



Arizona Chapter2011 Strategic Plan

Mission Statement:

Working to enhance the success and excellence of members by promoting professionalism and ethical business practices, while providing leadership and direction for the kitchen and bath industry.

2011 Central Themes

“Encourage Positive Interaction, Advance Industry Awareness, and Support Success Through Membership”

Chapter Primary Goals

- To advance a policy that encourages awareness and relevance within the membership by addressing significant industry concerns and providing immediate value through relevant programs and educational opportunities.
- To support and advance an outreach program, through cooperation with industry partners, whose goal is to educate members, allies and consumers in general.
- To encourage and support members and industry partners who have been adversely impacted by recent economic adversities.
- Expand the desire for excellence and professionalism through education, networking and collaboration opportunities based on the foundation of membership.
- Promote NKBA members as acknowledged authorities in the kitchen and bath industry.
- Enhance the significance of NKBA membership by providing programs, competitions and educational opportunities for members.