



## Member Services – May 2017

### Statistical Review

The following chart illustrates where all stores are by Region and ALSA members as of Dec 31. 2016.

Region	May 17 2017	Dec 31 2016	May 17 2017
	Total Stores	ALSA 2016	ALSA 2017
Calgary	445	151	152
Edmonton	392	162	164
North	180	66	66
Central	291	93	89
South	142	64	58
Out of Province		2	1
	1450	538	530

\* Out of Province NWT

### Current Statistics for renewal

Invoices Prepared	189 (representing 538 member stores plus 10 new members and 7 former members)
Renewed to date	500 (Closed stores and non-renewed to date 38) Renewal rate 93%
New Members	30
<b>Total Membership</b>	<b>530</b>

### Partnership Update

Marketing Contracts Prepared 8

Contracts confirmed 6

New Partner – Alberta Treasury Branch Phase 1

Prospective Partners – 3 Alberta agencies

Not yet renewed: Liquor Accessories, AMA Grant Ventures

Coke prices appear to be generating new or returned members. Several new stores this year have cited the Coke prices as the new attraction.

Attached is the brand new Moneris Price List for 2017. They remain unchanged from the last list. This significant because ATB offered us a full percentage plus higher base rate on Visa and Mastercard and is a full half cent more per transaction for Interac. They advised that without Merchant Services there was nothing more they could offer above the Group Benefits previously announced.

### **Membership Highlights**

Of the 30 new members for 2017, 15 are expansion of the chains since 2016. One is an additional Coop Store in Central Co-op 1, 8 are former members re-joined with Coke prices and, 7 are brand new stores.

Contacts with non-renewed stores and several non-members indicate that the economy is a principal factor. Sales are down significantly, and they have had to reduce staff sizes. Family stores are now employing more family members than hiring outside.

#### **North**

Non-Member stores visited since March 1, 2017	32
Member stores visited (renewal reminders)	20
Communities visited:	Spruce Grove, Stony Plain, St Albert, Sherwood Park, Leduc

#### **South**

Non-Member Stores visited since March 1, 2017:	40
Member stores visited:	10
New communities visited:	Okotoks, Olds, Didsbury, Carstairs, Lethbridge, Cochrane

Issues discussed with the owners/managers:

- AGLC's proposed changes to minimum ordering
- Alberta government's Labour Law Review
- Connect Logistics' discussions of introducing new plastic pallets
- Other issues related to BDL products
- ALSA's plans for marijuana
- Proximity of stores outside Edmonton and Calgary

Feedback:

- Majority of store owners feel that a minimum product pricing should be introduced by the AGLC to stop the unethical practice of selling products below Liquor Connect prices.
- Mixed reviews on AGLC's proposed changes to minimum ordering.
- Mixed reviews on Marijuana legalization
- As mentioned above, many store owners are struggling because of the economy and other stores undercutting aggressively – forcing them not to renew or join ALSA

In addition, Solo Liquor approached ALSA and had shown interest in joining as a member. However, their intention was to become ALSA member using only 1 store, which was against the ALSA By Law. Therefore, ALSA refused to accommodate Solo Liquor's request to join using 1 store.

Travel Plans next quarter North

Vegreville, Vermilion, Elk Point, Lloydminster, Wainwright, Viking, SlaveLake, Bonnyville, Cold Lake, Stony Plain, Spruce Grove, Drayton Valley, as well as stores in and around Edmonton.

Travel Plans next quarter South

Turner Valley, Black Diamond, Sundre, Croline, Innisfail, Penhold, Beiseker, Linden, Drumheller, Lethbridge, Medicine Hat, Brooks, Fort MacLeod, Nanton, Claresholm, Crowsnest Pass, Pincher Creek. Will contact some board members to visit stores along (depending on the availability)

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Membership Services Coordinator, South