

THE ROAR

A QUARTERLY PUBLICATION OF THE NEMEON COOPERATIVE

September 2022

A Letter from the Chairman of the Board

Greetings to everyone! I believe I know most all Board members and look forward to getting reacquainted with each of you. I offer a recap of my history with NEMEON:

South Coast Shingle first joined NEMEON in February 2001. I joined the Vendor committee in June 2002 and then joined the Board of Directors in June 2004. I first became Chairman of the Board of Directors July 2011 and held that position through July 1st 2015. And I am honored to serve as the Chair once again beginning August 1st, 2022. I'm excited to be back in the thick of things at NEMEON and look forward to collaborating with each of you for the betterment of the cause. As we all know, we have a great organization that has been built over the years by the hard work and dedication of many long-time members, dedicated officers and staff, as well as great vendors with whom we share a mutually beneficial relationship. I know I have a tough act to follow with all the great work of Mitch Cawley, and Jack Bone. Thank you to the entire organization for accepting me back. I look forward to hitting the ground running.

Ross Riddle

NEMEON

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FRONT COVER A Letter from the Chairman - Ross Riddle

PAGE 3 CEO / President Letter - Dave O'Donnell

PAGE 4 IT Department - Either Your Business is Present Online, or it Does Not Exist

PAGE 6 Benefits of NEMEON Membership

Page 7 Member Spotlight - Sam Jin Roofing Supply

PAGE 9 LionGUARD University

PAGE 10 Commercial Corner - Vic Anthony

PAGE 13 Preferred Vendor Highlight

PAGE 14 NEMEON Network

PAGE 16 Vendor Spotlight - IKO

PAGE 17 NEMEON Member List

PAGE 19 NEMEON 2-Step Members

PAGE 20 NEMEON Preferred Vendor List

PAGE 21 Aquire 4 Hire



NEMEON
Team Members

2136 Ford Parkway #8074
St. Paul, MN 55116

Phone: 651-788-7810
www.NEMEON.com



President CEO
Dave O'Donnell
ddonnell@NEMEON.com
Cell: 843-901-0467



Vice President
Vic Anthony
vanthony@NEMEON.com
Cell: 973-897-6033



Member Benefits Director
Scott Snowball
ssnowball@NEMEON.com
651-229-6454



Controller
Mary Haupt
mhaupt@NEMEON.com
651-788-7812



MBR Services/Marketing
Andi Voelker
avoelker@NEMEON.com
651-229-6455



IT Manager
John Reynolds
jreynolds@NEMEON.com
651-788-7814



Administrative Assistant
Kelli Redington
admin@NEMEON.com
651-788-7810

I recently ran across a quote from Charles Darwin that seems very applicable in today's marketplace. The quote, **"It is not the strongest or the most intelligent who will survive but those who can best manage change."**

If the last two and a half years have taught us anything we certainly have learned to adapt to change. Only a few short years ago every couple of months the market was given a new set of rules to follow and our business had to understand and implement the new operations without disrupting the rapid flow of business. In the beginning of the pandemic, we had to immediately adapt to keeping our employees and customers safe while still servicing the needs of the community. The next obstacle we adapted to was the rapid escalation in demand as many homeowners decided to do remodeling projects. Roofing went from 2-week deliveries to being out 8 months or allocation severely limited availability. Windows had lead times nearly a year out. And when we look at the commercial roofing industry it came with its own set of challenges as we all know how crazy it still is to get material for jobs. With all that in mind, we were still able to take care of our customers. Sometimes we didn't have the best news, but we had a plan, whether it was shingles, siding, commercial roofing, or windows we took care of the customer. Another adaptation was having to implement the many price increases along with

If the last 2 1/2 years have taught us anything, we certainly have learned to adapt to change.

the increased transportation costs while consistently communicating and implementing the rapid escalation in costs to the customers.

We are starting to see the market return to some semblance of normalization, but always keep in mind that just when we think we can take a breath, we should continue to be aware of any potential changes coming down the road and be ready to manage that change. What will the proper inventory be as we head into the last quarter of the year and into the next? Will pricing move up or down? There is a lot of pressure on both sides of the pricing equation. How will the rising cost of energy impact the industry? Will the commercial sector see any relief in 2023? These are all questions that we will be looking into over the next few months in hopes of providing you with information to aid your decision making.

One thing I do know, your customers are aligned with highly committed distributors who continue to be the best informed and the most knowledgeable distributors that this industry has ever seen. The Nemeon team is here to help with navigating all the changes that we will all face in the future, both short and long term. We are here to help you serve your customers. Please reach out to us if we can be of assistance in any way.



What is Google My Business?

Google My Business is a tool that enables you to manage and optimize your Business Profile on Google. To understand what Google My Business is and how it works, we need a clear understanding of what a Business Profile is. Your Business Profile is Google's term for your Google business listing, which appears in Google Maps and in the local results of Google Search. Google My Business allows you to claim and control a business listed in the Google search results. By creating a Google My Business account, you can access, customize, manage, and enhance your Business Profile on Google, all for free.

Be Discovered:

In the digital age, a strong presence in online search engines and maps is imperative. The single most efficient way to boost the online presence of your business is to use the Google My Business tool to edit your Google My Business Profile. It allows you to provide details and photos of your business quickly and easily, including your location, services, and products, which not only increases the visibility of your business in Google Maps, but also raises it in the result of the local Google Search. Your profile also allows your customers to ask and respond to questions, share photos, and write customer reviews about your business.

Control:

Your Google My Business profile allows you to control and update your company's contact information, business hours, and other

essential details as needed. You can post updates to share that you've expanded services, temporarily closed, or are fully operational. Google Business Profiles have strong local SEO (search engine optimization), so the information you share will rank above third-party sites that might have out-of-date details. This will help people find you, contact you and know if you are open.

Build Trust:

Reviews are a key element on social media. They serve as proof that your business exists, and it is a meaningful way to build trust and credibility. Google's combined star rating and space for detailed reviews allows customers to share as much or as little information about their experience with your business as they like. All of this helps find future customers and directs them to your location.

It can be tough to think about reviews coming in on a public platform, especially since you can't pick and choose which Google My Business reviews to share, however this adds to the credibility of the reviews. It also allows you to respond to all reviews, demonstrating you're actively involved in your business. It's worth mentioning that Google has found that a combination of positive and negative reviews is more trustworthy than page after page of glowing recommendations.

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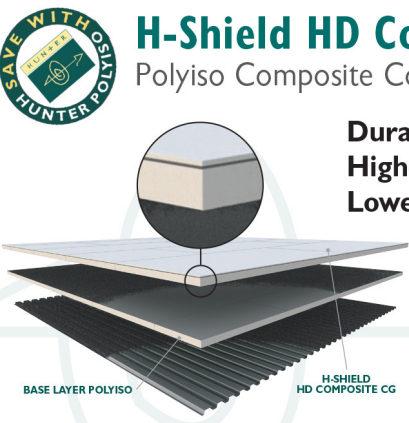


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Benchmarking

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.



Sam Jin General Supply, Inc.

In 1993, Mason Au opened Sam Jin General Supply shortly after immigrating to the United States with his wife Nanjoo and their three children. He envisioned a One-Stop-Shop for Roofing Supplies, and the company began small and very family oriented. Nanjoo worked alongside Mason, helping with the paperwork, back when it was ALL paperwork, and the children were frequently doing their homework in the back room. Our early customers were a tight knit group of Korean immigrant roofers. Sales and service in their native tongue fed our early growth.

Situated in the East Lake neighborhood of Oakland, California, Sam Jin was surrounded by multiple diverse immigrant communities. Hiring from these communities, we were able to grow doing business in additional languages, including Korean, Japanese, Spanish, Mandarin, Cantonese, and Tagalog.

Purchasing was not easy at the beginning as a small independent company. With no financial track record in this country, the company had to purchase entire containers or truckloads of materials with cash up front. It seemed like a miracle when a local independent sales rep got US Intec to extend credit to us. And once one vendor extended credit, they all started to come around.

Mason's vision of a "One-Stop-Shop" was to offer everything a roofer could possibly need, service and selection. This included all types of roofing materials, supplies and equipment, down to the last screw for gutters and downspouts. Our extensive inventory read like a hardware store for roofers. And if a customer asked for something and we didn't have it, we'd find it. Sam Jin was open seven days a week and Mason was always present, his work ethic very evident and inspirational to the rest of the workers. He helped to calculate material needs, offered next-day (and sometimes same-day) rooftop deliveries, and custom gutters made on-site. He led a great team treating customers with the utmost respect, as if they were always right, even when they were not.

We have learned, as have many of our cooperative members, we cannot compete on price with our chain competitors. But we can compete with service. Sam Jin has evolved to the point where Diana, one of those youngsters' doing homework in the back room in the early days, is now the general manager. We are in business for the long term. We're also in Nemeon for the long term.





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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.

What would you like to learn today?

I would like to learn about [Preferred Vendor Training](#) focused on [All Subjects](#)

Preferred Vendor Training

Browse all of the Preferred Vendor Training subjects below.

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I am going to depart from my usual discussions about the commercial roofing market to relay a recent personal experience I encountered in dealing with a local independently owned company versus a national chain. My interactions with the two companies were a stark reminder of the differences in price, service, and customer satisfaction and how it impacts the choice of who you do business with.

For those of you who do not know, Diane and I now split our time between Florida and Appleton, Wisconsin. Diane sold her business late last year and wanted to spend more time with her four grandchildren in Appleton. The grandkids are age seven through four months, the parents are grateful for all the help they can get. Appleton is a city of about 73,000 wonderful people and lies less than 30 miles south of Green Bay. No, I am not (yet) a Packer fan, but that is the safest choice if you are planning to live around here. The summer has been a wonderful break from the heat and humidity of Florida. Do not plan on any weather reports from me this winter because I will not be here!

I needed to get a stone chip repaired on the windshield of my car and I had no idea where to go for the repair. I started looking on the internet for an auto glass repair company and the search immediately turned up a national chain with a catchy jingle in their television ads. I stopped by the location and asked if the chip was repairable versus doing a full replacement. They looked at the chip and said yes. The manager also pointed out that his company does not offer any guarantee of their work. So, if the repair failed or the windshield cracked, they took no responsibility. All this great customer service would only cost \$142. That is \$8 for supplies and \$125 labor plus a few bucks in tax for the local politicians. I should plan on a half a day for the repair. I scheduled an appointment for the next week even though their faciality was less than clean and had a couple of company trucks parked out front with flat tires.

After I got home, I started looking around on the internet again and read the reviews for this loca-

tion of the national chain. The reviews were terrible. There were numerous horror stories recently posted detailing shoddy work, lack of follow up and a general disregard for their customers. I usually take online reviews with a grain of salt, but the number of negative postings were eye opening. One of the posts talked about how they took their car to a locally owned company that repaired the repair of the national company. I visited the local company's web site to find out more information.

Roofing, Siding,
Windows and a
Cracked Windshield

The locally owned company was started in the early 1960's in Appleton by a husband and wife out of their garage. The family-owned business grew to two locations and expanded into auto, residential, and commercial glass as well as other products. The children of the founders took over from their parents and continued to grow the business and hire additional employees. Then in 2016, the children converted the company to an ESOP. Now all 115 employees are owners. I canceled my appointment with the national chain.

I took my car in the next day. The people in the spotless modern showroom were friendly and personable. I gave them my keys; they directed me to a waiting area complete with coffee and soft drinks. 30 minutes later I was ready to go. And the price? \$60 versus \$140 at the national chain. I did not bother to ask when I made the appointment about any guarantee, incorrectly assuming that no guarantee is the industry standard. The nice lady that processed my credit card told me her company guarantees the repair against failure or the windshield cracking from the chip for as long as I own the car. I was one satisfied customer!

You can tell that this company and their people made a huge positive impression on me. I could not help but think about how they compete with the big national chains and blow them out of the water with their customer service. NEMEON members are in the same boat. Member companies started in garages, have multiple generational management, thousands of years

of accumulated experience, and locally based decision making. The national chains cannot compete with these strengths!

These unmatched strengths will become even more valuable as we move from an oversold, under supplied industry to a more normal market where we must again sell our company's strengths over the national chains. You should take a few minutes and inventory your company's strengths, make sure your website emphasis them and train all your employees on how to tout these advantages during every customer contact opportunity. The big chains do not have a prayer in competing against you.

As a footnote, Diane and I visited the local company's showroom the next day and signed a contract for them to install two of their products in our new home in Appleton. I gave them back my \$82 savings in a hurry!

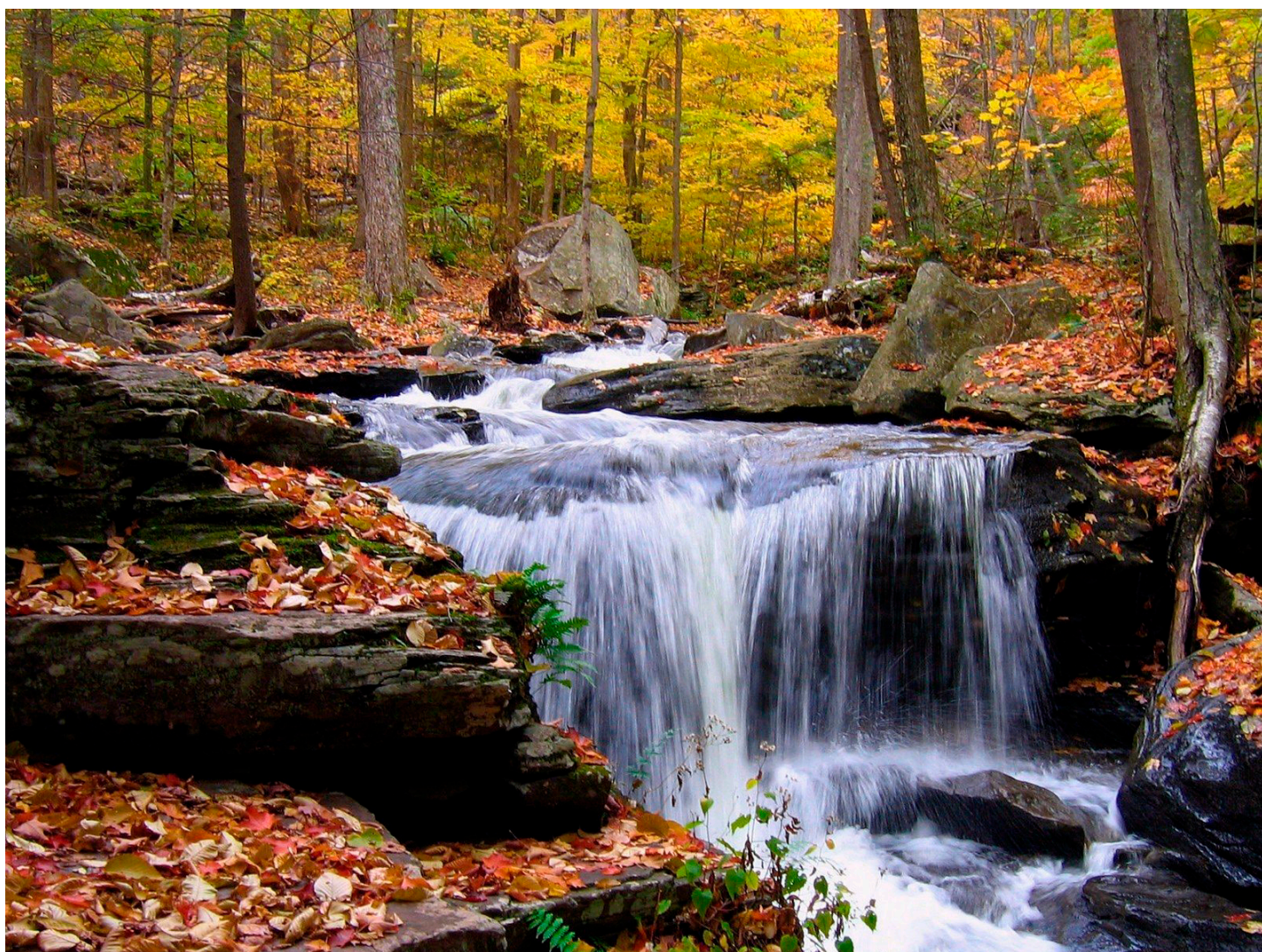
Podcast Episode #16 NOW Available

This episode highlights the experiences of some of our Next Gen members over the past 10 years of attending meetings.

Hosted by: Vic Anthony

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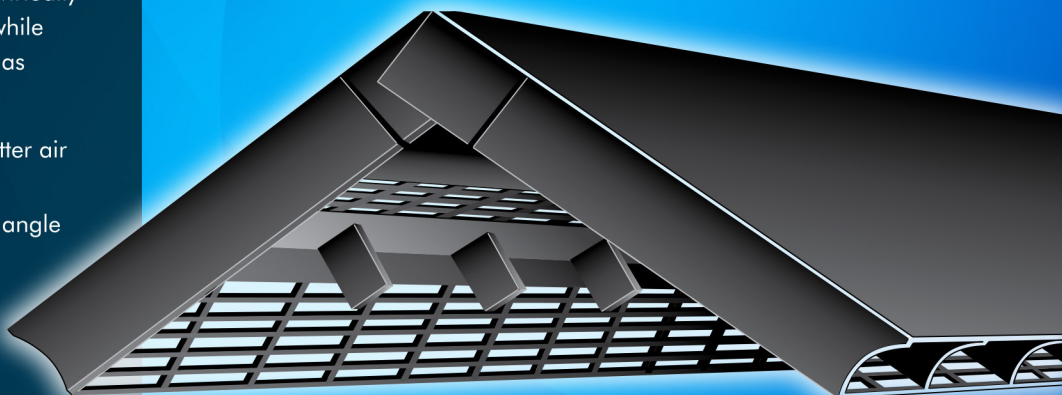
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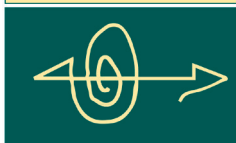
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"The NEMEON Network is a welcome addition to our showroom. Nothing but positive feedback from our vendors and customers thus far. Every NEMEON Member should be a part of the Network!" - Ross Riddle, South Coast Shingle

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Examples of content being shared:



NEWS

News, sports and home repair channels entertain visitors during showroom wait times.



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IKO is a multigenerational, family-owned business that was established in Calgary, Alberta in 1951. Since then, it has grown to become a global leader in the roofing, waterproofing and insulation industries for both residential and commercial markets.

IKO now operates more than 35 manufacturing plants throughout North America and Europe. Over the past five years, the company opened plants in Hillsboro, Texas and Sylacauga, Alabama. Most recently, it held grand openings for two new state-of-the-art facilities: a residential product plant in Brampton, Ontario and the company's first U.S.-based plant for commercial product in Hagerstown, Maryland.

When the Brampton plant originally opened in 1959, it was IKO's first in Eastern Canada. The company took it offline in 2017 to expand and modernize the facility. It now covers 600,000 square feet of manufacturing and warehousing space. Its laminators can produce IKO's premium quality asphalt shingles at a rate of 2,100 bundles per hour.

The company's success is largely due to its founders' core values, which include integrity and innovation, as well as on its firm commitment to vertical integration. IKO's dedication to these values continues to drive the business forward.

Given the uptick in severe weather events, consumer demand for high-performance roofing products has been steadily rising. IKO's response? The two shingles in its Performance line, Nordic™ and Dynasty®, have attained an

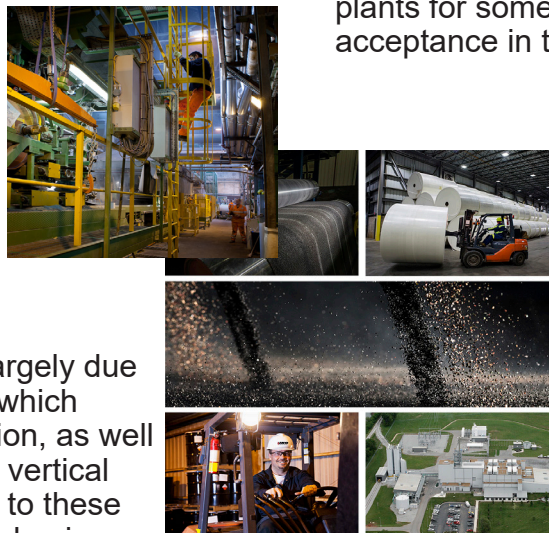
® Impact Resistance rating* of Class 4 and Class 3, respectively.

Both feature IKO's ArmourZone®. It's a 11/4-inch-wide nailing surface for accurate nail placement, reinforced by a tear-resistant band that provides even greater nailing strength to resist nail pull-through, shingle uplift and blow-off in high winds. They come with a limited wind resistance warranty of up to 130 mph (210 km/h).

The three shingles in the company's luxurious, upscale Designer collection have also achieved IR ratings. Crowne Slate™ and Armourshake™ received a Class 4 Impact Resistance rating, and Royal

Estate™ received a Class 3 Impact Resistance rating*.

The 500,000-square foot Hagerstown facility is IKO's first to manufacture the company's new Innovi brand of thermoplastic olefin (TPO), a single-ply membrane used in commercial flat roofing. It will also produce IKO Ener-Air and IKO Enerfoil – two brands of polyisocyanurate (ISO) rigid insulation products that have been manufactured in Canadian and European plants for some time and have since gained wide acceptance in the building industry.



To find out even more reasons why we say that IKO is Roofing Elevated, visit www.iko.com.

**This impact resistance rating is solely for the purpose of enabling residential property owners to obtain a reduction in their residential insurance premium, if available. It is not to be construed as any type of express or implied warranty or guarantee of the impact performance of these shingles by the manufacturer, supplier or installer, and damage from hail is not covered by the Limited Warranty. For further details concerning the FM 4473 standards, visit the FM Approvals website.*

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dba P&W Roofing Supply
 Capstone Building Products
 Carolina Atlantic Roofers Supply LLC
 Cedar Grove Building Products
 Central Siding Supply Inc.
 Christian Building Materials Inc.
 Commercial Roofing Products
 Corken Steel Products Company
 Coons Supply Inc.
 Cross Country Distributing Inc.
 Cross Roads Building Supply Inc.
 Crossroads Roofing & Supply
 Croton Home Center
 Dallwig Brothers Building Supply
 Dealers Building Supply Corporation
 Dealers Supply Company Inc.
 Dealers Warehouse Corporation
 Division 7 Supply, Inc.
 East Side Lumberyard Supply Inc.
 Eastern Michigan Distributors Co.
 EDCO Products Inc.
 First Choice Exteriors Ltd.
 Fond du Lac Distributors
 Forest Building Supply
 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.
 Loring Aluminum Building Products.
 LS Building Products
 Lumbermans Drywall & Rfg Supply
 Lumbermen's Inc.
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 Magnolia Construction Supply, Inc.
 MarJam Supply Company
 Messco Building Supply
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 Metro Roofing & Metal Supply Co.
 Mid Atlantic Roofing Supply
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HAWKEYE
Distribution, Inc.

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

States Serviced: IA, NE, MN, SD

Categories: Roofing, Caulking & Adhesives, Insulation, Ventilation, Siding & Accessories, Insulated sheathing, Foam board, Sil Seal, House wrap, Poly, Concrete/Foundation, Area walls & posts, Gypsum products, Fasteners, Ag. Building products, Roof edge and flashing, Lumber, Decking, Millwork - Doors and Windows



BADGER

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

States Serviced: WI, MN, IL, IA

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



Britton Lumber Company

Britton Lumber Company
www.brittonlumber.com
Brian Moses (802) 333-4388
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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www.carolinaatlantic.com
Lisa Meadows (800) 672-3555
lisameadows@carolinaatlantic.com

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dave@eastsidelbr.com

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Chris.smith@keywholesale.net

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shawnmontague@lumbermens-inc.com

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

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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



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 Dealers Supply Company
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The dashboard screenshot shows a table with columns: Posted, ID, Title, Location, Views, Submitted, Incoming, Candidates, and Status. The table lists various job postings for Manchester, NH, with details on views and submissions.

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

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