



WIN A
\$25

Tim's Card

See Details Inside

Upcoming Events

- Oct 18-20** Alberta Snowmobile Show, Edmonton
- Nov 1-3** Saskatchewan Snowmobile Show, Saskatoon
- Nov 6-9** Agri-Trade, Red Deer
- Nov 27** Rental Division Meeting, Phoenix
- Dec 6-10** Ag Division Meeting, Maricopa, Arizona
- Jan 13-16** Western Canadian Crop Production Show, Saskatoon

EDITION 6 – FALL 2013

Meet Marc-Andre



RUNNING THE IRON MAN

Tell me about what you do at Flaman?

Right now I am managing the West Edmonton Mall location. I started as a delivery driver, moved into shipping, moved into service and then moved to the mall location in Sales. Next month I will be moving to Yellowhead to do fitness and trailer sales. I have been with Flaman 5 years, this February.

What is your favorite part of your job?

The people that I work with, they really make my job great.

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

This year I did my first Iron Man in Quebec at Mont Tremblac. I also did 2 half Iron Man's to train in Alberta. Right now I am training for an ultra-marathon, its 125km in the mountains. That will be the long weekend in August. You have 24 hours to finish the course; it's a 60% failure rate. Only 40% of the people who registered finished last year. Triathlon is really my thing. I am doing a couple of half Iron Man's this year as well.

FLAMAN
Group of Companies

The Flaman Link

We have been enjoying the Flaman link in Saskatchewan and Manitoba for over a year now and we are excited to announce that Alberta and British Columbia will be a part of the link now. This is the first joint issue that covers all four provinces. Rocky Amson, General Manager - Alberta, has provided us with an update on our Alberta and British Columbia operations.

One thing you can say about us, we at Flaman don't sit still! It has been a very interesting year at Flaman with lots of changes. We have been busy opening new stores in Alberta and British Columbia and building a new store in Lethbridge. This means we are continuing to grow.

In British Columbia, we have opened a new fitness store in Vernon under the management of Colby Russell. This is the 5th corporate store opening in B.C. along with the three dealer stores, giving us a total of 8 locations in the province. Their year end was August 31 and thanks to an amazing sales team it was the best year they have ever had. Great work done in B.C.!

Alberta - what can we say? With the purchase of Big Wheel Trailers in Medicine Hat, we were able to relocate into a better location on Highway 3 with 6.5 acres. We are expecting big things with this store under the management of Adam Diakow and his sales and rental team.

Lethbridge has moved again. We finally got it right on the 4th move since 1998. We have purchased 10 acres east of Lethbridge and are done construction of the new building. We moved in the beginning of October. The staff are thrilled with their new location. Business is busier than ever and our Lethbridge location continues to grow every year to make this year the best we have had yet. With this new location and better visibility of all our products, watch out what happens next year!

Yellowhead and West Edmonton Mall are doing fantastic. Fitness sales are the highest they have

ever been. With new products such as Bowflex treadclimbers, we always seem to be one step in front of our competition. Trailer sales have grown in Yellowhead along with rentals and parts. I think it will be awhile before another Flaman Fitness store can sell more than the almighty Yellowhead store.

Nisku is always growing. This is Frank Flaman's second home and because of that it has become the flagship of our company. We have centralized all of our accounting out of this store. We have a shop of over 14 mechanics and a total of over 55 employees. Our ag and rentals sales are around the same numbers as last year. Trailer, fitness, parts and service are the best they have ever been. But with all this we are busting at the seams and everyone that works in Nisku knows we need more space. Believe me we are working on this and it has become one of our main focuses.

I always say the most important people to us are our employees. If we can't give them 110% how do we expect them to give our customers 110%. Our company is very unique; we all talk and solve problems together and sometimes start them together. The most important thing that we need to continually improve on is communication. We all want what is best for our divisions and customers. We just have to remember to communicate with each other. It's all of us working together and communicating together that makes us great. I know our future is bright and the sky is the limit.

Thanks to every employee in Flaman for making our company better every day.

Rocky Amson

Meet Derek Smith



DEREK SMITH

Tell me about what you do at Flaman?

I started with Flaman 3 years ago in the parts and rental dept and progressed to fitness and surveillance sales quickly. For the past two years I have been a full time Ag and trailer salesman at our Prince Albert location.

What is your favorite part of your job?

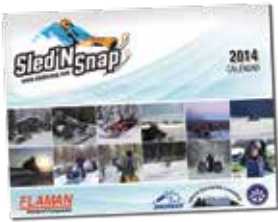
Problem solving, customer service, giving knowledgeable equipment advice and competitive pricing and most importantly getting to know my

customers. I love making sales and seeing a job or transaction through to the end.

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

I have a family of four with two boys aged 9 and 12. They are busy with many sporting activities and I keep busy coaching community basketball and volleyball in the winter's and softball in the summer's. I also continue to play men's basketball, volleyball and softball in the respective local men's leagues in Prince Albert. My summer accomplishment was coaching my oldest boys, PA Astro's Under 14 softball team to a Provincial and Western Canadian Softball Championship!

Sled'N Snap contest launches new website



SLED'N SNAP CALENDARS ARE NOW IN YOUR STORES

with the Saskatchewan Snowmobile Association, Snowmobilers of Manitoba and the Alberta Snowmobile Association.

Sled'N Snap is in its 3rd year. It's an online photo contest for snowmobilers. There are 5 trailers to be won this year. We will give away 4 Alumina two place trailers, 1 for each province or state, which can be won by anyone who enters a photo. The Grand Prize this year is a 1 year lease of a fully enclosed aluminum 4 place snowmobile trailer. The grand prize winner will be voted on in the spring. The

The Sled'N Snap photo contest is back for another year. This year we are excited to be joined by Snowmobile North Dakota as our international partner along

voting period is always a ton of fun with great competition. Last year's winner had a Facebook page that campaigned to get him the votes to win.

In the beginning of October, the contest will re-launch with a brand new website. This new site will make it easier for people to share, view and comment on each other's photos. The contest has been steadily growing over the past two years and we think this year will be its best yet. You can check out the contest at www.slednsnap.com

The Sled'N Snap calendars are in your stores now so you can check out some of the best shots from last year and share the calendars with your customers.



Download the new free Flaman mobile app Mike Woelk

As you may have heard, we now have a Flaman mobile app and I'm sure you're wondering how that came to be. It all started about a year or two ago when we were first able to track how many visitors to our website were viewing it on a smart phone. We learned that around 25% of our visitors were using their mobile devices. This surprised us, because we didn't think our customers would be that into technology. As the months went on, we kept checking our mobile percentage and watched in amazement as it continued to grow. Soon it reached 20-30% for most of our divisions. We knew then that a mobile friendly website wasn't enough if we wanted to make things more comfortable for our customers using phones. We needed an app.

None of us had ever built an app before and, because our website is large and complicated, translating it all to an app would be a long and expensive process. If we did it wrong, we knew we'd never get most of those customers back for a second try. We figured we'd start small with just basic information and feature our two sites with highest mobile usage, rentals and used. Even with those limitations, we quickly realized it would be a big task. The 'basics' still included listing all of our locations, where to find them and how to contact them. We also needed a way to share our catalogs, videos, featured screens, and other basic information. Over the next few months, I gathered all of that information and compiled it into one place. I arranged it efficiently so that it could be

quickly pulled and sent out whenever the app would ask for it. I changed the websites to include the new data location and structures.

The app developer team we worked with was College Mobile. They are a small company based out of Saskatoon. I worked at their office for a day every other week, and was able to quickly fit in to their working style. Spending time with them and working a bit on their other mobile apps helped a lot in learning what could be done and how much work our various change requests would be. I was visiting them for about 8 months, starting in January, and we worked on the Flaman app for the last 3 or 4. We overshot their estimated deadline by about a month, but apparently we were their most exacting client yet, which is something I take a bit of pride in since we ended up with a much better app because of it.

The app was approved and went live on August 28th and within the first month we had over 150 people using it. It now has close to 400 users and is getting used daily. The most commonly used section by far is the pre-owned and clearance listing section with the next being the rentals catalog. Other popular sections are our print catalogs, our videos, our store locations, then and our blogs. For us, it's also a great tool for being able to quickly show our customers what we have to offer and to keep up with what our stores are doing in the other provinces.

Flaman websites get a new look

Have you checked out the totally redesigned Flaman Grain Cleaning and Handling site? After months of hard work and planning, the new site launched this summer. It is our first site that is fully responsive to mobile. That means it will look just as good on our customers' phones as on their desktop computers. Mobile is becoming very important for all of our websites as our customers want more information at their fingertips, wherever they are. You can see the new site at www.flamangraincleaning.com. The planning and behind the scenes work is starting to give our Ag site a facelift. This will make the site easier to navigate for our customers and team. It will feature more information and photos about products. The new and improved Ag site is set to launch early this winter.



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The Trans-Canada highway between Victoria, BC and St. John's, NF is the longest highway in the world.

How long is this highway in KM?

The closest guess, without going over will win. If more than one person is correct, all correct answers will be entered into a draw for the prize. If everyone goes over the closest answer will win.

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



Flaman is excited to announce the launch of our first mobile app!

Flaman trailer donation helps flood victims



WILL PORTER FROM LETHBRIDGE WITH TREVOR STUART OF THE HAPPY SURPRISE COMPANY

The Happy Surprise Company was started by Trevor Stuart in 1980. He started doing random good deeds for people in his neighbour when he was 9. Since then he has continued to give people happy surprises whenever he can and help those in need. When High River was devastated by flooding this summer, he decided that he could help.

Flaman in Lethbridge was there to help by offering him a free one-year rental on a trailer that he could

use to haul needed items to those in High River affected by the floods.

“There is a camp up there for people who have been dislocated. It’s called Saddlebrooke; it’s basically a little town of Atco trailers. People get 1 or 2 rooms depending if they are a family or not. They can’t put anything big in there but they need small stuff, like bikes, baby stuff – cribs, wipes, strollers and diapers - cleaning supplies and kids’ toys,” explains Stuart.

Stuart is hosting free yard sales where he brings up a load of items, sets everything out on tables and people take whatever they need. “There were a lot of people who were working in High River from other countries so this helps to overcome the language barriers,” says Stuart.

For more information or to help out check out the Happy Surprise Company Facebook page at www.facebook.com/happysurprisecompany.

Flaman Foundation supports women’s centres in B.C.

2013 has been a positive year in British Columbia with regards to Frank J Flaman Foundation donations. The emphasis of acting locally has resonated into amazing program development and networking opportunities.

A co-ordinated effort among Flaman British Columbia employees has resulted in both Lower Mainland and B.C. Interior women’s centres receiving product and large cash donations.

Most recently, our Vernon location provided fitness and leisure product to their local Women’s Transition Center. A focus of their product donation was placed on both wellness and rehabilitation. Vibration trainers, massage chairs and cardio-vascular and strength based equipment were requested. The importance of exercise is often overlooked when dealing with psychological and social issues. We’re excited to offer our knowledge and product to benefit these causes and charitable societies.

In August, our Langley head office location made a local impact with donations to the Surrey Women’s Transition Center. They were able to offer their ladies a yoga start up package. In addition, our cash donation subsidized a cross-provincial mobile shelter. This SMART (Surrey Mobile Assault Response Team) mobile unit is an innovative project that assists and offers abused women and children 24 hour relief. Nurses, social workers, victim support and outreach workers, local RCMP and hospitals have collaborated with the introduction of this program.

This year was also the fourth consecutive year that our West Kelowna location sponsored the Kelowna Women’s Shelter. Their annual golf tournament was sponsored by other community involved companies in efforts to raise funds for both existing programs and developing new outlets. This program and society is one that we have had great involvement with since Flaman Fitness moved into British Columbia. We are excited to continue this local relationship and positively impact our communities.

We were lucky enough to provide some of the financial input for great causes and are proud of our foundation!

- Aaron Wells

Flaman donates to Harvest for Hunger event Laura Krantz

In 2008, Wisconsin set a world record with 29 threshers working simultaneously. On August 24, 2013, Langenburg, SK smashed this record when they successfully had 41 antique threshers running at the same time. The event was the Olde Time Harvest for Hunger. There was a large crowd of people who came out to see this historic event. The weather was perfect and everyone took part in the festivities including a corn maze, face painting, farmers’ market and of course, lots of food. One of the highlights was sampling the homemade butter and ice cream made by people in period dress from the Motherwell Homestead.

To start off the day they had a small plot of land behind the threshers where they demonstrated the cutting, binding and stooking of wheat. It’s hard to believe how labour intensive this operation once was. Next, all the antique equipment that was used to power the threshers was started and minor adjustments were made to ensure they would

be in peak condition to break the record. Once the threshers were running, each thresher had someone in a hay wagon pitching the wheat sheaves onto the conveyor belts. The chaff would shoot out the back and the grain was deposited into a wagon. It was something to see more than 40 threshers in a line operating at the same time. The best viewpoint would have been from the top of the lift that Flaman Sales donated where the press was located. Besides the lift, Flaman donated an office trailer, flat deck trailer and generators and were proud to be a silver sponsor for the event.

Darrell Knash and myself from the Yorkton store attended the event. Darrell commented that “it was just amazing to see all the equipment working together.”

All proceeds from the event are being donated to the Canadian Foodgrains Bank. For more information check out www.oldtymeharvest.com.



PARTICIPANTS USED ANTIQUE EQUIPMENT TO HARVEST
▶ SEE MORE PHOTOS ON FACEBOOK



Our annual fitness conference was held August 27-29th in Kelowna BC. We talked to **Shawn Kilsowsky** our Fitness Division Manager and **Richard Templin** General Manager for BC about this year's conference.

CONFERENCE ATTENDEES TAKING A SHORT BREAK BETWEEN WORKOUTS

What happens at the fitness conference?

What is the fitness conference?

Richard – It is an opportunity for us to get close to the new equipment. It is a time for managers, sales people and suppliers to meet face to face and get to know each other. It's a blend of workouts, seminars and having fun. It lasts 3 days so everyone has a chance to bump into each other at some point.

Shawn – It's once a year that we are able to come together as the Flaman Fitness sales staff with our vendors to see what is coming up for the next season. It brings the team together so they know they are not alone.

Who comes to the fitness conference?

Shawn – Our top sales people from all locations, including franchise stores, and our equipment and accessory vendors. National leasing comes to talk about leasing. The management team is there as well.

Why is the conference important?

Richard – It is really the only time of year that everyone can get together from across the country – from Ontario to Vancouver Island. We had 85 people in total including suppliers. That's a lot of people sharing ideas.

Shawn – The fitness market changes so constantly. Products are changing. Technology is changing. This allows us to keep up on what is new and learn about the products so that we can sell it better. The conference also gives people who talk a lot on the phone a chance to build relationships in person.

What did you do this year?

Richard – We had 2 days of conference. Each sales person spent 1 hour with each of the 12 suppliers who were there. These sessions were workout and product training sessions.

In the evenings we did some social events. On Thursday afternoon we spent the afternoon on Seadoo's and paddle boards where everyone could have fun.

Shawn – On the first day when everyone arrives we have a welcome night where everyone can meet each other. On the second day we go into sessions. Everyone is split into groups of 10 to meet with the vendors. In the evening we had an awards ceremony. Awards were presented to individuals and stores who achieved excellence this year. On the third day we started the day with sessions with some of our accessory vendors. After that we went out to the lake for some team building. That night was our farewell evening. Rocky and I ended up walking the plank and jumping in the water for a little late night swimming. I tried to stay out of the water but Rocky pulled me in.

What was the biggest highlight for you this year?

Shawn – The venue itself was the best part. The access to the sessions was so easy. It made the conference really smooth. And I think everyone had fun.

Richard – On Thursday when everyone got together to have fun. The sessions are great too but it's really good for everyone to have fun together.

When was the first fitness conference? How has it changed since then?

Shawn – The first conference was 5 years ago. It was in Edmonton at the Yellowhead store location. We walked through the store and looked at product. There were no vendors there. Now we have 12-15 vendors each year and we have gone from 12 people to over 80.

What is your most memorable fitness conference moment?

Richard – Rocky and Shawn walking the plank on the pirate cruise this year. I think I will remember that for a long time.

Shawn – There are a lot of memories but the one that stands out for me is last year when we took over the #1 spot for Canadian speciality fitness retailer. It was a surprise to most of the people attending. It was great to announce that to the team. The news was met with a huge cheer. It shows the level of dedication from everyone on our team to get us to the #1 slot.



THE SASKATCHEWAN PIRATES THAT MADE SHAWN AND ROCKY WALK THE PLANK



CUSTOMERS GATHEED FOR LUNCH AT THE GRAND OPENING
▶ SEE MORE PHOTOS ON FACEBOOK



Flaman Medicine Hat opens new location Adam Diakow

On May 8th, Flaman Medicine Hat officially opened its doors at its new location at 3377 Gershaw DR SW right off the number 3 highway. The store is very easy for our customers to access. We are expanding our team along with the store. We are also able to offer more service to our customers with the increased shop space. The 7000 sq. ft store is on 8 acres of land so we have loads of space for inventory. We are excited about what this new store will do to increase our presence in Medicine Hat and improve our ability to serve our customers.

We had a beautiful day for the Grand Opening celebrations. The turnout was great. The ladies from the women's shelter came out to help us with the BBQ, and in return the Frank Flaman Foundation donated \$7000.00 to the Medicine Hat Women's shelter. In addition to a lot of our factory reps on hand the mayor of Medicine Hat Norm Boucher stopped in to help with the ribbon cutting and to say a few words. The Flaman team made this a huge success which has been continued on to this day. Thank you everyone for making this event a success!

Flaman Lethbridge opens new location Chris Jangula



NEW SHOW ROOM

Flaman in Lethbridge is getting excited to move into our new building. Construction is close to being completed on the new store. The new store will feature 6400 square feet of showroom space that will help our team to showcase all the products we have to offer. Our service team is excited about their new 8-bay shop, which will expand the volume of service we are able to offer.

The new store has been designed with our customers in mind. We have expanded the parts and rentals counter to accommodate more work space to ensure our customers get what they need faster. We even added a lounge and coffee bar so they can relax if they have to wait!

Our fitness area is also getting a big boost in space. We now have a 1000 square foot commercial showroom and internal use gym area. This will allow our fitness division to grow and show all the great products we have to offer.

Next time you are in Lethbridge stop by for a coffee and check out the new store. We should be up and running by the time the snow flies this year.

Sourcing new trailers at the North American Trailer Dealers Association Show

Steve Whittington

I have been making the pilgrimage to NATDA for the last five years. The event has been improving every year with more vendors exhibiting in the trade show and a higher quality speaker line up for the education sessions. As a team, we travel to St. Louis to stay on top of industry trends, to learn about new and innovative products and how to improve our business practices. Attending the show refocuses us on the trailer business and provides us with great ideas for what more we can do for our customers.

From Alberta, Les Bachinsky and Tim McMullen flew down and from Saskatchewan Darrell Knash, Lee Prefontaine and myself attended the show. Les and I have been going to NATDA since the beginning but for the other three this is a new event. Bringing new people every year brings new perspectives that see things differently and I learn from the team and sometimes re-evaluate previous decisions .

From this show we decided to work towards adding the following to our line up:

AIR-TOW TRAILERS: Trailers specifically designed for ground level loading.
www.airtow.com

JUMPING JACK TENT TRAILER: Easy to use pop tent trailers (with tent insert) that can be pulled out to provide full use of the trailer
www.jumpingjacktrailers.com

HORSE & STOCK TRAILERS: By spring of 2014 we will have aluminum and steel products for you once again. We are evaluating a number of brands but we are committed to providing these products for our customers.

FUEL TRAILERS: We are looking for a manufacturer that meets the strict Canadian regulations for this type of trailer.

Beyond these product lines, there were lots of little ideas: color combinations, speciality options, attachments, new parts and accessories. The list goes on and on...we are excited about what we will have to offer in 2014.



Our Newest Team Members



Saskatoon
Cayly Peacock
Service Writer



Saskatoon
Dan Huet
Yard



Saskatoon
David Nguyen
Accounting



Saskatoon
Eldon Nelson
Parts & Rentals



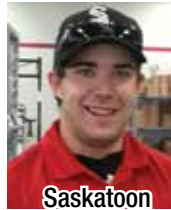
Saskatoon
Morgan Homeniuk
Reception



Saskatoon
Ryan Prodahl
Yard



Saskatoon
Chris Dupereault
Shipper Receiver



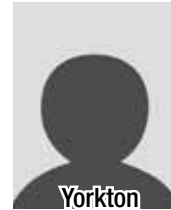
Saskatoon
Dylan Bobowski
Delivery



Yorkton
Cheryl Buzinski
Reception



Yorkton
Stephane Hache
Parts



Yorkton
Clint Pasieka
Yard/Wash Bay



Lethbridge
Johnny Klassen
Deliveries an Shop



Lethbridge
Laksiri Lokubala
Parts Manager



Lethbridge
Pancho Friesen
Heavy Duty Mechanic
Apprentice



Moosomin
Nicole Tessier
Parts & Rentals



Moosomin
Rheed Listrom
Wash Bay & Yard



Southey
Rodney Lamers
Parts



Southey
Vince Nixon
Truck Driver



Swan River
Glenn Woloshyn
Service/Parts



Yellowhead
Evan Cole
Shipper Receiver



Yellowhead
Trevor Moen
Shipper Receiver



Yellowhead
Greg Sevick
Shipper Receiver



Yellowhead
Cody Davis
Shipper Receiver



Yellowhead
Kirk Davis
Shipper Receiver



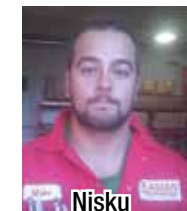
Yellowhead
Raymond Harkies
Shipper Receiver



Nisku
Sam Picard
Yard



Nisku
Sam Dutton
Labourer



Nisku
Darcy Hamel
Service Technician



Nisku
Mike Maclean
Yard Supervisor



Nisku
Ian Merryweather
Service Technician



Nisku
Cyril Roberts
Yard



Prince Albert
Tyrone Gurski
Fitness
Service & Delivery



Prince Albert
Chad Soworyski
Yard



Prince Albert
Russell Mattice
Yard

Did you know Flaman is on Facebook?



Flaman now has two official Facebook pages, one for our Fitness division and one for our other divisions. We have lots of great content on there about what is happening in our stores, our communities and with our people.

Our Fitness page is very active sharing workouts, recipes and events every week. There is a great picture on the page showing you how to do a proper squat and why you should do them. We had a great story on there after Pay with Your Pounds about a customer who was very successful in her weight loss journey.

On our other page, we started the spring collecting "stuck" photos and now we are collecting great harvest photos from our customers. There is a really neat video that we found of someone who filmed their harvest from a small helicopter in the Bruno, SK area.

We love sharing what is happening in our stores with our customers and communities. Check out the pages. If you have any ideas for content you can let our social media team leader April know. Her email is april.basset@flaman.com.

You can check out the pages by visiting www.facebook.com/flamanfitness or www.facebook.com/flamangroupofcompanies.

Welcome!