

Happiness is Giving



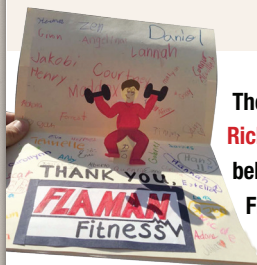
Frank and Ruby made a very generous donation to Red Cross in the amount of \$50,000 for the Fort McMurray disaster, on behalf of all Flaman employees, dealers and partners!

We cannot imagine the devastation the community of Fort McMurray and their neighbors are feeling, but are proud to work at a company that helps people when they need it most.



Both the Saskatoon Ag and Saskatoon Fitness store, on behalf of the Frank Flaman Foundation, donated to several local charities. We are more than happy to support local charities working hard to make a difference every day in our communities!

The charities involved Saskatoon Crisis Nursey, Lighthouse Supported Living, Interval House, Saskatoon Community Foundation and Teen Challenge.



The FLAMAN Fitness Richmond store, on behalf of the Frank Flaman Foundation, donated close to \$30,000 worth

of product to the local boys and girls club. The product donated included man paddle boards that will be used at their summer camp. Over 1100 kids attend the camp every summer.

The Flaman Link

Edition 16: August 2016

It's Harvest Time!

Harvest is upon us and for our Flaman stores it is the busiest time of the year. All the efforts now come to fruition. It is go time!

Across our Flaman locations it is another busy year. Products are selling out, farmers are expecting a big crop and this is the time where we as a team, need to step up and deliver for our customers.

Since the beginning of the new year we have increased our focus on how important our customers really are. Improvements around how we do things for the customer and for each other have occurred. As an organization it is beyond doubt that we have gotten better. Now is the test.

For most people it is natural as we get busy to become stressed. Any new ways of doing things will be tested or perhaps shuffled to the side as we get really busy. Moving into harvest is our first real test of the Customer Journey, to see if it has become part of who we are and not just words on a piece of paper!

I think we have shifted. I see it and hear when I visit or call our many locations. We just need to stay the course. Communication is critical! Has anybody ever said to you that you communicated too much? likely not. Remember you can never over communicate, especially this busy time of year.

For our fitness locations the annual conference is coming and so is the start of a new fitness year. The Customer Journey will be officially rolled out for the fitness division at the annual conference. It is exciting to think about what this division will do on its customer journey and when its busy time comes around.....Winter is coming!

Thank you for your efforts and Happy Harvest!

Steve Whittington



Moosomin Rodeo

Each year Moosomin has a parade for the annual rodeo, this year it was held on July 9th. The Moosomin store decorated a trailer and decked it out with a park bench, picnic table, teeter totter and flower pots and participated in the parade. Employee's children threw candy to the little ones along the route. Despite the rain everyone had an awesome time!



How to get off the sofa and out the front door

If I had to pick the most important thing I've learned over the past couple of years, it would be, "No matter how good or how accessible a piece of fitness equipment is, if a person does not actually get on it then nothing happens". This is why I love a new book "Finding Your Fit; A Compassionate Trainer's Guide to Making Fitness a Lifelong Habit." by Kathleen Trotter – as it addresses this very issue.

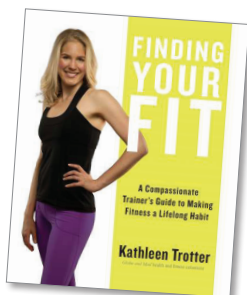
The book answers, "How do we find inner motivation?" It provides you with the practical tools that will allow you to connect the dots between wanting to make a health and fitness change, and actually making it. Knowing why you should work out, what to do, having the best equipment at home, having the time, and hearing inspirational stories – these things are not enough! I've realized that "it's all on you". You can have everything handed to you to start your fitness journey – but until you decide to start and then you actually start, nothing will happen.

That's where Kathleen's book comes in - it provides the critical missing link; you the mental key to "start" and then stay with it. Its themes include "10 simple, practical ways to get moving, get healthy and feel great." It clarifies that you should set "fitness goals not fitness wishes." It advises you to develop "a fitness entourage." It shows you how to "set yourself up for health success."

Remember, Kathleen didn't just wake-up fit - she had her own journey that she details in her book. You'll soon realize that she did, and still does, have fears and battles to overcome!

"Finding Your Fit" will be released in October and will be available at Flaman Fitness locations. If you're in the Toronto area, you can attend her book launch on October 5th at Ben McNally Books at 366 Bay St.

Article Written by Eric Anderson



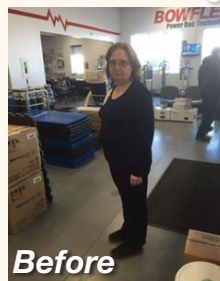
Blackfoot Ultra 100km Race!



Congratulations to Jay Kinsella, Service Manager at our Yellowhead Location, for his 1st Place Finish in the Blackfoot Ultra 100KM!

DETERMINATION & DEDICATION

Pay With Your Pounds Success Story: Marilyn Peters



Marilyn was using a Bowflex Treadclimber TC20 and here is what she said about her journey so far...

"My journey has been a tough one. I have hypothyroidism and nothing I have ever tried has worked. I am up to 45 minutes at 2.8 mph and I can see the results in inches more than weight loss. The medication I had to start in June has dropped my thyroid levels again but I am working hard to maintain my progress at the current level and when this medication is done in September will hopefully start losing again."

Congrats to everyone participating and succeeding with Pay with your Pounds!



*Flaman has a few very
Strong men!*



Ryan Flaman

***"The Bus"**
Brad Provick*



2016 Gutsy Crohn's & Colitis Walk



Al Lingelbach, from our Saskatoon location, participated in the 2016 Crohn's/Colitis walk/run in honour of his daughter who was diagnosed with Colitis last fall. Al's Family did the run together and raised \$2800.00 for the cause!

Great work Lingelbach family, and thank you to those Flaman co-workers who contributed to his efforts.

CONGRATULATIONS & GOOD LUCK

goes out to both Brad "The Bus" Provick and Ryan Flaman!

Brad recently competed in Western Canada's Strongest man in Regina SK. For the 10th time. Brad placed second earning him a spot to compete in Canada's Strongest Man later this year. Ryan Flaman placed second in the 2016 Synergy Strength Rookie/Amateur Strongman competition held in Saskatoon SK. He also just finished competing in the Light Heavy Weight division at CAASA Saskatchewan-Amateur Strongman, finishing 4th.

A lot of hard work goes into these competitions, we are proud to have you both part of the Flaman team!

Dave Gibbs

EMPLOYEE SPOTLIGHT



• BE •
STRONG

Tell us about you do at Flaman?
How long have you worked at Flaman?
I have been here at Flaman Fitness for just over 1 year now and I manage the London Ontario location. I absolutely love it.

What did you do before you joined the Flaman team?

Before Flaman Fitness I was a sales associate at GoodLife fitness.

What is your favorite part about your job?

My favorite part about our job here is it's all about helping people. Being able to see our passion for fitness rub off on others and help them have a better quality of live is an amazing feeling.

When you're not at work what do you like to do?

When I'm not at work I love to workout haha. Weird, right? I also love spending time with my amazing fiancé and my 2 cats.

Tell us about the body building competition you recently completed in?

I just competed in the Toronto provincial super show. It contained all the competitive bodybuilders in Ontario and it was an amazing experience! Made great improvements from last year's show and brought that rainy conditioning we were looking for!

Putting Flaman to the Test

How to Play: Move down all the letters NOT in a circle.
Use the clue on the right to help you figure out the answer.

R E F R A I N	Chorus
○ ○ _ _ _ _	Stress
○ ○ _ _ _ _	Hold Back
_ _ _ _ _ ○ ○ ○	Limit
○ ○ _ _ _ _	Area
_ _ _ _ _ ○ ○ _	Suspect
_ _ _ _ _ ○ ○ ○	Agony
D I S T R ○ ○ ○	Confuse

Email your name, store & your 7 words to pam.schaan@flaman.com.

All participants with the correct 7 words will be entered to win 1 of 5 \$10 Tim Cards! Prizes will be drawn and sent out. All correct answers received by 12:00 Midnight CT September 30th, 2016 will be entered.

Moosmomin Slo-Pitch Tournament



The Flaman team in Moosomin took part in a local slo-pitch tournament in July and came out as the winners. Congrats!



Flaman employees were asked:

What sports team is your favorite?



WATERCOOL



WATERCOOL

AROUND THE WATERCOOLER

"GO RIDERS!!"

Mike Neumeier, Edmonton, AB

"The Flaman Hockey Club"

Steve Stoicescu, Saskatoon, SK

"Toronto Maple Leafs!!"

Dave Gibb, Fitness London

"I am A SASKATCHEWAN
ROUGH RIDER FAN"

Coni Buchholz, Edmonton, AB

"The Riders! of course"

Sheldon Sleeve, Yorkton

"Chicago Blackhawks and
Winnipeg Blue Bombers"

Steve Whittington, Edmonton, AB

"Generally the Chicago Blackhawks are my team as many know. But after this last weekend, My daughters pee wee, Softball team is #1, as we won the Southern provincial "C" finals, I was very proud of the girls. They played their hearts out."

Darrel Knash, Yorkton, SK

"I moved here from Calgary just about 6 years ago. I am as passionate about my Stampeders as any Rider fan is of their team. And its always fun living in South East Sask wearing my Stamps jersey on game day. Lots of fun and laughs"

Jesse Jackson, Moosomin, SK

"The Leafs, Raptors, Blue Jays, Riders, Green Bay Packers and who cares about soccer"

Evan Thomas, Saskatoon, SK

"Toronto Blue Jays!!!! And I'll give you one better and provide my favorite player, CP Roberto Osuna!!!"

Scott Sangster, Nisku

"Saskatchewan Rough Riders of course, Than Toronto Blue Jays"

Donna Bilewitch,
Prince Albert

"MONTREAL CANADIANS...even without P.K. Subban :("

Stephane Hache, Yorkton, SK



Congratulations!
Langenburg Red Sox
PeeWee Southern Provincial Champs



CONGRATULATIONS TO OUR
2016 SLED N' SNAP WINNERS



Chrissy Hanas
Alberta

Jeff Mostad - North Dakota
Nolan Simon - Saskatchewan

Enjoy your Aluma Tilt Trailer!



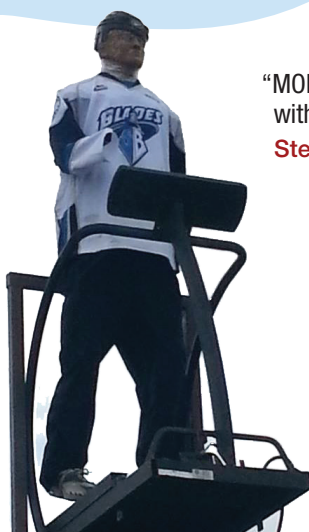
Mike Fuller
Manitoba

Thank you for all those who participated.
We had so many great photos this year.

Stay tuned for our upcoming Sled
'N Snap 2017 calendar in the fall.

**We want to hear
from your location!**

Stories & photos can be emailed to
pam.schaan@flaman.com



welcome — TO THE — **FLAMAN** — family —

MEET OUR
NEW TEAM
MEMBERS



Nathan Sekura
Lethbridge
Service Technician



Cody Mugford
Lethbridge
Service Technician



Ed Kangogo
Lethbridge
Service Technician



Amy Weightman
Prince Albert
Fitness



Joe Stewart
Prince Albert
Yard Support



Kade Johnson
Prince Albert
Yard Support



Kale Hidlebaugh
Prince Albert
Service Technician



Lance Meier
Prince Albert
Yard/Shop



Quinton Ravndahl
Prince Albert
Service Technician



Matthew Cook
Prince Albert
Yard Support



Kyle Cooper
Regina
Delivery Service



Jason Bergstrom
Saskatoon
GM Express Wireless



Steven Stoicescu
Saskatoon
Fitness Accounting



Jeff DeDelley
Saskatoon
Accounting



Dallas Nutting
Saskatoon
Ag Sales



Nathan Laturnus
Southey
Trailer Sales



Rob Ermel
Southey
Parts & Rentals



Wesley Berg
Langley
Service Technician

Ceyene Tsczak **Langley** Fitness
Matthew Balysky **Yorkton** Fitness Delivery
Brad Haberman **Yorkton** Sales
Merle Chandonnet **Yorkton** Service Technician
Robyn Lacroix **Nisku** Accounting
Dale Jr. Stadnyk **Nisku** Yard Support
Andy Wolfe **Nisku** Parts & Rentals
Derek Walsh **Nisku** Parts & Rentals



Find us on
facebook

www.facebook.com/flamanfitness or
www.facebook.com/flamangroupofcompanies

Flaman Ag Division Meeting

The Flaman Agriculture division meetings were highlighted by a presentation on “change” by Craig Reynolds, President and Chief Executive Officer of the Saskatchewan Roughrider Football Club. Clearly the Riders have seen significant change this year and Craig provided some key insights as to how and why change happens. Both business and football have competitive environments where change is sometimes necessary.



Flaman's Saskatchewan ag team with Craig standing just left of centre.

One Customer at a Time!

Creating a great customer experience can mean providing a Flaman product that will solve the customer's problem or facilitate their current needs.

Here is a recent customer journey success.



Curtis Zeer from Goodsoil, SK. Purchased a Frontier alum. Stock Trailer. Thanks to our Trailer Specialist, **Cody Spence** from Saskatoon for taking good care of Curtis.

Share your Customer Journey Success stories?
Send a picture and info to michelle.corry@flaman.com

Do you have a great idea for the next newsletter?

Any ideas, questions or stories can be emailed to
pam.schaan@flaman.com