

December 15<sup>th</sup>, 2016:

## The SIMSA PotashCorp Round Table Event – An Unprecedented Success

*Saskatchewan Industrial Suppliers Association (SIMSA) members network with PCS Potash President, VP, and procurement team at a SIMSA members only event.*

It was an event not often seen in business. The entire procurement team of a major corporation met with their suppliers, for an open dialogue in effort to improve both sides' businesses.

The room was packed and the members-only event sold-out.

On Friday, December 9<sup>th</sup> in Saskatoon, the Saskatchewan Industrial Suppliers Association (SIMSA) members were addressed by PCS Potash President Mark Fracchia on PotashCorp's upcoming plan and the markets in general. Then, the Vice President of Procurement – Tim Herrod – gave details, insights, and answers on PotashCorp's procurement process.

They also candidly answered over 30 pointed questions; questions developed by SIMSA members during separate events held over the couple of weeks prior, and then submitted to PotashCorp.



*SIMSA Executive Director Eric Anderson (left), conducts Q&A with Mark Fracchia (center) and Tim Herrod (right).*

PotashCorp not only provided their executives, they also provided their site GMs as well as other members of their procurement team.

After the presentation and Q&A portion, the entire PotashCorp team stayed for one-on-one networking.



*Mark Fracchia (right) discusses business with SIMSA member (left).*

SIMSA member Victoria Rhodes of Dyna Industrial commented, “Having the opportunity to meet with so many PCS delegates and learn about PCS’ direction, vendor expectations and initiatives was extremely beneficial to us.”

After the event, another member, Dion Protzak of Saskatoon Metal Manufacturing, noted more broadly that “SIMSA has become the most valuable membership that we purchase. It is proactive, relevant and effective at representing Saskatchewan manufacturers and service providers. SIMSA provides a voice where there was none before.”

Eric Anderson, SIMSA’s Executive Director, called the event “landmark” and noted that “PotashCorp’s efforts and willingness to help create and participate in such an event, reflects a corporation the people of Saskatchewan can be proud to call a resident.”

SIMSA will be conducting other events with other major corporations over the next few months, as well as conducting educational events, and co-presenting the 9<sup>th</sup> Annual Saskatchewan Mining Supply Chain Forum.

In addition, donations were made to the White Buffalo Youth Lodge by SIMSA members and two tickets to the Disney Institute's Customer Service training event were given away.

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**About The Saskatchewan Industrial and Mining Suppliers Association (SIMSA):**



Saskatchewan Industrial & Mining  
Suppliers Association Inc

promotion of its members and the creation of partnerships with industry and other associations.

SIMSA is the Saskatchewan Industrial and Mining Suppliers Association, representing Saskatchewan based companies who provide goods and services to mining, oil and gas and industrial projects. SIMSA's membership represents well-over \$3-billion in annual revenues. SIMSA's mandate is to represent the interests and concerns of Saskatchewan industrial equipment and service suppliers, through

For more information, contact:

Eric Anderson, Executive Director  
Saskatchewan Industrial and Mining Suppliers Association (SIMSA)  
811 – 56<sup>th</sup> Street East  
Saskatoon, SK S7K 5Y9  
O: 306.343.0019  
[eric.anderson@simsa.ca](mailto:eric.anderson@simsa.ca)  
[www.simsa.ca](http://www.simsa.ca)