



2011 Designer Home Tour of Kitchens Entry Package

This year's tour:
Sunday
October 23, 2011

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Ticket Prices

\$25 advance purchase
\$30 after Oct. 19th

Online sales:
Same rates plus small
convenience fee



TOK 2010 – Designer: Ronni Fryman, Kitchen Places

An opportunity for the finest Kitchen & Bath professionals

Welcome to the **6th Annual Tour!** This event consists of a self-guided tour open on one Sunday in October.

This year we are calling the Tour “The 101 Corridor” and are accepting entries from Agoura to Goleta that are located within a reasonable distance from the 101 FWY. Attendees may choose to tour all the entries, or just a few in one geographic area.

There are several pur-

poses for this tour:

- To showcase the work of NKBA-affiliated designers and give them more publicity.
- To give the general public the opportunity to see the latest trends in styles, products and materials in an actual residential setting.
- To provide local vendors the opportunity to expose the public to their products, services and companies
- To raise money as the NKBA Central Coast & Valleys chapter's only fundraising event.
- To assist FOOD Share. FOOD Share is a food bank that houses and distributes millions of pounds of food per year to the hungry of Ventura County.

Furthermore, with the publicity generated by the local media, this will mean more exposure for NKBA and our chapter's members during National Kitchen & Bath Month.

TOK 2008 -- Designer: Laurie Burke, Westside Remodeling.
Photo: Christopher Covey



All projects must meet these simple entry requirements: Be finished, furnished and fabulous!

Last year's tour was featured in detail in the following publications:



Project Selection Requirements

The project you choose to place on the tour should be your best work: the kitchen that represents the level of design and quality of workmanship for which your company shall be known.

The project you choose should also professionally represent and reflect well on the NKBA.

Entrants must be either an individual NKBA-CCV chapter member or employed by a NKBA-member firm in order to participate.

A selection committee will choose entries submitted based upon their geographic location, ease of parking and general

accessibility to the home. The committee will narrow down the choices, rating their worthiness in three basic requirements.

Finished:

The project must be substantially complete by June 1, 2011. All projects must be a complete remodel of a kitchen with materials and design solutions that would appear new or different to the average attendee.

Furnished:

Kitchen and adjacent rooms that are visible should be of designer-quality. Entrants are allowed and encouraged

to supplement homeowners' furnishings for the day of the tour with accessories – staging as if for a photo shoot.

While the kitchen will be the focus of the tour, any and all other rooms within the home may be available on the tour, provided enough staff is available to supervise the public and to insure homeowners' security.

Fabulous:

Projects must effectively present design elements with respect to color, texture, proportion and scale in the context of the home's architectural style.

Entry Fees

Entry fees are required to confirm your intent to participate in the tour.

These fees are also essential to offset the expense of advertising the event, purchasing a liability insurance policy, printing programs, updating the website, making plaques for the participating homeowners and printing signs to direct traffic.

When you consider that you should have at least 100 people touring your project, many of whom are in the research stage of their new kitchen dreams, these fees are quite reasonable.

A program with a map will be issued to every ticket

holder. This souvenir will provide information about each project, its designer and his firm. The program will also feature advertising for our industry partners. Advertising revenues will also help offset the expenses of the event's promotion.

Fees are due *after* the project has been approved by the reviewing committee.

Make checks payable to NKBA-CCV. Entry fees are not refundable. One check may be used to cover multiple entries.

Advertising may be for designer's firm, another NKBA member's company or any other business.

Entry Fee:

\$100 per home
(A \$1,000 value)

PLUS your commitment to sell one page's worth of advertising in the Tour of Kitchens program.

Ad rates

\$400 Full-page
\$275 Half-page
\$150 Quarter-page

Participation Agreement

Firm Name	
NKBA Membership #	
Principle's Name	
Firm Address	
City, ZIP	
Firm's Phone	
Fax Number	
Firm Web Site	
Designer of Record	
Designer's Cell Phone	
Designer's Home Phone	
Designer's E-Mail Address	
Homeowner Info	
Homeowner(s) Names	
Home Address	
Home City, ZIP	
Household phone number	

Submit this form with Step 1 requirements

Checklist of Step 1 Items to Submit

Step 1: Selection

- Signed Participation Agreement
- Signed Fine Print form
- Project description
- Project pictures or concept sketches.

Copies of forms are acceptable

Must be submitted via mail, e-mail or in person by May 4th (at NKBA chapter meeting).

Alana Busse
Call for address
805.531.9747
NKBAccv@gmail.com

Additional Entry Requirements: Submit on separate pages the following information which will be needed for the Selection Committee meeting.

1. **Project Description:** A couple paragraphs to describe the design challenges and solutions, the materials used and unique features of the project.
2. **Photos.** These can be your snapshots, your plans, elevations and/or renderings (hand-drawn, CAD or 20/20). These will not be published; they're just to give the Selection Committee a hint about your project.
3. **Contractor Participation:** If your project was built by a firm other than the Designer's, please include that company's contact information as well.

The fine print...

Submit this form with Step 1 requirements



TOK 2008: Designer – Liz Tiffin, Westside Remodeling. Photo: Christopher Covey

1. All applicable sections of the entry form must be completed and all required signatures obtained.
2. Project must be substantially completed by June 1, 2011. If any part of the project is still under construction at the time, you must notify the Tour Selection Committee.
3. You must agree to abide by the decision of the Tour Selection Committee regarding eligibility of the project for this year's Tour.
4. One high-quality digital photograph must be submitted on disc (professional photography is strongly recommended). Please submit photos that clearly and adequately represent the quality of your project. Photo media format should be suitable for print and web publication, minimum resolution 300 dpi and sized to 8" x 10".
5. The NKBA-CCV Chapter will retain non-exclusive rights to all photography for future promotional, public relations and education purposes.
6. Prior to marketing and publication, all information must be confirmed for accuracy by the participating company. The accuracy of the information submitted to the NKBA-CCVC is the responsibility of the participating company.
7. The NKBA-CCVC is not responsible for errors or omissions regarding project information, location on any maps in the Tour publications or any related advertising or press releases. Participant must agree to promptly notify the NKBA-CCVC Tour Selection Committee of all errors, upon receipt of our advertising and other various proofs.
8. Your project must be open for public viewing during the entire Tour Sunday, October 23, 2011 from 10:00 am to 5:00 pm. Your project must also be available to the Selection Committee to preview on Thursday, June 9th & 16th 2011 and during a Docent Training Pre-Tour (date has yet to be confirmed).
9. Your company must agree to staff your project adequately during all hours of the Tour and to insure the homeowner's security.
10. Make every effort to protect the homeowner's property and possessions by sectioning off un-shown areas, protecting carpeting, landscaping, etc.
11. Clean up the premises immediately after the Tour and remove all signs and literature.
12. You will be responsible for setting up and removing Tour signs.
13. There will be a limit of 3 entries per member firm. A complete set of entry materials must be submitted for each home.
14. Participant will provide enlarged "before" and "after" drawings or photos on site during the tour.
15. When considering which project to submit for the Tour, please consider location, accessibility and parking conditions.
16. Your company must agree to have a representative at each mandatory meeting, per Page 8 schedule.

The undersigned hereby agrees that any violation of the above requirements is subject to a review by the NKBA-CCVC Tour Selection Committee. This action may result in a loss of eligibility to participate in this year's event or future Tours.

Authorized Signature: _____ Date: _____

Company: _____



Client Release Form

I DECLARE THAT I WAS THE CLIENT OF

(Designer's Name)

(Firm's Name)

Who designed and supervised the installation of the project entered into the 2011 Tour. I agree to allow professional photography of this project to be used in all related publications and websites. I understand that the NKBA Central Coast & Valleys Chapter will retain non-exclusive rights to all photography for future promotional, public relations and educational purposes. I agree to make my home available during the hours of the event and to allow any necessary time to set up before and clean up afterwards.

It is understood that the tour will be on **Sunday, October 23, 2011**. I agree to make every effort to present my home at its best on that day and I will allow for the display of additional signage in the home during the event.

Client Name (please print)

Client Signature

Client address

Client phone



TOK 2010 – Designer: Alana A Busse,
INFINITY + ONE KITCHENS & BATHS



TOK 2010 – Designer: Randy Hahka, Hahka Kitchens

Submit this
form with
Step 2
requirements

Checklist of Step 2 Items to Submit

Step 2: Accepted Entry

- Entry fee check made out to NKBA-CCV.
- Signed Client Release form
- Project description
- Driving directions
- Designer profile
- A high quality "After" photo on disc. Files must be in digital format, preferably in a web resolution as well as a print-ready resolution. Please identify the photographer and his company. *Professional photography is strongly recommended*

Copies of forms are acceptable

Must be submitted via mail, e-mail or in person by July 6, 2011 to:

Alana Busse
 Call for address
 805.531.9747
 NKBAccv@gmail.com

Additional Step 2 Entry Requirements

The following information must be submitted on separate pages. These will be used in the official program and website, but may be edited by committee members to fit space restrictions.

Project Description

Please provide a description of the project which may be used for the program and to ensure diversity of designs within the selected projects. Some examples of items to include in your description are cabinetry brand, style, wood species; countertop colors; appliance information and architectural styles.

Also be sure to include what design challenges that were solved with your remodel. Descriptions should be 50 words or less.

Driving Directions

Please provide the easiest way to find your client's home. Start from a major freeway and describe turn-by-turn. Please note if the home has parking limitations or is in a gated community.

Designer Profile

Please provide a biography for the Designer: education, years of experience, and possibly a description of the services provided by the Designer's firm (or something that makes the designer or his

firm different). Descriptions should be 25 words or less.

Professional Photos

Provide one good shot of your project on disc. Minimum resolution should be 300 dpi for print media and 100 dpi for web use.

Complimentary professional portraits of the designers will be obtained at a specific date and location, to be announced.



TOK 2009 – Designer: Danielle Boyenger, Kitchen Places

Join the 2011 Tour Committee 2011 Dates & Deadlines

This tour is a lot of work! In order to be successful, we need to divide our tasks. While all designers whose work is featured on the tour are required to assist with the planning, we would welcome help from all chapter members.

Also note that part of the fun of planning our tour is spending more time with your fellow NKBA members. In 2008, we took turns hosting our preparatory meetings in our respective showrooms. We gained insight into each others' business models and all learned from the experience.

Since we have a far-north contingent and a far-south contingent, we may opt to have separate but concurrent meetings closer to our respective geographic areas.

Here are some available positions.

Advertising Manager: Heads up the sale of display advertising within the program, establishes deadlines and requirements.

Advertising Sales: Calls on local businesses to sell advertising in the Tour's program. Ad proceeds generate enough income to fund the publishing and advertising costs.

Charity Liasion: Works with the event's benefactor (which has yet to be selected) and combine efforts in publicity, promotion and participation.

Docent: Staffs one of the kitchen sites the day of the tour. Each designer is responsible for providing the Docents at their site. The number of docents

per site will be determined at a later date. Recruit your friends and family for help. Work a half-day shift and your admission to the tour is free!

Tour Map Coordinator: Creates map to homes, verifies info and continuity.

Marketing Manager: Responsible for designing advertisement copy, negotiating rates and purchasing for the Tour in various media.

Please volunteer for your desired position to Alana A. Busse, Tour Chair.

The Process – An Overview

- ❖ Attend monthly meetings to help with the planning and promotion of the event.
- ❖ Submit any and all projects you would like to have considered for the tour by **May 4**.
- ❖ Selection Committee views projects on and decides upon tour line-up.
June 9 & 16.
- ❖ Entry fees and Step 2 paperwork must be submitted by **July 6**.
- ❖ Advertising artwork for program will be due by **July 29**.
- ❖ **Tour is on Sunday, October 23, 2011.**
- ❖ Attend recap party on **Wednesday, October 26** to analyze event and make notes for next year's tour.



TOK 2008 – Designer: Ronni Fryman, Kitchen Places
Photo: Steve Shafer, ShafPhoto.com

Designer Home Tour 2011: A Tale of Two Counties

*By Ronni Fryman & additions
by Kris Calahane*

As a veteran of the design house circuit, I can tell you that home tours are one of the best forms of marketing available.

The Tour works with completed projects. Your client has already paid for everything and is delighted with your work. Wouldn't you love the opportunity to bring 100 or so people in to see and touch all of the fine details that created your winning job?

Your tasks are fairly simple: photograph your project, help to plan the day's logistics, add a few accessories, then smile and greet your next potential clients.

For the cost of your small entrance fee, we take care of publicizing the event, your talents and your products.

Your work will be featured in several local newspapers and magazines. Links from our website will take people to your company's site. Your Google-quotient will rise considerably. This is the type of publicity you cannot pay to get!

This year's tour is going to bank on the success of last year's formula and bring our success to Santa Barbara County as well as Ventura.

We need to have a minimum of 6 homes per County. In order to attract the largest crowds, we should have a minimum of 2 homes per neighborhood. For example, in Ventura County last year we had 2 homes in Ventura, 3 in Camarillo and 2 in Agoura Hills.

Your participation is crucial for our chapter's success!

Thursday March 10 5:30pm	Committee Meeting Pickles Deli & Restaurant in The Conejo Valley (see address below)
Monday April 4 5:30pm	Committee Meeting Pickles Deli & Restaurant in The Conejo Valley
Wednesday May 4	Step 1 Requirements Due (NKBA Chapter Meeting) Kiva Kitchens & Bath 9719 Mason Ave. Chatsworth, CA 91311
Thursday May 12 5:30pm	Committee Meeting Pickles Deli & Restaurant in The Conejo Valley
Thursday June 9	Selection Committee Tours 11am – 3pm
Thursday June 16	
Wednesday July 6	Step 2 Requirements Due (This can be mailed or e-mailed)
Thursday July 28 5:30 pm	Committee Meeting Pickles Deli & Restaurant in The Conejo Valley
Friday July 29	Deadline: All program ad artwork is due (This can be e- mailed)
Thursday August 11 5:30pm	Committee Meeting Pickles Deli & Restaurant in The Conejo Valley
Thursday Sept. 1 5:30pm	Committee Meeting Pickles Deli & Restaurant in The Conejo Valley
Wednesday October 12 5:30 pm	NKBA-CCV Board Member & Committee Meeting: Mandatory Attendance! Location TBA
Thursday October 20 5:30pm	Committee Meeting Pickles Deli & Restaurant in The Conejo Valley
Oct. 23 Sunday 10am-5pm	TOUR OF KITCHENS EVENT
Oct. 26 Wednesday	Recap Party! Time & location TBA

All dates & locations are subject to change.
Watch your e-mail for corrections and updates.

Meeting location:
Pickles Deli & Restaurant
1940 Newbury Rd # 100
Thousand Oaks, CA
805.644.0147

**For more information, contact your
2011 Committee Chairperson**

**Alana A. Busse
NKBAccv@gmail.com
805.531.9747**