

# The Flaman Link

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**EDITION 1 – JUNE 2012**

## *Events*

*June 20 – 22*

Farm Progress – Regina

*August 21 – 23*

4<sup>th</sup> Annual Flaman  
Fitness Manager's Meeting &  
Conference – Saskatoon

*Sept 6 – 8*

North American Trailer Dealer  
Conference – St. Louis

*Oct 26 – 28*

Alberta Sled Show – Edmonton

*Nov 9 – 11*

Agri-Trade – Red Deer

*Nov 9 – 11*

Saskatchewan Sled  
Show – Saskatoon

## *A Letter from Don Flaman*

The Flaman Group of Companies has been a respected and trusted supplier for over 50 years. During our history it has been our unwavering focus on our customers that has driven us forward and allowed us to continue serving them.

This year Flaman has seen growth and change. We are entering a new stage as a company with new locations, new team members and new roles. Recent changes in titles have formalized changes that have been happening over the past number of years.

All locations have seen changes. Our team in Prince Albert decided to change the store layout, as well expand their rental line to include construction rentals. These additions have been spurred on by another change in management roles with Barrett Prokopie stepping up to the role of Operations Manager. Further east Yorkton, Moosomin and Swan River are booming. Yorkton has created an entirely new look for their front counter area merging Parts and Rentals into a single counter. This will improve the customer experience as the Parts and Rentals team have become trained to help customers with both parts or rentals inquiries. Moosomin will be seeing big changes in the coming months as a new building is being constructed.

I know there is a lot of change occurring. I know that all the changes cause some confusion and difficulties. We need to change to continue to serve our customers.

Overall, 2012 has been a good year and I believe that it will be our best year. Thank you all for your help and taking care of our customers. You are the reason that we are where we are today.

*Don Flaman*

## *Giving back to communities overseas*



When Steve and Denise Flaman took a trip to Thailand in February 2012 they saw the plight of the Caron people in makeshift refugee camps strewn across the Thai jungle. Over 50 years of civil war has left millions of people displaced and living in refugee camps. Steve joined forces with Global Neighbors, who coordinated efforts to collect and ship two

40 foot containers packed full of everything from toothbrushes and books to tools and clothing to these refugee camps. The people of Prince Albert were extremely generous filling these containers. Steve continues to work with local women who manufacture purses. These purses are shipped to Prince Albert where Steve sells them and sends the proceeds back to the women. For more information about Global Neighbours or how you can help, visit [www.gnci.ca](http://www.gnci.ca).

**FLAMAN**  
Group of Companies

## *Sled'N Snap is a big success!*

This winter saw the launch of Sled'N Snap, a new photo contest for the snowmobiling community. Even though there was no snow the contest was a huge success!

Contest by the numbers:

- 776 photos were entered by 146 people
- 1043 unique users were signed up by the end of the contest
- Over 27,000 votes were cast to select the winner
- 16,217 unique visitors checked out the site
- 68 countries had at least 1 visitor to Sled'N Snap

In the end only one person could win the grand prize. The grand prize was won by Gerald Serson of Regina who won the use of a Stealth trailer for a year. The contest was very well received by the snowmobiling community and the associations in each province. On top of being a success from the perspective of the users, it was also a driver for sales. Sled trailers were flying off the lot even into April! There were some truly outstanding photos submitted. Take a look if you haven't had a chance yet! [www.slednsnap.com](http://www.slednsnap.com)



Sled'N Snap grand prize winner  
Gerald Serson of Regina and his wife  
Karen with the enclosed trailer they won for a year.

## *Stuck in the Muck launches for 2012*

The farmers are starting up their equipment again for another busy year, which means that unfortunately they may be Stuck in the Muck again. The Stuck in the Muck contest started as an idea from our very own Jody Kemp in Southey. He thought that farmers would enjoy being able to share their photos with others in the same situation as them. Now 3 years later we are getting ready to launch the contest again! The contest has been a huge success in a number of different ways. There is an active community on the site, who comment, submit photos and vote. The other major success of the contest is the increase in tow rope sales. After the first year of the contest Flaman saw a huge increase in pre-season tow rope sales. This year the contest launched on Tuesday May 22nd. Start spreading the word that Flaman is searching for the best stuck photo once again this year!



Tim Bastable used a 200 foot tow rope  
to get unstuck on his grain farm in  
Wauchope, SK and won Best Stuck  
Sprayer in the 2011 Great Stuck in the  
Muck Photo Contest.



## *Saskatoon to host this year's Fitness Conference*



In August 2012 the managers of every Flaman Fitness location, dealer and corporate, will be meeting for the 4th Annual Flaman Fitness Manager's Meeting and Conference in Saskatoon. The conference will showcase the new product lines of our vendors, Freemotion, Bowflex, TuffStuff and more, for the coming 2012/2013 year. It's a two and a half day conference where equipment from each vendor is set up in booths, like a tradeshow style arrangement, and our vendor reps will have the opportunity to speak to our managers in small intimate groups about their new and exciting products for the coming year. The Annual Manager's Meeting and Conference is beneficial for three main reasons. First, it allows our managers to get to know one another and our vendors better, which helps make our team stronger. Secondly, our managers learn about the products they will be selling from the product specialists themselves. Lastly, it allows our divisional leaders to communicate the coming year's strategy and goals so our team pulls together in the same direction over the course of the next year. By taking the time, effort, communication and organization this conference requires, our fitness division is taking strides to reach their new goals and continue their growth on the national level.



## *35 Years of Farm Progress Show*



The Canadian Farm Progress Show is an annual event that starts on Wednesday June 20th at Evraz Place in Regina. Known as “Canada’s National Farm Show,” it’s an agriculture industry show that focuses on innovation and technology primarily for dryland farming practices. The show attracts visitors from across Canada, the USA and 45 other countries. Flaman has had a booth at the show since the start. We sat down with Rudy Flaman to talk with him about the importance of the show and Flaman’s history there.

### *Interview with Rudy Flaman*

#### *When did Flaman start going to the Farm Progress Show?*

We were there when it all began in 1977 and every year since. The first year Frank had to be gone for some reason, so Bernice looked after a small booth and has been helping out every year since by making sure all the troops are well fed with some homemade food during the show. Thanks Bernice!

#### *Why is it an important show to go to?*

It’s the number one ag show in western Canada, and it attracts a whole ton of international visitors, along with our local ag market. With the timing of the show, it’s traditionally been a kick off to summer. Everyone gets their crop in the ground and comes to the farm show in a good mood with their chequebook. You may not be able to talk to your customers for a year, but they’ll come to the show and look you up; it’s a meeting place.

#### *Why do you think it’s still so popular today for farmers?*

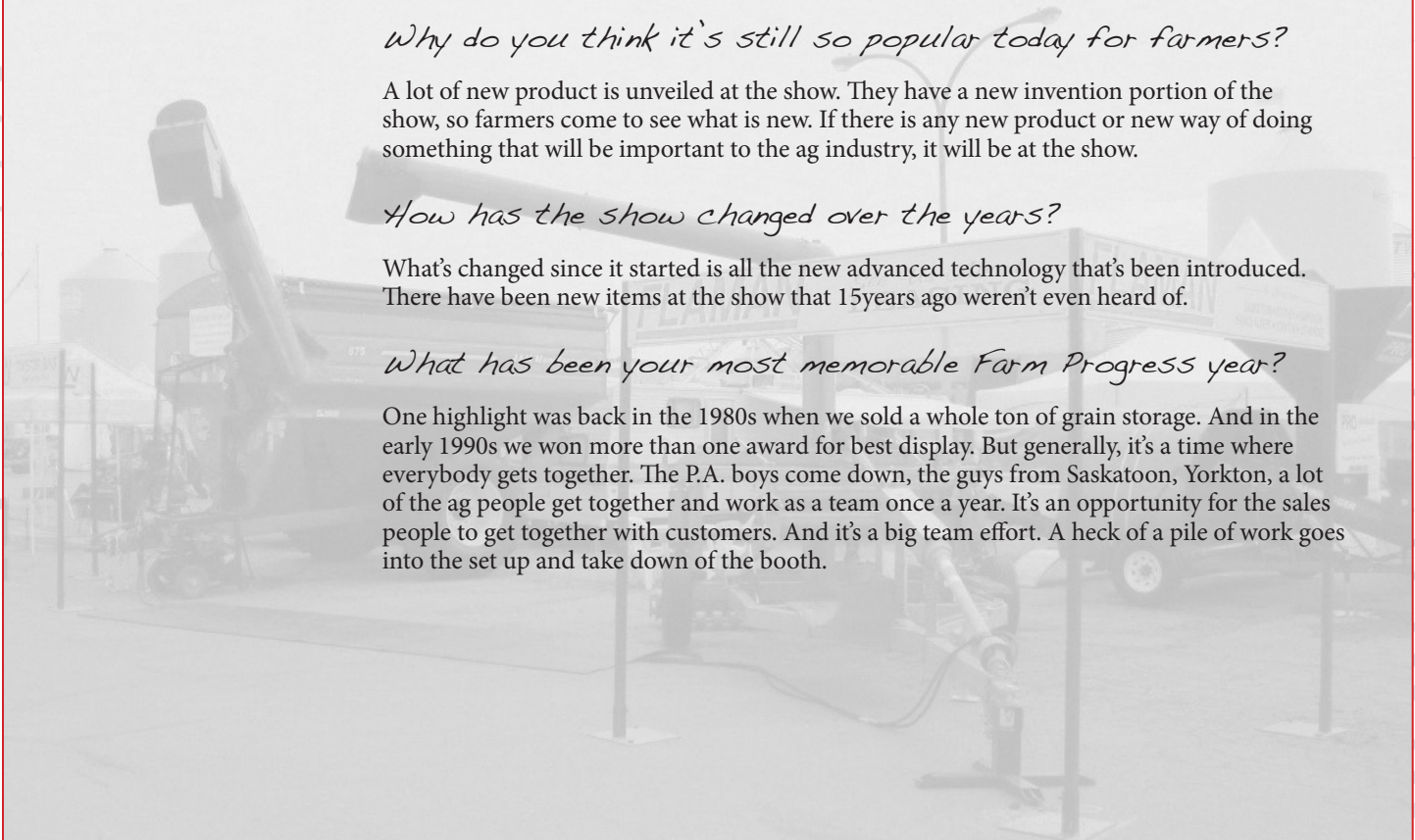
A lot of new product is unveiled at the show. They have a new invention portion of the show, so farmers come to see what is new. If there is any new product or new way of doing something that will be important to the ag industry, it will be at the show.

#### *How has the show changed over the years?*

What’s changed since it started is all the new advanced technology that’s been introduced. There have been new items at the show that 15 years ago weren’t even heard of.

#### *What has been your most memorable Farm Progress year?*

One highlight was back in the 1980s when we sold a whole ton of grain storage. And in the early 1990s we won more than one award for best display. But generally, it’s a time where everybody gets together. The P.A. boys come down, the guys from Saskatoon, Yorkton, a lot of the ag people get together and work as a team once a year. It’s an opportunity for the sales people to get together with customers. And it’s a big team effort. A heck of a pile of work goes into the set up and take down of the booth.



## New Hires

### Prince Albert

Kathy Mattice  
– Reception/Rental Division Admin  
Brad Hinson – Surveillance  
Cody Fielo – Yard  
Albert Georget – Shop Technician

### Moosomin

Doug Baily – Yard/Service Technician  
Shawn Matichuk  
– Service Technician/Deliveries/Yard

### Southey

Tom Reddaway – Shop  
Craig Mohr – Yard  
Collette Flaman – Reception

### Yorkton

Neil Petrinchuk – Rental/Parts  
Doug Jonassen – Sales  
Josh Garbutt – Sales  
Antony (AJ) Blake – Wash Bay/Yard  
Troy Zulyniak  
– Summer Student/ Wash Bay  
Tyler Burkart – Yard

### Saskatoon

Melanie Alkenbrack  
– Accounting Assistant  
Bill Clewes – Truck Driver  
Gordon Dawe – Yard  
Ryan Jarvis – Sales  
Deirdre Johnston – Graphic Designer  
Parrish Kondra  
– Territory Rental Manager  
Bryn Woodcock -Shop  
Adam Voroney - Shop  
Ryley Tureski – Summer Yard  
Cody Gregoire – Summer Yard  
Chad Coy – Yard

### Swan River

Guy Vestby – Branch Manager

## Meet Bernie Molnar!



Bernie is the Rentals Manager in Yorkton. He has been with Flaman for just over 5 years.

*Tell me about what you do at Flaman?*

I operate the rental department in Yorkton. We rent out about 2000 different rental parts. This includes making sure that everything is in working order and checking everything comes and goes. Our inventory has over 300 motorized items. It's quite a challenge! One of my favorite things about working at Flaman is customer service.

*What did you do before you came to Flaman?*

I worked at CASE-IH. I am a journeyman partsman. I got my certificate through SIAST in Saskatoon after winning a scholarship. Not too bad for a guy who was 42 at the time.

*When you are not at work what do you like to be doing?*

Spending time with the grandkids and out at the lake.

## Yorkton

New Counter - Same Awesome Work Ethic!



## Marketing team wins prestigious SABEX Award



Congratulations to our Marketing department who was recognized at the Saskatoon Chamber of Commerce Celebrate Success Awards on May 17th. The SABEX awards have been recognizing business leaders annually for 16 years. There are 13 award categories in which businesses can be nominated. The theme of the evening was Old Hollywood Glamour. We had two full tables of lovely ladies and dapper gents. Mike Woelk took the prize for best dressed with his suit, slicked back hair and fedora. Once the award ceremony started, we all waited on the edge of our seats for our category, the Marketing Award, to be announced. As the cameras panned to our table and the winner was announced we all screamed and clapped. Steve Whittington nervously made his way up to the stage knowing he had a speech to give. He made it through his speech and came straight back to our table with our award. After passing the award around for everyone to see it was nestled safely back into its box. The award now sits proudly in the Saskatoon showroom.