



**Leadership**



**Networking**



**Education**

**the benefits of membership.**

**NKBA**  
National Kitchen & Bath Association

**JOIN TODAY**  
NKBA.org 800-THE-NKBA

# the benefits of membership.

- ⌵ **Business Tools**
- ⌵ **Education**
- ⌵ **Networking**
- ⌵ **Leadership**

With more than 40,000 members across the United States and Canada, the National Kitchen & Bath Association has been the heart of the kitchen and bath industry for over 45 years and is the owner of the Kitchen/Bath Industry Show & Conference (K/BIS®). The NKBA's mission is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the industry.

The NKBA achieves these goals through a wide array of programs and services that we offer to our members through our four pillars of membership: business tools, networking, education, and leadership. To learn more about any of the services offered by the NKBA, please visit the web page on NKBA.org listed beside each program.

As always, if you have any questions, please don't hesitate to contact us at 800-THE-NKBA (843-6522) or at [feedback@nkba.org](mailto:feedback@nkba.org). NKBA customer service representatives are available to take your call Monday through Friday from 9am to 5pm (EST). You can also find answers to most of your questions on the NKBA website at NKBA.org.

## ⌵ **JOIN TODAY**

To become a member of the National Kitchen & Bath Association, please complete the application on the last page of this brochure and return it to the NKBA via:

E-mail: [feedback@nkba.org](mailto:feedback@nkba.org) • Fax: (908) 852-1695  
Mail: NKBA, 687 Willow Grove Street, Hackettstown, NJ 07840



# Business Tools

The NKBA provides a host of benefits to help our members expand their businesses through marketing and business development. From free consumer leads, business forms, and market research to advertising templates, publicity tools, and media exposure, the NKBA offers you the tools to help your kitchen and bath business succeed.

## **Consumer Leads—NKBA.org/Leads**

The NKBA provides hundreds of new consumer leads based on their locations to our members each month through our website at NKBA.org.

## **Find-a-Professional—NKBA.org/Consumers**

The Find-a-Professional tool located throughout the consumer section of the NKBA website enables motivated consumers to connect with NKBA members.

## **Business Tools—NKBA.org/Forms**

The NKBA offers our members free business forms; including price quotes, client and subcontractor agreements, warranties, and estimate sheets.

## **Market Research—NKBA.org/Research, NKBA.org/KBIO**

NKBA members can access current industry information and trends through survey data and the exhaustive Kitchen/Bath Industry Outlook (K/BIO).

## **Publicity Tools—NKBA.org/Publicity**

Members can promote their businesses without spending a dime on advertising by downloading NKBA templates for press releases on a variety of topics.

## **Published Writing—NKBA.org/Articles, NKBA.org/Tips**

The NKBA publishes member articles in the NKBA's *Profiles Magazine* and on NKBA.org, enabling you to be recognized by consumers and professionals.

## **Media Exposure—NKBA.org/Media**

Every day, the NKBA refers the media to interview members in their areas of expertise for magazines, newspapers, and television programs.

## **Design Competition—NKBA.org/Competition**

Members have the opportunity to receive acclaim through the prestigious NKBA Design Competition, which receives local and national press coverage.

## **Affinity Programs—NKBA.org/Affinity**

The NKBA partners with third-party companies to provide special services to our members, like reducing the costs of credit card and payroll processing.

## **Company Branding—NKBA.org/Logo**

Members can share in the recognition and credibility of the NKBA logo by including it on business cards, web pages, letterhead, and other items.

## **K/BIS Booth Discounts—NKBA.org/KBIS**

NKBA membership typically more than pays for itself each year in K/BIS booth discounts alone, regardless of the size of your company.

## **Advertising Tools—NKBA.org/Ads**

The NKBA offers a number of ad templates based on the Association's recognizable consumer ad campaign that you can download and customize.

## **Sponsorships—NKBA.org/Sponsorship**

Member firms can sponsor NKBA events, such as the K/BIS Keynote, Design Competition, conferences, educational courses, and chapter meetings.



“NKBA membership has clearly enhanced my business. The consumer leads, publicity, and NKBA branding bring more customers to my doorstep, while the free business forms keep my business running smoothly.”

**Joe Feinberg, Allied Kitchens & Baths, Ft. Lauderdale, FL**



# Networking

The National Kitchen & Bath Association provides a large number of opportunities for members to develop professional relationships. With more than 70 chapters located throughout North America, the NKBA offers its members networking events at both the local and national levels. The NKBA also regularly updates its members on the latest industry news.

## Local Chapter Meetings—[NKBA.org/Meetings](http://NKBA.org/Meetings)

Through networking at the chapter level, every NKBA member has the opportunity to connect with other local professionals, discussing common issues and forming both business relationships and personal friendships.

## Kitchen/Bath Industry Show & Conference—[NKBA.org/KBIS](http://NKBA.org/KBIS)

The world's largest kitchen and bath trade show, K/BIS is the ultimate source for the latest kitchen and bath products, designs, trends, and news. NKBA members receive discounts and can attend exclusive events at the show.

## Online Job Postings—[NKBA.org/Careers](http://NKBA.org/Careers)

The NKBA allows member companies to post detailed job listings on [NKBA.org](http://NKBA.org). Individual NKBA members can search and filter those listings, apply online, and save resumes and portfolios to submit to employers.

## Profiles Magazine—[NKBA.org/Profiles](http://NKBA.org/Profiles)

Members receive the NKBA's official publication, *Profiles Magazine*, which covers kitchen and bath design trends, industry news, and Association events, featuring NKBA members and member companies in each issue.

## QuickClicks Newsletter—[NKBA.org/QuickClicks](http://NKBA.org/QuickClicks)

The National Kitchen & Bath Association's electronic newsletter, *QuickClicks* is sent via e-mail to NKBA members each month, providing the latest Association information, in addition to general kitchen and bath news.

## Legislative Updates—[NKBA.org/Legislation](http://NKBA.org/Legislation)

Actively opposed to legislation that regulates the ability of kitchen and bath designers to practice their trade or to use the title of interior designer, the NKBA provides updates to its members on the status of these proposed bills.



“The ability to network with other kitchen and bath professionals at local and national NKBA events is incredibly valuable. Because of my membership in the NKBA, I’m able to make professional connections that advance my business and my career.”

**Carol Lamkins, CMKBD, Design Vision, LLC, Fullerton, CA**



## Education

As a member of the NKBA, you can take advantage of hundreds of in-person and web-based professional development workshops, become a certified kitchen or bath designer, and enjoy substantial discounts on the NKBA's Professional Resource Library. The NKBA also has accredited kitchen and bath design programs at select colleges, giving NKBA members a ready supply of qualified interns.



### Professional Development Courses—NKBA.org/Courses

Whether you're an established professional looking to expand your business or a student who wants to break into the kitchen and bath industry, the NKBA offers more than 200 in-person and online classes on design and business topics that will improve your position in the industry.

### Certification—NKBA.org/Certification

Distinguish yourself in the industry through NKBA certification: Associate Kitchen & Bath Designer (AKBD®), Certified Kitchen Designer (CKD®), Certified Bathroom Designer (CBD®), Certified Master Kitchen & Bath Designer (CMKBD®) and Certified Kitchen & Bath Installer (CKBI®).

### Publications—NKBA.org/Books

Members enjoy deep discounts on the NKBA Professional Resource Library, a nine-volume set of reference books that's the most definitive reference tool in the industry, covering design, planning, drawing, products, systems, construction, and management.

### Student Interns—NKBA.org/Interns

With more than 50 colleges across the United States and Canada with kitchen and bath design programs accredited by the NKBA, member firms have a large pool of skilled kitchen and bath design school graduates that can be found by posting internships on NKBA.org.

## Leadership



As an NKBA member, you'll be able to take leadership positions within the National Kitchen & Bath Association that will enable you to gain insight into the NKBA and influence strategies. The knowledge gained can be invaluable to your business, while the prestige and experience you receive will be a great addition to your professional portfolio.

### Represent Your Industry Segment—NKBA.org/Leaders

Whether you're a designer, dealer, distributor, or in any other segment within the kitchen and bath industry, you can ensure that the NKBA meets the needs of your profession by serving as an Industry Segment Advisory Council member.

### Represent Your Geographic Area—NKBA.org/Leaders

With chapters located throughout the U.S. and Canada, the NKBA recognizes that different regions and chapter across North America have different needs. To make sure the NKBA offers services that benefit your area you can serve on the Board of Chapter Representatives for your region.

### Lead Your Local Chapter—NKBA.org/Leaders

Each of the NKBA's more than 70 chapters provides positions as president, secretary, and treasurer, as well as vice presidents of various areas, such as Programs, Membership, and Professional Development. As a result, there are hundreds of opportunities for members to take leadership roles in the NKBA.

### NKBA Ambassadors' Club—NKBA.org/Club

The Ambassadors' Club is a prestigious group within the NKBA that recognizes the exceptional efforts of members who recruit new members into the NKBA. Club members are honored each year during K/BIS, recognized in the NKBA's *Profiles Magazine*, and listed on the NKBA website.



“The certification I've earned through the NKBA has not only made me a better designer, but it's helped to attract more clients looking to remodel their homes' kitchens and baths since many homeowners are more comfortable working with a credentialed designer.”

**Peter Salerno, CMKBD, Peter Salerno, Inc., Wyckoff, NJ**

## INDUSTRY SEGMENTS

The NKBA represents the entire kitchen and bath industry through eleven segments. Industry members are asked to select one of these to represent a primary area of work; a secondary segment may also be designated.



**Builder/Remodelers** are general contractors, usually licensed, who build or renovate homes. They typically have offices, but do not have showrooms.



**Cabinet Shops** build custom cabinets and furniture in relatively small workshops. Larger shops should be in the Manufacturers/Suppliers segment.



**Dealers** sell kitchen and bath components, such as cabinets, countertops, tile, appliances, and fixtures, to consumers from storefronts or showrooms.



**Decorative Plumbing & Hardware** professionals sell kitchen and bath plumbing fixtures or cabinet hardware in showrooms or storefronts.



**Designers** use computers or drafting tables to design kitchens and bathrooms. A designer may work for a company or be self-employed.



**Distributors** act as conduits for products between manufacturers and retailers or customers. A distributor may or may not have a showroom.



**Fabricators** manufacture surfacing materials, including natural stone, concrete, solid surfaces, and stainless steel, in large workshops or factories.



**Installers** frame, drywall, and install cabinets, flooring, and appliances in kitchens or baths. They may be self-employed or employees of firms.



**Manufacturers/Suppliers** create, assemble, finish, or import kitchen or bath products, including software products, in large manufacturing facilities.



**Manufacturers' Representatives** sell product lines from one or more manufacturers. They may be independent salespeople or employees of firms.



**Multi-Branch Retailers/Home Centers** are businesses with multiple retail locations that sell kitchen or bath components with a wide range of products.

## Membership Categories

There are seven categories of NKBA membership: three for companies, three for individuals, and one for educational institutions. Note that self-employed individuals are required to apply as industry member firms.

### COMPANY/SELF-EMPLOYED MEMBERSHIP

**Industry Member Firm:** Corporations, partnerships, sole proprietorships, and subsidiaries can join the NKBA as industry member firms. Their principal(s) will be listed as members, but one contact must be chosen to receive all NKBA communications and hold the voting right for the company. Other staff will be listed as member employees, allowing them to receive member discounts, serve in leadership positions, and access the Members section of NKBA.org. Member employees can upgrade to individual employee membership (see below). **Annual dues: based on annual kitchen and bath revenues.**

**Industry Member Branch:** Branches of industry member firms can display the NKBA logo and their staff will be listed as member employees. Each member branch must name a contact person entitled to vote on behalf of the branch on any matters of NKBA business placed before the membership. **Annual dues: \$100 per branch; application fee waived.**

**Associate Business Member:** Membership is available to any company that provides auxiliary products or services to the kitchen and bath industry. These members receive all member benefits, except they cannot vote in member elections or hold national NKBA leadership positions. **Annual dues: \$750.**

### EMPLOYEE MEMBERSHIP

**Individual Employee of a Member Firm:** Employees of NKBA member firms can upgrade to individual employee membership, entitling them to listings on NKBA.org, full voting privileges, and receipt of *Profiles Magazine*, *QuickClicks* newsletter, chapter meeting notices, and other NKBA mailings. **Annual dues: \$50; application fee waived.**

**Individual Employee of a Non-Member Firm:** Employees of non-member firms can purchase individual membership, receiving the same benefits as individual employees of member firms, except for corporate use of the NKBA logo, access to NKBA consumer leads, and serving on Industry Segment Advisory Councils (other restrictions may also apply). **Annual dues: \$100; application fee waived.**

**Associate Individual Employee Member:** Membership is available to an individual providing auxiliary products or services to the kitchen and bath industry. These members receive all member benefits, except they cannot vote in member elections or hold national NKBA leadership positions (other restrictions may also apply). **Annual dues: \$150.**

### EDUCATIONAL MEMBERSHIP

**Educational Member:** Associate educational membership in the NKBA is available to colleges, universities, and technical institutes. As members, these schools can earn accreditation by the NKBA and provide discounts on NKBA publications to their students. **Annual dues: \$300.**

**MEMBER INFORMATION** (Please print.)

Check here if you have been an NKBA member in the past.

Full Name\*: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Work E-mail: \_\_\_\_\_

Company Web Address: \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Home Phone (Optional): \_\_\_\_\_

Cell Phone (Optional): \_\_\_\_\_

Home E-mail (Optional): \_\_\_\_\_

Year of Birth (Optional): \_\_\_\_\_ Gender (Optional):  Male  Female

\*This person will receive NKBA mailings and is responsible for updating information.

- I do **NOT** want NKBA mailings to be sent to my home address.
- I do **NOT** want to receive e-mail from the NKBA.
- I do **NOT** want to receive faxes from the NKBA.
- I do **NOT** want to receive mail or e-mail from NKBA member firms.

**HOW DID YOU HEAR ABOUT THE NKBA?** (Check all that apply.)

- Referred by: \_\_\_\_\_  
(Individual's name must be included for Ambassadors' Club credit)
- NKBA brochure
- NKBA ad: \_\_\_\_\_  
(Name of magazine)
- Media coverage: \_\_\_\_\_  
(Name of magazine, newspaper, website, or TV show/network)
- K/BIS
- Link to NKBA.org: \_\_\_\_\_  
(Website that linked to NKBA.org)
- Other (e.g. NKBA logo): \_\_\_\_\_

**CHOOSE YOUR INDUSTRY SEGMENT**

- Builders/Remodelers
- Cabinet Shops
- Dealers
- Decorative Plumbing & Hardware
- Designers
- Distributors
- Secondary Segment, if applicable: \_\_\_\_\_
- Fabricators
- Installers
- Manufacturers/Suppliers
- Manufacturers' Reps
- Multi-Branch Retailers/  
Home Centers

**SELECT YOUR MEMBERSHIP TYPE** (See previous page for descriptions)

**Company/Self-Employed Membership**

- Chart Industry Member Firm (See annual dues chart below.)
- \$100 Industry Member Branch (Include: branch name/number, contact name and title, address, phone, and e-mail.)  
Corporate Member ID#: \_\_\_\_\_
- \$750 Associate Business Member

**Employee Membership**

- \$50 Individual Employee Member
- \$100 Individual Employee of a Non-Member Firm
- \$150 Associate Individual Employee Member

**Educational Membership**

- \$300 Associate Educational Member

**ANNUAL DUES FOR INDUSTRY MEMBER FIRMS**

Annual Revenue*	Dues	Annual Revenue*	Dues
<input type="checkbox"/> Under \$100,000	\$ 150	<input type="checkbox"/> \$5 - \$7 million	\$ 1,475
<input type="checkbox"/> \$100 - \$500,000	\$ 200	<input type="checkbox"/> \$7 - \$10 million	\$ 1,875
<input type="checkbox"/> \$500,000 - \$1 million	\$ 300	<input type="checkbox"/> \$10 - \$15 million	\$ 2,500
<input type="checkbox"/> \$1 - \$1.5 million	\$ 350	<input type="checkbox"/> \$15 - \$20 million	\$ 3,000
<input type="checkbox"/> \$1.5 - \$2 million	\$ 475	<input type="checkbox"/> \$20 - \$40 million	\$ 5,000
<input type="checkbox"/> \$2 - \$3 million	\$ 575	<input type="checkbox"/> \$40 - \$100 million	\$ 6,000
<input type="checkbox"/> \$3 - \$4 million	\$ 825	<input type="checkbox"/> \$100 - \$200 million	\$ 8,500
<input type="checkbox"/> \$4 - \$5 million	\$ 975	<input type="checkbox"/> Over \$200 million	\$ 9,500

\*The NKBA reserves the right to audit corporate kitchen and bath revenues.

**MAKE YOUR PAYMENT** (U.S. funds only)

First year membership dues are pro-rated based on the application date:  
 • October - March: 100% • April - June: 75% • July - September: 50%

Application Fee (one-time required fee): \$ 100

Membership Dues (including branch memberships): \$ \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

Please indicate your form of payment:

- Check made payable to the NKBA
- Credit card:  American Express  Visa  MasterCard

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

Cardholder's Name (Please print): \_\_\_\_\_

**SIGNATURE**

I hereby apply for NKBA membership and agree to be governed by the NKBA's Bylaws and Standards of Conduct.

Signature \_\_\_\_\_

Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**NOTE:** Two (2) percent of NKBA dues are allocable to lobbying activities and are not deductible for federal tax purposes, per IRS regulations.  
 A Membership Acknowledgement Packet will be mailed within 15 business days following receipt of your application.

To detach, please tear along dotted line.



**THE NATIONAL KITCHEN & BATH ASSOCIATION**

687 Willow Grove Street, Hackettstown, NJ 07840 • [NKBA.org](http://NKBA.org) • 800-THE-NKBA (843-6522)