

# Beyond the Frame

INDUSTRY INSIGHTS FROM WDMA



## Threshold Thinking: Why Engagement Matters More Than Ever

As we look toward 2026—renewing memberships, affirming commitments, and building the resources needed for stronger advocacy—a conversation I had one year ago with a member feels more relevant than ever.

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Threshold Thinking by John Crosby

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## Member Corner

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[Andersen Windows Announces New Environmental Product Declarations](#)

## Advocacy Corner

### WDMA Participates in U.S Chamber of Commerce Housing Summit

Recently, WDMA President and CEO John Crosby was invited to participate in a panel discussion at the U.S. Chamber of Commerce 2025 Housing Summit in Washington, DC. This event helped business leaders across America grasp the opportunity to be a part of the solution to America's housing affordability crisis.

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### Federal Government Reopens as Congress Launches New Debate on Healthcare Affordability

The government's reopening has triggered a rapid scramble in Congress to craft new healthcare affordability measures. With both chambers eyeing changes to ACA subsidies and small-business tax credits, a major policy fight is now taking shape.

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## U.S. Trade Talks Gain Momentum With Switzerland and India

Trade negotiations with Switzerland and India are gaining momentum, signaling potential relief from steep tariffs and a push toward stability in global supply chains. For manufacturers, this may translate into lower input costs and clearer long-term planning as 2026 approaches.

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## Upcoming Events



 **WINDOW & DOOR**  
MANUFACTURERS ASSOCIATION

# WINTER COMMITTEE WEEK

**Register for WDMA Committee Week**  
**December 9-11 at WDMA's Washington, DC office.**

As a valued WDMA member, you and your company are part of the nation's leading association for fenestration manufacturers—setting the standard of excellence for windows, doors, and skylights. One of the most impactful ways to engage is by participating in WDMA Committee Week.

During this event, WDMA's committees will convene to tackle pressing industry challenges and guide the organization's priorities for 2026. It's a unique opportunity for members to take an active role in shaping the future of the industry, contribute to key decisions, and gain valuable insights into the issues that matter most. [Register here.](#)

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## WDMA Policy Town Hall Thursday @ 2PM EST

This Thursday, join WDMA Government Affairs Director Michael Pierce for a preview of the key policy issues we're evaluating for the 2026 Annual Legislative Conference on March 24–25. With Congress zeroing in on housing, affordability, and a more resilient manufacturing sector, your perspective will help shape our agenda.

As we look ahead to the coming months, we're laying the groundwork for a highly impactful conference, one where housing is poised to take center stage as a defining issue for the year.

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## Data & Insights Corner

### Economic Stat Pack

The data that have been updated of late (despite the government shutdown) shows continued weakness in the housing market but continued signs of improving economic health.

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### Four in Ten

That's the approximate ratio of homes in America that were built before 1980. It's a

stunning thing to consider as federal and state governments are finally trying to tackle the supply side of the housing affordability crisis. Can this aging sector of the market be the near-term solution to expand the footprint of attractive options for first-time homebuyers? What incentives are needed to increase adoption?



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