

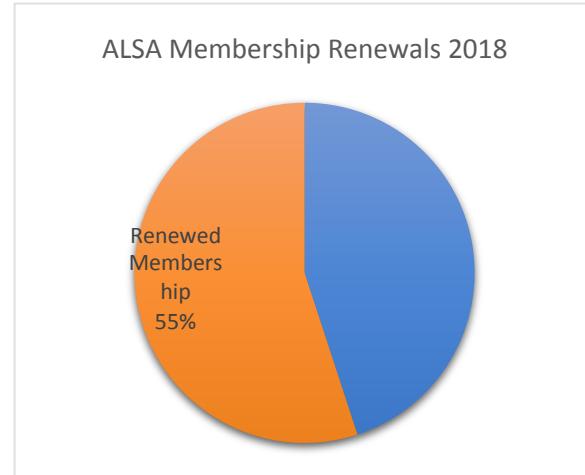
ALSA Member Services Report March 2018

Statistics

Membership as of Jan 1, 2018: 547

Invoices sent for renewal: 188 representing 543 stores (4 stores joined for 2017-18 near year end)

Renewals to date:	2018	New 2018	2017
Calgary Region	92	2	159
Edmonton Region	65		163
Northern Region	43	1	93
Central Region	52	1	70
Southern Region	48	1	61
Out of Province	1		1
Total	301	5	547



Topics covered

New membership contact – 12

Edmonton 4

Stony Plain 3 New owners

Spruce Grove 4 New owners

Leduc - 1

Slave Lake 1

Nisku 1

500 Meters - 15

Email Address update 22

Renewals – 44

Cannabis – 21

BC Wine embargo – 3

Board Member recruitment- 2

Partnerships

Partners renewed to date:

Moneris, Westmount Store Fixtures, Hub Insurance, Profitek, ISS Insurance, ATB, Coke

Partners not yet renewed

Liberty Security

New Partner

Park n' Fly Edmonton Airport

Potential Partners:

Purolator, Telus

North Alberta

Partnership Discussions

ATB – Ivonne and Howard met with Mark Thibeault, Director Deposit Initiatives for ATB our designated contact. The discussions revealed that we are at somewhat of an impasse to further progress and need more discussions to look at alternatives. The impasse is centred on our current relationship with Moneris and the extremely good rates that we get from them.

Without that potential source of revenue, there are only longer term financial benefits that could become part of our partnership. ATB also uses Moneris for processing payments but cannot compete with our rates even if combined with other banking services.

We did determine that there are a number of liquor stores which use ATB for banking now after we shared our member list with them. There are some possible mutual marketing opportunities that we will continue to discuss. We also confirmed that they will be involved with events that we may be planning, including ALIC.

Purolator – Howard met with Rob Burtt, Purolator Senior Exec for Northern Alberta and 2 Toronto based Purolator colleagues by phone. The meeting was as a result of us following up with them to review our former relationship. The initial result was a decision to review our membership and full store lists to determine a potential for revenue. Once completed, we will meet again and discuss next steps. The goal will be for Purolator to be our “carrier of choice” and provide discount pricing to all members based on the volume of business generated.

Update: Purolator has returned to work with ALSA and is preparing to accept members for billing. They will produce a document exclusive for members to register as an ALSA User. Those that do will receive at least a 33% discount on shipping rates for all mail, Puroletter and Puropackages. The document is to be ready in time for the Board Meeting.

Liberty Security renewed their marketing relationship and included a flyer for distribution to members offer a 10% discount.

Coke – Howard and Lovedeep (by phone) met with our Coke Rep in early Feb. The purpose was to discuss our mutual plans for 2018. Coke shared their list of liquor stores that are currently on the ALSA pricing program. We also determined that we have received much larger rebate from Coke than in the previous 3 years despite reducing our rebate rate to facilitate their new pricing structure.

The user list provided shows nearly 150 stores that are not members but are receiving ALSA pricing. There are no grocers on that list. We are planning to meet with our Rep again after our review of the list and strategize a joint marketing plan to reach those non-members and invite them to join at a reduced membership rate in order to keep their current Coke pricing.

Coke will participate in ALIC and will cooperate with our marketing efforts by encouraging their field staff to promote membership in ALSA as a bigger benefit than reduced pricing.

Park n' Fly Edmonton – Howard has secured a new relationship with this parking service at YEG Edmonton International Airport. The partnership costs us nothing except some joint marketing to explain the benefit. A copy of the contract information is attached. The 6 digit code can be used on-line or verbally provided to the check-in at the Airport. It is for use by ALSA Board, Members and staff of members.

While this currently is an Edmonton Airport benefit, they have assured me that they are close to a deal on property near Calgary Airport as well. Their service is available at a discount at most major Canadian airports and our relationship will ensure that those discounts are available as well.

Renewal packages have been sent to all stores renewed to date. All renewed stores should receive their 25 Anniversary Membership Certificates with the next few days.

2nd Quarter will be joint contacts with Lovedeep in Red Deer. Store visits Drayton Valley. I will also attend the Edmonton Cannabis Conference April 13, 2018.

South Alberta

Electoral Division of Liquor Stores: Prepared an excel file listing all liquor stores within province and their respective constituencies. This project was compiled using data and maps provided by Elections Alberta; keeping 2019 elections in focus.

Member Contact Update: Connected with members stores with missing emails by phone to update their contact information; specifically, their email. This will allow us to effectively communicate any issues to all our members via eblast.

Membership Contact: ALSA was contacted by a liquor store chain – 11-Eleven Liquor, which has 6 stores total, inquiring about membership. Their goal was to be featured in Liquor Retailer, which is exclusive to ALSA members only. However, they were asking about membership for one store only, which is a violation of ALSA by-laws. Hence, the request was turned down.

Cannabis By-Law and Applications: Member Services in both North and South were contacted regarding Cannabis store applications. All the callers were ALSA members. Interest in retail cannabis is still running very high within liquor retailers.

Events Attended:

- Cannabis Conference in Calgary
- Alberta Small Brewers Conference in Calgary
- Wine and Food festival in Calgary

Cannabis Training: Made connection at the cannabis conference in Calgary with a cannabis training provider; Cultivated Solutions (www.cultivationsolutions.ca). They offered to provide Lovedeep a free training on Cannabis Essentials (Cannabis 101) course. Cultivated Solutions were interested in becoming official training partner for ALSA members.

Plans for 2nd Quarter

New Membership Marketing – Red Deer (Joint), Drumheller, Medicine Hat and area.
Will be making appointments with Board Members for head-shots.

Howard Riddel
Membership Services

Lovedeep Kaler
Membership Services South