



ALBERTA
LIQUOR STORE
ASSOCIATION

ALSA Member Services Report

December 2019

Statistics

| | November 25 2019 | Dec 31 2018 | November 25, 2019 |
|------------------|------------------|-------------|-------------------|
| Region | Total Stores | ALSA 2018 | ALSA 2019 |
| Calgary | 462 | 168 | 172 |
| Edmonton | 407 | 175 | 195 |
| North | 211 | 75 | 79 |
| Central | 269 | 83 | 81 |
| South | 146 | 66 | 49 |
| Associate | | | 2 |
| Out of Province | 1 | 1 | 1 |
| | 1496 | 567 | 579 |

Partnerships

New to 2019

Western Financial Group – All insurance coverages

WFG Information included in Board packages.

Activities and Themes

New Members: The addition of the Ace Discount Stores since last report and 5 additional new stores and 2 Associate Members.

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 was included with the last 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.

The program will have associates entered in the ALSA Member Data but with a different Member Number format. This allows for quick identification if needed. The program will also see Associate Members receive a Membership Certificate and will include them in all non-governance Member communications.

There are 2 Associate Members to date and more pending. One of the new Associates attended the ALIC event with 2 colleagues and with the member pricing meant 3 people not just 2 could attend.

A formal marketing program will be part of the 2020 planning.

Activities

Primary activities are primarily business as usual. North Central Coop with 2 stores (St Albert and SW Edmonton) has joined and sent staff to ALIC. I also spent a great deal of time on discussing membership with the Glassy Liquor group. They are planning a 3rd store and wanted to use the Westmount "Cash Back" program for members particularly to defray costs on the new store. After discussions, they agreed to enrol the 2 existing stores and a promise for the 3rd once it is on stream and licensed.

I have had several lengthy discussions with the Canex Liquor Store associated with the Canada Forces Base at Namao. This is the first contact that I have had and have learned a great deal about the nature of their business model. For the first time, the Forces hired an experienced liquor retailer to manage their operation. Previously, they have used inexperienced civil retail staff.

The Manager of Canex attended ALIC and indicated an interest in a more close relationship but just short of membership. A formal relationship out of the Military is viewed very closely and approval may require several senior personnel in Canex in Ottawa. Currently this Canex outlet is the only remaining store in their service and is being used to set up a possible model for further operations.

They expressed some interest for some product education for the retail staff.

2020

Planning for next year

The partnership with WFG for insurance provides us with a marketing arm that we have not seen before. Their products can only be sold to members and they will actively pursue all stores licenced and have started already.

This will greatly assist our outreach to recruiting stores and will allow me to focus on new licensed stores and partner renewal and recruitment.

I will anticipate some trips to see new licensees in Calgary and perhaps Red Deer. We postponed some plans for last summer in Grande Prairie with the need to deliver "Just Add Alberta". We may use WFG and Margaux Burgess to attract folks to a session in Grande Prairie.

Associate Member recruitment will start with a brochure that will be mailed to former associate members and all known agents in Alberta. We will also reach out to General Merchandise liquor stores. A page for Associates will be created on the website as well.

Howard Riddel

Membership Services