

## **NKBA's 30 Under 30 Group Inspires Center Stage at KBIS**

*April 21, 2013-National Kitchen & Bath Industry's Top 30 Under 30 Groups enthusiasm and thoughtful presence impressed long time industry professionals and inspired the attendees at the Kitchen & Bath Industry Show in New Orleans.*

They say power is in numbers and this year at KBIS the magic number was 30. The 30 Under 30 group truly made their mark at last weeks Kitchen & Bath Industry Show.

Seen as a true innovator in her field San Diego's very own Deena Castello; owner of Cabochon Surfaces & Fixtures as well as Lav-ish-The Bath Gallery was chosen as one of the 30 selected from hundreds to delve deeper into forecasting whats next in the world of kitchens and baths and present their conclusions to the industry at KBIS 2013. Nancy Barnes, NKBA Director of Learning said of the group "They're more than just the voice of the next generation of kitchen and bath professionals; they are also enthusiastic entrepreneurs, forward thinking CEO's and cutting-edge designers - and all are still in their 20's."

Taking Center Stage they guided the captivated audience through a true journey outlining trends to come. Recognized as the "the future of the industry" the group provided a detailed account of innovative trends from products to social media and e-commerce as colleagues eagerly took notes and dove at the opportunity to have their questions answered during the Q&A. One attendee stated "This is what these shows are really about-collaboration; getting together individuals who can pass on a wealth of knowledge & inspiration that will transcend through and propel us forward."

Offering up her knowledge as both a designer and business owner; Deena's contributions to the crowd proved to be indispensable. Attendees from all aspects of the industry took away a great deal of insight and were pleased to have heard from such visionaries.

NKBA President John K. Morgan closed out the presentations by once again thanking & praising the 30 individuals for their excellence; "When I look back on my favorite moments from KBIS 2013 it seems there is always at least 1 or 2 of you at my side, thank you 30 Under 30."

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