



# THE INNOVATORS

KBDN highlights **50** top innovators whose work, creative talents, business acumen and professionalism are currently leading the way for the industry and elevating the kitchen and bath trade. — BY KBDN STAFF





**T**he kitchen and bath trade loves great design; it's no secret that great projects are a driving force in this industry. Indeed, creativity and artistry are frequently recognized and rewarded through a plethora of design competitions, with glossy project photos splashed across the pages of magazines, websites, blogs and even on TV.

But in the celebration of design, the very professionals who create those projects and elevate the industry are sometimes overlooked. Yet great design doesn't exist in a vacuum; the kitchen and bath industry continues to prosper largely due to the efforts of innovators who aren't afraid to lead the way and chart their own course, whether through design, education, technology, showroom development, community service, new business models or specialty areas that evolve alongside today's ever-changing consumers.

For this reason, *Kitchen & Bath Design News* is pleased to announce its inaugural *KBDN* 50 list of Innovators, honoring some of the industry's finest dealers, designers and industry leaders who are out there on the front lines, right now, redefining the kitchen and bath trade.

Nominated by their peers and then carefully reviewed by the *KBDN* nominating committee, the 2017 Innovators reflect a true cross section of the industry.

Some are in the early stages of their careers; others have devoted decades to the industry. Some have showrooms; others are independent designers.

Some specialize in an essential niche – such as Universal Design, theme design, decorative plumbing and hardware, the luxury market, sustainable design, appliance showroom design or virtual reality technology – and, in many cases, they have literally and single-handedly redefined that niche, changing how spaces are conceived, designed and experienced.

Of course some have created entirely new niches, such as the online design portfolio better known as Houzz, and the Network Management System business management software program created specifically for kitchen and bath dealers.

From seasoned design professionals who devote hundreds of hours to mentoring the next generation of design talent to authors who educate the public about key topics like safety and sustainability, many of the designers on the list have made sharing their knowledge a priority. They give seminars and host webinars, speak at conferences and teach college courses, and share their knowledge through websites, blogs, radio shows, HGTV appearances and advice columns.

A number of these innovators are also active in various professional organizations, serving the industry through their work with local and national chapters of their associations, buying groups and other industry groups. These design professionals are integral to creating educational programs for the industry and funding scholarships for design students; they foster networking opportunities and develop unique ways to engage with their communities, both within the trade and with consumers.

They lead by coloring outside of the lines, and in doing so, create new pathways for other design professionals to follow.

Of course design innovation is also an important part of the package, with many of the top 50 having received myriad awards and design accolades for creating fashionable and functional spaces that wow all who see them. By incorporating their unique vision into their kitchen, bath and showroom projects, they not only dramatically improve the lives of their clients, they also raise the bar for all of the industry. And ultimately, that's what innovation is all about.

On this and the following 12 pages, *KBDN* spotlights "The Innovators" – 50 extraordinary kitchen and bath professionals who are changing the industry right now. ■

*KBDN* will begin accepting nominations for next year's Innovators on January 1, 2018. Visit [KitchenBathDesign.com](http://KitchenBathDesign.com) for further details.



## Richard T. Anuszkiewicz

*Passionate, multi-talented young designer blazes his own trail*

A passion for design and an appreciation of style are two driving forces behind Richard T. Anuszkiewicz's accomplishments.

The creative director of Richard Living lifestyle brand and executive director of ABS Architects Casework

division is a 2010 graduate of Virginia Tech's NKBA-accredited Residential Design program who has received numerous accolades. Since being named to the inaugural NKBA "30 Under 30" list in 2013, Anuszkiewicz has quickly become recognized as a kitchen design authority with creativity and passion.

Unafraid to forge his own path, he notes, "For me, innovation is trail blazing, and my main goal has always been to change one's perception of what the kitchen and bath could or should be."

Launching the renowned #FASHIONFORWARD Tour in 2014, Anuszkiewicz's love for public speaking has led him to present nationally at premier industry events including KBIS and Dwell on Design Los Angeles. In 2016, he was a part of the DXV by American Standard Design Panel, commissioned to design a kitchen for their national advertisement campaign.

Anuszkiewicz has been highlighted in various media, including *Vanity Fair*, *House Beautiful*, *Architectural Digest*, *Traditional Home*, *The Washington Post*, *Robb Report*, HGTV and more. He enjoys staying up to date with trends and technologies and most recently was abroad at Salone del Mobile in Milan and The London Design Festival as part of Modenus #designhounds.



## James Baloga

*Entrepreneur acts as architect of a multi-location retail giant*

James Baloga has carved out more than simply a major entrepreneurial presence in the kitchen and bath industry's retail sector. Along the way, he also established the very blueprint for the kind of high-volume, full-service, multi-location retail business

model that has seen his company grow into perhaps the largest independent kitchen and bath dealership in the nation.

As owner and founder of the Holbrook, NY-based Consumers Kitchen & Bath Specialists, Baloga envisioned, and then ultimately spearheaded, the growth of a corporate entity whose success has been fueled both by traditional word-of-mouth referrals and an aggressive, savvy media advertising campaign.

Since its founding in 1977, Consumers Kitchens & Baths has served literally hundreds of thousands of Long Island homeowners through its highly systemized ordering/warehousing/service operation.

Operating from five "Specialty Supercenters," the company boasts display facilities in excess of 100,000 sq. ft., and spotlights more than 650 full-size kitchen cabinet styles, along with an expansive selection of vanities, countertops, plumbing products, accessories and custom closet systems.



## Rebecca Reynolds

*Inspired design travels around the world and onto the web*

While Rebecca Reynolds notes the majority of her work is in the Connecticut/New York metro area, her out-of-state projects come from her local clientele. Her designs extend throughout New England, the southern U.S., California and as far away as Kosovo. "My clients have

multiple homes and rely on working with a trusted designer," she explains. "My relationship with my clients is as important as the design."

After raising her family, Reynolds shares, "I'm now afforded the time to travel. It's an endless source of inspiration. It informs and fuels my passion for design, cooking, art and culture."

An award-winning designer and contributor to many design panel discussions and industry events, Reynolds has recently embarked on a new venture, partnering with Los Angeles-based designer Lori Gilder. Together they're building the Kitchen Design Network, an online design and lifestyle website for kitchen obsessed homeowners, designers and brands.

The duo discovered that there was no comprehensive site for kitchen design, so they set out to design a trusted, one-stop source for everything needed to design, plan and build a new kitchen: inspiration, resources, professional renovation advice, a vetted directory connecting consumers directly to designers in addition to lots of lifestyle content.

Reynolds explains, "Like the kitchen table, the site will be a global meeting place, the hub to connect homeowners, designers and brands."



## Tatiana Machado-Rosas

*A design leader creates a big impact on trends in San Diego*

Tatiana Machado-Rosas has excelled in kitchen and bath design for more than two decades, and her leadership as design department manager for San Diego's Jackson Design and Remodeling

has inspired multiple award-winning projects. In 2017, Machado-Rosas' design won "Kitchen of the Year" from *San Diego Home/Garden Lifestyles*. In 2015, she won the Kitchen + Dining category in HGTV's "Fresh Faces of Design" competition.

Machado-Rosas is an ardent proponent of professional certifications. She is an active member and has served on the Board of Directors of the American Society of Interior Designers, and her work has been featured in the ASID Kitchen Tour since 2002. One of her designs was named Best Kitchen in the *Architectural Digest* 2013 Before + After: Reader Kitchens contest.

Tatiana has received numerous national and regional awards including ASID Awards, Chrysalis Awards, NARI CotY Awards, NKBA Awards, and *Qualified Remodeler Master Design Awards*. Her designs have been spotlighted in a number of media outlets, including HGTV.com, *Better Homes and Gardens*, *Cottage White*, *San Diego Magazine*, *San Diego Home/Garden Lifestyles*, *Kitchens*, *Kitchen & Bath Design News* and *Modern Luxury*, among many others.



## Sam Rose

*Ferguson executive spearheads successful, nationwide 'omni-channel' showroom experience*

Sam Rose is v.p. of showroom-builder business for Ferguson, responsible for overseeing the strategic direction for Ferguson's 270 showrooms nationwide. For more than 25 years, he has presided over the growth of Ferguson Bath, Kitchen & Lighting Gallery into a nationally recognized brand, evolving the business

to meet the changing needs of both the trade professional and end consumer.

"Our goal is to transform what can be an overwhelming process of selecting new products for the home and make it a fun and rewarding experience, while also being the best path to market for our vendors and a valued partner to the trade community," says Rose.

Ferguson showrooms are known for their knowledgeable product experts and innovative approach to servicing customers in a world-class retail environment. It's this combination that enables Ferguson to continue gaining the confidence of the kitchen and bath design trade nationwide. In particular, Rose has helped refine Ferguson's showroom training program, balancing product knowledge with leading customer-service training. He also helped spearhead the showrooms' recent upgrades in technology and merchandising in which product is displayed the way customers buy. With an eye on the future, Rose is currently working to expand and diversify the showrooms' product offering and provide customers with a seamless "omni-channel" experience.



## Peter Salerno, CMKBD

*Renowned artisan redefines the luxury market with limitless vision*

In the kitchen and bath industry, Peter Salerno's name is synonymous with luxury. The Wyckoff, NJ designer's richly appointed creations have redefined the high end of the market with unique applications of upscale products and new ideas that are anything but "safe."

When a client wanted a design with two carved trees wrapped around a refrigerator, Salerno took it in stride. A stainless steel island with legs and drawers riveted together to look like the skin of an airplane? Absolutely!

"I get excited when I see a client who truly wants to do something different and artistic," he says, citing projects ranging from a shadow box displayed in a countertop to a bar area with a 1"-thick glass floor that doubled as the ceiling to a wine cellar below, viewable from the bar – and lit with the touch of a switch.

Having done projects from the U.S. to Canada to Moscow, Salerno's uniquely artistic vision takes him all over the globe, and often into new territory – including a sideline in upscale wine rooms that grew out of his passion for wine collecting.

An HGTV Featured Kitchen and Bath Designer who began his career in his father's custom cabinet shop, Salerno believes "It's all about the extraordinary."