



**National Kitchen & Bath AssociationSM
Olympic-West Sound Subchapter**

NEWSLETTER: SEPTEMBER 2007 EDITION



**THANK YOU
BOB AND ABBIE LITTLE OF
KITCHEN & BATH STUDIO**

for hosting our August meeting. The new Kitchen & Bath Studio showroom shines and is a GREAT marketing/sales tool. The friendly atmosphere was greatly enjoyed by all.

MEETING NOTES: AUGUST 2007

• Roy Nott of PaperStone

Paneltech (parent company)

PaperStone Profile:

- Environmentally-sound
- Physical attractiveness
- Durability- Old technology, but converted to green product
- Versatility (able to use in home, bath or office, house boats)
- Installed cost

- Most environmentally sound
- This position is defensible because it is based on a proprietary vertically integrated production technology
- Customers do not sacrifice durability/versatility for environmentally friendliness
- PaperStone is physically attractive and affordable
- Can be worked with woodworking tools
- Sealed with a cleaner and a sealer that is organic. Not much that is high gloss
- Product does have some wax in it, so can build up a waxy build up if waxed too often. Once a week to once a month is suggested for cleaning.
- Production has been tailored to minimize environmental impact.
- Only PaperStone utilized cashew nut shell liquid based resin to produce formaldehyde-free solid surface (No Oil)
- 100% PST consumer recycled paper
- Certified as rain forest alliance-certified
- Retail \$40-60 per square foot
- Based in Aberdeen
- Cutting boards are available to show customers and are a cheaper marketing tool. Knife won't penetrate
- In process of being certified for sanitary purposes
- Long runs in one piece (5ft by 12ft biggest size)
- 16th of an inch expansion/flex
- 2-3 wks ETA

• Amy Hager of Wet Apple

Press release checklist

- Include the name of a contact person, preferably two people, along with phone numbers and e-mail addresses.
- Include a date when the release was written, indicate "For immediate release" or another date for publication.
- Write a headline that states the focus of your release. Try to include the company or organization name in the headline. Use present or future tense.
- Double- or Triple-space the type.
- Try to limit the release to one or two pages.
- Write on one side of the page. (This preference could change as environmental awareness increases.)
- Write *more* at the end of the page if the release continues; mark the end with the symbol # # # or with 30 or *end*, set off by dashes.

Certain writing conventions as well:

- Cover all basics: who, what, when, why, how, where and so what.
- Use simple sentences, strong verbs, short sentences, and short paragraphs. Try to limit each paragraph to four or five lines of type.
- Use active voice and present tense whenever possible.
- Consider your audience, and write in the style most suited to that medium.
- Favor the inverted pyramid or a simple style that gets to the point quickly, even if you start with a creative lead.
- Use the list technique if you have several points to make, preferably in parallel construction.
- Consider whether a media kit would work better than a single release. If so, include one or several releases to provide different ideas, a fact sheet, graphics, and perhaps a sample or another teaser.



Leslie Rosaschi Designed for Living



Leslie Rosaschi

Leslie's journey in the kitchen and bath industry started 30 years ago when she started a small high-end custom cabinet shop in her garage in Sequim, WA. The business grew to having a large shop in town with 15 employees.

Leslie's hands-on experience in cabinet construction through finish work and installation has given her insight into the complete cabinet building process. With this knowledge, her current business, Designed for Living, is able to do kitchen, bath and other living space design and installation on new construction and custom remodels. All of this experience has helped her achieve a level of expertise that ensures clients dreams and ideas become a beautiful, functional reality.



Leslie prides herself on staying up to date with current product and design trends. Having worked in California, Nevada, Hawaii and Washington has also provided diverse design experience with styles, technique and functionality.

Leslie is a member of NKBA and has completed numerous trainings through NKBA, as well as the Crystal and Columbia Cabinet companies.

Two designs by Leslie and Designed for Living

NEXT MEETING:

Wednesday, October 3rd
Clearwater Casino Resort in Squamish
15347 Squamish Way NE
Robert Oxley of Executive Director of
International Solid Surface Fabricators Association

2 pm - 5 pm Building Sales in Today's Economy

5:30 pm - 6:30 pm Social hour, No host bar

6:30 pm - 7:45 pm Meeting (which will include elections and a speech by Mr. Oxley
"From Average to GREAT")

Cost: \$50 for Sales Seminar and Meeting OR
\$35 for Sales Seminar \$15 for Meeting

(no dinner provided, but will be available for purchase at the buffet at the casino)

Robert Oxley is a recognized authority on solid surface sales. He has long been recognized in the building and design industries as a seasoned public speaker, trainer, consultant and author. Oxley is dedicated to delivering the personal and professional development knowledge ISSFA members need to achieve great success.

Olympic-West Sound Member News

Olympic West Sound Now a Chartered Chapter

Give yourselves a BIG pat on the back for all your hard work! The Olympic West Sound Subchapter has received our charter in July, and are now a full fledged chapter.

Join a Certification Study Group

Bob Baker is coordinating a study group for the March certification exam. Bob will be e-mailing a notice in September and if there is enough interest would like to form a study group. If you have any questions please contact Bob Baker at rmbckd@msn.com.

Hire a new employee? Build a new building? If you have any news you would like to share in our newsletter about your business, email Amy Hager at pr@wetapple.com

Regional and National News

The last of the 2007 NKBA National Professional Development Training programs in our region will be held in Tukwila September 24 - 26. Kitchen & Bath Krafteer is NKBA's most comprehensive training course, ranging from design fundamentals and planning guidelines, to product knowledge, mechanical systems, presentation standards, effective selling and more, all in three intensive days. For more information and registration, visit www.nkba.org, under the NKBA Education heading.

October is National Kitchen & Bath Month. Don't miss tying your Fall marketing and advertising to this national promotion sponsored by NKBA. You can find more information, and NKBA logos for your use at www.nkba.org under the Member Tools heading.

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Olympic-West Sound Committee Reports

President's Message

It is exciting to finally be a chartered chapter. Special thanks goes out to all those who helped make the past year a success.

Robert Oxley will be speaking at this month's meeting for a GREAT BARGAIN! His seminars usually run \$150 or more, so take advantage of this opportunity to hear his lecture at a lower cost. To learn more about Robert Oxley and the ISSFA go online to <http://www.issfa.org/>

I hope to see you all at the next meeting.

Shain Hamilton

Professional Development

If there is enough interest, I will schedule a certification study group for those who wish to prepare for the March certification exam. I will be e-mailing a notice in September. Please let me know if you have any questions.

Congratulations on becoming a chartered chapter!

Bob Baker

Nominations

All positions on the executive board are up for elections in October. We have two vacancies, Strategic Planning and Legislation. If you would like to nominate anyone or yourself for these chairs or any other positions, please e-mail Amy Hager at pr@wetapple.com. Please come to the October meeting to vote!

Amy Hager

Programs

Mark your calendars for December 5th for our first Holiday Fest, no speaker. Cost and location TBD. 5:30-6:30 No host bar, 6:30-8 dinner and presentation of executive board.

Our first meeting of 2008 will be Wednesday, Feb 6th. We would like to have an Educational Round Table. If you would like to speak please contact Mike Lindquist at mike@homeappliancecontractsales.com or 360-692-9553.

Mike Lindquist

Membership

Our annual fall membership drive is coming up this fall. Look for more details to help get more people to join. For more information contact Leslie at leslie@designed4living.net

Leslie Rosaschi

Remember
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