

**Hanley Wood Media Remodeling Big 50 Speech – Pella Corporation Executive Speech**  
**GREATNESS**  
**Written by Wendy Gray**

The path to greatness is hard-fought –  
That's what makes it great.

It's rich with rewards –  
That's why so many seek it.

It's full of sacrifice –  
That's why so few achieve it.

It inspires respect and appreciation –  
That's why we're here tonight ...

The Remodeling Big Fifty, you have indeed achieved greatness. We applaud your accomplishments. We toast your success. We acknowledge your hard work ... and we thank you for your commitment to the remodeling industry.

Thinking back... what got you here tonight? Was it a childhood fascination with the all the magic a cordless drill can possess? Maybe an endearing seventh grade shop teacher who stayed late to help you finish that all-important napkin holder project? Was a college friend impressed with the fine craftsmanship you demonstrated building the landlord's deck that summer? Or was it the encouragement of a parent? A loving spouse? Or a bright-eyed child looking up to you with awe and excitement about the wooden rocking horse under the tree that you constructed by hand?

Chances are, you reflect fondly on these types of experiences, for it was likely a combination of them that made a dramatic impact on your career... and helped steer you in the path of greatness.

In the construction business, so much of *us* goes into our products. We create – with our hands and our minds – people's single-most valuable worldly possession ... their homes. It's crucial that we pour every ounce of our professional ability into our work. After all, humans have only three basic needs – food... air... and shelter. And we're accountable for one of those. What an incredible responsibility. What an incredible *honor*.

Professionally as well as personally, there may be one single factor that leads to better work, better relationships, *better sleep* and a better life ... and that's happiness.

In tomorrow afternoon's session, you'll hear about balancing your work and life ... and about how you can impart the value of balance to your employees.

We at Pella Corporation are blessed with an incredible staff. Fortune Magazine ranks our company number twelve on its "one hundred best companies to work for." And do you know who gives that honor?

Not the magazine. Not our H-R department. Not even the P-R department ...

It's happy employees.

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You see, the magazine has randomly called hundreds of our staff ... and given them the opportunity that many employees across the U.S. would *love* to have – a chance to really grumble about their employer... to someone who's actually *asking* to hear about it...

But it's actually their *fulfillment* that puts us where we are as a company.

It's not to toot our own horn that I tell you this tonight – it's to illustrate that happy people do *great* work. And judging by the phenomenal achievements of our Remodeling Big Fifty, this room must be rich with happiness.

On behalf of Pella Windows and Doors, its employees and its branches, congratulations to Remodeling Big Fifty. Here's wishing you continued greatness and, above all, happiness in all of your endeavors.