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# Bridgewood Cabinetry Sponsors SEN Design Group

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Bridgewood Cabinetry, an experienced custom cabinetry and wood furniture manufacturer, announced its sponsorship of **SEN University**, the kitchen and bath industry buying group and business education resource. The sponsorship will further deepen **SEN Design Group**'s leading business expertise as it helps members across the country successfully manage their own kitchen and bath remodel and design/build small businesses.

“SEN Design Group is proud to empower its members to make smart business decisions with leadership team operational experiences and resources you can’t find anywhere else in the kitchen and bath industry,” said Bryan Winemiller, director of vendor development at SEN Design Group. “With Bridgewood Cabinetry’s sponsorship of SEN University, we will be better able to connect our members with the latest industry insights and help them maximize success in their businesses.”

Bridgewood Cabinetry, which also recently became a vendor partner in the SEN buying group program, will host two SEN University 45-minute webinars annually, available exclusively to SEN members. SEN hosts numerous business education events including Workshops, Courses, Business Schools, Sales Schools, Lunch ‘N Learn Webinars, Regional Seminars and Member-Only Conferences throughout the year.

As a sponsor, Bridgewood can now have its own 700 dealers attend SEN Lunch ‘N Learn Webinars and Regional Seminars free of charge. Additionally, Bridgewood dealers may attend other SEN University programs at 30% reduced tuition rates.

“We wanted to support SEN University because we believe it is the most comprehensive business education resource for our industry, and because if we can help others in the industry succeed, we all succeed,” said Amy Porter, national dealer sales and design manager of **Bridgewood Cabinetry**. “We know so many businesses will be able to benefit from SEN University’s curriculum because it’s designed to help kitchen and bath remodel business owners build key operational skills necessary to run their businesses more effectively.”

SEN University covers industry-specific topics for kitchen and bath showrooms and design/build business owners. Courses include the Good-Better-Best Sales Process, Kitchen Design & Sales – Level One and Level Two, Project Management, Developing A 3-Year Profit Plan, Bath Remodeling and other business-related themes.

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