

The Flaman Link

A Letter from Rocky

Thank You!

Warmest thanks to our IT team for all of their hard work & outstanding contributions.

Mike Woelk, Bart De Marie, & Curt Nordin put in countless hours, evenings and weekends to make sure the latest email migration went as smoothly and painless as possible. We can't imagine how much time and energy this project demanded. We all count on our email to get our own jobs done so we all deeply appreciate all of your efforts to make it a great success.

As always, it's great to know that we can count on you to go the extra mile. Thank you again for all you do!



Congratulations to **Brad Provick** (Regina's Flaman Fitness) and **Ryan Flaman** (from Saskatoon) for their participation in the Adrenaline Strongman Competition in May. Brad placed 2nd overall in the Professional Class!! Clearly, he is part man, part beast.



A huge congrats to **Sheldon Ball, Evan Thomas, Jeff Basset and Mitch Flaman** (from Saskatoon) on completing their first half marathon while participating in the Saskatchewan Marathon in May.

EDITION 8 – SUMMER 2014

FLAMAN
Group of Companies

Flaman keeps expanding with new stores and suppliers; with expansion comes change.

I remember in 1993 when our Ag division was operating at full force and representing the majority of the company's sales. At this time, we were just starting in fitness and rentals, as well as starting to take on more trailer lines. A transformation was occurring!

Then *Frank Flaman* bought our first treadmills and we were known as Flaman Treadmills. Everyone thought Frank was crazy. Yes, he was crazy...like a fox! We now have 38 Fitness locations across Canada. From Vancouver Island to Burlington, Ontario and are the largest independent fitness supplier in Canada. What a change!

By the spring of 1994 we had 10 Flaman rental locations and everyone thought Frank had gone off the deep end. He did...and what a splash he made. We now have 93 Flaman rental locations across western Canada. A very impressive change.

Today we realize to keep growing and making our company better, changes have to happen. We are always looking for ways to improve what we do and how we do it. Without change we would become complacent and lose our competitive edge.

We just opened another fitness store in Victoria, BC and in Burlington, ON. Also, we are growing our trailer lineup with different manufacturers and expanding the products in our Ag and Rental division. We are asking more questions and we are changing in order to make this company the best for our employees, customers and the future. Think back to our company 20 years ago . . . Farmers were walking into our stores to buy grain bins, and started seeing treadmills. Farmers driving through small prairie towns were seeing Flaman Rental signs popping up. Massive changes within our company have occurred in our recent past, and more will come. Things are looking brighter than ever; we just have to stay the course.

As changes will inevitably occur, I keep my focus on my relationships with our employees and our customers and keep in mind this quote from Maya Angelou:

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

If we can remember this message, we will surely be successful.

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

Rocky Amson

Flooding at the Lethbridge Store



From June 11 to 19 Lethbridge experienced 7 inches of rain! It is never a good feeling to come home to a flooded basement, but we are all working together to get everyone dry and back to business as usual.

Flaman Trailers A to Z

A Trailer for Taylor



TAYLOR LAYTON

Taylor Layton is a young entrepreneur from Outlook, Saskatchewan that has recently taken her business to the next level. Taylor and Eloise, Taylor's mom, created a recycling business that was not only needed in Outlook, but that Taylor could successfully run. Once the business was up and running, Taylor and Eloise submitted a video to the "Just Watch Me" Video Contest, which recognizes successful rural entrepreneurs with disabilities. Taylor's video was chosen as one the top 4 videos, and after an online vote, she was awarded the first place prize. Winning the contest brought awareness to the community about Taylor and her business, providing inspiration to many. It was at that point that Global News, Flaman, and Lia Sophia worked together to plan a surprise for Taylor.

On the day of her surprise, Taylor thought she was coming in to Saskatoon to buy rubber boots. Instead she was surprised with a trailer and table full of jewelry! Mitch Flaman awarded Taylor with her trailer "When we saw that she was in need of a trailer to help her grow her business that was something we were more than willing to help her with; Taylor's drive, ambition and entrepreneurship runs deep within this company, which was started by my grandpa 55 years ago" says Mitch. The trailer given to Taylor is a custom built to cater to her needs. It has higher sides and it has expanded metal so nothing can blow out of it. It also has a retractable tarp on the top and was painted green to match her tagline: Working on a greener Outlook.

Local Lia Sophia consultants, along with their Managing Director, Marcia Cota, surprised Taylor with the jewelry as well an invitation to speak at a Lia Sophia Conference in Toronto this July. Taylor is very excited about going to Toronto!

After a morning of surprises Taylor was smiling and exclaimed "I feel great; I just love Lia Sophia and my trailer! It is a dream come true!"

TAYLOR'S SIGN DONATED BY ABACUS SIGNS



TAYLOR PICKING UP HER NEW TRAILER

Did you know Flaman builds Custom trailers?

Our Nisku location recently built this ATC Signature Stacker 30' tri-axle trailer for a customer. It is an impressive piece as it is 13' tall, has an upper attic and an extended lift. The customer was extremely happy and is going to use this trailer to transport racecars.



CUSTOMER BUILT TRAILER FROM FLAMAN



TAYLOR

Always Growing

Introducing Express Wireless



KRISTIN PETERSON &
DANIELLE STAROSTA

Flaman Group of Companies is always growing and diversifying; recently Flaman expanded into the telecommunications market with a new company – Express Wireless.

We would like to formally introduce Edzel Pereira, the General Manager and his team: **Kristin Peterson & Danielle Starosta** in Prince Albert and **Tori Halladay & Toni Erbach** in Moosejaw. Saskatoon Location will be opening soon!

Welcome to the Flaman team!



TORI HALLADAY &
TONI ERBACH

Express
wireless

What is Express Wireless? Edzel Pereira



EDZEL PEREIRA

Express Wireless Ltd is an Authorized Bell Dealer in Saskatchewan.

Our goal is to be a destination for friends, families, current & new customers and businesses alike. Our stores will carry all of the latest and greatest devices and accessories with excellent plans and 4G LTE coverage in Saskatchewan. Provide the best selection in Satellite TV programming and ensure the highest quality HD picture in the market.

I believe that Express Wireless customers will not only enjoy the 'Best in Class' customer experience from our knowledgeable, seasoned Industry specialists, but will also have support from 'Bell' one of the Largest Mobility and TV Companies in Canada.

Hello Victoria! Aaron Farrell



Flaman Fitness is very excited to announce their newest location in Victoria, BC. The doors are officially open at

all the great products and equipment and leaves room for demonstration and use. We are all looking forward to our grand opening celebration; date TBA, the specials, BBQs and introducing ourselves to the community. It will be an exciting way to kick off the summer season!

3172 Douglas Street - Monday to Friday from 10 to 6, Saturdays from 10 to 5 and Sundays from 11 to 5. We are enthusiastic about what this new store will do to increase our presence in British Columbia and improve our ability to serve our customers nationally. We have a striking fitness show room that shows off



Official Opening of the New Lethbridge Store



Flaman Lethbridge celebrated moving into their new store with an official Grand Opening party on June 12! Everyone had a great time

celebrating with food, tours and, of course, great deals on products.

Around the Water Cooler

Flaman employees were asked why they like working at Flaman. Here are some of their answers:

My favorite part of working at Flaman is the team atmosphere. We feel more like a family than co-workers which makes every day much easier to get through.

– Syndy Harriott, Nisku

The teamwork at Yellowhead involving the shipper's, delivery guys, reception and service that makes my job of selling a whole lot easier.

– Ben Neufeld, Yellowhead

Best part of working at Flaman, Hands Down, is the people. Flaman is an organization that was created with small town family morals. Although it is a large corporation now, it seems that the staff of Flaman are still down to earth and have created a family style environment that makes coming to work everyday enjoyable, and now just a job. Everyone does their best to pull their own weight and contributed to the better of the organization. You will hear customers say the same thing, that the staff actually cares about the business and don't just treat it like a job.

– Mitch Flaman, Saskatoon

Hands down it is the people I work with! Flaman Moosomin is more than a team. We are a family. When someone does something that someone else is not happy with it is dealt with and we carry on. But on the reverse side, when someone does something that someone else is happy about we make it a point to recognize that with more flair than the little mistakes we all make. As Office Manager I get to deal with every person in the building on a near daily basis. And they don't always RUN the other way when they see me coming.

– Charlene Swanton, Moosomin

"That were all one big Flamaly!"

– Cody Davis, Yellowhead

The amount of extra-curricular activities that are put into place to become a team or family with fellow employees... e.g. Friday BBQ, Staff Ski Trip, Dragon Boating, Baseball game, paintballing and of course the Frank Flaman Gala.

– Lorin Angell, Nisku

Do you see a pattern . . . ?



April 2014 Guatemala Trip

BEAUTIFUL GUATEMALA

Reflections on the April 2014 Frank Flaman Foundation Guatemala Humanitarian Trip

This blog was written by *Jenn Johnson* with input from *Brian Rask, Dave Schultz, Wayne Sumners* and *Barney Bartley* all from our Prince Albert, SK location.

We began our journey where most great stories start – sitting in an airport, anxiously awaiting our flight to be called for boarding. We embarked on the plane and soon found ourselves in Calgary where we met up with the rest of the Flaman volunteers hailing from locations across Saskatchewan and Alberta. (It is thought that “some” of us *ahem Prince Albert* may have been better looking than others... but I digress.) After some introductions courtesy of Kate and Crystal, the lot of us boarded the second leg of our trip, and after a brief pit stop in Texas, we were finally touching down on Guatemalan soil.

It was about 10:30pm when we landed in Guatemala City, and despite the long day of traveling, we wasted no time breezing through the airport and boarding a small tour bus that would take us to our first destination – Antigua. On the bus ride over, however, is where we experienced our first cultural shock. One of the passengers who'd been travelling with us has asked if we could stop for water. The driver denied the request, saying it was too dangerous to stop. Can you imagine that happening here in Canada?

It didn't seem to take long until we were at our hotel. A big “Hats Off!” to the hotel

staff who provided us with extremely polite service and were all too eager to help – they unloaded our bags and got us to our rooms in record time.

With our first night behind us, morning came early. We decided to take our first day to do some exploring of the area, get some money exchanged and do a bit of souvenir shopping for our wonderful and hard-working coworkers left in the grind back home.

The next morning was warm and pleasant and it was the perfect day to gear up in our work clothes and get down to the reason we were there! Now, some of us have been in the work force for nearly 40 years but on this day for the first time ever, we caught a boat to work - not the typical Saskatchewan experience!

We docked the boat and walked a few blocks with fruit and veggie markets lining the street most of the way. All 16 of us then piled into the back of a 1976 Toyota pick up truck and drove to the job site. Reality really sunk in at this point... We had come to help dig trenches for footings and build the foundation of a new learning centre. We stepped off the truck and immediately started wondering where all the equipment

was - the track hoe, the bobcat, the gravel truck... they had nothing! Instead, there were wheelbarrows and shovels and what was obviously a LOT of work ahead of us! There were about 8 old men and about 8 pretty ladies working away at this intensive labour which made for excellent motivation for us tough Canadian guys to work our best and hardest for these people who are clearly working so hard to help themselves. But when it came to hauling wheelbarrows around, nobody could keep up to Joe, the trucker. He poured his soul into his work, so much so, that when we finally made it to lunch time, every one of us at the table had an unspoken respect for the man to take the first plate the waitress brought out... A small courtesy can mean so much.

continued...



ARRIVING IN GUATEMALA



HARD AT WORK

One of the most heart warming moments was the day when Charlene gave her brightly coloured running shoes to a poor old wood cutter whose own shoes were several sizes too big and who would have to wear them on the wrong feet so they wouldn't fall off.

Another moment was when we went to a home and helped build a stove that will now benefit 3 or 4 families in the area. Most of the homes here have no stove, or if they do, it lacks a chimney to vent out the smoke and fumes. The gratitude for the simplest thing that we as Canadians take for granted every single day was simply amazing. One can never know how appreciative these people are of so little until you have been there and have seen it for yourself. After our experience, it really helped each of us see the difference between our wants and our needs. Maybe the small things we do with great love aren't really such small things after all.

We would like to extend our thanks to all of you that we met on our incredible journey. We could not have experienced this with a better group of people, and we miss you all. We would also like to thank Frank and his family for one of the greatest experiences of our lives. It will be etched in our minds forever.

Customer Responsibility – Our Number One Goal

"Kind words can be short and easy to speak, but their echoes are truly endless."
~ Mother Teresa

Do you remember the days of "service with a smile" and "the customer is always right"? When companies went out of their way to assure customer satisfaction out of the fact that a happy customer is a returning customer? Those days seem long gone now, don't they?

One often gets the feeling that businesses can take you or leave you. Getting through to an actual person by telephone can truly test one's patience and if, by some miracle, a conversation actually occurs, the overall experience is usually frustrating. There's a widespread trend of general distrust in true customer care.

"There are no traffic jams along the extra mile."
~ Roger Staubach

"A customer is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so."
~ Mahatma Gandhi

That's why at Flaman customer responsibility is our number one goal. Each Flaman Team Member takes a personal responsibility to enhance the experience of all our customers. This responsibility doesn't always mean making big gestures, small acts of kindness and courtesy are just as important.

A happy customer is a returning customer; if we take good care of our clients, our clients will take good care of us! Providing good customer service can be a simple thing.

"Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves."
~ Steve Jobs

Do you have a customer service success story? Share with us!

Send stories to pam.schaan@flaman.com and be featured in the next Flaman Link.



CAN'T LEAVE HOME WITHOUT OUR RIDER PRIDE!



QUICK PROGRESS ON THE SITE



LOCAL WOMEN PREPARING MEALS

Our Newest Team Members



Yellowhead
Jeremy Pacula
Rental Service



Yellowhead
Gunnar Thurrott
Delivery Driver



Yellowhead
Kyle Blakeman
Delivery/Shipping



Yellowhead
Jeff Dayman
Shipper / Receiver



Yellowhead
Sean Reid
Shipper / Receiver



Nisku
Leslie Stuart
Shipping / Receiving
Admin Assistant



Nisku
Christina Rendall
Receptionist



Nisku
Nickolas Bishop
Yard Support



Lethbridge
Marc Heggie
Trailer Sales



Lethbridge
Nick Stark
Shop / Yard Support



Lethbridge
Keaton Craig
Shop / Yard Support



Lethbridge
Trystin Pell
Ag Sales



Medicine Hat
Grant Anderst
Ag Sale Rep



Abbotsford
Jeremy Martin
Fitness Sales



Langley
Peter Johns
Driver / Warehouse



Peace Country
Kevin Kulak
Rental / Sales Rep



Saskatoon
Calder Chubey
Senior Accountant



Saskatoon
Cody Voroney
Service Technician



Saskatoon
Eric Anderson
Business Development



Saskatoon
Brett Goller
Yard Support



Saskatoon
Cody Spence
Yard Support



Saskatoon
Bryanne Nickel
Administration



Prince Albert
Tina Dubourt
Caretaker



Prince Albert
Patsy Fetter
Business Development



Yorkton
Kevin Krantz
Shipping / Receiving



Swan River
Dustin Vestby
Yard / Rentals / Service



Moosomin
Vern Stein
Parts / Rentals



Moosomin
Francisco Santos
Service / Yard Support



Meet Bill Duffield (Nisku)

Tell me about what you do at Flaman?

BILL DUFFIELD

I am on the Ag sales team selling large pull equipment like heavy harrows, grain carts, breaking discs, land rollers, etc. I also sell acreage equipment such as water tanks and 3 pt equipment. I help people figure out what size of equipment or grain bins they might need.

What is your favorite part of your job?

I enjoy meeting and talking to the customers and working with my co-workers.

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

Woodworking, fishing, golf and traveling to different countries for holidays.



Moosomin Donation

Recently the Moosomin location donated \$1000 from the Frank Flaman Foundation towards the purchase and donation of equipment to help put in a playground for the students at MacLeod Elementary School. We can all be proud that the foundation is making things better for people here at home and worldwide.

China Sport Show in Wuhan



Shawn Klisowsky, Rocky Amson, Taylor Assen, and Jeff Basset traveled to China to attend the China Sport Show in Wuhan in May. They also toured multiple factories in search of some new and exciting fitness products and equipment to add and improve to Flaman Fitness' existing product lines. Here they are trying out some gym equipment.

Flaman is on Facebook?

You can check out the pages by visiting www.facebook.com/flamanfitness or www.facebook.com/flamangroupofcompanies. Have any Facebook suggestions? Send them to erin.mitchell@flaman.com

