

HANDBOOK₂₀₂₀

THE OFFICIAL HANDBOOK FOR THE NATIONAL+
DECK COMPETITION POWERED BY NADRA.ORG



NATIONAL⁺

DECK

COMPETITION

POWERED BY NADRA.ORG

CATEGORIES

RULES

HINTS & TIPS



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Thank you to our 2020 National Premier Members:



AnswerForce





NADRA HEADQUARTERS
P.O. BOX 829
QUAKERTOWN, PA 18951
215-679-4884
NADRA.ORG

Dear Member:

The North American Deck and Railing Association (NADRA) recognizes and promotes excellence in the outdoor living & decking industry. Each year we celebrate and honor outstanding successes in the industry at a prestigious Industry Awards presentation & celebration.

This is the Association's 11th Annual Competition. We are actively working on when, where, and how to announce the winners. Please be patient and stay tuned to NADRA.org to learn more in the coming months.

Professionals of all levels & categories, from across North America (and beyond) enter NADRA's deck competition. Please take your time to read this document before entering. Once you've done that, we encourage you to take the extra step to write out your project descriptions ahead of time to speed up your time in the registration system. However, this is not a requirement.

**Important! NADRA Builder Members, invite industry partners involved in your project build, to enter alongside of you selecting the "Partner Registration" option! Learn more on page 8.*

Sincerely,

NADRA Headquarters
Direct: 215-679-4884
Email: Info@NADRA.org



awards platform

REGISTRATION PLATFORM:

- Easy, fast registration
- Auto save as you go
- Make edits after submission. Entrants have the freedom to edit and refine their entries right up until deadline, even after submission.
- Intuitive entry process, no training required
- Easy entry into multiple categories with a copy feature!
- Preview entry, download PDF record
- Award-winning system design
- File formats: Upload JPEG, JPG or PNG files for images. You may upload mp4 or mov files for video. Maximum file size is 10MB per photo, and 50MB per video.
- A maximum of five attachments can be uploaded with your entry as follows:
(4) images. ****Please make your first image your BEST image**** (This will be used for the People's Choice Award.) Limit 10MB per photo.
*(1) Video - must be 30 seconds or less. May not exceed 50MB. Note: Videos are not required. Not uploading a video will not negatively impact your score.
You may upload a 5th image instead of a video if you choose.



dates & deadlines

MONDAY, NOVEMBER 2ND, 2020 11:59PM EDT

Last day to enter Deck Competition
with early bird entry fees.

TUESDAY, NOVEMBER 3RD, 2020 11:59PM EDT

Late entry fees are in place.



MONDAY, DECEMBER 7TH, 2020 11:59PM EST

Deadline to enter is Monday,
December 7th, 2020 at 11:59pm EST.

ANNOUNCING THE WINNERS:

NADRA leadership is actively working on when, where, and how to announce the winners. Please be patient and stay tuned to **NADRA.org** to learn more in the coming months.



rules:

DEADLINE TO ENTER:

- **DEADLINE: 11:59pm EST on Monday, December 7th, 2020**

RULES:

- Entries will be accepted from current members of NADRA that are in good standing.
- All projects must have been completed by a NADRA member.
- This includes the Manufacturer category.
- Project Partners that choose to enter the project alongside a builder, must be a current member of NADRA. (See page 8 for more details on Project Partners.
- Projects submitted must have been completed in 2019 and 2020.
- There is no limit to entries.
- Projects previously submitted in the 2019 National+ Deck Competition ***do not qualify***.
- All projects submitted must be residential, with exception to the Manufacturer category, The Dock category, The Greatest Showroom category, and the Commercial Deck Project category
- You may submit the same project in multiple categories.
- **In order to be considered for the overall best deck project, your project must be entered in the wood deck or alternative deck categories that best fits your project size.**



rules:

RULES CONTINUED:

- Entrant must own the rights to any photos and / or video you upload in the competition.
- All submitted photos and video may be used by NADRA in future promotions, website, social media, videos, marketing, etc.
- By entering a category, you are agreeing that your project falls within the price guidelines of such category (i.e. Wood Deck Under \$25k).
- ***Judges will, at any time during the scoring process, request proof of category price range. This may be done in order to verify the project was entered into the appropriate category.***
- Entrants will be randomly selected to provide proof of project contract / price with customer signature.
- Do not include any branding or company/ contact details in the Image file names and in photos. NADRA HQ cannot rename for you.
- ***Images that are uploaded with your contact name, location, name of business, logo - or any branding whatsoever will be disqualified & removed from the competition.***
- The first image you upload should be your best image. This will be used for marketing purposes as well as the People's Choice Award. Make it your best picture!
- By entering the 2020 National+ Deck Competition, the entrant agrees to all rules, terms and conditions.
- No refunds.

project partners:

The idea behind the partner option is to grow NADRA membership and to build camaraderie & support between all levels in the industry.

PROJECT PARTNERS DEFINED:

- A partner is defined as a NADRA member who was instrumental in a project entered into the National+ Deck Competition.
- A partner may be:
 - A Manufacturer of: lighting, screws, framing, coating, railings, footings, decking, underdecking, etc.
 - Sales Representative
 - Dealer, Lumberyard
 - Architect / Designer
 - Inspector

HOW IT WORKS:

- The builder must enter NADRA's National+ Deck Competition
- If you are a manufacturer or other potential partner, you are encouraged to ask your builders to communicate with you if they enter the competition. It will be your responsibility to register as a partner.
- If you partnered with a project that wins, you will also receive an award and recognition.
- All winning partners will be recognized in NADRA news, blog, website, social media and various industry print and digital publications.
- Partner submissions are \$125 per project, per partner.
- Registration for partners takes place on a separate portal from the deck competition. *NADRA members will be notified when partner registration opens.*
- Please contact Info@NADRA.org if you would like to schedule a time to discuss details about how Partners work.

categories:

2020 NATIONAL DECK COMPETITION CATEGORIES:

- **Wood Deck Under \$25k:** includes: Pressure Treated, Cedar, Redwood, Southern Pine, Ipe, Hardwoods, etc.
- **Alternative Deck Under \$25k:** includes: cap-stock, composite, PVC, plastic, aluminum, vinyl, etc
- **Limitless Creation Under \$25k:** Any outdoor living project. Open to all materials. *If you have a spectacular project that has outstanding qualities that includes multiple categories, consider entering it into this category.
- **Wood Deck \$25k - \$50k**
- **Alternative Deck \$25k - \$50k**
- **Limitless Creation \$25k - \$50k**
- **Wood Deck \$50k - \$100k**
- **Alternative Deck \$50k - \$100k**
- **Limitless Creation \$50k - \$100k**
- **Wood Deck Over \$100k**
- **Alternative Deck Over \$100k**
- **Limitless Creation Over \$100k**
- **Open Porch:** An open room attached to the outside of a house / building.
- **Closed Porch:** An enclosed room attached to the outside of a house / building.
- **Dock:** A structure extending alongshore or out from the shore into a body of water. Projects may include residential or commercial projects.
- **Unique Feature:** includes: fire pit, fireplace, pergola, pavilion, free-standing structure, underdecking, curves, creative inlays, outdoor kitchen / bar, water feature, outdoor shower, etc.

categories:

2020 NATIONAL DECK COMPETITION CATEGORIES:

- **Illumination:** Projects that show the use of outdoor illumination of outdoor living spaces, decks, private gardens and public landscapes; for the enhancement and purposes of safety, nighttime aesthetics, accessibility, security, recreation and more.
- **NEW Railing on a Deck:** Whether it's real wood, cable, aluminum, glass, WPC, Steel, Metal, or Wrought Iron. This category is to showcase the functionality and beauty of a railing on a deck.
- **NEW Inlay on a Deck:** Inlay is the visual arts/decorative technique used to create an ornamental design, pattern, or scene by inserting a different material or different color or type on a deck.
- **Commercial Outdoor Living Project, to include a deck:** Must be a commercial address such as a restaurant, boardwalk, Doctor's Office, etc. * For builders only, not a category for Manufacturers.
- **Manufacturer Project:** Manufacturer members of Wood and Alternative Decking, Railing, Fasteners, Lighting, Under Decking, Accessories, and more! The manufacturer member must enter this category, not the builder. The installer (if not an employee of the manufacturing company) must be a current member of NADRA. Projects may include residential or commercial projects. Booths may be used for this category. No price limit.
- **Refurbished / Refinished Deck:**
 - Most of the existing framing, and the basic layout must be retained
 - Staining of existing boards or new decking
 - Before photo must be included as one of the photos uploaded

categories:

2020 NATIONAL DECK COMPETITION CATEGORIES:

- **The Greatest Showroom:** *The Greatest Showroom is intended for lumberyards and dealers. This is an opportunity to showcase your showroom displaying outdoor living products. Must include materials in the outdoor living industry, including decking or docks.
- **People's Choice Award - Builders**
- **People's Choice Award - Manufacturers**
- **People's Choice Award - The Greatest Showroom**
 - Each year, once judging is complete, we open voting to the public.
 - One winner will be chosen from the builder categories, greatest showroom and one winner from the manufacturer categories.
 - The photo with the most votes from those (3) categories wins! There will be a total of (3) winners.
 - This contest was a HUGE success the past four years. Previous contests resulted in over 44,000 views and over 5,600 votes!
 - This is a huge marketing opportunity for you and your business.

category fees:

2020 NATIONAL DECK COMPETITION CATEGORIES & FEE SCHEDULE:

	SUMBIT BY 11/02/20	STARTING 11/03/20
• Wood Deck Under \$25k	\$100	\$150
• Alternative Deck Under \$25k	\$100	\$150
• Limitless Creation Under \$25k	\$100	\$150
• Wood Deck \$25k - \$50k	\$100	\$150
• Alternative Deck \$25k - \$50k	\$100	\$150
• Limitless Creation \$25k - \$50k	\$100	\$150
• Wood Deck \$50k - \$100k	\$100	\$150
• Alternative Deck \$50k - \$100k	\$100	\$150
• Limitless Creation \$50k - \$100k	\$100	\$150
• Railing on a Deck	\$100	\$150
• Inlay on a Deck	\$100	\$150
• Wood Deck Over \$100k	\$100	\$150
• Alternative Deck Over \$100k	\$100	\$150
• Limitless Creation Over \$100k	\$100	\$150
• Open Porch	\$100	\$150
• Closed Porch	\$100	\$150
• Dock	\$100	\$150
• Unique Feature	\$100	\$150
• Illumination	\$100	\$150
• Commercial Outdoor Living Project	\$100	\$150
• Refurbished / Refinished Deck	\$125	\$150
• Manufacturer Project	\$175	\$225
• The Greatest Showroom	\$125	\$175
• Partner Participation	\$125	\$125
• People's Choice Awards	FREE	FREE



judging:

JUDGING CRITERIA:

- The 4 Photos that you submit
- The video will be used to show the scope of the project. The video will not receive a score.
- Use of Space / Functionality
- Creativity / Innovation
- Evidence of Craftsmanship
- Degree of Difficulty
- Overall Visual Appeal

SCORING:

- Once the competition closes, NADRA headquarters will grant access to the judges.
- Judges remain anonymous until after the judging is complete.
- Projects are scored 0 - 10
- All scores are processed via an internal real-time leaderboard that reports on the results from judges as they are scored.

RESULTS:

- Results are not shared prior to the awards dinner outside of NADRA headquarters or beyond the President of NADRA. Winners will not be notified prior to the awards presentation.
- The exception to industry media publications applies. Some winner details may be shared at the discretion of NADRA headquarters in order to meet various deadlines with leading industry digital and print publications.



hints & tips from the judges:

A WORD FROM PAST JUDGES:

- 75% of judges that we surveyed considered staged photos mandatory in terms of level of importance in the judging process.
- 62% said that evidence of craftsmanship was most important in the judging process.

WE ASKED OUR JUDGES: "WHAT STOOD OUT TO YOU MOST FROM THE ENTRIES WHEN GOING THROUGH THE JUDGING PROCESS?"

- *"The photos were by far the most important to me--but I'm not a deck builder. Staged didn't matter to me, close-ups of unique features are fun. Written descriptions are interesting, but it all came down to photos of the completed deck."*
- *"Creativity. Many people can build a nice deck. What makes your deck different?"*
- *"Most entries have good enough photos to judge the deck on looks. But making sure they have multiple angles, clear images, etc. is key. Close-ups of unique details are helpful. **But where most fall short is the description**--what makes this deck unique and special that the naked eye may not see?"*
- *"The story behind the design & project is helpful and relevant but in the end the finished project & design shown through photos establishes whether a project is in contention. I've always thought a higher photo count was needed. The equivalent of a virtual tour starting with elevations and overviews & details all important"*



hints & tips from the judges:

WE ASKED OUR JUDGES: "DO YOU HAVE SUGGESTIONS FOR NADRA MEMBERS WHEN TAKING PHOTOS FOR THE COMPETITION? (I.E. REMOVING DEBRIS, STAGING, ETC)."

- *"Definitely remove debris. The primary thing is to make sure that the photos (shots from multiple-angles are good) are clear and well-lit. It's helpful to see a shot that includes the house and the deck--to see how they work together."*
 - 1) *Clean up the deck.*
 - 2) *Plan ahead for the photos. Take during construction and after.*
 - 3) *Use ladders to get better angles.*
 - 4) *I prefer landscape layout photos. (i.e. long dimension of photo on the landscape)"*
- *"One drone shot max. Two is one too many. Clean up the job site, though staged photos (with place settings, etc.) aren't necessary. I'm looking to see unique details and craftsmanship."*
- *"Get professional photos. Also making sure before / after are shot from the same position if at all possible."*
- *"You're trying to sell us on the deck, so make sure the photos are professional--not blurry or grainy, etc. As much as we try to be fair, a blurry photo will hurt your chances. If possible, show multiple angles and show closeups of special details. And be sure to have at least one wide shot showing the deck in the context of the whole house/yard."*



hints & tips from the judges:

WE ASKED OUR JUDGES: "DO YOU HAVE SUGGESTIONS FOR NADRA MEMBERS WHEN TAKING PHOTOS FOR THE COMPETITION? (I.E. REMOVING DEBRIS, STAGING, ETC)."

- *"Make it clean and tidy. Pay attention to the light - Full sun is best, but full shade can be okay too. You have a problem if there's too much contrast between the bright and dark areas, and detail gets lost. Take photos from several locations."*

"Always keep projects clear of clutter & debris when shooting photos. In a competition you need everything working for you. Editing and making the photos pop can only help score points"

- *"Take elevation, overhead, and some detail shots depending on photo count allowed ..before shots show creativity and dramatic change. A furnished deck with plants etc."*

"WHAT OTHER ADVICE FOR MEMBERS WOULD YOU LIKE TO SHARE ABOUT ENTERING THE NATIONAL DECK COMPETITION?"

- *"Be sure it meets code!"*
- *"The description is often where entries stand out. Nearly everyone has beautiful photos, and those go a long way. But we also have to know things about the deck that the photos may not tell us. What makes this deck truly special? What is unique about it vs. others? What challenges did you have to overcome? How did it meet the demands of the customer? A good description can help set one standout deck apart from another."*



2020 NATIONAL DECK COMPETITION POWERED BY NADRA.ORG TERMS AND CONDITIONS / DISCLAIMER

NADRA HEADQUARTERS
P.O. BOX 829
QUAKERTOWN, PA 18951
215-679-4884
INFO@NADRA.ORG
NADRA.ORG



terms & conditions

1. ACCEPTANCE OF TERMS

The NADRA National+ Deck Competition, provides its service to you, subject to the following terms, which may be updated by us from time to time without notice to you.

2. ELIGIBILITY

The competition is open to current NADRA members in good standing.

3. REGISTRATION OBLIGATIONS

You agree to read the rules, provide true, accurate, current and complete information about yourself and/or your company as prompted by our registration forms. If you provide any information that is untrue, inaccurate, not current or incomplete, NADRA has the right to suspend or terminate your participation in The NADRA National+ Deck Competition & related events and services without further obligation to you.

Entries must be residential deck builds. Commercial projects may only be submitted in the Commercial, Dock, Manufacturer and Greatest Showroom categories.

Entries must be completed and received before the entrance deadline for the competition, complete with payment. Incomplete entries will be disqualified. All entries shall become the property of NADRA upon submission. NADRA is not responsible for lost, misdirected or delayed entries. NADRA reserves the right to accept or reject revised payments for entries received prior to the deadline but where payment was issued in an incorrect amount, at the sole discretion of NADRA.



terms & conditions

4. JUDGING AND AWARDS

- i. Decisions of the judges are final and may not be challenged in any jurisdiction for any reason whatsoever.
- ii. The awards are not redeemable in cash (if applicable) and must be accepted as awarded.
- iii. By accepting an award, the winner authorizes the use, without additional compensation of his or her name and/or likeness and/or voice/photograph and/or municipality, state, and nation of residence and/or details included in submissions for promotion and/or advertising purposes in any manner and in any medium (including without limitation, radio broadcasts, newspapers and other publications and in television or film releases, slides, videotape, distribution over the internet and picture date storage) which NADRA may deem appropriate.
- iv. In accepting an award, the winner and any affected colleague(s) and/or guest(s) acknowledges that NADRA may not be held liable for any loss, damages or injury associated with accepting or using the award and any associated benefits thereto.

5. PRIVACY POLICY

Registration data and certain other information about you is subject to privacy protection when requested. You understand that through your use of our registration process you are consenting to the collection, use and disclosure of this information, as permitted by the said agreement, including the transfer of this information and use by NADRA, its judges, sponsors and affiliates.



terms & conditions

6. Content Use

All materials published on or connected to the NADRA National+ Deck Competition website(s) are the property and copyright of NADRA (unless stated otherwise) and shall not be copied, reproduced, duplicated, sold, traded, exploited or distributed without NADRA's prior written authorization. This includes, but is not limited to, branding, logos, graphics, website design, and content.

Certain graphics throughout the website are used under license from third parties not specifically noted on this site and are not to be copied, reproduced or altered in any way.

Neither the author of any of this information nor NADRA makes any representation as to the particular construction methods identified herein and make no endorsement of any construction method so identified.

7. INDEMNITY

You agree to indemnify and hold NADRA, the NADRA National+ Deck Competition, and their affiliates, sponsors, officers, partners, and employees harmless from any claim or demand, including reasonable legal fees, made by any third party due to or arising out of information you submit, your use of our service and your connection to our service.

8. FINALITY

NADRA reserves the right to reschedule, withdraw or terminate this contest or any component herein at any time without prior notice or explanation and without further obligation.



terms & conditions

***DISCLAIMER:**

By entering any category, you are agreeing that your project falls within the price guidelines of such category (i.e. Alternative deck \$25k - \$50k)

****Judges will, at any time during the scoring process, request proof of category price range. This will be done in order to verify the project was entered into the appropriate category. By continuing with registration, you agree to provide this information. Otherwise, project(s) will be disqualified.***

*You may be randomly selected to provide proof of project quotation with customer signature.

By continuing with registration, and entering any project into NADRA's National+ Deck Competition, you agree to these terms.

“
**COMPETITION IS ALWAYS A GOOD THING. IT
FORCES US TO DO OUR BEST. A MONOPOLY
RENDERS PEOPLE COMPLACENT AND
SATISFIED WITH MEDIOCRITY.**

”

- NANCY PEARCEY

GOOD LUCK!