



Training on the Right Track

by Patrick J. Galvin

For years I've been discussing the volume and profit potential of kitchen and bath remodeling. But where can the serious builder go to really learn this exciting business?

Unlike years ago, when the only way to learn was by trial and error, there now are three excellent sources of training for kitchen and bath remodeling. They are:

- Scheduled school and correspondence courses offered by the National Kitchen & Bath Association (NKBA);
- Independent schools offered by individuals who are now retired from the business; and
- Factory- and distributor-run schools available to groups.

NKBA Schools

While the NKBA schools are aimed at kitchen remodeling, they also are the best source for learning professional bath remodeling.

Unlike other courses available only to groups, the schools have the advantage of being open to individuals. While NKBA membership is not required, non-members pay a higher price.

Regional sessions are offered from September to June (and the schedule for the upcoming year is announced by June). The 1985-'86 term included schools in Hartford, Conn.; Newark, N.J.; and in Denver, Minneapolis, Pittsburgh, Dallas, Chicago, Tampa, Memphis, Louisville, Los Angeles and Baltimore.

the Small Homes Council in conjunction with the NKBA.

For more information, contact the NKBA, 124 Main St., Hackettstown, NJ. 07840; phone 201/852-0033.

Independent Schools

The independent schools, all of which get good marks within the industry, are those of Robert Cox, Joseph Boarman and John Mathis. For any of them, the best course of action is to get a group together of at least 10 people, after which a school can be scheduled for one or more days.

Robert Cox, a certified kitchen designer and the first to develop a bath school, offers instruction in either kitchens or baths. He served for many years as chair of the Society of Certified Kitchen Designers and developed the excellent Eljer bath training program.

Cox provides his students with a combination briefcase/drawing board, templates and other drawing tools, and three manuals—one on bath remodeling, an "Instant Better Design Guide" and a "3-D" manual.

Included in his bath school are special grids for drawing and a template he developed that provides the only way to draw good perspectives of toilets.

The regular school costs about \$250 per head and lasts two days, but he will alter this on demand. He also offers two-day seminars at his home for groups of six or less.

day school). A four-day session on kitchen design runs \$3,500.

For information, contact the Keyline Co. at 502 Woodview Dr., Exton, Pa. 19341; phone toll-free 800/521-6673 (800/222-3367 in Pennsylvania).

Distributor-Run Schools

Other schools covering all areas of kitchen and bath remodeling are offered by many kitchen distributors and cabinet manufacturers.

Most kitchen distributors believe strongly in such training. They will put on their own schools, arrange for factory schools or enlist Cox, Boarman or Mathis to conduct a session.

Interested builders should ask their distributors to offer an educational session—perhaps a series of three-hour seminars on weekday evenings that cover basic planning, design and selling. And let all of your employees attend. You may be pleasantly surprised to find that your truck driver or receptionist has a knack for another part of the business.

If your distributors don't want to bother with it, badger them until they do. After all, it means more business for everyone concerned.

Another alternative is to contact the cabinet manufacturers or their reps to request a school. They can arrange for a session at a local site or at the cabinet plant. And of course you can always send prospective kitchen and bath personnel to one of the regional NKBA schools on an individual basis, or get a group together and arrange for one of the independent schools. ■

Patrick J. Galvin is the author of Kitchen Planning Guide for Builders, Designers and Architects and the former editor and publisher of Kitchen & Bath Business.

Unlike years ago, when the only way to learn the business was by trial and error, there now are three excellent sources of training for kitchen and bath remodeling.

Classes run Monday through Wednesday and include one evening session. The price is \$339 (\$289 for NKBA members) and includes drawing boards, drafting tools and materials, and a complete reference manual. Topics are covered as follows:

Day 1: Cabinets, components, dimensions, construction, styling and applications; countertops, flooring, wall treatments and accessories; appliance uses and functions; and plumbing, electrical, heating and general construction.

Day 2: Job take-off and measuring; basic planning principles; drafting techniques; developing floor plans and details; elevation and perspective drawings; and perspectives with high-speed grids. An evening session focuses on perspective-drawing techniques.

Day 3: Salesperson's responsibilities; job breakdowns and estimating; contracts, expediting and record-keeping; successful selling techniques; qualifying and fact-finding; buying motivation and presentation; closing the sale.

The NKBA correspondence course is open to individuals as well. It includes 15 lessons and five exams, all of which must be completed in one year. The course costs \$185 (\$155 for NKBA members) and includes the five-book "Kitchen Industry Training Manuals" on which the course is based. The manuals were developed by

For information, contact Cox at 616 East 33d St., Baltimore, Md. 21218; phone 301 / 243-3996.

Joseph Boarman, another certified kitchen designer, operates a school that generally runs \$349 for three days. But Boarman also offers special deals—like a 25-percent discount if you sign up 60 days in advance, or a \$50 discount for a second person from the same firm.

And he'll condense the session into two days (including one evening session) for a flat \$2,000, plus \$28 per person for materials, with no restriction on the number of students.

Classes can be held on kitchen or bath remodeling or both. The cost includes all tools and materials and the "Pictorial Computer," a plastic template he invented for the fast drawing of perspectives.

For information, contact Boarman at 1625 Oliver Ave., Indianapolis, Ind. 46221; phone 317/635-8979.

The Keyline Co., operated by John Mathias, specializes in sales and resource development. Courses are offered on the business of kitchen or bath remodeling with no limits on the number of students.

Mathias runs in-house schools for builders or groups for a flat fee plus \$30 per person for materials and manuals. The cost for a one-day school on sales or kitchen design is \$1,300 (\$2,400 for a two-