

# The Flaman Link



**WIN A  
\$25**  
Tim's Card

**Did you know that Saskatchewan has the most roads of any province or territory in Canada?**

**How many KMs of road do you think there are?**

*The person with the closest guess without going over will win a \$25 Tim's card. Check the next issue for the winner and answer.*

**Send your best guess to Lindsay  
email: [lindsay.sanderson@flaman.com](mailto:lindsay.sanderson@flaman.com)  
phone: 306-934-2121**

**Good Luck!**

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**EDITION 5 - JULY 2013**

## *Upcoming Events*

Sept 5-7	North American Trailer Dealer Association Show, St Louis
Oct 18-20	Alberta Snowmobile Show, Edmonton
Nov 1-3	Saskatchewan Snowmobile Show
Nov 7-9	Agri Trade, Red Deer

**FLAMAN**  
Group of Companies



## *One Company Moving Forward*

As some of you may know, I was gone from the world for over 70 days from March 21 to May 31st. I returned after the spring season had come and gone, and dove into reviewing what had occurred in my absence. What I learned is that when I was up high on a mountain in the cold, it was also cold back in Saskatchewan. The Prairies had a really late spring and the weather did not improve until April around the province.

What did that mean for Flaman? Well, our March retail sales were significantly slower than March last year, but things picked up considerably in April and May and this momentum has carried through June. The effect on our business has been mixed. Some divisions have flourished in this late spring (Trailers) other divisions have caught up and kept pace with last year (Agriculture and Parts), others are having a slower year (Rentals) and some divisions are right where they expected to be (Fitness, Grain Cleaning). In the big picture this has balanced the organization results to be matched to last year. Considering the effect of weather on our business, being par with last year is a victory of sorts and now gains can be made in the busy harvest season still to come.

Overall I returned to an organization that has been working together getting things done, despite some of the challenges faced in the last quarter (new software, late spring). Looking ahead I see more challenges, challenges that if met properly will equal opportunity. Windward has proven to be a challenge and will continue to be a challenge but the potential it has for the organization is enormous. We need to stick with it as a team and adopt our business to how it works in order to get the most out of this powerful software.

Every time I return from a mountain the value of teamwork and having a focused objective is ingrained in me. I believe the greatest challenge and opportunity for us ahead as an organization is to improve how we work together; as one team, one company, with one direction, as opposed to focusing on what is good for a location and that location only. Chances are, if it is good for one location it should be shared, taught and implemented at all locations. That said, we need to decide what changes to make as a team, so that good ideas are not implemented independently or haphazardly evolving into a different experience at each location. The more we act as one, the more we can scale operations and offer an improved experience to all our customers. So do not be afraid to share, and always think outside your location. We are a big organization but what is being done at a small location may be a change that can improve the overall effectiveness of the entire organization. We just have to rise to the challenge of working together more effectively to make these changes into companywide opportunities.

Steve Whittington  
Vice President Marketing

## *Congratulations Dr. Flaman!*



On June 7th Frank Flaman was presented with an honorary degree of Doctor of Laws, honoris causa. The University of Regina honoured Frank for his philanthropic and social contributions through the Flaman Foundation. The Flaman Foundation was founded to make a difference in the lives of needy people in our local communities and across the globe. Every year the Flaman Foundation gives a minimum of \$1 million to charitable organizations and projects around the world and in our communities. The Flaman Foundation also sends staff and family members to various project sites to give people access to the basic necessities of life.

Congratulations Dr. Frank Flaman on your degree it is well deserved.

## Moosomin in full swing this spring! Peter Nabholz

Things are in full swing at the new store in Moosomin. The grand opening Apr.22-26 was a huge success. Together with the local 4H club we served about 900 people lunches over the course of the week. On Friday we had a huge dinner for over 100 Flaman team members and customers. All together the 4H club raised over \$1800 to support their activities.

We had a big group at the store every day including suppliers, customers and Flaman team members from all over! We really wanted to get the local community involved in the festivities so we hosted a Blind Driver Corporate Challenge. Local companies signed up teams to compete. Sharpe's Soil Services were the proud winners of a BBQ package for being the top Blind Drivers.

With the slow start to spring, things are finally picking up, as I write this the crops are

approximately 1/2 to 2/3 seeded and it looks like Flaman Fever is catching in South East Sask. and South West Manitoba.

I would like to hand out a bouquet to the Rental Departments of Yorkton, Swan River, Mossman (Y.S.M). As spring season is upon us and things get busier and busier, these guys do a tremendous job of juggling equipment between the 3 stores, keeping track of what equipment is going out and being returned, where the equipment is located and making sure our customers receive their equipment in a timely manner and ready to rent condition. They do all this while implementing a new computer system and training new employees in all 3 locations. This is no easy task and takes a lot of organization and extra work.

Job well done!



Flaman team members



4H Moosomin club



MORE MOOSOMIN PHOTOS

## A wet year at the Farm Show Dave Weightman



The Flaman team went down to the Farm Progress Show in Regina for the 36th year. We

are one of only a small handful of companies that have been at the show since day 1.

Team members from almost every store were there to meet customers and show off Flaman's line up for this year. We filled up 3 booths this year with equipment, hardware and grain cleaning.

This year we set up an interactive OPI booth with Ryan Jarvis and Curt Nordin so we could showcase all the capabilities of the

OPI system. Our Ag booth brought down a number of new products including the 16' Pro Dozer, 1051 auger, 2435 Batco field loader and the 1800 series harrow bar. The grain cleaning team brought down the Foss Protein Tester for its 1 year anniversary.

Attendance was down a bit this year because of the weather. Wednesday was the wettest day ever that I can remember at Farm Show. The rain put a bit of a damper on things at the outdoor booths but we had our tent up to take cover under when it was really coming down.

Even with the rain it was a great show and a good time was had by all!

## Sled'N Snap photo contest has people talking

The second annual Sled'N Snap photo contest was a great success! Almost 1,000 photos were entered into the contest, an increase of just over 200 photos from last year, and there were over 18,000 visits to the site.

The grand prize winner was Brad Kushniryk of Benito, Man. who won the use of an aluminum enclosed trailer for a year. We also gave away three Aluma 2 place flat deck sled trailers.

The contest reached over 1,300 people from Flaman's Facebook page alone, not to mention the comments, shares and likes from the participants' posts spread the word to the sledding community about Flaman and all we have to offer. Our grand prize winner even had a friend create a Facebook fan page to help him win.

## Sled'N Snap by the numbers

Total Images: 985

Votes: 11,674

Unique voters: 1,513

18,454 visits to the website

8,486 unique visitors to the website

5,843 people visiting on mobile devices  
(32% of total visits)

1,320 Likes through Facebook

118 clicks through to the Flaman trailers site



Farm Progress Show in Regina proved to be quite interesting for many of our staff that attended and worked the show on the Thursday. Our dedicated employees did not leave any customers unattended. **Check out this team effort. Great job guys!**

Charlene Swanton

Mike Sidoryk from the Moosomin Store and Jeff Sherwin from the Yorkton store.



MORE FARM SHOW PHOTOS

## Grain Cleaning 101

With Warren & Mitch

“ Working as a team allows us to pull in the same direction even though we are not often in the same physical location. ”

Mitch - Saskatoon

“ Over the years our dedication to customer service has allowed us to grow. ”

Warren - Southey



*Wade Bleier is a long time Flaman customer. This is his first unit. He's since purchased more, and built his own using Flaman equipment.*



*Located on the south side of Moose Jaw, flaman grain cleaning and handling adapted to mobile markets by designing mobile cleaning plants manufactured in 40' sea containers that can be easily picked up and moved to wherever the demand is needed. This picture above is a container that includes 2 colour sorter, electrical room, and 25HP air compressors.*

**NEW LOOK!**  
**flamangraincleaning.com**

**Warren Schmidt**  
Grain Cleaning Division Manager

**Mitch Flaman**  
Grain Cleaning Division  
Sales & Marketing Manager



**What does the Grain Cleaning Division do?**

**Mitch** - We provide producers with different options to clean and handle their grain. We sell equipment that removes foreign material to reduce dockage and prepare grain for seeding. We sell conveying equipment that is capable of moving grain from the truck to multiple bins. Our team manufactures screens for the cleaning equipment we sell. And we design grain processing operations from concrete to production.

**What do you do?**

**Warren** - In a nutshell, I manage the division. I am in charge of purchasing, working with suppliers and manufacturers. I also do sales.

**Mitch** - I do sales, which means I spend a lot of time on the road visiting customers. I also do marketing and website management. For the past 3 years while I have been going to school to get my business degree, I have been working closely with Warren to learn about being a leader. Now that I am done my degree I am excited to be working full time with a division that has so much potential.

**Do you actually clean grain?**

**Mitch** - We supply the equipment that people use to clean their grain. We don't actually clean grain.

**How did Flaman get into grain cleaning?**

**Warren** - Don and Rudy took on a line of grain cleaners 18 years ago but there was no salesperson for it. Don and I were friends growing up. I had experience with grain cleaning so I came on to help get the division going. We started

with 1 model, going farm to farm doing demos. Over the years our dedication to customer service has allowed us to grow.

**Where are you located? How many people work in Grain Cleaning?**

**Warren** - I work out of both locations (Southey and Saskatoon), but I live in Southey. In Southey, which does sales and parts, it's just me and Ross Empey. I also coordinate 4 sub crews who install equipment, which are made up of 35 people.

**Mitch** - I work mostly out of the Saskatoon office. In Saskatoon there are 7 people who do sales, manufacturing and service.

**What is the most exciting thing that has happened to the division?**

**Warren** - I think the most exciting thing we have ever done is bring in color sorters. These machines are able to sort grain using vision based on colour differences. This was a huge jump forward in technology, allowing cleaning facilities more options to sort and clean grain.

**Where do you see Grain Cleaning going in the future?**

**Warren** - Operations will continue to get bigger. On-farm processing is becoming more beneficial to farmers than cleaning at elevators. Farmers have more information and access to markets at their fingertips so they are able to not only grow the grain but process it and market it themselves. More niche markets are opening as producers become more sophisticated in their marketing efforts.

## Welcome

### Regina

**Brandon Whitehouse**  
Service/Delivery

### Yorkton

**Curt Nordin**  
IT

**Shane Schomburg**  
Service Tech

**Aaron Burbach**  
Wash Bay

### Moosomin

**Tyson Orr**  
Yard

**Mike Sidoryk**  
Sales

### Saskatoon

**Zac Garthus**  
Summer Student

**Jared Bomerbach**  
Shipping/Receiving



**NEW!**  
*Playgrounds*



Flaman Fitness has brought in an exciting new line of playgrounds. Jeff Basset, Shawn Klisowsky, Scott Thompson and Ken Schann traveled all the way to the Chinese Sport show in 2012 looking for playgrounds to bring to Flaman Fitness. At this show they met many suppliers and saw lots of exciting products. In December Jeff and Shawn travelled back to China to meet with the supplier to design the perfect Progression Playground. They spent 4 days going through all the options and came up with a great line of play sets that would give our customers the best value and fun! The playgrounds arrived in March and have been very well received by our customers. Southey, Saskatoon, Prince Albert and Edmonton are carrying the Progression Playground line so far. Next year the fitness team hopes to expand the line to include commercial grade play structures. In April our new website that features the entire playground line launched. You can check out the entire line at [www.progressionplaygrounds.ca](http://www.progressionplaygrounds.ca).



*Steve Whittington on the peak of Everest*  
7:00 am, May 17th 2013

## Meet Ed McKay

### Tell me about what you do at Flaman

I drive truck (as little as possible). I have been here working with boys for 31 years and I worked for their Dad before that. When we were small I used to drive all over Canada and the US from Oklahoma to Texas to Prince Albert. I drove the first semi-truck that Flaman owned. I drove that truck for about 5 or 6 years.



*Ed McKay*

### What is your favorite part of your job?

They are a really good company to work for. I can just do my work, go where I am supposed to. I have really enjoyed working here. I am partially retired now. I only usually work Friday unless there is a long drive to the States that needs to be done.

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

I worked for a manufacturing company a long time ago doing service work for them. I was never home when I worked for them. Then I came to Flaman to drive truck, I was still on the road but I have a good wife so it was ok.

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

Helping my kids and grandkids out. They are my first priority. I have 2 daughters and 8 grandkids in town. I am always driving someone to hockey or ball or cutting the grass for the kids. I like to help my neighbours out too. I enjoy fishing up at Waskesiu. I just try to keep busy and enjoy life.

## Flaman was on top of the world

On May 17th at 7 am Steve Whittington and his Sherpa Dawa reached the top of the world – the summit of Mount Everest. Steve dug into his bag and pulled out a Flaman flag, putting the Flaman Group of Companies above the clouds. The climb took over 60 days of living in small tents, climbing up and down and much waiting to reach the top.

During this time he left many blogs and voice dispatches chronicling his trials, challenges and ultimate success. You can check these out at [thequestforeverest.com](http://thequestforeverest.com). Congratulations on your amazing accomplishment Steve! We are proud to call you one of our own.