

# THE ROAR

A QUARTERLY PUBLICATION OF THE NEMEON COOPERATIVE

December 2024

## A Letter from the Chairman of the Board

In my humble opinion, the events of the last two to three weeks have given all business owners an early and great Christmas gift to start off the New Year. NEMEON members have good reasons to celebrate the gift of Donald Trump's presidency. Regardless of one's political affiliation, we can all expect the economy to do well with Trump and his team at the wheel and to navigate our country away from the open borders and the woke way of thinking back to a stable, conservative path to save the USA as we remember it!

I've always supported Trump's business acumen on government but was never a fan of his runaway ego. That said, when we compare what the last four years of far-left extremist tactics gave us with what we can expect from our new administration, it pales in comparison. Say goodbye to the woke policies and women's sports teams forced to accept competing against men who identify as women, and let us get back to good, old-fashioned American policies for conducting business~

I hope we can all take a deep breath and reset ourselves to close the big divide in this country, and it's a good opportunity to make it work. I don't know about you all, but I feel a big sigh of relief now that I believe we'll see some sanity in our political system... not overnight, but we'll work towards it. In any event, at least we conservatives have the power to get it done. Gone will be the feeling that the entire world is "turned upside down." Will it be perfect? No, it won't, but it will be a new direction of stabilization that will help unite us. Think about this: our party has the Presidency, the House, and the Senate! If we can't get it done with the hand we were dealt, we're in more trouble than I ever imagined.

*Ross Riddle*



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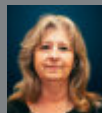
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## Thoughts for the Holidays

In wholesale distribution's fast-paced and competitive world, the key to sustainable success lies in innovation or service and unity. As NEMEON members, our collective strength is determined by how well we collaborate. When manufacturers and distributors operate in harmony, we create a system that is efficient and resilient in the face of challenges.

The construction industry is transforming rapidly, shaped by evolving customer demands, technological advancements, and economic pressures. These changes can feel daunting, but they also present an incredible opportunity. By working together, we can streamline operations, adapt faster, and deliver value to every member.

Open communication through regular updates and transparency fosters trust and understanding among partners. Shared learning, such as participating in joint training sessions or industry forums, helps all members stay informed and prepared for changes in the market. Additionally, collaborative problem-solving allows us to create solutions that benefit the membership.

Unity is not just a feel-good idea; it's a strategic advantage. By fostering deeper connections within our network, we can navigate uncertainty, innovate boldly, and thrive in the years ahead. Let's continue building great structures and a stronger, more unified organization.

As the holiday season approaches, we want to thank you for your partnership and support throughout the year. This is a special time to pause, reflect, and cherish the moments that truly matter. From our team to yours, we wish you peace, joy, and quality time with family and friends.

Happy Holidays!



## The Benefits of Using Social Media for Business

Social media has become an essential tool for businesses worldwide. Whether a company is large or small, using platforms like Instagram, Facebook, and Linked-In can help it grow, connect with customers, and increase profits. Social media offers several significant benefits for businesses: it helps them reach more people, build strong relationships with customers, and save on advertising costs.

One of social media's most significant advantages is that it helps businesses reach a wider audience. Since millions of people are active on social media platforms daily, companies can promote their products and services to many potential customers. For example, a local bakery can post pictures of its fresh pastries on Instagram, and people nearby might see them and decide to visit the shop. By reaching more people, companies can increase their chances of gaining new customers and boosting sales.

Another benefit is that social media allows businesses to build customer relationships. Companies can interact directly with their audience through comments, likes, and direct messages and listen to their wants and needs. This communication builds trust, making customers feel valued and more likely to remain loyal. For instance, if a customer has a question or complaint, they can reach out to the business on social media and get a quick response. This level of engagement can make customers feel like the company truly cares about them.

Finally, using social media for advertising is often more affordable than traditional advertising methods, like TV or print ads. Many social media platforms allow businesses to create ads with a budget they choose, meaning even small companies can afford to promote themselves. Additionally, social media platforms provide valuable tools for targeting specific audiences, so businesses can only show ads to people likely to be interested in their products. This efficient targeting can help companies get more value from their advertising dollars.

Finally, it is important to stay current on your social media platforms. Customers don't want to feel neglected online any more than they do in person. Social media offers businesses a great way to expand their audience, connect with customers, and save money on advertising. With millions of people using these platforms daily, it's no wonder businesses are finding so much success using them. Social media is worth the investment for any company looking to grow and succeed in the modern world.



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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.

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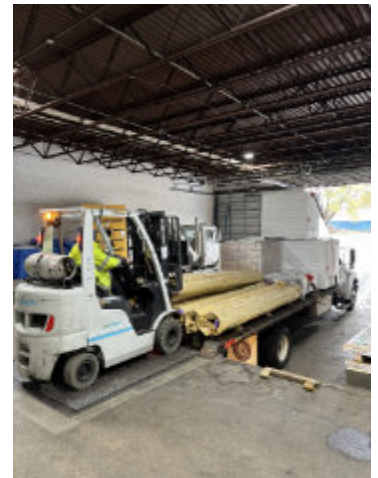
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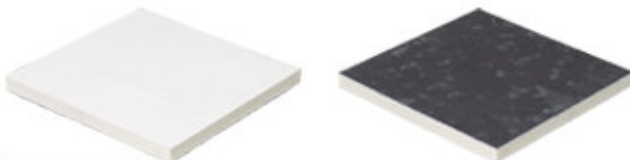
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LionGUARD University is your online learning resource. It offers everything from Preferred Vendor education, professional development, and compliance courses. In an effort to complete vendor education opportunities, we have recently added direct access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



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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.

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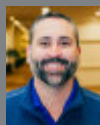


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