



"2020 Design provides the ability to impress your clients and help them envision their dream kitchen or bath.

—R. Lee Stevens

## 2020 Customer Spotlight

Lee Stevens has always had a passion for architectural design, something he accredits to growing up with a mother who was an engineer for MI Bell as well as an accomplished artist. While in high school, Lee "sold" two sets of complete home construction plans to a local architect in exchange for architectural mentoring. Both homes were built and Lee was noted as the "Originator of Concept".

Lee got his start in the industry working for Wickes Lumber while attending college, and spent summers working for a local new housing contractor as a trim carpenter. While at Wickes Lumber, he became the "Kitchen Specialist" for Yorktown Cabinets (then owned by Wickes Lumber) for three years. After the third year, he was awarded the "Kitchen Specialist of the Year" for Wickes North America and received a Seiko watch, which he still has today.

After college, he migrated to wholesale sales and distribution of building materials including Morgan Millwork, Andersen and Marvin windows, Pease doors, etc. After a downsizing he was hired by a multi-location Kitchen & Bath showroom which brought him back to the roots of his passion.

Challenges faced along the way were keeping up with the competition and an emerging CAD design technology. His first real exposure to technology was with L.J. Smith Stair Systems who



### About the Designer

#### R. Lee Stevens

E-Catalog Support Specialist  
Masco Cabinetry  
Ann Arbor, MI

**Favorite color:** Green

#### Favorite design style:

Contemporary and Revivalism

**Favorite quote:** "Since we are destined to live out our lives in the prison of our minds, our one duty is to furnish it well."

—Peter Ustinov

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developed their own CAD program for estimating custom stairways. After a downsizing, Lee moved to KSI Kitchen & Bath who was emerging from pencil and paper designs, to using this new age software from 2020. Over the years of working with 2020 Design, Lee embraced the new technology and eventually moved to the corporate 2020 Design coaching position. In 2011, Lee changed jobs and went to Masco where he is now the E-Catalog Support Specialist.

## Working with 2020

One of the last designs I created before being promoted at the K&B, was one that defied kitchen design logic and left my client's friends, neighbors and real estate agent uneasy. In the early stages of fact gathering, I listened to the customer. She was intent on retiring in the home, and wanted a drop dead fabulous kitchen. They loved my first proposal. I created an island of the owner's dreams, but in so doing, eliminated the 1960's dining area in the kitchen, AND in front of a patio door...which was unthinkable at the time!

I was granted 11 referrals from that client and sold them all. 2020 Design provides the ability to impress your clients and help them envision their dream kitchen or bath. Another great feature of 2020 Design is the ability to order directly from the tool via 2020 Live Order. This saves times and reduces the risk of possible mistakes that can occur with manual re-entry of information.

## Advice to Designers

2020 Design is a highly accurate (within 1/16") CAD program and leads the industry for a good reason. The cabinetry catalogs, when created properly, are rules based which will not let you design something the manufacturer cannot make. Lesser programs lead to errors, which is not the way to win the hearts and minds of the client.

First and foremost, you may be the master of the design, but remember that you are in sales first. It's important to impress your client in the first meeting to gain their business and trust in your knowledge. 2020 Design can help you show-off your abilities. Always listen to the customer and incorporate their feedback because at the end of the day, it is their kitchen and if they are happy they will be a great source of marketing for you.

*Lee's mantra:*

"2020 Design is not a replacement for the Designer, product specifications, or product knowledge; they are all **Partners** in design excellence!"