



SIGNATURE | craft
Sun and sound control made for interiors

SIGNATURE CRAFT, LLC (WBE)



Creating Her Success Story at Home

Spending nearly 60 percent of her time working on the road and helping maintain the family construction business in Chicago didn't leave much time for Jenny Sturm to pursue the good life. She is a wife and mother of three small children. "I worked in health care for over 20 years for a drug manufacturer and over the past five years my position escalated, and I started traveling a significant amount of time," said Sturm.

Sturm wanted to be off the road and have more time at home. Her parents retired and closed the family business and her employer was being bought out. "I felt it's not going to be what it was and I'm not sure what it's going to be, but I don't know if I want to be part of it," she said. It was, however, a way out.

She envisioned starting her own business or buying an existing one. She worked with a broker who led her to Signature Craft, LLC, formally Woodard Contracting. The company started in 1946 cleaning rugs in homes and grew into a prominent manufacturer and distributor of window coverings and acoustical panels for office buildings, churches, auditoriums, public buildings, hospitals, nursing homes and casinos.

In January 2019, Jenny bought Signature Craft, LLC. "I bit off this whole big thing with Signature Craft, not to make myself successful, but I'm hoping that success comes along the way. I wanted to lead my

own team and own my own company and make people in the community successful," she said.

The company has six office employees and eight union carpenters. Sturm is now in the driver's seat to take the company to the next level in commercial sun and sound control technology. "We were just on the Ballpark Village Phase II project. We installed stretch wall acoustical fabric in the lobby area to reduce noise in the hallways," said Sturm.

Sturm plans to grow the business with the help of certification as a Woman Business Enterprise. She obtained the certification through the Business Diversity Development office at St. Louis Lambert International Airport. "The process was online. I don't want to say it was easy. It was a challenge. And I really enjoyed working with the staff. I felt like they had valid questions," she added.

Jenny is settling into her new role as business owner and wants to help others pursue the good life. "I want people to understand that it's a career path so they can take care of themselves and their families and to help them understand that they're going to be okay. I need to leave this world a better place than when I came into it."