

## HOPE IS BLOOMING Fundraiser

For the second year, Florists Supply Edmonton was honored to present the "Hope is Blooming" fundraiser. This was held during International Women's Week from March 8-14, 2009. Flower shops across the province sold daisy bundles with the proceeds going to the Ted & Lois Hole Healing Garden.



Brenda from Pollies Flowers in Edmonton in front of the store selling daisy bundles.

**Hope is Blooming** raised funds for one of the most exciting healthcare projects to take place in Alberta - the Lois Hole Hospital for Women, a new, state-of-the-art dedicated Women's Hospital now under construction on the Royal Alexandra Hospital campus in Edmonton.

When it opens in 2009, the Lois Hole Hospital for Women will bring a renewed emphasis, energy and focus on women's health excellence for northern Alberta and a referral area that stretches across three western provinces, the Northern Territories, reaching to the very shores of our arctic seas. In total, the catchment area for this new hospital represents one-third of Canada's total landmass!

**Thank you to all of our customers for your participation! This years amount brings funds raised to date over \$12,000 in support of the Ted & Lois Hole Healing Garden.**

For more information on participating florists, visit our Website at: [www.floristssupply.com](http://www.floristssupply.com) or visit [www.loisholehospital.com](http://www.loisholehospital.com).



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## Parallel Lines - Things You Should Be Doing if Business is Down

By: Laurie Nesbitt, President

At Florists Supply we were fortunate to have double digit sales increases over the last decade. Increases came from a combination of factors including expansion into Alberta and British Columbia, competitor closures, broader product offerings and most importantly us getting better at delivering quality products with exceptional customer service.

In 2008 we managed a minor sales increase as the economy over the last six months of the year slowed down. In 2009 after three months we find ourselves, like many businesses down over 2008 in overall sales. I don't mind sharing the percentage of 8.5% if that helps you feel any better on where your sales are at. The decline is partly due to the economy and partly due to Valentine's Day falling on Saturday in 2009 (and on a long weekend in three of our provinces) and Easter fell in March 2008.

What things have we been doing to address the sales decline?

### Projections

Our inclination is to say next month will be better, and we will make it up. What happens if next month comes and it is not better, followed by another month and another month?

We budgeted our goals in sales and profits for 2009 back in November 2008. It is nice to have goals but you have to be realistic as well as the year progresses. Every month in 2009 we have been putting in our actual numbers in comparison to budgets and updating our projections based on how we have done year to date on sales so far for each department and location. This allows us to project how things will look if we stay on course for a decline of 8.5% in sales rather than our original overall sales increase budget of 3.57% (which we thought at the time was modest).

From there you can size up the impact of the sales decline, review cost saving measures that could be taken now to reduce or eliminate the impact of the sales decline, resulting in a healthier financial picture at the end of the year rather than the wait and see approach.

### Communication

It is important you communicate to those important to you and your business. We all have partners that help us in business. If you have a banking relationship (if you don't you should) be pro-active and keep them informed of how your business is doing versus previous years. Supply them with your budgets, projections, etc. to assure them you

will be able to manage through the tough period. Be honest and realistic. Any lenders I have dealt with cite their most important consideration as the strength and integrity of the business management team before advancing funds. I provided our bank with not only our original budgeted goals as required by our lending agreement but have also sent them our revised projections (and will continue to send updated projections at the end of each month).

Keep your staff up to date as to how the business is doing. For the first time in many years staff is concerned about their job security and more willing to be flexible in saving costs for their Companies. Pay increase expectations are also more realistic when they are aware of how sales and the business in general are doing. We have been able to not replace some employees that have left to other opportunities as other staff members have been willing to take on additional responsibilities. Staff has been receptive to taking additional days off during slow periods in lieu of paid overtime. We also are using staff to cross over into other departments during busy days of the week or periods of the year. Finally we are contemplating our hours of operation and its impact on sales and customer service versus cost savings.

Keep your business and/or life partner up to date on how your business is doing. It's healthier for you as a business owner to share your worries and problems with others who may be able to help you with those worries just by talking about them, strategizing solutions, or by investing needed capital. Again, being realistic and honest is better than getting your partners into an unexpected crisis.

Involve your accountant (if you don't have one, you should). Sometimes our tendency is to avoid professional help because we can not afford the extra costs. Accountants can help you hone in on things you need to address financially and give you a realistic perspective on how other businesses are doing.

Don't forget your trade vendors. Without their credit, things become very difficult to run a business. Visit your priorities on spending and ensure your vendors are paid on time. If your payment habits short term need to change be pro active and explain the situation to the vendors. Not all will be able to accommodate extended terms but they will appreciate and remember your upfront approach and honesty.

### Pricing

Review all your prices to ensure there are no pricing errors in your product lines and your pricing formulas for your floral designs are up to date and being followed by your staff. Pricing errors rob you of gross profit that is critical to your overall results.

Also revisit your prices on the merchandise in your store. Slow turning items may need to be reduced to help with cash flow. Faster selling items or less price sensitive items may be able to absorb a small price increase to help counteract your sales decline.

### Costs

Payroll is a big one in our industry and I have mentioned some of the things we have been doing under Communication to save in this area well retaining our key people with years of industry experience.

We have also built into our compensation plans commissions for some sales people, bonuses for managers and profit sharing for all employees. By having some part of your payroll built on incentives, people share when times are good and also share in some of the financial pain when things are not as good.

Timing of planned upgrades may need to be reconsidered. Do those necessary to keep your business running smoothly such as coolers, processing equipment and point of sale equipment. Upgrades to computers and software, if there is no major efficiency savings created, can be delayed. Upgrades to office equipment and furnishings can be delayed.

Review discretionary costs such as travel, meals, entertainment, personal communication devices. Are they absolutely critical to your business results?

### Going Forward

Everything I have read and heard from economists indicates that the worse part of 2009 was to be the first six months. By the third quarter there is some expectation that things will get back to 2008 levels and by the fourth quarter some have predicted 1-3% growth. Let's hope so.

One never feels as good about sales declines as sales increases but by managing your business carefully in a slow down, you may be able to hold your bottom line, the only line on your financial statements that really matters. If you can maintain your bottom line while facing sales declines, it just might be one of your most satisfying accomplishments as a business owner.

## Floral Industry Survey's - HortEducation BC Needs Your Opinion!

The Floral Industry in British Columbia, through Industry Training Authority (ITA) funding, wishes to address human resource issues including skill shortages, recruitment and retention, training and certification. The industry is projecting continued demand and a potential shortage of skilled workers in the Floral Industry.

HortEducationBC (HEBC) is looking at the feasibility of developing a Florist Apprenticeship program for British Columbia. Early indications from industry are that such a program is needed and would be welcomed. They need to be able to assess the level of interest and potential subscription to such a program.

The challenge is to be able to provide the right mix of training, recruitment, and skills to meet the demand of the labour market. In addition they need to know how best to meet the needs of existing workers in order to retain them in the industry.

Sanctioned by the provincial government's ITA, HEBC is the new industry training organization that serves the ornamental horticulture industry in BC. This new model for industry training seeks to put into effect the best practices gleaned from other jurisdictions which have proven that putting industry in a leadership role results in expansion in trainee numbers and an increase in the general skill level within the workforce.

HEBC aims to provide service to the horticulture industry by

coordinating the skill needs of employers, workers and trainees in horticulture with training and education programs and services delivered by training providers. By working closely with industry HEBC seeks to improve apprenticeship programs at both the high school and post secondary school level and extend learning through on-the-job training resulting in increased knowledge and skills for the current and future workforce. Having the capacity to incorporate practical skills "certification" programs into most institutional, apprenticeship and on-the-job training will allow training providers to provide more authentic skills evaluation. In other words, HEBC has the mandate to cover the full spectrum of industry training required to run successful ornamental horticulture businesses – a phenomenal achievement made possible because industry is playing the lead role.

After successfully instituting training and apprenticeship programs for many of the 'green trades' including landscapers and arborists, HEBC is ready to take on the challenge of serving the Floral Industry in BC.

Input from members of the industry across British Columbia and from all types of operations is required. Please visit our website to take a short survey and make sure your opinion is counted.

Go to [www.floristssupply.com](http://www.floristssupply.com) on the home page under NEWS you will see the link for employers and employees.

## Getting to Know Us

**WINNIPEG - Supply Department**  
**Kim Smith**  
 Customer Service Representative

Kim joined Florists Supply as a Customer Service Rep in our Supply Department in October 2008. She came to us with 15 years experience working in the floral industry. Kim worked for floral wholesaler David L. Jones for 14 years in various roles. She worked on the Supply desk for 6 years, travelled as a Sales Representative for 2 years, and then came back into the warehouse to supervise the Supply Department. She also has cut flower experience having worked for Petals West for a year.

Kim has been married to Greg for 20 years and they have two sons, Matt, 19 and Jeff, 16. She enjoys curling, golfing, slo-pitch, and watching her sons play hockey and soccer.

**SASKATOON - Delivery**  
**Tyler Young**  
 Delivery/Support Staff

Tyler joined us as a Delivery Driver in October 2008 with 5 years at the U of S under his belt with a degree of Student Loans. Tyler married wife Jennifer in Denver, Co. and smuggled her into Canada 2 ½ years ago along with Hans their wiener dog.

Tyler loves listening to music, you can always see him in the warehouse rocking a mean air guitar. He also loves his Maple Leafs and spending time with family and friends who are all part of the greatest road hockey team, the Swamp Donkeys.

Tyler's plans for the future are to be working in the Education field. He is currently subbing occasionally as a Teachers Aid, but until his plans are fulfilled, he'll be rockin' the van for Florists Supply.

**EDMONTON - Delivery**  
**Cecil Mark**  
 Delivery Driver

Through rain, wind and snow, Cecil Mark delivers to our florists in Edmonton and surrounding area. He has been doing deliveries for over 25 years and came to Florists Supply when the company bought out Floral Wholesale. He loves everything about his job especially his customers. It's been said that Cecil is as dependable as the postman, while actually more dependable.

Cecil was born in Grenada, (a Caribbean island) and has now lived in Edmonton for 35 years. He has family here and in Calgary.

In his spare time Cecil loves to watch sports, hockey and football relaxing on the sofa with a beer.

**VANCOUVER - Office**  
**Jasmin Gutierrez**  
 Administrative Assistant

Jasmin has been in the Customer Service industry since the age of 9 helping in her moms business and became an Avon Dealer by the age of 15. After finishing her degree in Hotel Restaurant Management she moved from the Philippines to live in Canada in 1992.

Jasmin joined Florists Supply in August, 2007 as our Office Assistant. To some you may already have known her from her previous role as a Sales Representative in Ocean Pacific Trading/Djawa Pacific since 1999.

In her spare time she works at Ben Moss Jewelers, and is an active member in the Singles & Praise Ministry in her church group. She enjoys karaoke, dancing and cooking.

## Saskatoon Branch Management Announcements

### Dawn Debert - Promoted To Supply Manager

We are pleased to announce the promotion of Dawn Debert to Supply Manager for the Saskatoon Branch as of March 13, 2009.

Dawn joined Florists Supply in May, 2007 as our Supply Supervisor and has been responsible since then for Supply Customer Service and some of the Supply purchasing in the Branch. She came to Florists Supply with 18 years supervisory experience in the Distribution and Electronics industries. In her new role as Supply Manager she will continue to be responsible for customer service, but will assume all responsibilities in Supply purchasing and inventory management and the overseeing of our Supply Territory Sales Representative.



Dawn will also co-manage the branch administrative responsibilities with Sandra Mierau. Sandra will continue in her role as Cut Flower Manager with some additional administrative responsibilities.

Dawn Debert, Supply Manager with Sandra Mierau  
Cut Flower Manager, Saskatoon Branch.

Please join us in congratulating Dawn on her promotion to the Florists Supply Management Team!

### Cindy Cardell Resignation

It is with sadness and regret that we announce Cindy Cardell's resignation from Florists Supply. Her last day with us was Friday, March 13, 2009.

Cindy was associated with Florists Supply Saskatoon and the floral industry for most of her life. She was promoted to Saskatoon Branch Manager in 1996. She joined Florists Supply full-time in 1991 as the Branch Office Administrator after graduating from the University of Saskatoon with her Bachelor of Commerce. Her father Archie Stern was our first Branch Manager when Florists Supply opened in Saskatoon in 1980 and Cindy was often in the branch in her earlier years helping out at Design Shows and holiday periods.



She contributed to our industry and was a past Board Member and President of Flowers Canada Saskatchewan Region. She was often called upon by our customers and others outside of the province for her advice on industry matters in Saskatchewan.

Cindy Cardell,  
Saskatoon Branch  
Manager for 13 years.

We will miss Cindy's wisdom and experience, her skills as a manager and administrator, and her dedication. We will all miss her good-natured personality and the moments we shared together with her as a member of the Florists Supply team. There were many fun times shared during the normal course of business, in meetings and in industry events we will look back on.

We wish Cindy the best in her future and we thank her for all the contributions she made to Florists Supply during her time with us.

**JUNE IS GOING TO SIZZLE WITH HOT DEALS**  
**Watch for Details Coming Soon!**

**And don't forget about our**  
**Annual Garage Sale June 21 - 27, 2009**  
**Find great deals on some of your favorite Florists Supply products**

**Visit [www.floristssupply.com](http://www.floristssupply.com) for details.**

# Fresh Focus - Rose of the Week

By: John Forsyth, Vice President of Cut Flowers Operations

Florists Supply is excited to introduce our "Rose of the Week" program.

This is a simple and unique program that will help the retail florist attract new repeat weekly customers to their shop. Florists Supply will create the marketing materials and provide the program; all you have to do is promote it to your customers. Our goal is to help you increase your repeat weekly business with our ready to go marketing program.

Each week a different variety of roses will be featured as the "Rose of the Week". They will be packed in dozen bunches at a special price of \$0.99 per stem. Each dozen will be accompanied by a special feature sheet with a picture of the flower and information about the variety.

## Here is how the program will work:

### Quantities/ Commitment

It will be a flexible standing order program. This means that all you need to do to participate is order one bunch weekly on a standing order. You can increase your standing order at any time. Alternatively you can add extra bunches weekly and vary the quantities. Two weeks before arrival you will have the option to add to your standing order for a one time order or for all future weeks. For any weeks of short supply standing orders will be fulfilled first, increases in standing orders second and one time orders third. This system will allow you to increase volumes if you want to run a promotion or have a season with more walk in traffic.

### Marketing

Each dozen will include a feature sheet. The feature sheet is aimed at the retail florist's customers. It will promote care and handling, the meaning of the variety and offer some limited technical information about the variety. You could use this to create a catalogue in your shop but the focus is on the consumer. If you are selling the flowers in less than dozen lots we can send additional feature sheets at a cost of .10 per sheet. You can also download the sheets off our website and print them if you require additional sheets. Any orders for additional sheets will need to be made at the same time as additional bunches are ordered. The feature sheets have an open space in the bottom right corner where a sticker can be attached with your shops contact information.

### Length

The roses will be 40 to 60 cm and regardless of length will be the same price. In order to keep the price as low as possible we will have the majority 40 cm.

### Holidays

We will attempt at holidays to offer the opportunity to purchase additional over the standing order but this may not be guaranteed. We will address this at each holiday. Standing orders will always be filled.

### Varieties

Because this is aimed at the retail consumer varieties will be a combination of new and classic varieties. It is not a program of

ONLY new varieties. We want the consumer to be exposed to a wide range of varieties and not only new varieties. Of course there will also be new varieties.

Some of the new varieties may be test varieties or being cut from their first peak. On occasion we may never see that variety again or it may be some time before it is in regular production. This may cause some frustrations but it should be an infrequent occurrence. It may also create an insider or exclusive feel to the program.

### Will we include spray roses?

Yes, we will definitely include spray roses on some weeks. We think they offer a great value and to a receptive audience could grow the demand for this underused product.

### Here are some suggestions on ways that your shop can use the program to increase business:

- Approach local restaurants and hotels and use it for a single stem program on tables.
- By advertising it, you may have curious customers come in each week to see the rose but not buy it. They may buy something else in your shop.
- You can break up the dozen and sell them single stem, three stems or half dozens
- Create a frequent buyer card so after a certain number of weeks they get one week free. This is a good way to get at least the commitment of whatever number of weeks the card is for.
- Ask for feedback about the previous week's rose. If they say it looked amazing with their home paint color that is your chance to up sell them another item in your shop that would go equally well. If they said their family member loved the variety you can remind of this at a special occasion time. It is a great opportunity to get to know your customers even better
- The feature sheets have a space in the bottom right corner for a florist to place a sticker over to include their contact info. The sheets are professional looking and raise the florists level of expertise by sharing information about products with the customer. The same customers are more likely to come to you for all their floral needs once that trust has been established.
- The program is fun and easy. Very little effort is required for the florist except to get excited and promote it. Just have fun with it. Create some curiosity.



Sample of the Feature Sheets available each week.

For any additional information on the Rose of the Week please speak with your cut flower customer service representative.

## Spring 2009 Design Show

Thank you to everyone who attended our Spring 2009 Design Show. This year our show focused on designing everyday arrangements by price point. The purpose was to understand how to design with profitability, up selling and design in mind. Design recipes for each arrangement were calculated to understand how to mark up designs for re-sale. It was a valuable day of education directed towards our retail florists .

### A special thanks to our Designers:

Derrick Hollar, AIFD, CAFA , Roy Jackson, CAFD, FTD Master Designer, Linda Code, AIDF, CAFD, Flowers Canada Master Designer, FTD Master Designer, and J M. H. Schwanke, AIFD, aaf, PFCI, uBloom, JTV.

### Grand Prize Winners - Canon Digital ELPH Camera & Accessories

Winnipeg	Saskatoon	Edmonton	Vancouver
Debi Watson of The Mushroom Patch shown with company President Laurie Nesbitt.	Debbie Walerius of Saskatoon Florist shown with former Branch Manager Cindy Carell.	Nadene Rakewich from Flower Fantasy in Spruce Grove.	Kyla Reveley of Limelight Floral Design shown with Supply Manager Reagan Van Herk.
			

## 2009 Juno Blooms Floral Competition

Florists Supply had the opportunity to be a part of the Juno Awards this year in conjunction with Canadian Academy of Floral Art (CAFA). The Juno's are Canada's Music Awards and were held in Vancouver on March 29th, 2009.

CAFA held Juno Blooms Floral Competition for an opportunity to have the designs showcased at the Juno Awards, and a \$1500 prize value that included tickets to the Juno's, the Juno CD Compilation and a CAFA Portfolio. The theme for the competition was respecting the West Coast Zen Theme, reflecting Zen Emotions and Words of Wisdom such as serenity, tranquility, courage and enlightenment.

The winners were announced at Florist Supply's Vancouver Spring Design Show on Sunday, March 29th before the Juno festivities began.

For more information on the competition and CAFA membership visit [www.cafachat.com](http://www.cafachat.com).



The awards were presented to (L to R):

**1st Place** - Stephen Kuo, Interio Flori, Vancouver, BC

**2nd Place** - Marianne Cickowski, Awesome Blossoms, Langley, BC

**3rd Place** - Cecilia Roa, Roa Floral & Event Design, Vancouver, BC

# Ethel's Flower Shop Closes After 48 Years

By: Nadine Martyniuk, Marketing Manager

Ethel's Flower Shop in the historic downtown of Selkirk, MB has succeeded through 48 years of business. It is with sadness that current owners Ethel Keith and daughter Jackie Baroninis close the doors to the family business.

Ethel Crowder was the original owner of Ethel's Flower Shop. She opened the store in 1958 as a hobby but after only a few short years became ill and sold the shop to Lena Van Blaircom. Lena purchased the business around 1963 and owned it until she retired in 1969 when the current owner, Ethel Keith bought the shop. How fitting that another Ethel took over!

Ethel Keith started working for Lena in 1963 part-time as a result of her husband's unfortunate health problems. With a young family at home she needed to contribute to the family income to make ends meet. She came to Lena with some knowledge as she had taken a basic floral course. Ethel's husband Arthur passed suddenly in 1967 of a heart attack so when Lena decided to sell the business in 1969, Ethel knew she needed to buy it to support her family.

Ethel quickly expanded the business by inviting her daughter Jackie to come work for her. Jackie had already been working in the shop part-time on weekends for Lena so she had experience with everything from design to delivery. Jackie was only 18 and planning to pursue a career in nursing,

but her mother needed the help and convinced her to "give it a try". 40 years later – Jackie is ending her career as a florist.

Ethel and Jackie moved from the original tiny space that included a small window display, cooler, counter and small work space to a larger 900 sq foot space next door. The complement of family members increased when Jackie's sister Carole (Shaward) moved home to Selkirk with her husband and family around 1973. She started part-time in the shop, was trained by Jackie and eventually worked full-time until her retirement in 2007. Only a few months later their mom Ethel also retired.

Their business over the years has stayed true to that of a traditional retail florist. The majority of their business was from fresh flowers for all occasion designs, sympathy tributes and weddings. With a chuckle, Jackie remembers the days of making funeral sprays with "plastique" flowers. She has fond memories of her local customers over the years, and her Royal customers. Ethel's Flowers Shop designed the flowers for the Queen's visit to Lower Fort Garry in the early 1970's.

The family planned to sell the business but had trouble finding a suitable new owner that could serve their customers the way they wished. So it is the end of an era for this family. Jackie is sad to close the shop and has no regrets about her 40 years in business. As her fellow



Daughters Jackie and Carole shown here with their mother Ethel Keith.

florists know, it is a tough business, physically, creatively, and as the retail landscape changes, fiscally. She says they would often tease her mom "why couldn't you have bought a dress shop!"

Jackie is looking forward to a couple months off before she looks for her next calling in life.

From everyone at Florists Supply, we would like to say thank you to Ethel's Flower Shop for your loyalty as a longstanding customer. We wish you all the best in your retirement!

Visit us at the



August 16 - 19, 2009

Northland, Edmonton, AB

Agricom, Hall B, Booth 2127

## Customer Service Survey Coming Soon

At Florists Supply we pride ourselves in our customer service, the quality of our product line, and our competitive prices

### **SATISFACTION GUARANTEED.**

Your input is very important in helping us meet these high standards.

Once again we look forward to hearing from you! Watch for our customer survey in the mail this June.

Please take a minute to tell us how we're doing and how we can better serve you.

## UPCOMING EVENTS

### MAY 2009

**May 10** - Mother's Day

**May 18** - Victoria Day

**May 20 & 21** - Basic & Advanced Wedding Hands-On Seminar - Edmonton  
with Derrick Hollar, AIFD, CAFA

**May 24** - Corsage Hands-On Seminar - Saskatoon  
with Roy Jackson, CAFD, FTD Master Designer

**May 26** - Basic Wedding Hands On Seminar - Winnipeg  
with Derrick Hollar, AIFD, CAFA

**May 27** - Advanced Sympathy Hands On Seminar - Winnipeg  
with Derrick Hollar, AIFD, CAFA

### JUNE 2009

**June 17** - Basic Wedding Hands On Seminar - Saskatoon  
with Roy Jackson, CAFD, FTD Master Designer

**June 21** - Father's Day

**June 21 - 27** - Garage Sale Week

### JULY 2009

**July 1** - Canada Day

**July 14** - Advanced Wedding Hands On Seminar - Winnipeg  
with Derrick Hollar, AIFD, CAFA

**July 15** - Advanced Design Hands On Seminar - Winnipeg  
with Derrick Hollar, AIFD, CAFA

### AUGUST 2009

**August 4** - Civic Holiday

**August 5 & 6** - Basic & Advanced Sympathy Hands-On Seminar - Edmonton  
with Derrick Hollar, AIFD, CAFA

**August 16-19** - Alberta Gift Show

**August 26** - Advanced Sympathy Hands-On Seminar - Saskatoon  
with Roy Jackson, CAFD, FTD Master Designer



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