



Frontline Customer Service

This email came into our Operations Manager, Greg Flaman at the Southey store.

I phoned the Southey, SK store Friday morning to make sure my Snow Tracker 2 sleigh that I paid for a week earlier was in store and ready the next day (Saturday) for pick up. Was told yes, drive out and grab it.

When I arrived Saturday I was told that they sold my unit (that I already paid for) by mistake that morning. If I had known I would have preferred to stay hunting that day, instead of driving all the way there.

I get that mistakes happen. All I needed was a phone call so I could have stayed hunting. The staff apologized many times and I accepted it. Your staff at the Southey store delivered the unit to my door (2 days later) and threw in a special ice fishing kit!!

I appreciate this so much. I am grateful for your dedication to customer satisfaction and only have good things to say. Please pass along my thanks to your Southey staff. I have attached a pic of my boys as they are excited about the ice fishing kit, maybe even more than me! Truth be told, it was on a Christmas list!! Thank you again and keep up the great work!!

Jason Haukeness

The Flaman Link

A Letter from Don

Thank you for being a part of our team and making 2013 another successful year.

We have experienced tremendous growth the last few years and with growth comes growing pains. Today some divisions do more volume than the entire company did only a few years ago. For many of our suppliers, we are their largest customer.

In Saskatchewan, we are ranked #49 on the top 100 companies in the province. We are not a small company anymore and now more than ever, we need to be organized. We are working together better than ever before. We are working to coordinate more and more between provinces and stores. The Saskatchewan and Manitoba stores are now all on the same operating system. We are learning from each other as we grow so that we can better serve our customers.

Our plan is to continue growing. We are expanding our markets for our existing products and by bringing in new products and opening new stores in some divisions.

With all of the consolidation going on in Canada we will need to continue growing just to stay competitive. Our competitors continue to get bigger and better. Growth will not come without its challenges. This will require more good people, more training, and more change in some areas.

We are optimistic about 2014. I am looking forward to another exciting and challenging year. However growth will not happen just because we say it should. It will only happen if we earn it. It will be our customers who decide if we have earned it.

Don Flaman

Upcoming Events

- Feb 26-28** Ag Expo
Lethbridge, AB
- Mar 6-9** Sports and Leisure show
Saskatoon, SK
- Mar 28** Flaman Foundation Gala
Edmonton, AB

EDITION 6 – FALL 2013

Meet Gwen Spencer (Veron/Kelowna)



GWEN SPENCER

Tell me about what you do at Flaman?

I work 2 days in the West Kelowna store and 2 days a week in Veron. I do everything from sales to merchandising to managing the office. I don't really think of what I do as sales, I look at it as helping people find what they need. I have a passion for helping people and health and fitness.

I am a personal trainer as well, so I do consultations with people who buy equipment. It keeps me very busy and I love it!

What is your favorite part of your job?

I like helping people be it our staff or customers. I really enjoy connecting with people, helping them grow and change through fitness. When people who come in who are not healthy or don't understand the benefits of fitness I like to help them get there. I also like to create a great work environment. I love merchandising and making things efficient. I love it when the walls are neat and look great.

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

I love running outside in the Okanagan, Bikram yoga, playing with my rabbits and hanging out with my husband. We have been renovating our house for the last 4 months which has taken up most of my time recently.

FLAMAN
Group of Companies



RUSSELL CLARK

Christmas is about bringing all of your friends and family together. The Nisku staff are all part of a big family that enjoys getting together and doing things as a group all throughout the year. This season is supposed to be a time to celebrate, but for some others, it's a source of financial and emotional stress. Christmas is about giving and I was trying to think of a unique way of helping families in our community that all of our departments could get involved. We all chose names and we had to purchase a gift we thought that person would have liked as a child or something that reminds us of them. We had over 60 gifts for all

Nisku Toy Exchanges Dana Dutton

age groups that included John Deere tractors, Barbie's, footballs and giant stuffed bears. Everyone put in a lot of thought and time to each of the gifts. It was a way for all us to get to know some of the new employees and have some fun with the others that we might not see every day, including management. We all receive so much throughout the year and we are all so very fortunate to have many blessings in our lives. All of the toys were donated to the Christmas Elves & Santa's Helpers. Every year they distribute hampers to struggling families throughout Leduc County, which also includes food and gifts for the holidays, hygiene products, household items and other non perishable food items. I am so glad that all of us were able to pull together and help make a difference in the life of an individual or a family struggling to make ends meet this holiday season!



FLAMAN NISKU'S TEAM WITH THEIR TOYS

Jeff Sherwin at the caretaker Tonkin Curling Rink Laura Krantz



TYSON BECKER PRESENTS THE SIGN TO THE RINK MANAGER

By day Jeff Sherwin is the Parts Manager in Yorkton by night he is the ice maker/caretaker at the Tonkin Curling Rink. Jeff has been involved with the running of the curling rink for the past 5 years. Besides looking after the facility he is the Vice-President of the Board of Directors. Jeff is the third generation to be involved in the rink. His Dad was the acting director and has served on the board

for the past 40 years. He knows firsthand the importance of keeping recreational facilities alive in small town Saskatchewan as a place to get some exercise and socialize at the same time.

There is league curling on Tuesday, Wednesday and Thursday evenings with 10 men's teams and 5 ladies teams which keeps Jeff busy during the week.

YSM staff are familiar with the curling rink as it hosted our Christmas party in 2012. This year Flaman donated two new scoreboards that were designed by our own Deirdre Johnston. They look fantastic and will remind visitors to the curling rink of Flaman's community support.

November Erin Mitchell



ROCKY AMSON PRESENTS THE DONATION TO A MOVEMBER REPRESENTATIVE

This past November, the men of Flaman donated their upper lips in support of Movember. Flaman team members from across the country grew mustaches to help raise funds and bring awareness to men's health issues. The Flaman Foundation donated \$100 for each Flaman mustache grown. This year a total of \$11,000 was donated. Thanks to all the men who grew upper lip sweaters and the ladies who put up with them.

Guatemala 2014 Flaman Foundation Humanitarian Trip

The Frank. J. Flaman Foundation invites you to participate in a one-week humanitarian excursion to Guatemala, to work with and assist the Tzutujils, an indigenous Guatemalan village near Santiago, Lake Atitlan. Together, we will spend a few days in the village, taking part in a hands-on work project, coordinated with MCC and the Frank Flaman Foundation.

Past projects have included digging trenches for the newly built classrooms, building stoves for the villagers, assisting with the school/teaching small children, painting and digging huge amounts of mud out from homes & the school yard that swept through the village in a mud-slide. The project we will be working on will be physical, although not too strenuous and participants can choose from various activities (spending time in the children's program, participating in manual-labour project, etc.).



In addition, there will be ample time for exploring, taking in the culture, sight-seeing and getting to know one another. This is a tremendous opportunity and an experience to be remembered. Flaman Foundation Humanitarian trips have been life-changing for many participants on previous trips and this trip will be no different! We will work hard, make a difference, laugh a lot and have an incredible time together!

Trip dates are April 20-28th. For more information please contact Crystal Flaman at info@inspiringsuccess.ca.

Flaman Online - An Interview with Steve Whittington

VP of Marketing & Communications

Where did Flaman start online?

If we rewind the clock about 5 years Flaman had 139 web addresses. They were being managed and operated by multiple sources. There was no overarching strategy for the web. One of the big things we did was unify the brand online. The web is global so we had to bring the brand together.

How did you bring the websites together?

We started with the trailer division to create a unified look and feel that could then be spread across the other divisions. After trailers we went to AG, rentals, and grain cleaning. We left used and clearance alone at that time because it was easy to use and had recently been updated.

After that, we created an ecommerce strategy for Fitness, independent from the flaman.com sites. Fitness has a very different customer from the flaman.com properties so it needed a different approach.

What are customers using our website for?

That really depends on the site. The contest sites (Sled'N Snap and Stuck in the Muck) are social. People are sharing photos and talking to other people. On the Fitness sites customers are researching. They are trying to figure out what equipment is right for them and comparing prices. Trailer and Agriculture customers are also researching but its more about general product knowledge. They spend alot of time learning about the products, reading blogs, listening to podcasts. Our blogs are read over 1000 times a month.

The Used and Clearance site is purely shopping. People are looking for something specific and shopping for a deal. Flaman.com is more of an informational site. We have a lot of people who are looking to join our team coming to this site to learn who we are and what we do. This site acts as recruiting and company promotion tool.

Rental customers come to the rental site to find out where the equipment they need is located. The Grain Cleaning is really a niche site. It provides knowledge to a very specific group of customers.

So there are diverse uses of our websites based on the different needs of the customers and we provide a diverse range of information to meet these needs

How has mobile use of the website evolved? Are lots of people visiting the website on their mobile devices?

I always believed that mobile was the next wave of usage for digital properties. Our customers are exceeding predictions by double digits. Several years ago I read that huge companies were excited when they received 8% of their visitors on mobile. At this time our fitness site was seeing 20% of our visits on a mobile device. We started to get excited when we saw this and knew we had to react to it.

We are adjusting our websites to be more mobile friendly. We are now thinking mobile first whenever we design which is putting us ahead of the curve. Some of our sites see up to 40% of visits on mobile. For example our ag site sees this range during seeding and harvest.

Essentially we need to respond to how customers are viewing our websites and we are.

Is this why we made an app?

Yes and no - people think that an app and a mobile site are the same thing. They are not. An app is something that lives in your phone that you can use to get quick information. A website is there for research and more in depth information.

The app provides constant interaction. If you have the app you will notice the push notifications when there is new content. This is the interaction that a mobile website cannot provide.



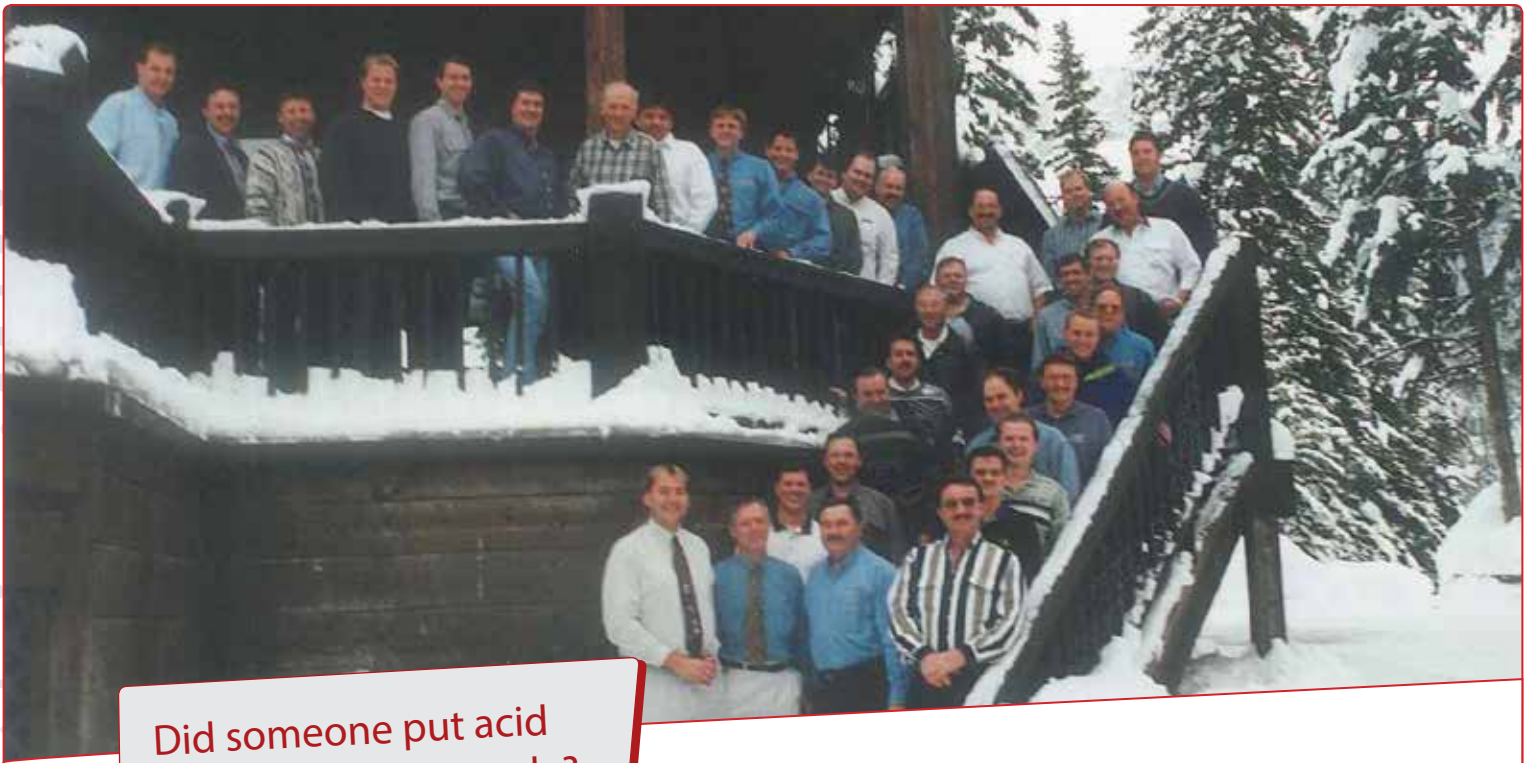
The Flaman Agriculture website is getting a facelift.

The Flaman Agriculture website is getting a facelift. Our Ag and Marketing team are working hard on a completely new look and feel for the website. This will be our first completely mobile responsive website. This is a very exciting change. We have been seeing steady increase in mobile visits up to 40% during seeding and harvest on this site so we know our customers are mobile. The new site will look great on any size screen, automatically detecting and adjusting to the screen size that the site is being viewed on. This site will become the template for all of our sites in the future. The site features an easy to use menu system and great photos making it look great! The new site was premiered at this year's Ag meeting and the sales team loved it! The new site is scheduled to launch in spring. Keep your eyes peeled for the big announcement.

Where is Flaman going online in the future?

I know we will continue to grow with what we do online. Our websites and app are a distribution channel that we own. The more we put into them the more return we get on them. I believe we can better serve our customers using these channels, because more and more of our customers are going to these channels.

Currently our highest peak was 101,065 visits in one month. I don't see any reason why we won't continue to exceed 100,000 as the normal traffic on a monthly basis in the next short while. To be honest 200,000 visits a month in the next 5 years is probably a reasonable goal.



Did someone put acid wash in the dress code?

Why we have a sales meeting Jody Kemp

In a book I once read dating back to the late 1800's it said that before calendars, the native people used to date themselves by how many winters they had seen. If I was to use that same dating system, I have seen 18 sales meetings around different parts of Western Canada.

I can only imagine how many hours of preparation go into organizing an event like this to make them as successful as they each have been. When I was just a young man of one or two meetings, I found them to be very powerful. I watched a small but very motivated team get together for drinks, laughs and combining ideas, so that we could get through another year not only successfully, but to as leaders in our industry.

We were led by a very well-known and very well respected man named Frank Flaman, whose ideas didn't always seem as though they were pointed in the right direction (fitness equipment talked about at Ag meetings? Who could have known but Frank?). Somehow, some way, everything he touched seemed to turn to gold. It was so much fun in those days. We were busy building business bridges, friendships, partnerships, relationships, and selling

product along the way. We each came up with new ideas and directions that the company could go. The ideas were endless (and still are). We each left the meetings with a new set of goals and a fire to do better, and work harder.

I have learned so much from surrounding myself over the years with successful, positive people. I am so lucky to come to work each morning and find those people right here! We are all lucky to have each other to lean on, learn from, share ideas and have as co-workers. I now feel lucky to be incorporated with a whole new generation of young and excited people who join this team each year. I would like to thank all the people who take the time out of their busy day to make my day go better. Thank you to Frank, Rudy, Don and Steve for remembering the days where we learned from each other at these meetings and how very important they are! This is a big Thank You to the Flaman Group of Companies for making these events happen both for the Veterans and the Rookies. We all LEARN and BOND from these meetings and I just wanted you to understand how much we appreciate them!!!



THE FLAMAN AG TEAM NOW ... A LITTLE LESS HAIR AND A LOT LESS DENIM



DON FLAMAN & RICHARD TEMPLIN



JEFF SHERWIN STOCKS THE SHELVES

New Year! New Look! Well actually most of the work was done last year and we are just finishing up some small projects. If you have ever been to the Yorkton store you will remember the shelving going on an angle. The shelving is no longer on an angle and when the customer

New Year! New Look! Laura Krantz

enters the store they now have a choice of six aisles to go down. The brochures that took up valuable space between the salesmen's doors have been moved to a less prominent location and shelves were installed. With all these changes it's amazing how much more shelf space there is to display product. The pride of the Parts/Rental Department is our back feature wall. All painted in one uniform colour with checker plate across the top it's the perfect backdrop for our new Rentals/Parts sign.

The other major change is that the admin/reception area that was out in the open in the NW corner of the showroom switched sides. Suzette now has an office that houses all the file cabinets, storage boxes and safe that used to be beside the showroom floor and where Suzette was located we now have two office cubicles just waiting to be filled. If you know of anyone in the Yorkton area that would be interested in sales, let me know.

If you are ever in the area stop in, we would be proud to show you around.

Flaman Steps up to help a community program

This summer a trailer was stolen from a **Transition to Trades** job site in Regina, SK. This trailer contained all the tools and equipment that students used to build houses. When we heard about this we immediately called to see what we could do to help. The trailer was eventually recovered and Flaman went to work making it more secure. Extra locks, including back up lock was added so that no one would be able to get in to trailer, even if they managed to break the lock. According to the program director Jane Gattinger this extra security has been instrumental in the continued use of the trailer. All the tools have been replaced with help from the community and they are now safe to go back to work.

The **Transition to Trades** program is a life change program. Participants learn life skills and well as construction skills. Participants receive the tools and training they need to build a house. While they are in the program they receive training for 8 construction certificates which looks great on their resumes. When they have completed the program they are matched with a construction company who is hiring. Our participants are people who have some barrier to employment.



THE RENTAL TEAM ENJOYING DINNER

Rental dealers from all across the prairies, BC and even Montana all gathered in Arizona Nov 27 - Dec 1. There were just over 100 of us for this year's meeting trip. We were also proud to have in attendance some of our top suppliers and business partners such as Riteway Mfg, Schulte, Haukaas, Wheatheart, Calidon Leasing, National Leasing. Also attending was 3 of our new SK and MB dealers!

Overall it was a very positive trip and great opportunity to share ideas. While some areas had slight decreases in revenue this year, everyone agreed that the current economic situation in Western Canada is very favourable and with a lot of hard work and a little luck in the way of weather, we will plan for a very strong year coming up. The goal of our annual meeting is to bring all of our rental dealers together to share information to continue to grow our business. The mingling of dealers, suppliers, and staff allows us to keep moving forward and strengthening the business and personal relationships that are so important and somewhat rare in this digital world. We still believe that

Rental Meeting 2013 Parrish Kondra

face time spent together is the best way to build a successful business and that is what the annual dealer meeting is all about.

We had a busy schedule of meetings discussing how to keep improving. Including bringing on new dealers, improving the COOP advertising program, new products and tips to increase rental revenue.

I would like to thank all rental dealers who attended the meeting for your support and hard work that goes into our business every year. Thank you to the key suppliers that joined our meeting and helped sponsor the cost of the meeting to keep the costs down to dealers who attended. Thanks to the Flaman staff who came and helped keep everyone looked after and entertained. Thanks to Wayne Beckett, Ken Barlott and Kelsey Dortman for helping to organize the meetings and events. A very big thank you to Wayne Beckett who came up with the idea to have the meeting in Phoenix and did most of the work organizing the venue and travel arrangements. And last, but not least, thanks to Rocky Amson and Frank Flaman for allowing us to organize these meetings for rental dealers and to give us the means to keep building this business.

Our Newest Team Members



Saskatoon
Pamela Schaan
Human Resources Specialist



Saskatoon
Kelsey Slorstad
Marketing Coordinator



Saskatoon
Maksym Kovalenko
Yard Support



Saskatoon
Colton Monvoisin
Parts & Rentals



Saskatoon
Brett Guraliuck
Service Technician



Saskatoon
Tyler Bergen
Fitness Sales



Saskatoon
Don Turgeon
Delivery Driver



Moosomin
Zach Fletcher
Yard/Service Technician



Prince Albert
Jenn Johnson
Reception



Prince Albert
Tyson Neufeld
Yard Manager



Prince Albert
Nadine Robins
Fitness Sales



Yellowhead
Kyle Williams
Delivery



Yellowhead
Joeleen Rasmussen
Office Administrator



Nisku
Erin Mitchell
Marketing Coordinator



Nisku
Jerry Carnegie
Parts & Service



Nisku
Crystal McKinney
Janitor



Lethbridge
Will Porter
Rentals



Lethbridge
Richard Harrold
Deliveries



Lethbridge
Max Stroud
Deliveries



Langley
Kevin Jackel
Fitness Sales



Saskatoon
Mitch Flaman
5 years
Grain Cleaning



Saskatoon
Tim Jenson
5 years
Agriculture Sales



Saskatoon
Kurt Flaman
10 years
Operations Manager



Saskatoon
Ken Schaan
5 years
Fitness Sales



Saskatoon
Shawn Klisowsky
15 years
Fitness Division Manager



Yorkton
Stan Andrews
5 years
Yard Foreman



Yorkton
Norm Roberts
10 years
Shop Foreman



Southey
Jeremy Gartner
5 years
Shop Foreman



Southey
Ken Jasper
5 years
Parts & Rentals



Southey
Reg Degelman
5 years
Truck Driver



Southey
Wendell Langford
5 years
Sales



Southey
Ross Empey
10 years
Grain Cleaning Parts



Richmond
Mike Logan
5 years
Fitness Sales



Yellowhead
Kevin Tung
5 years
Trailer/Fitness Sales



Yellowhead
Mark Kelly
10 years
Store Manager



Yellowhead
Gemello Mella
10 years
Fitness Sales



Nisku
Syndy Harriot
5 years
Accounts Payable/
Receivable



Nisku
Lorna Mutch
5 years
Parts Inventory Manager



Nisku
Bill Duffield
5 years
Ag Sales



Nisku
Corinne Brons
10 years
Controller



Nisku
Dale Stadnyk
15 years
Shipping Manager



Nisku
Rocky Amson
20 years
General Manager



Nisku
Everal Olson
25 years
Ag Sales



Lethbridge
Jordan Sailer
5 years
Fitness Sales



Lethbridge
Larry Stettner
15 years
Agriculture Sales



Lethbridge
Pavel Madacky
5 years
Heavy Duty Mechanic



Lethbridge
Simon Anderson
10 years
Deliveries/Yard

Service Awards

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pages by visiting www.facebook.com/flamfitness
or www.facebook.com/flamangroupofcompanies.