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Directory

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Tony Cogliandro

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of the NEMEON Cooperative.*

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The Board Report

Ken Rosenberger

2003 was a record-breaking year in terms of membership growth, location growth, member meeting attendance and dividends. As of this writing, we have 96 members and 233 locations. 31 of those members and 78 locations were added in 2003. Our meeting attendance grew from 85 attendees in 2002 to 152 in New Orleans. Not only did we grow in numbers we grew in dollars as well. Our dividends doubled last year. Shifting the share really works when we all do it.

2004 is here and we welcome the opportunity to continue the growth of NEMEON. With every passing year NEMEON becomes more important to our industry.

Have you ever thought about what NEMEON members have in common and why you should be proud to be a part of the NEMEON family?

Here are just a couple qualities NEMEON members possess:

Experience - Our shareholders have the knowledge and skills to compete and succeed in any type of market 2004 brings to their area. Vendors like this experience to help them move their products.

Integrity - Our shareholders have the constancy, faithfulness and loyalty to merit integrity in business relationships with both customers and suppliers.

Trust - Our shareholders have esteem in the market place. You can have confidence and depend on a NEMEON member.

Experience, integrity, and trust are not easy to achieve, but it's these characteristics that allow NEMEON shareholders to "Feel the Pride" of being associated with each other.

Lets make 2004 even bigger and better than 2003.

See you in San Diego. ■

Optimize Your Workforce Potential Through Job Matching

Vicki Wilson

I appreciate the positive feedback I've received about my articles that have been published in The Roar. I've talked about meeting the customer service challenge and breaking the 80/20 rule through job matching in previous Roar publications. This article will explain job matching.

Traditional hiring practices involved identifying the critical skill requirements for each job. Skill requirements included education, training, experience and technical skills, etc. Character fit was then added to determine values and beliefs. A Harvard Business Review Study concluded

that Job Match more accurately predicts job success than any of these commonly accepted factors. Matching people to fit the job they do builds productivity and job-satisfaction as well as factors that contribute to a good fit between the employee and the organization. Job requirements define the content of the job while organizational culture often drives how the job is done.

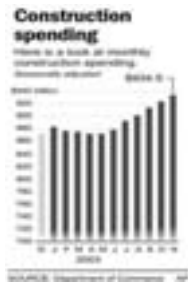
Using Job Match Patterns to create benchmarks for all jobs minimizes the time required to efficiently describe jobs,

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HAPPY NEW YEAR!

At the time of this writing, 2004 is looking to be another good year for the construction industry:

"Economists are looking for construction activity to remain strong in 2004 because they believe the Federal Reserve will keep a key interest rate it controls at a 45-year low at least until midyear in an effort to ensure that the current economic rebound does not falter. . ." from the AP.



Having read that piece of news, brought to mind three quotes:

1. "Don't let slip an opportunity; it may never come again."
Chinese Proverb
2. "Luck is a matter of preparation meeting opportunity."
Oprah Winfrey
3. "Men of action are favored by the Goddess of luck."
George S. Clason

2004, looks to be a great opportunity for our customers and us. A year from now, in January 2005, wouldn't you want to look back on 2004 and say we did well and our business prospered?

Don't you want your competition to look at you and think you must have been lucky in 2004 to do so well?

I can think of two definite ways to enhance your profitability in 2004, taking advantage of opportunities of the coming year and making your own luck:

1. Make time to attend the annual meeting in San Diego to network and share best practices . . . meeting and learning from other successful people in your business. All it takes is one idea, one discussion with a peer, one best practice, to make the entire trip worthwhile and help your business in 2004.
2. Make a conscious effort to buy from NEMEON Preferred Vendors to not only grow your profitability, but also help make NEMEON stronger and make us more formidable in the coming years. Our PVs are our partners in growth and we need to support them.

We make our own luck . . . recognizing the opportunities this year . . . preparation by using our experience, sharing best practices and PV advantages . . . and acting on them, rather than waiting for things to happen.

See you San Diego!!



"Shift the Share to our PVs!"

Tony Cogliandro
President

Entertaining Your Customer

Dave Kahle

How much time should I spend entertaining my customers?

Good question. The world of the field salesperson is changing rapidly these days, and everything is in question. The practice of entertaining customers is one of those issues that need to be rethought.

First, let's consider whether or not you should entertain your customers. In these days of e-commerce and Internet communication, is there a place for this age-old practice?

Consider this experience of mine. I had a high-potential account that did not respond to my efforts. Months went by, and I could get nowhere in this huge account.

My company owned four season tickets to the University of Michigan football games, and it was my turn to use them. I invited the head of the purchasing department from that account and her spouse to join my wife and I. We spent the afternoon together, first enjoying a traditional tailgate meal, then a great college football game.

Immediately thereafter, however, I began to do business in that account. Business grew continually until it eventually became my largest account. The football game was the turning point in the relationship.

It wasn't that I gained "inside" information. We didn't even talk about business. But, my customer came to know me better, and, in so doing, became more comfortable with me as a person. And that made all the difference.

That was not the first, nor the last, time for that experience. I regularly treated two of my customers with their spouses to join my wife and I for a dinner at Greek town in Detroit, followed by a Tiger's game. We never talked business, but afterward, business always grew. Again, it wasn't that we exchanged business information, cut deals, or anything of that nature. What did

happen, every time, was that my customers came to know me better and differently. We became friends instead of just buyers and sellers.

There is an important truth illustrated by these examples. People like to do business with people they know. The better they know you, the more likely it is that they'll do business with you. When they spend time with you out side of the business setting, they come to know you better. It really is that simple.

Now, this doesn't mean that you can charge 20% more than your competitors, nor does it mean that you can sell an inferior product, or that your company can get away with second-class service. But, when many of these things are viewed by the customer as about the same as what your competition offers, you are more likely to get the business if you are the one who has the greater relationship with the customer. The relationship doesn't stand in place of quality, price and service, but it can provide a competitive edge.

In my seminars, I liken the role of the relationship in selling to an oil can that is used to lubricate the gears of a sophisticated machine. It is possible to sell without good relationships with your customers; it is just much harder. Building powerful personal relationships with your customers is like oiling the gears. It just makes everything move that much smoother and easier.

In this time of high-tech communication, powerful personal relationships provide the high-touch that many people are subconsciously hungering for. Robert Putnam, in his landmark book, *Bowling Alone*, quoted a study by an MIT researcher that concludes:

"Though some unimportant business relationships and casual social relationships will be established and maintained on a purely virtual basis, physical proximity will be needed to

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THE MANE FOCUS

Roger Bailey



On November 8, 2003, NEMEON lost a great man. Roger Bailey, president and partner of Lumberyard Suppliers in East Peoria, Ill., passed away at the young age of 49.

Roger was a friend to many of you. He was a friend to the industry as well. For those of you who didn't have the pleasure of knowing Roger we wanted share a little bit about him.

Roger was married for 30 years to Deborah. They had 4 children and 1 granddaughter. Roger was a huge sports fan and coached junior league football for 17 years. He served on the board of the National and State Home Builders Associations. Roger also holds a place in Home Builders Association of Greater Peoria history by being the only associate member to ever have been named president, which is a role typically reserved exclusively for builder members.

Here are a few words from Roger's family and co-workers:

"Roger loved every customer and treated them as they were a part of his family."

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TOP TEN REASONS TO ATTEND THE NEMEON ANNUAL MEETING 2004 IN SAN DIEGO

As all of you should know the NEMEON Annual Meeting is February 20-22, 2004 in San Diego. We decided to give you a little more incentive to attend, or for those of you already planning on attending this should get you even more excited for your trip.

10. To Challenge the Undefeated Golf Champ

NEMEON's own, Tony Cogliandro is trying to three-peat this year. Tony needs as many golfers as possible to choose his perfect team...RINGERS BABY!



9. Attending NRCA Tradeshow Without Paying a Registration Fee

When you attend the NEMEON meeting your NRCA registration will be covered by NEMEON.

8. One Word...Weather

While most of you are buried in snow with below freezing temperatures, San Diego averages mid-60's in February.



7. NEMEON Members

This is your one opportunity for the year to get together with fellow NEMEON members.

6. No Rubber Chicken

Food is a priority on our list...well, at least Teri Ditsch's who selects the menus.

5. Face-to-Face

What other chance do you get to meet with 17 preferred vendors one-on-one in 4 1/2 hours.

4. Did We Mention the Weather?

The hurricanes in San Diego aren't quite as potent as those in New Orleans. Wait...are we still talking about the weather?

3. More Roundtables, More Roundtables, More Roundtables

You've asked for it...now you got it. There will be twice as much time at this year's meeting devoted to roundtable discussions.

2. Winter Golf or Shopping in Warm Weather

Even if you aren't selected for "Tony's Team of Champions" there are still 2nd and 3rd place prizes, as well as, longest drive, closest to the pin, and an honesty award. For those of you who are non-golfers, you will enjoy a nice luncheon at Casa Guadalajara and time to shop in the San Diego's historic Old Town.

And the number one reason to attend the NEMEON Annual Meeting...

1. Because it is Worth It!!!

Look at what your fellow NEMEON Members have to say about their experiences at past meetings.

"The annual meetings are exceptional. We get to meet with other NEMEON independent distributors and share best

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Optimize Your Workforce Potential

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Identify the Critical Requirements for Every Job



people and their degree of match. The descriptive process usually starts by examining the score pattern of those who are most successful within a position and those who seem to be overly challenged by the position. From this information, a pattern of scores across the various dimensions measured by the ProfileXT (I'm using our flagship assessment for this example), may be developed to serve as the initial Job Match Pattern, upon which the job matching is based. Job Match Patterns are effective because they compare the qualities of candidates and employees to the attributes of your most productive employees. The patterns tell you whether they are like or different from your top performers.

This is an example of a job match pattern for Learning Index, one of 20 characteristics and traits measured by the ProfileXT. Learning Index is an index of the individual's expected learning,

Learning Index – An index of expected learning, reasoning and problem solving potential.



reasoning and problem solving potential. The job match pattern is the blue shaded area from numbers four through seven. This job match pattern was developed from the employees who are most successful within this position. The incumbent's result is a six, which falls within the job match pattern. This means that the person being measured against this job match pattern is a good match for Learning Index.

(see graph at left)

As I mentioned, the ProfileXT measures 20 characteristics and traits in thinking and reasoning styles, occupational interests and behavioral traits. The ProfileXT measures the essence of the total person and the overall job match will determine the job fit.

Your own customized job match patterns assure job fit. You can easily identify the people who fit the positions you are filling. You will promote and hire people who meet and exceed your expectations. Your customized job match patterns will also help you design training programs that produce the performance results you want. To learn more about job match patterns and receive a FREE job match pattern, visit our new and improved website: www.willowcc.com or contact us at (208) 676-0798. ■

Willow Creek Consultants specializes in maximizing your workforce potential. Steve and Vicki Wilson, owners of Willow Creek Consultants, live in Coeur d'Alene, Idaho and can be reached at (208) 676-0798 or Vicki@willowcc.com or Steve@willowcc.com.

LION'S BYTES



PHONE VS. E-MAIL

According to a recent study by market researcher Meta Group, 80% of business people believe e-mail is more valuable than the phone for business communication.

There are many reasons for this recent shift in communication preference. Ranging from the ability to get work done at 3 a.m. to always having a paper trail. People get more work done when they are not being interrupted all day by phone calls, since e-mail usually takes less time than a phone call requires. Companies like corresponding with out of town customers by e-mail because it is cheaper than long distance calls. In addition, you can communicate easier with multiple parties over e-mail.

The study also found that 74% of those questioned would rather be without phone service for five days than give up their e-mail access for the same amount of time.

Most people did acknowledge that although they prefer e-mail the phone is still a very necessary tool. It is easier to develop a relationship over the phone. You can read people's emotions while e-mail tends to be emotionless.

As technology advances our choices are only going to become more complex. Phone or e-mail? Or instant messaging?



New NEMEON Members

Gilbert Supply Company (1)
Marcy, N.Y.
Contact: Tony Wameling

Service Lumber & Supply (1)
Baton Rouge, La.
Contact: Denny Lacombe

Oregon Roofers Supply, Inc. (2)
Portland, Ore.
Contact: Gary McDonald

The Christian Company, Inc. (1)
Orange, Calif.
Contact: Domenic Llamas

Welcome New Preferred Vendors

Dinesol Building Products

Dinesol Building Products (DBP) is a new company; Dinesol Plastics is not, having been in business for over 25 years. DBP was started in 2003 to offer the vinyl siding industry newer, more innovative and easier to install accessories on every siding job. They manufacture state-of-the-art decorative shutters that are color molded, 30% thicker and firmer and are a true 15"

wide. They also manufacture a complete line of gable vents and mounting blocks all with patent pending, non-removable "Hinged Trim Ring." This hinged concept makes the installation faster and easier for the contractor because there are no rings or parts to remove which can be dropped, lost or just awkward to work with on a ladder.

Why Do Your Customers Purchase?



Have you identified what moves your customer to a purchase?

It's really easy. You ask them. It is amazing how difficult the selling situations become because salespeople are taught to be sales-driven, rather than customer-driven.

For many of you, this might be something new. After all, jobs need

material and they drive the purchases, right? Driving those sales is the motto.

How many times have you asked your customers what you do right and what you do wrong . . . and what you need to do to be better?

I know there is some hesitancy based on lack of experience or success in doing something like this.

Two words of advice: Try it. Get 10 of your customers, bring them to a buffet lunch or breakfast and have a small seminar to help them build their business and begin by asking them why they buy from you.

Then ask their thoughts on what you need to do to better serve them.

The key here is not "selling," but trying to determine why they buy from you in the first place and then build on that. ■

THE FOLLOWING IS A LIST OF PREFERRED VENDORS:

Air Vent, Inc.
ARFCO
Atlas Roofing Corporation
BMD Corp.
Cargotec
Carlisle Coatings & Waterproofing
CertainTeed Roofing Products
CertainTeed Siding Products
Chim Cap
Cleasby Manufacturing Company
Continental Materials Inc.
Dinesol Building Products
DMSi
Duraflor
EcoStar
Enterprise Computer Systems
Eternabond
Fennell Promotions, Inc.
Fry Reglet Architectural Metals
Geocel Corporation
Georgia-Pacific
Goodyear
Hunter Panels
IKO Sales, Inc.
Karnak Corporation
Linzer Products Corporation
LOMANCO
MALCO Tools
NAPCO
National Nail Corp
NYI Building Products
Olympic Fasteners, Inc.
OSI Sealants, Inc
Polyglass
ProMaster Metals
S & W Forest Products
Sievert Industries, Inc.
Specwise
Stafast Roofing Products
TAMKO Roofing Products
Tarco
Variform
Werner Ladder
Willow Creek Consultants
Wolverine Siding

For more information go to
www.NEMEON.com

Entertaining Your Customer

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cement and reinforce the more important professional and social encounters."

Later, more directly to our point, the research concludes:

"widespread use of computer-mediated communication will actually require more frequent face-to-face encounters,' and extensive deep, robust, social infrastructure of relationships must exist so that those using the electronic media will truly understand what others are communicating to them."

In other words, even in this high-tech world characterized by voice mail, e-commerce and instant messaging, face-to-face relationships are necessary.

Is there, then, a place for entertaining your customers in this high tech sales environment? Absolutely! The question becomes not whether or not you ought to, but how to do it in such a way as to gain the greatest benefit. Here are some thoughts on how to entertain effectively.

Entertaining strategically: Having lunch every Tuesday with your buddy who happens to work for one of your customers is not entertaining strategically. That's a waste of time. Instead, do this. Make a list of all the individuals who could be instrumental in buying your products and services. Rank them in order of importance using criteria like how important they are to the sale, and how much business they control.

Then, start at the top and methodically work down through the list. Try to spend social time - not business time - with each. I have found evening or Saturday afternoon events work best. Sports events, concerts, and plays are excellent because they are attractive and appealing to a lot of people. To sit at the 40-yard line of a University of Michigan football game, for example, is probably a once-in-a-lifetime experience for most people.



Remember, the purpose is to get to know one another better as people - not as buyer and seller. So, don't talk business unless your customer brings it up. And no sales pitches, please. When you do that, you harden the buyer/seller roles that each of you play. That's exactly the opposite of what you want to have happen.

Instead, search for personal common ground - things that you have in common with your customer. You are trying to get to know each other as people, not as role-players.

I've found it to always be more effective to invite the customer and his/her spouse or boyfriend/girlfriend to join my wife and me. Having the other two people makes the customer feel more at ease, and increases the likelihood that it will be a pleasant social evening.

When you are entertaining, remember that you are host and that you should attend to all the details. That means that you make the dinner reservations, you see to the parking and transportation. If you are at a sporting

event, you have cash to pay for beer and hot dogs, etc. Think the evening through in detail, and prepare for all the contingencies.

While a beer or two is OK, be careful with your use, and provision, of alcohol. Too much alcohol can leave a literal as well as figurative bad taste in your customer's mouth. Finally, don't allow the evening to go to extremes in any way. Don't be the loudest fan, nor the last to leave. Don't order the most nor the least expensive item on the menu. Be gracious and moderate in everything you do. Strategic entertaining can be one of your most powerful strategies. It is a way to build relationships, which provide you with a competitive edge, while, at the same time, meets the customer's preference to do business with people he/she knows. ■

For more articles to improve your sales skills visit www.salestrainingcamp.com and register to receive their free sales tip of the week.

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Please contact the Vendor Committee to voice your opinions on perspective Preferred Vendors.

NEMEON Annual Meeting 2004

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industry practices. I have always come away from the annual meetings with several significant items that improve my business. Additionally, we get to meet with the top sales management of our key preferred vendors in an informal face-to-face environment that has been extremely beneficial to both parties.”

– Stan Martinkus, Western Materials, Yakima, WA

“I guarantee you will gather some great tips from some of the finest minds in our industry at these sessions. Put just a few of these ideas to work and your hotel and airfare are more than covered.”

– Carl Maturo, Tri State Roofing & Siding Wholesale, Hickory Hills, IL

“The face-to-face with the preferred vendors is very valuable. With a 15-minute time limit you get down to business. It would take me 3 months to meet with the same number of vendors outside this forum.”

– Bob Paquette, Siding World, Detroit, MI

“All the members exchanging best practices during our annual meeting is one of the most valuable parts of our membership.”

– Ken Rosenberger, Gulf Coast Supply, Houston, TX

If you had decided not to come to the meeting and this top 10 has changed your mind, give either Bo Bennett or Teri Ditsch a call at 800-940-6027. You don't know what you are missing until you attend and until you attend you are missing a lot. ■

Mane Focus continued from page 3

“No one was a stranger – he made everyone feel comfortable.”

“He always greeted you with a warm handshake.”

“He had a contagious laugh and smile.”

“He was an avid sports enthusiasts.”

“He was a loving husband, father, and grandfather.”

“Roger was a great guy, in different ways to different people...golfing buddy, fishing buddy, sports fan.”

Roger will be missed, but never forgotten. ■

NEMEON FUTURE TIMELINE

Mark Your Calendars

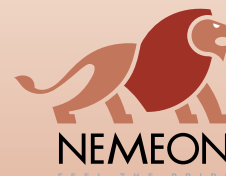
February 20-22 2004
NEMEON Annual Meeting
San Diego, CA

Western Roofing Expo 2004
June 6-8, 2004
Las Vegas, NV

NRCA
February 22-25, 2004
San Diego, CA

FRSA
July 28-31, 2004
Orlando, FL

LOOKING FORWARD



If you would like to submit a timely news item for publication, contact: Teri Ditsch at 800-940-6027 or e-mail at tditsch@nemeon.com.