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A letter from the Chairman of the Board

Mitch Cawley

Dear NEMEON Partners,

I know if you are reading this letter you have already looked over your dividend check. I do not know if you were pleased or disappointed. We have all experienced both sides of that equation and we are all keenly aware of the numerous factors that affect our sales, purchasing decisions, and ultimately our bottom line.

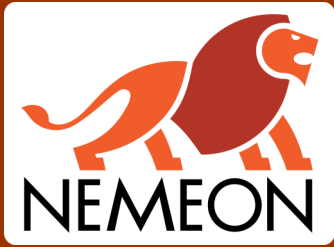
That said, I marvel how often I get consumed in the seemingly endless “*Urgent and Necessary*” issues and decisions that come across my desk. I get it, it comes with the territory, and I’m guessing it is a challenge for each of you as well. It is most unfortunate, however, when it distracts us from paying attention to some basic *blocking and tackling* fundamentals that can influence the size of that quarterly dividend check.

Last week I got lucky and one of my employees bailed me out by asking this question before making a purchasing decision: “I am thinking about making a change on our next Accessory Product X stock order to Product Y. Is product Y from a NEMEON Preferred Vendor?” This simple question stopped me in my tracks. How many times has that decision been made in the past without asking that question because I failed to do my job promoting NEMEON to my staff? And for you Preferred Vendors, how many of your Reps make calls on NEMEON Members and fail to promote your support of NEMEON?

In this case, it prompted me to access the Member Login section of our new and improved NEMEON website that allows quick and efficient access to all our NEMEON Preferred Vendor Programs. Knowledge is power and I feel better prepared to answer that question, and more importantly proactively share that knowledge with my team moving forward. If you have been too busy tending to the “*Urgent and Necessary*” to check out our new and improved website I get that too, but encourage you to take a few minutes to do so; some of the programs may catch your eye!

I am excited to see each of you at The Fairmont in Dallas January 21 – 24. Our NEMEON staff is putting the finishing touches on an excellent agenda, and I’m looking forward to checking out AT&T Stadium. But most of all I’m looking forward to see what I can learn from you about *blocking and tackling*!





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It feels like yesterday that we were all together in Orlando, but now with the holidays only a few weeks away I catch myself wondering where the year went. With so much going on in the industry and so many exciting initiatives that we are working on within NEMEON it is hard to keep track of time.

We are currently wrapping up another successful year and the year didn't disappoint. We had many challenges thrown at us; Increased competition, four residential price increases, and the lack of storms are just a few of the factors that came into play this year. Through all the obstacles thrown at us this year we stayed focused on our goals and finished the year with a lot to celebrate. I think Helen Keller said it best *"Character cannot be developed in ease and quiet. Only through experience of trial can the soul be strengthened, ambition inspired, and success achieved"*.

With everything that our members had going on within their respective businesses you still had time to support the various NEMEON initiatives. The unveiling of the new website, expansion of the LionGUARD University online training, the onsite training sessions, Next Gen /St. Jude fundraiser, and the benchmarking program are just a few programs that had great participation.

As a team, the NEMEON staff has worked diligently to support our members in these initiatives. Over the last couple of years the team has become stronger and we have all worked together as one for the good of the members. I truly believe that we wouldn't be where we are today without the hard work of Vic, Scott, Andi, Mary and John.

I wanted to wish everyone seeing this newsletter the happiest of holidays. As we look forward to next year, let's take some time to spend with our loved ones and enjoy this special time of year.

All of us at NEMEON are looking forward to seeing all of you at the annual meeting in Dallas next month.



Cyber Security

Please submit all questions to:

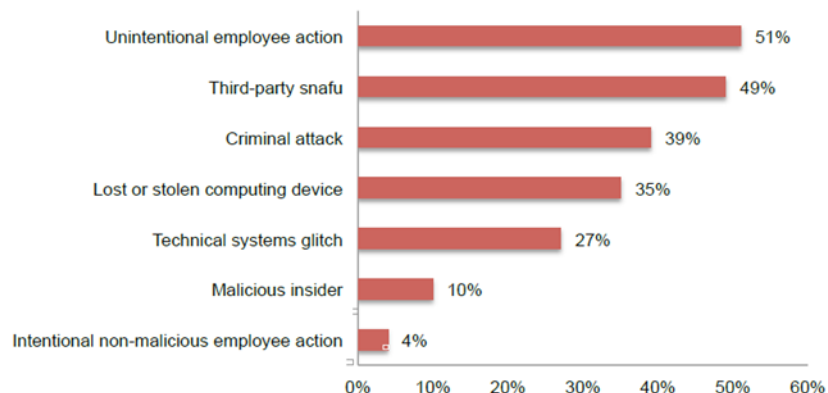
John Reynolds
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As an independent business owner, it's easy to take the mindset that cybercriminals won't target you. After all, why would they waste their time going after the small business with so many large corporations to choose from? Cybercriminals often target small and medium-sized business. Smaller businesses are often more susceptible to attack as they have vast digital assets yet lack the IT infrastructure or specialist expertise to protect them. The positive side is that creating a comprehensive cybersecurity plan is achievable for any company – all it requires is a bit of planning.

According to the Ponemon Institute's 2017 study, *The State of Cybersecurity in Small and Medium-Sized Business*, no company is too small to escape the attention of cyber criminals. Their research found that more than 61 percent of small and medium-sized businesses (SMB) were affected by a cyber-attack in 2017 – up from 54 percent a year earlier. With the general rise in technology across business sectors, businesses that previously were not targets are now becoming primary targets. Widespread adoption of technology such as cloud services, online banking, and website databases means that every company is now sending and receiving sensitive data that could be stolen. Many SMBs don't feel the need to allocate funds necessary to implement and maintain a professional security solution. NEMEON members are typically focused on minimizing overheads and running as lean as possible to remain relevant in a highly competitive arena, which often means cutting expenses on what they view as unnecessary parts of their business; this includes security. Cybercriminals know and therefore have been increasingly focusing their attacks on SMBs.

There are several low-cost methods to help protect your company and its assets from attack. According to an article by Calyptix Security, an industry leader in firewall protection, the majority of attacks come from negligent employees.

Figure 19. What was the root cause of the business associates' data breach?
More than one response permitted



There are simple steps you can take to help ensure that your employees do not lend an unintended hand to hackers looking for your data. **Train your employees**; both new and existing employees need to be trained and reminded of the importance of cybersecurity. Creating strong and unique passwords, being able to identify signs of phishing in emails and being aware of the dangers of having an open network are just a few examples of items employees should be trained on. **Establish a cybersecurity policy** and enforce it. Have a company document that outlines your policies and make sure it is followed. Some examples of what should be included are:

- Acceptable use of email and internet (work related only)

- Use of personal devices on the company network

- Password creation

- Use of removable media

- Who has access to sensitive data such as billing and financial information

Limit access to only those who need it, if a warehouse employee does not need access to a specific program or computer don't give it to them. Maintain the *Principle of Least Privilege*, which means that people only get access to what they need to get their work done and nothing more. **Create backups** and maintain them, have a recovery plan in place and know how to recover and repair from your data breach.

Taking basic steps to ensure the protection of your company's data does not need to be an expensive endeavor. While the above steps will help, they will not ensure protection against data theft. Be proactive and have a plan, consult a professional about firewalls, VPNs and email filtering. If you would like more specific information or have questions, please feel free to reach out to me.

Taking these basic steps will go a long way toward protecting your company's data and does not need to be an expensive endeavor. Still, you must be proactive and have a plan. Consult a professional about firewalls, VPNs and email filtering. If you would like more specific information or have questions, please feel free to reach out to me.

CRS Professional Services, Inc 2017 – Ponemon State of Cybersecurity in Small and Medium-Sized Business

Calyptix Security 2015 – HIPPA Security: Most Business Associates Suffer Data Breaches



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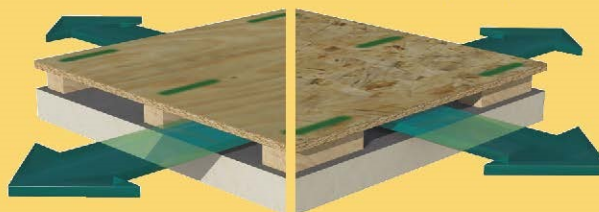
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Hopper Building Supply (and the Hopper name) has a long history in Lowell, Indiana. Opening in 1973, South County Gypsum was run by John Hopper. In 1977, his son Alan opened Hopper Roofing & Siding Supply. In 2007, the name was shortened to Hopper Building Supply, but the product offerings were diversified and expanded, with both inside & outside displays.

Located about an hour south of Chicago in Lowell Indiana, Hopper Building Supply is a company that focuses its marketing attention on the homeowner, and it's paying off! Alan Hopper believes that if you can get the homeowner excited about a product by creating a space for them to see the product, you can create sales – and upsells! – that begin with the homeowner.

The company has taken this theory to new heights by building a roadside display of roofing, siding and stone that is not to be missed. In fact, it's the first thing you see as you're driving toward his location and draws your attention better than any sign ever could.



Alan and his team built 13 of these large free-standing displays, with different stone on each of the corners and different siding and roofing on each of the sides, for a total of 78 color and style combinations! With its year-round 24/7 presence, the display has become an invaluable sales tool, increasing their siding business nearly 60% after it was installed!

The roadside displays are only a small part of the marketing story. The showroom itself has been tailored to show as many options for windows, doors, stone, roofing and siding as possible, always with the homeowner in mind.

These displays are rotated out on a regular basis, keeping the product mix fresh and simultaneously increasing employee engagement and training the staff on installation of the products. If you're ever in the area, take the time to stop in and see Alan. Or check them out on their website: www.hoppersupply.com



NRCA

Big Doings at the NRCA

The National Roofing Contractors Association (NRCA) is undertaking two major projects intended to expand and improve the roofing industry's clout and perception. Lead by NRCA's new CEO Reid Ribble, NRCA's One Voice and PROCertification initiatives are a first of its kind for the roofing industry.

The One Voice Initiative was launched by the NRCA in February of 2017. Lead by Reid, a three-term former Congressman from Appleton Wisconsin. Before he successfully ran for Congress, Reid was roofing contractor and former President of the NRCA. One Voice intent is to align the roofing industry (contractors, manufacturers, distributors and others in the industry) so that all the issues currently facing the industry are addressed in a unified manner. NRCA bylaws were changed in early 2017 to grant a minority of positions on the NRCA's board of directors to the other participants in the roofing industry. Up until now, roofing distribution has had little if any representation when dealing with problems in their respective business. In the past, the NRCA was strictly focused on roofing contractors. One Voice is intended to unite all the factions for greater strength and a louder voice.

A key element in the One Voice is Roofing Day in D.C. Driven by the new levels of participation in the One Voice Initiative, hundreds of roofing industry members gather in for one day in Washington D.C. to meet with their Senators and Congressmen to discuss the issues of the day. This show of force grabs the attention of our elected officials and has led to several favorable bills being passed in recent months. The next Roofing Day in D.C is scheduled for April 3-4, 2019.

The NRCA PROCertification is charged with evaluating how a roofing worker completes specific tasks that would show the worker's competency and skill in a specific area (asphalt shingles, thermoplastic systems, etc.). First, Qualified Assessors will have to be tested, certified and put into place before worker certification is conducted. This is a two-pronged process to certify the assessors and then the workers. Testing and evaluation programs are being developed. This is a monumental undertaking by NRCA, but the end result is intended to upgrade the quality of the workers and the industry as a whole.

Finally, NEMEON has invited Reid to speak at our January 2019 Annual Meeting in Dallas. He will provide more in-depth details on the two initiatives. Reid will address the joint session for Members and Vendors on Wednesday morning

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Categories: Roofing, Insulation, Steel Roofing, Vinyl Siding, Sheetrock, Caulking



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

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reganw@cbwholesale.com



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jay@dealerssupply.com

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If you can draw it, we can bend it.

If you would like more information on how to participate in advertising please contact:

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(651)788-7812
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avoelker@NEMEON.com

LionGUARD University was launched in February 2013 as a platform to bring cost effective Preferred Vendor Training to our Members. This is still the main focus of the University, but we have now added Professional Development and Safety Training to the mix.

NEMEON has partnered with a new organization for the Professional Development and Safety Training courses this year. You will notice some significant changes to the course offerings.

Here are some of the new course offerings:

- Building the Foundation for an Effective Team
- Establishing an Engaged Workforce
- Communicating a Shared Vision
- Hand and Power Tool Safety
- Back Safety and Injury Prevention
- Crane Signaling and Communications

Plus, there are over 20 Preferred Vendor partners offering courses in LGU on new products, features & benefits and installation processes. This list is constantly growing so check back often.

If you would like to add team members to the university,
please contact Andi at avoelker@NEMEON.com

As of April 1st, LionGUARD University has over 1,500 distributor member students taking courses and that number is constantly growing. There are over 240 courses to take. Many brand new; check it out and learn something new today!

Contact Vic Anthony, Andi Voelker, or any team member at NEMEON to submit your employee list or to learn more about offering courses through LionGUARD University!



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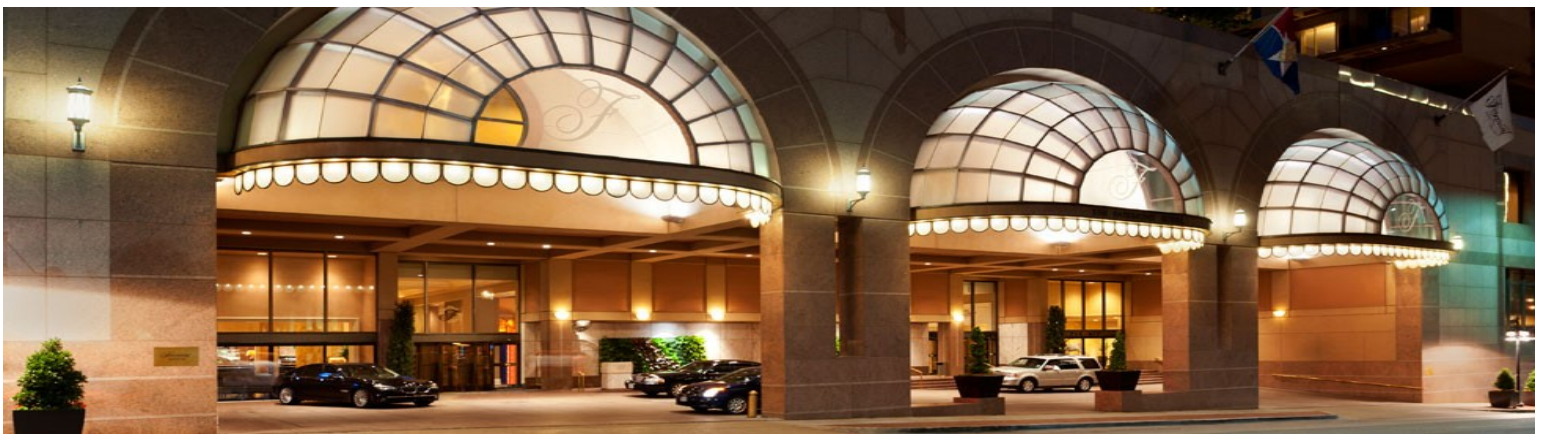
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