

December 15th, 2017

SIMSA STC PCS – a landmark event

The “landmark event” - SIMSA STC PotashCorp Business Forum; Growing Together – saw the supply chain sit with the economic development arm of the 7 Saskatoon Tribal Council First Nations, and PotashCorp to discuss business opportunities. Never before had such a gathering occurred and it will likely become a model for future events across the country.

On December 15th 2017 in Saskatoon, the membership of the Saskatchewan Industrial Suppliers Association ([SIMSA](#)), The Saskatoon Tribal Council ([STC](#)), and PotashCorp ([PCS](#)), spent the day learning of STC’s membership’s economic opportunities and desires, PCS’ procurement plans and opportunities, and spent time in discussions.



SIMSA members, STC persons, and PotashCorp employees gather for a landmark event.

To make the event productive, prior to the event, each of the of the 7 STC First Nations’ Economic Development persons completed a short business spreadsheet on land and business opportunities they are looking for (investments, partnerships, JVs, sectors, types, etc.). These were then submitted to registered attendees prior to the event and made available on thumb drives at the event (along with all of the presentations and contact information).



Welcome by Saskatoon Tribal Council Chief Mark Arcand

At the event, the above STC persons (Chiefs, counselors and economic development persons) were identified in the first session while they presented on their individual bands. This was then followed by a networking session at their display/tradeshow booth in the

back of the room. As such, SIMSA members and PCS persons knew “which First Nation is looking for what kind of business” and were able to meet them throughout the day.

To facilitate better dialogue, the 18 PotashCorp staff in attendance (Executives, procurement staff, and relations staff) and STC’s lead persons, were assigned individual seats at individual tables around the room – SIMSA members were able to choose their table upon arrival on a first come first serve basis.

The lunch keynote was by PotashCorp’s Mark Fracchia (President of Potash) and Tim Herrod (VP of Procurement, Potash), and featured an update and answers to questions previously submitted by SIMSA and STC members. The question and answer session focused on the merger with Agrium.



Mark Fracchia addresses the attendees



Mark Fracchia and Tim Herrod are presented gifts by the 2 STC youth whom introduced them at the event.

Of special note was the attendance of STC youth business group members, who served as ushers, were seated at assigned tables (like the Chiefs, PCS persons, and EDOs), operated their own trade show booths, and introduced various speakers through the day. All net revenues from the event will go towards funding their programming.



STC youth, SIMSA members, STC persons, and PotashCorp staff seated together



STC youth introduces PotashCorp's Leanne Bellegarde

This was the first of a series of “Business Forums” to be held between SIMSA and the various Saskatchewan Tribal Councils. For an event to occur, a Tribal Council must bring a resource sector partner (such as PotashCorp) as well as a youth advocacy component, at a time frame acceptable to SIMSA and the resource sector partner.

Attending from PotashCorp were:

- Mark Fracchia
- Tim Herrod
- Milton Greyeyes
- Leanne Bellegarde
- Jace Lerat
- Chris Chorin
- Scott Eaton
- Les Frehlich
- Shannon Manton
- Dale Strangeland
- Jaimie Zerbin
- Josh Dodd
- Lisa Mooney
- Jason Belanger

- Leon Boehm
- Rob Jackson
- Michael Tomtene
- Lori Doiron

Agenda for the day:

- 8:00 am – Registration and Coffee
- 8:30 am – Opening remarks
 - Welcome by Saskatoon Tribal Council Chief Mark Arcand
 - Welcome by SIMSA’s Executive Director Eric Anderson
- 8:50 am – Update on PotashCorp’s Playbook by Leanne Bellegarde
- 9:30 am – Introductions of Economic Development persons and Chiefs from each of the 7 STC First Nations (part 1)
- 11:15 am – Networking and STC Displays
- Noon – Lunch
- 12:30 pm – Keynote and SIMSA/STC Questions Answered by PotashCorp’s Mark Fracchia (President of Potash) and Tim Herrod (VP of Procurement, Potash)
- 2:00 pm – Introductions of Economic Development persons and Chiefs from each of the 7 STC First Nations (part 2)
- 3:00 pm – Closing Remarks
- 3:15 pm – Networking and STC Displays
- 5:00 pm – Close

Eric Anderson, SIMSA’s Executive Director, stated that “the event saw a discussion leading to better business and lives in Saskatchewan.”

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About the Saskatchewan Industrial and Mining Suppliers Association (SIMSA):



Saskatchewan Industrial & Mining
Suppliers Association Inc

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 of approximately 150 companies, represents well-over \$13-billion in annual revenues with the province. SIMSA’s mandate is to represent the interests and concerns of Saskatchewan industrial equipment and service suppliers, through promotion of its members and the creation of partnerships with industry and other associations.

For more information, contact:

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