

THE ROAR

A QUARTERLY PUBLICATION OF THE NEMEON COOPERATIVE

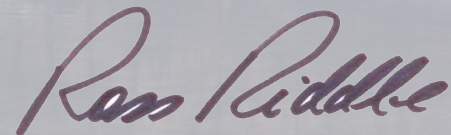
September 2023

A Letter from the Chairman of the Board

Greetings from southern CA, where we're enjoying sunny weather, and good business, thanks to the early year downpour! Speaking of weather, according to NOAA, we're at the start of a big El Nino weather pattern, which is expected to produce a good deal of rainfall for a while! That's important to us because most of our reroof business is dictated by the amount of rainfall we get. My hope is that the rest of the country is equally blessed with good business as well. Material shortages are much better now than at the height of the shortage issue, but we're finding high end shingle availability to be a couple of months out, and some APP roll goods the same. That said, it could certainly be worse. As I'm writing this, and thinking of pertinent things to bring up, I'm reminded of how lucky we all are to be members of a strong organization that we share in NEMEON! I say this because I've been in this business for over five decades and have seen our industry change a great deal. Some changes are for the better, some not. One thing I realize is that none of us are facing this alone, because we're a member of a strong buying co-op that has influence in our industry. At one time or another, we've all felt as if we were on an island fighting the battle by ourselves. Part of the benefit of belonging to NEMEON is being

able to access the immense knowledge and combined experience of our fellow members and our NEMEON leaders.

Change, like aging, is inevitable. Having NEMEON as a partner gives us an advantage. We all know, as do our vendors, and the "big three", that independent business owners know their customers and their market better than any of the big guys. Our industry is constantly evolving, thanks to the aggressiveness of our national competitors. We've lost good members, and it's unreasonable to think we won't lose more. The point is that we're better as a group than going it alone. I still feel we're in a good position, if we members work together to control our destiny. I know from time to time we have our differences of opinion on how things should be done, but that's bound to happen with strong people and strong opinions. Unfortunately, we cannot control what happens, but we can control our destiny by sticking together as a group and adjusting, as necessary. I suppose we should feel flattered that they are pursuing us. It's certainly not time to give up, but time to work smarter to keep NEMEON viable and strong. Remember to support our Vendor Partners more now, as they are instrumental in our success!



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When this year started most of us were expecting a transition to what we remember as a normal business flow as compared to the last few years. Well with an expected softening, “Murphy’s law” in full force, the industry rebounded off a slow start with a very active hail season and we were back to limited availability. Over the past few years finding material has been extremely difficult, many of us found additional sources and added them in hopes of a broader base to get products from. Between raw material and labor shortages coupled with freight increases, it became hard to navigate purchasing with smaller number of suppliers.

Even as I sit here and write this material is tight and no one knows what the fall storm season will end up looking like. Projections are for a return to a more normalized flow of business as we head toward the start of the new year. In preparation I want to encourage all members to give your organization a Preferred Vendors review.

Who is on Your Vendor List?

Now is the time to look at the vendors you have in each category and compare them to the NEMEON Preferred Vendor list. I would like to challenge each member to make it a goal to add three new preferred vendors heading into 2024. With the annual meeting, which will include face-to-face meetings, right around the corner you are in a great position to get a head start. Please reach out to me or any team member for assistance or a recommendation on a preferred vendor.

With all the changes happening in the industry this year it is important that we support the vendors that have solid relationships with our organization. Now is the time to take a hard look at your suppliers and give strong consideration to the vendors that are supporting NEMEON.



Email Security

Email has become essential to our personal and professional lives in today's digital world. Given how engrained it is in our lives, knowing the potential risks associated with email and taking necessary precautions to ensure your online safety is important. Remember, a well-trained employee is the best firewall you can get. To help protect yourself and your company's sensitive information, we would like to share some essential tips for email safety:

Always use strong and unique passwords. Don't reuse them with other sites or share passwords with anyone. Avoid using easily guessable information, such as your name or birthdate. I know it is easier, but it risks the account and company. Believe it or not, 123456, followed closely by Password, are the most common passwords still in use. Combining upper- and lower-case letters, numbers, and special characters is recommended. When possible, enable two-factor authentication (2FA) for your email accounts. This additional layer of security will require a second form of verification, such as a code sent to your phone, to access your account.

Email scams are everywhere. The exact number is hard to determine, but it is estimated that almost 15 billion spam emails are sent each day, and 83% of organizations reported receiving some phishing attack in 2021. Phishing comes in all shapes and sizes these days, and something like spear phishing might take months to realize and is highly specific. Below are the most common types of email scams.

- **Email phishing** - The most common form of phishing, this type of attack uses tactics like phony hyperlinks to lure email recipients into sharing their personal information.
- **Malware phishing** - This attack involves planting malware disguised as a trustworthy attachment.
- **Spear phishing** - This type of attack targets specific individuals by exploiting information gathered through research into their jobs and social lives.
- **Whaling** - Much like Spear phishing but with the target being a business executive or celebrity.
- **Smishing** - This is a combination of the words "SMS" and "phishing," smishing involves sending text messages disguised as trustworthy communications from businesses like Amazon or FedEx.
- **Vishing** - Attackers in fraudulent call centers attempt to trick people into providing sensitive information over the phone.

Always think twice when you receive an unexpected email. Especially from someone you don't know. Legitimate organizations will never ask for your personal information, login credentials, or payment details through email.

- **Always check the Email Sender in the details and see where the email originated:** Always verify the sender's email address, especially if the message contains links or requests for sensitive data. Criminals often use email addresses that look like genuine ones to deceive users.
- **Don't Click on Links or Download Attachments:** Leave your email client and go directly to the site. When Amazon tells you there is a problem with your order, go to Amazon directly and don't click on the link to find out the problem.
- **Be Cautious with Personal Information:** Avoid sharing sensitive personal or financial information through email. If needed, use secure channels or encrypted platforms for such exchanges.
- **Update Your Email Client and Operating System:** Keep your email client and operating system updated with the latest security patches. This helps to ensure you are protected against known vulnerabilities.
- **Use Encrypted Email Services:** Consider using email services that encrypt your emails, making it more challenging for unauthorized parties to access your content.
- **Avoid Public Wi-Fi for Sensitive Emails:** Refrain from sending or accessing sensitive emails when connected to public Wi-Fi networks, as they can be less secure and prone to hacking.
- **Regularly Review Account Activity:** Review your email account's login activity and check for unauthorized access. Many email services provide this feature to help you monitor your account's security.

Remember, staying vigilant and taking precautionary measures are vital in safeguarding your online presence. Following these email safety guidelines can minimize the risk of falling victim to cyber threats.

Have any technical questions?

Contact John Reynolds at
jreynolds@nemeon.com or 651-788-7814

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To learn more visit shinglecoloroftheyear.com.

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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: Added to LionGUARD University in 2017, this resource offers our members a wide variety of courses in Management, Software, Human Resources, etc. These courses are geared for your office, sales and warehouse personal. You can find these courses on the LionGUARD University website.

NEMEON Network

The NEMEON Cooperative provides its membership with a turnkey, fully administered digital signage program. This is a tool that is used to advertise, highlight products, and educate your customers. Choose from hundreds of content options, including the weather, trivia, headline news, "how-to" videos, and product details and information. The content list is growing every day and currently we have over 400 Preferred Vendor commercials and 22 hours of content available. The Network is fully customizable to your specifications and can be updated by your company on demand. The program will be administered on your behalf from our office. Joining is easy, with little to no out-of-pocket expenses.

Acquire4Hire

Starting in 2021 NEMEON started offering *both* Members *and* Vendors the add on benefit of a one-stop hiring solution. Acquire 4 Hire is a program that assists in distributing job posts across the web and manages the applicants all in one place. The app offers a full circle solution by providing job posting templates, salary suggestions, then as applicants apply you are able to track the hiring process and customize the workflow all the way to the job offer.

Savings4Members

Our long-standing relationship has saved Member's thousands of dollars by providing vetted solution partners for the everyday business needs. Their sole purpose is to save your business money by leveraging the tools you use every day to run your business. With over 20 partnerships designed to save you money, it is worth reaching out to see how they can help you. Some examples include credit card processing, fleet fuel cards, financing, office supplies, shipping, uniforms, waste and recycling just to name a few.

EST. 1981

H&R Roofing Supply

Started in 1981 by Hank Gonzalez, H & R Roofing has established a superior reputation in the Southern California area by providing roofers and builders with first-class products and customer service. Our family-owned roofing supply company has nearly any type of roofing material and building supply that is needed for residential, commercial, or industrial jobs and the diverse supply inventory contains tile & slate roofing, insulation, metal roofing and Title 24 Compliant roofing. We proudly serve the areas of Ventura, Santa Barbara, and Los Angeles Counties.

“Everything we do is so that we can always offer you, the customer, the latest and most current information and services.” And unlike some of our competitors, H & R Roofing can offer rooftop delivery for added convenience. *“If you don’t find*

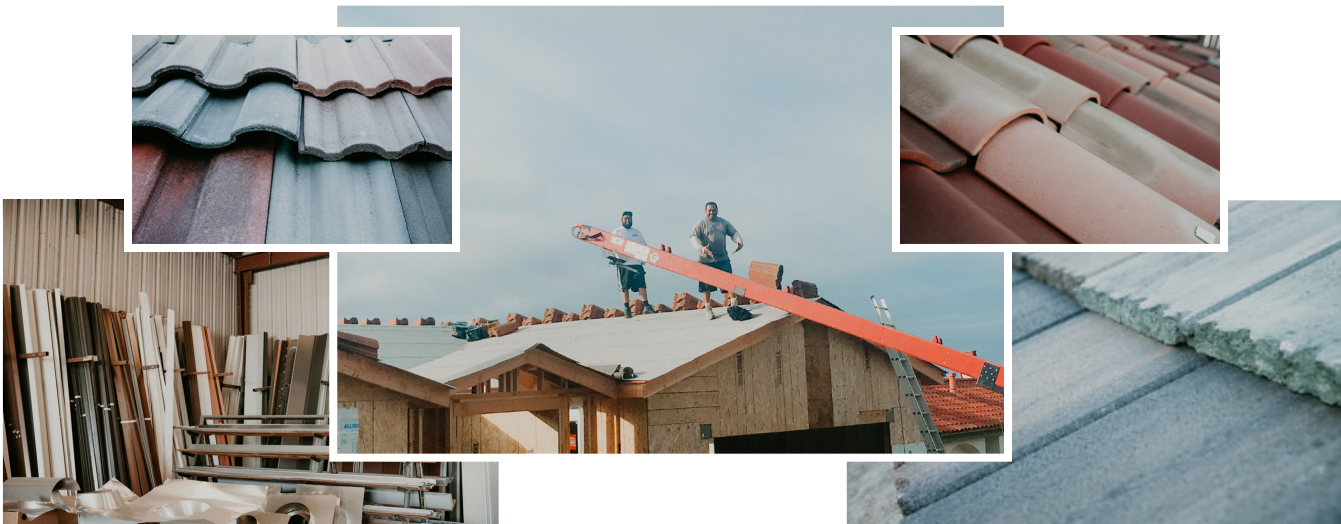
what you need, we will do everything we can to satisfy your requests.” Since H & R has been in this location for 42 years, we often know the contractors by their first name, and we value many as long-term customers.



In addition to our diverse inventory, our knowledgeable staff offer fast, friendly, and courteous service. We have 20 employees, and some have been with us for 30+ years. We are committed to providing quality service by maintaining skilled staff to answer customer questions and staying on top of industry changes. *“Our employees enjoy working for*

H & R because we are more of a family. We know each employee’s family by name and are involved in all their kids’ activities.”

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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

co-branded items. When registering for an account for the Branch us Nemeon. By using the Nemeon key word, GAF will be able to track your participation in our program.



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.



There are many “givens” regarding the business we are in. Roofing, siding, and window products have a life cycle. These products wear out over time and need to be replaced. Gross margins in the repair and remodel portion of our business are generally higher than in the new construction segment. Business levels for our business are cyclical. Activity will be fast paced and growing, then we will see the slowdown as projects and backlogs shrink. Some of our members are seeing a slowdown in their markets, many are not. Not yet anyway.

Residential and commercial roofing demand in 2023 is defying the odds, predictions, and planning assumptions forecast at the beginning of the year in many markets. Other areas are experiencing the predicted slowdown. I call these types of business conditions “lumpy.” Others call it “bumpy.” Either way it’s a challenge if your market is slow. It’s especially troublesome to deal with a slowing demand when other parts of the US and Canada are continuing to experience strong demand. Many shingle manufacturers are still experiencing extended lead times, sold out plants, and product allocation. Storm activity in certain markets continues to drive strong demand along with new home construction. As I write this column, hurricane Idalia is making its way across South Georgia and heading for Charleston, South Carolina (look out Dave!). Fortunately for me, the storm stayed away from the west coast of Florida and my home in central Florida only experienced tropical force winds and a few inches of needed rain. The heavily populated areas of Florida were mostly spared so the impact from the storm will not be as “catastrophic” as the folks on the Weather Channel kept predicting. The results could result in more “lumpiness.”

As our members navigate through and around the lumps, bumps, and potholes that 2023 is producing, what are the keys for profitable business during this cycle? How can you prepare for the next up cycle in business? One area of focus is on relationships. Whether it be with your customers, employees, or your vendors. You have read elsewhere in this newsletter about the importance of supporting the NEMEON Preferred Vendors. I want to address these relationships

from a different angle. How strong are your relationships with your vendors? How did they support you during the supply shortages we experienced over the last few years? How did you support them? Are you satisfied that you were given your fair share of material during allocations based on your previous purchases? Did you give them a good reason to give you your fair share? If you detect a pattern here that’s because there is one. Relationships are a two-way street.

What matters most? How do you treat your vendors when business is slow or when you can’t get all the material you want because of allocations? I would suggest you review the relationship you currently have with each of your vendors, especially if your business is lumpy. Now is a good time to strengthen these relationships and lay the groundwork for more

cooperation when products are in short supply. If you feel the relationship is too damaged to repair, make the decision to move on and allow enough time to develop a new relationship so you don’t repeat the issues you had to deal with in the past. If you don’t feel comfortable moving away from a problem plagued situation, consider adding another vendor and allow time to determine which relationship nets the most profit for your business. The best approach may be to try and repair the damaged relationship.

One of the many benefits of membership in NEMEON is you have multiple vendors to choose from in most product categories. Don’t hesitate to talk to other members about their relationships with their vendors. You are not on an island. What you do during a down cycle and when your business is lumpy will determine how well you have positioned your business to benefit when the cycle moves upward.

A Vicious Cycle





Welcome to our Newest Member Gibson Building Supplies

Gibson Building Supplies is an independently owned Canadian company providing a large selection of quality roofing and exterior building supplies from leading manufacturers. We help to keep you up to date on the latest in product innovation and help you find the right solutions for your next project.

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To learn more about our products, please contact Zach Pfeil at zach.pfeil@epicor.com or 952-417-5025.



"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.



WEATHER
Informative weather graphs show current radar conditions as well as hourly and daily forecasts



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.

Check out our new digital content. Velux, Tamko, and United Asphalt have submitted new videos since June and they are uploaded and ready to choose for your player.
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The Brush Man was founded by Jerry Hearnley in 1976 to provide quality brooms and brushes to customers that were having difficulty finding them in the quantity and timely delivery that was needed. Our founding vision was “To deliver excellence as a formula for success” and it has continued to propel us forward through the last 40 years.

In that time, we have grown a bit to keep pace with our customers’ needs. We’ve expanded our breadth and depth of inventory, added additional warehouse space, increased the size of our team to provide additional support, and most recently, updated our technological tools including an online website.

Even though much has changed over the last 40 years, we still offer excellence to our customers through our efforts to ship orders the same day, offer industry low pre-paid freight requirements, and utilize premium carriers for the final leg of delivery. Our customers know they can rely on The Brush Man to be their

“warehouse” and that replenishment is only 1 – 3 days away. We also have a clear understanding of our customers’ needs for the right quality product at competitive pricing. This is evident in our continued efforts to seek out additional products to offer and working in concert with our vendors to deliver the best overall value.

At our core, The Brush Man strives to provide customers with quality products and excellent service. We prove this daily by following orders through from start to finish to ensure accuracy and fulfillment, maintaining inventory levels so we have exactly what you need when you need it, and treating everyone with respect and professionalism. To summarize it best, we’ll do more than just service your company, The Brush Man will be a partner in your success.

To learn more about our products and service, check out our website at www.brushman.com.



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 Border Supply Company
 Britton Lumber Company, LLC
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 CA Shingle & Shake Company
 Camco Roofing Supplies Inc.
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 Christian Building Materials Inc.
 Commercial Roofing Products
 Corken Steel Products Company
 Coons Supply Inc.
 Cross Country Distributing Inc.
 Cross Roads Building Supply Inc.
 Croton Home Center
 Dallwig Brothers Building Supply
 Dealers Building Supply Corp.
 Dealers Supply Company Inc.
 Dealers Warehouse Corporation
 Division 7 Supply, Inc.
 East Side Lumberyard Supply Inc.
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 EDCO Products Inc.
 First Choice Exteriors Ltd.
 Fond du Lac Distributors
 Forest Building Supply
 Forest Specialties, LLC
 Fransyl Ltd / Lexsucu 2010 Corp
 Galitelo Building Supply
 Gibson Building Supplies
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 GW Murphy, Inc.
 GW Murphy Wholesale
 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
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 L A Roofing Materials Inc.
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 Lakeside Siding Supply
 Long Island Tinsmith Supply Corp.
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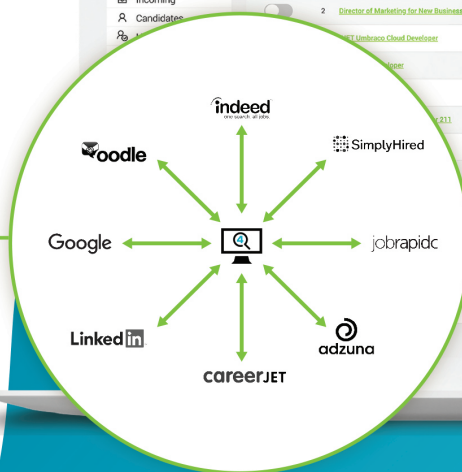
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2		Director of Marketing for New Business Ventures	Manchester, NH	265	24	0	1	Paused 2-11-2018
		UI/UX/UI Developer	Manchester, NH	182	6	5	0	Paused 9-12-2018
		Senior	Manchester, NH	75	6	0	0	Paused 12-4-2019
		UI/UX/UI Developer	Manchester, NH	212	32	30	1	Paused 4-30-2019
		Senior	Manchester, NH	0	0	0	0	Paused 5-14-2019
		Senior	Manchester, NH	109	8	0	0	Paused 10-27-2019
		Senior	Manchester, NH	1	1	0	0	Paused 10-28-2019
		Senior	Manchester, NH	1	0	0	0	Paused 10-29-2019
		Senior	Manchester, NH	4	0	0	0	Paused 10-29-2019
		Senior	Manchester, NH	0	0	0	0	Paused 10-29-2019
		Senior	Manchester, NH	1	0	0	0	Paused 10-29-2019
		Senior	Manchester, NH	3	0	0	0	Paused 10-29-2019

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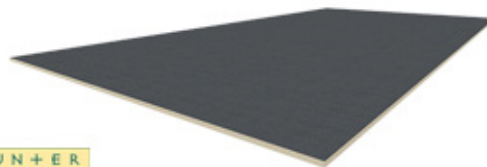
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