



Press Release

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SEN Appoints a Vice President of Business Education

Chapel Hill, NC – September 9, 2004 – **SEN Design Group**, (formerly SEN Buying Group) the kitchen and bath industry’s first buying and business support group for independent Kitchen & Bath designers announced today an expansion of its Executive Team with the appointment of Tom Blau as the new Vice President of Business Education.

Tom Blau has over 21 years of experience as a kitchen and bath dealer, and will be leaving his position as President of Blau Bath & Kitchen Remodeling in Milwaukee, Wisconsin upon the completion of its sale. Tom has a degree in Environmental Engineering for Marquette University (1980) and is a licensed Master Plumber (Wisconsin and Florida). In addition he is a charter member of the SEN Design Group.

Ken Peterson, CKD, President of SEN Design Group said, “We are very lucky and proud to have our first member become our first Vice President of Business Education. I am confident that Tom is uniquely qualified to carry this mantle and make a difference in SEN and the Industry as a whole.”

The duties of the Vice President of Business Education will include delivering Business Education programs, managing the exclusive Dealer Roundtable program, contribute as a business consultant and take responsibility for member recruitment. “While the SEN Design Group has over 230 Members from coast to coast, there are areas of the country that need better coverage. By having a Vice President specializing in Membership Recruitment, we will be able to expand more effectively into these other regions and fulfill our immediate goal of 300 select, committed Members,” added Ken Peterson.



Tom Blau
VP of Business Education

Photo Available Upon Request

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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complete
resource for
improved
profitability