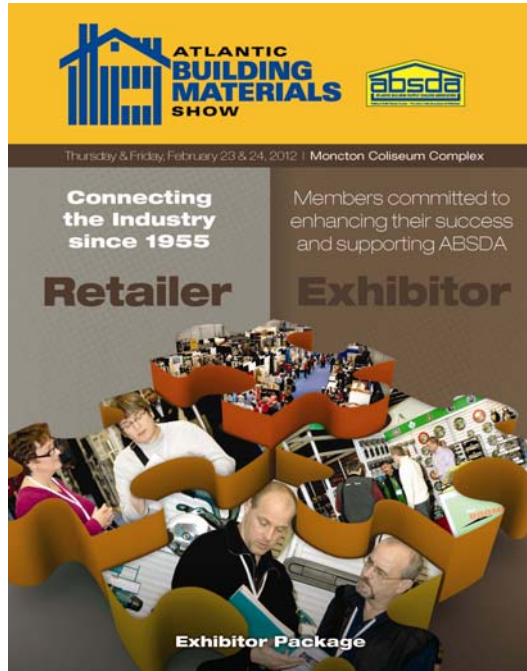


Atlantic Building Materials Show February 23-24, 2012 Moncton, NB



- ☑ Exhibitor booth commitments are closing into a “Sold-Out Show”. Twenty booths remain. Associate Members are encouraged to secure their space.
- ☑ The Registration package will be mailed to our membership in Mid-October. On-Line registration is available www.absda.ca.
- ☑ Latest quarter sales results are encouraging thus renewed optimism. We are confident positive energy will carry through the show.
- ☑ Mindful of overhead control, we have maintained event fees consistent for the past four years. \$100 will secure your place at all three (3) events. Hourly Retail Cash Rewards and Hotel/Travel rebates are available. You will not create an expense – just an investment.

Register Online
www.absda.ca

Mystery Shopper Report

ABSDA engaged an independent organization to conduct Mystery Shopping visits within our retail membership.

Let us begin with our Vision Statement:

“ABSDA is to be a partner with its members, committed to enhancing their success in a rapidly changing environment through leadership, communication and education.”

Don't shoot the messenger should you receive a negative Mystery Shopping Report.

Four categories are reviewed:

- Exterior Appearance
- Interior Appearance
- Customer Service
- Cashier Service

Without exception, those firms failing the shop, did so with the lack of customer service.

It will be the mandate of our association to develop a series of Customer Service Sessions to “Dust-Up” on what defines good service. Visit our web site www.absda.ca (What's New) for information.

Tip: The only way to respond to feedback: Say **“Thank You, Tell me more”**.

The moment you defend, make excuses or in any way shut someone down, you won't get the goods. So ask for feedback and next time someone gives you constructive input, practice that simple phrase with sincerity - **“Thank You, Tell me more”**.



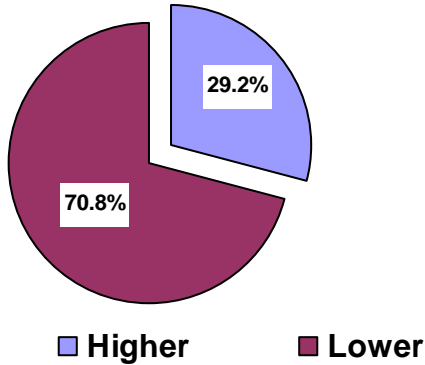
The Mystery Shopper Overview
is available by visiting
www.absda.ca

ABSDA Business Conditions Retail Building Supply 8 Months Ending August 31, 2011

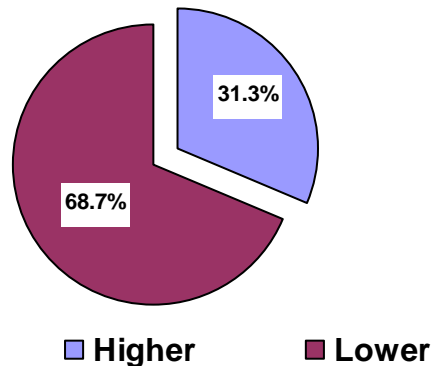
Consumer confidence and improved weather conditions have resulted in upward sales revenue the last couple of months. Unfortunately, we are "Running out of Runway" for the calendar year is now in the final quarter.

Many of our retail members will not catch up from this year's slow start. The second half of 2010 was sluggish versus the 1st half of 2010. On a positive note, this year we will see our 2nd half much stronger. Traditionally we experience more volume in the last half of the year, which was an exception in 2010.

ABSDA Member Retail Sales 2011 vs 2010



ABSDA Member Sales Predictions for 2012



Source: ABSDA Business Conditions Survey, April – August, 2011

Calendar of Events

- Oct 5 Forklift Training
Dieppe, NB
- Nov 14 & 15 Estimating Fundamentals – Decks & Garages – Truro, NS
- Nov 16 & 17 Estimating For Residential Construction – Truro, NS
- Nov 16 Forklift Training
Cambridge, NS
- Nov 17 Forklift Training
Truro, NS
- Nov 17 & 18 Canadian Home Improvement Show
Toronto Congress Centre
Toronto, ON
- Nov 21 & 22 Boom Truck Training
Truro, NS
- Nov 23 & 24 Boom Truck Training
Dieppe, NB
- Nov 22 ABSDA Show Committee Meeting
Dieppe, NB
- Nov 23 ABSDA Board of Directors Meeting
Dieppe, NB
- Nov 21 Forklift Training
Marystown, NL
- Nov 22 Forklift Training
Grand Falls, NL
- Nov 23 Forklift Training
Grand Falls, NL
- Jan 18-20 WRLA Prairie Showcase
PrairieLand Park, Saskatoon, SK
- Feb 23 & 24 Atlantic Building Materials Show
Moncton Coliseum Complex

** If your firm would like to see an Education Program hosted in your part of the region please contact ABSDA at 1-800-561-7114.*

Ask me how Castle can maximize your profitability and freedom.

Sandy Welsh, Business Development Manager
(902) 471-7113 swelsh@castle.ca
castle.ca/freedom

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