

PROGRESS 2008

Pella diversifies its product offering

Diversification is important in enabling Pella Corporation to reach customers in various market segments, and meeting their needs requires a wide array of products. Pella's wood, vinyl, and advanced material product lines were broadened through the introduction of new sizes, colors, and features. A prefinish option proved to be a hit with consumers.

The entry door offering was expanded in March with the purchase of Moulding Associates Inc., (MAI), a premium wood door manufacturer located in Wylie, Texas. MAI offers more than 250 distinctive styles of wood doors sold through independent distributors. Following the acquisition by Pella, the Wylie team now also manufactures Pella-branded doors available at Pella Window & Door Showrooms.

A second 2007 acquisition occurred in late August: EFCO, a leading manufacturer of aluminum window units, curtain wall systems, entrances, and storefronts for commercial architectural applications. The business is now known as EFCO, a Pella Company. Manufacturing operations and headquarters are located in Monett, Mo. EFCO products sell nationwide through a team of independent sales representatives. The company's philosophy focuses on quality, value, timeliness, and customer satisfaction.

President and CEO Mel Haught said, "The acquisition of MAI and EFCO, along with other important milestones, testifies to the talent and flexibility of Pella team members. Despite challenging market forces that impacted the housing industry in 2007, the year was marked with significant accomplishments across the organization that again reinforced the fact that people are Pella Corporation's greatest asset."

Continuous improvement (CI) drives results

Pella Corporation teams gather for week-long Kaizens, Business Process Kaizens (BPK), and Managing for Daily Improvement (MDI) events as part of its commitment to continuous improvement. CI teams explore ways to take time and waste out of processes while adding to the overall quality and value for Pella customers.

Director of ProLine and Designer Series Operations Brad Jungling said, "CI has been an important part of

Pella's culture since it began in 1992, and as the program matures, it has become an integral part of everything we do. CI has been highly successful at Pella Corporation because our team members understand the importance of adding value for our customers. Events involve team members in a variety of roles coming together to tackle a specific project or process. Everyone's suggestions and ideas are valued; getting input from people directly impacted and from others who bring an outside perspective generates more potential solutions and makes the process even more valuable.

During 2007, 873 events were held in Pella involving 5,994 participants. More than 150 people from other companies participated in the events to learn how the process works. Pella team members often travel to other company locations to train leaders and assist with CI events. Since CI began at Pella 15 years ago, 2,660 week-long events have been held.

Manufacturing operations

In addition to corporate headquarters, Pella is home to the company's largest manufacturing operation. Specialized plants in Pella are part of the Wood Division, which also includes operations in Carroll, Shenandoah, and Sioux Center, Iowa, and Macomb, IL. Pella's vinyl products are built in Gettysburg, Pa; Portland, Ore.; Columbia, S.C.; Tucson, Ariz., and Murray, Ky., which is also home to the Advanced Materials Division. Entry systems are produced in Fairfield, Ohio, and Wylie, Texas. Commercial aluminum products are built in Monett, Mo.

Supporting communities

The company's commitment to communities is evident in the Pella Rolscreen Foundation's support of volunteerism, a generous Matching Gift program, sons and daughters scholarships, and outright grants, as well as corporate sponsorship of the Juvenile Diabetes Research Foundation (JDRF).

Team members at all corporate locations help raise funds for JDRF through a variety of events and activities. In four years of involvement with JDRF's annual campaign, the combined efforts of team members and the foundation have con-

tributed more than \$1.25 million for research. The creativity of Pella team members and friendly competition among JDRF teams resulted in enjoyable fund-raising events on a regular basis — all done in the spirit of generosity.

When team members volunteer 50 hours or more to improve their communities, the Pella Rolscreen Foundation's Volunteer Recognition Program honors them by providing \$100 grants in their name to the charitable institution of their choice.

Helping in area schools, participating on community boards, serving with local fire departments, and supporting community events are some of the ways team members build volunteer hours. Of 137 volunteer recognitions in 2007, 70 were given to organizations in Pella, Knoxville, Oskaloosa, and surrounding communities.

A generous Matching Gift Program doubles the effectiveness of team members' financial support to worthy organizations. More than \$600,000 was given to match more than 2,800 gifts by team members in 2007. Support to organizations included local fire departments, United Way; Special Olympics Iowa; Ducks Unlimited; numerous colleges and universities; Marion County Conservation Board, Pella Opera House, and health organizations including JDRF, the American Cancer Society, and Families of SMA.

Supporting Education

Each year, the foundation offers scholarships to graduating sons and daughters of Pella Corporation team members. In 2007, 16 young people whose parent(s) works at the Pella site received scholarships. Two were awarded \$24,000 scholarships, and the remaining received \$6,000 awards. They were among 28 outstanding young people honored at a dinner with their parents and company leaders held in early May in Pella.

Two \$1,000 scholarships based on the six pillars of character were awarded to graduating seniors in Oskaloosa. Support was given through the Dollars for Scholars program to support scholarships in Pella, Melcher-Dallas, Knoxville, and Twin Cedars.

Major support was provided for the Pella Christian High School building project through grants and the Matching



photo provided

Pella Corporation team members provided manpower for a local Habitat for Humanity project and presented a Pella Rolscreen Foundation grant to Marion County Habitat for Humanity for \$55,000 in honor of the foundation's 55th anniversary. Several team members now serve or have served on Habitat's board of directors, and team members regularly contribute time and expertise to building projects. The foundation gift honored the group for completing 20 houses during their 10-year history.

Gift Program. Other educational efforts by the foundation included support for the ISU Science Bowl, Leadership Red Rock, the Math Counts program, Bald Eagle Days, the Iowa College Foundation, and scholarships at Central College.

The company provided materials related to fire prevention in the home, including guides to preparing methods of exiting homes in case of fire as well as tips

for doing a home safety audit to help prevent fires from occurring. All corporate sites participated in Pella's fire safety campaign: Close the Door on Fire!

Corporate help for those in need

In May 2007, the company teamed up with ABC-TV's Extreme Makeover: Home Edition for the 17th time to assist a family in need. A single mother who

adopted three HIV-positive sons received a new home in Albany, N.Y., and a camp the children attended during the summer received a recreational facility at the same time.

Products for the two projects were manufactured in Fairfield, Ohio, and in Carroll, Pella, and Shenandoah, Iowa. These homes are built in one week's time, so a critical

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