

April 2025

A LETTER FROM THE CHAIRMAN OF THE BOARD

Hello to all, and it's my hope that things are going well with you. Here in Southern California, we've had a few weeks of "on and off" rainfall, but, unfortunately, it's not been enough to bring us to par vs. normal rainfall levels (as if anything nowadays is normal!). That said, weather forecasters say rain most of next week, if it actually appears. As you all know, just a forecast of rain slows business to a crawl, so bring on the downpour.

Business still continues to be good, albeit not as brisk as we'd like, but still better than in many parts of the country. We're taking the opportunity to load up on shingle inventory before the April increase, because as we all have learned, "one can't sell from an empty wagon"! I'm quite sure prices won't be dropping anytime soon, so there's little risk involved.

As far as our new administration is concerned, I feel good about the wasteful spending they've been able to uncover, and the direction they are headed in correcting things, and holding folks accountable for their actions. I don't like the "grandstanding" I see, but the end result should save the taxpayer a great deal of \$\$, and put a big dent in our outrageous national debt! No doubt there are a lot of folks upset with what's happening, but this housekeeping is long overdue. In our own industry, there is about as much turmoil going on as there is in Washington, D.C. By that I mean, QXO's acquisition of Beacon, as well as Home Depot's acquisition of SRS, it certainly makes things a little more interesting. Meanwhile we independents keep our noses to the grindstone, and keep on, keeping on. Regardless, it's still one helluva industry, and a great way to make a living. I feel fortunate to be sharing this ride with NEMEON, and its great leadership team, and strong members!

Until next time,



NEMEON

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Proactive Growth

The distribution landscape is undergoing significant disruption. With Home Depot acquiring SRS Distribution and QXO purchasing Beacon, the market is shifting in ways that will impact independent roofing and siding specialty distributors like us. However, with disruption comes opportunity. Now is the time to get aggressive, strengthen relationships, and grow our businesses.

Large corporate acquisitions often create instability, changes in leadership, shifts in pricing strategies, and potential lapses in customer service. This presents an excellent opportunity for independent distributors to step up. Contractors and builders value consistency, reliability, and strong relationships. We must position ourselves as the trusted alternative, ready to provide the personalized service and deep expertise that big-box competitors cannot.

Here's how we can take advantage of this moment:

1. **Double Down on Customer Relationships** – Reach out proactively to your customers. Reinforce the value you bring and reassure them of your commitment to their success.
2. **Leverage Supplier Partnerships** – Work closely with your suppliers to ensure product availability, competitive pricing, and strong support in these changing times.
3. **Promote Your Strengths** – Highlight your ability to offer personalized service, flexible solutions, and local market expertise.
4. **Target Market Share Growth** – Competitors will be distracted during transitions. This is the time to capture new customers and expand your presence.
5. **Stay Unified as NEMEON Members** – Look to support as many preferred vendors as possible, our cooperative strength gives us a collective advantage. Share insights, best practices, and strategies with fellow members to navigate and capitalize on these industry shifts.

Change can be daunting, but it also creates windows of opportunity. By being proactive, strategic, and aggressive, we can turn this disruption into a period of growth and success. Now is not the time to wait, it's time to act.

Let's seize this moment and move forward together.



What's Next for E-Commerce?

E-commerce is not just revolutionizing how people shop—it's transforming how distributors conduct business. As the online marketplace continues to evolve, distributors must adapt to new technologies, changing customer expectations, and emerging market trends. As we look ahead to 2025, the impact on distributors will be significant. NEMEON is here to help you understand the shifts you can expect and how to stay ahead.

The Demand for Seamless B2B Experiences

As e-commerce grows, businesses increasingly expect the same ease, speed, and convenience in their purchasing processes that consumers enjoy. For distributors, this means providing a well-designed Business-to-Business (B2B) platform that offers real-time inventory updates, personalized pricing, and quick, efficient ordering options. These capabilities will give distributors a significant competitive edge. The ability to deliver a seamless online experience will be crucial, and NEMEON is working with software developers and material manufacturers to develop a Product Information Management (PIM) system that members can use to enhance their platforms and meet these demands.

Speed and Flexibility in Logistics

Logistics speed and flexibility remain central to customer satisfaction. Contractors expect fast, reliable delivery, as well as flexible options to meet their needs. Investing in efficient logistics—such as same-day delivery and a variety of delivery choices—will help maintain contractor satisfaction and strengthen long-term relationships. By embracing modern technologies, distributors can improve delivery times and offer the flexibility that contractors now demand.

Leveraging Technology for Smart Decisions

Technology plays a pivotal role in the continued growth of e-commerce. Data analytics tools and artificial intelligence (AI) are helping distributors make more informed, data-driven decisions. By analyzing sales trends, optimizing stock levels, managing customer relationships, and forecasting demand in real-time, businesses can remain proactive and responsive in a rapidly shifting market. The use of AI-driven insights will be indispensable for staying ahead of competitors and meeting customer expectations.

The Rise of Streamlined Digital Payments

As the e-commerce landscape evolves, so do the expectations for payment options. Contractors now demand simple, secure, and flexible ways to pay for their orders. Offering digital invoicing, net terms, and various payment methods will not only improve cash flow but also simplify transactions for your customers. By providing multiple payment options, you increase convenience and customer loyalty while maintaining financial efficiency.

Enhancing the End-User Experience

Just as consumers expect seamless shopping experiences, contractors are also starting to demand smooth, user-friendly digital platforms. A well-designed online portal with intuitive navigation, accurate and fast ordering processes, and strong customer support can set a distributor apart from competitors. Prioritizing the user experience will be essential for building long-lasting relationships with customers.

Embracing Innovation for Long-Term Success

The future of e-commerce for distributors hinges on innovation, efficiency, and a customer-first mindset. By embracing cutting-edge technology, focusing on sustainability, and continuously improving the buying experience, distributors can maintain their competitiveness and thrive in the rapidly evolving digital marketplace. NEMEON is dedicated to helping you achieve these goals, working tirelessly to provide the tools and support necessary for any member who chooses to embrace this future.

In 2025, the opportunities for growth in e-commerce are abundant, and with the right tools and strategies, distributors can stay ahead of the curve and lead in the next generation of online commerce.

Sincerely,

John Reynolds
IT Manager



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Embracing Service and Growth

As I grow into this position with the cooperative, I am learning so much and wanted to share some of my insight from over 40 years of experience in distribution.

One thing I have seen throughout my career that is still true today is that we are, first and foremost, in a service business. Service still rules the day. What used to be considered exceptional is now every day (quick will call, rooftop and spread, nicer showrooms, Eagleview, CRM, ERP, online ordering, online order tracking, sales training for our customers, and other services like financing, etc). An additional concept that I have seen from both sides of the fence is that the national distributors have a different focus on the bottom line than the independent distributor (PE, grow and sell, service the mothership - oh, and the customer).

We have long-standing relationships that cannot be easily replaced, we also understand the value of service because we care about our customers' business, as well as our own! I honestly feel that in my 40 years of building product distribution, we've never been in a better place for the independent distributor to grow knowing that this is STILL a service business, and in a time of consolidation the first thing to suffer is the SERVICE.

Now is the time to attack-- are your salespeople proactively taking steps to gain new customers every day? Are they relentlessly contacting your competitor's customers with a focus on how they can improve the service for the customer? (If not, you might have the wrong people).

Yes, unfortunately, rebates and trip programs have become the norm that is driven by the national distributors, and it would be smart to approach that on a customer-to-customer basis (I have found a quick weekend trip or a good sporting event with a customer one-on-one did more for me than any of the large trips that I ever went on all over the world, and yes, I have been on many of them throughout my career).

Ask yourself these questions:

- Are you providing sales training for your outside and inside salespeople that is appropriate to prospect and gain new business?
- Are you doing anything around technology to offer order tracking and online ordering?
- If you are not online ordering, have your salespeople made custom templates for your biggest customers to make it easy to order from you?
- Are you providing the financial resources for your sales teams to spend time with your customers away from work or after-hours (people still buy from people!)?
- Are you looking at expanding or opening new locations in this time of opportunity?

It's an adage as old as time: grow or die. What are you doing to grow your business today?

I am here to help and would love to provide more resources around sales training and anything that would help you grow your business. Please never hesitate to reach out-- I am dedicated to the independent and enjoy working with all of you!

Sincerely,

Barry J. Buchman



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.

LAKEFRONT ROOFING & SIDING SUPPLY

Since its founding in 1985, Lakefront Roofing and Siding Supply has worked diligently to become a cornerstone of the roofing and siding supply industry in Chicago. Under the leadership of CEO Tim Bock, who also serves on the board of NEMEON, the company has grown into a trusted resource for both contractors and homeowners. Tim's philosophy, "We treat the smaller guy like a king," reflects the company's commitment to providing exceptional service to all clients, regardless of size. With a wide range of services, including a custom sheet metal shop, propane filling station, and on-site crane delivery, Lakefront Roofing and Siding Supply has positioned itself as a one-stop shop for building professionals.

In 1991, Lakefront expanded its reach beyond Chicago by opening a western-style construction training distribution center in Romania. The center was run by local Romanian employees, and through this initiative, the General Manager was able to establish a non-profit organization dedicated to building two homes for children affected by AIDS. At the time, the AIDS epidemic was rampant in Romania, and Lakefront's efforts were focused on helping the most vulnerable children in need. This project was a testament to the company's global heart, driven by the same compassion and desire to help that they have for the city of Chicago. Lakefront operated this business for 20 years, demonstrating a commitment to philanthropy that extended far beyond local borders.

Lakefront Roofing and Siding Supply's commitment to excellence goes beyond business operations. The company is deeply involved in the Chicago community, using its profits to support local non-profits and initiatives that make a meaningful difference. One cause close to the company's heart is the Cornerstone Community Outreach program, which supports homeless and low-income families with services such as food, shelter, parenting classes, and senior services. In 2022, the company's contributions helped provide winter essentials and holiday gifts for Chicago's homeless population.

As Lakefront Roofing and Siding Supply celebrates 40 years in April 2025, its mission remains clear: to run a successful business that gives back to the community. Tim is always focused on improvement, saying, "We are always striving to improve processes," and this mindset drives the company's constant pursuit of better ways to serve clients and contribute to the community. Through its focus on skill development, philanthropy, and high-quality service, Lakefront Roofing and Siding Supply has earned a reputation not only as a trusted leader in the industry but also as a compassionate community partner.



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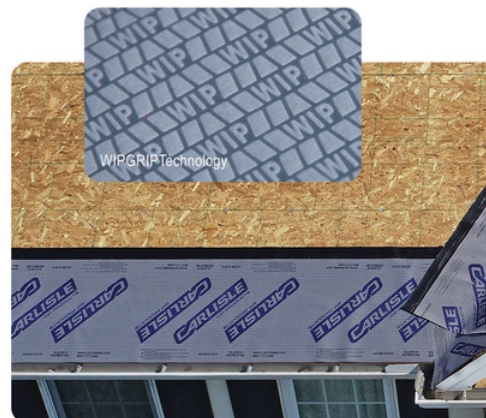
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"The NEMEON Network is a welcome addition to our showroom. Nothing but positive feedback from our vendors and customers thus far. Every NEMEON Member should be a part of the Network!" - Ross Riddle, South Coast Shingle

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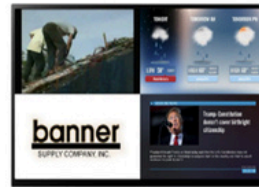


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Examples of content being shared:



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



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Within a few years, Metal Sales routinely delivered large volumes of custom-cut and ready-to-install metal roofing and siding panels in a week to ten days. A tailor-made ordering process and efficient turnaround time allowed us to grow exponentially in the coming decades. Today, Metal Sales is the nation's largest manufacturer of metal roofing, wall and building systems and the premier provider of metal materials for the construction industry. We continue to set the standard for consistency and reliability, delivering exceptional customized products at an affordable price.

Our regional manufacturing facilities give us a distinct advantage over our competitors. We are proud of our ability to provide the logistical capacity to provide personalized, accessible service for your business, in large part because we own and operate 21 facilities nationwide and employ more than 900 team members across 17 states.

Our services support you with an extensive supply of helpful resources, including the industry's most knowledgeable sales and technical team. When an order is received, we employ a streamlined process that minimizes wasted time and passes the cost savings to you, the customer. Our efficiency allows you to receive your customized metal order quickly, keeping you ahead of the competition.

We proudly serve every sector of the construction industry, including commercial, industrial, institutional, architectural, agricultural, and residential. Our award-winning service and products set us apart from the competition. Being recognized for our excellence reflects our commitment to providing you with cutting-edge, innovative metal fabrications that exceed expectations.



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Postid	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
		IT Engineer, Cloud Developer	Manchester, NH	182	6	0	0	Paused 9-12-2018
			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	106	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

The central hub diagram shows a central 'acquire4hire' logo with arrows pointing to various job boards: Indeed, SimplyHired, jobrapido, adzuna, careerJET, LinkedIn, Google, and Woodle.

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