

## OF NOTE



### Just holding it in

Half of Utahns say they suffered from “quiet stress” in 2020, according to a survey by American Addiction Centers. Some widely known symptoms of stress are visible outbursts, shouting, swearing and anger. By comparison, “quiet stress” can cause an individual to underreact and not speak up about how they feel. Wyoming and Hawaii had the highest figures, 75 percent, while West Virginia had the lowest, 20 percent.

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A quiet railroad spur sits near where officials envision the Utah Inland Port will be developed. Although Salt Lake City's Northwest Quadrant will be the port's base of operations, developers expect a system of satellite ports throughout the state.

## Excitement growing over rural Utah's inclusion in Inland Port

**Brice Wallace**  
*The Enterprise*

It sounds like a children's riddle.

What is not a location but is instead a system? What do people envision as a single place but will instead be statewide? What has a starting point but no end?

The answer is Utah's Inland Port.

But whatever it becomes and whenever it is developed, it appears to certainly be welcome in rural Utah. During a recent Utah Inland Port Authority meeting that took place online, several representatives from rural parts of the state praised the idea of satellite ports and expressed a willingness to be part of the improved sys-

tem for moving goods through, into and out of Utah.

“We couldn't be more excited about anything. Maybe the biggest thing that can happen to Southern Utah would be the inland port,” Frank Nichols, a Cedar City-based developer, said during the meeting.

“It's just much bigger than most people can even dream. What we're doing is we're putting an interchange on the world. ... If it happens, then we're connected to the world in a better way than ever. ... The world will find us. It will find all these ports. I'm just ecstatic about it.”

While much of the public's focus —

**see PORT page 14**

## Pluralsight sells for \$3.5 billion

Pluralsight Inc., a technology workforce development company headquartered in Draper, has agreed to be acquired by Vista Equity Partners of Austin, Texas. Vista is a leading global investment firm focused on enterprise software, data and technology-enabled businesses with additional offices in Chicago; New York; San Francisco; and Oakland, California.

Under the terms of the agreement, Vista, in partnership with its institutional co-investors, will acquire all outstanding shares

of Pluralsight common stock for \$20.26 per share in an all-cash transaction valued at approximately \$3.5 billion. The purchase price represents a premium of approximately 25 percent to the company's volume-weighted average closing stock price for the 30 trading days prior to the announcement.

Established in 2014, Pluralsight has over 1,700 employees. The company pro-

**see PLURALSIGHT page 13**

## Jobless rate up a little, but job creation strong

As the pandemic rages in Utah, the state's unemployment rate responded with a slight uptick in November. The jobless rate went up to 4.3 percent from October's 4.1 percent, according to numbers released by the Utah Department of Workforce Services (DWS).

The national unemployment rate dropped from 6.9 percent in October to 6.7 percent in November.

“Utah's job market continues to incrementally improve with thousands of job openings in multiple industries,” said Mark Knold, chief economist at DWS. “Utah's economy has shown itself to be one of the nation's best in re-employing workers. While the pace of job improvement has slowed in the last few months, we anticipate continued job gains amidst this moderating trend as the economy moves through the winter months.”

DWS reported that Utah's nonfarm payroll employment for November was 0.2 percent lower than November of last year, with 2,800 fewer jobs. Utah's current employment level stands at 1,590,100.

Following the release of the November employment numbers for Utah, the U.S. Bureau of Labor Statistics data shows Utah is ranked No. 2 for total job growth in the U.S. at minus-0.2 percent. In addition, Utah is ranked No. 2 for private-sector job growth at minus-0.1 percent. Idaho leads in both categories. Utah's 4.3 percent unemployment rate ranks it sixth-best in the nation behind Nebraska (3.1 percent), Vermont (3.1 percent), South Dakota (3.5 percent), Iowa (3.6 percent) and New Hampshire (3.8 percent).

Half of Utah's 10 private-sector major industry groups posted net year-over-year job gains, including trade, transportation and utilities (10,700 jobs); construction (5,200 jobs); financial activities (4,000 jobs); manufacturing (3,700 jobs); and other services (2,200 jobs). Five industry groups remain with year-over employment declines, including leisure and hospitality services, professional and business services, information, education and health services and mining.



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## COVID-19 AND UTAH - NEWS AFFECTING YOUR BUSINESS & YOUR EMPLOYEES

### Federal unemployment benefits extended into the 1st quarter 2021

Utahns currently receiving unemployment benefits through federal programs funded by the CARES Act may be eligible for extended weeks of benefits. Previously slated for a Dec. 26 end date, Congress has extended these federal unemployment programs through March 13, 2021.

The state of Utah currently administers two federal unemployment programs created under the CARES Act that have been extended as follows:

- **Pandemic Unemployment Assistance.** Provides up to 39 weeks of federal unemployment benefits to individuals not otherwise eligible for state unemployment and who are unable to work due to COVID-19, including the self-employed and gig workers. This program has been extended to eligible individuals for up to 50 weeks or until the program expires on March 13, 2021.

- **Pandemic Emergency Unemployment Compensation.** Provides an additional 13 weeks of federal emergency unemployment benefits for individuals who remain unemployed after they have exhausted their state unemployment benefits. This program has been extended to eligible individuals for up to 24 weeks or until the program expires on March 13, 2021.

A third federal unemployment program will also be reinstated. The **Federal Pandemic Unemployment Compensation program** provides a weekly stimulus unemployment benefit of \$300 to eligible claimants for up to 11 weeks beginning with the week ending Jan. 2 (paid out the following week of Jan. 3-9) until the program expires on March 13, 2021. The extension of these temporary federal benefits ... will be a great help to those who remain unemployed during this difficult pandemic," said Kevin Burt, unemployment insurance division director for the Utah Department of Workforce Services.

### UofU study finds COVID-19 virus lives longer in colder conditions

With the arrival of winter, public health officials are asking how the seasonal shift will impact the spread of SARS-CoV-2, the virus that causes COVID-19. A new study from scientists at the University of Utah may provide an answer.

The study tested how temperatures and humidity affect the structure of individual SARS-Cov-2 virus-like particles on surfaces. Scientists found that just moderate temperature increases broke down the virus' structure, while humidity had very little impact. In order to remain infectious, the SARS-Cov-2 membrane needs a specific web of proteins arranged in a particular order. When that structure falls apart, it becomes less infectious. The findings suggest that as temperatures begin to drop, particles on surfaces will remain infectious longer.

"You would expect that temperature makes a huge difference, and that's what we saw to the point where the packaging of the virus was completely destroyed by even moderate temperature increases," said Michael Vershinin, assistant professor at the UofU and co-senior author of the paper. "What's surprising is how little heat was needed to break them down — surfaces that are warm to the touch, but not hot. The packaging of this virus is very sensitive to temperature."

The paper was published online on Nov. 28, in the journal *Biochemical Biophysical Research Communications*. The team also published a separate paper on Dec. 14 in *Scientific Reports* describing their method for making the individual particle packaging. The virus-like particles are empty shells made from the same lipids and three types of proteins as are on an active SARS-Cov-2 viruses, but without the RNA that causes infections.

This new method allows scientists to experiment with the virus without risking an outbreak.

The SARS-CoV-2 is commonly spread by exhaling sharply, (e.g., sneezing or coughing), which ejects droplets of tiny aerosols from the lungs. These mucus droplets have a high surface-to-volume ratio and dry out quickly, so both wet and dry virus particles come into contact with a surface or travel directly into a new host. The researchers mimicked these conditions in their experiments. Tested on glass surfaces, scientists elevated the temperature to about 93 degrees F for 30 minutes, which degraded the outer structure. The effect was stronger on the dry particles than on the liquid-protected ones. In contrast, surfaces at about 71 degrees F caused little to no damage, suggesting that particles in room temperature conditions or outside in cooler weather will remain infectious longer.

"When it comes to fighting the spread of this virus, you kind of have to fight every particle individually. And so you need to understand what makes each individual particle degrade," Vershinin said. "People are also working on vaccines and are trying to understand how the virus is recognized. All of these questions are single-particle questions. And if you understand that, then that enables you to fight a hoard of them."

### AAA: At least 75 percent of Utahns stayed home during recent holidays

Due to public health concerns, AAA Utah reported that the vast majority of the general public decided to stay home over the year-end holidays. AAA estimates that at least 34 million fewer people traveled compared to last year's holiday season, while the estimated 84.5 million people who did travel from Dec. 23 through Jan. 3 was down at least 29 percent from last year.

"With COVID19 cases steadily increasing [in December], the expected continued rise prompted some would-be travelers to not follow through with travel plans," said Aldo Vazquez, AAA Utah spokesperson.

This estimate is in line with Thanksgiving travel trends. AAA said up to 50 million people travelled for the Thanksgiving holiday, which would have been a decline of 10 percent from 2019. While final Thanksgiving travel numbers are not yet available, AAA expects the drop to be closer to 15-20 percent.

The Centers for Disease Control urged the public not to travel for the year-end holidays, warning that travel increases the chance of getting and spreading COVID-19.

The majority of those who decided to travel did so by car, with road trips accounting for 96 percent of holiday travel. Up to 81 million travelers went by car, a decline of at least 25 percent compared to last year. Air travel dropped by 60 percent, seeing 4.1 million fewer travelers packing into airports than last year. All other modes of transportation saw a drop in travel of 87 percent.

### Co-Diagnostics designs test to find new mutations in COVID-19 virus

Co-Diagnostics Inc., a Salt Lake City molecular diagnostics company, reported that it has completed principal design work for a polymerase chain reaction test that would allow researchers to identify certain mutations in a newly detected variant of the COVID-19 SARS-CoV-2 virus known as VUI 202012/01.

The new coronavirus strain comprises several mutations that have shown up in the U.K. and may be more contagious than its predecessors.

Dwight Egan, CEO of Co-Diagnostics, said "One of the most important advantages of our CoPrimer platform is its ability to reliably and accurately differentiate between similar genetic sequences, in order to reduce

the likelihood of a false positive diagnosis. The multiplexing capabilities of our CoPrimer platform go hand-in-glove with the technology's applications in detecting small genetic variations in a given gene. As we have demonstrated earlier on during this pandemic, our technology also facilitates rapid test development that we believe could help get testing solutions on the ground quickly as impactful mutations are identified."

Co-Diagnostics also confirmed that the genetic mutations in the new variant are not believed to interfere with the performance of the company's existing line of COVID-19 diagnostics, and that any new test developed for this mutation would be a separate product, distinct from the company's other tests.

### COVID-19 impact scholarships go to four university students in Utah

Four Utah university students have been awarded grants from the Wells Fargo Student Impact Scholarship program. The scholarship fund delivered \$5,000 to 200 recipients nationwide who have been impacted financially by COVID-19 and, in spite of their own challenges, made a positive impact in their community in 2020, the banking company said.

"The pandemic has had a devastating impact across all facets of life and the economy, including universities and students," said Tony Timmons, public affairs director for Wells Fargo in Utah. "I am proud to announce that there are four recipients of this scholarship in Utah. This scholarship spotlights the outstanding efforts of students at the University of Utah, Utah State University and Utah Valley University."

Scholarship recipients are Nichole Butler and Michael Herron at Utah State University, Yuna Jensen at the University of Utah and Kristyn Rhoton at Utah Valley University.

In addition to recognizing those who have made an impact in their community, the scholarships aim to help students who unexpectedly need financial assistance because of the pandemic, particularly underrepresented students who have been disproportionately affected, Timmons said. The program also pairs each student with a Wells Fargo mentor to help guide them through their educational journey and beyond, once they leave the classroom.

### Smith's stores to become locations for access to COVID-19 vaccinations

The Kroger Co, the parent company to Smith's Food & Drug Stores, has announced that it will partner with state health departments and the federal government to provide access to the FDA-authorized COVID-19 vaccine locally and across the nation, aligned with the federal roll-out plan.

Kroger's widespread presence in local communities gives the grocery stores the unique ability to efficiently administer the vaccine to a large portion of the population, according to company officials.

"At Smith's we are committed to helping people live healthier lives. We have been diligent in doing our part in the community to stop the spread of the virus, including partnering with city and county health departments to provide vaccinations in addition to free drive-through COVID-19 testing," said Aubriana Martindale, Smith's corporate affairs manager.

Recently, Smith's became the nation's first retailer to offer rapid antibody tests to customers in all Smith's pharmacies for just \$25. Rapid antibody testing helps inform patients if they previously have been infected with SARS-CoV-2, the virus that causes COVID-19, and results are typically ready in around 15 minutes.



# Board selects developer for The Point, invites public contributions

**Brice Wallace**

*The Enterprise*

A master plan for The Point is a half-year away from reality, and the public will have the chance to contribute during its creation.

The Point of the Mountain State Land Authority has selected Skidmore, Owings & Merrill (SOM) as the lead planning firm to develop the plan for the area, a 600-acre state-owned property currently housing the Utah State Prison in Draper. It is viewed as a focal point for possible devel-

opment of 20,000 acres on the Salt Lake/Utah county line after the prison relocates to a site near the Salt Lake City International Airport.

The authority said the public will have multiple opportunities to be involved in the master planning process. Work to create the plan will be divided into five main stages: identify opportunities and constraints, develop alternatives, refine the preferred alternative, refine the master plan and finalize the master plan.

"We are deeply committed to a highly collaborative approach that meaningfully involves the public in the process to create the master plan," said Lowry Snow, a state representative and co-chair of The Point of the Mountain State Land Authority. "Given the generational significance of what happens at The Point, this is a pivotal moment for Utahns to shape the future for their children and

grandchildren. We are confident that we have selected the right team to make that happen."

Skidmore, Owings & Merrill is a global collective of architects, designers, engineers and planners. Its selection by the authority came after a competitive process to solicit proposals from internationally recognized planning firms.

"SOM and its subconsultants possess the expertise to support The Point's delivery of an iconic community intended to stimulate economic development, preserve the natural environment, improve air quality and enhance Utahns' quality of life," said Alan Matheson, executive director of The Point. "The depth and breadth of their planning portfolio is a testament to their capabilities. Their global experience coupled with their strong Utah connections makes them the perfect fit for the job."

A dozen firms initially pro-

posed on the project, and The Point's selection committee narrowed the field to three finalists: SOM, AECOM and Perkins+Will. To guide their concepts, the authority provided each firm with the results of the recent statewide survey conducted by The Point, as well as a report written by The Point's five working groups.

Key survey findings showed Utahns want parks, open space and trails on the site, with an approach to sustainable development that will improve air quality and enhance quality of life. The working group report outlined six key vision elements that will be used to inform the creation of the master plan: vibrant community, multimodal transportation, economic growth, innovation, sustainability and collaboration.

"We were inspired when we received the community survey results and the impressive working group reports," said Carrie

Byles, a partner at SOM. "It is evident that Utahns have been seriously considering the issues of environmental and social sustainability, and the conditions that allow innovation and businesses to thrive. It is this caliber of thought leadership and community support that can make the master plan happen and SOM could not be more honored to be part of it."

"SOM is honored to work with state and local officials on this once-in-a-generation strategic initiative to prototype a new kind of sustainable innovation community that showcases a breathtaking natural setting and resonates authentically with Utah's unique future-focused spirit," said Doug Voigt, a SOM partner. "We envision a collection of distinctive and compact transit-connected neighborhoods where everything a person needs is within a 15-minute walk. This will be a locally loved and globally respected place with an environmentally attuned lifestyle that attracts world-class talent and leading companies."

Details about The Point are at [www.thepointutah.org](http://www.thepointutah.org).

## COVID-19 Updates

The following are events that have been included in The Enterprise Calendar listings and subsequently have been postponed or canceled, or have been removed from the organizers' website calendars. This is not a complete list of postponements or cancellations. Check with organizers to determine if their events will take place.

### POSTPONEMENTS

**Business After Hours**, a Salt Lake Chamber event, originally scheduled for March 19 and later rescheduled for Sept. 17 at the Utah Museum of Contemporary Art in Salt Lake City, has been rescheduled for spring 2021.

**"We Are Utah" Manufacturers Expo**, a Utah Manufacturers Association event scheduled for Sept. 23, 1-8 p.m., at Mountain America Expo Center in Sandy, has been postponed until March 2021.

**Business to Business Expo**, a Davis Chamber of Commerce event originally scheduled for Aug. 27 at the Davis Conference Center in Layton, has been postponed until April 2021.

**The South Salt Lake Chamber Annual Celebration**, originally scheduled for Sept. 2 at the Maverik Center in West Valley City, has been postponed to a date to be announced.

**South Jordan Business and Entrepreneurial Summit and Expo**, a South Jordan Chamber of Commerce event originally scheduled for April 29 and later rescheduled for Sept. 10 at the Karen Gail Miller Conference Center in Sandy, has been postponed until a date to be determined.

**Utah Veteran Business Conference 2020**, a Utah Veteran Owned Business Partnership event originally scheduled for May 8 at Salt Lake Community College's Miller Campus in Sandy, has been postponed until a date to be determined.

## FEMA grants SLC \$3.7M for seismic retrofitting

The Federal Emergency Management Administration has announced an award of more than \$3.7 million to Salt Lake City. The funds are the federal cost share for the "Fix the Bricks" mitigation project to address the threat of structural collapse of residential unreinforced masonry (URM) structures during an earthquake event.

The project funds the seismic retrofitting of 216 residential

URM structures, including seismic wall-to-roof retrofits, bracing of URM chimneys, and marketing efforts to inform the general public about the project. This project will reduce the likelihood of structural collapse and allow occupants to escape, thereby reducing injury and loss of life, the agency said.

FEMA is providing a 75 percent federal cost share for the \$5 million project. Funding is pro-

vided through FEMA's Pre-Disaster Mitigation Grant Program, which is designed to assist states, U.S. territories, federally recognized tribes, and local communities in implementing a sustained pre-disaster natural hazard mitigation program. The goal is to reduce overall risk to the population and structures from future hazard events, while also reducing reliance on federal funding in future disasters.



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## Salt Lakers still like to go downtown

While downtown Salt Lake City businesses have a smaller customer base due to COVID-19, a recent survey indicates that Utahns nonetheless retain strong interest in the arts, entertainment and dining experiences there.

The annual benchmark survey, conducted by the Downtown Alliance in partnership with Lighthouse Research, shows that the pandemic has reduced downtown visitation in key sectors such as workforce, entertainment and tourism, but interest in downtown arts and entertainment remains above average or at an all-time high. One in five respondents said they would consider living downtown, citing the proximity of downtown entertainment amenities and work.

The alliance described the current situation as a “pandemic pause.” Event and performance venues are inactive and business travel and leisure tourism are below 30 percent of the normal volume.

The traditional downtown customer base of workers, event patrons and business travelers is absent — just one-fourth of downtown office workers are working from their downtown offices — so businesses are turning to regional diners and shoppers. About 90 percent of downtown merchants are open for business and more than 140 restaurants and bars are offering dine-in and take-out services.

“Downtown retailers and restaurants have suffered disproportionately in the pandemic as

office workers and visitors have stayed home and event venues have been closed,” said Derek Miller, president and CEO of the Salt Lake Chamber and Downtown Alliance. “These businesses have demonstrated creativity and grit in adapting to welcome customers safely.”

The survey showed that, on average, respondents visited downtown three times for dining, twice for shopping and entertainment, and once for religious activities during the past six months.

Looking forward, most respondents — 55 percent — expect to visit downtown at about the same frequency as in the past. Twenty-one percent said they expected to visit downtown more often in the next 12 months and 22 percent expect to visit less.

Among other survey results, the biggest motivators for visiting downtown are performances, concerts and special events, and Utahns also cited the appeal of downtown shopping and dining as reasons they come downtown; the biggest driver for those who would consider living downtown is the proximity to city amenities such as entertainment venues, bars and restaurants, and additional affordable housing would encourage more urban dwellers. While nearly one-fourth of respondents said that traffic was a deterrent to visiting downtown, that was down from 36 percent in 2019.

The survey results are available at <https://www.dropbox.com/s/546d1v4b1uoxlm5/2020%20DTA%20Survey.pdf?dl=0>.

## CleanSpark to acquire bitcoin mining co. ATL Data Centers

CleanSpark Inc., a Salt Lake City-based software and energy controls technology company, has agreed to acquire ATL Data Centers LLC of College Park, Georgia, for up to \$19.4 million in shares of the company's common stock. ATL provides traditional data center services plus bit mining, cloud services and managed mobile data storage capabilities.

The purchase represents the first strategic acquisition as part of a larger growth plan following CleanSpark's recent receipt of a \$40 million investment, the company said. “ATL creates a unique business opportunity as a full-scale, profitable demonstration facility for the company,” a CleanSpark release said. Ul-

timately, CleanSpark envisions the facility will feature a real-time web-based view of power and dollar savings generated by CleanSpark's technology, offering clients a unique opportunity to see demonstrated savings in a real-world, power-intensive application.

“As part of our strategic acquisition initiative, we identified energy-intensive companies facing the greatest amount of exposure to high power costs and resiliency risk,” said Zachary Bradford, CleanSpark's CEO. “Our prior experience in the digital currency mining industry provided insight into how proper energy management was crucial to successful and profitable mining operations.”

## Fortis Solutions Group acquires Orem printer Kala Packaging

Fortis Solutions Group LLC, a Virginia Beach, Virginia, printing company, has acquired Orem-based Kala Packaging, a producer of pressure-sensitive labels and flexible packaging. Fortis is a portfolio company of Main Post Partners of San Francisco.


Kala Packaging offers variable content printing, anti-counterfeit and security solutions and food safe flexible packaging, including food pouches. Kala serves the food and beverage, health and beauty and nutraceutical end-markets. Established in 2002, the company employs about 80 people.

“While technology has always been an important characteristic of our ethos, supporting our customers as a vital extension of their operation is a foundation-

al principle at Kala,” said Kala president and CEO Maui Chai. “Fortis understands the importance of these relationships and will persist in the continual removal of industry barriers that our customers have enjoyed with Kala over the past 18 years. The comprehensive abilities Fortis flows into this partnership complements Kala's capability inimitably.”

“With its fleet of digital presses and top-tier flexographic printing technology, Maui Chai and the Kala team have established a national presence in the quick-turn labels and flexible-packaging markets,” said John O. Wynne Jr., Fortis president and CEO. “We are fortunate to join forces with such an outstanding team and are excited to further the value-added offerings we provide.”

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# Sportsman's Warehouse bought by parent company of Cabela's, Bass Pro Shops

Utah's Sportsman's Warehouse is now part of the Great American Outdoors Group, parent company of Bass Pro Shops, Cabela's, White River Marine Group and a collection of nature-based resorts. The Great American Outdoors Group will remain a private company with a long-term view to do what is best for its customers, team members and conservation initiatives, it said.

Sportsman's Warehouse shares turned sharply higher just before Christmas after the outdoor sporting goods retailer agreed to be bought for \$785 million in cash. Great American will pay \$18 a share for Sportsman's Warehouse, a 42 percent premium from its mid-December close. Despite its growth, Great American said it will remain a private company.

"Both entities share a passion with their customers for fishing, camping, hunting, boating and other outdoor activities," Great American said in a release. The company said the driving force behind the partnership is the two companies' similar histories and highly complementary business philosophies and geographic footprints.

"Likewise, both are highly acclaimed retailers with well-deserved reputations for a broad offering of outstanding brand name and proprietary products, superior customer service, deeply knowledgeable team members and an unwavering passion for conservation. Uniting together represents an unprecedented 'win-win' opportunity for outdoor enthusiasts," the statement said.

"We are excited to be join-

ing the Great American Outdoors Group. This merger brings together the greatest brands in the outdoor industry," said Sportsman's Warehouse CEO Jon Barker. "As we look to the future, the combined entities provide our passionate associates with greater opportunities to serve the outdoor enthusiast. I couldn't be more proud of the nearly 8,000 Sportsman's Warehouse associates and their success in building our brand over the last 33 years. We look forward to a smooth transition and building our partnership."

"Today is a happy day for our companies, outdoor enthusiasts and for the cause of conserva-

tion," said Bass Pro Shops founder and Great American Outdoors Group leader Johnny Morris. "As outdoor sports specialists with unwavering dedication to people who fish, hunt and enjoy the outdoors, we greatly admire the passionate team at Sportsman's Warehouse for their commitment to their customers and the sports we all love. By combining our best practices, our aim is to give our customers a best-of-the-best experience while further uniting them to support conservation."

"More than anything, the partnership will invite Sportsman's Warehouse employees and customers to become a part of some-

thing bigger — a legendary commitment to conservation," Morris added. "This unprecedented alliance is bringing together sportsmen and women to protect millions of acres of wildlife habitat every year, introduce thousands of kids and families to nature and achieve major legislative victories that advance the outdoors and all who love it.

Since its start in West Jordan over 30 years ago, Sportsman's Warehouse has grown to 112 stores in the western United States.

The entities will continue to operate independently until the transaction closes.

## Breeze to fund UVU program

Breeze Airways, an airline start-up set to fly next year, has partnered with Utah Valley University to create an innovative flight attendant training program. Breeze will hire qualified UVU students as flight attendants and will simultaneously provide them with a path to a college degree through the university.

According to program guidelines, qualified in-state, full-time, degree-seeking students at UVU will receive full tuition reimbursement and out-of-state students can receive up to \$6,000 per year. Participants must be accepted as full-time students and complete at least 30 credit hours per year to qualify. All university classes will be online.

"As we prepare the 'world's nicest airline' for launch in 2021, we're looking for student team members who will help us in that quest," said David Neeleman, Breeze Airways founder and CEO.

"Everyone wins through this partnership. Breeze hires outstanding student team members who receive real-world experience and a college degree."

Students must also be at least 20 years old, willing to relocate to bases where Breeze needs them, and work 15 days per month. They must be accepted to UVU before their initial training date with the airline. Other benefits include monthly salary, paid housing, transportation to and from the airport for work and one paid trip home per month.

"UVU is extremely pleased with the Breeze Airways partnership," said David McEntire, UVU's dean of the College of Health and Public Service, of which aviation is a part. "It is clearly a wonderful opportunity for our students and the airline. Our college and department leaders cannot express our gratitude enough for this innovative collaboration."



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# Clayton Christensen's greatest legacy wasn't in business management

The first anniversary of the passing of one of the most extraordinary business gurus of the past century is in just a few weeks. Most notably, Clayton Christensen developed the theory of "disruptive innovation," which he introduced in his 1997 book, *The Innovator's Dilemma*. He has received high praise throughout the world for his insights and ideas. *The Economist* magazine has called him "the most influential management thinker of his time."



**RICH TYSON**

As important as his work was in the realms of corporate strategy and business management, I believe his insights for living a fulfilling and worthwhile life transcend every other recognition he received.

As a prolific thinker and writer, Christensen penned several best-selling books. One that is often overlooked is what I deem to be his most important: *How Will You Measure Your Life?* He co-authored it with two colleagues, James Allworth and Karen Dillon. Among the volumes that bear Christensen's name, it is this one that, in my opinion, is his most significant contribution and legacy.

When it was published in 2012, the title of the book alone caused me deep reflection. Those thoughts merged with insights from author David Brooks, who introduced the idea of "resume

virtues" versus "eulogy virtues" in his book *The Road to Character*. Brooks states, "The resume virtues are the ones you list on your resume, the skills that you bring to the job market and that contribute to external success. The eulogy virtues are deeper. They're the virtues that get talked about at your funeral, the ones that exist at the core of your being — whether you are kind, brave, honest or faithful; what kind of relationships you formed."

The question "how will you measure your life?" leads us to consider both our resume and eulogy virtues, and perhaps the tradeoffs we might make in deciding how, exactly, we want to measure our lives.

In their book, Christensen and his co-authors pose three additional simple but deeply important questions that each of us should ponder:

- How can I be sure that I will be successful and happy in my career?
- How can I be sure that my relationships with my spouse, my children and my extended family and close friends become an enduring source of happiness?
- How can I be sure that I will live a life of integrity — and stay out of jail?

I love the incisiveness of these questions. They don't mince words. If we give them more than casual responses, they remind us

that, for each of us, life is a canvas upon which we each portray ourselves. We must each make the decisions that will paint a picture of a fulfilling and happy life on our own personal terms.

Christensen recognized some common and important themes for our consideration: career success; strong, caring and devoted relationships; and consistent and continuous integrity in our actions. His cautionary "stay out of jail" qualifier, while giving a hint to his native sense of humor, nevertheless reminds us of the counterfeits so prevalent in our pursuits of worldly success.

That said, he would be the last one to suggest that the world of business is inherently evil. He was the epitome of a man who recognized and utilized viable principles of business effectiveness and efficiency governed by deep principles of integrity, caring and compassion.

In my opinion, the principles in *How Will You Measure Your Life?* are the most important of the disruptive innovations that Clayton Christensen shared in his stellar career. They disrupt, in a very positive way, our headlong pursuit of resume virtues — and possibly even counterfeits to real success and happiness. They lead us to deeper consideration of our eulogy virtues.

I was privileged to have only a few conversations with Clayton Christensen. I know his closest friends simply called him Clay; I never got to know him well enough to be comfortable

addressing him that casually. But, while I may have been a bit awed by his reputation, he treated me with kindness and respect from the moment I first approached him. He listened to my ideas and responded with both frankness and encouragement. For all of Christensen's well-deserved accolades in the world of business, I can simply say his life must surely be measured as one of sincere

kindness, service to others and fulfillment of his own purpose as he defined it.

I only wish he could have stayed with us longer.

Richard Tyson is the founder, principal owner and president of CEObuilder, which provides forums for consulting and coaching to executives in small businesses.

## Boston Omaha Corp. to acquire Utah Broadband, plans expansion

Boston Omaha Corp. of Omaha, Nebraska, through its wholly owned subsidiary FIF Utah LLC, has entered into an agreement to acquire Utah Broadband LLC, a family-owned broadband fiber and fixed wireless Internet service provider based in Draper. Founded in 2002, Utah Broadband provides high-speed Internet services to over 10,000 customers throughout Salt Lake City, Park City, Ogden, Provo and surrounding communities.

The purchase price consists of \$21.6 million in cash and is-

suance of a 20 percent interest in FIF Utah, valued at \$5.4 million to Steve McGhie, current owner and CEO of Utah Broadband. The closing is anticipated to be completed, subject to the closing conditions, within the next 30 days.

McGhie will continue as CEO of the newly formed entity and will continue to guide Utah Broadband's next phase of growth, FIF Utah said. Boston Omaha said it intends to make significant additional capital investments to fund the company's planned fiber-to-the-home expansion.

## Mink with COVID-19 virus found in wild near Utah farm

The first known case of the novel coronavirus (COVID-19) in a non-captive wild animal has now been confirmed in Utah, according to an alert issued by the United States Department of Agriculture. A wild mink tested positive during screening of wildlife around fur farms with outbreaks, the alert said. The notification did not identify the location within the state where the mink was tested.

The strain of the virus in the wild mink is "indistinguishable" from that in infected mink on farms around the state, according to the National Veterinary Services Laboratory, the USDA division that conducted the tests.

In the U.S., coronavirus outbreaks have been documented at 16 mink farms in Utah, Wisconsin, Oregon and Michigan, with the most cases in Utah. But until now, no wild mink cases had been detected, despite ongoing testing of mink, raccoons, skunks and other animals around farms with infections.

This mink was trapped in the "immediate vicinity of one of the affected farms," said Utah state veterinarian Dean Taylor and was the only animal caught in the area to test positive.

"There is currently no evidence that SARS-CoV-2 is circulating or has been established in wild populations surrounding the infected mink farms," the USDA's Animal and Plant Health Inspection Service wrote in its alert, using the official name for the virus.

The virus has also been found in a number of captive wild animals, including lions, tigers, and snow leopards, as well as in domestic dogs and cats. Scientists have been racing to determine what other animals may be susceptible, paying particular attention to endangered species and those that may be able to pass it on to humans. Until now, however, no animals in the wild have been found to have it.

In December, Canada reported its first farmed mink outbreak, in Fraser Valley, British Columbia. And since this spring, millions of farmed mink have been killed to control the virus's spread across Europe, including in Denmark, the continent's largest mink pelt producer. The Netherlands recently announced that it has completed culling its 4 million mink and shut down its mink industry permanently.

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# Industry Briefs

Industry Briefs are provided as a free service to our readers. Company news information may be sent to [brice@slenterprise.com](mailto:brice@slenterprise.com). The submission deadline is one week before publication.

## BANKING

• **Bank of Utah**, Ogden, has hired **Ulises Fernandez** as branch manager for its full-service branch at 9320 S. State St., Sandy.



Ulises Fernandez



Teresa Thompson

Fernandez has more than 12 years of retail, regional and general management experience and was most recently employed as branch manager for U.S. Bank. Prior to that, he served as general manager for Precision Time. Fernandez succeeds long-time assistant vice president and branch manager **Teresa Thompson**, who is taking on a new position for the bank as assistant vice president and branch operation specialist. Thompson, a 34-year veteran of the banking industry, has served as branch manager for Bank of Utah's Sandy location since 2013. She has managed the daily operations of several Bank of Utah branches and served as a bank customer representative since she was hired by the bank in 2004. Previously, Thompson held positions at Chase Bank, Bank One and Valley Bank.

• **Mountain America Credit Union**, Sandy, announced that its financial education efforts reached more than 1 million people through private coaching sessions, webinars, podcasts, gamified education resources and blog features in 2020. The credit union, through those programs, helped more than 25,000 members save over \$111 million in interest during the year.

## CONSTRUCTION

• **Clyde Companies Inc.**, Orem, has made several senior leadership changes. Clyde Companies is the parent company of WW Clyde, Geneva Rock, Sunroc, Sunpro, Scott Contracting, Beehive Insurance, GWC Capital and Bridgesource. **Wilford Clyde**, who had served as president, CEO and chairman of Clyde Companies, will continue as CEO and chairman. **Jeremy Hafen** has been appointed president of Clyde



Wilford Clyde



Jeremy Hafen



Jeff Clyde



Jim Golding



Jay Ritchie



Howard Watts



Brandon Hale

Companies. He has worked at Clyde Companies for 16 years, formerly serving as president of Sunroc Building Materials (now Sunpro), president of Sunroc Corp. and president of Clyde Business Group. **Jeff Clyde**, who had served as president of the Clyde/Geneva Group, retired at the end of 2020. He worked at Clyde Companies for 38 years, including serving as president of WW Clyde for seven years. **Jim Golding**, who had served as president of Geneva Rock, has been appointed president of the Construction Materials and Services Group at Clyde Companies. Golding has worked 37 years at Geneva Rock, including serving as president for 11 years. **Jay Ritchie**, who had served as executive vice president of Geneva Rock, has been appointed president of Geneva Rock. **Howard Watts**, who had served as corporate secretary, retired at the end of 2020, having worked 40 years at Clyde Companies. **Brandon Hale** has been appointed as corporate secretary and will continue his responsibilities as general counsel.

## DIRECT SALES

• **Young Living Essential Oils**, Lehi, has announced that its **Young Living Essential Oils Aromatic Plant Herbarium (YLAH)** has been officially registered with the **New York Botanical Garden**. The YLAH is a resource for the housing and research of botanical specimens, especially of aromatic plants. It contains 100 specimens that span across 25 plant families and have been gathered from all over the world. Young Living said the YLAH is the first aromatic her-

barium located in North America. Official registration with the New York Botanical Garden allows for Young Living's herbarium to expand the scientific network for botanical research.

## ENERGY

• **Shine Solar**, an Arkansas-based installer of residential solar panel systems, has opened a satellite sales office in Pleasant Grove. It eventually will employ 60 people. Its activities will mirror the existing sales team based in Rogers, Arkansas, and be dedicated exclusively to acquiring and processing new solar sales in the four states where Shine currently operates: Arkansas, Missouri, Oklahoma and Tennessee. These will be internal sales positions only.



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## ECONOMIC INDICATORS

• **Salt Lake City** is ranked No. 2, behind only St. Louis, in a list of **"Best Cities for Construction Work"** among small U.S. cities, compiled by **Next Insurance**. Salt Lake City was ranked No. 11 among all cities. The analysis provides data on construction work based on several factors: the count of open and ongoing local construction projects, the number of open federal government contracts, area job competition, average salary, overall employment rate, cost of living and weather. Details are at <https://www.nextinsurance.com/blog/best-cities-for-construction-jobs/>.

• The average employee in Utah rates their **happiness to work from home** at 6.8 out of 10, above the national average of 6.6, according to an index compiled by **Improb.com**. It polled 3,000 work-from-home employees across the country. South Dakotans led the ratings at 9 out of 10. West Virginia was at the bot-

tom, at 4.5. Details are at <https://improb.com/wfh/>.

• **Morgan County** leads all Utah counties as the **most generous**, according to a study by **SmartAsset**, which measured how much money people donate as a percentage of their net income and the proportion of people in a given county who made charitable donations. Following Morgan were (in order) Utah, Wasatch, Summit, Davis, Washington, Cache, Salt Lake, Juab and Rich counties. Details are at <https://smartasset.com/retirement/financial-advisor/#Utah/mostgenerous-place>.

• **Utah** is ranked No. 45 among states in a listing of **"best states for living off-the-grid,"** compiled by outdoor services provider **LawnStarter**. It used 20 key factors, from average per-acre cost of farmland to legality of rainwater harvesting to average monthly temperature, to compile the list. Leading the rankings is Kentucky. The District of Columbia is bottom-ranked. Details are at <https://www.lawnstarter.com/blog/studies/best-and-worst-states-for-living-off-the-grid/>.

• **Utah** is ranked No. 5 on a list of states where residents were so stressed by their home surroundings that they undertook do-it-yourself home or room redesign projects during the pandemic quarantine, according to a survey by online interior design company **Modsy**. Virginia was top-ranked.

• **Utah** is ranked No. 40 on a list of **"most defiant states in the U.S.,"** compiled by outdoor services provider **LawnStarter**. It compared the states and the District of Columbia across 31 indicators of rule-breaking behavior, from underage drinking to illegal gambling to the prevalence of COVID-19. The top-ranked state is Alaska. The bottom-ranked state is Hawaii. In breakout rankings, Utah had the lowest adult drug use per 100,000 residents and the lowest underage drinking rate. Details are at <https://www.lawnstarter.com/blog/studies/most-defiant-states-in-us/>.

• **Utah's top New Year's resolution** is to spend more time on fitness, according to a survey by **What If Media Group**. The company found that 53.8 percent of surveyed Utahns had that as a goal, placing it No. 8 among states in that category. The top national resolution is to spend more time with family and friends and to exercise more and/or lose weight. Details are at <https://www.whatifmediagroup.com/new-blog/2020/12/18/the-state-of-the-states-what-marketers-can-learn-from-regional-consumer-resolution-data>.

## EDUCATION/TRAINING

• **Salt Lake Community College** will be offering, for the first time, a **Goldman Sachs 10,000 Small Businesses** program online to rural small-business owners. Details are available by emailing [Deb.bilbao@slcc.edu](mailto:Deb.bilbao@slcc.edu). The application deadline is Feb. 1 for a cohort starting in May.

• **ULI (Urban Land Institute) Utah** is accepting applications for the **2021 Young Leaders Mentor Program** through Jan. 15. Applications will be evaluated by the YLG Management Committee. The program cultivates and encourages ULI members under age 35 to become the next generation of leaders in Utah's real estate community. Each group will contain six to 10 young leaders from diverse professional backgrounds between the ages of 18-35 paired with one mentor. The group will meet regularly for a minimum of six times throughout the year. Up to three groups will be offered in 2021. Details are at [utah.uli.org/get-involved/young-leaders/young-leaders-mentorship-program/](http://utah.uli.org/get-involved/young-leaders/young-leaders-mentorship-program/).

## HEALTHCARE

• **Standard Optical**, a Salt Lake City-based eye care and optical-related goods and services company, has announced it is acquiring **Classic Optical**, a Salt Lake City-area optometry practice, from **Dr. Michael Conklin**. Financial terms were not disclosed.



Dr. Michael Conklin



Lindsay Lafeen



Sofia Sanchez

Conklin's practice will essentially be moved to Standard Optical's office in Murray, less than a mile from Classic Optical, that is one of 20 locations across the state. Conklin will be the resident full-time optometrist at Standard Optical's Murray practice. Long-time practice manager and optician **Lindsay Lafeen** will be manager of the Murray Standard Optical and **Sofia Sanchez** will join Standard Optical as a marketing associate in its digital marketing department.



# Industry Briefs

• **Axiom Medical LLC**, a Houston-based company focused on occupational health services for employers and developer of the innovative CheckIn2Work app, has added **Samuel (Sam) Simmons** as vice president of operations, based in Salt Lake City. Simmons will be responsible for the client service department and supporting on-site client relationships. Simmons previously worked for six years at MedData, most recently as regional vice president of implementations. Before that, he worked for Cardon Outreach, a MedData company, as implementations manager. Simmons holds a Bachelor of Business Administration degree from Westminster College and a Project Management Excellence Certificate from the University of Utah. Axiom Medical has 30 employees in Utah, with five based at the Salt Lake City office.



Samuel Simmons

• **BlueWind Medical**, a medical device company developing minimally invasive neurostimulation devices and with a main office in Park City, has appointed **Kerry Nelson** to its board of directors. Nelson is a medical device investor and fund manager who has launched and managed healthcare-focused investment funds. She is portfolio manager and founder of Skystone Capital Management LP, which has been solely focused on the healthcare industry since a spin out from JP Morgan Chase & Co. Previously, she was a portfolio manager with Highbridge Capital Management, spent four years as a partner with Blum Capital Partners LP, and served as a portfolio manager and analyst at Fidelity. She previously served as a board observer at Haemonetics and Kinetics Concepts Inc.



Kerry Nelson

• **Radisson Hotel Group** has announced the signing of **Radisson Blu Sandy-Salt Lake City**. The hotel, which will be managed by Radisson Hotel Group, will be part of a multi-phased, mixed-use development project with **Raddon Development**, called **The Summit at the Cairns**, designed by **Beecher Walker Architects**. The first phase of the project, comprised of a 13-story building, will feature conference facilities, a variety of

## HOSPITALITY/FOOD SERVICE

guest rooms, a rooftop restaurant and bar, pool deck, full-service spa, fitness center, condominiums and parking structure. The hotel will offer 235 guest rooms and suites. Construction is expected to start in the 2021 fourth quarter. Adam Gatto and Molly Wilson of **Colliers International Hotels and Hospitality Group** worked on behalf of Raddon Development to secure and execute the Radisson Blu for the Cairns development.

• The first-ever **Yotelpad** recently opened in Park City. London-based hotel group **Yotel** offers 144 condominiums at the base of Park City Mountain in Canyons Village. Yotelpad allows owners to submit their residences into Yotelpad's nightly rental program. Floor plans can accommodate four to seven guests. Equipped with self-service check-in stations, the hotel allows guests to access meals and drinks, a 24/7 gym, ski valets, a fireside lounge and more.

interested in applying for a 2021 grant may contact Zions Bank AHP grant coordinator Stephanie Tobey at Stephanie.Tobey@zionsbank.com, by Jan. 17.

• **World Trade Center Utah** has announced four new board members: **Brad Bonham**, CEO of Walker Edison; **Derrick Porter**, CEO of Beauty Industry Group; **Mike Rice**, vice president of Lockton; and **Blaine Randall**, owner of North American Railroad.

## HOUSING

• A combined effort by **Zions Bank** and four community housing providers will create affordable housing opportunities to more than 100 low-income families and individuals from Brigham City to Green River. The **Federal Home Loan Bank of Des Moines** announced that \$1.4 million in **Competitive Affordable Housing Program** grants have been awarded to four Utah affordable housing projects. They are **The Magnolia**, a permanent supportive housing facility in Salt Lake City, \$750,000; **Central Village Condominiums**, affordable housing in Park City, \$149,000; **Neighborhood Improvement Project Phase 4**, a program helping low-income homeowners in designated areas of Brigham City make improvements to their homes, \$345,400; and **Canal Commons**, affordable apartments in Green River, \$150,000. From construction of new affordable housing to the rehabilitation of existing homes and rental properties, the projects will benefit low-income families, seniors, persons with disabilities, and people experiencing homelessness. In 2020, FHLB Des Moines approved 42 percent of affordable housing applications it received, awarding nearly \$41.3 million in aid for projects. As a member of FHLB Des Moines, Zions Bank was the sponsoring financial institution for each of the four Utah grant recipients. Since becoming a member of FHLB Des Moines in 2017, Zions Bank has helped secure more than \$5.7 million in affordable housing awards to build or rehabilitate 440 housing units in Utah. Organizations

## INTERNATIONAL

debt facility provides the capital needed to deliver instant financing to its vendors and strategic partners for the foreseeable future.



Brad Bonham



Derrick Porter



Mike Rice



Blaine Randall

## INVESTMENTS

• **Jane**, a Lehi-based marketplace for clothing and home products, has announced a \$40 million growth investment from **Tritium Partners**. The company said the financing, Jane's first since its founding, will accelerate its growth and support its plans to expand the Jane brand internationally.

• **ReddyPort**, a Salt Lake City-based medical technology company focused on non-invasive ventilation (NIV) products, has announced it raised an undisclosed amount of seed funding to support product launch in 2021.

**Tony Lair**, former CEO of NeoMed, led the investment round, with participation from existing and new investors, including **Spring Bay Ventures** and **MedMountain Ventures**. Lair will join ReddyPort's board of directors.

• **ClickLease LLC**, a Salt Lake City-based company focused on the commercial equipment finance industry, has closed a \$100 million credit facility with **Credit Suisse** and **Hudson Cove Capital. Sector Financial Inc.**, an affiliate of Credit Suisse, provided access to the Credit Suisse debt facility. ClickLease said the



Tony Lair

debt facility provides the capital needed to deliver instant financing to its vendors and strategic partners for the foreseeable future.

## LAW

• **Snell & Wilmer** has hired **Taylor C. Jaussi** and **Ryan M. Anderson** as associates at its Salt Lake City office. Jaussi is a member of the firm's bankruptcy practice group. Jaussi was a summer associate with Snell & Wilmer in 2019. He received his J.D. from Brigham Young University's J. Reuben Clark Law School. Anderson is a member of the firm's corporate and securities practice group. He was a summer associate with Snell & Wilmer. Anderson received his B.S. from Brigham Young and his J.D. from BYU's J. Reuben Clark Law School.



Taylor Jaussi



Ryan Anderson

## MEDIA/MARKETING

• The **Deseret News** has hired **Holly Richardson** as editor of **Utah Policy Daily. LaVarr Webb**, founder and former publisher, will continue to be part of the team and a contributor. The **Deseret News** acquired the Utah Policy newsletter as part of its local and national digital strategy. Richardson is a long-time activist in Utah politics, with experience as a representative in the Utah House, and in political communication, consulting and advocacy work. She was a weekly columnist for **The Salt Lake Tribune** for four years. She served on the State Records Committee for eight years, and on multiple boards, including Hope Humanitarian, a nonprofit focused on international refugee work, and Real Women Run, where she is the immediate past chair.

• **Gibbs Smith Publisher**, a Layton-based publisher focusing on home reference, cookbook and children's titles, has named **Hanna Otero** as publisher for its trade division and **Suzanne Gibbs Taylor** to an expanded role of chief creative officer for all book and gift imprints. Otero will oversee all book development at Gibbs Smith. She is a former teacher and



Holly Richardson

most recently was publisher at **Lonely Planet Kids**, where she developed non-fiction titles for young audiences in the U.S., the U.K. and Australia. Prior to that, she spent 15 years at Barnes & Noble in a variety of roles, including as the founder of the company's proprietary educational publishing imprint, **FlashKids**, and as editorial director of **Sterling Children's Books**. She joined the Gibbs Smith organization in October as the director of publishing and sales for its **Flying Frog** division. Taylor joined Gibbs Smith in June of 1998 as an editor and was named publisher in 2015. Most recently, she led the creation and development of the company's newest gift imprint, **Spumoni Studio**.



Hanna Otero



Suzanne Gibbs Taylor

most recently was publisher at **Lonely Planet Kids**, where she developed non-fiction titles for young audiences in the U.S., the U.K. and Australia. Prior to that, she spent 15 years at Barnes & Noble in a variety of roles, including as the founder of the company's proprietary educational publishing imprint, **FlashKids**, and as editorial director of **Sterling Children's Books**. She joined the Gibbs Smith organization in October as the director of publishing and sales for its **Flying Frog** division. Taylor joined Gibbs Smith in June of 1998 as an editor and was named publisher in 2015. Most recently, she led the creation and development of the company's newest gift imprint, **Spumoni Studio**.

## NONPROFITS

• **The Next Generations Foundation**, a new Hampshire-based nonprofit organization commonly known as "Less Cancer," has named **Dr. Tricia Petzold** to its board of directors. Petzold is a family physician who has worked at the **Snowbird Medical Clinic** in Alta for 18 years. She has also worked in emergency medicine in the Park City Hospital Emergency Department and in family medicine at the University of Utah Community Clinics. Petzold currently



Dr. Tricia Petzold

see BRIEFS next page

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# Industry Briefs

from previous page

directs the Health Promotion and Integrative Health pathway, and teaches the culinary medicine elective and the Layers of Medicine course at the University of Utah Medical School. The foundation works to educate the public, create proactive public policies, and offer continuing education credit to public health professionals regarding cancer.

## PHILANTHROPY

- Employees at the headquarters of Salt Lake City-based **Extra Space Storage** recently participated in a virtual food drive for **Utah Food Bank**, raising over \$22,000 in one week. In past years, the company has held a traditional food drive, but this year pivoted the drive to be virtual. Extra Space Storage committed to matching employee donations up to \$10,000. Extra Space Storage is a real estate investment trust that operates 1,900 self-storage stores in 40 states; Washington, D.C.; and Puerto Rico.

- **KeyBank** has donated \$30,000 locally as part of its \$340,000 national commitment to small businesses, nonprofits and families through its **“KeyBankAssists 3.0”** community effort, part of an \$18 million philanthropic commitment KeyBank has made for COVID-19 response. In Salt Lake City, KeyBank teamed with retired Real Salt Lake goaltender Nick Rimando to make a \$12,500 donation to **Utah Food Bank** and additional donations to **Best Friends, Ronald McDonald House SLC** and **Goals for Girl** as well as donating \$50 gift cards to customers of various small businesses around Salt Lake City during the first two weeks of December. They are **Cuisine Unlimited, Beer Bar, Alibi Bar and Place, Nomad East** and **Este Pizzeria**.

- A pair of Utah business leaders, **David Ibarra** and **K.O. Murdock**, donated \$100,000 to **The Other Side Academy** in support of its programs and students. The academy is a residential, 2 1/2-year program for those who have been involved in the criminal justice system. The Academy is a training school where students learn pro-social, vocational and life skills.

- **The Domain Cos.** has announced new local partnerships with three nonprofit organizations through its **MyCommunity** program at **The Shop** shared workspace: the **Green Urban Lunchbox, Wild Utah Project** and **Equality Utah**. In partner-

ship with **Giv Development, Domain** will open the \$14 million project in early 2021 in the heart of Salt Lake City. The **MyCommunity** program partners each Domain property with three local nonprofit organizations, facilitating donations and creating volunteer opportunities for members throughout the year. The **Green Urban Lunch Box** is a nonprofit organization that empowers people to connect to their food and community by revitalizing urban spaces and building a resilient food culture. The **Wild Utah Project** addresses and prevents roadblocks to effective conservation. **Equality Utah** works to secure equal rights and protections for LGBTQ Utahns and their families.

- **Xinsurance**, a specialty lines liability insurance company and “dba” of **Evolution Insurance Brokers** in Salt Lake City, has announced a \$50,000 donation on behalf of the **Utah Highway Patrol’s Honorary Colonels to the Honoring Heroes Foundation** that will benefit the needs of Utah state troopers and their families throughout Utah. The foundation is a nonprofit organization that was formed to protect and provide for fallen and wounded troopers and for the well-being of the dependents and employees of the Utah Highway Patrol and the Department of Public Safety. Specifically, the nonprofit assists with expenses not covered by insurance when these heroes are injured on the job or encounter other catastrophic expenses.

- With the 2020 football season over, **Mountain America Credit Union**, Sandy, has donated \$5,000 to the American Red Cross through its charitable program with **Brigham Young University Athletics**. Since 2018, Mountain America has donated nearly \$50,000 to the American Red Cross through its BYU football field goal and men’s basketball three-point shot programs to provide critical care and resources for those impacted by disasters and emergencies. During the 2020-2021 BYU men’s basketball season, Mountain America will donate \$50 to the American Red Cross for each successful three-point shot.

- **USANA Kids Eat** led a charity food pack to provide families with meals to help keep them safe and fed through the rest of the year. More than 3,605 bags, which equates to 144,200 meals, were packed and delivered to 36 schools in the Salt Lake area. Each large pantry bag contained 40 meals packed by community volunteers, including USANA employees and their

families, who signed up to shop, pack and deliver bags to local schools. **KidsEat** was founded in 2013 to provide backpacks filled with food for youth to a large network of schools and organizations in Northern Utah. In 2019, the USANA Foundation acquired **KidsEat** to form **USANA Kids Eat**.

- **New U Life**, a Lehi-based company focused on increasing natural growth hormone levels, has announced two new programs that will allow them to unite with others in kind acts and charitable donations in order to impact communities around the world. The **U Care** program aims to bring the **New U Life** family together by performing simple acts of service and give to communities in need. **U Care’s** first initiative during this holiday season is **Hands for Hope**, a movement dedicated to passing kindness forward. As part of this movement, **New U Life** distributors will receive a bag of coins, and with every kind act, pass along a coin and track their coin to watch those kind acts passed forward from person to person. **New U Life** also has announced **U Fund**, which was created to fund and support initiatives and projects financially through donations and/or other means. Through the program, it partnered with the **American Red Cross** and raised over \$50,000 in donations to support those affected by the 2020 California wildfires and also partnered with **KidSave**, an organization that’s focused on improving children’s lives. Under the **U Fund** program, **New U Life** has contributed \$170,000 in donations alone from nine of its 13 executive members toward several worthy charities and causes.

- **YESCO**, Salt Lake City, recently presented an historic **First Security Bank** sign to **Lisa Eccles** at the **David Eccles School of Business** at the University of Utah. In 1928, **YESCO** founder **Thomas Young Sr.** created the original **First Security Bank** sign for brothers **Marriner** and **George Eccles**, the first leaders of **First Security Corp.**, then located in Ogden. The donated sign adorned the **First Security Bank** building at 79 S. Main St. in Salt Lake City until 2000, when the bank merged with **Wells Fargo**. It will be permanently displayed at the **David Eccles School of Business** in the **First Security Board Room**, which is a recreation of the original **First Security Board Room** and is filled with historical photos and memorabilia.

- **ASEA**, a Salt Lake City-based global health leader in redox technology, has announced that its **Advancing Life Foundation**

has impacted the lives of more than 800,000 people across 16 countries since its founding in 2015. The foundation was established to provide opportunities for associates and employees to make a positive impact and to break cycles of poverty, abuse and suffering in the world. It has raised over \$1.2 million.

## REAL ESTATE

- **Kennedy Wilson Fund VI**, a commingled fund managed by investment and development company **Kennedy Wilson**, has acquired three 2-story office buildings and two development sites totaling 247,000 rentable square feet in Greater Salt Lake City for \$55 million. The institutional quality commercial buildings at **Parkway Center** expand **Kennedy Wilson’s** presence in the Mountain states. The campus covers 24.2 acres. It is currently 100 percent occupied by five credit tenants, including **Amazon** and **Verizon**, which each occupy their own, single-tenant buildings. The **Fund VI** portfolio includes 15 multifamily and commercial assets in markets including the **San Jose, Los Angeles, Salt Lake City, Denver** and **Seattle** regions.

## RECOGNITIONS

- Several Utah companies and organizations recently earned **MarCom Awards**, sponsored and judged by the **Association of Marketing and Communication Professionals**. This year’s **MarCom** program included more than 5,000 entries from the United States, Canada and 28 other countries. **MarCom** award winners were selected from over 300 categories. **Platinum** winners include **ARIIX**, seven; **Dixie State University**, three; **DoTerra**, three; **Fidelity Investments**, one; **Layton Construction**, one; **Tamarak**, three; **University of Utah**, two; **USANA Health Sciences**, three; **Utah State University**, one; and **Young Living Essential Oils**, one. **Gold** winners include **ARIIX**, two; **Dixie State University**, one; **DoTerra**, five; **Fidelity Investments**, one; **Layton Construction**, two; **USANA Health Sciences**, three; **Utah State University**, three; and **Zions Bancorporation**, three. Details are at [www.marcomawards.com/winners](http://www.marcomawards.com/winners).

- The **U.S. Direct Selling Association** recently presented the **2020 DSA Award** winners for top honors in customer service, products, innovation and to individuals who stood out as a prominent leader in the industry. The 2020 DSA Award winners include **Excellence in Business, Nu Skin**

**Enterprises** (**Velocity** by **Nu Skin Sales Performance Plan**); **Product Innovation, USANA Health Sciences** (**USANA Oral Care**); and **Vision for Tomorrow, Nu Skin Enterprises** (**Nu Skin’s Sustainability Commitments**). The annual awards recognize exceptional programs that direct selling companies have incorporated into their business practices. Finalists were selected by a committee, and the winners were voted on by more than 1,800 people within DSA member companies.

- **Young Living Essential Oils**, Lehi, won the Gold award in the **Best in Biz 2020** program for both the **Best New Products** (the **Feather the Owl Diffuser**) and **Crisis Response of the Year** for its COVID-19 response. The **Best in Biz Awards** are based on scoring from independent judging panels assembled from newspapers, TV and radio outlets, and business, consumer, technology and trade publications in North America.

- **Eforce**, a Providence-based producer of software for public safety agencies, is seeking the public’s help in nominating, voting and sharing stories of good for its **Force for Good Award**, highlighting actions undertaken by people in law enforcement. Nominations are being received for officers’ and agencies’ extraordinary acts of kindness, selflessness, service and heroism in 2020. Award nominees are eligible for the award’s grand prize of \$5,000, as determined by the most community votes before Jan. 15. The employing agency of the grand prize winner is eligible to receive a \$50,000 software package to support their operations. Details are at [www.ffg2020.com](http://www.ffg2020.com).

## RESTAURANTS

- **Eight Settlers Distillery & Restaurants** has opened at 7321 S. Canyon Centre Parkway, Cottonwood Heights. Open for lunch and dinner, it offers a modern American menu with locally sourced food and locally blended spirits. **Eight Settlers** incorporates the traditional western vintage look of the 1850s with the second industrial revolution. Its space is divided into thematic rooms and areas that pay tribute to the settlers and settlements that originally developed in the area where **Eight Settlers** currently resides. It is owned by **Radu and Katia Dugala**.

## SCHOLARSHIPS

- **BambooHR**, a Lindon-based cloud-hosted human



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# Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to [brice@slenterprise.com](mailto:brice@slenterprise.com). The submission deadline is one week before publication. NOTE: Because of concerns with the coronavirus, events listed here may be postponed or canceled. Check with organizers to determine if individual events are taking place.

## Jan. 4, 10-11 a.m.

**"Monday Mashup with Amber,"** a Women's Business Center of Utah open discussion event taking place each Monday. Moderator is Amber Murray, WBCUtah business advisor and owner of See Your Strength. Event takes place online via Zoom. Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 5

**"Identifying Your Business,"** part of the Business Accelerator Academy, a South Valley Chamber program that lasts 10 weeks. Remaining sessions are Feb. 2, "Strategy"; Feb. 16, "Sales"; March 2, "Financial Statements"; March 16, "Banking Relationships"; March 30, "Management"; April 13, "Customers and Competitors"; April 27, "Systems"; and May 11, "Buying and/or Selling Your or Another Business." Cost is \$500 (the remainder is subsidized by the chamber). Must be a South Valley Chamber member. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## Jan. 6, 10-11 a.m.

**"Watch & Learn: Setting up QuickBooks Chart of Accounts,"** a Women's Business Center of Utah event. Presenter is Brittany Brown, founder and CEO of LedgerGurus. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 6, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Jan. 7

**"Coffee with Clancy,"** a Women's Business Center of Utah event hosted by Clancy Stone, business advisor for the Northern Region for the Women's Business Center of Utah. Speaker Edee Burton, CEO and founder of Engaged Media, will discuss "Creating Quality Branding for Your Target Audience." Event is pre-recorded and available online anytime. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 7, 9-10 a.m.

**Morning Speaker Series,**

an Ogden-Weber Chamber of Commerce event. Speaker Greg Marshall, marketing consultant, will discuss "Targeted Facebook and Video Marketing Deep Dive." Event takes place online via Zoom. Free for chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## Jan. 7, 9 a.m.-noon

**"Utah's Coronavirus Pandemic Response,"** a Silicon Slopes event in partnership with the University of Utah and others. Event will showcase public- and private-sector representatives as they discuss their strategies to mitigate the virus' impact on workers, businesses, industries and the economy. Event also features breakout sessions featuring private company HR and management best practices, current and future implications for the real estate sector, innovations emerging in the life sciences, and treatment strategies from health-care providers. Event takes place online. Details are at [siliconslopes.com](http://siliconslopes.com).

## Jan. 7, 1:30-2:30 p.m.

**"Salt Lake Chamber-Business Live!"** a virtual networking event. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## Jan. 7, 6-8 p.m.

**"Start Smart,"** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Jan. 12-Feb. 4

**PMP Certification Exam Prep,** a Salt Lake Community College Employee Development Workshop taking place on Tuesdays and Thursdays, 8 a.m.-noon. This intermediate course prepares participants to successfully pass the PMP exam by reviewing the concepts and principles of project management. Students will study project management methods in accordance with PMI requirements and a syllabus to study for the new 200-question 2021 PMI PMP examination. Location is SLCC's Westpointe Campus in Salt Lake City. Cost is \$1,350. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## Jan. 12

**"Understanding Financial Jargon,"** part of the Women's Business Center of Utah's Financial Foundations Series. Speaker is Elizabeth Zeldes, CPA and Certified Daily Money Manager. Event is pre-recorded and available online statewide. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 12, 9 a.m.-1 p.m.

**Economic Outlook & Public Policy Summit,** presented by the Salt Lake Chamber and the Kem C. Gardner Policy Institute and featuring insights on the future of Utah's economy and the business community's policy priorities for the upcoming legislative session. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$85 for in-person ticket, \$50 for virtual ticket. Details are at [slchamber.com](http://slchamber.com).

## Jan. 12, 9-10 a.m.

**"Northern Online Jump Start: Intro to Entrepreneurship,"** a recorded webinar taught by Deb Bilbao, past business consultant at the Women's Business Center of Utah. Webinar is intended for all entrepreneurs: those looking to go into business, early start-up stage or those looking to improve an existing business. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 12, 11:55 a.m.-12:55 p.m.

**Monthly Women in Business Luncheon,** a Cache Valley Chamber of Commerce event. Cost is \$14 for members, \$16 for nonmembers. Location to be announced at <https://cachewomeninbusiness.square.site/>.

## Jan. 12, noon-1 p.m.

**"Business Essentials,"** part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Start Smart" on Jan. 26, "Accounting Essentials" on Feb. 9, "Product Analysis" on Feb. 23, "Pricing Your Product or Service" on March 9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at [wbcutah.org](http://wbcutah.org).

## Jan. 12, noon-1 p.m.

**Professional Growth Series,** a ChamberWest event. Speaker Anni Butterfield, executive director of Behavioral Health Services at the Jordan Valley Medical Center, will discuss "You Always Have a Choice," with tips, reminders and suggestions to reinforce the importance of focusing on your health and well-being as you get through life and its struggles. Event takes place online via Zoom. Cost is \$10. Details are at <https://chamberwest.com/events/details/women-in-business-professional-growth-series-1364>.

## Jan. 13, 7:30-11 a.m.

**"Effective Public Speaking,"** part of the Fall 2020 Leadership Series presented by Davis

Technical College's employer and continuing education team and Ames Leadership Institute and continuing through Jan. 27. Location is the Davis Technical College, Simmons Building, 450 Simmons Way, Kaysville. Cost is \$175 per class (Custom Fit cost is \$88), \$600 for a bundle of four classes (Custom Fit cost is \$300). Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Jan. 13, 11:30 a.m.-1 p.m.

**"Let's Do Lunch,"** a South Valley Chamber event. Speaker is Jim Olson, president of the Utah Jazz. Location to be determined. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## Jan. 14, 8 a.m.-5 p.m.

**"Intro to Excel,"** a Salt Lake Community College Employee Development Workshop focusing on organizing, formatting and calculating data using Microsoft Excel software. This introduction discusses the ribbon, mini toolbar, ranges, formulas, charts and basic spreadsheets. Location is SLCC's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$249. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## Jan. 14, 11 a.m.-12:30 p.m.

**"Building Equitable Communities,"** a ULI (Urban Land Institute) Utah. A multi-disciplinary panel of experts will discuss neighborhood revitalization with a focus on cultural and community preservation. Moderator is Salt Lake City Mayor Erin Mendenhall. Panelists are Kelly Bonadies, founder of Bonadies Urban Development; Judith Taylor, partner at HR&A Advisors; Ana Valdemoros, Salt Lake City councilwoman; and Asha Parekh, director of Workforce Refugee Services. Event takes place online. Free for ULI members, \$15 for nonmembers. Registration can be completed at <https://utah.uli.org/events-2/>.

## Jan. 14, 11:30 a.m.-1 p.m.

**Women in Business Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks, 525 Deseret Drive, Kaysville. Cost is \$20 for members, \$30 for guests. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Jan. 14, 5-7 p.m.

**Legal Clinic** (in Spanish), a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Jan. 14, 6-8 p.m.

**"Business Essentials,"** a

Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Jan. 15, 8:30-9:30 a.m.

**"The Economic Impact of Outdoor Recreation,"** part of the Summit Speaker Series presented by the Utah Office of Outdoor Recreation, in partnership with Snowsports Industries America (SIA), the Economic Development Corporation of Utah (EDCUtah) and the Utah Outdoor Association (UOA). Panelists are Doug and Camie Stilson, Cup of Joes; Stephanie Pack, EDCUtah; Marin Christensen, Kem C. Gardner Policy Institute; and Kelly Stowell, Center for Education Business & the Arts (Kanab City). Event takes place online. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Jan. 19

**"Bagels & Business: LinkedIn for Small Businesses,"** presented by The Mill. Presenter is AJ Wilcox, founder of B2Linked.com. Event takes place online. Details are at <https://www.youtube.com/watch?v=mkd8nCWc5eI&feature=youtu.be>.

## Jan. 19, 8 a.m.-4 p.m.

**"Time Management,"** part of the Salt Lake Community College Frontline Leader Workshop Series. Participants will analyze and explore strategies to use their resources of time and energy more efficiently and effectively. Location is SLCC's Westpointe Campus in Salt Lake City. Virtual participation is also available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## Jan. 19, 11:25 a.m.-1 p.m.

**Leadership Luncheon,** a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$29 for members and \$22 for nonmembers; \$16 for members and \$17 for nonmembers online. Details are at [cachechamber.com](http://cachechamber.com).

## Jan. 20, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Jan. 20, 8-10 a.m.

**M.A.C.H. Speed Networking,**

see CALENDAR page 12



# Succeeding in Your Business

## Year-end tax planning: Getting ready to file your 2020 return

We have reached the end of the annus horribilis that was 2020, and it's hard to even think of another income tax deadline in three to four months.

But as Mark Twain once observed, the only two things you can count on in life are death and taxes.

The good news: If your small business was clobbered by the COVID-19 pandemic and government shutdowns, you shouldn't have to pay a lot in taxes for 2020.

The bad news: Sometimes our income tax laws work in crazy ways.

I'm indebted to my good friend John D'Aquila, a Certified Public Accountant and head of D'Aquila and Co. in Jacksonville, Florida, for sharing some of his year-end tax tips with me and allowing me to share them with you.

**Effect of CARES Act Rebate on Your 2020 Tax Return.** Under the Coronavirus Aid, Relief and Economic Security Act (CARES Act), individuals with income under a certain level were entitled to a recovery rebate tax credit or a stimulus check. Single individuals were entitled to \$1,200, and joint filers were entitled to \$2,400, plus \$500 for each qualifying child. Since the government issued the rebates based on 2019 income tax returns, or 2018 returns for individuals who had not yet filed their 2019 tax return, the calculation for the correct amount of the re-



bate will be part of your 2020 tax return. If your 2020 tax return indicates a rebate larger than your stimulus check (because, for example, your income went down or you had another child), the excess amount can be claimed as a credit against your 2020 tax bill. On the other hand, if the 2020 rebate calculation shows an amount in excess of what you were entitled to, you do not have to repay that excess.

**Business Deductions.** As a result of the CARES Act, qualified improvement property such as qualified leasehold improvements, qualified restaurant property and qualified retail improvement property is now depreciated over a 15-year life and eligible for bonus depreciation. This change is retroactive to 2017 and amended returns can be filed to claim refunds for the missed deductions.

**PPP and EIDL Loans.** Included in the CARES Act was the Paycheck Protection Program (PPP), a program authorized by the Small Business Administration (SBA) to guarantee \$349 billion in new loans to eligible businesses and nonprofits affected by COVID-19. Although these loans may qualify for loan forgiveness, the expenses paid for with forgiven funds are NOT deductible. If your business obtained funds through the PPP program, talk to your accountant as soon as possible and discuss the steps and

documentation necessary to ensure your loan is fully forgiven.

If your business received a grant as part of an Economic Injury Disaster Loan (EIDL) from the SBA, the portion labeled as a grant is treated as income for federal income tax purposes (state and local tax laws may vary).

**Qualified Business Income Deduction.** If you are a sole proprietor, a partner in a partnership, a member in a limited liability company taxed as a partnership or a shareholder in an S corporation, you may be eligible for the qualified business income (QBI) deduction, which is generally 20 percent of qualifying business income from a qualified trade or business, with certain limitations. The calculation of the 20 percent deduction is quite tricky, however, and D'Aquila advises you speak to your accountant to determine whether your business qualifies.

**Retirement Plans and Other Employee Benefits.** Not only are employer contributions made to retirement plans for employees deductible, but businesses may also be eligible for a tax credit for setting up a qualified plan. The credit, which applies for up to three years, was increased this year to the lesser of a flat \$500 per year or 50 percent of the qualified startup costs. Since both business owners and their spouses can take advantage of retirement plans, D'Aquila says you should consider adding your spouse as an employee and paying a salary up to the maximum amount that can be

deferred into a retirement plan.

To help employees with medical expenses, D'Aquila adds, consider setting up a high-deductible health plan paired with a health savings account (HSA). The business saves on health insurance premiums; employee contributions are not counted as wages, so neither the business nor the employee is subject to Social Security taxes on the contributions; and employees get a tax deduction for the HSA contributions that can grow tax-free and be used in retirement.

The Setting Every Community Up for Retirement Enhancement (SECURE) Act extended through 2020 an employer credit for paid family and medical leave and the work opportunity credit. The paid family and medical leave credit allows eligible employers to claim a credit equal to an applicable percent of wages paid to qualifying employees during any period during which such employees are on family and medical leave, provided that the payment is at least 50 percent of the wages normally paid to the employees. Under the work opportunity credit, an employer can take a 40 percent credit for qualified first-year wages paid to employees who are members of a targeted group of employees.

**Impact of Future Tax Legislation.** Who knows? With a new president and uncertainty about which party will end up controlling Congress, it is difficult, if not impossible, to predict what will happen in 2021.

President-elect Joe Biden has made it clear he wants to raise corporate taxes, tax capital gains the same as ordinary income and raise individual income tax rates on people earning over \$400,000 a year.

If the Senate ends up controlled by Republicans with a 51-49 majority, it is not clear whether any changes in the tax laws will be possible. If the Senate ends up with a 50-50 split between Republicans and Democrats, giving Vice President-elect Kamala Harris (as president pro tempore of the Senate) the deciding vote, then progressive tax initiatives are more likely to be passed, but all it will take is one conservative Democrat "going rogue" to block any tax reform bill. What actually happens in Congress next year will depend on:

- The results of the runoff elections for U.S. Senate in Georgia.
- Each party's ability to discipline its members.
- The extent to which both parties are willing and able to horse-trade with one another to create a working majority on any particular issue.

As events unfold, this column will try, as always, to stay on top of them.

Cliff Ennico (crennico@gmail.com) is a syndicated columnist, author and former host of the PBS television series "Money Hunt."

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## CALENDAR

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a Murray Area Chamber of Commerce event that takes place online via Zoom. Free. Details are at murraychamber.org.

### Jan. 21

"Coffee with Clancy," a Women's Business Center of Utah event hosted by Clancy Stone, business advisor for the Northern Region for the Women's Business Center of Utah. Speaker Jill Shroyer, founder and lead consultant at Expedition HR, will discuss "Three Keys to Healthy HR." Event is pre-recorded and available online anytime. Free. Details are at wbcutah.org.

### Jan. 21, 8 a.m.-5 p.m.

"Intermediate Excel," a Salt Lake Community College Employee Development Workshop focusing on organizing,

formatting and calculating data using Microsoft Excel software. This course builds upon "Intro to Excel" concepts. Location is SLCC's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$249. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### Jan. 21, 11:30 a.m.-12:30 p.m.

**Annual Chamber Meeting,** a Davis Chamber of Commerce event that takes place online. Details to be announced at [davis-chamberofcommerce.com](http://davis-chamberofcommerce.com).

### Jan. 21, 1:30-2:30 p.m.

"Salt Lake Chamber-Business Live!" a virtual networking event. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

### Jan. 26, 9-10 a.m.

"Jump Start: Intro to Entrepreneurship," a Women's Business Center of Utah event.

Location to be determined. Free. Details are at [wbcutah.org](http://wbcutah.org).

### Jan. 26, noon-1 p.m.

"Start Smart," part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Accounting Essentials" on Feb. 9, "Product Analysis" on Feb. 23, "Pricing Your Product or Service" on March 9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at [wbcutah.org](http://wbcutah.org).

### Jan. 27-June 10

**2021 Leadership Institute Program,** a ChamberWest event featuring 10 leadership topic-specific days. Details are at <https://chamberwest.com/2021-leadership-institute>.

### Jan. 27

"Northern Dreambuilder" Program, a Women's Business Center of Utah 13-week course that takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

### Jan. 27, 7:30-11 a.m.

"Attracting, Engaging and Retaining Talent," part of the Fall 2020 Leadership Series presented by Davis Technical College's employer and continuing education team and Ames Leadership Institute and continuing through Jan. 27. Location is the Davis Technical College, Simmons Building, 450 Simmons Way, Kaysville. Cost is \$175 per class (Custom Fit cost is \$88), \$600 for a bundle of four classes (Custom Fit cost is \$300). Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Jan. 27, noon-1 p.m.

"Developing Leaders for Sustained Performance," the second installment of a leader development series presented

by Silicon Slopes. Speakers are David Smailes, director of leadership development at CHG Healthcare; and Sheena Blauvelt, head of organizational development at USANA Health Sciences. Event takes place online. Details are at [siliconslopes.com](http://siliconslopes.com).

### Jan. 28, noon-1 p.m.

**Women in Business Meeting,** a Box Elder Chamber of Commerce event. Location to be announced. Cost is \$10. Details are at [boxelderchamber.com](http://boxelderchamber.com).

### Jan. 28, noon-1 p.m.

**Workforce Resilience Webinar: "Believe Salt Lake,"** a Salt Lake Chamber event that takes place online. Free. Details to be announced at [slchamber.com](http://slchamber.com).

### Jan. 28, 5:30-7 p.m.

**Chamber Mixer,** a West Jordan Chamber of Commerce

see CALENDAR next page



**CALENDAR***from previous page*

event. Location to be determined. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

**Jan. 28, 6-7 p.m.**

**Intellectual Property Clinic,** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

**Feb. 2, 11:30 a.m.-1 p.m.**

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is Oakridge Country Club, 1492 Shepard Lane, Farmington. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**Feb. 3, 8 a.m.-noon**

**DISC Training,** a Salt Lake Community College Employee Development Workshop. DISC is a simple, practical and easy-to-remember model for effective communication. Location is SLCC's Westpointe Campus in Salt Lake City. Virtual participation is available. Cost is \$225. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**Feb. 4, 7:30-9 a.m.**

**Morning Speaker Series,** an Ogden-Weber Chamber of Commerce event. Location is the Weber Center, 2380 Washington Blvd., Ogden. Free for chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**Feb. 4, 1:30-2:30 p.m.**

**"Salt Lake Chamber-Business Live!"** a virtual networking event. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

**Feb. 5, 8-10 a.m.**

**"Friday Forum,"** a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., No. 200, Provo. Details are at [thechamber.org](http://thechamber.org).

**Feb. 5, noon-1 p.m.**

**Opening of the Center for Business, Health and Prosperity** at the University of Utah's David Eccles School of Business. Speakers include world leaders discussing the relationship among business, health and prosperity around the globe. Registration can be completed at [https://eccles.qualtrics.com/jfe/form/SV\\_ePQvrjrYz32MuTH](https://eccles.qualtrics.com/jfe/form/SV_ePQvrjrYz32MuTH).

**Feb. 5, 6-11 p.m.**

**"Evening in Harlem,"** a Utah Black Chamber of Commerce Harlem Renaissance celebra-

tion. Location is Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Cost is \$40, available at the door. Details are at [utahblackchamber.com](http://utahblackchamber.com).

**Feb. 9, 11:55 a.m.-12:55 p.m.**

**Monthly Women in Business Luncheon,** a Cache Valley Chamber of Commerce event. Cost is \$14 for members, \$16 for nonmembers. Location to be announced at <https://cachewomeninbusiness.square.site/>.

**Feb. 9, noon-1 p.m.**

**"Accounting Essentials,"** part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Product Analysis" on Feb. 23, "Pricing Your Product or Service" on March 9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at [wbcutah.org](http://wbcutah.org).

**Feb. 11**

**"Coffee with Clancy,"** a Women's Business Center of Utah event hosted by Clancy Stone, business advisor for the Northern Region for the Women's Business Center of Utah. Speaker is Jenna White, co-founder of Empire Body Waxing. Event is pre-recorded and available online statewide. Free. Details are at [wbcutah.org](http://wbcutah.org).

**Feb. 11, 8 a.m.-5 p.m.**

**"Intro to Excel,"** a Salt Lake Community College Employee Development Workshop focusing on organizing, formatting and calculating data using Microsoft Excel software. This introduction discusses the ribbon, mini toolbar, ranges, formulas, charts and basic spreadsheets. Location is SLCC's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$249. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**Feb. 12, noon-1 p.m.**

**"Sweet Success: Celebrating the Sisterhood of Entrepreneurship,"** a Women's Business Center of Utah event featuring a panel of local women business owners who operate home-based, online and brick-and-mortar businesses. Location to be determined. Free. Details are at [wbcutah.org](http://wbcutah.org).

**Feb. 16, 8 a.m.-4 p.m.**

**"Managing Conflict,"** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on recognizing and using proactive communication techniques to manage the impact of conflict in the workplace. Location is SLCC's

Westpointe Campus in Salt Lake City. Virtual participation is available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**Feb. 16, 11:25 a.m.-1 p.m.**

**Leadership Luncheon,** a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$29 for members and \$22 for nonmembers; \$16 for members and \$17 for nonmembers online. Details are at [cachechamber.com](http://cachechamber.com).

**Feb. 16, 11:30 a.m.-1 p.m.**

**Business Alliance Networking Luncheon,** a Davis Chamber of Commerce event. Location is the Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**Feb. 17, 8-10 a.m.**

**M.A.C.H. Speed Networking,** a Murray Area Chamber of Commerce event that takes place online via Zoom. Free. Details are at [murraychamber.org](http://murraychamber.org).

**Feb. 17, 5:45-10 p.m.**

**2021 Annual Gala & After Party,** an Ogden-Weber Chamber of Commerce event. Awards will be presented for Small and Large Business of the Year, Volunteer of the Year, Chairperson of the Year, the Chamber Impact Award, the Sue Westenskow Education Award, the Athena Leadership Award and the Wall of Fame. Doors open at 5:45 p.m. Awards program begins at 6:30 p.m. After party begins at 7:30 p.m. Location is Peery's Egyptian Theater and Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Cost is \$100. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**Feb. 18**

**"Understanding Financial Statements to Manage Your Business,"** part of the Women's Business Center of Utah's Financial Foundations Series. Event is pre-recorded and available online anytime. Free. Details are at [wbcutah.org](http://wbcutah.org).

**Feb. 18, 8 a.m.-5 p.m.**

**"Intermediate Excel,"** a Salt Lake Community College Employee Development Workshop focusing on organizing, formatting and calculating data using Microsoft Excel software. This course builds upon "Intro to Excel" concepts. Location is SLCC's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$249. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

**Feb. 18, 1:30-2:30 p.m.**

**"Salt Lake Chamber-Business Live!"** a virtual networking event. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

**Feb. 23, noon-1 p.m.**

**"Product Analysis,"** part of the Small Business Management Series presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah. Six topics will be presented each quarter. Remaining presentations are "Pricing Your Product or Service" on March

9, and "Marketing/Branding" on March 23. Cost is \$50 per quarter. Events take place online via Zoom. Details are at [wbcutah.org](http://wbcutah.org).

**Feb. 24**

**"Power of the P.I.V.O.T.: How to Creatively Pivot Your Business For Success,"** a Women's Business Center of Utah event. Panelists are Yais Trevino, owner of Yais.Style LLC; Jessica Wignall, owner and treat maker

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**PLURALSIGHT***from page 1*

vides technology workforce development solutions, including skills intelligence, skills development and engineering management capabilities. The company's two products, Pluralsight Skills and Pluralsight Flow, are used by more than 17,000 customers, including 70 percent of Fortune 500 companies.

"Today's announcement is an exciting milestone for Pluralsight as we begin the next phase of our evolution," said Aaron Skonnard, co-founder and CEO of Pluralsight. "Through this partnership with Vista, we will be able to move faster and be more agile, accelerate our strategic vision and, ultimately, deliver deeper, more powerful solutions that help companies adapt and thrive in the digital age. We are relentlessly focused on helping enterprises improve and optimize their technology workforce and providing the most effective path to skills transformation for their technology teams. The global Vista ecosystem of leading enterprise software companies provides significant resources and institutional knowledge that will open doors and help fuel our growth. We're thrilled that we will be able to leverage Vista's expertise to further strengthen our market-leading position."

"We are pleased to have reached this agreement with Vista, which delivers significant immediate cash value to our shareholder, and positions Pluralsight to continue meeting and exceeding the expectations of our customers," said Gary Crittenden, Pluralsight's lead independent director. "This transaction, which is the result of a robust process overseen and directed by an independent transaction committee of the board of directors, is a testament to the value Pluralsight has created and the reputation our team has built. Enterprises all over the world rely on Pluralsight's solutions to strengthen technology skills, innovate faster and meet their core objectives.

With Vista's support, we are confident that Pluralsight will be even better positioned to deliver value to our customers. We are confident that this transaction is the best path forward for Pluralsight and our stakeholders."

"We have seen firsthand that the demand for skilled software engineers continues to outstrip supply, and we expect this trend to persist as we move into a hybrid online-offline world across all industries and interactions, with business leaders recognizing that technological innovation is critical to business success," said Monti Saroya, co-head of the Vista Flagship Fund and senior managing director at Vista. "Through its platform, Pluralsight enables these leaders to improve productivity and provide career pathing opportunities across their IT workforces."

"Pluralsight and Vista share the belief that software is key to unlocking opportunity and progress," said Adrian Alonso, managing director at Vista. "We are impressed by the outstanding business that Pluralsight has already built and look forward to partnering with the management team to enable the company's next phase of growth and further their mission to democratize technology skills."

Pluralsight said it has entered into a voting agreement with certain of its shareholders, under which such shareholders have agreed to vote all of their Pluralsight shares in favor of the transaction, subject to certain terms and conditions. The Pluralsight shares subject to the voting agreement represent a majority of the current outstanding voting power of Pluralsight shares.

The transaction is expected to close in the first half of 2021, subject to customary closing conditions, including approval by Pluralsight shareholders and receipt of regulatory approvals. Upon completion of the transaction, Pluralsight will become a privately held company and shares of Pluralsight common stock will no longer be listed on any public market. Pluralsight will continue to be headquartered in Draper.



## PORT

from page 1

and criticism — has focused on a large site near the Salt Lake City International Airport, Jack Hedge, the port's executive director, reiterated that the port will be a network or system including not just that Salt Lake City area but satellite ports throughout the state.

"There's an awful lot of talk about 'this place' and 'this location' and that the port authority is building buildings and running trucks and things like that," Hedge said, listing misconceptions about the port. "And as we know, it's really about the system and about being around the state. There's not a gate that you go and check in to get into the Inland Port, and I think that's one of the misconceptions that people have."

At the time of the meeting, representatives of 10 counties had expressed an interest in having a satellite port. Patrick Mullen, opportunity zone and financial incentives director for the Utah Association of Counties, said the

process is in an "intake" step, with data being collected to better understand how to build a logistics system in the state.

As Hedge has done in the past, Mullen stressed the process is not a competition or application selection. "This is a focus on gathering data to understanding really the beginning of a much longer-term process of just 'what's out there?'" he said.

Stuart Clason, regional economic growth manager for the Utah Association of Counties, said the information will be used to create an "asset map" of the state.

Both government officials and businesspeople were enthusiastic about the potential positives they said satellite ports could bring.

"We believe that having a satellite port would really be beneficial to the state," said Nate Wiberg, community planner for the Five County Association of Governments (Beaver, Garfield, Iron, Kane and Washington counties). Among that area's

positives are access to air and rail and its location via truck traffic from the ports in Southern California, he said.

"We're super-excited about the opportunities," said Travis Kyhl, executive director of the Six County Association of Governments (Juab, Millard, Puite, Sanpete, Sevier and Wayne counties). "We're excited about the support. We're looking forward to more support from you all and from the state at possibly putting in future infrastructure in our region and really trying to move things forward."

Jason Christensen, president of ACT Aerospace in Gunnison, said a satellite port could create jobs for local residents and "have businesses where we want to live."

Brian Carver, community and economic development director for the Bear River Association of Governments (Box Elder, Cache and Rich counties), said that area has significant logistics infrastructure and manufacturing industry clusters "that would benefit greatly from the facilitat-

ed throughput of products."

"As Mr. Nichols said, there's water in this well, there's water in the pipe," Carver said. "It's primed and ready to go. We just need a bigger pipe."

John Houston, chairman of Intermountain Electronics, based in Price, said his company "could become as competitive as any manufacturer globally with the right infrastructure."

"We're ready to go," he said of a satellite port. "It would open the world to us."

Hedge said much of the past few months has been spent introducing the port concept to people in Utah and worldwide. The authority and the port idea have been well-received, he said, especially in light of the COVID pandemic's impacts on the movement of goods.

"There's been a lot of disruption in the global supply chain, and folks are beginning to recognize and look at Utah as a place to smooth out those systems, to make their supply chains function better, to make their imports and exports flow more smoothly," he said.

After the data-gathering and data-mining is complete, the authority will work with localities and their public processes before bringing the process back to the

authority to approve and authorize satellite ports, he said.

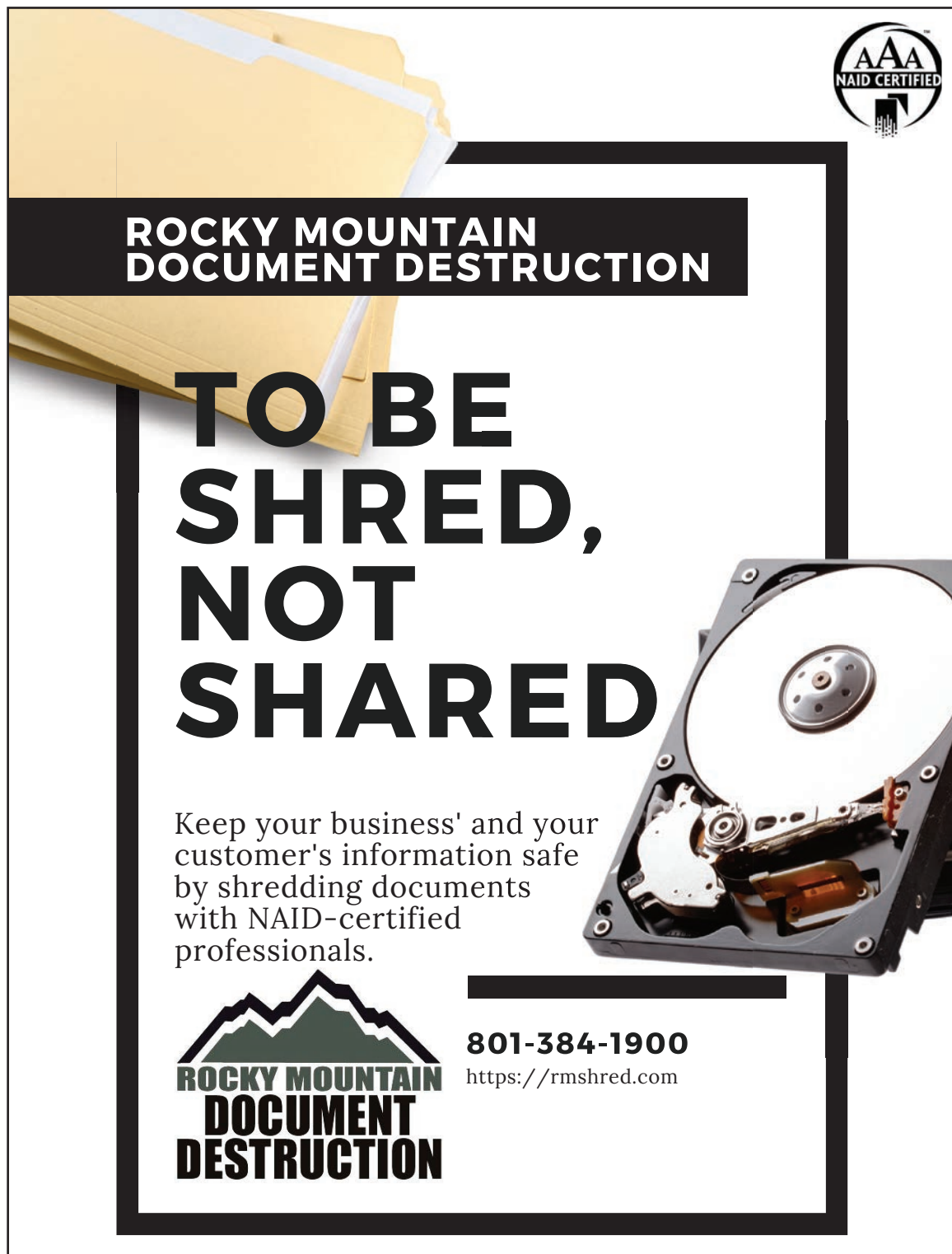
"There is a lot of open dialogue and public process to go through before we start identifying particular locations and particular inland port sites around the state," Hedge said.

Even then, the development of a port system will be open-ended, he emphasized.

"This isn't 'we're going to build four locations and then we're done' or 'we're going to build 10 locations and we're done' or 'we're going to build 20 locations and we're done,'" he said.

"This will always be an opportunity ... to create these locations, to improve locations, to repurpose and reposition locations. That is the work of the port authority and that is the ongoing work of the port authority, and there's no end time to that. This is an ongoing effort that will continue for as long as we need to move goods and products to market."

While several people spoke in favor of the port system concept, the meeting also featured continuing public criticism. Opponents said such a system cause light pollution, harm West Side and minority communities, impact wildlife habitat and adversely affect public health due to air pollution from increased traffic.



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## CALENDAR

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at So Baked; Scott Porter, owner of San Diablo Artisan Churros; Jamaica Trinnaman, CEO of Hello Bulk Markets. Event is pre-recorded and available online statewide. Free. Details are at [wbcutah.org](http://wbcutah.org).

### Feb. 25-26

**Entrepreneur & Investor Life Science Summit 2021**, presented by BioUtah and the University of Utah PIVOT Center and designed to bring investors and innovators together to showcase Utah entrepreneurship. Event will feature industry experts speaking on topics such as funding, operating and developing life sciences companies. Financing options for angel-, early- and later-stage companies will also be presented. Event takes place online. Early-bird cost is \$75 for BioUtah members, \$150 for non-members. Details are at [https://whova.com/portal/registration/eilss1\\_202103/](https://whova.com/portal/registration/eilss1_202103/).

### Feb. 25-27

**RootsTech Connect**, a virtual conference that will replace the planned in-person event scheduled for Feb. 3-6 at the Salt Palace Convention Center in Salt Lake City. Presented by FamilySearch International and

focused on family histories, event will feature keynote presentations and more than 300 breakout sessions. Keynote speakers include Sharon Morgan, founder of OurBlackAncestry.com; Francesco Lotoro, an Italian musician who is saving music written in concentration camps; Lorena Ochoa, former Mexican professional golfer and entrepreneur; and Nick Vujicic, award-winning author. Free. All content will be available following the live event for at least 12 months. Details are at [rootstech.org](http://rootstech.org).

### Feb. 25

**"Coffee with Clancy,"** a Women's Business Center of Utah event hosted by Clancy Stone, business advisor for the Northern Region for the Women's Business Center of Utah. Speaker Raymond Christy, airport senior planner/Disadvantaged Business Enterprise (DBE) coordinator at Salt Lake City International Airport, will discuss "Understanding the Airport Concessions DBE Program." Event is pre-recorded and available online anytime. Free. Details are at [wbcutah.org](http://wbcutah.org).

### Feb. 25, noon-1 p.m.

**Women in Business Meeting**, a Box Elder Chamber of Commerce event. Location to be announced. Cost is \$10. Details are at [boxelderchamber.com](http://boxelderchamber.com).



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## BRIEFS

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resources software provider, has awarded 100 HR professionals from small and medium-sized businesses with a scholarship for a seven-week preparation course as they prepare to take their HR certification exams. The certification scholarship is a new program unveiled at BambooHR's HR Virtual Summit earlier this year. Recipients are members of several SHRM chapter organizations and include a broad selection of professionals, from those new in their careers to seasoned professionals that have not had the opportunity to receive certification.

• **Andrew Felsted** of Heber has been selected as a 2020 recipient of **Northwestern Mutual's Childhood Cancer Survivor Scholarship**. The scholarship program was developed to alleviate the financial strain on families that often results from expensive cancer treatments by helping to fund school tuition and fees. Forty-three students have each been awarded a \$5,000 renewable scholarship through this year's program. Felsted was diagnosed with a Stage Four cancerous brain tumor a few days before his fifth birthday. As a result of his diagnosis and surgery to remove the brain tumor, he lost eyesight, the



## CLASSIFIED

### CAREERS

#### SOFTWARE QA ENGINEERS

**Oath Holdings Inc.** has multiple openings in Salt Lake City, UT (various levels/types):

- **Software QA Engineer.** Collaborate w/ developers & testers to define & automate test cases to further company's continuous Integration/Deployment goals. Ref. Job#LACHETB.

To apply, mail resume to Oath, Attn: Jillian Johnson, 701 1st Ave., Sunnyvale, CA 94089.

#### PRODUCT ENGINEERS (3DXP)

**Micron Technology, Inc.** has openings for **Product Engineers (3DXP)** in Lehi, UT. Responsible for preparing new Non-Volatile Engineering (NVE) memory products for qualification and volume manufacturing by coordinating test and analysis resources over the lifecycle of the product. Mail resume to Nate Burt, 4000 N Flash Drive, MS 2-702, Lehi, Utah 84043. Please reference Job # 10878.2281.

ability to speak and was partially paralyzed. He underwent brain and spine radiation and chemotherapy and has re-learned how to walk and talk. He is majoring in public health at Brigham Young University-Idaho.

#### SERVICES

• **Ainge Advisory LLC**, a Lehi-based boutique firm with a focus on mergers and acquisitions, private equity and venture capital transactions, has announced that **Mark Broadbent** will be joining as managing director of the Legal & Advisory Services

division. Broadbent has been an active advisor to angels, entrepreneurs, venture capital funds and



**Mark Broadbent**

growth-stage companies, particularly in the emerging Silicon Slopes tech corridor along Utah's Wasatch Front. He has worked with leading corporate law firms and in strategy/finance roles. Broadbent has a Juris Doctor and an MBA from Brigham Young University.

#### MICRON TECHNOLOGY UTAH, LLC

**Micron Technology Utah, LLC** has openings for the following position in Lehi, Utah. Mail resume to Nate Burt, 4000 N Flash Drive, MS 2-702, Lehi, Utah 84043. Must reference job number and job title when applying.

**Advanced Electrical Failure Analysis (EFA) Engineers:** Identify and communicate electrical failures and design issues that limit wafer yield, implement new Yield Enhancement (YE) systems, improve team interaction, increase YE productivity and contribute to transforming YE into a high performance team. Job #10878.3136.

**Equipment Engineers:** Responsible for optimizing existing tool performance and providing the tactical response for assigned equipment. Job #10878.3225.



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