

The Flaman Link

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EDITION 2 – SEPT 2012

Upcoming Events

Oct 20

ABEX Awards (*Achievement for Business Excellence*) we are finalists! – Regina

Oct 26 – 28

Alberta Sled Show – Edmonton

Nov 9 – 11

Agri-Trade – Red Deer

Nov 9 – 11

Saskatchewan Sled Show – Saskatoon

Nov 18 – 25

Rental Division Meeting
– Varadero, Cuba

Dec 4 – 5

Agricultural Division Meeting
– Saskatoon

A Letter from Don Flaman

Over the past few months Carol and I have been working on renovating our house. This has taken us into many businesses as a customer. We had some excellent customer service and some not so excellent service. Many of our purchase decisions were made because of the level of service provided. In particular one local business really impressed us. We were going to check them out and then go over to a national chain to compare. When we walked in we were greeted by knowledgeable, friendly, helpful people who made it easy for us to purchase from them. We were so impressed by the service they provided that we didn't bother to go shop around. Were they cheaper? We don't know, because the service was so good we didn't bother to check anywhere else.

Being the customer made me think about our business. Most of our products are similar to what our competitors sell, so why do people choose to shop here? What makes us different? I think it is our customer service. But what is customer service? To me it's "friendly people" who are courteous, prompt and helpful. These are the reasons that I go back to a business again and again and probably the same reasons you do.

Next time you are shopping take note of how you are treated. Think about how your experience affects where you choose to buy. When you get good service what do you do? When you get bad service what do you do? Most people don't complain, they just don't go back.

Every time a customer walks through our doors we are on stage. Let's give them a great performance.

Don Flaman

Flaman Shares with the Community



Ike Friesen and Parrish Kondra

Parrish Kondra, Flaman Rentals' new territory rental manager, recently had the chance to hand deliver a donation cheque on behalf of the Frank Flaman Foundation to Ike Friesen of Morden, Man. Ike is one of Flaman's all-time longest rental dealers, and has been part of the Flaman team for more than 10 years. He is also chairman of SHARE (Sharing Hope and Agriculture Resources of the Earth). This year alone SHARE has 425 acres of farmland planted, with all proceeds donated to the Canadian Foodgrains Bank.

Community growing projects are a unique way for people to contribute grain and other agricultural commodities to help others who are hungry around the world. A typical project involves a group of people working together to farm a common plot of land. After harvest, the production is donated through the Canadian Foodgrains Bank for overseas food aid and agricultural development projects. Flaman's donation will be used towards crop input costs.

"Frank Flaman likes to donate money that's going to go right to the people," says Parrish. "I was honoured to present this cheque to SHARE as it made me feel a part of something that's a good cause and that's helping to fight hunger in our world."

For more information on the Canadian Foodgrains Bank please visit:
www.foodgrainsbank.ca/growing_projects.aspx

FLAMAN
Group of Companies

Building the new & improved Flaman Man



Outside of every fitness store there is a man on a treadmill running to help bring fitness to everyone. He is our fearless Flaman man. But over the past couple years he's been getting a bit tired, losing limbs, running slowly or not even running at all! It was decided to create a new, improved Flaman Man who could run through wind, snow, rain or sun.

We contacted the University of Saskatchewan College of Engineering and proposed that a group of students build the prototype of this new Flaman man. These students worked with us and a professional engineer to create a Flaman Man who would run like a real person, withstand the elements and be easily maintained.

The process was long – it took 22 months and went through various stages, starting from writing a draft project proposal to the university to working with a group of students. The students, John McClean and Stephan Hassen, filmed runners on treadmills and then created a design that would emulate running. The design phase lasted for five months, with a final review occurring March 22nd.

After the students graduated they were hired to build their prototype, which is a dream come true for engineering students. After working all summer, the prototype was unveiled at the annual fitness conference in Saskatoon in August. The Flaman Man uses aircraft grade cables, springs in his knees and a motor to run. He will be going into production this fall so that he will be running across Canada by summer of 2013 outfitted in his Flaman Man supersuit. Keep your eyes peeled for the Flaman Man at a fitness store near you!



How well do you know our company?

TEST YOUR FLAMAN KNOWLEDGE!

1. What year was Flaman started?
2. Where did Flaman Sales begin?
3. What was the first product sold by Frank Flaman? Bonus – What was the first customer's name?
4. How much did Flaman charge for a "special promotion" on 9x12 carpets in the 60s?

(See answers on the back.)

5. What was the last division added to the Flaman Group of Companies?
6. What was the first product this division sold?
7. Which Flaman team member came up with the idea for the Great Stuck in the Muck Contest?
8. What is the "Bergen Mobile"?
9. How much did a dozen work gloves sell for in 1989?
10. What product did Frank Flaman help to engineer that was so popular it had its own "fan club"?

An inspiring story of customer service

"There are many amazing people on our team at Flaman. This story came through our email a while back and I really wanted to share it with you."

~ Lindsay, Customer Service Manager



James Usselman

On July 30, 2012, my wife and I were driving from Regina to Saskatoon and hauling our 5th wheel trailer. We blew out two tires on the highway around Craik and dealt with that issue at that time. We finally arrived late in Saskatoon and shortly after arriving in the Gordon Howe local Saskatoon campground we then lost another tire on the other side of our trailer. This time though, the bearing and wheel completely let go and the tire fell off.

On the 31st of July, I called 5-6 local trailer service places and "alleged" mobile service people with no success. The trailer was immobile and I explained my situation to James Usselman who then stated I could email him pictures and although your company does not normally [make service calls] he would see what he could do. The long and short is that he brought exactly what was needed a few hours later right to our campsite and repaired the trailer tire.

I have never before taken the time to express my gratitude to a company for the work one of their employees has done, but I couldn't let his dedication to customer satisfaction go unnoticed. I have run businesses myself in the past and I know full well that you can pay employees to work but you can't pay them to care, the caring part is natural to some people.

Thanks again to James,
Jim Monaghan

Building of the Moosomin Store



In March of 2012 Flaman started building a new store in Moosomin. Under the direction of Wayne Beckett, Rental Division Manager, the store construction has been progressing steadily. We wanted to know how the project was going so we sat down for a chat with Wayne.

Interview with Wayne Beckett

Why did you decide to build a new store in Moosomin?

When Flaman took over from Wayne's Rental Centre, the goal at the time was to expand the business and by default expand the building. We had a great location, but we didn't have space for all the inventory we carry now.

We're going from a 4,000 square foot building to a 14,500 square foot building, and we're going from 1.5 acres to 10 acres. We're currently in the centre of town, and we're moving to west of town along the #1 highway. It's an excellent location.

How is the construction going?

It's going very good. We're completing the interior walls, plumbing and electrical. All the cement work is done, and the landscaping is about 80 per cent complete.

When will the store be open?

If things go right from here on in, the building should be ready to move in by the end of September. During October is when we anticipate moving inventory. We'll have a grand opening later, probably sometime in the spring.

What was the biggest challenge of building the new store?

There were lots of challenges. First is the location: commercial property in town is very limited. When this spot became available we took advantage of it.

Second was the design of the building and property. We got a lot of people together to say "this is what we need" and "this is how we're going to use the building" and went from there.

What has been your favorite part about building the new store?

The people's comments – the public is very excited about the new store, they're excited to see the expansion. It's going to be a real cornerstone for the community. There will be new jobs opened up there. Now, we have 10 full time employees, and we'll probably be at 15 before too long.

This new store is going to allow us to do what we do here a lot better. We're so cramped here, people can't see what we have to offer.

How will the store help you serve Flaman customers better?

We will have much better exposure. We'll have all our inventory in one yard, instead of all over town, and we'll have a bigger inventory. We'll have more products to offer our customers. We will carry the full Flaman line – ag, trailers, fitness and rentals. And the exposure along the #1 highway, you can't get any better than that.

This whole process has been a co-ordinated group effort. We've had input from Tyson, and even Steve, Rudy and Don have flown down several times each to look at the process. It's good to see they're as excited as we are about it.



Welcome

Prince Albert

Devon Hamilton – Fitness Repairs

Kelly Kirkham

– Parts/Service/Rentals

Drake Boetcher – Yard

Terry Reichle – Admin

Saskatoon

Jacey Schulter – Fitness/Reception

Tyler Mosher – Fitness/Delivery

Kari Howell – Servicewriter

Cody Nesbitt – Yard

Swan River

Kelly Olenick – Parts Rentals

Yorkton

Neil Petrinchuk – Rental/Parts

Josh Garbutt – Sales

Antony (AJ) Blake

– Wash Bay/Yard

Troy Zulyniak

– Summer Student/ Wash Bay

Tyler Burkart – Yard

TEST YOUR FLAMAN KNOWLEDGE! Answers

1. 1959
2. On Frank Flaman's farm in Southey where the store still stands today
3. Grain bin – Bill Street
4. \$37
5. Fitness
6. Treadmills
7. Jody Kemp of Southey
8. A specialized Bergen stock trailer that was made for Flaman's 40th anniversary
9. \$22 (now they are \$75!)
10. Aeration fans for forced air grain drying

Meet Mark Evans!

Tell me about what you do at Flaman Sales in Prince Albert?



Mark Evans has been with Flaman for two and a half years.

I should have the nickname Jack. My official title is Inventory Control Manager. But I do a bit of everything – inventory, rentals, yard and helping out with sales. My main job is making sure that what is in the computer matches what is in the yard. I also write a lot of POs ordering hardware, water pumps, hose, and pink porta potties. As well, I work with Flaman's first country outlet store. This store sells septic tanks, docks and other Flaman products.

What did you do before you came to Flaman?

I worked in Shellbrook at the Chevrolet dealer. I was an accessory installer and managed the detail shop.

When you are not at work what do you like to be doing?

I farm and I like to go quading, hunting and fishing. I grew up on a farm so I am a typical farm boy.

Fitness Conference is a "wild" success!



With great success, the Fitness Division's Annual Manager Meeting and Conference was hosted in Saskatoon this year from August 21st – 23rd. Managers and available staff from all of our corporate and franchised stores, along with representatives from our manufacturers, travelled to Saskatoon and participated in a two and a half day conference and tradeshow to grow on several levels.

The conference allowed everyone to learn about the 2012/2013 product lines and gave staff an opportunity to meet one another and build better working relationships. Fitness is proud and excited to welcome the Lifespan Treadmill line to their SKUs this year, along with the highly sought after Treadclimber by Bowflex.

Everyone got dressed up in cowboy boots, plaid shirts and other western wear and experienced Saskatoon's Wild Wild West through a theme evening, sponsored by Nautilus, at Champetre County, 35 miles east of Saskatoon towards Humboldt. The conference ended with an Awards ceremony, sponsored by Freemotion, that recognized 12 locations and 3 individuals on different levels of highest sales in population categories, highest sales per capita, best new store and highest sales per province. Prince Albert, Regina and Saskatoon were recognized for their achievements. Congratulations to **Ken Schaan** in Saskatoon for achieving the Highest Sales by Volume award for Saskatchewan sales staff.

