

# THE ROAR

A QUARTERLY PUBLICATION OF THE NEMEON COOPERATIVE

June 2023

## A Letter from the Chairman of the Board

Fellow Members,

Greetings from southern CA, where we've been blessed with good, steady business due to the crazy rainfall we received earlier in the year. I hope that business is good for each of you in your market as well. With that in mind, I'd like to share something that we do with several fellow NEMEON members in our area, involving maximizing the deals we make on product.

We all want to buy at the best price our vendors offer, but in many cases we can't do that as it would mean buying more product than we need, so we buy LTL at a higher price. Depending on the product and the vendor, we have found that we can avoid doing that by splitting a load among two or three fellow NEMEON members. In many cases, the vendors will bill each of us individually and deliver to our separate locations. For the vendors that won't split the loads, one of us will take the entire load, and bill the other member a slight upcharge to cover the extra cost.

This is one way for us to help each other, while helping ourselves. I'm sure some of you do the same in your area, but many may not. It does require cooperation amongst someone you may compete with, but if it benefits everyone, it's a no-brainer. After all, we are all members of NEMEON, and should try to help each other, as it makes us stronger as a group. It saves us

all a few dollars, and we still get the NEMEON rebate! If anyone is having a problem with putting this together, I expect Dave, or Vic could help facilitate this.

Here's to a strong finish to the second quarter!

Ross Riddle



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I would like to start off this newsletter by giving you an update on the status of my injury. As I am writing this article, I am a month to the day from the time I was injured. On April 29th I sustained a spinal cord injury while on vacation in Cancun Mexico; I spent three days at a Mexican hospital awaiting a medical transport back to the states. I arrived at Medical University of South Carolina on May 2nd and doctors operated on me the following day. I had a fusion of my cervical spine from C4 through C8 and after a week in the hospital, I was transferred to an inpatient rehab facility. While at the inpatient facility I would have to learn how to walk and do the basics to get around my house, after three hours of therapy for 14 days I was cleared to go home and continue outpatient physical therapy twice a week while also doing intensive exercise at home 3 times a day. I am now at home working light duty and going to outpatient rehab trying to get back to 100%.

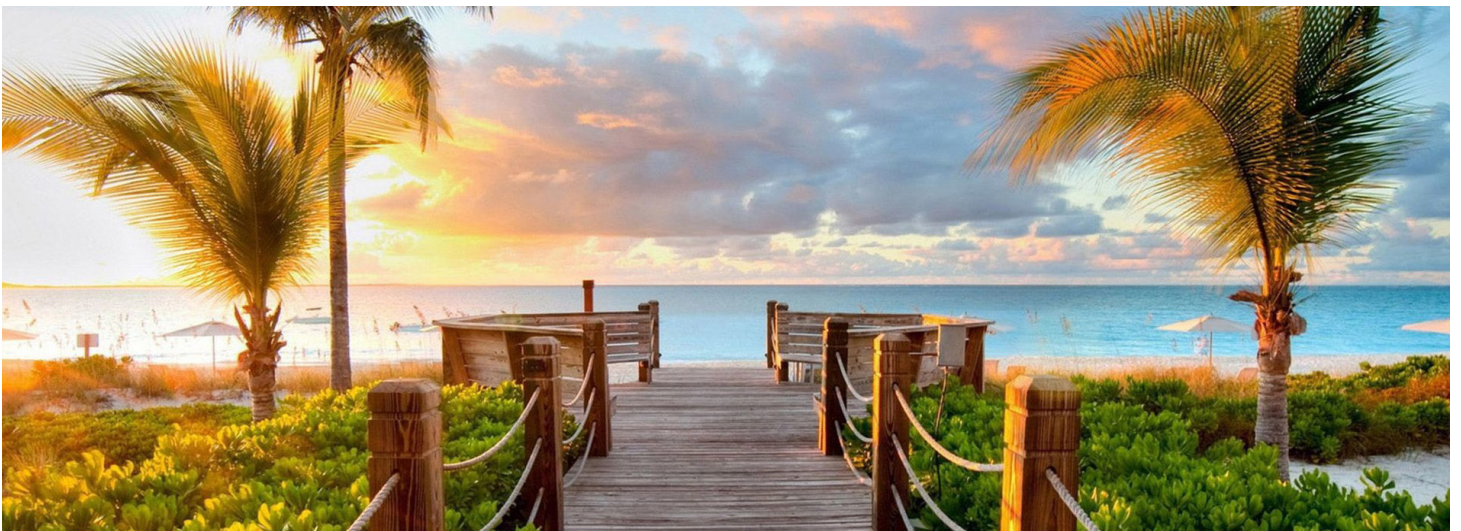
While lying in bed in the hospital I felt extremely comfortable that the membership wouldn't notice any interruption in the operation of the organization in my absence. This is one of the things about having a talented team in place. I could continue to heal because I was surrounded by the best team in the industry. I can't say enough about Vic, Scott, Andi, Mary, John, and Kelli, they all have done a fantastic job in my

absence and have always been willing to do whatever is necessary for the organization. Over the years we have worked diligently to ensure that our team was cross trained in all facets of the business so that all positions could be covered if someone were out for an extended period. It also got me thinking about how other businesses would react if something similar happened.

*Do you have a plan in place if you are unable to work for the next 30 to 60 days at your office?*

With that in mind I would like to pose a question to all of you. Do you have a plan in place if you are unable to work for the next 30 to 60 days at your office? Would the smooth operation of your day-to-day business stay the way it was when you were in the office every day manning the ship? Whether it be an injury, illness, hurricane, tornado, or some other natural disaster, what plans do you have in place if something like this should occur? If you're sitting

here with no real plan in place or just maybe a thought as to how things might operate in your absence, I would challenge you to put something on paper and create a plan that somebody could go directly to if there were something that would take you away from the business and you needed to rely on your team to run things in your absence.



## SEO and How to Improve Your Online Presence

One of the best tools to help with SEO (Search Engine Optimization) is Google My Business, a free tool provided by Google that allows businesses to manage their online presence, including search results and Google Maps; it helps to improve the visibility and ranking of a website or web page on search engine results. Simply put, SEO optimizes a website's content and structure to make it more attractive to search engines like Google, Bing, and Yahoo. By claiming your Google My Business page, companies can add business information such as their address, phone number, business hours, website, and photos. The Google My Business dashboard lets you update and manage this information easily. This free tool can help businesses appear in local search results, which can be especially beneficial for small and local businesses. It also helps companies showcase their brand and offerings to potential customers searching for them on Google.

Businesses can use Google My Business to interact with customers by responding to reviews, posting updates, and sharing photos. This can help build customer trust and loyalty and improve the business's overall online reputation. In summary, creating and actively maintaining a Google My Business page can help companies to improve their online visibility, attract more customers, and build a more substantial online presence.

Improving your website's ranking is a process. Here are some steps you can take to increase your website's visibility and improve its ranking on search engines:

- 1. Conduct keyword research:** Identify the keywords your target audience is searching for and incorporate them into your website's content. Focus on 5 or 6 primary words.
- 2. Optimize your website's on-page elements:** Optimize your website's title tags, meta

descriptions, header tags, and content to include your target keywords.

- 3. Improve your website's loading speed:** Make sure your website loads quickly and is mobile-friendly.
- 4. Build high-quality backlinks:** Build links from reputable websites to your website to increase your website's authority and credibility.
- 5. Create high-quality content:** Publish high-quality, relevant, and engaging content on your website that provides value to your audience.
- 6. Use social media:** Use social media to promote your website and drive traffic to it.
- 7. Create and maintain your Google My Business page.**

Remember that improving your website's search engine ranking takes time and effort. It is not a once and done activity. Following these steps and staying updated with the latest best practices can gradually improve your website's visibility and increase its ranking on search engines. In the end it is up to you and your team to drive your online visibility to the top of the ranking.

For more information, please feel free to reach out to the staff at NEMEON for additional information.

Get started at [Google My Business](#).

*Need some technical answers or have  
and idea for a podcast topic?*

Contact John Reynolds at  
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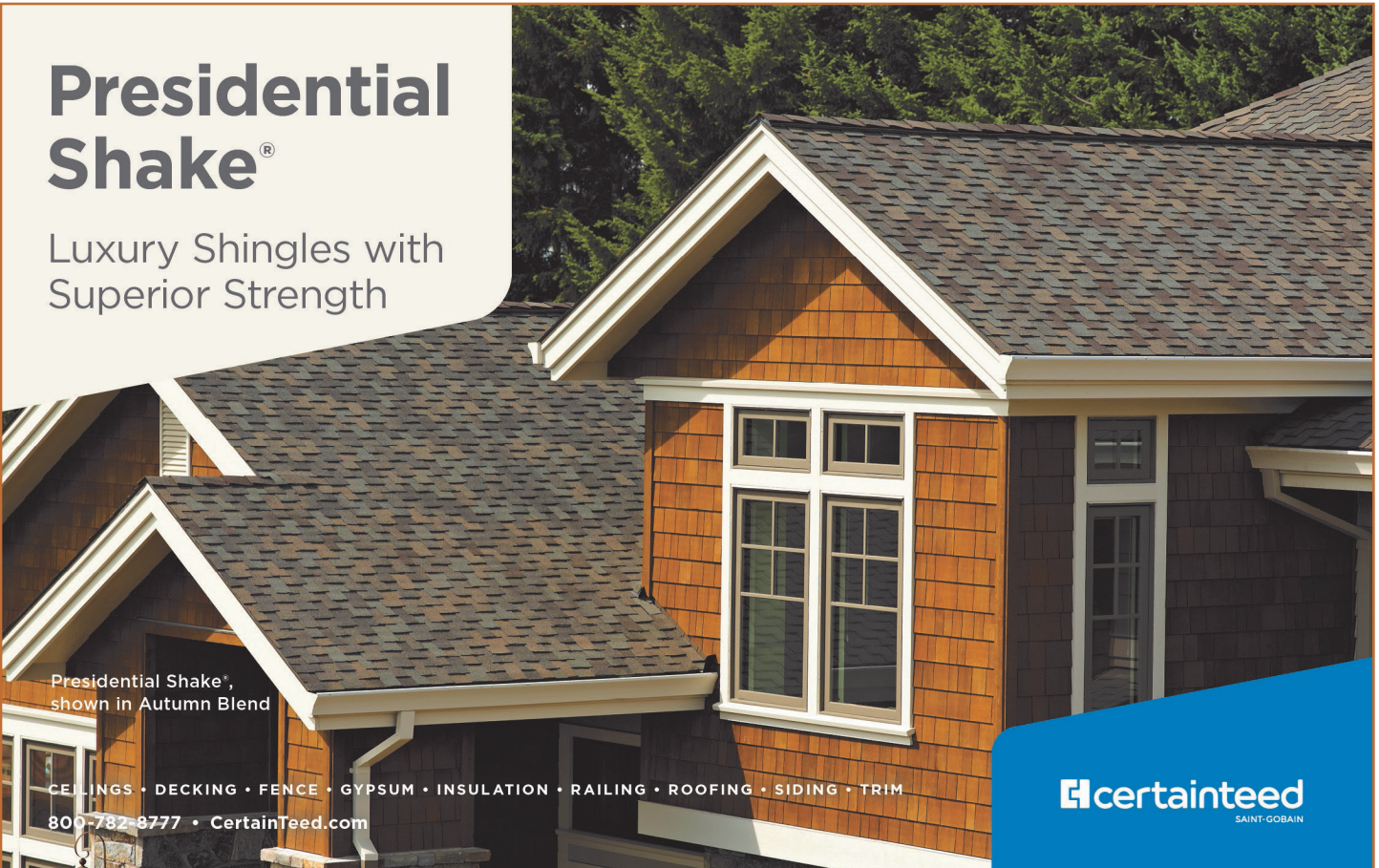
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## Benchmarking

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.



# BADGER

Founded in 1903, Badger is a family owned and operated business in La Crosse, WI. Over the past 120 years, Badger has evolved into a full-line distributor of interior and exterior millwork, cabinets and building products for residential and commercial projects. Badger has its own fleet of delivery vehicles that run scheduled routes each week in Wisconsin, Minnesota, Iowa, and Illinois.

Through the early years, Badger was known as a fabricator of metal building products such as ventilators, stock tanks and a variety of products for the heating and metal building trades. As Badger entered the 1960s, they took steps towards modernization and began to diversify into residential and commercial building supplies. They widened their distribution by adding to the number of trucks in the delivery fleet and increased the building materials offerings. Soon, Badger was offering prefinished millwork, windows, roofing and insulation and a complete line of lumber and sheet goods. In 1990, the 1800 Showplace was created for dealers and builders to show products to their customers. This showroom displays specialty products such as windows, cabinetry, doors, and fireplaces, as well as a full line of building materials.

In 2013, Badger celebrated their 110-year anniversary, welcomed the fifth generation of Sexauers, completed a 16,000+ sq. ft. addition to the Millwork Division and announced to their employees our Employee Stock Ownership Program (ESOP) with employees having a 40% stock ownership in the company.

Since 2019, Melissa Sexauer-Mlsna and her husband, Brian Mlsna are continuing the Sexauer family legacy and setting a new course for the future. As CEO, Brian uses his experience in sales and management, as well as his knowledge of the industry, to continue to build and develop the best team possible while creating the best work environment. Melissa brings a wealth of experience in helping customers realize the home of their dreams in her role as Cabinet

Sales and Design. She has also taken on a strong leadership role in the company's community involvement, ESOP, trade shows, events, and marketing. Badger is a proud supporter of Steppin' Out in Pink and many other community organizations and non-profits.

In 2021, Badger rebranded with a new logo and expanded operations with a new 32,400 sq. ft. building. Investments in equipment and technology will allow for future growth.

Badger strives to be the leading wholesaler in the market and does this through our commitment to customer service. They offer The Badger Customer Experience

through innovation, driven by a collaborative, responsive and dedicated team. Their continued investment in the company as well as their employees, by committing to technology, allows them to be better for you – our customer.

To learn more about Badger, visit their website at [badgerlax.com](http://badgerlax.com).



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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

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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.



Karnak offers a Certified Restoration Advisor Training Portal that consists of 16 courses on roof repair and restoration. After completion of the program you will be rewarded with a gift.



I am sure you have read Dave's article discussing his recent accident and the issue of the leader of an organization suddenly not able to perform his or her duties. Having experienced this situation firsthand, the NEMEON Team quickly learned whether we were ready to continue to function without our CEO. All the meetings, discussions and plans do not really prepare you when these situations suddenly confront you.

**Are you ready?**

Let's say you are the second in command in your company. Imagine the situation if tomorrow morning you come into the office to find that your leader is out for an undetermined amount of time and cannot be reached. No phone calls, emails, text messages, video meetings. Nothing! Do you have in place what you need to start leading your organization immediately? Are you personally ready to do these things?



Let's start with communication. You need to talk to your employees, customers, and vendors. Let them know what's going on and how business as usual will work until things return to normal. That's a given. What about your banks, insurance companies, landlords (if you have them). What other entities need to know what happened and how you are dealing with the situation and who is doing what during this period. Are there any people that do not need to know? Why not?

Do you know who to call? How to contact them? Can you sign checks? Move money from different accounts to make sure the bills are paid,

and payroll is met. Have you ever physically performed these functions under normal circumstances, just to make sure you can get things done when you must?

Do you know the account numbers, log on information and passwords to your bank, payroll, and accounts payable accounts?

How long are you authorized to perform these additional duties? What if a couple of weeks turns into a couple of months or longer. Can you continue to perform these functions and keep the company focused on meeting its goals?

Think about you personally and how this might affect you. You now have two or more full-time jobs. Your old job still needs to get done. Do the plans call for someone else in the organization to assume some or all your responsibilities? If not, how long can you

do double duty before things start to slip? What happens if you get overwhelmed? Don't forget about your family and your health!

This list of questions is intended to be a starting point. There are many other areas of concern, and more questions will come up. What are your plans to deal with the things you did not think about when you formalized your plans?

Mike Tyson the boxer said that everyone has a plan until they get hit in the mouth. Can you execute your plans after you get hit in the mouth? **Are you ready?**

*Vic Anthony*

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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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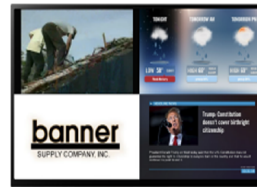


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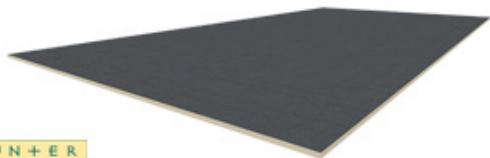
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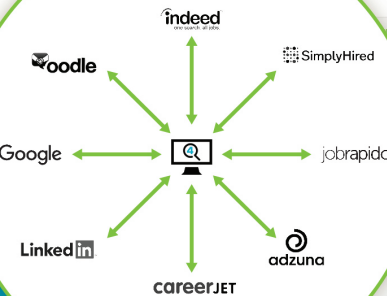
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		Talibanova Cloud Developer	Manchester, NH	152	6	6	0	Paused 9-12-2018
		Senior	Manchester, NH	75	6	0	0	Paused 12-4-2019
			Manchester, NH	212	32	30	1	Paused 4-30-2019
			Manchester, NH	0	0	0	0	Paused 6-14-2019
			Manchester, NH	109	8	0	0	Paused 10-27-2019
			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
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