

# The Flaman Link

## *This Issue*

1. Letter From Don Flaman
2. Foundation trip was experience of a lifetime
3. New Moosomin store open for business
4. Flaman raises \$11,940 for Movember
5. Marketing team named top in the province
6. Interview with Steve Flaman  
*The new windward program*
7. Meet Brad Provick!
8. Service Awards
9. Rental Dealer meeting

**EDITION 3 – JAN 2013**

## *Upcoming Events*

*Feb 6-9*

Trailer Division Meeting – Ogden, Utah

*Feb 28-Mar 3*

Sports and Leisure Show – Saskatoon

*Mar 7-10*

Homestyles Home Show – Saskatoon

*Mar 22-24*

Gardenscape – Saskatoon

*Mar 29-30*

Draggins Car Show – Saskatoon

*Apr 6*

Redvers Ag Ex & Bull Congress – Redvers, SK

*Apr 20-21*

Dauphin Kinsmen Business Expo – Dauphin, MB

*Apr 26*

Moosomin Store Grand Opening – Moosomin, SK

## *A Letter from Don Flaman*

2012 was a year we won't soon forget. Our company posted record sales and with rapid growth comes growing pains. 2013 is sure to be another interesting year. Although we can't guarantee another year of record sales, we will face new challenges as a team.

The first one that comes to mind is our computer operating system. We have been working on a new system for the last two years and installed Windward in Southey and Prince Albert last year. This new system will be installed in Saskatoon, Yorkton, Moosomin, Swan River and Regina in 2013 and it will be a big learning curve for all that use it. Thanks to PA and Southey for working out many of bugs and getting it ready for the other stores.

This new system will help us to better manage our inventory and make our lives a little easier when we are up and running. Our company continues to grow – new locations, new products and new people.

This makes it more important than ever before for all locations to work together – to share experiences, successes, knowledge and to help one and other out whenever we get the opportunity. Windward is one tool we are using to make this happen. By working together as we grow, we will be able to continue providing our customers with the outstanding service they know us for.

Rudy, Steve and I would like to thank all of you for your hard work and dedication in 2012. I look forward to working with you to make 2013 even better.

*Don Flaman*

## *Foundation trip was experience of a lifetime*



*A family with their new stove*

On September 19th a group of 12 from across Western Canada embarked on a journey with the Frank Flaman Foundation. This trip took us into Guatemala City to Panajachel, where we would spend our nights on Lake Atitlan.

In the mornings we would cross Lake Atitlan to the small village of Anadessa. While in Anadessa we partnered with the Mennonite Community Center. First we received a history lesson on the area and community before we enjoyed a lunch prepared by the local women. After that we went right to work! At any time, someone from the group could be found hauling rocks down the mountain

side to build a community center with, painting at the school or building stoves in the houses of families (a personal favourite of mine).

While in the village, most of our work was done alongside the local residents. Any break time was filled with playing with the children of the village. Based on recommendations from previous Foundation trips, all of us had purchased toys to hand out to the children. This was truly one of the highlights of the trip, as after every break the children of the village would be covered in stickers and smiles. After our days of working it came time to say goodbye to our new friends in the village. It was amazing how close we had grown and how difficult the goodbye was after a short period of time.

The long trip home gave me time to think and reflect on what we had just done; and it felt truly amazing. Without sounding too cliché, the trip was very useful to me to put everything we have into perspective. We are fortunate to live here in Canada.

I will forever remember my trip as an experience of a life time and would like to thank the Frank Flaman Foundation for it!

~ Jeff, Saskatoon Fitness Manager

**FLAMAN**  
**Group of Companies**

## New Moosomin store open for business



Our new Moosomin store opened for business on December 18th. It was a big move from our old location, which was known in the community as basically just a rental store. We now have a full selection of parts, products and are able to offer

a full service department to our customers. Since we moved our walk in traffic has increased. It's very exciting to meet new customers who are coming in now. December and January are typically slower months, so the interest in the new store has been a real positive. All of these new customers are getting us excited for spring when we have all the kinks worked out and will be running at full speed.

Many of the products we are selling have not been offered locally before. It feels good to be able to give people what they need in town. We are seeing a lot of activity with our ag products like grain bins, Wheatheart augers and grain carts.

Our fitness equipment moved in recently, which is very exciting because we will be the first fitness store in Moosomin. It surprised me how many people started calling for fitness equipment service as soon as we changed our name to Flaman. I didn't realize there are that many people using Flaman Fitness in town!

We are having our grand opening celebration the week of April 23-26th. I am looking forward to the specials, bbqs and the ribbon cutting on Friday. It will be an exciting time to kick off the spring season!

~ Peter, Moosomin Store Manager



We raised **\$11,940**

**FOR NOVEMBER**

This year in November, the Flaman Group of Companies decided to encourage our team to join the Movember campaign by donating \$100 for each mustache grown. There were almost 80 men on our team who agreed to donate their faces to raise awareness and funds for prostate cancer research. Almost \$2000 was raised through team donations. The Flaman Foundation decided to round up and donate \$10,000 to the campaign.

Darrell Knash from Yorkton was an early leader in collecting donations. Here is what he had to say about being a part of the campaign.

*"I decided to enter into Movember for a couple of reasons. I thought it would be fun, with the guys at Flaman, to see how ridiculous we all could look! (Except for my 70s stache...) The second, and most important reason, is to help with cancer research. My dad has been battling cancer since 1991. He is on his third bout, and had his prostate removed on Jan. 3/13.*

*Everybody knows someone who has or had cancer. Whatever we can do to help is a bonus for everyone. I decided to send out an email to all my customers and friends. With great results,*

*I was supported by many. My thanks go out to everyone who gave support. Also thanks to Flaman for taking the initiative to support such a good cause."*

Thank you,  
Darrell Knash



Darrell Knash

## Marketing team named top in the province

We're proud to announce that on October 20, Flaman Group of Companies was awarded the ABEX (Achievement for Business Excellence) Award for Marketing. The ABEX Awards were handed out by the Saskatchewan Chamber of Commerce at the Delta Hotel in Regina. I had the honour of attending this prestigious event with other members of the marketing team and Flaman executives.

It was a great night celebrating the achievements of large and small business across

Saskatchewan. Looking at the caliber of the other winners that night, it's rewarding to be named among them.

This past spring we won the SABEX (Saskatoon Achievement in Business Excellence) Award for Marketing, but the ABEX is for the entire province, so it means a lot more to be named top in your field for all of Saskatchewan. Once again, this award is truly a team effort. Everyone on our team has many great ideas. A lot of our big campaigns didn't come from the

traditional "marketing team" but from the broader team in general. For example, Stuck in the Muck came from Jody Kemp in Southey and the OPI Canola star commercials were the brainchild of YSM general manager Tyson Becker.

This award is our team's award, so congratulations to everyone who has helped us be our very best.

~ Jennifer, Marketing Project Manager



## Interview with Steve Flaman

### The new Windward Program



*What is Windward?*

Windward is an integrated information management system. By integrated, I mean that the customer information, inventory, point of sale and financial modules are all connected together. We have been using a few different programs, the two most common being the point of sale program (the Flaman Program) and Simply Accounting. By having all the information in one spot, we can run our business more efficiently and offer our customers a better experience. For example, with the new program, if you complete a sale the information automatically goes into the accounting program. Everything is connected.



*Where is Windward being used right now? Where will it be going?*

Windward is currently installed and being used in Prince Albert and Southey. The plan is to install it in Regina, Moosomin, Yorkton, Swan River and the two Saskatoon locations.



*How is this program better than the Flaman program & Infotrac?*

The biggest benefit we'll see is in reporting – because it's integrated, all the information is immediately updated. The user can move from one module to the other seamlessly. For example, when entering an item onto an invoice, the user can jump directly into the inventory screen, check sale prices, options, and quantities at other locations, or move into the customer screen and change an address.



This program will bring the stores together too. We will be using a shared inventory and shared customer database, where customers and inventory can be viewed at all locations.



*What kind of testing have you done with Windward?*

We've been using it for 12 months in Prince Albert and 10 months in Southey. It took us six months to learn the program and set up the business processes, like inventory and accounting. These processes are always changing. Finding the right program for us took a long time. After set up, we wanted to run it for a few months to see if it was reliable, so when it rolls out to other stores it's a smooth transition.

*What features will help sales people and other team members serve customers better?*

By having all the information in one spot, we're going to offer our customers a better experience through increased efficiency and increased access to information. For example, a sales person can access Windward with their tablet at a customer's house and review their complete sales history or source inventory. The key is we're only using one program, and everyone is accessing the same information, which will be accurate, timely and up to date.

*How is the program to use? Am I going to need a technical manual to find out what we have in inventory?*

You don't need a technical manual. The software is incredibly intuitive. In Southey, we had sales staff creating sales orders in one day. Inventory management is three days of on-the-job training. It's really quite simple to use.

*What can we expect to see during the installation of Windward?*

Implementation will be broken up into three parts: pre-training, implementation, and ongoing training. Pre-training will consist of a few key people from each store spending three or four days in Southey or Prince Albert for orientation and training. During start up, you can expect four or five people from Southey or Prince Albert to be present for a week, training and assisting in the software processes.

After implementation, three types of training and support will be available: short online videos, one hour video conferencing with Southey or Prince Albert and Windward will be available for emergency tech support. Also, the old programs will remain in place to view previous information.

*Anything else you would like to add?*

I realize it has taken some time to source and set up a new software system, and after using Windward, we are confident this is the right choice. Everyone is anxious to start using the new software, but I would ask for some patience during implementation, and that everyone spend as much time as possible watching the videos.



## Welcome

### Yorkton

**Ron Dietz** – Service Technician

**Brandon Zurdlo** – Wash Bay

**Megan Gurski** – Fitness

### Moosomin

**Melanie Ikert** – Reception/Fitness

**Ken Miskiman**

– Service Technician

**Taurean Jochems** – Parts/Rentals

### Prince Albert

**Kris Malhberg** – Fitness Service

**Wayne Gibb** – Fitness Sales

### Saskatoon

**Carter Flaman** – Parts/Rentals

**Jesse Pallo** – Yard

### Southey

**Travis Demorest**

– Service Technician

### Regina

**Brendon Kozack**

– Fitness Service/Delivery

**Justin Lamb** – Fitness Sales

## Service AWARDS

### Saskatoon

Paul Mialkowski – 25 Years

Lorene Caron – 15 Years

Jeff Altrogge – 15 Years

Lee Prefontaine - 10 Years

Alvin Abrey – 5 Years

### Yorkton

Tyson Becker – 15 Years

Wayne Happy – 5 Years

Darrell Knash – 5 Years

Bernie Molnar – 5 Years

### Southey

Joyce Rieder – 20 Years

Jim Reader – 20 Years

Chad Knoll – 15 Years

Scott Thompson – 10 Years

### Prince Albert

Barney Bartely - 5 Years

Brian Rask – 20 Years

## Meet Brad Provick!



Brad Provick

*Tell me about what you do at Flaman?*

Fitness sales. I sell fitness equipment.

*What is your favorite part of your job?*

Helping people who have little knowledge understand their goals and how to get there.

*What did you do before you worked at Flaman?*

I managed a fitness store in Saskatoon. When it fizzled out I went to talk to Shawn and the opportunity worked out great because my wife was getting transferred to the hospital in Regina. Shawn just ran the other company out of business so I was really happy I could stay in the industry and be closer to Rider games.

*When you are not at work what do you like to do?*

I have two kids, who keep me busy. My life outside of fitness sales is fitness. I have been competing in strong man competitions for 10 years. I train a lot, hoping to do better every year. I was at the Canada's Strongest Man Competition this year which will be on TSN starting January 8. I placed 9th out of 12 which was my goal – to place above last.

## Rental dealer meeting a success



The entire rental division team

In November, our rental dealers and corporate support team went down to Cuba for a week of meetings and networking. It was a fun filled week with both business and a little pleasure. I was excited about this trip as this was my first full dealer get together.

As we arrived, I was blown away by the friendliness of the entire group. We even had our company founder Frank Flaman join us. Many dealers enjoyed Frank's presence in Cuba and the speeches he gave were very informative.

After all our groups from Saskatchewan, Manitoba and Alberta arrived it was right to business with a meeting first thing Tuesday morning. The rest of the week was filled with all sorts of activities and tours. A group organized by Tammy Weightman visited a local school and donated school supplies. They also spent time with the children and the locals were all really appreciative. Thanks to everyone who participated.

Throughout the week you could really see friendships and memories being made. It was nice to see this type of bonding happening and I was proud to be part of this team. As the week wound down Saturday night we hosted our awards night. This gave everyone a chance to dress up a little and was a perfect night to end off the trip.

~ Parrish, Territory Rental Manager



Cuban entertainment at the awards gala

December is the time of year we celebrate our achievements as a team. One important achievement I love to celebrate is the service awards. Seeing people honoured for 5, 10 or even 25 years of service always reminds me that this is a special place to work. This year we celebrated many long term service awards at all locations.

~ Lindsay, Customer Service Manager