



planetalk

Planting for a Good Harvest

By Gerald Metzler, President



As the days begin to get longer, temperatures become a bit milder and the flowers begin to bloom. As this happens, we proclaim that spring is in the air! Spring is that magical time of fresh new flowers and plants, greener grass, and budding trees; truly, a rejuvenation of life. While many make their New Year's resolutions on New Year's Day, I make mine in early spring. I guess it's the farmer in me that believes that the promise of a good harvest begins with the hard work of planting the crop.

We have been very busy "planting" several rather large projects. The first major undertaking has been re-developing our website. Diana Lab has taken several classes in website design and has become well versed in the latest technology. The new Christiana Cabinetry website will have three different areas. For the retail client, a section will feature technical information about our products and services. The second section is a password protected area for the Designer Showroom personnel that will be updated each week with information such as lead times and new products, as well as an archive folder containing our Monthly Minders, Christiana Quarterly, Planetalk Newsletters, and the most current version of our catalog in PDF format. The third area of the website focuses on the Christiana Cabinetry Sales Representatives. It will also have password-protection for sales-related reference items.

The second large endeavor underway is the 20-20 Project, which continues to move forward with the conversion of the frameless and framed Christiana catalogs into the 20-20 DFM (Design for Manufacturing) catalog format. Previous 20-20 catalogs included graphics

for the design and drafting as well as pricing. However, the new DFM catalog now includes graphics and coding for manufacturing, which ensures accuracy throughout the process. This project not only includes the design and pricing software but also the manufacturing process, including Material Resource Planning software. This is a huge project, slated for release by March 2008. Christiana Cabinetry will make these catalogs available to any Authorized Christiana Cabinetry Designer Showroom with only one requirement: that a training class at Christiana Cabinetry be taken prior to receiving the electronic software. **A demonstration of the 20-20 Design Software featuring the new Christiana Cabinetry Frameless DFM catalog is planned for May 2007 at KBIS. Watch for upcoming details.**

KBIS will be held May 8 -10, 2007, in Las Vegas, NV. Again, we are providing the cabinetry for the Enkeboll booth. I believe that this year's exhibit will be a showstopper! The presentations this year include not only kitchens but also office, bathroom, closet, and bar cabinetry. Participation in this exhibit includes several vendors including KWCAmerica, DuPont and Speckva. Three of the six displays have been sold, which leaves the Monarch Bay Kitchen, the Monarch Bay Vanity, and the Arts & Crafts Library still available for purchase. Should you

have any interest in purchasing these items for your showroom, please contact Mary Beck at (626)-437-6321.

Keeping all the above projects in mind, it is important to remember that a good harvest is not guaranteed by merely planting the crop in the spring. Farming is an exercise of faith and not of control. We recognize that we are dependent on God to give us the proper amount of rain and sun. While we have implemented many endeavors, we must exercise our faith to see what return they will yield.



Christiana
Cabinetry™

SPRING 2007 EDITION



Designers & Vendors Come Together

Christiana's 2006 Dealer Meeting

The Christiana Cabinetry team would like to send out a special "Thank You!" to everyone who attended our 2006 Dealer Meeting. It was great to see everyone! Also, thanks to our speakers and vendors. You helped make this meeting a great success!

Some highlights of our meeting were the opening registration and reception. Everyone seemed to enjoy the opportunity to relax and mingle with other Christiana Cabinetry designers. This turned out to be a great icebreaker before the rather busy, but informative, day and a half.



Jerry Metzler, CEO Christiana Cabinetry, with Lyle Landon

After Jerry's opening remarks, Len Casey from KWC Faucets spoke about the buying groups and direction of this industry. It was interesting to see that the baby-boomers were the largest spenders and savers. Additionally, we learned that while new construction has seen a dramatic drop, remodeling has significantly increased and with that, the desire for higher-end custom products. Stock stores like Home Depot and Lowes have seen sales drop, but showrooms have seen impressive increases in clients

desiring higher-end custom products with more specialized attention. This trend is likely to proceed into 2013.

Lyle Landon from Kitchen & Bath Business spoke next on the direction of **industry trends**, enlightening us on what products are popular in the market today as well as the up-and-coming industry product trends for the future.

As the morning progressed into several interactive breakout sessions, one of the highlights was from Russell Plywood speaking about the ever-changing wood industry and problems with purchasing products from China. However, the main discussion focused on the "Going Green" movement and their new Pure Bond technology used in the gluing process. These products are 100% formaldehyde-free, therefore protecting the family and the environment from this hazardous chemical. As Russell Plywood is our main buying source, Christiana Cabinetry is pleased to pass this **safe, new feature** onto you and your clients.

During dinner, several Designer Showrooms were awarded the world-famous **Christiana Cabinetry Horseshoe Award** for sales excellence. Recipients included: Kitchen & Bath Studios, Chevy Chase, MD; Peter Salerno, Inc., Wyckoff, NJ; Kitchens by Design, Wilmington, DE; Brindisi Builders, Marlton, NJ; Abbey's Kitchens & Baths, Short Hills, NJ; Linda Burkhardt Kitchens & Baths, Montauk, NY; Atelier, Scottsdale, AZ; Kitchen Concepts of Durango, Durango, CO; St. Clair Appliance, Alexandria, VA; Julie Stoner Designs, Wayne, PA; and Studio Mehler, San Francisco, CA. Thank you all for your continued support of

Christiana Cabinetry!

On the second day, we moved into the vendor portion of the meeting. M&M Sales discussed Dynamic Space and Adventos lift-up doors; Enkeboll presented molding options and ideas for use. Hafele introduced the Lemans series of their pullouts; these exciting products not only pull out individually (and aren't attached to the door), but they are kidney-shaped with a non-slip surface and look fantastic! Finally, Rev-A-Shelf introduced their new mixer lift, which holds up to 60 lbs as well as the Optimizer pull-outs, which also pull out separately for easy access. All of our vendors did a great job presenting; we appreciate your efforts!

Again, **thanks** to all our dealers and designers who took the time out of their busy schedules to attend this meeting – without you none of this would have been possible. Thanks!

Note: The skipping contest loser (name removed to protect the innocent) would like a rematch since the opponent may have had an unfair advantage by wearing shoes!



Len Casey of KWC Faucets (right) & Jerry Metzler present the "Eve" faucet to drawing winner Bruce Timbie of Spyglass Design, Inc.



HORSESHOE AWARD GROUP: Kneeling: Mitch Manion. **Front:** Russell Brown, Julie Stoner, Cathy Hodgins, Peter Salerno, Lee Ottenbreit, Jerry Weed. **Back:** Steve Meltzer, Randy Brotzman, Gerald Metzler, Brian Crane, Linda Burkhardt, William Noval, Bruce Timbie.

quickcuts

Color Sample Blocks

Just a reminder to keep your color sample blocks current for accuracy. Matching blocks that are more than a year old will be assessed a color match charge.

Earth Magnets

Effective immediately, Earth Magnets will be used in conjunction with the soft close hinge to provide an even softer, quieter close.

New Dealer Product Training

Christiana Cabinetry is proud to announce the success of our new dealer Product Training sessions! Since they were started in March 2006, we have had five packed sessions. Special thanks to Pro Interiors who graciously signed up to be our "guinea pigs" for the first class, and congratulations to the following designers and Christiana Cabinetry Sales Representatives who have completed this training:

- Jackie St. Croix, Pat Estevez, Patti Miller - Pro Interiors, Ft. Myers, FL
- Howard Parkin, Linda Sciarra, Anne Buckelew - Fresh Impressions, Green Brook, NJ
- Tami Kaspi - Poggenpohl, Las Vegas
- Maureen Morsch - Prescott Design, Prescott, AZ
- Jim Yiznitsky, James Kearney, Mike Madden, Brian Fortier - Interstate Custom Kitchens, Chicopee, MA
- Scott Russo - Cornwall Design, Lebanon, PA
- Julie Stoner and Dru Wicknertz - Julie Stoner Designs, Wayne, PA
- Anthony Pagano - A&G Contractors, Elmwood Park, NJ
- Brian Crane - Brindisi Builders, Marlton, NJ
- Coby Forbes, David Crow - ORO Design Interiors, Richmond, VA
- Sandy Hendricks - Ovation Design Build, Lake Oswego, OR
- Rich Love and Nathan Eitner - Chester County Kitchen & Baths, West Chester, PA
- Neil McGowen - NEM Holdings, East Dundee, IL
- Robert Silvestri - Christiana Cabinetry Sales Representative, NE
- Mike Laursen - Christiana Cabinetry Sales Representative, MI, IL, OH
- Susan Stan - Christiana Cabinetry Sales Representative, Bermuda

If you would like to attend our Product Training sessions, please contact Diana at dllab@christianacabinet.com.

KBIS Events You Don't Want to Miss!

Enkeboll

Once again, Christiana Cabinetry and Enkeboll are collaborating to create several vignettes, unveiling new products from Enkeboll. We'll be having breakfast with Enkeboll again this year on May 9th - be sure to register early! A guest speaker representing Enkeboll will discuss the new products. Breakfast is at 7:30 am. Watch your mailbox for more details and contact Diana at dllab@christianacabinet.com to register!

20-20

Christiana Cabinetry has commissioned 20-20 Technologies to create electronic pricing catalogs that can be used with the 20-20 Designer program for our Designer Showrooms. This program can be used in a variety of ways: as a design tool or as a pricing program to assist you in placing and processing orders expeditiously with the confidence that inaccuracies will be minimized.

20-20 is currently configuring the entire Christiana Cabinetry Technical Cabinet and Door Specification manuals into electronic format. As new cabinetry designs are added and specification changes are made, these updates will be available immediately online - no more time delays caused by printing, processing and mailing changes! Catalog training will be available at Christiana Cabinetry - dates and details will be revealed soon. In addition, there will be a sneak preview at KBIS 2007 at the 20-20 booth. Watch your mailbox for details!

If you would like to attend breakfast with Enkeboll and/or the 20-20 unveiling please contact Diana at dllab@christianacabinet.com. Pre-registration is required to enter the convention center before the show opens.



Employee Focus

MEET GEORGE HANNA

After 30 years of working for UPS, George exchanged his brown uniform for an employment opportunity at Christiana Cabinetry. Starting in 1999 as a panel saw operator, George embraced this position with much enthusiasm. His job includes managing the computer-operated saw, ordering sheet goods, filling orders, cutting, and production scheduling. He says it the smell of fresh wood that keeps him coming back.

You might find it interesting that George spent four years of active duty in the US Air Force holding the position of Crew Chief, Staff Sergeant while flying C-130 aircraft. In addition, he collects state quarters, baseball cards (over 200,000!) and t-shirts. He is an avid college football fan, loves Turkey Hill coffee, and only buys GM products.

George plans to retire in April 2007 and travel the country with his wife of 37 years. Together, they have three children and five grandchildren.

George's life philosophy sums up his attitude perfectly: "Only I can make myself have a bad day."

George, we are so thankful for the time you have spent here at Christiana Cabinetry. Your positive attitude toward life has blessed us all beyond measure. We will miss you and wish you safety, health, and happiness in your retirement.



We've Been Published!

Look for Christiana Cabinetry products in the following publications:

Washingtonian,

October 2006 issue, page 172

KBDN,

January 2007 issue, page 62 (in the Enkeboll ad)

KBB,

February 2007 issue

UPCOMING EVENTS!

KBIS

May 8-10, 2007

Las Vegas Convention Center,
Las Vegas, Nevada

KITCHEN & BATH DESIGN AND REMODELING EXPO

October 17-19, 2006

King of Prussia, Pennsylvania

HAPPY ANNIVERSARY!

Thanks to the following employees for your continued commitment to Christiana Cabinetry!

1 year

Deb McComsey
Carey Christ
Edythe Brown
Robert Harp

2 years

James Paxson
Michael Hilton
Dan Bush

3 years

Heath Jones
Rich Klinger
Diana Lab
Dan Carpenter

4 years

Brian Simmons

5 years

Susan Leszkowicz

7 years

George Hanna
Stephanie Brotzman

11 years

Russell Brown

12 years

Dennis Metzler



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