

# THE ROAR

A QUARTERLY PUBLICATION OF THE NEMEON COOPERATIVE

April 2024

## A Letter from the Chairman of the Board

As the first quarter comes to a rapid close, I can't believe I'm looking at April 2024 already. We all feel that time passes too quickly, but as we age, we realize that we're getting to our "use by date" quicker than we had planned. That said, being the eternal optimist I am, I expect to have another twenty good years left. Whether I do or not, it makes me think about what I'll do with that time. Since I don't plan to retire, I'll continue to enjoy my time working and peddling roofing material by day, and continuing to help my staff grow the business, which we all love.

Given the news I learned today about Home Depot buying SRS, it makes me wonder how that will affect our industry, and thus our company. Being an optimist, I don't focus on things which are out of my control, but rather focus on what makes our company stand out in the crowded marketplace that we all participate in, regardless of what region of the USA we're in. Many of us independents understand we have the reputation for going "above and beyond" for our customers, versus the much larger national competition. We know our customers better, we know our market better, we've certainly been in the business much longer, and we retain our customers longer, because we have staff that has longevity in the industry. There

is one other thing we have that the national competitors don't, and that one thing is NEMEON. NEMEON helps bring us all together as a group in order to be able to compete with the National competitors, in fact, that's why we formed NEMEON some nearly twenty-five years ago. We independents are resilient, and know how to "take a lickin'", and keep on tickin'", to steal a time-honored tag line. We build personal relationships with our customers, our vendors, our communities. We've all seen our industry change many times in the last twenty-five plus years, and we've learned how to evolve and thrive because we're fighters. It's like I tell our sales staff, the only thing the national competitors can do to beat us is to be cheaper. They certainly can't offer better service, or more industry savvy employees. We've all lost an order because a competitor was a little cheaper, but I've never lost an order because a competitor was better.

Believe me, we want to sell everyone, but we don't try to be the cheapest supplier. Anybody can sell cheap. We strive, and promise to be your best buy, meaning the whole package of what comes along with the sale. The smart customers understand what they get with the sale!



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**FRONT COVER** A Letter from the Chairman - Ross Riddle

**PAGE 3** CEO / President Letter - Dave O'Donnell

**PAGE 4** IT Department - Elevating Website Security, Functionality and User Experience: Our Promise of Quality

**PAGE 6** Benefits of NEMEON Membership

**Page 7** Member Spotlight - GW Murphy

**PAGE 9** LionGUARD University

**PAGE 10** Celebrating the Legacy of Vic Anthony

**PAGE 14** NEMEON Network

**PAGE 16** Vendor Spotlight - Berger Building Products

**PAGE 17** NEMEON Member List

**PAGE 19** NEMEON 2-Step Members

**PAGE 20** NEMEON Preferred Vendor List

**PAGE 21** Acquire 4 Hire



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With the recent news of the sale of SRS to Home Depot, I wanted to talk about the independent roofing distributors' place in the market.

In the ever-evolving landscape of commerce, where trends come and go, one constant remains: independent distribution. While often overshadowed by the corporate distributors, independent distributors have quietly thrived, proving time and again their resilience and adaptability. Far from being outdated, we continue to play a critical role in the market.

Throughout history, independent distributors have weathered wars, economic downturns, consolidation, and technological revolutions. NEMEON members' ability to pivot, innovate, and find new niches has solidified our survival, often against impossible odds. In every era, we have adapted our methods, embraced new technologies, and leveraged our intimate knowledge of local markets.

In today's digital age, independent distribution faces new challenges and opportunities. The rise of e-commerce and supply chains have reshaped the landscape, presenting both competition and collaboration. While corporate giants dominate online platforms, independent distributors have carved out their spaces, catering to specialized markets and offering personalized services that our competitors often overlook.

Moreover, independent distributors bring a human touch to transactions in an increasingly automated world. NEMEON members foster relationships with customers, offering tailored solutions, expert advice, and reliable support. This personalized approach resonates with contractors seeking personalization and trust in their supplier.

Contrary to predictions of the independents demise, NEMEON distributors are not only surviving but thriving. NEMEON members' agility and adaptability enable us to navigate challenges such as supply chain disruptions and shortages. Additionally, our independence allows us to prioritize customer satisfaction over profits, fostering loyal customers.

As we look to the future, independent distribution will continue to play a vital role in the marketplace. Our resilience, flexibility, and commitment to service ensures our relevance in an ever-changing market. While the landscape may evolve, the spirit of independent distribution remains focused, embodying the principles of entrepreneurship, innovation, and integrity. In an era of rapid change, our enduring strength serves as evidence of who we are in the industry.

*Change Creates Opportunity*



## Elevating Website Security, Functionality and User Experience: Our Promise of Quality

In today's digital landscape, where cyber threats abound, maintaining the security of our website is pivotal to upholding our business integrity and ensuring user trust. Through the implementation of robust security measures, we not only safeguard sensitive data but also underscore our dedication to user privacy and safety.

### Website Security and Resilience:

With the ever-evolving nature of cyber threats, a proactive approach to website security is essential. Regular updates and patches help us identify and address vulnerabilities, bolstering our defenses against potential attacks. By transitioning to the latest backend platform, we uphold security standards while addressing concerns surrounding unauthorized access to member information. Our commitment to security goes beyond compliance; it reflects our enduring commitment to protecting digital assets and maintaining trust.

### Optimization for Search Engines:

In today's competitive digital environment, visibility is critical. That's why we've prioritized Search Engine Optimization (SEO). We aim to enhance our website's rankings and attract the right audience through careful analysis of search trends and implementation of SEO best practices. With careful planning, this will hopefully drive contractors to our members. Strategic design and content optimization further increase our visibility on search engines, extending our reach to potential contractors.

### Enhancements and Future Developments:

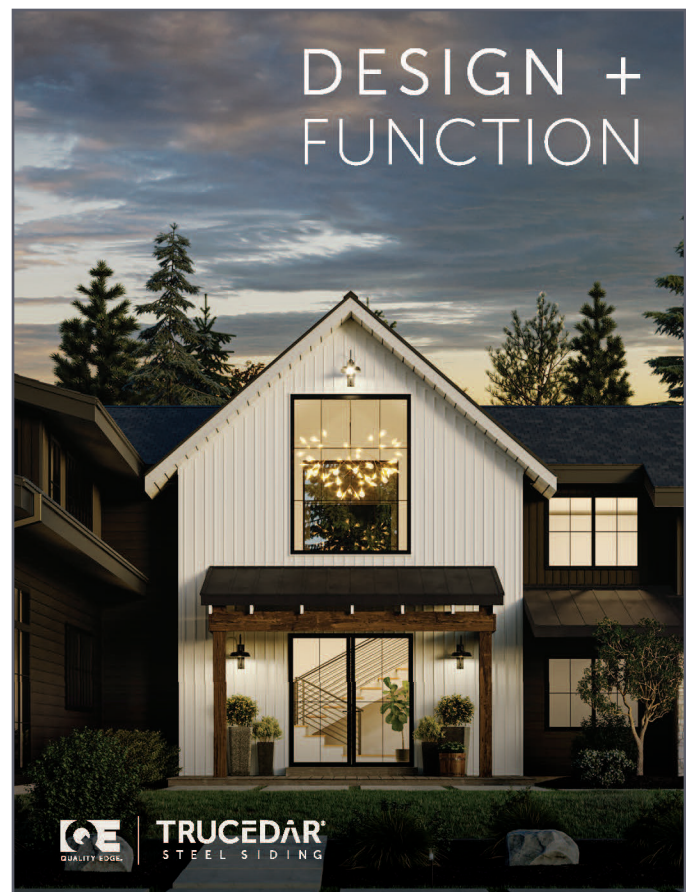
We have an exciting lineup of enhancements planned to enhance website functionality and user experience further. These include gate tracking, user profile updates, and streamlined communication channels for staff-related functions. Additionally, we remain committed to:

- Enhancing the visual appeal of our website to align with our brand identity.
- Improving website speed, security, and overall functionality.
- Targeting the right clients through strategic marketing initiatives.

- Elevating our SEO rankings and visibility on search engines.
- Enhancing user experience and navigation for seamless browsing.
- Adhering to evolving legal requirements and industry standards.

### Your Feedback Matters:

As we continue this journey of continuous improvement, we value your feedback and suggestions. Your input plays a crucial role in shaping the future direction of our website, ensuring that it remains a trusted platform for all stakeholders. Together, we are committed to upholding the highest standards of security, functionality, and user experience, solidifying our position as a leader in the digital landscape. Please submit any suggestions or feedback to John Reynolds ([jreynolds@nemeon.com](mailto:jreynolds@nemeon.com)).



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## BUILT FOR LONGEVITY

*Longevity doesn't just happen;* it requires investment, continuous improvement, and innovation. Here at APOC, we aren't resting on our almost hundred-year history in roofing but investing in the brand to address today's challenges. We've invested in our production facilities to ensure that our products meet the highest standards and are made efficiently and cost-effectively. At APOC, one word describes our current climate: investment.



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## Benchmarking

One of the more daunting tasks for the independent business owner is comparing their results to similar sized business in the related industry. This information is difficult to come by and the usefulness of the available data is questionable. Targeting areas for improvement in every organization is key to long term success. Benchmarking is a proven solution to these problems. NEMEON now offers benchmarking to the entire membership at no direct cost. Profit Planning Group, a proven leader in the collection and analysis of benchmarking data, will provide these services to NEMEON members.

The process starts when the member completes the confidential online survey provided to NEMEON by Profit Planning Group, with the financial results from the prior year. The member's confidential data is analyzed, and a detailed report is prepared that compares the key operating results in the various categories. The report targets the areas for improvement, along with the areas that are performing well for the submitted reporting period. In addition, the member's data will be anonymously compared to other NEMEON members for the same reporting period. The comparison to like sized businesses in roofing and siding distribution is invaluable. Members that currently use benchmarking report that it is the single most helpful tool they use in the day to day management of their business.

## EDI

The E.D.I. program delivers Preferred Vendor invoices to you electronically. Your company will have its own secure web-based Document Center available to you. This is set up and ready for you to access once you fill out the Member Designated Contact Information form. With your own company document center, you will have on-line access to twenty-four months of invoice history, and you can store, print or view invoices. Not all of the Preferred Vendors are currently in the program; but as vendors join this project, they will discontinue sending you paper invoices and send them electronically only. You will be notified in advance of the participating vendors.

## LionGUARD University

**LionGUARD University** is a training initiative that has proven to be successful in helping NEMEON reach our primary objective of connecting NEMEON Distributor Members with our Preferred Vendors.

The University was launched in February 2013 as a platform to bring cost effective Preferred Vendor Training to our Members. LGU allows Suppliers to post training modules (new products, repair training,

safety training) allowing Member Distributor Salesperson training online 24 hours a day 7 days a week. Each module includes a quiz to ensure students understand and can apply the training on future sales calls. LionGUARD University has turned out to be a very cost-effective training method with no cost to the membership.

**Professional Development:** Added to LionGUARD University in 2017, this resource offers our members a wide variety of courses in Management, Software, Human Resources, etc. These courses are geared for your office, sales and warehouse personal. You can find these courses on the LionGUARD University website.

## NEMEON Network

The NEMEON Cooperative provides its membership with a turnkey, fully administered digital signage program. This is a tool that is used to advertise, highlight products, and educate your customers. Choose from hundreds of content options, including the weather, trivia, headline news, "how-to" videos, and product details and information. The content list is growing every day and currently we have over 400 Preferred Vendor commercials and 22 hours of content available. The Network is fully customizable to your specifications and can be updated by your company on demand. The program will be administered on your behalf from our office. Joining is easy, with little to no out-of-pocket expenses.

## Acquire4Hire

Starting in 2021 NEMEON started offering *both* Members *and* Vendors the add on benefit of a one-stop hiring solution. Acquire 4 Hire is a program that assists in distributing job posts across the web and manages the applicants all in one place. The app offers a full circle solution by providing job posting templates, salary suggestions, then as applicants apply you are able to track the hiring process and customize the workflow all the way to the job offer.

## Savings4Members

Our long-standing relationship has saved Member's thousands of dollars by providing vetted solution partners for the everyday business needs. Their sole purpose is to save your business money by leveraging the tools you use every day to run your business. With over 20 partnerships designed to save you money, it is worth reaching out to see how they can help you. Some examples include credit card processing, fleet fuel cards, financing, office supplies, shipping, uniforms, waste and recycling just to name a few.



**GW MURPHY**

Family of Businesses

GW Murphy Wholesale • Ray's Roofing Supply • Murphy's Roofing Supply • ARS Building Products • PRIMO

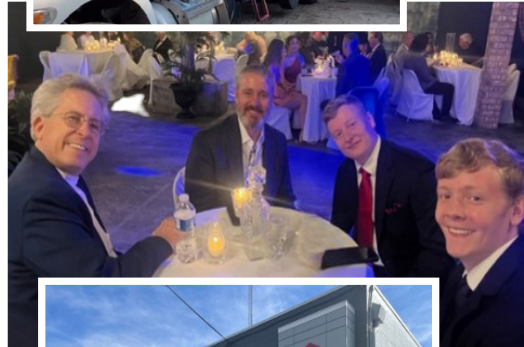
The GW Murphy family of businesses, deeply rooted in hard work and family values, began with my father, Gary Murphy Sr., who relocated from Louisiana to Northwest Indiana for a position at Globe Building Materials, a manufacturer of roofing materials. While my dad's introduction to roofing came from his experience at Globe, he was an entrepreneur at heart and opened his first location, Ray's Roofing Supply in 1977. By his late 20s, Gary Sr. started the business as a one-man band. He was the owner, manager, salesman and driver. In a short period of time he made the leap, purchasing his first property in Hammond, Indiana, and expanded the business beyond residential shingles to include commercial roofing products.

By 1990, we had become established in Northwest Indiana as a local roofing distributor and began two-stepping material to other distributors in the Midwest. Although we had grown to operate at two locations, we remained a very small company. The year 2001 marked a milestone with my appointment as CEO, followed by expansion and innovation, including opening another location in Chicago, IL. We also launched our private business that same year.

The devastation of Hurricane Katrina in 2005 revealed a pressing need for roofing materials in the South, a market that I believed was underserved. This led to the opening of ARS Building Products in New Orleans. Our commitment to serving local communities spurred further

expansion, including a new distribution center in Biloxi, MS, and additional locations in Louisiana, reflecting our belief in the value of independents to local contractors.

Today, we operate in four states and have six locations focused on selling directly to roofing contractors in each market that we serve. These locations operate under the names ARS Building Products, Murphy's Roofing Supply, and Ray's Roofing Supply. Our two-step division, GW Murphy Wholesale, offers materials to other distributors



nationwide. Our private label company, Primo Roofing Products, offers privately labeled products to both distributors and manufacturers.

My involvement with NEMEON came when SIDA merged with NEMEON. I have enjoyed being part of the group, as it has opened valuable opportunities for collaboration, learning, and growth. Having visited several other members, and having briefly served on NEMEON's Preferred Vendor Committee, and soon its Board, I've seen the strength of our cooperation firsthand and look

forward to contributing and adding value to each member of the cooperative.

The success of my family's business is a testament to God's blessings, the dedication of our long-term employees, and a steadfast commitment to the values that have guided the Murphy family businesses from the start. As we look to the future, I am excited about further expansion and deepening of our cooperative engagements, and building on the strong foundation laid by my father.

- Gary Murphy, Jr.

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LionGUARD University is your online learning resource. It offers everything from Preferred Vendor education, professional development, and compliance courses. In an effort to complete vendor education opportunities, we have recently added direct access to their education platforms. You will need to create separate logins for each.



Atlas Roofing offers learning opportunities for both Distributors and Contractors. Create an account and start learning.



The GAF Learning Portal offers specific products training and professional development. You are awarded for completing quarterly playlists with top quality NEMEON co-branded items. When registering for an account for the Branch us Nemeon. By using the Nemeon key word, GAF will be able to track your participation in our program.



OCU offers learning opportunities for both Distributors and Contractors. Create an account and start learning

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Carlisle Construction Materials recognizes that continuing education is crucial to advancing and improving the industry. CCM University offers on-demand e-Learning courses that are approved for AIA & IIBEC accreditation and can be taken by industry professionals looking for continuing education. CCM University offers educational courses for Carlisle, Versico and Hunter Panels.

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# Celebrating the Legacy of Vic Anthony

## A Decade of Leadership at NEMEON

After a remarkable tenure spanning a decade, Vic Anthony, Vice-President of NEMEON, has announced his retirement.

Throughout his tenure, Vic Anthony played an instrumental role in guiding NEMEON through periods of growth and transformation. His strategic insights and industry knowledge have been instrumental in positioning the company as a leader in the industry. Under his guidance, NEMEON has achieved numerous milestones and solidified the strength of the Independent in the marketplace.

Thank you, Vic, for ten years of outstanding leadership and dedication. Your impact will endure for years to come. Your guidance has been invaluable, and your presence will be greatly missed. We wish you a well-deserved retirement filled with joy, relaxation, and new adventures, confident that your contributions will continue to inspire and guide us as we move forward.



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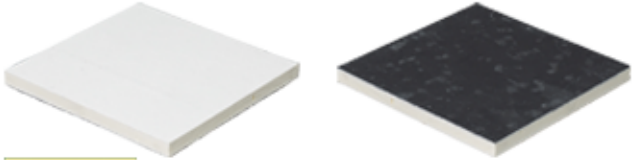
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*"The NEMEON Network is a welcome addition to our showroom. Nothing but positive feedback from our vendors and customers thus far. Every NEMEON Member should be a part of the Network!"* - Ross Riddle, South Coast Shingle

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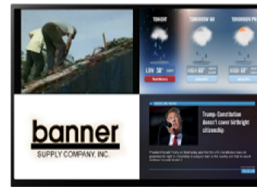


Digital Signage has a **higher recall rate** (52%) than television ads (32%), radio ads, 27%, magazines (21%), and billboard (30%).



On average, one additional on-premise sign results in an **increase in annual sales** revenue of 4.75%.

### Examples of content being shared:



**NEWS**  
News, sports and home repair channels entertain visitors during showroom wait times.



**WEATHER**  
Informative weather graphs show current radar conditions as well as hourly and daily forecasts



**SPECIALS & UPCOMING EVENTS**  
Sales often spike after suppliers' feature products or advertise new product discounts.



**VIDEOS**  
Installation and DIY videos give visitors a firsthand look into showroom products out in the field.

Check out our new digital content. Velux, Tamko, and United Asphalt have submitted new videos in 2023 and they are uploaded and ready to choose for your player. Contact John Reynolds if you have any questions.



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To mark this occasion, we're thrilled to announce the launch of our new and improved website. At Berger, we're constantly striving to enhance the user experience and serve as a comprehensive resource hub for the industry. Our updated website features expanded product information, enhanced filtering capabilities, an interactive color comparison tool, a snow guard calculator, and much more.

This significant milestone is a testament to the enduring support of our valued customers, partners, and team members. As we celebrate 150 years, we extend our gratitude to you for being an integral part of our journey.

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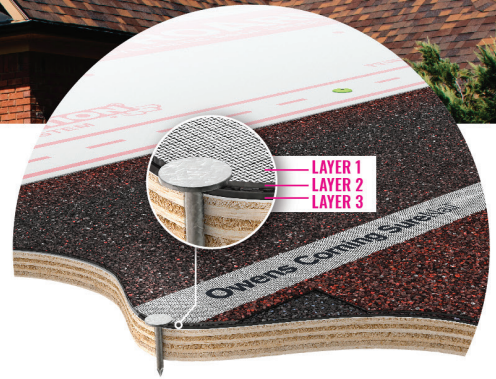
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The screenshot shows a dashboard with a table of job listings. The table has columns for Posted, ID, Title, Location, Views, Submitted, Incoming, Candidates, and Status. A central hub diagram shows a magnifying glass icon connected to logos for Indeed, SimplyHired, jobrapido, adzuna, careerJET, LinkedIn, and Google.

Posted	ID	Title	Location	Views	Submitted	Incoming	Candidates	Status
2		Director of Marketing for New Business Ventures	Manchester, NH	265	24	0	1	Paused 2-11-2018
		Talend Java Cloud Developer	Manchester, NH	152	6	6	0	Paused 9-12-2018
		Senior	Manchester, NH	75	6	0	0	Paused 12-4-2019
			Manchester, NH	212	32	30	1	Paused 4-30-2019
			Manchester, NH	0	0	0	0	Paused 6-14-2019
			Manchester, NH	109	8	0	0	Paused 10-27-2019
			Manchester, NH	1	1	0	0	Paused 10-29-2019
			Manchester, NH	1	0	0	0	Paused 10-29-2019
			Manchester, NH	4	0	0	0	Paused 10-29-2019
			Manchester, NH	0	0	0	0	Paused 10-29-2019
			Manchester, NH	1	0	0	0	Paused 10-29-2019
			Manchester, NH	3	0	0	0	Paused 10-29-2019

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