



Press Release

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SEN Creates a New Scholarship Program

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 the establishment of the **Rohl-Peterson Business Management Scholarship**.

The SEN Design Group's Advisory Council and the Long Range Planning Committee agreed that in honor of the industry-founded friendship of Ken Rohl and Ken Peterson, CKD a scholarship endowment be created to address the perceived industry need for business management training that Rohl and Peterson share.

An elated Peterson said, "The combined funds that Ken and I placed in this endowment would then be invested to finance a \$1,000 annual scholarship award that will likely continue for the next 24 years without any additional principle needed. So, starting next fall, on each anniversary of the SEN Design Group's founding, a \$1,000 Rohl-Peterson Business Management Scholarship Award will be presented to a SEN Full Member."

To be considered for the award, the member must have exhibited the following over the previous 12 months:

- A clear mindset to improving his/her operations
- Consistent SEN Conference Attendance
- Consistent SEN Regional Seminar attendance
- Follow through in application of SEN management and marketing principles
- Positive progress in improving his/her operations
- A commitment to helping fellow Roundtable Members improve their operations

your most
complete
resource for
improved
profitability

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.