

Pella Foundation supports area groups during Manufacturing Month

Following Pella Corporation's acquisition of Weather Shield in July and during Manufacturing Month this October, the companies are celebrating by giving back to the communities where their team members show up every day to manufacture high quality products for their customers.

The strategic acquisition brought together two leaders in the window and door industry with complementary capabilities and a shared commitment to innovation, craftsmanship, exceptional customer experience and community investment. Since Weather Shield joined the Pella family of brands, both companies are positioned for accelerated growth – offering expanded capabilities and even more value to customers in the future.

Through Pella Corporation's acquisition of Weather Shield, the company is excited to reinforce its same commitment to the communities of Medford, Ladysmith, and Park Falls as it does in every community nationwide where Pella team members live and work.

As part of Pella's celebration of Weather Shield joining the Pella family of brands, the Pella Rolscreen Foundation announced it will award three \$10,000 grants to three nonprofits – one in each of the three Wisconsin communities in which Weather Shield operates. The grants will support the following efforts:

- Equine Assisted Services for Veterans Operation Horses Heal, located north of Medford in Westboro, plans to expand equine-related support to veterans through the purchase of a mobile outreach unit. The nonprofit supports veterans, active service members and their families through equine-related activities that reduce stress and isolation.
- STEM Education at The "Fab Lab" The School District of Ladysmith will be able to purchase new equipment to support the ongoing success of the district's Fabrication Laboratory, or "Fab Lab." Fab Labs provide hands-on experience in science, technology, engineering, art and mathematics (STEAM).
- Food Pantry Support The Lord's Cupboard in Park Falls will use its grant to purchase food to support community members in Price County and southern Ashland County who are facing food insecurity.

"The culture of caring throughout Weather Shield and

Pella Corporation is what makes us not only a great place to work but also a strong community champion," said Bob Foote, president of Weather Shield. "As Weather Shield continues building our relationship with Pella, we look forward to future opportunities to invest in our team members, our commitment to innovation and our support of our communities."

Celebrating 100 Years of Manufacturing Excellence – A Rare Achievement

Weather Shield's addition to the Pella family of brands coincides with Manufacturing Month throughout October, as well as Pella's centennial anniversary – 100 years of excellence that is a rare achievement reached by only 1% of businesses.

Founded in 1925 in Pella, Iowa, Pella Corporation has grown from a small-town startup to one of America's leading window and door manufacturers, with operations spanning multiple states and serving customers nationwide. This extraordinary longevity stems from Pella's unwavering commitment to two core principles that have driven success for a full century: collaboration and innovation.

"Reaching our 100th anniversary is a testament to the power of American manufacturing and the dedicated teams who make our success possible," said Roger Marin, VP Manufacturing & Logistics at Pella Corporation. "Every decision we make is for the benefit of our customers, who have been integral to our longevity. Beyond making great products, Pella is all about fostering a culture where collaboration drives innovation at every level – within our teams, across our family of brands, with our industry partners, and especially with the communities we call home. This comprehensive approach to collaboration has been the foundation of our success for 100 years."

Weather Shield has operated since 1955 and was acquired by Pella this summer.

"As a longstanding local employer in Wisconsin, Weather Shield is proud to celebrate Manufacturing Month alongside our great team of hard workers, innovators and creators, as well as our partners across Pella Corporation," Foote said. "Throughout October, I am looking forward to recognizing our team members' accomplishments and shining a light on the community outreach at

our three manufacturing facilities in Wisconsin."

History of Pella and Manufacturing Month

Manufacturing Month, observed annually in October, highlights the importance of the manufacturing industry to the economy. For Pella, this celebration is especially significant as the company reflects on a century of manufacturing achievements that have helped build and beautify communities across the nation.

The statistics surrounding business longevity make Pella's centennial milestone even more remarkable. Research shows that only 1% of businesses ever reach the 100-year mark, making Pella part of an elite group of companies that have not only survived but thrived across multiple generations, economic cycles, and industry transformations.

Pella's formula for success centers on the dynamic relationship between collaboration and innovation. This approach has enabled the company to continuously evolve while maintaining its manufacturing roots and commitment to quality craftsmanship.

Throughout its history, Pella has demonstrated that collaboration – whether between team members, departments, or with customers and communities – serves as the catalyst for breakthrough innovations. This collaborative spirit has resulted in industry-first products, manufacturing processes, and customer solutions that have set new standards in the window and door industry.

Pella has been creating a brighter future for its customers, communities, and team members since 1925. Recognized as an industry leader in innovation, Pella Corporation designs and manufactures windows and doors for residential homes and commercial applications. The company is headquartered in Pella, Iowa, and employs more than 10,000 team members across 20 manufacturing locations and 250 showrooms across the country. For more information, visit <https://www.pella.com/>

Weather Shield Windows & Doors is intelligent design. Weather Shield combines artistry and engineering to create high-end windows and doors that help architects, homebuilders and homeowners push the boundaries of what's possible. Founded in 1955, Weather Shield is based in Medford.

★ Program goal would be to keep farmland in production as farmland

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The state's biggest farm lobby has officially backed the bill. Jason Mugnaini, executive director of government relations at the Wisconsin Farm Bureau Federation, said supporting Wisconsin's current and future farmers will take a variety of strategies, from creating conservation easements to helping farm families get health insurance.

Creating a land link program would be a key step, Mugnaini said. "It's a challenge for those young folks, so finding access to land is one of the easiest ways that they can start farming full time," Mugnaini said.

Still, the proponents agree it will take much more to get land into the hands of a new generation of small farmers.

"It's a good tool in the toolbox, but it's just one part of a very difficult and challenging discussion that has to be had, not only just in Wisconsin, but throughout the United States: Who are the next generation of farmers going to be? Where are they going to find the ability to continue farming, and how are we going to continue to feed the United States of America?" Mugnaini said.

Among the other challenges to address are the reasons farmers may be reluctant to list their land. Many farmers invest nearly everything they have into their farms, and some haven't paid enough in social security taxes to qualify for payments. That means they need their land to pay their bills after they retire, said Kirkpatrick, the farm succession planner.

Fearing a hefty capital gains tax bill, many farmers opt not to sell during their lifetimes. But the idea of renting to someone just getting started in a tough business may sound risky, and beginning farmers may not be able to pay as much as bigger players can.

"If the owner generation is dependent on the sale or some sort of income coming from farmland or other assets for their late years, they're going to be making decisions that they perceive as less risky to them," Kirkpatrick said, explaining that many will choose to rent to an established farm operation that's looking to expand.

Beginning farmers need affordable land, Kirkpatrick said, "and we also need to make sure that that owner generation is able to live and age gracefully."

A land link program won't change the economics of the



COURTESY OF RACING HEART FARM

Les Macare (pictured) and partner Els Dobrick own Racing Heart Farm. The pair previously lived in Minneapolis and rented farmland in Stillwater, Minn., which required them to drive 40 minutes one-way. They found the farm that would become theirs online. After an in-person tour, they knew "it was absolutely the perfect thing for our farm business, and for us," Macare said.

market, but Kirkpatrick thinks such a website, combined with proactive succession planning, could help farmers achieve their own goals for their land.

"I think there are a lot of farm owners that would love to see their farm used in a similar way of, you know, raising a family on it ... And to be honest, it would be great for rural communities to still have those farms," Kirkpatrick said. "If this linking program helps them realize that that's possible, that's great."

"I think that we need to really think about what that

generation of owners need and how we can help them plan in a way that feels right for them, and also give opportunities to others," Kirkpatrick said.

Critics call bill 'incomplete'

Meanwhile, several other farm lobby groups in the state have taken a neutral stance on the bill. That includes state associations of producers of cattle, corn, pork and vegetables, as well as Wisconsin Farm Credit Services and the Michael Fields Agricultural Institute, a nonprofit that researches and promotes sustainable farming practices.

"This bill is incomplete as written and requires funding to be successful," read the Michael Fields Agricultural Institute's comments on the legislation. "However, we encourage the idea and want to explore this option further."

Chuck Anderas, the institute's policy director, said he's worried that the bill doesn't include any appropriations.

"That doesn't mean that there's no plans ever to include funding for it, but it needs to be funded enough to be successful," Anderas said. "Otherwise, it could just be like a website that doesn't really get used all that much."

That could discourage farmers and land seekers who come to the site hoping for help, Anderas said.

"We'd rather see it not happen than happen in a way that sets it up to fail."

Neither the Senate nor Assembly versions of the bill have any Democratic co-sponsors. Sen. Brad Pfaff, D-Onalaska, serves on the Senate Committee on Agriculture and Revenue, which is currently reviewing the bill.

Pfaff said creating a farmland link program is "an excellent idea" but the bill is "incomplete."

"Let's hope that we can get some more meat on the bones here and be serious about the piece of legislation, and hopefully we can get it passed before the legislative session comes to an end."

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