



ALBERTA
LIQUOR STORE
ASSOCIATION

ALSA Member Services Joint Report

March 2019

Statistics

	November 22 2018	Dec 31 2018	March 14, 2019
Region	Total Stores	ALSA 2017	ALSA 2018
Calgary	460	168	62
Edmonton	408	175	53
North	199	75	37
Central	283	83	31
South	154	66	28
Out of Province		1	1
	1504	567	212

Membership Renewal

Invoices prepared:	185 (Representing 521 stores)
Renewed to date:	157
Members Prepaid 2019:	46
New Members:	09
Total Membership:	212

Partnerships

Moneris New Contract:	3 years (Rebate)
Hub Insurance:	1 year (No more Rebate)
Westmount:	1 year
Coke (pending):	2 years (Rebate)
ISS Insurance:	1 year
Liberty Security (pending):	1 year
Cultivated Solutions:	No
Profitek (pending):	1 year
Purolator:	Under Review
Park 'n Fly:	Continued

New to 2019

Ultralite Shutters:	1 year
Tigerclaw Supplies:	1 year
Loop Insights:	1 year

Activities and Themes

North

Renewals: The accounting software changes implemented by AHLA over the year end resulted in a full 2 to 3-week delay in mailing ALSA invoices. Therefore, returns are equally late. There have been 158 renewals to March 14.

New Members: At this writing we have had 9 new members. We also had several new members joining at the end of 2018 and pre-paying fees for 2019 including Loblaws and Crown Liquor. Therefore, in addition to the 157 renewals to date, we have 9 new stores and 46 pre-paid stores for a total membership of 212 as of March 14. New member and renewing member packages have been fully distributed as of this date including Membership Certificates, U25 Door stickers and partner information sheets.

Cannabis: There has a dramatic reduction in calls or queries about Cannabis since legalization date. Partnerships and prospective new or renewing partners are not seeing ALSA as a valuable resource at this point.

Travel –Limited in the winter due to weather and renewals. 2nd Quarter travel will focus on reaching out to non-renewing stores and visiting new stores or new owners in and around Greater Edmonton. Lovedeep and I are still interested in a Grande Prairie workshop in late spring or early summer. We will have a focus on a wine tasting with Margaux and need to coordinate her time and any guests. Without a golf tournament, it is now less complicated.

South

Constituency update: The Elections AB has changed the constituency boundaries for 2019 provincial elections. There has been a significant change to the boundaries, which prompted us to revisit the Liquor Store constituency file and edit accordingly.

Partner meeting: Ultralite shutters were present at the ALIC and had a very good response at the event. As a result, they wanted to advertise their flyer in our renewal packages. They will be joining as ALSA partners for 2019.

Renewal: We are continuing getting in touch with our members for renewals via phone calls and store visits. The interest for Moneris discount is quite high. Crown Liquor store chain became member in order to receive discounted Moneris rates. We are hoping to target more stores from both our as well as from Moneris' end.

Partnership Updates for 2019

Moneris has renewed our agreement with some volume numbers attached for your interest. The agreement is for 3 years and pegs credit card fees at 3.5 cents per transaction plus interchange rates and pegs Debit Card transactions at 3 cents per transaction. The ALSA Group with Moneris clearly has more revenue under Debit transactions than all Credit Card transactions. As a result, our rebate has been moved to debit card activities not credit card. Still both credit and debit card costs have been reduced a full basis point (or 1 cent) from last contract. Additionally, Moneris is going promote our fees to member stores who use Moneris and are not part of the ALSA group. They are also targeting Moneris stores that are not members and going to market our rates to them if they join. Finally, Moneris is going edit their intake form for new ALSA store participation by having the form be processed by ALSA not going directly to Moneris. This should minimize the prospect of a store enrolling by phoning Moneris directly saying they are members. As always, after renewals are completed, a list of all member stores will be submitted to compare with active Moneris customers. Stores that join in one year and do not renew the second year will be caught and forced with fees increase by not staying with ALSA.

HUB has changed insurers for the Liquor Store coverage to Alliance Insurance. Renewing contracts are showing good initial savings. However, the old rebate program has had to be discontinued as the new insurers will not support the additional fee for administering the program which is where ALSA derived a rebate in past years. HUB has therefore committed to more marketing and sponsorship support to make up for the admittedly dwindling rebate fees.

Westmount Store Fixtures has returned this time with very strong discount program for stores. They are offering a 3% cash back program without any limitations on the amount of purchase not rules preventing using a reward program credit card.

ISS Insurance continues to find benefit packages for small businesses featuring Blue Cross and other insurers.

Coca Cola continues to offer prices that are very competitive. This is renewal year for their contract in May so we will be reviewing in the coming weeks.

Profitek is back and will continue and will market and sponsor ALIC as they have done for the last 2 years. They are also offering a premium rate on lease to purchase.

Liberty Security is still deciding to return, and discussions will continue. They have been very successful in the Cannabis businesses they say.

Purolator has not been used to the level setting the original rates. We will discuss a continuing relationship, but initial rates may not be valid without more volume.

New for 2019

Ultralite Shutters who attended ALIC as an introduction to ALSA have come on as a marketing partner and have a brochure in all member packages.

Tiger Claw Supplies is out of BC but have an agreement with AGLC to ship out of the warehouse some common products. They will eblast a full intro later this spring.

Loop Insights is a Vancouver based company with a new product to assist with marketing with store customers. They have joined as a marketing partner and will eblast at least 3 times by contract. I am intrigued in their approach to suggest that a brief presentation to the Board may be warranted in June.