



ALBERTA
LIQUOR STORE
ASSOCIATION

ALSA Member Services Report

September 2019

Statistics

	November 22 2018	Dec 31 2018	Sept 18, 2019
Region	Total Stores	ALSA 2018	ALSA 2019
Calgary	460	168	144
Edmonton	411	175	165
North	211	75	70
Central	271	83	61
South	147	66	44
Out of Province	-	1	1
	1500	567	485

Partnerships

New to 2019

Western Financial Group – All insurance coverages

WFG Information included in Board packages.

Activities and Themes

New Members: We have had 25 new members since Jan 1, 2019. Since last report we have had 11 new members, 7 of which are former Solo locations whose owners were referred by Profitek.

Associate Members: We have had a number of requests for joining ALSA from non-retail liquor interests particularly restaurants, pubs and agents. The interest is being able to join to benefit from some of our Group Buy programs and to attend ALSA events at a member rate. To date we have accepted one membership from an Edmonton Restaurant.

A proposed Board Policy is included with the Board Package to support the Bylaw allowing Associate Members with Board approval. The Policy will guide the recruitment of Associate Members without requiring Board approval on each applicant if they meet the policy criteria.

There are a few long standing members who joined ALSA over 6 or 7 years ago that could be re-registered as Associate Members as they fit the proposed policy criteria. Several of our Group Buy Partners have agreed to include prospective Associate Members in the ALSA Group Buy providing there are no conflicts with other contracts operated by the Partner.

Activities

Since last report, my focus has been on contacts in person, phone and email to all new licensees in Edmonton and area. I have contacted new licensees in Southern Alberta and have followed up on leads as provided by some partners ie Westmount Store and Profitek. Westmount has a cash back program for this year and has been offering our membership to non-members who wish to use their cash back program.

Since my colleague's departure, I have followed up with all phone and email contacts received.

There has been no interest in Cannabis again this reporting period.

There have been no issues presented with respect to ALSA or our Partners.

There have been a few discussions with prospective partners and discussions are continuing.

Almost all of the existing partners have agreed to sponsor and/or exhibit at ALIC as well.

Howard Riddel

Membership Services