of a salesperson in the traditional sense," she added. "I

would really like to develop a broader knowledge of the processes, terminology and codes that the builders, developers, designers and architects use with my clients."



**Kara Feinberg, Allied Kitchen and Bath, Fort Lauderdale, Fla.**

Kara Feinberg loves being a part of her family business. What started out as a part-time job blossomed into a career when she started listening to the designers and began to watch the relationships being built. Feinberg - both father and daughter - believes its about more than just selling products; it's also about making clients' dreams a reality and paying it forward.

"I watch my dad and other family members interact with clients and host charity events in our showroom, and I admire his passion and the camaraderie within our entire team," she added. "It inspires me and pushes me to do more, get involved and become a better person."

Feinberg is also actively involved in charity work - whether it's installing shingles on the roof of a Habitat for Humanity home or walking for the Leukemia and Lymphoma Society. For the past couple of years during the holidays, several Allied colleagues have gotten together and created Christmas stockings to give to Kids in Distress, a community-supported agency caring for abused children. Allied also helped build an interactive room for the Broward Children's Center for special needs kids.

"Even though I didn't physically help build this or install the cabinets, I was able to assist with the design, and it was an incredible experience to see the impact it had on the children, the lives of their families and how appreciative the entire community was," she added. "If I can just make the tiniest difference in another person's life, then I'm fulfilled."

Feinberg hopes the 30 Under 30 program will help her learn, grow and get involved with the National Kitchen & Bath Association. She also looks forward to sharing Allied's philosophy of paying it forward.

"I want to bring a young, new approach to the industry that intertwines fashion and design while exploring new technology that is utilized on the showroom floor on a day-to-day basis," she added. "But most importantly, I want to be able to share with other firms like ours how we work within the community to build strong relationships and create a business model that others can also follow."





# Sneak Peek at What's New Next Year!

**Welborn Cabinet**, Booth N1215, is bringing its smart cabinet accessories to KBIS 2015, including the Base Super Chef cabinet with a spice rack pullout. The company's Whole Home Design Solutions program features storage solutions for all areas of the house, including kitchens, walk-in closets, bathrooms, fireplaces, pantries, laundry areas and dining rooms, that can be incorporated into any budget. **Circle No. 216** or visit [kbonline.com/freeinfo](http://kbonline.com/freeinfo)



**Perlick**, Booth N166, has added the world's first flow-control faucet for residential use to its line of outdoor and indoor Signature Series beer dispensers. The 650SS Forward Sealing Flow Control Faucet serves different beer styles at various levels, can adjust the flow rate at the faucet and features a lever on the outside that can be incrementally adjusted to accommodate hard-to-pour beers while preventing excessive foaming. The design prevents beer from coming into contact with the air until it leaves the faucet, which prevents mold and bacteria build up in the body. **Circle No. 217** or visit [kbonline.com/freeinfo](http://kbonline.com/freeinfo)

The 7000 Series from **ALBA 2 MPM** now includes a square kitchen sink strainer in addition to the round shape. Made for square or slightly radial sinks, it is made of stainless steel and can be coupled with a Rondò cover in a glossy or brushed finish. Booth S1054. **Circle No. 218** or visit [kbonline.com/freeinfo](http://kbonline.com/freeinfo)



**TECTUS®**  
the adjustable  
concealed door hinge.



Circle No. 17 or visit [kbonline.com/freeinfo](http://kbonline.com/freeinfo)

Visit us!  
**KBIS**  
2015  
Las Vegas | January 20-22



SIMONSWERK,  
the German  
manufacturer  
of adjustable  
hinge systems  
for doors.

**SIMONSWERK**  
North America, Inc.  
1171 Universal Boulevard  
Whitewater, WI 53190  
262-472-9500  
[www.simonswerk-usa.com](http://www.simonswerk-usa.com)

