

AS SEEN IN

THE PREMIER MAGAZINE OF THE WEST

COWBOYS & INDIANS

CELEBRATE AMERICA AT SUMMER RODEOS

THE PREMIER MAGAZINE OF THE WEST

COWBOYS & INDIANS

JULY 2022

DENNIS QUAID

ON PLAYING REAGAN

YELLOWSTONE TURNS 150
HANDCRAFTED HOME GOODS
GLORIOUS DAKOTA VACATIONS

cowboysindians.com

\$7.99 US \$8.99 CAN 07

0 73917 08206 3

LIVING west

WINDMILL CEILING FANS

How growing up on Grandma's farm in Kansas and cooling a horse-drawn business in Texas birthed an innovative, stylish all-American ceiling fan.

By Lindsay Whiddell

When Kelly Eggers kept getting in trouble with her neighborhood's HOA because her truck was too big to fit in the garage, she knew it was time to return to her hometown, move the city, and move back to the country. Eggers grew up on her grandparents' farm in Kansas before adulthood and her corporate career took her away from the lifestyle she loved. Once she made the decision to move to a property with acreage in North Texas, she and her husband, Phillip, started working on plans to build, not just their dream home and dream barn, but both at once. The concept of being in a beautiful horse-drawn world shop. By this time, Eggers' grandmothers, whose health was declining, had moved into an assisted-living facility and wanted Eggers to take whatever she wanted from the seven-to-bed family farm. Given that the farm had greatly shaped the women she idolized, Eggers was eager to incorporate as many elements as possible from it into the design of her horse-drawn business. Fencing those rustic remnants from Kansas allowed Eggers to spend more time with her grandmothers, and the old milk cans, buckets, and bars drove her perfectly into the decor vision Eggers had for her return to country life. What didn't fit into Eggers' vision was a typical ceiling fan made of plastic or particle board and produced overseas. While she strongly resonated with the ceiling fans that were available on the market, she desperately needed something to bridge the Texas farm and the horse-drawn business's 20th-century aesthetic. Despite adding extra air-conditioning units, Eggers quickly realized that some backup was in order. "It really was an issue," she says. And then one day, a solution came to her: "I was looking out to the pasture, and I saw this. There's a windmill. This can be that fan. I need to move some air! Looked, and no one had that product." The product that took shape in her mind was a ceiling fan based on windmill blades. Eggers and her husband got to work designing that fan, with a high number of large blades—18 to be precise—that were lightweight aluminum and steel frames. Initially, the windmill ceiling fan Eggers and Phillip conceptualized was only for their personal home. They had no intention of

starting a business. But as more and more of their friends and family saw the addition to the Eggers' horse-drawn business, it became clear that there was a market needed. Friends started taking on a time-honored reverence. Six years ago, The Original Windmill Ceiling Fan Company was born. The couple built website to gauge interest in their innovative product. Sure enough, within weeks they had 60 orders and no idea how to collect payments, package, or ship the fans. Even though they originally offered just one style—66 inches in a row wood finish—opening the business off the ground was hard work. Eggers would work all day, including weekends, building the fans, and her husband would help when he got home from work. The popularity of the fan grew. Sometimes, the company offers more different sizes, many finish options, and various types of motors. Half annual of the late husband and wife, the company now has a team of 20 employees building the fans. The rise of the horse-drawn and farmhouse style has contributed to the sales of a fan designed like a windmill. But Eggers says it's the quality of the product and the fact that it's American-made that have really propelled their company's success. "I think that the values we have really show people to us," she says. "Our fans are made in the heart of Texas. Every one of them is handcrafted. They're wood-based. They are not mass-produced. Each one, like a windmill in the pasture, has its own special shape and features. People love the durability of it because it's not plastic or particle board. It's aluminum and steel. It's built to last. And in

our opinion, it just makes a superior ceiling fan. "I believe in hard work. I believe in dedication. I believe in American quality, and I believe in doing the right thing, and this is the way I want my business to be. If that means it's not going to grow to a \$20 million business, that's their line. I want it to be something that I'm proud of, and I want to be something that my customers are proud of." Other fans that look like windmills have begun to pop up on the market, but what continues to distinguish The Original Windmill Ceiling Fan Company from its competitors—beyond the visual and structural ambience—is the vast array of custom finishes they offer. Eggers says, "There's no one else that offers the level of customization we offer. We have done it. We have our customers challenging and inspiring us." Customers buy the fans for a variety of spaces, from homes and wedding venues to restaurants, to a 100% joint or upscale dining. Eggers says the fans easily mirrored the "farmhouse" style and can look great in many settings. The company has incorporated ranch brands, business logos, monograms for love letters, and more. Learning to do the same and much of their customers has always been a priority, and that attention has led to not just expanded product offerings, but also a more company Super Duty Fans. Super Duty offers a different fan made for industrial and agricultural applications. "We're very proud of the product. Our fans are not just made in U.S.-made, they're American. They really have a 'wow' factor," says Eggers, who makes it a point to talk to every customer. "We know our customers are spending a lot of money on this product, and it's a hard-earned money. If anyone has questions about their fan, please going to be willing to sit on the phone going to be talking to someone who works with these fans on a daily basis. It's hard to find that level of customer service. We're when you buy a fan from us you become a part of our family." It's a family that reaches back to Eggers' grandmothers' farm and a 19th-century style gallop against the backdrop of celebrating an icon of a product combining Western heritage, style, and craftsmanship. "We get so many people telling us it's not a windmill ceiling fan, it's a piece of art, and that's a huge compliment to us," Eggers says. "There's so much love that goes into every single one, and we mean that wholeheartedly."

It's only a fan, but it's an art. It's a piece of art that's been in the air and style of life for the last two years. Because the fan is handcrafted, it's not just a fan, it's a piece of art. The company is the epitome of the Great State and internationally, worldwide.

© 2022 THE ORIGINAL WINDMILL CEILING FAN COMPANY

W

starting a business. But as more and more of their friends and family saw the addition to the Eggers' horse-drawn business, it became clear that there was a market needed. Friends started taking on a time-honored reverence. Six years ago, The Original Windmill Ceiling Fan Company was born. The couple built website to gauge interest in their innovative product. Sure enough, within weeks they had 60 orders and no idea how to collect payments, package, or ship the fans. Even though they originally offered just one style—66 inches in a row wood finish—opening the business off the ground was hard work. Eggers would work all day, including weekends, building the fans, and her husband would help when he got home from work. The popularity of the fan grew. Sometimes, the company offers more different sizes, many finish options, and various types of motors. Half annual of the late husband and wife, the company now has a team of 20 employees building the fans. The rise of the horse-drawn and farmhouse style has contributed to the sales of a fan designed like a windmill. But Eggers says it's the quality of the product and the fact that it's American-made that have really propelled their company's success. "I think that the values we have really show people to us," she says. "Our fans are made in the heart of Texas. Every one of them is handcrafted. They're wood-based. They are not mass-produced. Each one, like a windmill in the pasture, has its own special shape and features. People love the durability of it because it's not plastic or particle board. It's aluminum and steel. It's built to last. And in

our opinion, it just makes a superior ceiling fan. "I believe in hard work. I believe in dedication. I believe in American quality, and I believe in doing the right thing, and this is the way I want my business to be. If that means it's not going to grow to a \$20 million business, that's their line. I want it to be something that I'm proud of, and I want to be something that my customers are proud of." Other fans that look like windmills have begun to pop up on the market, but what continues to distinguish The Original Windmill Ceiling Fan Company from its competitors—beyond the visual and structural ambience—is the vast array of custom finishes they offer. Eggers says, "There's no one else that offers the level of customization we offer. We have done it. We have our customers challenging and inspiring us." Customers buy the fans for a variety of spaces, from homes and wedding venues to restaurants, to a 100% joint or upscale dining. Eggers says the fans easily mirrored the "farmhouse" style and can look great in many settings. The company has incorporated ranch brands, business logos, monograms for love letters, and more. Learning to do the same and much of their customers has always been a priority, and that attention has led to not just expanded product offerings, but also a more company Super Duty Fans. Super Duty offers a different fan made for industrial and agricultural applications. "We're very proud of the product. Our fans are not just made in U.S.-made, they're American. They really have a 'wow' factor," says Eggers, who makes it a point to talk to every customer. "We know our customers are spending a lot of money on this product, and it's a hard-earned money. If anyone has questions about their fan, please going to be willing to sit on the phone going to be talking to someone who works with these fans on a daily basis. It's hard to find that level of customer service. We're when you buy a fan from us you become a part of our family." It's a family that reaches back to Eggers' grandmothers' farm and a 19th-century style gallop against the backdrop of celebrating an icon of a product combining Western heritage, style, and craftsmanship. "We get so many people telling us it's not a windmill ceiling fan, it's a piece of art, and that's a huge compliment to us," Eggers says. "There's so much love that goes into every single one, and we mean that wholeheartedly."

It's only a fan, but it's an art. It's a piece of art that's been in the air and style of life for the last two years. Because the fan is handcrafted, it's not just a fan, it's a piece of art. The company is the epitome of the Great State and internationally, worldwide.

© 2022 THE ORIGINAL WINDMILL CEILING FAN COMPANY