



Press Release

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SEN Design Group Awards The Decade's Best and Brightest

Denver, CO. SEN Design Group honored five individuals who best exemplify the mission and purpose of the organization during the final banquet at the Annual Fall Conference in Denver. President and Founder, Kenneth W. Peterson, CKD announced that "as we near the end of this, our 10th Anniversary Conference, it's only appropriate that we single out and recognize a few, very special individuals whose unique contributions had truly pivotal impacts on the group's first decade of growth and prosperity."

Among those honored were:

- ◆ Vendor of the Decade
 - Ralph Lackner, CKD, CBD, President of Jay Rambo Company
- ◆ Members of the Decade
 - Tom Blau, Blau Bath & Kitchen, Milwaukee, Wisconsin
 - Chuck Chwastyk, Custom Crafters, Inc., Kensington, Maryland
 - John Lang, Lang's Traditions of Bucks County (formerly Lang's Kitchen & Bath), Newtown, Pennsylvania
- ◆ Manager of the Decade
 - Jeanne W. Owen, Director of Administration, SEN Design Group

Ralph Lackner and the Jay Rambo Company stepped up to meet the early challenges of the industry's first buying group as both a financial investor, as well as a preferred vendor. Ralph expressed to Ken Peterson over ten years ago that "I have seen firsthand how well run your Connecticut operations were, and how professional and effective your 14 salespeople were. If you can train my Dealers to be 10% as professional as your Sales Designers, this is a going to be good thing for me."

All three "Members of the Decade" were honored because according to Peterson, "they went the extra mile for the organization and, in doing so, made pivotal, positive contributions to the group's success. Each understood the buying group leverage concept through and through, recognizing the need to make serious changes and painful sacrifices in the short term to benefit the group – and themselves – in the long term."

Each of the recipients has served on the SEN Advisory Council, each is a respected businessperson in their respective communities and each has given time, experience and support to the membership, as well as to the mission of the SEN Design Group.

As Peterson announced Jeanne Owen as the Manager of the Decade, he told the membership that "she grasped the importance of what SEN was trying to accomplish in the kitchen and bath industry and how much the Members and Vendors seemed to value the affiliation. Since that moment going forward, this woman has managed the Rebate Administration in particular, and the overall business in general, LIKE IT WAS HER OWN ... and I just have to stay out of the way!" Ms Owen has been working with SEN for over four years, as bookkeeper, office manger, rebate administrator and sounding board for member and vendors alike.

The SEN Design Group

is dedicated to improving the quality of the consumer's living standards by empowering them to make informed choices from the best possible design concepts, products, and services tailored to their budget through the value provided by their local SEN Design Group Member Firm.

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Image No.	Image	Left to Right
230013	Vendor of the Decade	Kenneth W. Peterson, CKD, Ralph Lackner, CKD, CBD, President of Jay Rambo Company
230015	Members of the Decade	<p>Chuck Chwastyk, Custom Crafters, Inc., Kensington, Maryland</p> <p>Tom Blau, Blau Bath & Kitchen, Milwaukee, Wisconsin</p> <p>John Lang, Lang's Traditions of Bucks County, Newtown, Pennsylvania</p>
230018	Manager of the Decade	Jeanne W. Owen, Director of Administration, SEN Design Group