



**FOR IMMEDIATE RELEASE**

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**NKBA Launches LIVE Virtual Forum; Bringing the Kitchen & Bath Industry Community Closer**

*“Brave New Business” Programming – Launches Thursday, April 2 at 2PM (Eastern)*

HACKETTSTOWN, NJ – (March 31, 2020) – The [National Kitchen & Bath Association \(NKBA\)](#), the authority on all things kitchen and bath, is launching a new LIVE interactive digital forum called - **Brave New Business** – designed to connect, share and inform. Created with our industry partners at the [Kitchen & Bath Industry Show \(KBIS\)](#) and [Kitchen & Bath Business \(KBB\)](#) magazine, the initiative is grounded by a weekly live video conference, providing information and resources on timely topics associated with the work of all industry professionals.

**Brave New Business**

Hosted on Thursdays at 2pm (Eastern Time), each forum will feature a special guest(s) subject matter experts. NKBA CEO, Bill Darcy, joined by NKBA members Kerrie Kelly, creative director of [Kerrie Kelly Design Lab](#), Nar Bustamente, principal of [Nar Design Group](#) and Chip Wade, owner and lead designer of [Wade Works Creative](#) will host the first event. They will share their experiences, concerns and thoughts about how they are adjusting and where they see the market and their businesses heading in the wake of COVID-19 and beyond.

“It’s a stressful and challenging time. Everything about our daily lives is impacted,” said Darcy. “We want to provide a space for our industry to interact and support each other, as well as arm them with useful information and resources to effectively navigate this new businesses environment.

Community is such an important part of our association and with these forums we can continue to build relationships and be empowered during this time of uncertainty and fear. “

-more-



**Upcoming topics and special guests include:**  
(programming subject to change)

**Thursday, 4/2**

- *Brave New Business: Forward Thinking*  
Special Guests: Kerrie Kelly, creative director, Kerrie Kelly Design Lab; Chip Wade, owner and lead designer, Wade Works Creative and Nar Bustamente, principal, Nar Design Group

**Thursday, 4/9**

- *Supply & Demand: A Q & A with Market Expert, John Burns*  
Special Guest: [John Burns, CEO, John Burns Real Estate Consulting](#)

**Thursday, 4/16**

- *Weathering the Storm: Navigating the Stimulus Package*  
Special Guests: David P. Murphy, senior vice president, The Murphy Wealth Management Group and James Jack, the Head of the Business Owners Client Segment for UBS Wealth Management USA

Each live forum will be recorded and posted to the [NKBA YouTube Channel](#) and shared across the social platforms of NKBA, KBIS and KBB. A calendar of upcoming topics and special guests can be found on [NKBA.org](#).

**Need to Know Now**

The NKBA is also launching a video program called *Need to Know Now* as a method to share industry generated best practices and advice in the midst of this new business climate. Content will be shared across the NKBA, KBIS and KBB social platforms. Anyone with content they would like to have considered should email [info@nkba.org](mailto:info@nkba.org).

**About the National Kitchen & Bath Association and the Kitchen & Bath Industry Show**

The National Kitchen & Bath Association (NKBA) is the not-for-profit trade association that owns the Kitchen & Bath Industry Show® (KBIS), as part of Design and Construction Week ® (DCW). With nearly 50,000 members in all segments of the kitchen and bath design and remodeling industry, the NKBA has educated and led the industry since the association's founding in 1963. The NKBA envisions a world where everyone enjoys safe, beautiful and functional kitchen and bath spaces. The mission of the NKBA is to inspire, lead and empower the kitchen and bath industry through the creations of certifications, specialty badges, marketplaces and networks. For more information, visit [www.nkba.org](http://www.nkba.org) or call 1-800-THE-NKBA (843-6522).

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