



Press Contacts: Kim Roman  
Digitas  
212/350-7822  
[kim.roman@digitas.com](mailto:kim.roman@digitas.com)

Juliet Johnson  
Jenn-Air  
269/923-7440  
[juliet.johnson@jennair.com](mailto:juliet.johnson@jennair.com)

FOR IMMEDIATE RELEASE:

### **JON BARFELL OF JENN-AIR NAMED TO NKBA'S 30 UNDER 30 PROGRAM**

BENTON HARBOR, Mich. (November 3, 2014) –Jon Barfell, brand experience specialist for luxury appliance maker Jenn-Air, has been selected by the National Kitchen & Bath Association's (NKBA) as a member of its prestigious 30 Under 30 program. The premiere association for kitchen and bath professionals with more than 60,000 members nationwide, the NKBA each year honors 30 exceptional young professionals under the age of 30 who are excelling in today's kitchen and bath industry.

The program was created to both help recipients develop their careers and acknowledge their current success. Leading up to the organization's annual Kitchen & Bath Industry Show (KBIS), being held in Las Vegas in January of 2015, Jon will assist in spotting trends and research such topics as the showroom of the future, the next generation of Universal Design, and the overall direction of the kitchen and bath industry. He will then join his fellow honorees in presenting their findings to KBIS attendees.

Jon joined Whirlpool Corporation in 2011 with a role in Global Procurement and transitioned to Jenn-Air in May 2013, taking on responsibility for all design and architect outreach for the brand. This includes the development and administration of continuing education unit (CEU) programs, building relationships with national design organizations, and managing designer immersion sessions held in downtown Chicago. Jon graduated from Central Michigan University with dual undergraduate degrees in Marketing and Supply Chain Management.

"Never one to shy away from a challenge, Jon's unusual combination of skills helps to foster unprecedented collaboration between residential designers and corporate leaders," notes Ellen Cheever, CMKBD, ASID, CAPS. "For example, he recently teamed up with leading design authorities to design CEU course website for design professionals ([www.jennairCEUCourses.com](http://www.jennairCEUCourses.com)). Recognizing that housing different courses on multiple websites could be confusing and time-consuming to potential course-takers, Jon coordinated with his team to develop a 'one stop shop' with a microsite that's available via Jennair.com."

## **JON BARFELL OF JENN-AIR NAMED TO NKBA'S 30 UNDER 30 PROGRAM/Page Two**

### About Jenn-Air:

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. Over the next three years, Jenn-Air will continue to expand its offerings with the launch of an unprecedented 150 new products. Its selection of style options includes two distinct stainless steel collections and a cutting-edge Floating Glass finish in black or white. From downdraft cooktops, wall ovens and professional style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit [jennair.com](http://jennair.com), [twitter.com/jennairusa](https://twitter.com/jennairusa) or [facebook.com/jennair](https://facebook.com/jennair).

### About The National Kitchen & Bath Association:

The National Kitchen & Bath Association (NKBA) is a nonprofit trade association that owns the Kitchen & Bath Industry Show (KBIS®). With 60,000+ members, the NKBA has educated and led the kitchen and bath industry since its founding in 1963. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. For more information, visit [NKBA.org](http://NKBA.org) or call 1-800-THE-NKBA (843-6522).

###