

We are the Champions!

Peter Nabholz

Congratulations to the Moosomin Predators; an U21 ladies fastball team that is sponsored by Flaman and is coached by our Moosomin operations manager, Peter Nabholz. Peter's daughter Brittany along with players from all over South Eastern Saskatchewan travelled to Winnipeg for the Western Canadian Championship, and won! They pass on their gratitude to Flaman Group of Companies for the support and sponsorship!



We received this email from a satisfied customer...

"Hi. I just wanted to commend the wonderful service I received from **Kevin Jackel** at your Langley, BC store. He was super helpful on the phone and I made my purchase on the same call. He brought the Bowflex the next day, arrived on time and assembled it all with no hassle. I wanted to add some extra weights and a lat bar and he kindly followed up for me. Couldn't have asked for a better shopping experience."

Keep up the GREAT work **Kevin Jackel!**

Upcoming Events

- | | |
|-----------|--|
| Oct 1-31 | Fall Clean Out,
Flaman Fitness |
| Oct 17-19 | Alberta Snowmobile
& Powers Sports Show
Edmonton, AB |
| Nov 28th | Flaman Fitness
Black Friday Sale |
| Nov 5-8 | Agri-Trade Show
Red Deer, SK |
| Nov 7-9 | Snowmobile Show
Saskatoon, SK |
| Nov 19-23 | Fall Rental
Dealership Meeting |

EDITION 9 – FALL 2014

The Flaman Link

A Letter from Don

Saskatchewan's top 100 Businesses is a prestigious list that is put out to honor the top 100, home grown companies, organizations and government departments in our province.



I am happy to announce that Flaman Group of Companies has, once again, been awarded the honor of being on this list. It is gratifying when all of our hard work, accomplishments and dedication is recognized and rewarded. Just as we like to reward the efforts of our team, it is very encouraging that we as an organization are also being recognized for what we are accomplishing together.

Over the past few years we have been talking a lot about our company's top three goals; Customer responsibility, achievement of sales/goals and striving to make things better. As we continue to strive further on the premise of these goals, it is nice to be recognized along the way. Although this is a Saskatchewan based award, when flipping through this edition of the newsletter, it is easy to see how Flaman Group of Companies is working toward these goals Canada wide.

Sometimes it is easier to find fault in the things we should have done, or could be doing, than it is to see all the excellent things we have already done and are in the process of doing. Accepting this award gives us the opportunity to stop and reflect on all the things that brought us here – hard work, creative thinking, the sense of team and a positive attitude. It also gives us the chance to think on where we want to go and the encouragement to strive to be even better.

Congratulations and thank you to everyone in our company. We accept this award on your behalf!

Don Flaman



On Sat. June 28/14 Moosomin and area were hit with a huge rain storm delivering over 10 inches of rain in less than 48 hour period. The phones started ring about 12am on Sunday for help to supply and man pumps for the town of Moosomin. Our Rental Manager **Mike Matichuk** came down and stayed all night to help supply pumps, generators, shop vacs and fans to anyone that we could supply to. Our Service Manager **Shawn Matichuk** spent the next 24 hours with the volunteer fire dept. helping look after pumps and responding to numerous call of distress. As Sunday morning arrived, the town of Moosomin was declared in a state of disaster and the doors at Flaman's remained open to the public with Rental Division Manager **Wayne Beckett**, salesman **Mike Sidoryk**, employees **Vern Stein** and **Wade Drummelsmith** all chipping in to answer phones, rent and sell pumps, generators and hoses. These gentlemen all gave their time and efforts, put the customers' needs ahead of their own families and flooding basements.

FLAMAN
Group of Companies

Making a Splash!

The Flaman team completed the ALS Ice Bucket Challenge the Flaman way and decided to donate \$100 to ALS research for each employee who completed the challenge (up to \$10,000). Thank you EVERYONE who braved the cold water and contributed to a great cause. After tallying the names, Flaman employees reached the goal of 100 soaking wet individuals and will be making the full \$10,000 donation! Furthermore, Flaman challenged ALS Canada to pick 3 deserving charities to also receive a \$10,000 donation from Flaman Group of Companies! All Flaman team members can be proud of the money raise and donated!



Thank you to everyone who participated!

What is ALS?

Amyotrophic lateral sclerosis (ALS), often referred to as Lou Gehrig's Disease is a rapidly progressive, neuromuscular disease. It attacks the motor neurons that transmit electrical impulses from the brain to the voluntary muscles in the body. When they fail to receive messages, the muscles lose strength and die. People with ALS gradually become more disabled. Over time, ALS makes it hard to walk, speak, eat, swallow, and breathe. These problems can lead to injury, illness, and eventually death.



Today's The Day!

Kelsey Carpenter

We are very excited to introduce a new integrated marketing campaign for Flaman Fitness.

We are very excited to introduce a new integrated marketing campaign for Flaman Fitness. The objective of our new campaign is to streamline our branding across the company as a whole. We want to go beyond the current advertising and the existing image that has been created by the Flaman Man, and previous campaigns, and move towards a new message that will reach and resonate with all Canadians. Our new campaign will have a heavy focus on promoting a healthy lifestyle with a much more positive and upbeat tone.

Our new tagline is going to be... Drumroll please... "Today's the Day!"

This new tagline will work with existing campaigns and be integrated into an emotional call to action on all marketing platforms including: web, TV, radio, in store displays, email, social media, etc. The goal is to evoke an emotion from consumers – a feeling of empowerment. Picture this, a mom unloading groceries in front of her kids - today's the day I set a better example for my kids. Or, an older couple gardening – today's the day I live longer for her. Or a grandfather lifting up his grandson – today's the day I am his superhero. In all of these situations, Flaman wants to be there to help consumers achieve those goals.

We believe that this message will have universal appeal. We are not hiding the fact that we are a fitness retailer but we are delivering the message that everyone needs to start their own fitness journey and that Flaman Fitness is here to help with that. The message will hopefully serve as a wakeup call for consumers, a reminder that all you need to do is start.

We are eager to share this announcement right before our busy season kicks off! We are looking forward to a very successful upcoming year, and we anticipate the campaign being very well received!



Way to go Jay!

Our very own Jay Kinsella (Yellowhead store) has been running all summer long!

He completed the Canadian Death Race in Grande Cache as well as the Sinister 7 race in Crowsnest Pass, AB where he placed 14th overall with 200 racers and only 39 finishers. The sinister 7 is a 100 miles race and only the strong survive. Jay's total hours of running 25 hours 46 min and 46 sec.



Around the Water Cooler

Flaman employees were asked:



If you had to eat one meal for the rest of your life, what would it be?

Stir-Fry, the possibilities are endless, meat, no meat, tons of different veggies & sauces to experiment with, rice, noodles whatever floats your boat. Same meal but different every time!

– Kris Richardson, Nisku

My homemade, stuffed burgers. Those bad boys spread toes!!

– Lee Prefontaine, Saskatoon

It would be bacon and eggs with shredded hash browns and multi grain toast with a pot of coffee.

– Murdo MacKenzie, Medicine Hat

I would only eat salmon, rice, potatoes.

– Jay Kinsella, Yellowhead

I hate to say but hamburgers are my favorite food.

– Shari Hagen, Yorkton

Pizza, because you can change it into so many different varieties!

– Lucien Ricard, Nisku

Halibut, sweet potatoes, hot sauce and rice.

– Trystin Pell, Lethbridge

Keg filet mignon with twice baked potatoes...yummy

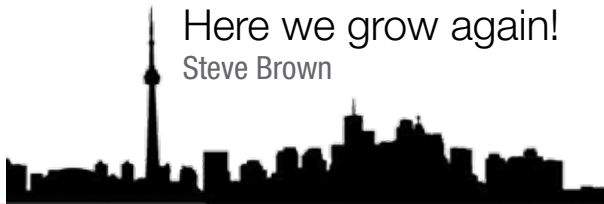
– Parrish Kondra, Saskatoon

Would definitely have to be the Ukrainian feast. Perogies, sausage and cabbage rolls. Not sure if the system would handle that tho!

– Mike Matichuk, Moosomin

Double A & W buddy burger with cheese.

– Don Flaman



Here we grow again!
Steve Brown

Flaman Fitness is set to open its 2nd store in the Greater Toronto Area (GTA) this fall. This new location will be in Woodbridge, which is just north of the city. Our Woodbridge location is set to open October 1st, 2014.

Meanwhile, our Burlington location (our first GTA store) will be celebrating its first anniversary on November 1st, 2014. "We're excited to be growing the Flaman Fitness brand in Ontario and look forward to many more locations in the near future" says Steve Brown, General Manager of Ontario.

With a population of 6.3 million, and growing, the GTA is Canada's largest metropolitan area. In order to keep up with the growing fitness demands of this thriving community, it is important for Flaman Fitness to establish brand awareness with a greater expansion of stores.

Opening a new location takes a tremendous amount of hard work and commitment to ensure the level of success Flaman Fitness is accustomed to, and the Ontario staff is rising to the challenge.

Langley Congrats!



Langley was recently voted The Best Fitness Store in Langley, BC. This is the 6th consecutive year the store has been granted the award.

Brad Provick

You've seen **Brad Provick** profiled in the newsletter before, but he is so impressive that we just can't stop talking about him! Just this year he completed in multiple strong man competitions: Adrenaline – Finishing 2nd, Saskatchewan Strong Man- Finishing 1st, and Saskatoon Exhibition – Finishing 1st. He qualified for Westerns and finished second, which qualified him for Nationals (Canada's Strong Man) and tied for 5th. He then had the opportunity to complete in the North American competition where he competed against world class athletes and finished 9th. His hard work and dedication really paid off this summer! He is a great advocate for fitness and we want to send him a huge CONGRATUATIONS and job well done!



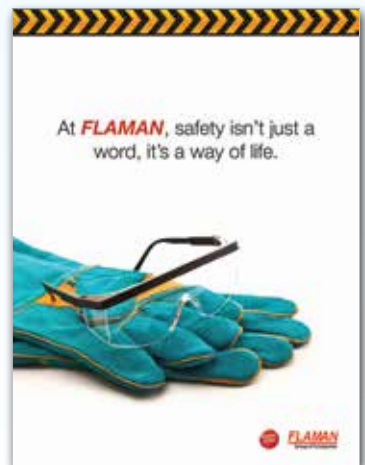
HIGH VISIBILITY
SAFETY CLOTHING

Safety First

Flaman Group of Companies realizes that our team members are our most important and valuable resource and as an organization we want to do all that we can to make sure working at any Flaman location is a safe, enjoyable and harassment free experience for everyone.

For those reasons, we are introducing a new initiative regarding safe work practices which include all team members and the equipment they use. To keep our team members safe, it is important to provide proper training on the use of or operation of any tools and equipment. As well we must take precautions to ensure that these tools and equipment are in safe working condition.

Watch for Safety bulletins which will alert you of new safety policies or procedures! The latest bulletin indicated all yard and shop staff will now be required to wear this high visibility clothing; by wearing this new safety clothing both summer and winter, it will make you easy to be seen in the daylight or in the dark. Let's all work together to keep us and our customers safe!



Flaman Dragon Slayers!

Edmonton Dragon Boat Festival



FLAMAN STAFF ON THE DRAGON SLAYERS: LORIN ANGELL, SEAN REID, JOELEEN RASMUSSEN, EVAN COLE, ERIN MITCHELL, MATT LEE, BRADEN MCGREGOR, JAY KINSELLA, MIKE MACLEAN, DANA DUTTON, TIM MCMULLEN, SAM DUTTON AND FELIX JELIC



The Flaman Dragon Slayers competed in the 18th Annual Edmonton Dragon Boating Festival this year competing against 40 teams from all across Alberta! With 22 individuals in a boat; participants ranged from recreational paddlers to racers vying for a spot in a national competition. The Flaman Dragon Slayers pulled out an impressive 6th place finishing and also managed to record the 2nd fastest time in the dreaded lane 1, and are all looking forward to competing again next year. Congratulations to the Flaman Dragon Slayers and to Flaman for sponsoring another great event!



FLAMAN featured in TRACKS - Trailer Dealer Edition

Flaman Group of Companies - Trailer Division is being featured in the newest edition of "Tracks- Trailer Dealer Edition".

"Tracks" is the official publication of NATM (National Association of Trailer Manufacturers). This bimonthly magazine includes technical articles, industry updates, association news as well as other topics related to the trailer manufacturing industry.

"Made up of agricultural equipment, trailer sales, fitness retail, grain cleaning and trailer/equipment rentals, Flaman Group of Companies is diverse, but not stretched thin. By taking into consideration all aspects of sales, parts and finance, Flaman is arguably one of the largest independent light industrial trailer dealers in North America by revenue and has ten trailer dealerships located across Canada".

If you want to read more you can find the entire article

www.natm.com/Membership/online_issue.aspx

Great job Bryn!



Flaman Saskatoon's very own Bryn Woodcock shaved his head and raised \$400 money for cancer research.



MEMBERS OF OUR SALES TEAM ACCEPTING THE AWARD. (LEFT TO RIGHT) TIM JENSON, PETER NABHOLZ, RYAN FLAMAN, RYAN JARVIS.

The Flaman team went down to the Farm Progress Show in Regina for the 37th year in a row. Team members from almost every store were there to meet customers, show off Flaman's product line for this year and were sporting our new Flaman Jerseys. This year Flaman was also presented with the Outstanding Agriculture Services & Support Organization Exhibitor award. Great job and congratulations to every Flaman Team member that put in hours of hard work to make sure our exhibit at Farm show was a huge success.

Looking good guys!



In Memory of Jason Dale Schmidt

The Flaman staff in Nisku lost one of our family members recently. Jason Schmidt braided towropes and did odd jobs around the office for the past 3 years. His smile was infectious and he always had a joke on hand to make you laugh. Jason lost his sight in a car accident when he was 16, but that did not dampen his spirits. He was an inspiration to everyone he met and will be dearly missed by his family, friends and co-workers.



Do you have a great idea for the next newsletter?

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



Regina, SK
Riley Greensides
Fitness Delivery



Moosomin, SK
Mitchell
Yard Support



Saskatoon, SK
Maria Treacy
Designer



Saskatoon, SK
Marty Brooks
Parts & Rentals



Moose Jaw, SK
Morgan Homeniuk
Customer Solutions
Express Wireles



Moose Jaw, SK
Aaryn Goodwin
Customer Solutions
Express Wireless



Saskatoon, SK
James McCloskey
Customer Solutions
Express Wireless



Yorkton, SK
Cam Barton
Operations Manager



Yellowhead, AB
Andrew Dayman
Shipping



Lethbridge, AB
Lee Firth
Tent Rental/Shop



Victoria, BC
Paul Clare
Fitness Consultant



Saskatoon, SK
Britni Brown
Reception



Saskatoon, SK
Colin Hounjet
Parts & Rentals

Meet Mike Matichuk



MIKE MATICHUK

Tell me about what you do at Flaman?

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 did you do before you joined the Flaman team?

Before I joined the Flaman team in October of 2011, I worked for the Town of Moosomin for seven years as the lead operator in the Water and Wastewater Treatment Facilities. Prior to that I spent a year in New Zealand working and travelling.

What is your favorite part of your job?

My favorite part of working at Flaman Group of Companies is the interaction with all the customers. It is nice to be able to steer them in the right direction and make them feel confident when they leave that they do indeed have the right tool(s) for the job. Sometimes it takes a lot of discussion to really figure out what the customer is wanting to achieve. In doing so, this makes their next visit to Flaman that much better.

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

When I'm not at work I like to spend time with my wife Tegan and my two kids, Donovan (5) and Allison (12 weeks). I coach my son's hockey team in the winter and enjoy fishing, golfing and quadding in the summer time.

Our Newest Team Members

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

