

The Flaman Link



The snowbirds flying over the yard in Saskatoon.

Upcoming Events

Fitness Fall Cleanout Sale
Oct 1-31, 2015

**Alberta Snowmobile
& Powersports Show**
Edmonton, AB
Oct 16-18, 2015

Saskatchewan Snow Show
Saskatoon, SK
Nov 6-8, 2015

**Agriculture
Agri-Trade Show**
Red Deer, AB
Nov 11-14, 2015

Fitness Black Friday Sale
Nov 27, 2015

Flaman Fitness Cyber Monday
Nov 30, 2015

Flaman Fitness Holiday Sale
Dec 1-25, 2015

Boxing Week Sale
Dec 26-31, 2015

EDITION 13 – FALL 2015

FLAMAN
Group of Companies

Our #1 Value: Customer Responsibility

What does that mean to you?

The reason we continue to exist as an organization is because we have customers. As an organization we sell fitness equipment, ag implements, parts, hardware, water tanks and fittings, colour sorters, protein testers, trailers, cell phones, playgrounds and now health care products for seniors and anyone who's been injured. With all these products, they all can be purchased from other retailers. As a company we can improve with better products, better pricing and better promotion, but that can only take us so far. The way we can move from a really good organization to a truly great organization is by focusing on the customer.

We often say our number one value is Customer Responsibility but what does that mean to the team in Victoria, Burlington, Prince Albert or Edmonton? I suspect all of our locations will have a slightly different definition and none of them are wrong. In fact, I believe they are all right. I also believe **if all the best customer practices were combined from all our locations, our customer experience would be best in class.**

So that is what we are going to do. **As an organization, we are going to focus on making the customer experience at all our locations best in class.** I believe we have the tools and talent in place, we just need to gather ideas to create processes, teach, reinforce and embrace this focus.

So what is the customer journey? **The customer journey is every interaction a customer has with the company/brand. Every "touch" is a moment of truth for the customer in their journey, either making the experience better or worse.** When a customer sees an ad, that is a moment of truth; when they drive by a store and look at an organized or disorganized yard, that is a moment of truth; when they walk in to a clean or dirty dealership, that is a moment of truth; when they are greeted or not greeted at the door, when they call the store, when they send an email, when they talk to sales, parts, rentals, service, shipping or a driver on a forklift, that is a moment of truth; when they pick up their unit and are helped with hook up for a rental auger, trailer or are helped out to their vehicle with a part or a treadclimber, that is a moment of truth; when they review their invoice or statement, when they call for service, when they call for warranty, when they use what they purchased, when they need help staying motivated with their fitness goals, when they read one of our training tip emails, when they get their equipment serviced, when we call them to thank them for considering our business when we did not get the sale, when we call them to thank them for their business when we did get the sale, when a potential customer asks an existing customer where would they buy a treadmill, trailer, bin, auger, cleaner or part or get their equipment serviced, that is a moment of truth. These are all moments of truth that are all parts of the customer journey.

The point is: **all of us, every single member of the Flaman and Fitness teams, are part of this customer journey. We all make the customer experience.** If we focus on our customers by providing the best customer experience that we can provide, I believe our customers will **not** be buying from us because of **what we sell**, they will be buying from us because of why we sell... which is **to wow our customer at every step of the customer journey.**

Thank you for everything you do for the customer every day.

— Steve Whittington, VP of Marketing & Communication



Express Wireless in Saskatoon has moved to a new location in Blairmore, **Store looks GREAT!**



New Location!
210 Betts Ave
Saskatoon, SK

Making Things BETTER

Canmore

This summer Flaman employees ran in a 25 km and 10 km run in Canmore for a great charity called CAUSE, an international relief and development agency working in West Africa and Central America.

The Frank Flaman Foundation donated \$5000 and was a 5 km sponsor for the race. In its 20th year, all funds raised by the race will help fund CAUSE Canada's programs overseas! This year, funds raised will support education, health and nutrition programs for women and children in Honduras, Guatemala, and Sierra Leone.



Congrats and thanks to Mark Kelly, Lorin Angell, Dana Dutton, Myles Marshall and Mitchell Bekker for participating in this great run.

Saskatchewan



Sheldon Ball (kneeling in picture above) from Saskatoon took part in a Super Spartan in September as a tribute to his Uncle Cornel.



Then just a few weeks later he rode in MS Bike Tour in Waskesiu Saskatchewan. His team raised over \$600 for the MS Society.

Way to go Sheldon!

Edmonton



Flaman team members in Edmonton entered an employee team in the Spartan Race that took place this summer.

The event was sponsored by Flaman and everyone had a great time. It was a tough course this year, but everyone completed it and got really muddy while doing it!

Great job everyone!





ZIP ZONE PEACHLAND,
THE HIGHEST ZIP LINE
IN CANADA.



Mike Henschel



"SET SAIL WITH NAUTILUS" BOAT CRUISE ON THE OKANAGAN.

L-R: Steve Brown (Burlington), Shawn Klisowsky (Saskatoon), Mike Coates (Nautilus),
Brandon Fischer (Burlington), Scott Gotham (Nautilus), Clint Pratch (Kelowna)



Mike Lee



Fitness Conference 2015

Kelowna, British Columbia.

September 1st was the beginning of a new month but also the starting date of the annual Flaman fitness conference. This year it was hosted in the beautiful Okanagan valley in Kelowna, British Columbia. With over 100 participants it was the largest fitness conference yet. All of our key manufacturers attended such as Nautilus Bowflex, Spirit Fitness, lifespan, progression, sports art and tuff Stuff industries. They all displayed and highlighted their newest products which will pave the way for another outstanding fitness sales year.

This year's conference also marked the first steps of our new Health Care Division. We were introduced to Larry Dreger who is our experienced trail blazer in this new endeavor and some key products we will be focusing on. Stay tuned for new developments in the next few months regarding this division and line of products in this ever growing industry.

The cooler temperatures this year didn't tame our inner Flaman flame. There was plenty of extra-curricular team building activities such as boat dinner cruises, zip lining and wine touring, jet skiing, paddle boarding and beverage consumption.

This year was a fantastic balance of work and play. It's always great to come together, share ideas and knowledge in a common goal of growing our great company. Each year we become a more stable, dominant and socially conscious company. With the employees and visionaries we have there is no limit to how high we can climb."

Thank-you

Aaron Wells

Ag in motion



In July Flaman Group of Companies along with 300 plus exhibitors, showcased their products and services in a new interactive way. Farmers and agribusinesses in Western Canada had the chance to see the latest agricultural technology in action at an outdoor farm show with live demonstrations of field equipment, crops and services in one place to experience face to face.



OUR FLAMAN TEAM (L-R) ERIN ROBERTS, MITCH FLAMAN, RYAN JARVIS, BARRETT PROKOPIE, PHIL FLAMAN, BARNEY BARTLEY, KURT FLAMAN, PAUL MIALKOWSKY, WARREN SCHMIDT, TIM JENSON AND AL LINGELBACH.

Meet Kayla Epp



KAYLA EPP, SASKATOON

Tell me about you do at Flaman? How long have you worked at Flaman?

I joined the Flaman team just about 4 years ago. In those 4 years I have worked in the grain cleaning division as a receptionist including Invoicing, shipping and receiving and making sure our inventory is correct.

What did you do before you joined the Flaman team?

Before I came to Flaman's I was apprenticing to become a Plumber.

What is your favorite part about your job?

My favorite part of my job is honestly the people that I work with and the fun atmosphere they all create. Also helping the customers and making sure they get what they need.

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

When I am not at work I like to spend most of time at the lake fishing and quading with my family. Other things I enjoy doing is hunting, sledding and playing hockey and ball and spending some time at the family farm.

Favorite sports team?

My favorite sport team is Colorado AvalancheYes they rock, lol !!!!

Around the Water Cooler

Flaman employees were asked:

What are you or your kids dressing up as for Halloween?

Last year JJ was a garden gnome and this year he is probably going as Elmo.

– April Basset, Saskatoon

Harper is going as Ladybug

– Steve Whittington, Nisku

2 Storm Troopers and a mini Wookie. I'm one of the Storm Troopers and my 8 year old is the Wookie.

– Nadine Robins, Prince Albert

My son is going to be a minion. Any time he sees the costume in his closet he begs to wear it. Sometimes we let him and he loves it!

– Erin Roberts, Saskatoon

I'm going as the same thing I do every year "good guy dad who takes all 4 of his kids trick or treating then eats half their candy once they are in bed"

– Barrett Prokopie, Prince Albert

Sons of Anarchy Biker

– Scott Sangster, Nisku

I'm dressing as a creepy clown, cigar, dead eyes and all. It's amazing how many people are terrified of clowns. Grown men will scream when they see me pop around a corner!

– Mark Gibbons, Nisku

The chances of me being a ninja turtle are higher than lower!

– Mitch Flaman, Saskatoon

Jeff Basset

– Mike Neumeier, Yellowhead

Baby James (3 now) is going as all the avengers. Iron Man, Thor, Hulk, Captain America, and a Dinosaur (new member). I'm going as a Hobo (can't afford another costume).

– James Logan, Langley

Well....my 4 year old is going to be Elsa and my 3 year old is going to be Anna our house has frozen fever and my husband and I are going as little red riding hood and the big bad wolf.

– Brittany Greaves, Prince Albert



Planning on building something like this for my dog Kramer

– Jeff Friesen, Nisku

Why was Chandell so successful?

ERIC ANDERSON



MOSAIC WELLNESS EVENT TEXT

Bowflex promotes in a TreadClimber testimonial that Chandell Tytlandsvik lost 105 pound in less than a year. This posting looks at why she was successful - and it has far more to do with how she approaches fitness than the machine she used. Her story is true – I have met and conversed with Chandell at a recent employee wellness event that I spoke at.

Chandell bought a TreadClimber, used it for a year, and then answered an email inquiry asking “How did it go?” She was expecting a water bottle as a gift for her reply, instead she ended-up being the centre of a North American advertising campaign.

Her 105-pound weight loss also included giving birth – in her testimonial she said “going into the delivery room I was 245 lbs.” So this story is not only of weight loss, but also of a getting back into shape after childbirth. And, one other details is, the exact duration was 11-months 2-weeks.

So, what made her so successful? If you listen carefully to her testimonial you'll notice a few key items. I have identified 6 key reasons for her success (there are likely more) – these reasons are more about her approach to fitness and less the machine she used.

1. She started - Every great success story has a beginning, with the person being awful to begin with and eventually becoming a success. She “started.”
2. She did not see it as pass/fail but rather problem solving – Every great success story has trials, road blocks, and errors, which can either be seen as an end or failure, or as a problem to be solved along the way. She tried a lot of things until she was successful.
3. She tracked her results – Measuring something allows you to see how much you've progressed on the days when it seems hopeless. It also allows you to see what works and doesn't work, and then make adjustments. She tracked her weight.
4. She didn't try to outrun her fork – Anybody can easily consume far more food in 15-minutes than they could burn-off through exercise in 3-hours. Chandell watched her caloric intake and gave-up poutine – the poutine item is not in her testimonial but she did tell it to me in person. Also, if you watch the ad testimonial carefully, her dietary changes appear in writing.
5. It was right for her – She tried several things until she found something that was right for her – a TreadClimber – for other people it may be something else (also note, the TreadClimber is a well-designed piece of equipment that can deliver results). I hate running, so embarking on a running-centered fitness routine would not be productive for me. I like weight lifting, so a routine focused on lifting weights in a timely manner or circuit training is right for me.

It was not “easy” but was efficient – Saying something in fitness is “easy” is an insult to those working at it and worse yet, a misleading and even demoralising lie to those wanting to make a change. Chandell cries during her testimonial, it was not easy. But, it can be efficient – if you do the right exercises with the right food.

Pay with your pounds



Pay with your Pounds is over and our winner is Sarah Nederend from Brampton, ON. She lost 19lbs on her Treadclimber.

Overall an amazing amount of weight was lost - 1162 lbs which translates to \$11,607 paid out! We are so proud of all of your accomplishments and are thrilled to be a part of your journey.

Charlene Swanton
(Moosomin Office Manager)
presents Wayne Beckett
with a Flaman Memento.



This summer we said goodbye to Wayne Beckett in Moosomin after 28 years in the Rental business and 4 years with Flaman Group of Companies. We wish him well as he takes on this new adventure, retirement!!

We would like to introduce Bernie Molnar, Yorkton as the new Flaman Corporate Rental Manager in Saskatchewan.

Putting Flaman to the Test

**Solve the 6 puzzles below
and email your solutions to
pam.schaan@flaman.com.**



All participants with the correct solutions will be entered to win 1 of 5 \$10 Tim Cards! Email your name, store, and your solutions. All correct answers received by 12:00 Midnight CT November 13, 2015 will be entered into a draw. Winners will be contacted and shortly after the prize will be sent out.

LOOKING

DEAD BODY MY	NO NO RIGHT	Ci ii
1111	BBBBBB	BRAIN KIDNEY HOME HEART

Definitely Pulling Together

**A recent happy customer
reached out to say:**

Lee,

I picked up the trailer this morning and thought I should complement your guys on the great service I received.

Cody helped me from start to finish and was great all along, as was James and Mike in service.

It's nice to see Cody look after another salesman's deal like it's his own, I know from 35 years of sales experience that is not always the case when one guy leaves his deal to be delivered and finished by another salesman, it often gets treated like an inconvenience.

We live in a world where service is not always what it should be, so I thought I should pass the comments along when it does happen.

Please pass on to your guys.
Great Job!

Ken

Our Newest Team Members



**Do you have a great idea
for the next newsletter?**

Any ideas, questions or stories can be emailed to either

pam.schaan@flaman.com

Flaman is on Facebook?

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

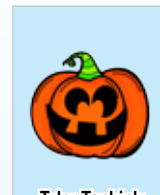
Have any Facebook suggestions?
Send them to **pam.schaan@flaman.com**



Brittany Greaves
Prince Albert
Reception



Jacob Fisher
Prince Albert
Fitness Service
Delivery



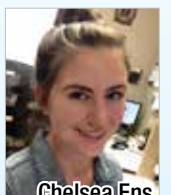
Tyler Tenkink
Prince Albert
Service Tech



Doug Hogarth
Moosomin
Yard / Shop



Jesse Jackson
Moosomin
Sales



Chelsea Ens
Saskatoon
Service Writer



Dylan McGregor
Saskatoon
Delivery



Matt Either
Saskatoon
Fitness Sales



Riley McRae
Saskatoon
Parts & Rentals



Cory Albert
Nisku
Custodial Staff



Shoujauddin Akbari
(Shawn) Yellowhead, AB
Delivery / Shipping & Receiving