

You're Invited

SEMINARS designed to

GROW CREATIVITY & PROFITABILITY

for the kitchen & bath professional

**You're Invited To Attend Our All-Day Seminar
Aimed at Enhancing Your Business Knowledge and Profitability**

PROFITING BY DESIGN IN THE NEW ECONOMY

Introduced in 2010 to positive reviews, this popular seminar is being brought to your area! - This seminar addresses how kitchen and bath design professionals can flourish in a rapidly evolving business environment being reshaped by new economic realities and changing consumer priorities. The program will examine the changing face - and budget/project parameters - of kitchen and bath consumers, along with emerging design opportunities, client negotiation strategies, and ideas for enhancing profitability in a market that has cooled from the free-spending days that marked the housing boom.

Note: CEU credits from NKBA are applicable

OUR INSTRUCTOR



Ellen Cheever CMKBD, ASID

Widely considered to be the nation's premier kitchen design authority, Cheever brings a wealth of professional experience and information to the topic of kitchen design. A Master Certified Kitchen and Bathroom Designer, and a professional member of the American Society of Interior Designers, Ellen Cheever has helped shape the kitchen and bath industry over the past three decades as a designer, author, educator, consultant and business leader. Cheever currently manages the Wilmington, DE-based Ellen Cheever and Associates, an award-winning design firm with clients across the United States. A former director of educational services for the NKBA, she has spoken at numerous industry events. Cheever is a member of the National Kitchen & Bath Association's "Hall of Fame." She is a regular contributor to *Kitchen & Bath Design News*.

SEMINAR DATE

THURSDAY, MARCH 24, 2011

Continental Breakfast 8:00am

Seminar 8:30am

FORT MYERS, FLORIDA

HILTON NAPLES

5111 Tamiami Trail North

Naples, FL

SEMINAR SPONSOR



**Call 800.547.7377 ext. 6120
to attend compliments of JENN-AIR!**

Presented by

**Kitchen
& Bath**
design news

