

The Outdoor Room:

Trends in Decks and Partnering with Deck Builders to Increase Sales.

March 8, 2006

3:00 p.m. – 4:30 p.m.

(1.5 CEUs Sales)

Speakers:

- Diana Hanson – Owner of Woodpile Construction, and contributing editor to Professional Deck Builder Magazine. Administrative Director for NADRA.
- Michael Beaudry – Sales and Marketing for Knock on Wood Decks, and Back to Nature Decks. Experienced deck contractor. Executive V.P. of NADRA.

Backyard Living is Big Business

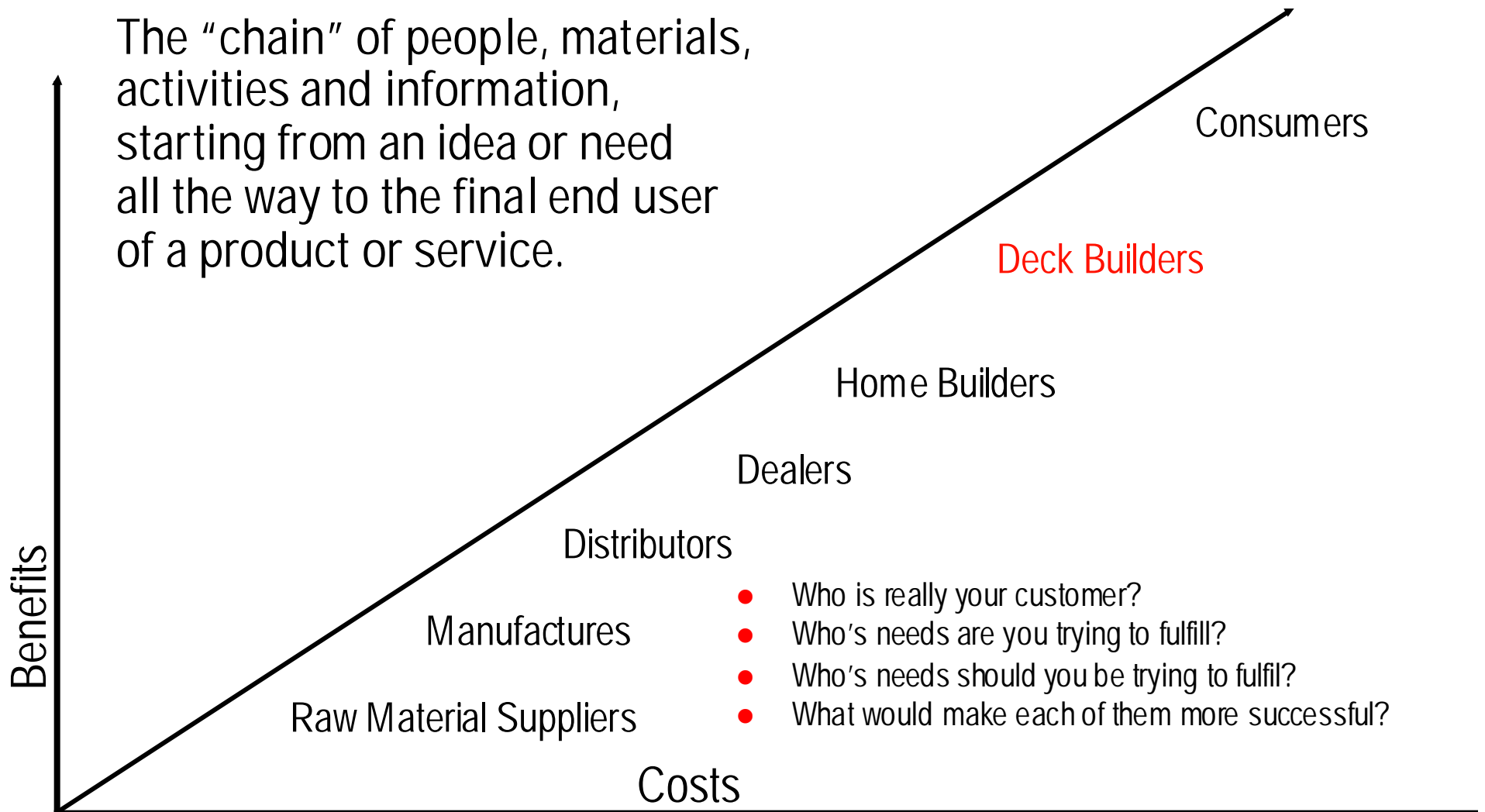
2005 Statistics show:

- 60% of new homes come with a deck.
- 4% of all households add a deck annually
(= 3 Million new decks a year).
- 65 Billion board feet of southern pine produced.
- \$4 Billion Composite Decking Market. (Composites make up only about 40% of all decks built)
- 2.75 Million decks in U.S. are replaced annually.
Lifespan of deck averages 9 – 11 years.

Now, let's talk about these "numbers"...

Value Chain

The “chain” of people, materials, activities and information, starting from an idea or need all the way to the final end user of a product or service.



- Who is really your customer?
- Who's needs are you trying to fulfill?
- Who's needs should you be trying to fulfil?
- What would make each of them more successful?

Red: denotes Channel Captain

Trends: Materials

- Wood/Plastic Composite (WPC) decking
- Tropical Hardwoods and other Exotic Woods
- Vinyl
- Recent additions to lines of Pressure Treated Lumber
- Coated Metals



Deck Anatomy 101



GLOSSARY OF DECK TERMS

Baluster: One of a series of vertical supports used between posts of a railing. Also called a spindle.

Building Codes: Regulations detailing accepted materials and methods of building, such as the size of the deck, setback distances, railing and stair construction, footing depths, fastening methods, lumber types for certain deck components and fence or screen height around the deck. Usually adopted by city, county, or state building departments; most counties have local building codes.

Cantilever: A construction method that involves extending the joists beyond the support beam or the support beam beyond the posts.

Cap Rail: The top horizontal piece of a railing, usually placed to give it a finished appearance.

Composite Decking: Deck boards manufactured from wood fiber and plastic to form a profile which requires less maintenance and generally has a longer lifespan than natural wood.

Concentrated Load: The application of a relatively large force on a relatively small area.

Dead Load: The weight of the structure itself, which includes the plank system, support structure and any railings, built-in benches and other permanent features.

Fascia: The boards used to cover rim joists and end joists. Also called “skirt”

Fasteners: Generic term for nails, bolts, screws and other connecting devices.

Footing: The below-ground support of a deck's post, usually made from concrete.

Grade: A designation given to lumber indicating the amount of flaws and knots typically found in the wood. Example: construction common (aka con-common) is a grade of redwood containing sapwood; construction-heart (con-heart) contains virtually no knots or blemishes.

Inset: An area of a deck that has been cut out to accommodate decorative and landscape elements such as trees and firepits.

Joist Hanger: A pre-manufactured metal piece typically attached to a ledger or beam to support a joist. Joist hangers should be galvanized.

Joists: Horizontal framing members that support decking; a system of sub-deck structural elements located directly beneath the deck boards, commonly using 2 x 6 or 2 x 8 lumber.

Ledger: A length of board, that is horizontally attached to the side of a house and holds up one edge of a deck.

Linear Feet: The total length of required lumber. For example, three 8-foot-long 2x4s and four 6-foot-long 2x4s both would be described as 24 linear feet of 2x4s.

Live Load: The amount of weight a deck is designed to support. Most deck designs call for a live load of 60 pounds per square foot.

Low-Voltage Lighting: Commercially available lighting systems that use a transformer to reduce the needed electrical current.

Nominal Dimensions: The label given to a standard piece of lumber. For example, 2x4 is the name for a rough-cut piece of about 2x4 inches. It is then finished by planing and sometimes sanding it down to its actual dimensions (1 7/16" x 3 1/2").

On Center: A method of measuring distance between two structural members, such as joists, where you measure from the center of one member to the center of the other. The distance between the center of each joist, commonly 16" or 24". Joists spaced 16" on center are actually 14-1/2" apart.

Pier Block: A masonry post. Piers often serve as above-grade footings for posts and often are made of pre-cast concrete.

Post: The vertical structural element that rests on the footing and supports the beam.

Post Anchor: A metal piece attached to or imbedded in the footing that attaches the post to the footing and keeps the post from being exposed to moisture in the ground.

Post Cap: A small piece of material (often wood) attached to the top of the post to cover the post's wood grain and protect the post from the weather. Can be made of many materials including metal, Injection-molded plastics, even decorative glass tops for round and square posts.

Pressure Treated Wood: Wood subjected to a high pressure treatment of chemicals as a preservative.

Rise: The vertical distance from one stair tread to another.

Riser: The vertical piece between two stair steps.

Shade Structure: A structure built above decks, usually of posts and lattice, to provide a shaded area on the deck.

Span: The distance between supports.

Structural Integrity: A structure's uncompromised ability to safely resist the required loads.

Sub-Structure: The deck construction that is located below, and supports the deck boards and railing system. Components include joists and hangers, ledgers, rim joists, beams, posts, anchors and footers.

Wind Load: The lateral pressure on a structure in pounds per square foot, due to wind blowing in any direction.



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DECK SAFETY MONTH

Get a once-a-year deck inspection by a qualified professional during **DECK SAFETY MONTH** in MAY

Check Your Deck™

Protect your family and friends.

Every year, many improperly built or maintained decks and balconies collapse, leading to injuries and sometimes fatalities. In 2005 alone, the news media reported 118 injuries resulting from 14 deck failures across the country. And many more collapses went unreported. Your deck is probably your favorite outdoor living space.

Yet to keep it safe, that deck requires scheduled check-ups and maintenance - just like your car. So get set for summer by calling a qualified professional to schedule your annual inspection. You'll have the peace of mind that comes from knowing your family and friends can safely enjoy your deck all summer long.



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The North American Deck and Railing Association (NADRA) promotes outdoor living at its best, in safe and creative environments for the enjoyment of every homeowner.

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Trends: What Consumers want...

- Not just wood anymore
- And I want a nice railing too
- And some lights
- Will my speakers work out here?
- Where do I put my hot tub?
- Will my barbeque burn this thing down?
- Can I really get an outdoor kitchen...like a 'fridge and everything?











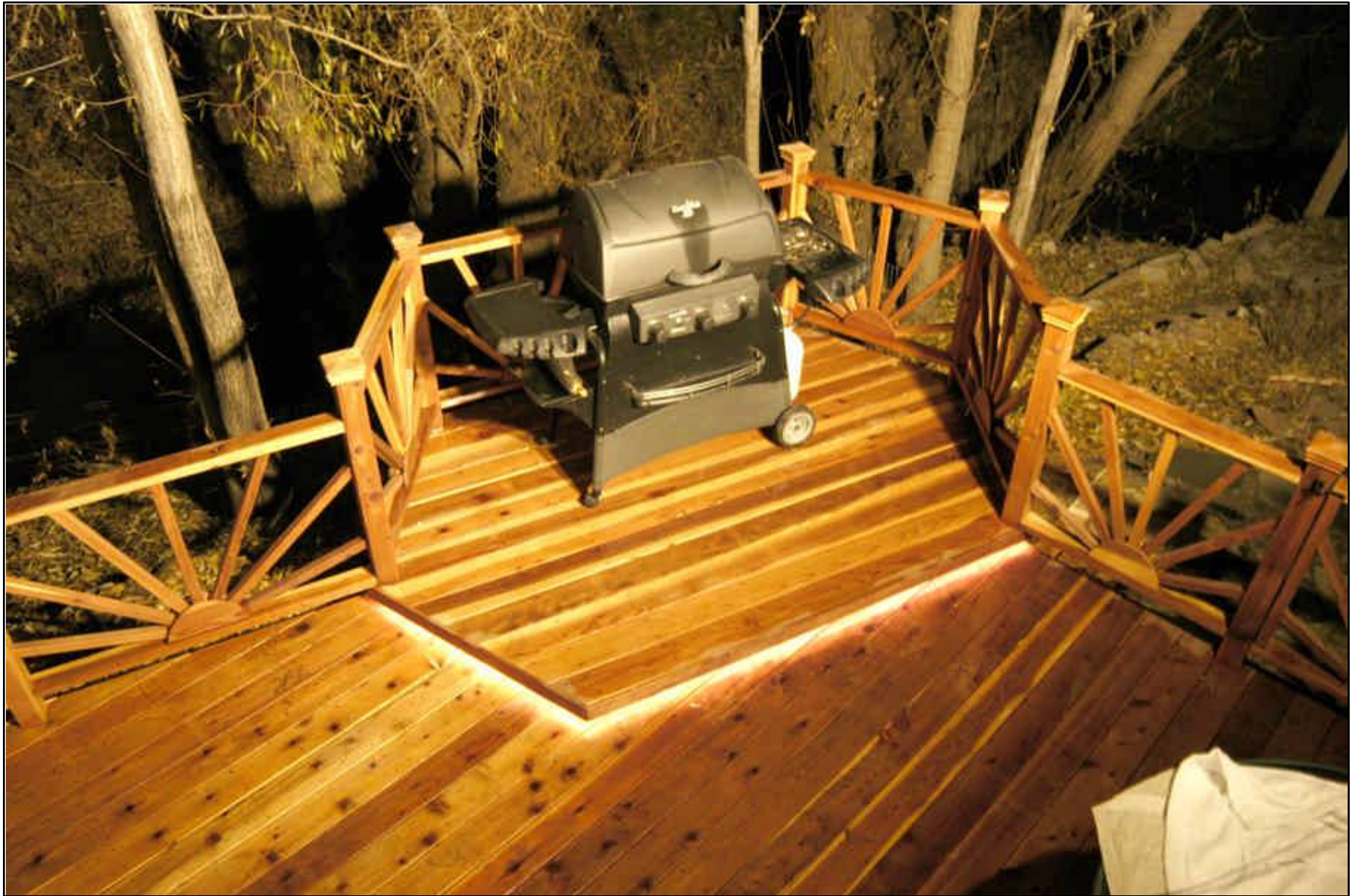


Trends: More than just a Deck

- Added square footage
- Outdoor Living Space
- Spending more time at home versus vacationing
- Investing in homes

Trends: Deck Builders

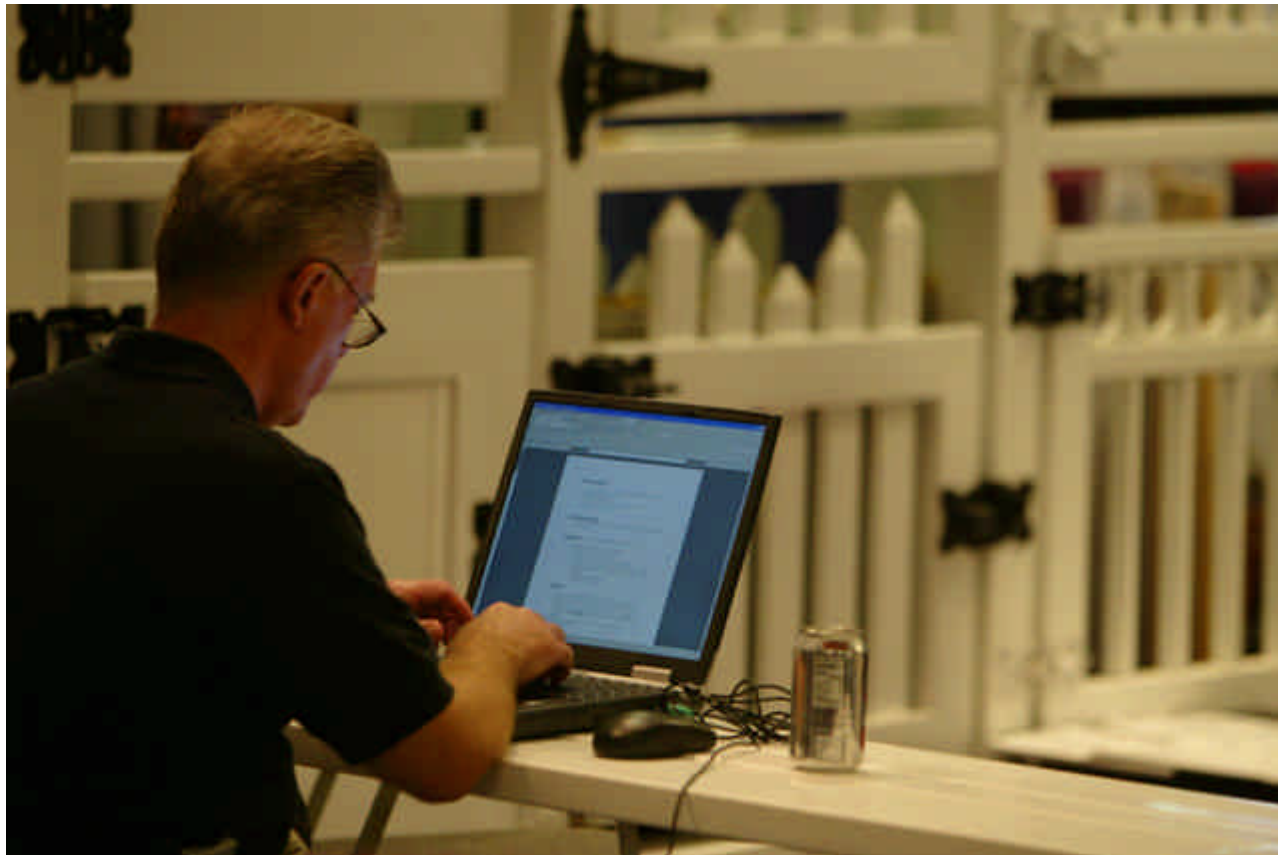
- Becoming more specialized
- More educated and skilled
- More artistic
- Realization that the “extras” are where the money is



Working with Deck Builders

- Finding reputable builders
- Learning to work with them
- Developing reciprocal relationships
- Helping the deck builder sell your products

Deck Builders are not just the guy in the truck with a hound dog anymore. Most are business people with good reputations to protect.

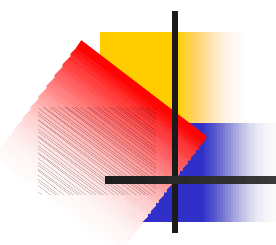




Your Best builders are going to be ones who actively seek continuing education and keep abreast of new trends and advancements in technology.







Builders, Suppliers, Manufacturers and
Retailers working together to provide a
quality outdoor living experience for every
home in America.

It's a beautiful thing...

North American Deck and Railing Association

Our sincere thanks to HPBA, we look forward to
working together in the years ahead.

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