

THE BENEFITS OF NKBA MEMBERSHIP



Designed by NKBA Member James Howard, CKD, CBD
Photo: Aise O'Brien Photography



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📌 Sales & Marketing



“Displaying my certifications and the NKBA logo in my business conveys credibility to consumers, which can make the difference between a potential client and a client. I’ve also gained clients through the NKBA’s ProSearch and consumer leads tools.”

- Geeta Kewalramani, CKD, CBD
Mississauga, ON, Canada

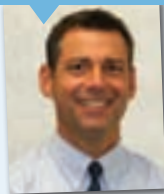
📌 Education & Certification



“Staying informed, keeping connected with industry partners, and continuing to learn—all of this keeps me on the leading edge of my profession and provides a distinct competitive advantage.”

- Marie Lail Blackburn, CMKBD
Lake Forest Park, WA

📌 Networking & Communication



“Attending NKBA chapter events strengthens my business by connecting me to other professionals in my area.”

- Jay Cassineri
New Britain, CT

📌 Leadership & Advocacy



“Serving as an NKBA leader gives me a voice in the industry and the recognition has helped my business grow.”

- Clay Lyon, CR
Mission Hills, KS

Become an NKBA Member



National Kitchen & Bath Association

📌 JOIN TODAY

NKBA.org/Join | 1-800-THE-NKBA

(843-6522)

The Benefits of NKBA Membership

With nearly 40,000 members across the United States and Canada, the National Kitchen & Bath Association has led the kitchen and bath industry for over 45 years and is the owner of the Kitchen & Bath Industry Show (KBIS®). 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.

| Membership Categories | BUSINESSES ¹ | | | INDIVIDUALS | | | SCHOOLS ¹ |
|--|-------------------------|------------------------|---------------------------|--------------------------------------|--|--------------------------------------|----------------------|
| | Industry Member Firm | Industry Member Branch | Associate Business Member | Individual Employee of a Member Firm | Individual Employee of a Non-Member Firm | Associate Individual Employee Member | Educational Member |
| Application Fee | \$100 | Waived | \$100 | Waived | Waived | Waived | \$100 |
| Annual Dues | See chart | \$100 | \$750 | \$50 | \$100 | \$150 | \$300 |
| MEMBER BENEFITS | | | | | | | |
| Sales & Marketing | | | | | | | |
| Access to consumer leads | • | • | | • | | | |
| Listing in NKBA ProSearch | • | • | | • | • ² | | |
| NKBA kitchen & bath planners | • | • | • | • | • | • | • |
| Use ad templates & business forms | • | • | • | • | | | |
| NKBA Design Competition eligibility | • | • | | • | • | • | • |
| Use of the NKBA logo | • | • | • | • | • ² | • ² | • |
| Access to NKBA market research | • | • | • | • | • | • | • |
| Networking & Communication | | | | | | | |
| Attend local NKBA chapter meetings | • | • | • | • | • | • | • |
| Receive member discounts at KBIS | • | • | • | • | • | • | • |
| Post industry jobs online | • | • | • | | | | |
| Receive NKBA Magazine each quarter | • | • | • | • | • | • | • |
| Receive NKBA News biweekly | • | • | • | • | • | • | • |
| Education & Certification | | | | | | | |
| Kitchen and bath design certifications | • | • | | • | • | | |
| Discounted professional education | • | • | • | • | • | • | |
| Exclusive and discounted publications | • | • | • | • | • | • | • |
| Interns from NKBA-accredited colleges | • | • | • | • | | | |
| Leadership & Advocacy | | | | | | | |
| Legislative updates in your area | • | • | • | • | • | • | • |
| Become a national NKBA leader | • | • | | • | | | |
| Lead your local NKBA chapter | • | • | • | • | • | • | • |

¹ Benefits apply to the primary contact for the organization.

² Restrictions apply; for more information, call 1-800-843-6522.



NKBA CHAPTERS

The added benefit of networking through the NKBA provides an almost limitless way of connecting through regions and chapters that span the U.S. and Canada. The NKBA brings the kitchen and bath industry together.

To find the chapter nearest you, visit NKBA.org/Chapters.

NKBA MEMBERSHIP CATEGORIES

Business/Self-Employed Company Membership
Industry Member Firm: Corporations, partnerships, sole proprietorships, and subsidiaries can all join the NKBA and receive the benefits of membership.

Industry Member Branch: Branches of industry member firms can also display the NKBA logo and list their staff as member employees.

Associate Business Member: Membership is available to any company that provides auxiliary prod-

ucts or services to the kitchen and bath industry.

Individual Employee Membership
 An individual member of both a member and non-member firm may join and still receive limited but valuable benefits.

Educational Membership
 Associate educational membership is available to colleges, universities and technical institutes and offers many member benefits.



Designed by NKBA Member John Sylvestre, CKD
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Designed by NKBA Member Sandra L. Steiner-Houck, CKD
Photo: ©2009 Peter Leach Photography



Designed by NKBA Member Erica Westeroth, CKD
Photo: Donna Griffith Photography

INDUSTRY SEGMENTS

The NKBA represents the entire kitchen and bath industry through eleven segments.



Builders/Remodelers are general contractors, usually licensed, who build or renovate homes. They typically have offices, but not 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 from storefronts or showrooms.



Decorative Plumbing & Hardware members 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 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, in manufacturing facilities.



Manufacturers' Representatives sell product lines from one or more manufacturers as independent salespeople or employees of firms.



Multi-Branch Retailers/Home Centers are businesses that sell kitchen or bath products through multiple retail locations.

Sales & Marketing

Consumer Leads² – NKBA.org/Leads

- Hundreds of region-specific consumer leads each month

ProSearch² – NKBA.org/ProSearch

- Be found by consumers searching for local NKBA members

Kitchen & Bath Planners – NKBA.org/Planners

- Standard and custom NKBA kitchen and bath planners for consumers

Business & Advertising Tools² – NKBA.org/Forms

- Templates for business forms and print advertisements

Design Competition – NKBA.org/Competition

- Awards, national media exposure, and industry recognition

Company Branding² – NKBA.org/Logo

- Logo use on business cards, stationary, and company website

Market Research – NKBA.org/Research

- Sales data, design trends, and consumer survey analysis

Networking & Communication

Local Chapter Meetings – NKBA.org/Meetings

- Network with other local professionals

Kitchen & Bath Industry Show (KBIS) – KBIS.com

- Receive discounts at the premier industry event owned by the NKBA

Online Job Postings² – NKBA.org/Careers

- Post or search job openings in the industry

NKBA Magazine – NKBA.org/Magazine

- Award-winning magazine covering industry trends and news

NKBA LinkedIn Group – LinkedIn.com

- Ask for advice, share opinions, and connect with other members

Education & Certification

Professional Development Courses – NKBA.org/Courses

- In-person and convenience learning courses are available in the following knowledge paths:



Business & Leadership



Trends & Insight



Design & Inspiration



Sales & Marketing

Certification – NKBA.org/Certification

- Set yourself apart by becoming an NKBA-certified professional

Publications – NKBA.org/Books

- Receive discounts on all NKBA publications

Accredited Programs – NKBA.org/Interns

- Interns from NKBA-accredited colleges across the U.S. and Canada

Leadership & Advocacy

Represent Your Industry Segment – NKBA.org/Leaders

- Be recognized as a national leader from your industry segment

Lead Your Local Chapter – NKBA.org/Leaders

- Gain local recognition through a chapter leadership position

Legislative Advocacy and Updates – NKBA.org/Legislation

- Receive the latest news on industry legislation in your state



NKBA.org/Join

New to QR codes?
Simply download a FREE QR scanner app on your smartphone.



Follow us at [Facebook.com/TheNKBA](https://www.facebook.com/TheNKBA)



Join the NKBA group on LinkedIn



2011 Membership Application

NKBA.org/Join

National Kitchen & Bath Association (Students must complete the 2011 Student Membership Application.)

NKBA USE ONLY:

Member ID#/Member Type
Tracking Code: **DLMIP11**

Please complete this form and return it to the NKBA via mail: **NKBA, 687 Willow Grove Street, Hackettstown, NJ 07840**, or fill out the online application at **NKBA.org/Join**.

MEMBER INFORMATION (please print all information)

Check here if you are self-employed.

Full Name*: _____

Job Title: _____

Company Name: _____

Company Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Work Phone: _____

How many employees are in your company?: _____

Work E-mail: _____

Company Website: _____

Home Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Home Phone (optional): _____

Cell Phone (optional): _____

Home E-mail (optional): _____

Year of Birth (optional): _____ Gender (optional): Male Female

How did you hear about the NKBA?: _____

*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 mail or e-mail from third parties.

I do **NOT** want to receive a *This Old House* subscription.

Referred by: _____
(name must be included for NKBA Ambassadors' Club credit)

Company Marketing Contact

Full Name: _____

Company Name: _____

Job Title: _____

Work Phone: _____

Work E-mail: _____

CHOOSE YOUR INDUSTRY SEGMENT (select one primary segment)

Builder/Remodeler

Fabricator

Cabinet Shop

Installer

Dealer

Manufacturer or Supplier

Dec. Plumbing & Hardware

Manufacturers' Representative

Designer

Multi-Branch Retailer

Distributor

or Home Center

Secondary segment, if applicable: _____

SELECT YOUR MEMBERSHIP TYPE (see previous page for descriptions)

See Chart Industry Member Firm (Select Annual Dues from the chart below)

\$100 Industry Member Branch
Corporate Member ID#: _____
(include: branch name/#, contact name & title, address, phone, e-mail)

\$750 Associate Business Member

\$50 Individual Employee Member

\$100 Individual Employee of a Non-Member Firm

\$150 Associate Individual Employee Member

\$300 Associate Educational Member

INDUSTRY MEMBER FIRM DUES (based on kitchen and bath revenue)

| Annual Revenue* | Annual Dues | Annual Revenue* | Annual Dues |
|--|-------------|--|-------------|
| <input type="checkbox"/> Less than \$100,000 | \$150 | <input type="checkbox"/> \$5 - \$7 million | \$1,475 |
| <input type="checkbox"/> \$100,000 - \$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"/> More than \$200 million | \$9,500 |

*For dues calculation purposes only. The NKBA reserves the right to verify corporate kitchen and bath revenues.

Included in your membership, if your preferred mailing address is in the U.S. or Canada, is a subscription of up to 1 year (10 issues) of *This Old House*, an estimated value of up to \$16.00 which is nondeductible from your dues. Your first issue will mail 6-10 weeks from receipt of membership application. To receive the January issue, your application must be received by November 30. All *This Old House* subscriptions will end with the December issue. This benefit does not impact the cost of your membership.

PAYMENT (U.S. funds only)

NKBA membership dues are charged on a calendar year basis. During the first year of membership, dues are pro-rated based on the application date, according to the following guidelines:

October - March: 100% • April - June: 75% • July - September: 50%

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

Annual Membership Dues: \$ _____

Total Enclosed: \$ _____

Please indicate your form of payment:

Check made payable to the NKBA

Credit card: Visa MasterCard Am. Express Discover

Card Number: _____

Expiration Date: _____ / _____

Signature: _____

Cardholder's Name (please print): _____

BYLAWS AND STANDARDS OF CONDUCT

By submitting this application, I hereby apply for NKBA membership and agree to be governed by its Bylaws and Standards of Conduct.

NOTE: Four (4) percent of NKBA dues are allocable to lobbying activities and are not deductible for federal tax purposes, in accordance with IRS regulations. The NKBA membership year is from January to December.

A Membership Acknowledgement Packet will be mailed within 15 business days following receipt of your application.