

# Design Business

# Elkhart window maker is looking to expand

# Finances as a family matter

# family matter

**THE COLOR OF MONEY**

Here are some topics that came up during my online chats from folks seeking advice about money situations

**Q:** My daughter has found herself in a situation where she has to move. Her credit is bad and she is having difficulty getting approved for an apartment. Should I co-sign? Moving back home is not an option.

**Singletary:** Do not co-sign.  
I know you want to help. However, unless you are truly ~~wanted to make her~~

monthly rent payments, don't do it. If her credit is bad, this is an indication that some financial issues are there already. Maybe it's been prepared to make me.

cause she was irresponsible, maybe not (like she's lost a job). But in either case, don't link your finances with hers. Instead, help her explore var-

ious living options. Perhaps she can move in with a friend temporarily.

tion loans. My wife and I are in our early 60s and expect to retire in three to five years. Should we co-sign an educational loan for our daughter if

**we are asked?**

**Singletary:** Do not co-sign if you're asked and certainly don't offer.

Co-signing means you are

borrowing too. You are not a backup borrower. And I would definitely not recommend it since you are so close to retiring — unless you have

And if you have the money to pay the loans, then just give it to her. (I don't believe in loaning money. It can get complicated and/or ugly.) If

not too late to encourage your daughter to work and save up to pay the cost of the program.

**Q:** Do you tell or have you told anyone in your family about your net worth? Until my spouse let it slip to a sib-

ling (I am a very private person about money), only our broker knew how healthy our assets were. Am I being silly?

## 5 keys to capturing

## JENNIE WONG ASK THE MOMPRENEUR

strong, authentic connection with the mom market. We are The Mother Co. after all.

cultivating a deep and meaningful connection with moth-  
ers

or startup penetrate this juggernaut?

result of promotion mentioned in a blog, and we've found much more success in the mem



J. Tyler Klassen/The Elkhart Truth



Jessica Benson bends window frames at State Wide Windows in Elkhart on Thursday, June 26. Benson has been at the company 11 years.

## Window From Page D1

family-friendly philosophy, along with the focus on workplace safety, will be key factors in their plans to double in size over the next five years. To accomplish that goal, the company 18 months ago recruited vice president and general manager Jim Johnson away from Elkhart-based airhorn maker Hadley Products.

The company isn't new, having been founded in 1941 as State Wide Alum. minum, but it views itself as somewhat of an upstart as it sets its sights on the recreational vehicle industry. Historically, the company has mostly made windows for the truck cap and horse trailer markets.

But earlier this year, it initiated a name change to State Wide Window to heighten awareness of its primary products. Lippert Components Inc., located directly across the street on C.R. 6, and

Wright landed State Wide's first RV account, making frameless windows for Coachmen's Class A buses. Wright said RV makers are increasingly looking for frameless windows, something State Wide has been making for truck caps and horse trailers since 1996.

They realize it will be tough to grab market share from much larger competitors Lippert Components Inc., located directly across the street on C.R. 6, and

they know they're talking to the decision makers.

"I believe there's always room for change."

Johnson agreed.

"When we're talking to the customers, it's Jim and Dan, rather than some corporate entity that it's maybe hard to get them in the room to talk to," Johnson said. "If they say 'Hey we need to talk to you,' Jim and I are in the car and we're there.

They know what can we do different.

What's innovative? What can we

do better?

State Wide employs about 150 people in two buildings containing about 150,000 square feet. It has 11 production lines that build 38 products, producing nearly 9,000 doors and windows per week. The dominant products are the cap windows and horse trailers windows, but the company also makes windows for conversion vans, along with some specialty products such as win-

clear window. Wright thinks their smaller size will be an asset.

"When we're talking to the customers, business partner that delivers those three things with integrity," Johnson said. "That's what State Wide Aluminum was known for. We're very customer centric. We're trying to make the transition from a supplier to a solutions provider, so we're going into companies with ideas of what we can do different.

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State Wide still sells aluminum for a small number of older clients but it's trying to move away from that.

"We recognize we could outgrow this facility," Johnson said. "We're cur-

rently evaluating our options, whether we want to build anew or look at some other lease opportunities ... maybe building one large complex so we can house everything. We think there's economies in having everything in one large building."

— Tyler Klassen /The Elkhart Truth

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