

Executive Director's Message

October 1, 2020

Welcome to SIMSA's first newsletter. I know you already receive a lot of emails from me, so this letter will be devoted to (1) what is actually "new" or "news," (2) providing background or explanations, and (3) reinforcing key items. So, here we go

SIMSA is running two media campaigns; one is on the Saskatchewan Supplier Database, while the other is on "shop local" when it comes to economic stimulus spending.

SIMSA received almost \$300,000 from Western Economic Diversification, which must be matched by SIMSA, to market the database – it could not be spent on any other activity. Note this amount is greater than our total annual membership fees.

The database ads were created to accomplish several goals, not just market the database. The goals are to:

1. Brand SIMSA members as experts
2. Promote breadth of the Saskatchewan supply chain
3. Promote SIMSA itself
4. Demonstrate our alliance and work with industry leading companies such as BHP, Husky, Mosaic, Nutrien, TC Energy, etc.
5. Promote the use of the database

The social media portion of this campaign across Canada, the USA, and South America has generated so far:

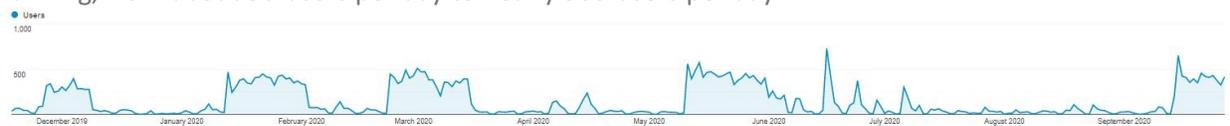
1. People reached
 - i) 353,920 persons reached by media campaign
 - ii) 5,453,571 impressions
2. Traffic to the SIMSA website
 - i) 101,485 clicks through to SIMSA's website
 - ii) 8,706 new users to the SIMSA website

The database campaign is also promoting SIMSA members as solution providers in publications such as CIM, Northern Prospector, Northern Miner, and Pipeline News.

Part of this same funding allowed us to create the PwC study, which revealed that there is four times greater economic impact from buying local versus out-of-province. We then promoted the results widely.

As a result, the database now has 61 resource companies (many with multiple users) who have requested and are using login credentials to source SIMSA members as suppliers.

And as another result, traffic to the SIMSA website increases by "10-times" when the campaign is running, from about 50-users per day to nearly 500-users per day.



And, if you are wondering about our success into other countries, from November 2019 through April 2020, the following were the top nine countries as users of the SIMSA website:

Country	Unique Users	% of all users
Canada	11,018	57.12
Mexico	3,696	19.17
United States	1,921	9.96
Brazil	1,820	9.44
Chile	175	0.91
Peru	150	0.78
India	76	0.39
Argentina	56	0.29
Saudi Arabia	27	0.14

In addition to the above ongoing campaign on our database, we have begun a Saskatchewan media campaign on “shop local”, as part of a larger membership drive, with four goals:

1. To see economic stimulus spending stick to Saskatchewan suppliers and thus our economy
2. To make it clear that SIMSA is the Association that represents Saskatchewan suppliers only and we are not conflicted in this. The reason for this? This issue has been clearly seen at some recent government conversations, when an Association with Saskatchewan in its name was trying to open the door for out-of-province suppliers.
3. To show that the economic impact on our province is four times greater when spending is done locally.
4. To show the value of SIMSA.

This campaign consists of half-page newspaper print ads, newspaper website banner ads, and radio spots during Gormley. All of the ads point back to this letter, which can be found here -

<https://simsa.ca/news/open-letter-from-simsa/>

With the support of Next Generation Manufacturing Canada (NGen), SIMSA is creating a new, digital platform, SIMSA Digital, that will allow members and members’ clients to continue to do business together by digitizing current practices and developing new partnerships and business opportunities. The new platform also gives members the ability to attract foreign investment and buyers, and opens opportunities for collaboration, innovation, IP development and cross-channel selling, both domestically and internationally. See press release [here](#).

Members’ News

[Nanoprecise RotationLF Industrial IoT Sensor Detects Failing Gearbox](#)

[Team Power Solutions signs partnership agreements with Phoenix Contact, Rockwell Automation, and Schneider Electric](#)

[Team Power Solutions offers Online Instructor-led Safety Training in October](#)

[Northern Strands Wins Safety Award](#)

[Northern Strands’ Engineers Offer Fall Protection Design Advice](#)

[Fortis Fabricates Torpedo Counterweights for International Customer](#)

[Standard Machine performs Gearbox Repair](#)

[Custom Machining by Standard Machine](#)

[Government of Saskatchewan partners with JNE Welding to develop a new sign delivery program](#)

Advocacy

Saskatchewan Workers' Compensation Board

In a landmark event on September 22, SIMSA members were able to hear directly from WCB Saskatchewan's CEO Phil Germain and ask questions. Prior to the event, SIMSA collected members' queries regarding SK WCB and submitted questions to them. Phil Germain presented his answers in a virtual meeting to SIMSA members – "a plan for change". He also addressed additional submitted questions at the conclusion of his virtual presentation. His answers addressed each question's root cause, with a special focus on improved transparency, timelines, and communications. His answers reflect the positive substantive cultural shift within WCB.

Nutrien Advisory Panel

The SIMSA/Nutrien Panel met on July 14, 2020 and will again on November 14. The feedback and information sharing we received during and after the meeting were significant. We have seen proof of our concerns and comments, already having been shared and steps made within Nutrien. The meeting was a great success and we look forward to future meetings.

The key topics discussed were:

- The amount of engineering on Nutrien projects completed in Saskatchewan vs. out-of-province, tracking this, and a proposed plan going forward
- Deferred business/contracts due to COVID-19
- The use of local suppliers by OEMs and EPCMs
- Methods for tracking economic impact and Aboriginal content

We inquired about them categorizing an engineering spend as local, even though the engineering was being done in other offices of the multi-national companies. We also asked them to provide a breakdown of hours spent by local engineers versus non-Saskatchewan based engineers on their projects, and to add this as a criterion in their bids and then track it for their projects. They presented the data and have said that it is a metric that they are willing to add.

For the good of SIMSA as an organization, we need to tread carefully to not cross a line where Nutrien will stop sharing this information with SIMSA; with Government we can be more forceful as we are their shareholders, we are not with Nutrien.

Saskatchewan Government Procurement Policy

SIMSA, in its communication with the Saskatchewan Government has been deeply involved in the creation of a new government procurement policy for ministries, agencies and crowns. These revisions of government procurement emphasize "best value" and "community benefits" of procurement with a special focus on "buy local". The objective is to have Government's economic stimulus spending stay in Saskatchewan.

During the communication process, SIMSA reminded Government that SIMSA represents the voice of Saskatchewan suppliers – and only Saskatchewan suppliers – our members can help keep that stimulus money and its impact close to home.

Sector News

[Rio completes summer exploration at Janice Lake](#)

[BHP to decide fate of Jansen potash mine by mid-2021](#)

[SaskPower is looking into the potential to add Small Modular Reactors \(SMRs\) into our supply mix by the early 2030s](#)

[Rio Tinto and Star Diamond recover 6.28 carat stone in bulk sample](#)

[SIMSA and The Government of Saskatchewan launched the Accelerated Site Closure Program \(ASCP\) to utilize \\$400 million in federal funding for the abandonment and reclamation of inactive oil and gas wells and facilities.](#)

[Cameco to restart Cigar Lake in September](#)

[Orano Restarting McClean Lake this fall](#)

Other SIMSA Activities

How is SIMSA communicating with membership during these uncertain times?

During the COVID-19 lock-down from March to August, SIMSA reached out to membership in a variety of ways:

- SIMSA sent over 200 emails to members updating them on our initiatives, market news, policy changes, and soliciting member feedback, averaging 10 items per week.
- SIMSA staff personally called every SIMSA member twice and large members three times, to gather information on “how they are doing” and “what do they need”.
- SIMSA polled members twice to document the effects of COVID-19 on their business.
- SIMSA solicited questions for events with SaskPower and Nutrien, then provided the companies’ answers.
- SIMSA repeatedly asked members - through dozens of emails - “What do you need or need to know.”

Member Survey

- SIMSA conducted a survey of its membership for funding, lobbying initiatives and to calibrate the financial and staffing impacts of the COVID-19 pandemic. As many questions are the same, comparisons can be made between the SIMSA 2017 and 2018 surveys. Trends occurring with suppliers’ businesses over time can be elucidated. Results will be compiled in time for the next SIMSA newsletter.

Upcoming Events

- Five events on virtual marketing/selling
 - Virtual Tradeshow 101 – Part 1, October 7
 - Virtual Tradeshow 101 – Part 2, October 15
 - How to set-up a booth and participate in a virtual tradeshow built on the SwapCard platform
 - How to sell using social media in a virtual world (with Mark Raffan) - November
 - How to negotiate in a virtual world (with Mark Raffan) - November.
- ESG and carbon reduction event with Nutrien and others, October 21.
- Highways Procurement Information event, November 10.
- A procurement session with a CAMSC corporate company or companies (this is the same group that brought us Boeing and Cummins).

Eric Anderson

EXECUTIVE DIRECTOR

eric.anderson@simsa.ca

Julia Ewing

BUSINESS DEVELOPMENT

julia.ewing@simsa.ca

Keri Beebe

*ADMINISTRATOR &
EVENTS COORDINATOR*

keri.beebe@simsa.ca



WWW.SIMSA.CA