

THE ROAR

A QUARTERLY PUBLICATION OF THE NEMEON COOPERATIVE

June 2022

A Letter from the Chairman of the Board

June of 2022. Where does the time go? This September, NEMEON will be 23 years old. It was formed by a small group of visionaries that saw a need. They clearly understood the collective was stronger than the individual and relentlessly pursued Independent Distributors from coast to coast sharing their vision. It was not easy, but this was a determined group of entrepreneurs destined to succeed.

I did not fully appreciate the vision of our Founders when I joined our Cooperative in 2004 as a relatively passive member interested in the quarterly check. I was clearly suffering from a classic case of you don't know what you don't know. Perhaps some of you can relate? As the quarterly checks kept getting better, I started paying closer attention, and began investing something many say is more valuable than money – **Time**. Other reasonable answers are, **Genuine Friendships, Real Passion, Authentic Purpose, Memories, Motivation, Real Happiness**, the list goes on.

None of this would be possible without each of you. Your support of and active participation in NEMEON has been and is the key to our success. While attrition is inevitable in all business sectors, we have proven resilient. Our current membership remains strong and a force in their local markets. Our Next Generation is a remarkable pool of young talent brimming with new ideas and energy. I salute our "Other" Generation that raised and poured their hearts and souls into this gifted group of young entrepreneurs. A clear sign our membership at large has bought into the progressive vision of our Founders is you have elected a new Board to be installed July 1 that

features four products from our Next Gen Program. Be warned, they are getting close to a quorum!

Another testament to our memberships collective wisdom was your decision to vote Ross Riddle back for an encore position on our Board as our Chairman. Ross's experience and intimate knowledge of all things NEMEON make him the perfect person at the perfect time to fill this position. His decision to accept our nomination and jump back into the fray when he has reached a point in his career and life when other priorities could justifiably take precedence tells you everything you need to know about Ross Riddle. Next Gen don't kid yourself if you think you're going to roll over this gentleman. If you don't believe me, ask our Vendors!

NEMEON members, a heartfelt thank you for giving me the opportunity to serve on your Board, and as your Chairman. It has been an honor of a lifetime. And a role no one could fill without first serving alongside so many talented and gifted Board Members (too many to name) these past 12 years. And of course, impossible without the leadership of our CEO Dave O'Donnell, Vic Anthony, Scott Snowball, Mary Haupt, Andi Voelker, John Reynolds, and Kelli Redington. A wonderfully dedicated, talented, and serious staff that has our best interest at heart every day. Thank you!

I leave you with the following before signing off for the final time: **NEMEON offered each of us a unique opportunity. Our industry needed NEMEON in 1999, it needs NEMEON today, and it needs NEMEON tomorrow. You embody, model, and make possible NEMEON'S financial success, and all the other positive benefits and characteristics listed above. Thank you for making our Founders' vision a reality. You are NEMEON, and that is a very good thing!**



NEMEON

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Whenever we speak about NEMEON as a group the word *commitment* often comes to mind. The NEMEON team needs everyone committed to their responsibilities, and our members need to be committed to the group, its vendors, and our core values. Our preferred vendors re committed to the group and the individual members business plans always working closely to achieve a common goal.

When talking about commitment I would be remiss to not point out the time put into this organization by our departing Chairman Mitch Cawley. Mitch began serving on the board as a replacement for a departing member; then he was elected to the board serving two terms before taking on the chairman's role four years ago. Mitch served an extra year due to the disruption caused by the COVID-19 pandemic. Mitch has been on the board in some capacity for the entire time I have been here at NEMEON. Mitch started in September of 2010, and I was hired in March of that year. This is a perfect example of a member's commitment to the betterment of the organization. I would have to go back to research, but I think Mitch might be one of NEMEON's longest serving board members. During Mitch's tenure the group has been successful in reaching many milestones. Under his guidance NEMEON has added more than fifty new members to the group. Mitch was part of many decisions that affected the group positively. During his time on the board the group was successful in merging SIDA into NEMEON, two strategic plans were developed and put into place, we experienced a successful addition of the Next Gen group and the implementation of the benchmarking program. All of this during a time when there were many

Thanks to Mitch and Bill for their service and commitment to NEMEON and it's members.

difficulties the industry has thrown our way over the last twelve years. I'd have to say that's quite a commitment for an unpaid volunteer position on top of running your own business.

Mitch, during our time working together, we have shared many challenges and successes. I wanted to express just how much I have appreciated your leadership and determination. Thank you for your efforts in guiding our team and I look forward to collaborating with you in the future.

I also want to recognize Bill Vierling, for his contribution to the organization, his board term is expiring in July. Bill's insight and guidance helped steer NEMEON during some challenging times as well. I will miss your keen analysis and opinions at our board meetings.

With members coming to the end of their terms, we will be welcoming new members to join our board. Ross Riddle has come out of retirement, so to speak, to take the chairman's position. Ross is well known for his prior stewardship of the organization and all of us are looking forward to working with him again. The final vacancy will be filled by Brett Berry, Brett has prior experience as a Next Gen board representative and will be able to hit the ground running.

I want to close by thanking Mitch and Bill once again for their service to the organization, thankfully this isn't a goodbye, but a "I'll talk to you later."



Updated NEMEON Website

The NEMEON Team is excited to announce Version 3.0 of the NEMEON Website.

Over the last few years, we've been working hard to create an online experience that delivers the information you need, in a format that works for you and your busy schedule. The recent release of the mobile app was a big step in this evolution, putting so much of what you can find on the NEMEON website right in your pocket. If you haven't taken the time to download the app yet, you should!

Note: the login for the app is the same as the website.

Now we've updated the website with new functionality to deliver even more information:

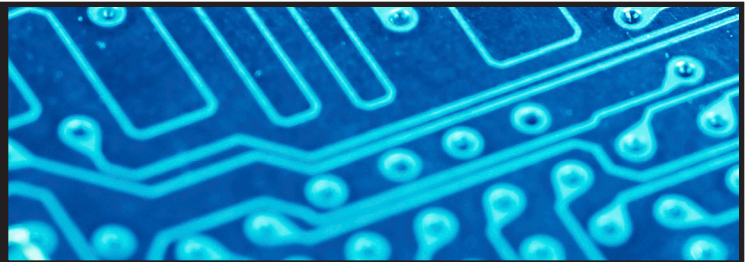
- New personalized Member Home Page delivers the most essential information, in one place.
- New Product Category filters on Member and Preferred Vendor Lists.
- New Member and Preferred Vendor Profile Pages, including contact information and headshots of the people associated with each company.

We encourage you to log in soon and check out the changes. You might notice placeholders in the space where your headshots should be. In those instances, you may send us a photo to be uploaded, or we can take your picture at the next event. Also, please take the time to verify the information on your own User Profile and Company Profile pages. If you see any inaccuracies, just let us know.

We hope that you'll find these changes helpful. If you have any questions, email me at jreynolds@nemeon.com.

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and idea for a podcast topic?*

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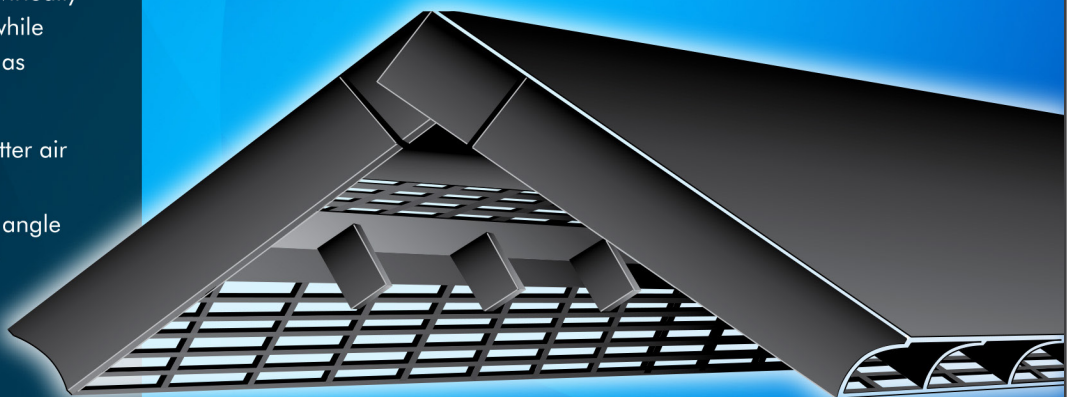
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Benchmarking

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. In 2022, NEMEON will again offer 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: As of 2017 LionGUARD University is offering a new training resource. 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.



RIVERSIDE ROOFING MATERIALS



Riverside Roofing Materials started in the spring of 1994 in Shreveport, LA. We are the only locally owned roofing materials distributor in Louisiana, furnishing materials for residential and commercial applications. We were among the first to join NEMEON, and I can say with certainty one of its most unique members. With our location formerly a service station and less than a half-acre, it would surprise me if there were any member working with less space. In 2011, we tore down the existing building and built a better functioning office. It takes a good plan, communication, and discipline to keep things functioning and avoiding gridlock. We have carved out a reputation that we will seldom be the cheapest, but we do what we say. We keep things simple here, and mostly in the form of football analogies. Do the basics and we win. Block and tackle = pull orders correctly, check, and deliver on time. Fall on fumbles = address bad news and fix mistakes quickly. We let our drivers know they “get the ball across the goal line” when making the delivery.

We aim to treat every customer that walks through our doors the same – whether it is our top customer or someone we have never met. We have noticed that with our importance placed on having the right inventory and quick customer pick-ups, we will get a prospective contractor’s attention eventually, even if they are just picking up a few fill in items. From this point, we can start a conversation, and our “conversion rate” is much higher when customers come to us versus us going to them.



This was all put to the test in 2020 with the biggest hailstorm our area has seen in 20 years, if not ever. Looking back, this more than tripled, or even quadrupled, our average business... overnight. This frenzy lasted for about a year. While everyone was out of material for weeks, we managed to snag material through careful planning and plenty of vendor customer service phone calls. I can confidently say our sales were 20% higher, minimum, because we had the material, and our competitors didn't. Our competitors bought four times as much from us as we did from them. Additionally, we never fell behind schedule in deliveries. If a customer wanted to start a job the next day, they always could. Looking around, we saw all competitors at least several days out. We had the equipment and the right people to get the orders out. Having a little more equipment

than an “on paper analysis” would recommend did wonders for us. Everyone’s trucks breakdown at some point. Ours were no exception, but we had backups and didn’t miss a beat.

As for today, business is settling back to normal levels. We have the 3 largest roofing distributors and 1 large regional player as our competition. It is a tired line in the industry, but pricing is fiercely competitive. We all sell the same thing. Our best efforts will always need to be put towards strengthening relationships and paying close attention to our customer’s needs. But as for our business and location, Alan Jackson said it best, “It’s alright to be little bitty.”

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Free is an interesting and overused term. What you pay for something is not necessarily based on what it cost to produce the product or service. This is especially true after the marketing folks get involved and try to “position” the product or service in the marketplace. How much or how little the buyer values the product or service is the ultimate deciding factor. Early in my career a manager/mentor of mine taught me that something is only worth what someone else is willing to pay you for it. He also taught me to write stuff down. A short pencil is better than a long memory! Sage advice from an old sage.

NEMEON Shareholders have access to numerous value-added product and services. Almost all these items are “free” or at no additional direct cost to the member. Technically none of the items are free as cost’s are paid by all the members through NEMEON’s operating expenses. So free is not free in this instance. You could say that these products and services are cheap because the cost is split among all the members.

There is one benefit all NEMEON members receive that is absolutely free. I am talking about the time, talent and energy given to the organization by NEMEON’s Board of Directors (BOD). These nine folks are not compensated for their work on the BOD, but their contributions are invaluable. They work behind the scenes for the most part, guiding the NEMEON Team and determining the future direction for the organization.

The last few years have been traumatic in our industry and this organization. Membership loss through consolidation has had a lasting impact on NEMEON. Losing revenue, knowledge, and years of experience that the departing members have contributed to NEMEON over time is difficult to replace. These issues were especially difficult to deal with when the departing members were members of the BOD. Through all these challenges, NEMEON’s BOD adapted, the makeup changed, a couple of folks came back to the board to serve again and NEMEON continued to prosper. All these priceless contributions came free of charge to all the NEMEON Shareholders.

When You Get
More Than You
Pay For

NEMEON’s BOD continues to change and evolve. You have read elsewhere in this newsletter that Mitch Cawley, long-time BOD Member and Chairman is stepping down. I doubt the organization could afford to pay for the contributions Mitch has made over the years. As Chairman, he was always willing and able to take the time to work with the other board members and the NEMEON Team to tackle the issues at hand. The NEMEON Team is acutely aware that all our board members have full time jobs, and we are respectful of their time.

NEMON is also losing Bill Vierling as a member of the board at the end of his term this year. Bill’s advice, calm demeanor, and thoughtful approach to the difficulties the organization has faced during his time on the board had a meaningful and positive impact.

So, per the bylaws the BOD continues to move forward with new and not so new members replacing the retiring folks. One thing does not change, that’s the pay for serving on the BOD. The old saying that you get what you pay for is not applicable here. NEMEON members are receiving exponentially more from its board than they are paid. I don’t think any of them has ever asked for a raise.

From a personal perspective, it’s a pleasure and an honor to work alongside this dedicated group of board members both past and present. You should tell them thanks next time you talk to them and let them know they are worth every penny.

Vic Anthony



Reach out to Andi Voelker at avoelker@nemeon.com to learn more about LGU.

LionGUARD University is available for you and your team at no charge! Preferred Vendors are able to offer courses as part of their annual sponsorship. This is a great resource for you to have your entire team learn about the products you sell. In addition, LGU offers courses on compliance and professional development training.

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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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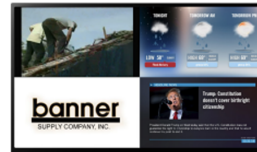


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WEATHER

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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.

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Scott Snowball - ssnowball@NEMEON.com

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Since 1874, Berger Building Products has been the leading source of high-quality building products nationwide. Offering products needed for a complete roof drainage system and moisture protection, Berger maintains manufacturing facilities across the United States and Canada. Overall, more than 2,000 products are available to our growing customer base of roofing, siding, and gutter distributors. We work to stay ahead of the competition by creating new products, expanding resources, and building a team of dedicated individuals. While Berger specializes in a wide variety of roofing protection, gutter, and drainage systems we also focus on our customers. Berger is not just a product manufacturer but also a guide, as we stand by our customers and lead them through our variety of products and their applications.

In 2021, Berger was joined in business by Flamco, who manufactures residential and commercial metal roofing products. Since 1923, Flamco has grown through four generations of family ownership to bring quality products to the market. The combined companies will greatly benefit customers of both firms, providing a broader product portfolio, enhanced service across broader geographies and increased investments across the new manufacturing footprint.

Both Berger and Flamco are subsidiaries of OmniMax International, a leading North American building products manufacturer headquartered in Atlanta, Georgia. The company sells its products through various channels and targets the residential repair/remodel and new construction markets. For more information, please visit www.omnimax.com.



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 Dallwig Brothers Building Supply
 Dealers Building Supply Corporation
 Dealers Supply Company Inc.
 Dealers Warehouse Corporation
 DeBel Roofing Supply Inc.
 Division 7 Supply, Inc.
 East Side Lumberyard Supply Inc.
 Eastern Michigan Distributors Co.
 EDCO Products Inc.
 First Choice Exteriors Ltd.
 Fond du Lac Distributors
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 Forest Specialties, LLC
 Fransyl Ltd / Leksuco 2010 Corp
 Galitelo Building Supply
 Great American Building Materials
 Gulf Coast Houston Ltd.
 H & H Roofing Supply LLC
 H & R Roofing Supply
 Hanson Building Materials Inc.

Harrington & Company
 Harrison Wholesale Company Inc.
 Hawkeye Distribution, LLC
 Hopper Roofing & Siding Supply
 Ingram Wholesale Siding
 J & S Supply Corporation
 Key Wholesale Bldg Products Inc.
 L.K.L. Associates, Inc
 L A Roofing Materials Inc.
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 Lakeside Siding Supply
 Long Island Tinsmith Supply Corp.
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 leslie@dwc-k.com

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 www.hawkdist.com
 Chad Welding (712) 277-4001
 cwelding@hawkeyedistributioninc.com

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 www.badgerlax.com
 Brian Mlsna (608) 788-0100
 bmlsna@badgerlax.com

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Categories: Lumber, Roofing, Siding, Exterior/Indoor Millwork, Windows /Doors, Construction Materials



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 bmoses@brittonlumber.com

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 scott.gardner@weekesforest.com

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Categories: Lumber, Panels, Engineered Wood, Composite Decking & Accessories Fiber Cement Siding, Composite Trim, House wrap, Building Materials



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 lisameadows@carolinaatlantic.com

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 dave@eastsidelbr.com

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 shawnmontague@lumbermens-inc.com

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 Sean Lorden (800) 732-5473
 info@raffertyaluminum.com

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 www.palmerdonavin.com
 Robyn Pollina (614) 317-0070
 Robyn.Pollina@palmerdonavin.com

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Categories: Ag Products, Cabinets, Caulks|Adhesives, Connectors| Fasteners, Deck|Rail, Exterior Doors, Exterior Trim|Moulding, Flooring, Insulation|Housewrap, Interior Moulding, Metal Products, Roofing Products, Siding Products, Wall|Ceiling, Windows



Wausau Supply Company
 www.wausausupply.com
 Ken McLaughlen(800) 236-1528
 ken.mcglauhlen@wausausupply.com

States Serviced: MT, WY, CO, ND, SD, NE, KS, OK, MN, IA, MO, AR, WI, MI , IL, IN

Categories: Adhesives, Decking, Engineered Wood , House Wrap, Insulation, Millwork, Roofing, Siding, Stone & Brick, Ventilation

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		Talibano Cloud Developer	Manchester, NH	152	6	6	0	Paused 9-12-2018
		Manager	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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