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**For: Kitchen/Bath Industry Show & Conference 2008**

**FOR IMMEDIATE RELEASE**

**ON AND BEYOND THE SHOW FLOOR: EXPERTS AND ICONS KEEP  
THE INDUSTRY MOVING FORWARD**

**- The world's largest kitchen and bath trade show and conference sets the tone for the industry with celebrity-studded expert panels, trend-focused workshops and innovative educational sessions -**

**CHICAGO** – Big names and industry icons bring their expertise and charisma to the 2008 Kitchen/Bath Industry Show (K/BIS®) at Chicago's McCormick Place, April 10-13, 2008, making this year's show a must-see industry event. As the annual destination for kitchen and bath information and innovation, K/BIS is a learning and networking experience like no other, giving attendees unlimited strategies to expand and renew their business.

Owned by the National Kitchen & Bath Association (NKBA), the only trade association in North America dedicated to the kitchen and bath industry, and produced by Nielsen Business Media, K/BIS offers innovative education and conference sessions and lively roundtable discussions led by industry experts and celebrities. Attendees have access to conference sessions that cover topics from sustainability and kitchen architecture to executive mental fitness, internationally-influenced urban design, client budgets and more. Leading designers, dealers, distributors, manufacturers and retailers come to K/BIS to network and to improve their craft - this year's lineup of events is more impressive than ever.

"The workshops and event schedule at this year's show focus on the strengths of the kitchen and bath industry and what we as an industry can do to increase the forward momentum of the industry," said Cory Smith, Vice President of the Kitchen and Bath Group, the division within the Nielsen Company that produces K/BIS. "Incorporating new, cutting-edge information

and the best, highest-quality products is what keeps this industry moving forward. The conference sessions are one of the many ways K/BIS puts this information into the hands of the industry.”

This year’s conference schedule features industry icons and celebrity appearances presenting relevant and engaging topics. A few highlights include:

- ***Kitchen & Bath Makeovers:*** Candice Olson, host of HGTV’s “Divine Design” and one of North America’s leading professional interior designers, offers a tour through some of the dramatic kitchen and bath transformations featured on her top-rated series. In this Thermador-sponsored Design & Inspiration session, Candice will share practical insights and a wealth of before and after photos that illustrate how she brings a signature style that incorporates creativity, practicality and timelessness to create sophisticated, yet accessible designs. (Sunday, April 13<sup>th</sup>, 10:30 a.m. – 11:30 a.m.)
- ***Implementing Sustainability:*** What constitutes a sustainable approach to kitchen and bath design? This workshop, presented by Jonas Carnemark, Certified Remodeler (CR) and Certified Kitchen Designer (CKD), takes an in-depth look at what it means to be sustainable in this industry. Find out what companies across the country are doing to implement environmentally sensitive design and construction and learn the tips and tricks that can help you develop a consistent policy of environmental stewardship within your company. (Friday, April 11<sup>th</sup>, 3:30 p.m. – 4:30 p.m.)
- ***Executive Mental Fitness: Becoming Mentally Prepared for Extraordinary Performance:*** This informative presentation by Nikki Nemerouf, corporate mental health coach and management advisor to top companies like PricewaterhouseCoopers and Verizon, will help attendees gain information and tools to form the basis of a mental fitness program that can be practiced daily. This session will teach attendees the art of disciplined focus and positive mental rehearsal, allowing for improved feedback and accelerated growth. (Friday, April 11<sup>th</sup>, 2:00 p.m. – 3:00 p.m.)
- ***Integrating Architecture into Kitchen Design:*** Today’s ultimate kitchens have a variety of different architectural details incorporated into them in order to give the client the beautiful, dramatic kitchen they dream of. Architects are adding more archways and higher ceilings to make the kitchen look larger and more welcoming, while using windows to brighten them with more natural light. This session is presented by Dominick Tringali, AIA, founder and president of Dominick Tringali Architects and sponsored by Art for Everyday. (Saturday, April 12<sup>th</sup>, 2:00 p.m. – 3:00 p.m.)

## ON AND BEYOND THE SHOW FLOOR: K/BIS 2008 3-3-3

- ***K/BIS 2008 NKBA Roundtable Events:*** These popular roundtable discussions allow an open dialogue and great networking opportunities. Each moderated forum will focus on seven of the hottest topics in the industry today.
  - Saturday, April 12<sup>th</sup>, 4:00 p.m. – 5:00 p.m.
    - Design Trends – Unique Material Combinations
    - Technology Use in Kitchens & Baths: Look How Far We’ve Come
    - Sustainable Design: Functionality & Pricing
    - Urban Design with International Influences
    - Outdoor Spaces in Challenging Environments
    - Surviving the Current Housing Market
    - Setting the Standard: Sustainable Design & Remodeling Standards
  - Sunday, April 13<sup>th</sup>, 1:00 p.m. – 2:00 p.m.
    - Outdoor Spaces & Lighting
    - Sustainable Kitchens & Baths: How Green Is Green
    - Luxury Market: Present & Future
    - Media Influence – Timelines & Client Expectations
    - How to Expand Beyond a Regional Market
    - More Bang For Their Buck: Client Budgets
    - New Business Moving to Profitability
- ***NKBA /Meredith Corporation’s Design Idea Center:*** This popular booth featuring kitchen and bath designs from Meredith Corporation’s most popular consumer publications returns for its third year. The 10,000 square foot design center is themed, “Your Kitchen and Bath, Your Way: Designs for Every Lifestyle & Life Stage” and brings together the latest design trends and products to create different looks for each type of woman from *Kitchen and Bath Ideas*<sup>®</sup>, *Better Homes and Gardens*<sup>®</sup>, *Traditional Home*<sup>®</sup>, *Country Home*<sup>®</sup> and *Midwest Living*<sup>®</sup>. Spaces include: eco-friendly design, aging in place, indoor/outdoor living, technology, organization and storage. (Open during show floor hours, Booth: S4058)
- ***NKBA Annual Business Luncheon:*** Including the presentation, “The Changing Face of Today’s Customer: Think Globally to Sell Locally,” this annual hotspot is more than just an opportunity to mingle with other NKBA members. This thought-provoking presentation from Doug Lipp, internationally-acclaimed expert on customer service, leadership and diversity, discusses immigration trends, today’s consumer, and the connection to your business. Learn the ways that companies such as Starbucks, Procter & Gamble, Intel, and Disney have adapted to the global marketplace and how you can benefit from those lessons. (Saturday, April 12<sup>th</sup>, 2008, 12:00 p.m. – 1:30 p.m.)

For complete descriptions of events and speakers at the 2008 Kitchen/Bath Industry Show at Chicago's McCormick Place, April 10-13, 2008, please visit [www.kbis.com](http://www.kbis.com).

**ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION**

The National Kitchen & Bath Association (NKBA) is an international not-for-profit organization that has educated and led the kitchen and bath industry for 45 years. As the only trade association dedicated exclusively to the kitchen and bath industry, the NKBA is the leading source of information and education for both consumers and professionals. With more than 40,000 members, the NKBA owns the Kitchen/Bath Industry Show & Conference, the world's largest trade show and industry event. The mission of the NKBA is to enhance member success and excellence by promoting professionalism and ethical business practices and providing leadership and direction for the kitchen and bath industry. For more information, please visit [www.nkba.org](http://www.nkba.org).

**ABOUT THE NIELSEN COMPANY**

The Nielsen Company, formerly known as VNU Group B.V., is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), business publications (Billboard, The Hollywood Reporter, Adweek) and trade shows. The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands and New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

**ABOUT K+BB**

*K+BB* magazine, published by the Nielsen Company, reaches more than 50,000 interior designers, architects, kitchen design specialists, custom builders and remodelers each month. This monthly magazine blends exclusive features on cutting-edge business developments, installations and industry personalities with solid market research. *K+BB* was the first magazine to recognize and serve this industry, and continues to provide progressive and insightful coverage of the industry's products, trends and services with a sophisticated visual style befitting a design-oriented readership. For more information, please visit <http://www.kbbonline.com>.

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**EDITOR'S NOTE:** For story development, industry interviews, or for more information about K/BIS 2008, please contact Pamela Wadler or Walter Sperr at (212) 966-0024 or email [kbis@trentandcompany.com](mailto:kbis@trentandcompany.com).