

# Outlook



A Dealer Advantage Resource *from* Weather Shield

see the light.

## ProShield® Windows and Doors to be Highlighted During 2003 International Builders' Show®

For the first time in its 20 year history, The New American Home® (TNAH) will be introduced to the public with three distinctive personalities. Three attached town homes, each featuring ProShield windows and doors from Weather Shield, will be on display during the International Builders' Show (IBS) from January 21 through January 24 in Las Vegas, Nevada.

The homes, which are located about 20 minutes from the Las Vegas Convention Center in the luxury master planned golf course community of Lake Las Vegas, are designed to showcase emerging trends in the building industry. Home automation, technology, energy efficiency and healthy home building techniques are all key features in TNAH for 2003.

The attached town home has become an increasingly important option in the new residential building market. Whether urban or suburban, move up or move down, the newest trends in town home construction and design will be on display at TNAH for architects and contractors looking for ideas that they can replicate in their local markets.

As attendees to the IBS will quickly discover, the three town homes that comprise TNAH for 2003 target the needs of three distinctively different lifestyles. Single executives, empty nesters, active retirees, and people moving up into their second or third homes will each find a floor plan and design amenities that beautifully fit their needs. An easy-living home design, which will accommodate persons with disabilities, will also be highlighted.

As a participating sponsor of TNAH, Weather Shield will be hosting a special event for invited dealers, architects and contractors on Wednesday evening, January 22. Throughout the IBS, free shuttle buses will be available at the Las Vegas Convention Center to transport attendees wishing to tour the homes. Shuttles will be departing every thirty minutes on the hour and half hour during the show hours from Tuesday through Friday.



The New American Home (TNAH) for 2003, located in the Italianesque lakeside resort community of Lake Las Vegas, features low maintenance, energy efficient ProShield windows and doors throughout the three town homes on display. Since its inception in 1984, TNAH has highlighted the most advanced building products and cutting-edge design concepts in the housing industry each year at the International Builders' Show.



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# EcoVillage Building For Future With Weather Shield



Loudoun County, Virginia is currently the second-fastest growing county in the country. And right in the middle of it, a unique community is quickly rising to meet the challenges of building new residences in an environmentally responsible manner.

According to developer Grady O'Rear, the screening process used to determine acceptable building products within the EcoVillage community was extremely rigorous. However, when it was all said and done, Weather Shield was selected as the brand of windows and doors that are most preferable for the homes constructed here.

"We relied on five main criteria for choosing products," O'Rear says. "These included the environment, energy, waste, health issues and affordability." Each of these categories was also broken down into smaller sections that analyzed the products in much greater detail.

"For example, in addition to traditional energy savings, the embodied energy that is required to manufacture and ship the products was examined during the selection process," O'Rear explains. "Other considerations included making sure the products that are promoted here are durable and have a long life span. We want to minimize waste in landfills that will affect future generations."

When complete, EcoVillage will feature two separate clusters of 25 homes each. Six have already been finished, and more are currently under construction. Lots range in size from 1/3 to 3/4 of an acre in size. So as you might expect in this environmentally-conscious community, the vast majority of the 180 acres within this development will be preserved in their natural state.

O'Rear, who has lived in EcoVillage since April, had Weather Shield windows with true divided lite installed throughout his own new home. All of the windows feature Low E<sup>2</sup> glass with argon gas. "We have double panes in the double hung units and triple panes in the fixed casement and picture windows," O'Rear says. "Being in this home, I feel like I'm on vacation. Like all of the houses here, it's healthy from a physical, emotional and spiritual standpoint."

## New Weather Shield Catalog Designed to Help Sales Presentations

As befits the beautiful windows and doors designed and manufactured by our employees, the new Weather Shield catalog tastefully illustrates some of the finest examples of these products installed in homes across the country.

In designing this piece, Weather Shield customers from all points of the compass were asked a wide range of questions about the role that windows and doors have in homes today. Their answers were essential in determining how this catalog was put together.

Of primary importance, the new catalog has been reorganized to assist dealers, architects and contractors in presenting the wealth of product features, attributes, accessories and options that are available in the Weather Shield product line.

Highlights of the new catalog include:

- Five foldout testimonials located in the front of the catalog demonstrate how Weather Shield products have been used to solve critical design challenges.
- A colorful 33-page section illustrates and explains accessories, options and upgrades.
- Eye-catching examples of standard and custom window combinations are included.
- Product styles and innovations unique to Weather Shield are showcased throughout.
- An expanded technical section including up-to-date detail drawings, performance data and sizing information is provided.
- New offerings such as two-wide eyebrow double-hung tilt windows, three-wide eyebrow casement windows and expanded hinged door sizes are also shown.

For Weather Shield dealers who haven't yet received a copy of the new catalog, and would like to do so, contact your customer relations representative.



*"We've moved beyond thinking about windows and doors as just structural elements. Rather, we see our products as furniture for the walls. Every window and door is made with a legacy of craftsmanship, beauty and performance that homeowners and builders will appreciate for years."*

Mark Schield, Weather Shield vice president

# Waldmann Construction Inc. Rises to Overcome Challenges

When the Associated Builders and Contractors Inc. (ABC) of Wisconsin sat down to consider entries for the 2002 Projects of Distinction Awards, one home seemed to naturally soar above the rest in the residential category.

Appropriately nicknamed "Eagle House," contractor Brad Waldmann of St. Germain, Wisconsin says just getting construction off the ground for this award-winning home was quite an undertaking.

"Within 48 hours of pulling the building permits, the Wisconsin Department of Natural Resources (DNR) had brought things to a halt," Waldmann explains. "There was an eagle's nest in one of the trees right next to the homesite. The DNR did a flyover in a helicopter to see if the nest was occupied." It was, and construction was put on hold for three to four months while eggs in the nest were allowed to hatch.

Then, after another flyover by DNR officials, the start of construction was further delayed until it was determined that the eagles had left the nest. "The whole chain of events set us back about six months," Waldmann says. "In the end though, our diligence throughout the process probably helped us win the award from ABC."

The Projects of Distinction Awards take into consideration a wide array of details concerning each entry including safety, owner satisfaction, and unique circumstances during construction. That, of course, is in addition to the home's beautiful design.

"We used Weather Shield® windows and doors throughout to maximize the views of the lakefront site," Waldmann says. "Safety was also a primary consideration because of the height of some of the window openings."

"But one of the great things about Weather Shield windows is the integral nailing fin," Waldmann continues. "The guys who set the windows don't have to worry about a fin snapping off. As soon as they drive a nail, it's going to stay in place. There's real peace of mind in that."

There's also a real sense of accomplishment that Brad Waldmann can enjoy by rising above some very unusual construction challenges. Not to mention being awarded for doing so.



Quite fittingly, Brad Waldmann is shown holding the ABC 2002 Projects of Distinction Award before two carved eagles in the back yard of his own new home.



## Historic Maryland Home Restored to Former Glory

Badly neglected and left to decay since 1943, Rock Hall was just two days from being brought down by a bulldozer for good a few years ago. It is one of the oldest homes in America that has been continuously owned by the same family.

Then as the demolition hour approached, Jackson Lancaster intervened. By doing so, he became the latest in a long line of Lancasters to own this home in Charles County, Maryland. Under the supervision of Certified Remodeler Tina Lohr, the resulting restoration of Rock Hall has not only earned accolades from historians, but won a 2002 Grand CotY award from the National Association of Remodelers, Incorporated (NARI) as well.

According to records, the oldest portions of Rock Hall were originally constructed approximately 271 years ago. The property has remained in the Lancaster family ever since Lord Baltimore deeded the land it sits on for a marriage in 1731. Before that date, the land was part of Walston Manor, which dates back to 1641.

Evidence of Rock Hall's antiquity can be found in its design and methods used for its construction. Window openings in the oldest portions of the home are sparse in size and number. One doorway barely measures five feet tall. Benjamin Lancaster expanded the original structure sometime during the 1820s. A new roof was added in about 1870 and the front porch was completed around the turn of the century.

At various times during the past 59 years, the structure was used to store hay and provide shelter for an occasional cow or two. Today, thanks to an eye for detail that includes HR175™ Historic Renovation Windows from Weather Shield, Rock Hall has been restored to its former splendor. And not a moment too soon.



Rock Hall, shown here before Certified Remodeler Tina Lohr and Stephan Lohr, of S.D. Lohr Incorporated of Waldorf, Maryland, oversaw its restoration. This included the installation of HR175 Historic Renovation Windows from Weather Shield.

# Weather Shield Dealer Perspectives From Around the Country

Diversity in building practices and design trends continues to abound across the United States. As 2002 winds down, these Weather Shield dealers offer up the following insights as to what's happening in their local markets today, as well as what they expect the future to hold for their business in the year ahead.

*Doug Seandel, Sales Manager  
R. Lang Company  
Visalia, California*

The real estate market here is really upside down. Sales of homes in the \$750 to \$2 million price range are down. Home sales in the price range of \$3 million are up. Every home in our market is very technologically oriented. All of the houses have fiber optics. Most of the Weather Shield windows and doors we sell have pre-painted wood exteriors. Standard colors such as white and hartford green are popular. We're starting to venture more and more into the Custom Wood Interiors Collection™. Oil-rubbed bronze has pretty much replaced bright brass to match cabinet hardware and pulls. The first quarter for 2003 looks like it's shaping up well. Because of Weather Shield's unique capabilities with vinyl, we're going to see a transition from wood to vinyl windows and doors in our market. That hasn't been the case for the last three or four years.

*Jake Bolyard, Owner  
Bolyard Lumber  
Rochester, Michigan*

Overall, our local market is not as strong as it was, but on the higher-end the homes keep getting bigger and bigger. There are several homes in the 10,000 sq. ft. to 25,000 sq. ft. range going up right now in our immediate area. The first floor of these homes is going to have standard rooms. Downstairs, there'll be a custom wine cellar, a workout room, a home theater or something of that sort. The homeowners are putting their money where their interest lies. The Legacy Series® doors are selling well. The Detroit car business is soft right now, but we're still busy, and there's still business out there. We're expecting to have a good year in 2003.

*Norman Sorenson, Owner  
Sorenson Lumber  
Glen Cove, New York*

On Long Island, land is at such a premium that construction projects just get more elaborate and demand better quality products. Legacy Series® windows and doors fit in beautifully here. We're dealing with very expensive homes. Houses on average range from 5,000 to 15,000 sq. ft. in size. Houses are becoming more enjoyment-oriented than work-oriented. There's often a room that's dedicated for a home theater, an exercise room or music room. The windows and doors almost always feature simulated divided lite glazing options. On the interiors, cherry, mahogany and maple seem to be hot right now. 2002 was a record year for our Weather Shield sales and our overall sales as well. I see 2003 keeping pace with this year.

*Ray Patterson, Salesman  
Western Building Supply  
Albuquerque, New Mexico*

Sales of Weather Shield windows and doors are up overall for the year. That's because commercial sales have helped us ride out downturns in the residential housing market. Our market is a little different. There are a lot of defense contracts with Cannon Air Force Base, White Sands and Los Alamos. We see increases in residential sales ahead because scientists, physicists and foreign pilots are moving here to work and train. More military housing is needed when defense spending increases. When people come out here, they want windows and doors featuring divided lite. People want the Sante Fe look or the Taos look. We sell a lot of brushed nickel and oil-rubbed bronze on the door hardware to match the look of the older style architecture.

*Rick Weathers,  
Architectural Representative  
Grayco Building Supply  
Bluffton, South Carolina*

The windborne debris code and seismic code is being pushed hard with the state legislature by the insurance industry. The new codes are expected to be adopted statewide by July 1, 2003. People are still holding their breath on 2003 construction. Large custom jobs are keeping contractors going. LifeGuard™ Windows and Doors by Weather Shield will be easier to sell once the windborne debris code comes into play, especially with absentee owners who don't live here during hurricane season. On the exterior of windows and doors, Cameo is very popular and brick red looks like it may become so, too. On the interior, alder is going to be a big seller for us in the year ahead.



## Outlook Newsletter



One Weather Shield Plaza  
Medford, WI. 54451

- For additional dealer support information, product and buying guides, and in-depth product information visit our Web site at [weathershield.com](http://weathershield.com)

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