



Turning a Milestone into Momentum
Pella's Centennial Story

Considerations



Pitched as a business initiative
with expected ROI

**Celebrate the culmination
of big business milestones
in 2025:**

- 100-year anniversary
- Reaching business stretch goals
- Game-changing innovation



**Capitalize on a
one-time business opportunity
as a springboard
for 100 years more**

**It's the right time to recognize and celebrate our
history, progress, and future together.**

Objectives & Approach

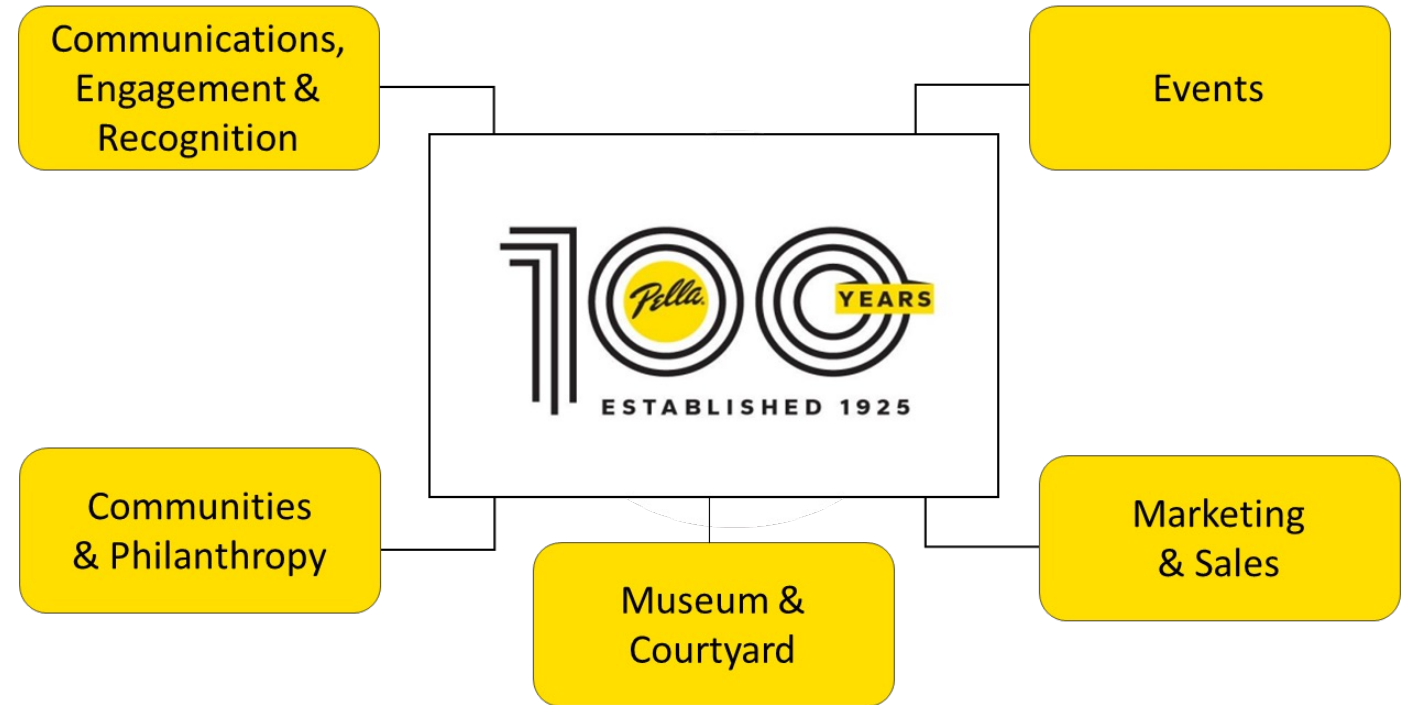


Purpose work prior to 100th key input

PRIDE
CAMARADERIE
CONNECTION TO PURPOSE
EXCITEMENT FOR FUTURE

Increased...



- Engagement
- Retention
- Productivity
- Advocacy
- Talent Advantage
- **Momentum**



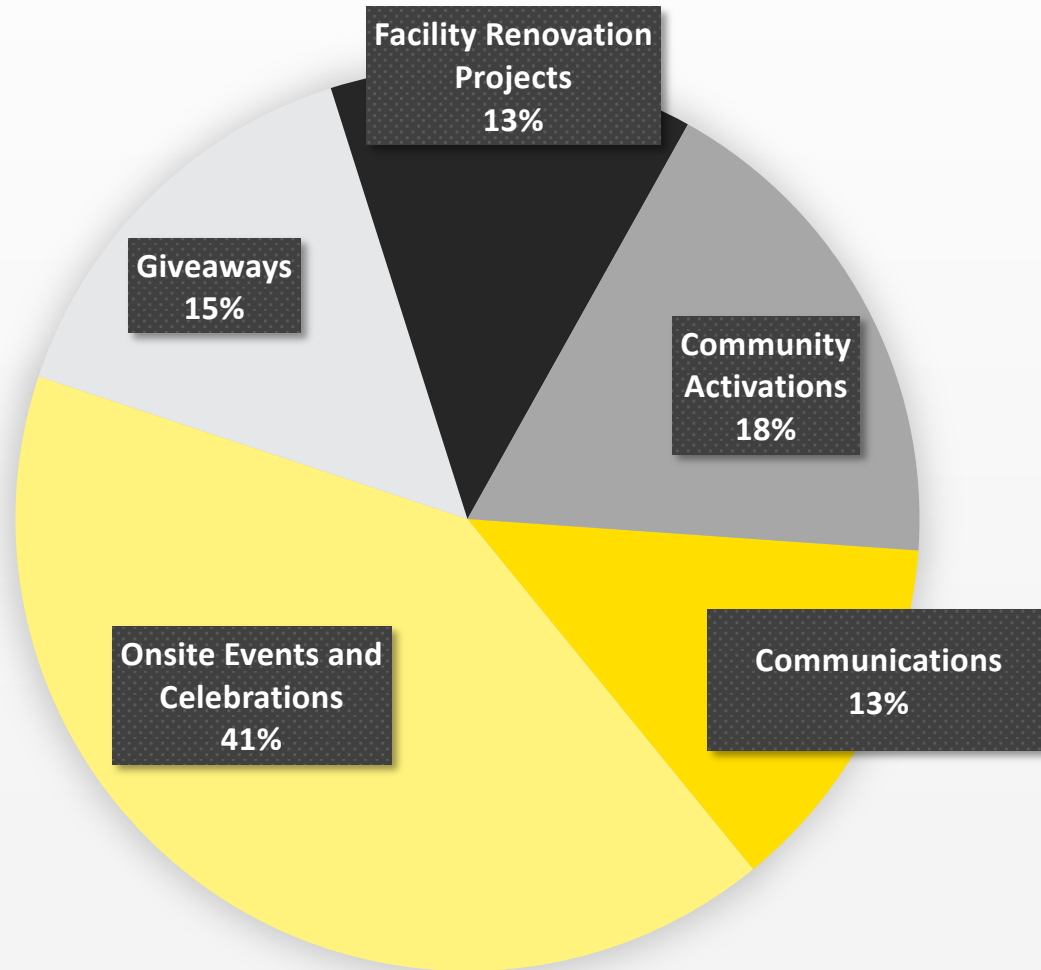
Let's imagine, build and fight for a brighter future,
for generations to come.

Project Manager: Manager, Corporate Events

Planning Manager: Project Specialist

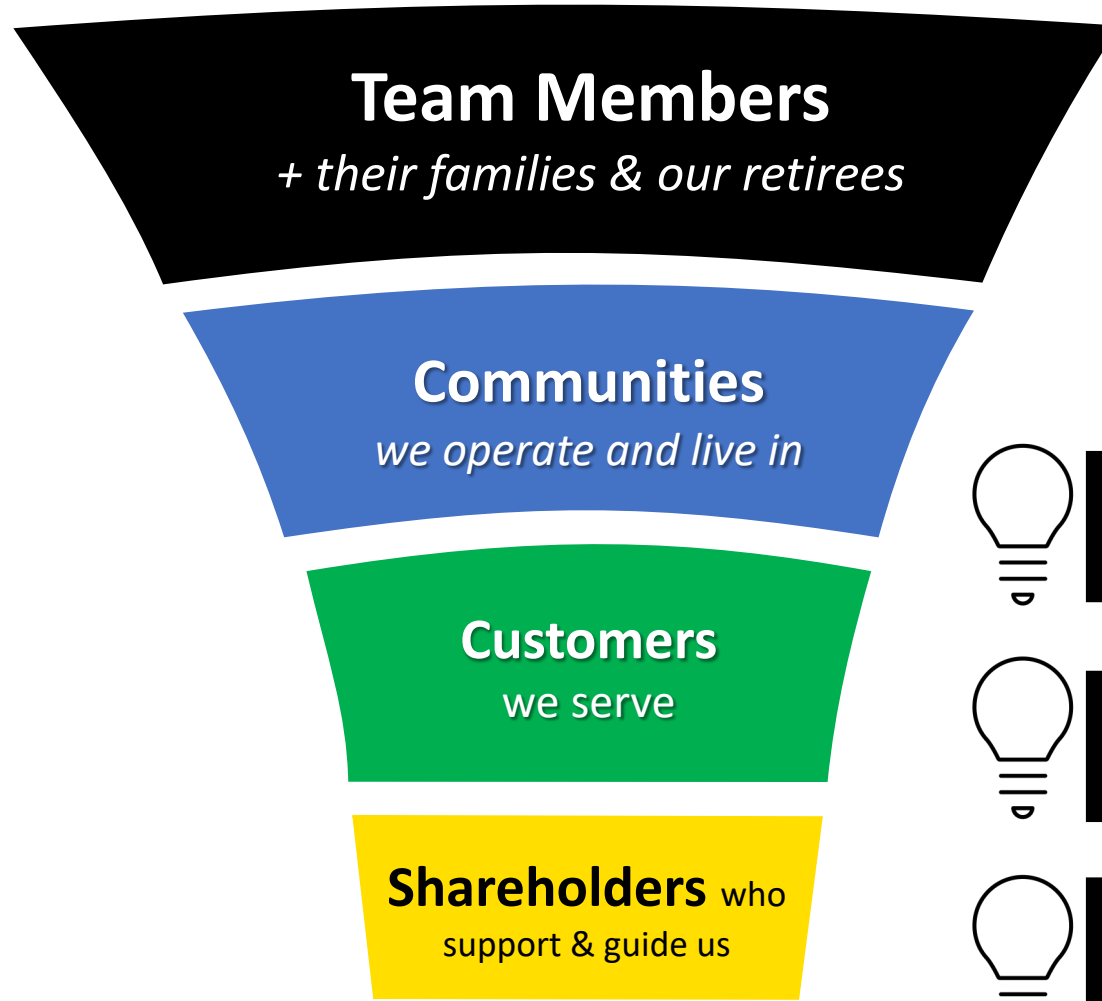
Comms, Content, Engagement, Recognition Manager, Talent Brand	Community Giving Manager, CSR	Events Manager, Corporate Events	Facilities Manager, Innovation & Sustainability	Marketing/Sales Manager, Brand Marketing
<u>Narrative & Creative Design</u> Internal Comms, Marketing, XF Group	<u>Tulip Time</u> CSR, XF Group	<u>Leadership Summit</u> Internal Comms	<u>Museum</u> Marketing, CSR, Facilities, XF Group	<u>Centennial Swag & Merch</u> Marketing & Internal Comms
<u>Internal & Talent Brand Content & Activities</u> Internal & External Comms	<u>Volunteerism Challenge</u> CSR	<u>Founders Day</u> Internal Comms & Events	<u>Courtyard Refresh</u> Marketing, CSR, Facilities, XF Group	<u>Sales Meetings</u> Sales
<u>Functional/Site Guidelines (Toolkit, Signage & Canva)</u> Internal & External Comms	<u>Pella Plaza @ Iowa State Fairgrounds</u> CSR, XF Group	<u>Employee Appreciation Week</u> Internal Comms & Events, Culture & EX	<div><div>Clear plan, governance, and operating system enabled strong execution</div></div>	
<u>Landing Page (Pella.com)</u> External Comms & Marketing	<u>Spirit Awards</u> CSR	<u>Employee Celebration Parties</u> Internal Comms & Events, XF Group		
<u>PR Pitches & Campaigns</u> External Comms		<u>Manufacturing Month</u> External Comms	<div><div>Leverage strengths, ask the business for the right people</div></div>	
<u>100th Book</u> CSR, Marketing, Internal Comms	<115 Internal Creative Team > < External Agency Partners >			
<u>Recognition Give-Aways</u> Culture & EX, XF Group				

100th Budget Allocation



Multiple plan / budget iterations time consuming

Audience Hierarchy



Alignment on focus areas
important



You cannot make everyone
happy...and that is okay



Less is more

Elevate existing programs

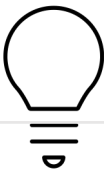


Summary: Audiences & Activations

	Team Members	Retirees	Communities	Customers	Shareholders
Elevated Existing Programs	Founders Day Leadership Summit Courtyard Refresh ↔	Founders Day Pella Plaza – ISF Communities→	Tulip Festival - Float Museum Refresh ↔ Commemorative Gift – Trolley Spirit Awards	Sales Meetings	Founders Day
	Internal Comms, Talent Brand Social & PR Campaigns				
Anniversary Programs	Centennial Swag ↔ Recognition Give-Aways Employee/Family Celebration Parties Anniversary Book ↔		100 th Volunteerism Challenge ↔		100th Video Book



Cross-functional group brainstormed & prioritized



Would re-think approach with planning agency

100th Anniversary Program Calendar

Fiscal
2025

Q1			Q2		
December	January	February	March	April	May
National Accounts Sales Meeting	Pella Distributor Sales Meeting	Founder's Day* (4 th)	Employee Appreciation Week	Volunteer Recognition Challenge <i>Starts</i> Tulip Time Preview (30 th)	Tulip Time Festival (1-3 rd) Museum Opens (1 st) Opera House Outdoors (16 th)

Brighter Together Giveaways

Q3			Q4		
June	July	August	September	October	November
	Anniversary Book Celebration Parties / Open Houses* (26 th)	Pella Plaza at Iowa State Fairgrounds (7-17 th)		Leadership Summit (8-9 th) Manufacturing Day/Month* (3 rd)	JKF Spirit Awards (12 th) Volunteer Recognition Challenge <i>Ends</i>

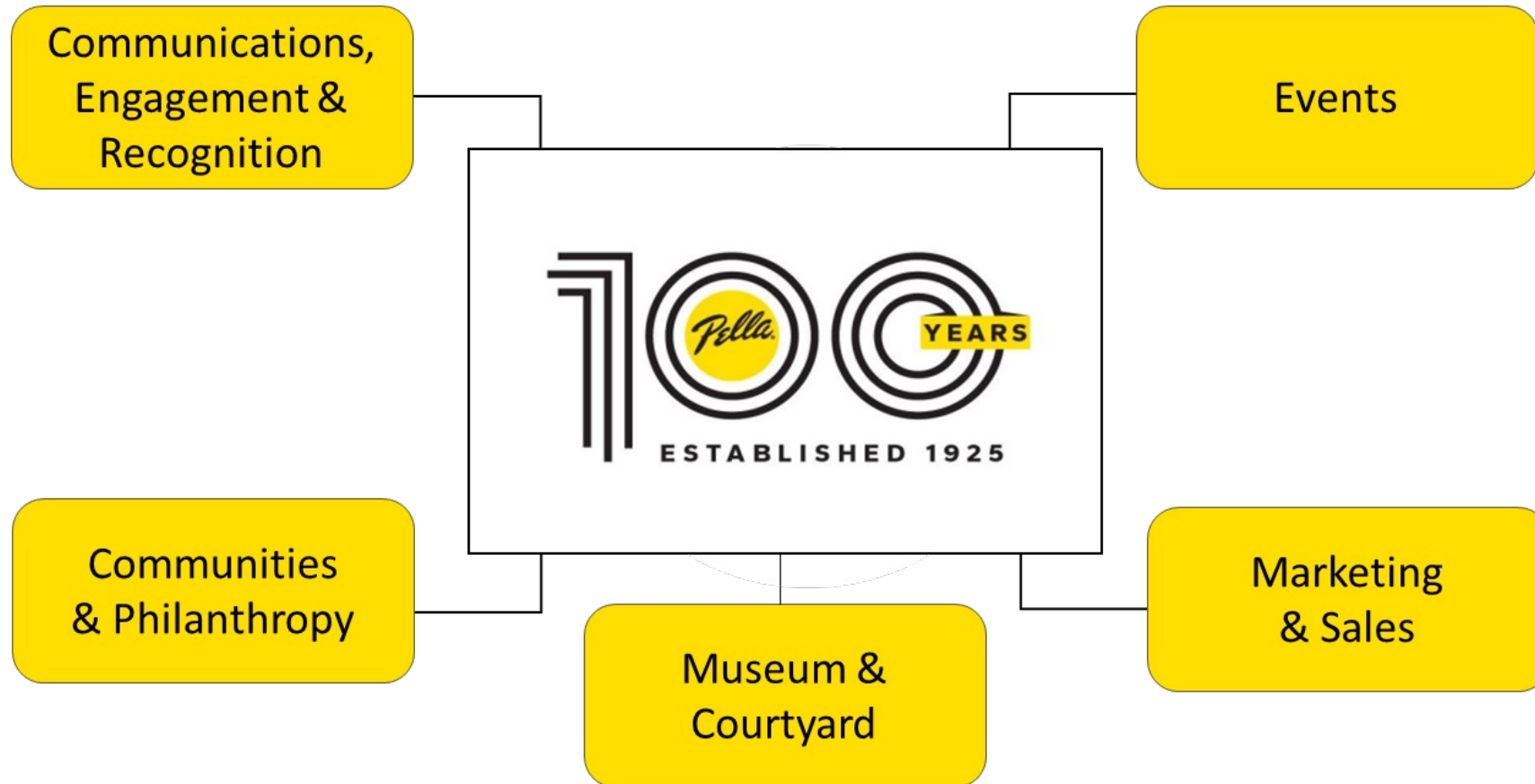
Brighter Together Giveaways

Internal Comms & Engagement + Talent Brand Campaigns

Media & PR Activations

Anniversary Themed Merchandise

* Toolkit & guidelines provided for additional functional/sites leader-led activations



**Let's imagine, build and fight for a brighter future,
for generations to come.**



Communications,
Engagement &
Recognition

Integrated Communication Plan



100th messaging house & creative
direction foundational

100th NARRATIVE / MESSAGING HOUSE

COMMUNICATIONS CALENDAR

EMPLOYEE COMMS

**100th Channel
on Pella Connect
(intranet)**

TALENT BRAND COMMS

**LinkedIn, Instagram,
Facebook**

PR / MEDIA RELATIONS

**Campaign Plan & Targeted
Media**

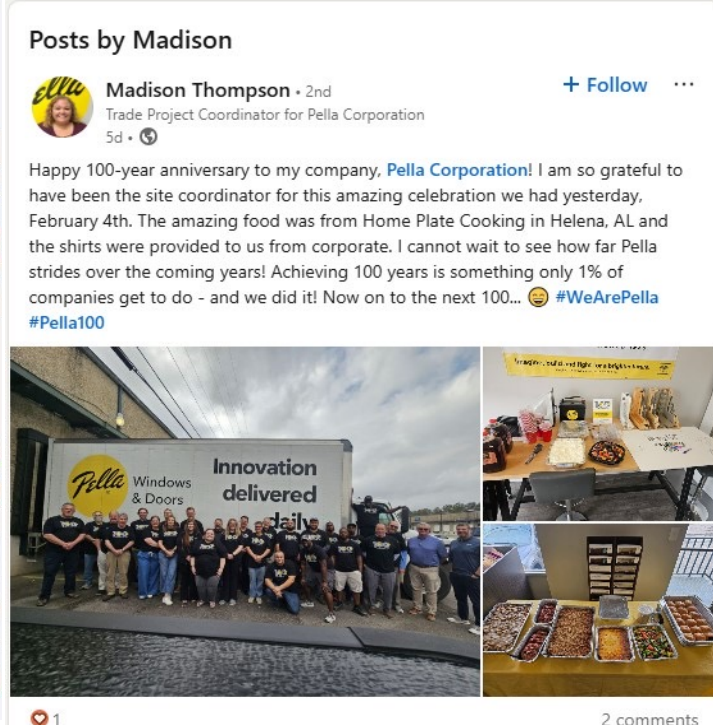
PELLA.COM, PRESS PAGE, CAREERS SITE

#WeArePella Ambassadors – Founder’s Day



Ambassadors amplified our story and built our brand

- **87+ Social Actions Submitted** by brand-new ambassadors
- **Multiple Platform Engagement** – LinkedIn, Instagram & Facebook
- **Key Actions Taken:**
 - Reshared Founder’s Day Hype Video on any platform
 - Changed LinkedIn cover photo to 100th logo
 - Posted photos/videos across platforms



Founder's Day Hype Video



Founder's Day Hype Video Performance (organic)

LinkedIn Performance

- **11.25% Engagement Rate** (well above benchmark)
- **205 Reposts**
- **9,088 Members Reached**
- **690 Reactions**

Life at Pella Instagram (new account)

- **492 Accounts Reached**
- **81% Views from Non-Followers**

Careers Facebook

- **3.9K Views | 2.7K People Reached**
- **40 Shares**
- **18% Engagement Rate | 485 Total Engagements**



100th Anniversary Book



Started archival with outside firm in 2020,
designated functional owners, know limits



- Progress since 75th
- Purpose framework: vignettes, infographics and powerful visuals
- 50+ interviews
- 2300 books ordered
- Distribution August
- Pre-order conducted for team members and retirees
- Special groups received the book at no cost
- Remaining sold at logo store

Celebrates Pella's legacy, enduring purpose, and promising future



Communities and Philanthropy

Tulip Time (April 30)



Maximize the impact of community events

Preview Event

- Hundreds of team members previewed the museum, trolley and float

Media presence

- Local media total reach: TV, Radio, Print, Digital and newsletter **+253,000**
- **Coverage in prominent local media outlets:** *Des Moines Business Record*, *KCCI*, *WHO Radio*
- **Interviews with local publications:** *Axios*, *Marion County Express*, *Fresh Pickings Magazine*

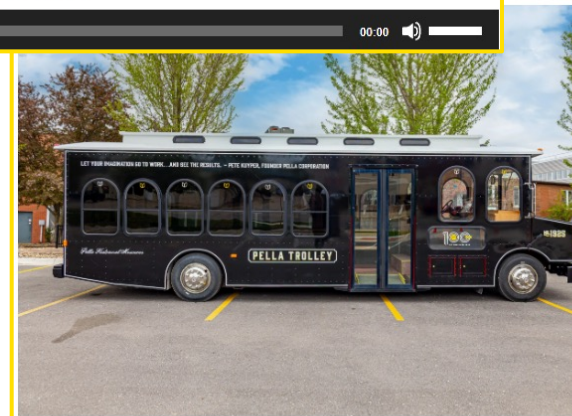
Social presence

- Tulip Time Video Recap: **+4,500 Views**
- Engagement rate **up to 14.1%** (well above benchmark)
- Strong watch times, reposts and shares on all three social channels



Karmen Gardner with Pella Corporation discusses the company's celebration of a century in business and the 90th annual Tulip Time, which includes a new trolley, parade float, and the renovated Pella Corporation Museum.

00:00 00:00



Pella Corporation revealed three centennial projects ahead of the 90th annual Tulip Time Celebration.

NEWS BRIEFS

Pella Corp. unveils museum, trolley, parade float for centennial



Pella Corp. is presenting three projects to the community as part of its 100th anniversary celebrations this year. A new parade float, "A Day at the Tulip Factory," celebrates manufacturing and was created for Pella's [90th Annual Tulip Time Festival](#), which begins today and goes through Saturday. The new Pella Trolley No. 1925, a commemorative gift to Pella Historical Museums, will provide free shuttle service between downtown Pella and the Pella Corp. Museum. The museum was recently renovated and will have new items on display, including original windows. *Image courtesy of Pella Corp.*



Volunteer Recognition Program | \$100,000 Challenge

- Goal of 20,000 hours of recorded volunteer time for \$100,000 in volunteer recognition grants
- **Once met, another \$100,000 is unlocked!**

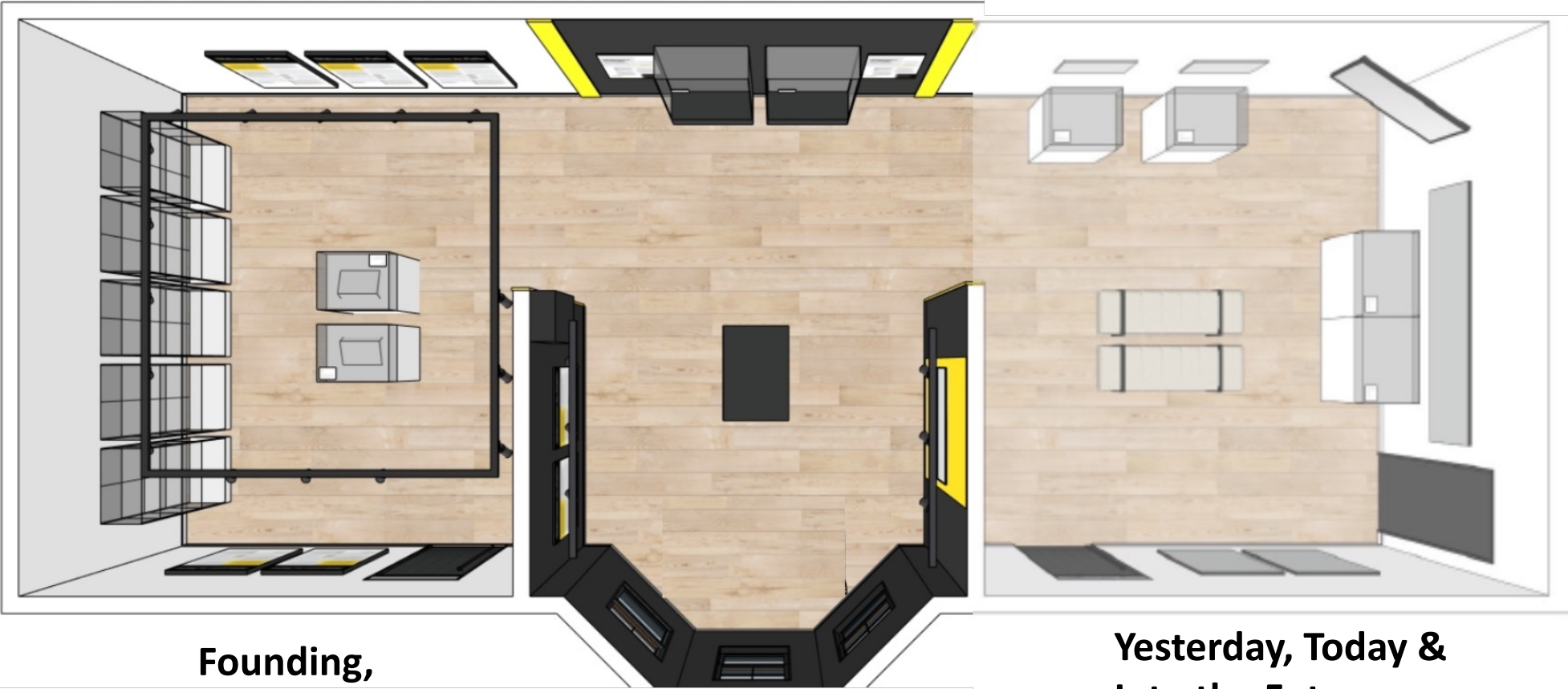


Facilities: Museum &
HQ Courtyard

Renovated Pella Museum (April 30)



Facilities projects take time;
Right people in right roles

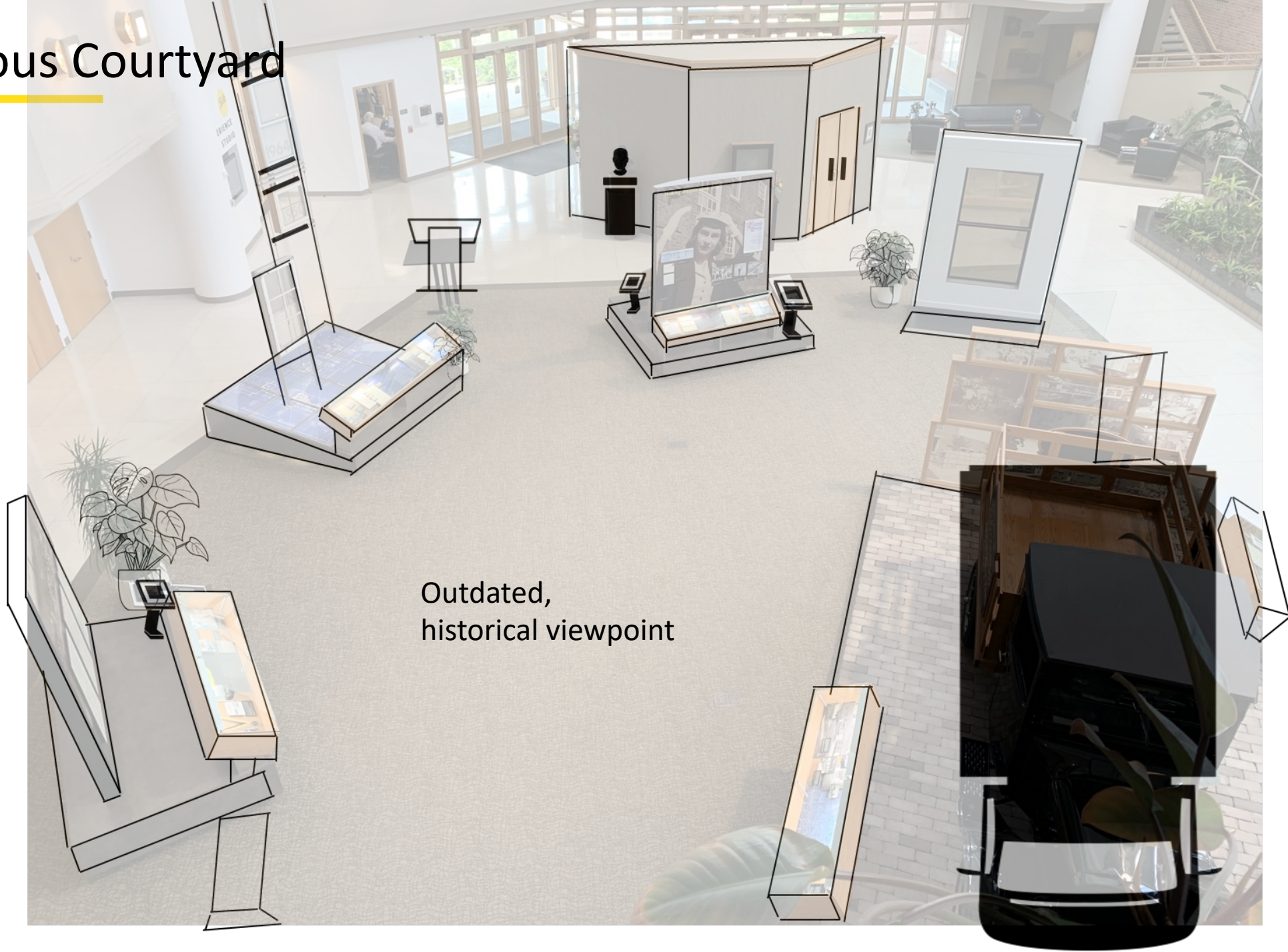


**Founding,
History,
Values**

**Innovation
Station**

**Yesterday, Today &
Into the Future**
| Go-to-Market,
Advertisements,
Manufacturing, Quality,
FOB |

Previous Courtyard

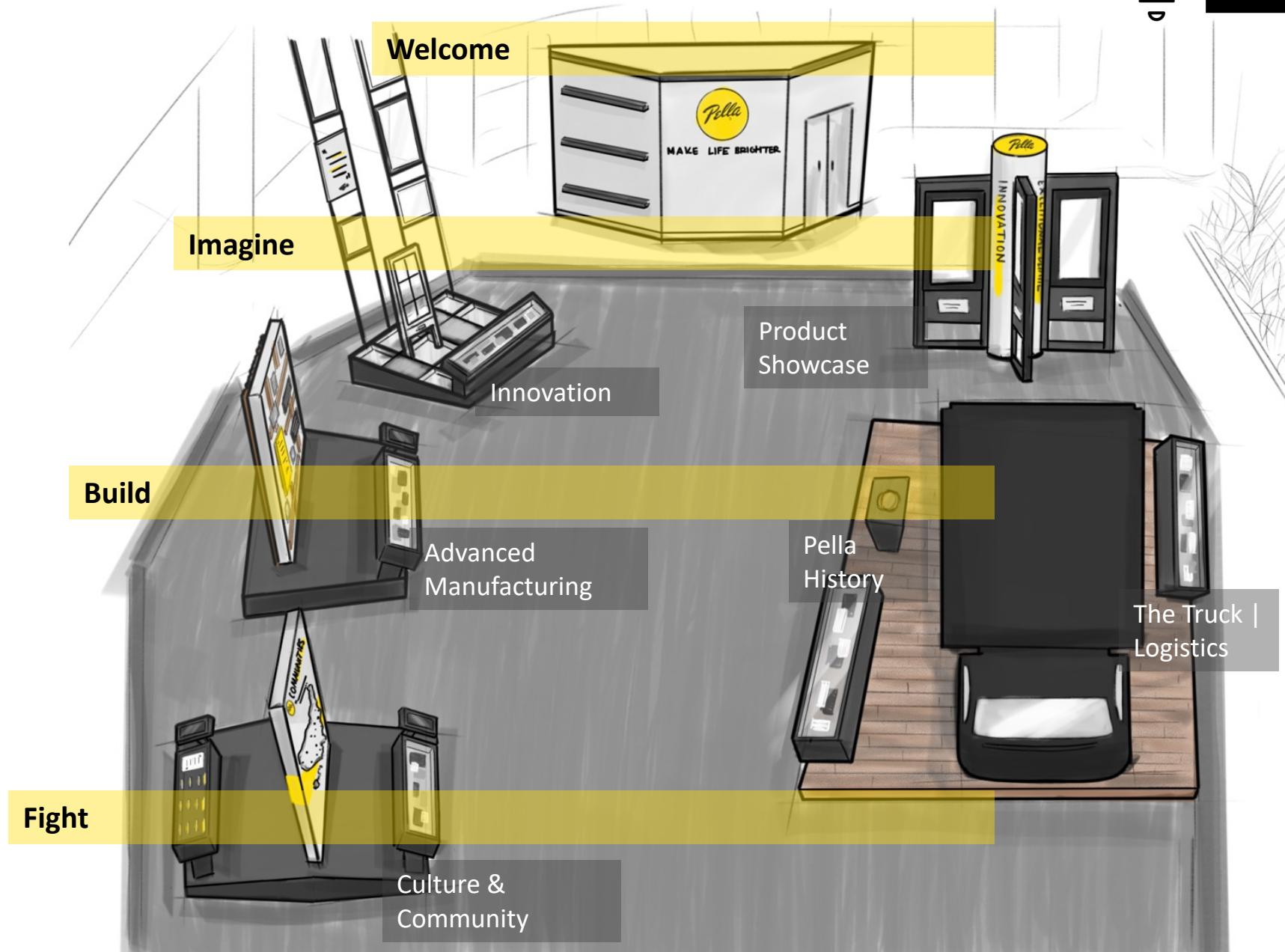


Outdated,
historical viewpoint

New Courtyard



Purpose work vital





Events

Founder's Day (Feb 4)

Team member celebrations

- Retirees invited
- Collateral & tool kits to 46 sites for local celebrations
- “Celebrating 100 Years” channel launched on **Pella Connect** to engage and inform team members.

Pella Family Story – Video Shown at Founder's Day



Social presence

- Founder's Day campaign reached **100K+** organically via hype video, recap reel and ambassador posts
- **87** ambassador actions on launch day
- Video content performed **3x** above average

Media presence

- Local media total reach (print, digital, e-newsletter): **5.1M+**
- National PR: **557** stories, reached **213.1M**
- Multimedia news Release received **10.7K** Page views

Pella.com engagement

- **Innovation Page:** ~1,800 views, 82% engagement rate (+21% above benchmark)
- **About Us Page:** ~7,300 views, 79% engagement rate (+18% above benchmark);

Brighter Together Recognition Campaign

Provide meaningful recognitions that reinforce our appreciation for team members and create a lasting 'wow' effect.

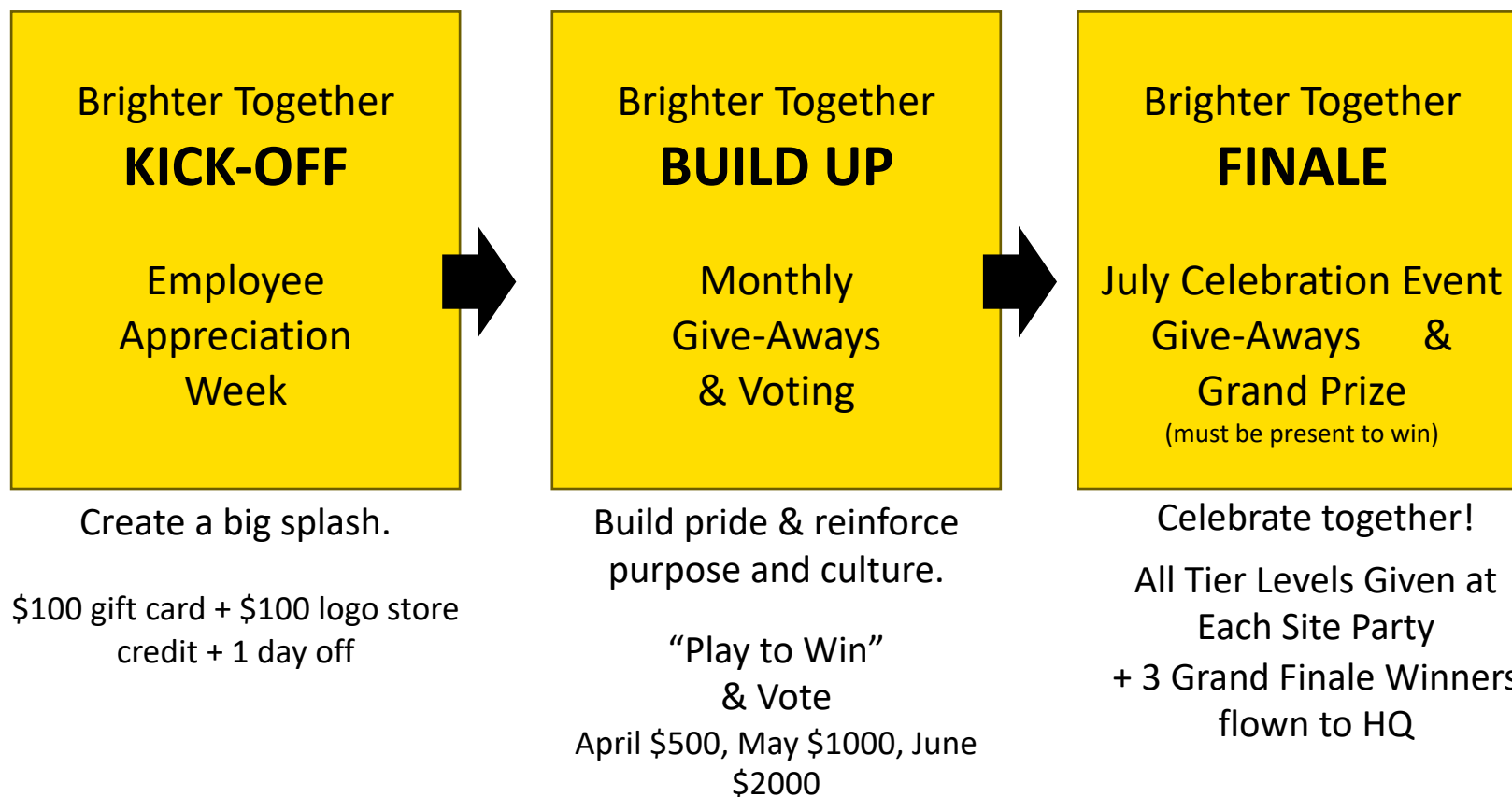


Requires creativity
& input from team

Gift Package Tiers

\$100, \$500, \$1000, \$2,000 and \$15,000

"Something I care about"



100th Celebration Parties (late July)

26

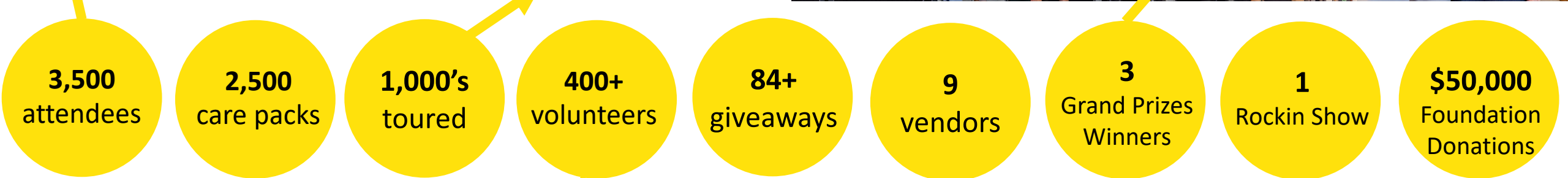
43 Sites hosted
team members and their families

- Over 11,000 people celebrated with us
- More than 300 Brighter Together Give-Aways



Facility Tours for Family & Friends,
Really Good Food, and Time Together





Summer
Celebration
Recap Video

Let's rewind...

HQ Event Planning

29

**Planned for 60% attendance (7K)
3.5K actual attendance**

- Venue selection & weather contingency abatement plan
- Registration comms plan & site
- Program run of show
- Volunteer plan & executive roles
- Security / safety plan
- Parking & traffic route plan
- Food & beverage vendors
- Engagement activations (family friendly)
- Entertainment
- Grand Finale Brighter Together Give-aways
- Community give-back



Outside firm essential

Pella Anniversary by the Numbers



Additional Considerations

- 💡 Ensure alignment at top as a business priority
- 💡 Identify 'historians' and 'passionate talent' early
- 💡 Engage the broader team where possible (input, talents & advocacy)
- 💡 Use external firms thoughtfully
- 💡 Build a robust plan, clear governance, and a sound operating system – and stick to it
- 💡 Less really is more – what will be remembered most is the feeling you create
- 💡 **Empower the team, enjoy the ride, celebrate the progress and wins along the way!**



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Questions?