

## Focus



THE WORKPLACE  
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## UIPA hopes Oakland pact will help supply chain

**Brice Wallace**  
*The Enterprise*

Hoping to repeat success of an initiative with the Port of Long Beach, the Utah Inland Port Authority (UIPA) is working to forge a similar agreement with the Port of Oakland in hopes of untangling the knots in supply chains.

At a recent port authority board meeting, Jack Hedge, executive director of UIPA, said an agreement among the authority, the Port of Oakland and Union Pacific Railroad would help smooth and quicken

the movement of export and imports. The aim would be “to disperse the trade lanes a bit so that not everything is trying to come through Southern California.”

Without citing statistics, Hedge said an agreement announced in late October among the Port of Long Beach, the authority and the railroad “will provide immediate relief because bringing this direct rail service into Utah is a way to unclog the ports, get goods and products that are destined for Utah out of the ports quicker, sooner, faster, and get them here by rail, as opposed to the traditional method and the method that’s causing all the congestion, quite frankly, of

transloading cargo in Southern California and then trucking it into this market.”

The Long Beach initiative calls for optimizing the existing on- and near-dock rail system there to shrink dwell times and improve the speed and consistency of rail deliveries to and from Utah through direct, regularly scheduled rail service connecting Long Beach to Salt Lake City.

see **PORT PACT** page 8



*Susan Madsen, founder and director of the Utah Women and Leadership Project at Utah State University, explains the details of a report about women’s equality in Utah during a briefing at Zions Bank’s Salt Lake City headquarters. WalletHub has ranked Utah as the worst state for women’s equality for four consecutive years, and the project conducted a deep dive on the WalletHub ranking.*

## Equality for all Utahns could help dump the 'worst for women' label

**Brice Wallace**  
*The Enterprise*

Worst for women’s equality.

It’s a label that Utah hasn’t been able to shake — indeed, its hold on the title has lasted for years — but a recent study indicates that a series of changes in the workplace, in education and in politics could break Utah from its hold on the unwanted title. The thinking is that more equity and equality for all Utahns will strengthen

families, organizations and communities throughout the state.

A report released in August by WalletHub ranked Utah the worst state in the nation for women’s equality. It was the fourth consecutive year for Utah to be bottom-ranked in that analysis, but Susan Madsen, founder and director of the Utah Women and Leadership Project at Utah State University, recently noted that Utah been

## Forecast predicts SLC to lead nation in 2022 home sales

The Salt Lake City market will lead the nation in listing price appreciation and home sales growth in 2022, according to a forecast from Realtor.com. The website’s “Top Housing Markets of 2022” report based its prediction on the market’s strong economy, tech sector job growth and relative affordability. The report included the nation’s 100 largest metro areas.

According to Realtor.com, Salt Lake City’s median home price in 2021 was \$564,062. The study forecasts a 15.2 percent rise in the number of home sales and an 8.5 percent hike in home prices.

Concentrated in the Mountain West, Midwest and New England, Realtor.com’s top 10 in rank order are Salt Lake City; Boise, Idaho; Spokane, Washington; Indianapolis, Indiana; Columbus, Ohio; Providence, Rhode Island; Seattle; Greenville, South Carolina; Worcester, Massachusetts; and Tampa, Florida. Home sales across the top 10 markets are forecast to grow by 11.6 percent year-over-year in 2022, which is nearly twice the national home sales growth projection (6.6 percent). Average home prices in the top 10 are expected to increase 7.4 percent, more than double the national pace (2.9 percent).

“This year’s list spans a variety of geographic hotspots, reflecting how pandemic

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

### Co-Diagnostics Inc. says COVID-19 omicron variant doesn't affect its diagnostics tests

Co-Diagnostics Inc., a Salt Lake City molecular diagnostics company that was early-to-market with tests to detect the COVID-19 virus, has reported that none of the mutations of coronavirus discovered in Africa are predicted to interfere with any of the company's suite of PCR diagnostic assays.

The new coronavirus strain includes more than 50 mutations, over 30 of which are found on the virus's spike protein, the main target of the body's immune responses, and is currently being studied to determine whether the mutations lead to increased transmissibility or ability to evade the body's immune response. As countries moved to suspend flights from South Africa and other African countries, the World Health Organization (WHO) convened a special meeting on Nov. 26 to discuss what the new variant of concern, designated "omicron" by the WHO, could mean for

vaccines and treatments.

Co-Diagnostics successfully assessed the effectiveness of its existing line of COVID-19 PCR diagnostics against the omicron variant using publicly available sequencing data and continues to monitor the performance of its tests as new variants are discovered.

"We are pleased to report that none of the over 50 mutations in this new variant are close enough to the targets of any of our COVID-19 diagnostics to interfere with their performance," said Dwight Egan, CEO of Co-Diagnostics. "This includes our original Logix Smart COVID-19 assay, first developed in the early days of news about the novel coronavirus being discovered in China, our SARS-CoV-2 2-gene test, our ABC (flu A/flu B/COVID-19) multiplex assay, our COVID-19 extraction-free direct saliva test or the test currently in development to be run on our upcoming at-home/point-of-care device."

### Utah Department of Health confirms 1st case of omicron variant found in Southern Utah

The Utah Department of Health has confirmed the state's first case of the omicron variant of the COVID-19 virus. The department said the individual who tested positive is described as an "older adult who lives within the Southwest Utah Public Health District" who recently came back to Utah from a trip to South Africa. The Southwest Utah Public Health District includes Beaver, Garfield, Iron, Kane and Washington counties.

A department spokesman declined to provide further information about the case, including when the person returned to Utah, got tested or the county they live in, out of respect for the individual's privacy. Dr. Kelly Oakeson, the Utah Public Health Lab's chief scientist for bioinformatics and next-generation sequencing, said it typically takes the state

eight to 10 days from a person getting a COVID-19 test to the time a sequence result comes in, but this case was fast-tracked by testing the sample before it was a confirmed case.

Officials said the individual was fully vaccinated and had received monoclonal antibody treatment. The person is recovering at home with mild symptoms. Health department officials said that close contacts of the individual have been cooperative and are following isolation, quarantine and testing guidance of public health authorities.

Dr. Leisha Nolen, the state's epidemiologist, said nobody who was in contact with the infected person has shown symptoms since the individual returned to Utah. Those people have been tested already and none of the results have come back positive.

## Park Record bought by Ogden Newspapers

Swift Communications, the parent company of *The Park Record* in Park City and other mountain town newspapers in the West, is selling its local media and publishing businesses to West Virginia-based Ogden Newspapers, the companies said in a joint release. Ogden Newspapers owns and publishes the *Standard-Examiner* in Ogden and the *Daily Herald* in Provo.

The deal is scheduled to close Dec. 31, and with the acquisition Ogden Newspapers will publish 54 daily newspapers and a number of weekly newspapers and magazines in 18 states.

Founded in 1975, the second- and third-generation family-owned Swift Communications has operated magazines, newspapers, websites, book publishing and other digital products in Western state cities. In addition to *The Park Record*, the company has operated *The Aspen Times*, *Snowmass Sun*, *Glenwood Springs Post Independent*, *Vail Daily*, *Summit Daily News*, *Steamboat Pilot*, *Craig Press* and *Sky-Hi News* in Colorado, all of which are included in the current transaction. Also included are Swift publications and offices in Lake Tahoe and Grass Valley, California; and Carson City, Nevada.

"We are the proud successor owners of a great newspaper in *The Park Record* that has served its

community so well for decades," Robert Nutting, CEO of Ogden Newspapers, said. "*The Park Record* has a legacy of strong local journalism that we are privileged to continue.

"We are particularly excited to be working with a team at *The Park Record* that has been recognized as an innovator in community journalism. We're sure we will learn much from the dedicated employees who will be joining our team."

"The publications, communities and most of all, the great people who have been a part of our company since its founding in 1975 will be very much missed," Bill Waters, CEO and chairman of the board of Swift Communications, said in the announcement. "We know the time has come to pass the baton of stewardship to new owners who can carry forward the important mission."

Ogden will continue to operate the existing Swift publications under the name Swift Communications. After the close date, Swift will change its name to Questor Corp. Acres USA and Breaking Ground Institute will be part of Questor along with a portfolio of commercial and residential real estate properties in various states.

*The Park Record* has served Summit County since 1880, and it was purchased by Swift Communications in December of 2015.

## Diversis Capital buys Orem's inventory platform Fishbowl

Diversis Capital Management LP, a private equity firm based in Los Angeles, has acquired Orem-based Fishbowl. Fishbowl develops and markets a desktop inventory management platform to be used in conjunction with QuickBooks. The company recently introduced a mobile version of its software.

Founded in 2013, Diversis is a software- and technology-focused fund that invests in lower middle-market companies, targeting situations where it can add value in helping a company grow.

Fishbowl was founded in 2001 and its core products include Fishbowl Warehouse, Fishbowl Manufacturing and Fishbowl Online. Fishbowl Warehouse helps automate order creation, control inventory flow and manage multiple warehouses. Fishbowl Manufacturing provides manufacturing inventory management to maximize efficiency in the production process and Fishbowl Online inventory management software includes stock alerts, reordering and other tools to maximize production efficiency, the company said. The company has over 200 employees.

"While we were not actively seeking to sell the company, we were approached by Diversis and were impressed by their team's knowledge of our business and

enthusiasm to invest in our products, our team and our customers to bring our solutions to more companies around the globe," said John David King, CEO of Fishbowl. "This transaction is a great validation of our people, platform and market leadership and will help us accelerate product investment to meet growing customer demands."

"Over the past 20 years, the team has built Fishbowl into a leading provider of inventory management software and we are anxious to further build the manufacturing and warehouse businesses," said Ron Nayot, Diversis co-founder and managing partner. "We also see significant opportunities to build Fishbowl internationally by accelerating the launch of new SaaS product offerings, focusing on e-commerce and growing the hosting business. In addition, we are actively identifying strategic add-on acquisitions to broaden the product portfolio."

## Pittsburgh firm buys majority of Blue Chip Group

Pittsburgh-based private equity firm 3 Rivers Capital has acquired a majority stake in Salt Lake City-headquartered Blue Chip Group. The transaction was jointly announced by Rob Carskadden, managing partner of 3 Rivers, and Mark Augason, president of Blue Chip Group.

Founded in 1972 by Mark Augason's father, Phil Augason, Blue Chip Group produces food and beverage products and operates Augason Farms, a brand in the emergency food preparedness category. Continuing his father's legacy, Mark Augason has built the company into a major supplier of proprietary and white-labeled preparedness food with over 300 products manufactured and sold nationwide.

Focused on the acquisition and recapitalization of small and family-owned private companies, the 3 Rivers Capital portfolio includes businesses engaged in health and wellness, light manufacturing, infrastructure, facility services and business-to-business services.

The investment from 3 Rivers Capital will create additional operational capacity aimed at accelerating delivery of the Blue Chip's preparedness products and dramatically expanding its dry food and beverage contract manufacturing capabilities and capacity, the company said in a release.

"Blue Chip Group was established by its founder Phil Augason nearly 50 years ago as an immediate resource for families in need and through the steadfast

leadership of his son Mark, the company not only became a national business, but led the creation of the preparedness food category," said Carskadden. "We are extremely proud to build on that historic legacy and join with Mark in even furthering Blue Chip as the preeminent name in preparedness solutions and as a pow-

erhouse in the important area of contract manufacturing."

"Our partnership with 3 Rivers Capital comes at a time when Blue Chip Group will soon celebrate 50 years in business. Together with 3 Rivers' additional support in resources and expertise, Blue Chip Group is poised for an exciting future ahead," said Augason.

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## Fugal donation builds UVU Gateway Building

Utah Valley University has opened its new Gateway Building on the south end of its Orem Campus. The structure was made possible by a \$5 million donation from Utah business leader and UVU alumnus Brandon D. Fugal.

The three-story Gateway Building is part of UVU's long-term master plan that was introduced in 2010 to address the rapid population growth in Utah. It will house the office of UVU Pres. Astrid S. Tuminez, her administration and three vice presidents. It includes a board conference area along with state-of-the-art classrooms. It will serve as a student welcome center for prospective students. The Gary R. Herbert Institute of Public Policy Center will also be housed in the new building.

"Brandon Fugal personifies the greatest qualities we seek to inculcate in our students: grit, intelligence, ambition, innovation and generosity," said Tuminez. "The Gateway Building that bears his name will be a wonderful new main entrance to campus. Many students and families will start their UVU journeys from this building. They will be reminded that their potential, much like UVU alumnus Brandon Fugal's, is unlimited."

Tuminez expressed university leaders' gratitude for Fugal's gift. Fugal was awarded a leadership scholarship and attended UVU in 1994 and is a "strong illustration of entrepreneurial success in Utah," Tuminezsaid.

Fugal is the chairman and co-owner of Colliers International in Utah, a commercial real estate firm in the state. He is also the co-founder of Axcend, a provider of compact nanoflow liquid chromatography systems; Thanksgiving Development; and Texas Growth Fund; as well as manager and investor in numerous other ventures.

"Utah Valley University is my school," Fugal said. "It is in my DNA. It gave me a solid foundation that helped me launch my real estate and business career. There are many people who taught and showed me the way. Now I want to give back, to help those who follow me. I hope this building stands as a sentinel showing people the power of education and the American dream."

The building will host lectures and candidate forums and will also archive Herbert's personal papers and artifacts accumulated during the former governor's service to Utah.

## Club Med coming to Snowbasin

French resort company Club Med has announced plans to build an all-inclusive mountain resort at Snowbasin Resort in Huntsville. The property is scheduled to open in December 2024 and will be Club Med's first-ever Exclusive Collection (5-Star) resort in the U.S. as well as its first new resort in the U.S. in more than 20 years, a company release said. Club Med has more than 20 all-inclusive mountain resort properties across Canada, Europe and Asia.

The announcement of the Utah property was made during the inauguration ceremony of Club Med Québec by Henri Giscard D'Estaing, the brand's president and CEO.

"Our pioneering spirit has allowed us to successfully introduce our distinctive all-inclusive model to ski destinations worldwide and reshape what a traditional ski vacation looks like," said d'Estaing. "Looking ahead, we are delighted to bring Snowbasin their very first lodging property and introduce the spectacular region to travelers from all over the world."

Club Med said the Snowbasin resort's design will be influenced by the surrounding region. The 320-room resort will combine American luxury with Club Med's renowned French savoir faire, along with architecture and design touches that integrate elements from Utah and its history.

With direct ski-in/ski-out access to surrounding slopes, Club Med Utah will include two-bed-

room deluxe rooms and family suites, while private penthouse suites will also be available. Club Med will offer its children's clubs for ages four months to 17 years for families seeking a more tailored, family experience. In addition to all-day dining available at the resort's restaurants and lounges, guests will also be offered group ski and snowboard lessons, lift tickets and a heated swimming pool during the ski season. During the warmer months, there will be opportunity to explore more than 3,000 acres of surrounding mountains and valleys through guided activities like hiking programs, mountain biking and Club Med's trademark circus activities.

Club Med Utah is expected to bring an estimated 400 jobs to the local economy.

The Club Med project is part of a larger master plan recently announced by Snowbasin for the mountain, which also includes additional beginner ski domains, new lift infrastructure and retail and lodging areas at the base.

"Club Med will bring distinctive high-quality development to Snowbasin, building on a superlative ski experience and decades of careful stewardship and investment into Snowbasin from our owners," said Bruce Fery, CEO of Snowbasin owner Grand America Hotels and Resorts. "Club Med will showcase the beauty and excellence of Snowbasin to a largely international clientele, which will benefit the entire region."

## Artemis rocket boosters will be built in Brigham City

NASA has awarded a contract to produce boosters for the agency's Space Launch System (SLS) rocket to support nine SLS flights to Northrop Grumman of Brigham City. Northrop Grumman, the NASA's leading booster contractor, has produced booster motors for the first three Artemis human spaceflight missions and is casting the motors for the fourth lunar mission.

The contract, with a value of \$3.19 billion, confirms a letter contract awarded in June 2020 that authorized Northrop Grumman to order long-lead items

and build twin boosters for the next six SLS flights. The period of the contract extends through Dec. 31, 2031. This includes production and operations for boosters for Artemis IV-VIII and design, development, testing and evaluation of a booster as part of Booster Obsolescence and Life Extension (BOLE) for Artemis IX.

"This contract award ensures NASA will have the most powerful solid rocket boosters ever built for future Space Launch System rockets for the Artemis missions to the moon," said Bruce Tiller, SLS booster manager at NASA's

Marshall Space Flight Center in Huntsville, Alabama. "The contract allows NASA to work with Northrop Grumman to not only build the boosters for upcoming missions but also to evolve and improve the boosters for future flights."

The twin solid booster rockets, which are mounted on the side of the SLS core stage, produce more than 75 percent of the thrust for each SLS launch. As part of this contract, the Utah team will also design and test evolved boosters needed for flights starting with the ninth SLS mission.

## Utah delegation returns from exhibiting at the Dubai Airshow

A delegation of Utah businesses representing the state's aerospace and defense industry has returned from the Dubai Airshow. The trip, organized by the Governor's Office of Economic Opportunity, the Economic Development Corporation of Utah and World Trade Center Utah, included exhibits by five Utah companies.

After a two-year hiatus due to the pandemic, the global airshow featured more than 1,200 exhibitors, over 145 countries and an aircraft display of over 160 commercial, military and private jets, including the latest Boeing 777x and Bombardier's Global 7500.

With an exhibitor booth in the USA Pavilion, the delegation showcased the state's aerospace and defense industries and their companies to help build Utah's global brand, grow Utah businesses and strengthen Utah's network of partners worldwide, organizers said.

At the airshow, the delegation connected with a network of global brands and counterparts, found opportunities to expand their cutting-edge technologies and products beyond the U.S., and identified potential investment partners.

The five Utah firms traveling to Dubai and exhibiting at the show were ATEK Defense Systems of Spanish Fork, Bountiful's CONNEC Marketplace, Fortem Technologies of Pleasant Grove, St. George-based Steribin and Xyklus of Ogden.

The Utah exhibitor booth and company participation were supported by the State Trade Expansion Program (STEP) Grant, a federal initiative that assists eligible small businesses in increasing exports internationally. STEP is funded in part through a grant with the U.S. Small Business Administration and is administered by WTC Utah on behalf of the state.

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# Succeeding in Your Business

## A securities law primer for startup businesses: Part 2 of 2

Sadly, the securities laws don't make it easy for small startups to raise capital from lots of "little" investors. So, how do you structure a startup when:

- You've got lots of people involved, some putting in money, others putting in "sweat equity" and others providing both?
- You are looking to raise only a small amount of money (less than \$250,000) to launch the business?
- You cannot afford the services of a qualified securities attorney?

There are no easy answers, but here are some suggestions:

**No. 1: Identify Your Founders and Get Them on Board.** These are the key people who will either work 90 or more hours a week helping you build your busi-

ness and/or furnish you with most of your startup capital. Anyone who does not meet this two-part test is not a "founder."

Founders are usually not considered investors if they do not put money in the company, if they are recorded on the company books as owners from the company's inception and if they are brought on board before later investors who put in real capital. Technically, when founders sign on to a company, the company has no value. Once people start putting in real money, the company has a value, so you can't bring in any more founders at that point.

There should be no more than two or three founders. If you find yourself with lots of founders, ask yourself if they are all really es-

sential. It bears repeating: If someone is likely not to be around in a year or two, he or she should not be a "founder."

**No. 2: Give Your Sweat Equity People Options Instead of Shares.** Any sweat-equity investor who is not a founder should *not* receive shares up front. Instead, give them an option or warrant to acquire shares at least one year in the future at today's price, with some conditions. If they do not perform their services to your satisfaction, they do not get their shares.

By doing this, you accomplish two goals:

- You ensure that they will deliver what they promised you.
- Because they don't get their shares until a year from now, there's a chance they may not be "aggregated" with other investors in determining the permitted

number of purchasers for securities law purposes.

**No. 3: Limit Your Investors to "Big Ticket" Purchasers.** When I was working on Wall Street many years ago, there was a saying: "You cannot eat like a bird if your goal is to, ahem, excrete like an elephant."

Get over it; it takes serious money to make serious money. You are not going to achieve your business goals with \$1,000 investors. You need some big players — the fewer the better.

Also, there's a much better chance these people will be considered "accredited investors" and therefore not counted as purchasers for securities laws purposes.

**No. 4: Avoid Concentrating Your Investors in a Single State.** Many states limit the number of offers or sales of securities you can make to residents of that particular state. The number of permitted in-state offerees or purchasers can range from three to more than 40. If you have more than five investors in the same state, there's a significant risk you will exceed the permitted number. By spreading your investors over a number of states, that risk is reduced.

**No. 5: Make a Friend at Your State Securities Office.** When in doubt, don't be shy about calling your state securities office and asking to speak to one of their "securities examiners." They are usually quite friendly folks who will take the time to walk you through the necessary state paperwork. Trust me, yours is not the first startup that has called them

with questions about a complex process.

**No. 6: Look for Law Firms Specializing in Early-Stage Ventures.** When all else fails, look for a local or regional law firm that specializes in technology startups and other early-stage ventures. These will usually be larger firms (more than 10 lawyers) but because they specialize in startups they will understand, better than most lawyers, that you are operating on a shoestring budget and will try to work with you.

If they are impressed by your business plan, they may be willing to do the necessary filings for a reduced fee, or perhaps accept some (nonvoting) equity in your company in lieu of a fee.

Just be aware that you will not be working with their prestige partners. Since they are putting in lots of hours for a reduced fee, they are likely to refer your matter to a junior lawyer who is still learning the ropes.

If they do, make a friend of the junior lawyer. Every prestige partner began his or her professional life as a "junior associate" and all it takes is one highly successful startup to make your company a much more influential client of the firm, and that "junior" lawyer a much more influential player in the firm's hierarchy.

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

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## HOME SALES *from page 1*

trends like the rise in remote work are enabling many homebuyers to explore new areas where their budgets stretch further. The top 10 markets share a number of commonalities that are driving demand from millennial remote workers to retirees alike, including those from major coastal metros," said Danielle Hale, chief economist at Realtor.com. "With thriving local economies, low unemployment rates, convenient access to the outdoors and relatively affordable housing, many of the top markets offer the best of both small-town quality of life and big-city job security. Home shoppers in these areas may still be able to find good value even as listing prices are expected to climb in 2022 but getting a leg up on the

competition will be key. For buyers with more flexible timelines — such as those making a move from a big city — offering a couple extra months on the closing date could sweeten the deal for sellers who also need to buy their next home."

About Salt Lake City, Realtor.com said, "Salt Lake is an outdoor enthusiast's dream with its close proximity to some of the best skiing, hiking, fishing and mountain biking in the country. Since the beginning of the pandemic, remote work has prompted an influx of transplants from California and Colorado looking for affordable homes, low cost of living and good schools. Lehi, Utah, also known as Silicon Slopes for its booming tech industry, is just 25 miles away from Salt Lake and home to SanDisk, Adobe and eBay facilities."

# Innovate Utah

## NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



Benjamin Sanchez-Terrones, University of Utah

While mammograms are a safe, effective way to detect the presence of breast cancer in women, patients are advised to begin the procedure after the age of 40, in part because it involves small doses of ionizing radiation.

To widen the age group of those who can get tested, University of Utah electrical and computer engineering assistant professor Benjamin Sanchez-Terrones is developing a safe, painless diagnostic tool for detecting breast cancer that uses a low electrical current instead of radiation. His research was recently published in the journal *IEEE Access*.



HEALTH  
UNIVERSITY OF UTAH

The research is based on the notion that cancer causes a person's lymphatic interstitial fluid to change due to the increased presence of white blood cells and other physiological changes that happen to fight off the tumor.

"We suspect that the immune response is triggered in a person with cancer and produces lymphatic interstitial fluid that is less electrically conductive," said Sanchez-Terrones.

To detect that change, Sanchez-Terrones along with Utah-based IONIQ Sciences, which develops cancer-screening technologies, are creating a diagnostic device with two electrodes that send a low-voltage electrical current through the body to detect these lymphatic changes.

The patient holds one electrode while the doctor touches different parts of the body with a handheld probe containing the second electrode. Each time the second electrode touches the skin, a painless electrical current runs from that electrode to the one the patient is holding. Measurements of the person's conductivity are taken with each touch, and an algorithm in the device analyzes the data points and calculates a likelihood the patient has cancer or not.

Atadas, a Clearfield-based provider of software for medication-assisted treatment has launched the AddMedPro telehealth platform, a cloud-based patient management software application specifically built for office-based opioid treatment practices. Developed to address the challenges of monitoring and managing controlled substances prescribed to patients with opioid use disorder, the secure and HIPAA-compliant system features a revolutionary pill count system called PillCountPro

that automates patient pill counts using Android or iOS devices. "AddMedPro telehealth provides a valuable system of checks and balances for medical professionals treating patients with opioid addiction,"



said William Farr, CEO of Atadas Inc. "We wanted to provide the essential tools and software so practitioners can treat more patients with greater confidence and improved efficiencies for a better overall experience and outcome for everyone involved."

Blackrock Neurotech, a Salt Lake City developer of brain-computer interface (BCI) technology, has unveiled a BCI platform with the aim of restoring communication function in patients impaired by disabilities caused by ALS, paralysis and other spinal cord injuries. With the technology, patients are able to create text simply by imagining themselves typ-



ing or writing by hand. The BCI device consists of

a neural implant, miniaturized electronics, software and a decoder system. "This is the first step toward providing people with limited communication ability the opportunity to communicate more effectively," said Florian Solzbacher, chairman and president of Blackrock. "The eventual goal is to enable communication functions on par with that of an able-bodied person. The progress is truly incredible." Blackrock intends to commercialize the new platform in 2022.

The CAO Group Inc., a dental technology company based in West Jordan, has launched an in-office and take-home teeth whitening strip system for dental practices. The company says the system, called



SheerWhite Teeth Whitening Strips, is the first of its kind. The dental professional applies the strips to the patients in the office following other scheduled dental procedures and then sends them home to wear them for 30 minutes. A take-home kit can also be provided

for continued treatment. "Starting with SheerWhite in the office and finishing with take-home strips, a patient's teeth can be up to eight whiter shades in five days," said Dr. Densen Cao, CEO and founder of CAO. "The SheerWhite ... system will make whitening through the dental practice easier, faster and better."

Provo-based FileShadow has added a cloud file archiving service to its platform so that emails in Microsoft Exchange, Office 365, Gmail, iCloud Mail, Yahoo! Mail and IMAP servers



can now be collected, organized, searched and secured. FileShadow archives email from multiple accounts into its cloud file vault and a machine learning process analyzes the content to create metadata

tags. "We now collect your content from all places where it's stored, helping you search and share your files, regardless of their source," said Tyrone Pike, president and CEO of FileShadow. "Using our machine learning process, we give you a faster,

more powerful search, finding messages, files, PDFs and photo attachments typically not supported by most email clients. FileShadow is the complete solution for collecting content together in one, searchable place."

Fishbowl, developer of an inventory management system for QuickBooks users, has introduced Fishbowl Online. The Orem company said the product has the same features available with Fishbowl



Desktop. The Fishbowl Online Mobile App, now available for Apple and Android, provides securely accessing data, scanning items and managing inventory at any time, on any device and from any Wi-Fi-connected location. "As a

company, we are excited to now offer a desktop and online version of our software to allow our customers to pick and choose what works best for their business. This is the next step in our goal to always be innovating for the businesses we work with," said John David King, Fishbowl CEO. "Fishbowl Online allows companies to better streamline their operations while scaling up their businesses."

Lehi-based Gabb Wireless, a provider of tech devices for kids, has launched the Gabb Watch Lite, a simplified smartwatch with GPS tracking and safe zones to keep kids safe and provide parents with



peace of mind. The rollout builds on Gabb Wireless's philosophy of "tech-in-steps." The company sees Gabb Watch

Lite as the first step in kid-safe tech with the Gabb Watch being Step 2 and the Gabb Phone Z2 as Step 3 or Step 4 depending on the level of service chosen. "The Watch Lite extends Gabb's product lineup to account for even younger kids and is the perfect first-step technology device," said Gabb CEO Nate Randle. "We're excited to continue expanding our offerings in ways that will protect kids while keeping them connected to their parents."

Zarifa USA, a Murray-based maker of massage products and chairs, has introduced what it calls "the world's first massage chair with the application of artificial intelligence." The Z-Smart Massage Chair Plus can be operated without the use of a controller through the AI system with voice commands respond-



ing to the name "Alice." "We are so proud to be able to

offer the Z-Smart Massage Chair Plus. This innovative chair can be operated without the use of a controller through our innovative AI system," said Zarifa USA CEO Yama Mustafawi. "Also, we stand behind our "no hassle" and "no wait" on supply chains this year as we are fully stocked and prepared for the upcoming season of giving." "Alice" recognizes 17 different adjustment commands for massage therapy targeting.

# Building a banking relationship: A foundation for success

When you're building a home, office or any building, some of the most important construction happens where you can't see it — underground. When quality groundwork is complete, then you can start building a strong foundation. The proper prepping of sub-surfaces and installation of utilities help stabilize the structure, provide necessary services and prevent future problems. Likewise, when you're building, or even expanding a business, you need to establish a strong base, one that will set you up for success and support you throughout the life of your business.

One of the best places to start is to build a relationship with a trusted banker who can provide advice, guidance, helpful resources and banking products to help you meaningfully build your business for the long term.

Utah construction executive Stephanie Nix-Thomas, knows how important groundwork is. In fact, her company works meticulously to ensure that sub-surfaces, the ground and utilities, are properly developed to support the structures above. She also knows how important strong banking relationships are. When she and her brother, Jon Nix, purchased their parent's construction business in 2002, she had questions. A banker provided the groundwork to help her gain financial confidence and build

a foundation for future success.

Stephanie Nox, who is now president and CEO of Claude H. Nix Construction/Jasco Inc., recently shared her experience and advice for business owners:



CARI FULLERTON

"Before we purchased the business, Jon and I decided that I would be in charge of the business end of things and he would be in charge of operations. I had already spent a couple of years learning the works of the business from the field, doing a little estimating and project management, but at that time, we had a bookkeeper and my mom was still involved. When I took over the finances, I still had many questions.

"My parents had been longtime customers at Bank of Utah, so during my first Christmas season as co-owner, a bank representative visited to bring us a small gift — a box of apples — and I took that opportunity to ask him question after question. He was open to me calling him any time, so I did. I learned what the bank looks for in financials and for loan approvals. He showed me ratios to watch and gave me sound advice, no matter the question. He really was my first business advisor.

"Establishing an early relationship with your financial institution is important, but maintaining that relationship is just as critical, in terms of finances and just general guidance. Any time I need help,

I know I can count on the bank. My advice to all business owners is to make an appointment with your financial institution and get to know your bankers and lenders. And don't forget to ask questions — a lot of them. The more financial knowledge you have, the more confidence you have when making business decisions."

As Stephanie said, establishing a meaningful relationship with a bank can give you valuable insight into financial tools and processes, and help you gain the confidence you need to move your business forward. Here are four reasons to build that relationship early and maintain thoughtful contact:

1. A banker can show business owners how the lending process works, how lending decisions are made and what the federal regulations are. Understanding the rules can help business owners see themselves and their businesses from the bank's perspective and can be advantageous as they're refining business plans and looking toward the future.

For example, it's important for entrepreneurs to know that banks are heavily regulated by the government, which is why they seem rigid in their lending decisions at times. Banks must be very careful in choosing companies and individuals that are a good risk, meaning they'll provide a good return on investment.

There are no easy answers to how one might obtain capital for

a new business, but if business owners have a relationship with a bank, a relationship manager can point them to a variety of resources.

2. A banker can assist with financial tasks beyond financing. From setting up deposit accounts, to managing cash flow, to providing payroll and payment systems, banks can help business owners with banking products to manage and maximize their finances.

3. A banker can provide friendly, honest advice that is relevant, objective and constructive. They can help business owners look at their professional and personal goals and develop a plan for achieving those goals. They may ask challenging questions that, while difficult to answer, will help business owners refine their plans, determine the best approach for their businesses and maybe even rethink their financial habits.

4. And last, but not least, a banker may also note red flags.

For example, if a business owner has excessive credit card

use, a banker will remind her or him that credit card debt can be expensive and can harm credit when not paid as agreed. A banker can even suggest other funding avenues, such as grants. On that note, businesses owners should never be reluctant to discuss challenges with their bankers, who can direct them to available resources either in the bank or the community. Be proactive; making the bank aware of problems, even unpleasant news, lets them know you understand and take your obligations seriously.

Again, every business needs a dependable partner and proper groundwork on which honesty, loyalty and communication can be built. A bank can be that for you, whether you're a new business owner or a seasoned one. Just remember to always ask questions: Never let fear or embarrassment get in the way of success.

Cari Fullerton is executive vice president and chief credit officer at Bank of Utah in Ogden.

## PORT PACT from page 1

Because of congestion at the ports of Los Angeles and Long Beach, certain carriers are considering Oakland as an alternative to get products into the U.S., Hedge said.

"It would take some cargo that is designed for here that currently is going through Los Angeles/Long Beach and getting caught and getting in that congestion, and bring it in through a different route than it currently comes," Hedge said. "And that, of course, would have major benefits for our local economy as well as continue to build on that rail network and the more efficient and sustainable movement of the cargo into this cargoshed that we need to sustain our economy."

Hedge said that about 80 percent of cargo moving through and to Utah is done by truck and that using 100 intermodal rail cars equates to taking 300 trucks off highways, with benefits to both shipping and air quality.

The ports of Los Angeles and Long Beach have experienced myriad problems in recent months, including shortages of dock workers and truck drivers. Early this month, a record 111 container ships were waiting to dock and unload there, according to data from the Marine Exchange. The previous record was 108 on Oct. 21. In contrast, before the COVID-19 pandemic,

the record was 17.

Hedge said the Long Beach agreement has garnered national and international news media attention.

"Utah is on the map, nationally and internationally, for being part of the solution, part of fixing the problems that we're having here in the supply chain today, and we're very proud of that, very happy about that," he said.

Another effort to fix those problems is the creation of an export-import alliance, which the authority is working on along with World Trade Center Utah and the Salt Lake Chamber. The alliance would "conglomerate" the logistics and shipping needs of smaller exporters and importers in the state, he said.

"By gaining that weight in the market, it gives them leverage and capacity with the carriers that will give us a little more standardized service, a little more accountability and a forward look into what those goods movements look like coming into the future, and give them a little better ability to plan and invest in that goods movement," he said.

"It will give them real benefits that simply they don't have today. They just aren't big enough alone to get that kind of capacity, get that kind of weight and service offerings. This will give them that."

The port agreements and the alliance, he said, demonstrate UI-PA's role "as a problem-solver, particularly given some of the logistics issues that the U.S. economy is facing right now."



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# HR Matters

## The power of inclusion

Last night I attended the dress rehearsal for a holiday concert. Upon arrival, I heard all sorts of random noises coming from different areas of the stage. Strings, percussion, wind instruments, tenors and sopranos were warming up and playing or singing individual notes. It sounded jumbled and messy; honestly, it sounded terrible. However, once the conductor took his position and the artists began to play together, their music was beautiful and inspiring.

The group numbered 50 voices and 50 instruments, who as we walked in were playing as individuals, but as the night progressed became one. From time to time the conductor stopped and provided direction to different groups. He addressed things such as volume, tempo or tone in an effort to refine their performance. A percussionist was asked to increase his crispness. The violinists needed to play with more feeling. The tenors were instructed to listen more carefully to each other to create one unified voice. The result pierced our hearts, calmed our spirit and fed our souls.

This rehearsal was a compel-

ling lesson in the power of inclusion. Not only was each group essential, but by executing their diverse talents together they gave a more rich and sophisticated performance. Imagine a concert with percussionists only — Does it sound nearly as powerful as a diverse group of instruments playing together? Now apply this principle to your organization; Instead of the strings, winds and percussion, we have different races, genders, personal preferences, etc. Studies show that applying this lesson to your organization produces similar results.

When we focus on inclusion and are truly working to be fully inclusive inside our organizations, diversity and equality will take care of themselves. Far too often, organizations implement inclusion policies with the intention to attract and retain top talent or to be compliant with regulations. This is comparative to focusing on giving back to your community only during the holiday season. It's a hollow sentiment. It's all well and good but if we can create an inclusive and giving culture year-round, it makes all the difference. Just as fostering a culture of inclusion within your

organization creates more powerful and sustainable growth.

**What's hard about being inclusive?** Much of our behavior is fear-driven, so we tend to stay where it's safe — in "the comfort zone.." We feel in control being around those who are like us. We see those who are different as threats, which creates a tendency to exclude those who are different. Becoming more inclusive requires movement out of the comfort zone, which can seem risky to comfort-zone dwellers.

Like a one-instrument orchestra, staying in the comfort zone robs us of depth and learning, ultimately having a negative impact on our performance. By definition, moving out of the comfort zone creates discomfort; however, we must move past "the fear zone" to experience the power of learning and growth. Remember the corrections directed to different groups during the rehearsal? A correction could be seen as embarrassing or it could be a chance to raise the level of reverence of a performance.

**Creating an Inclusive Culture.** The Dalai Lama stated, "When you talk you are only repeating what you already know. But if you listen, you may learn something new." Like the tenor

being asked to listen more carefully to create one unified voice, intelligent people always prefer listening rather than talking.

When the group was warming up and not listening to each other, the sounds were not pleasing. Once performing, they listened to each other as an entire organization. Each group not only had a place in the rehearsal but each group's sound was being heard. Envision their careful, authentic listening. This means listening for learning and understanding, including everyone to achieve top performance. We may view a group different from us as a threat. Instead, see them as an opportunity to gain wisdom and insight. Listen to others with respect and openness.

**Leadership.** As in the rehearsal, the power created by having diverse groups performing together requires leadership and direction toward a common goal. A college group I was a part of has a creed that states "friendship amounts to those sharing a common belief in an ideal, and possessing different temperaments, talents and convictions is superior to friendship among those with the same temperaments, talents and convictions and that genuine friendship can be maintained with surrendering the

principle of individuality or sacrificing one's personal judgment." One key with this creed is having common ideas. These are the core values of the organization.

It's important that the leadership of an organization be inclusive.

The diversity and inclusion committee created by our organization, Spherion, is co-chaired by our president. This commitment from leadership is essential in creating a culture that effectively implements inclusion to foster growth. We have diverse committees that focus on community engagement, communication and education. Our vision is that "every person brings something unique to the table. It's our beautiful differences — our unique experiences, upbringings, challenges, perspectives, religions and cultures — that fuel new ideas and make our organization what it is."

Instead of having to be inclusive, use inclusion as wisdom and power. If you are a part of the leadership of an organization, don't be inclusive just to say you are. Be a part of that inclusive culture.

Let's be inclusive!

Ron Zarbock is the owner of Spherion Staffing in Salt Lake City.



RON ZARBOCK



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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

• **Piper Sandler**, a Denver-based investment bank, has announced that in the past year its Special District Group has secured \$331 million in financing for new public infrastructure districts (PIDs) in Utah. The PIDs are expected, upon completion, to result in more than 1,700 new homes and 6,200 acres for commercial and industrial use, including the first ski resort developed in North America in over 40 years. Piper Sandler has been working with state and local governments in Utah for more than 30 years.



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## CONTESTS

• Applications are being accepted from companies interested in presenting at the pitch competition taking place at the **2022 BioHive Entrepreneur and Investor Life Sciences Summit**, set for Feb. 24-25 at the University of Utah. The competition will be abbreviated, with in-person presentations lasting approximately 8-10 minutes. Organizers say the main focus will be on companies currently seeking funding or planning to seek funding in the next 24 months. Applications can be completed at <https://nategibby1.typeform.com/to/v8XQS21T>. The summit, presented by BioUtah, BioHive and the PIVOT Center at the University of Utah, is designed to bring investors and innovators together to showcase Utah's entrepreneurship.

## ECONOMIC INDICATORS

• Utah is ranked No. 23 on a list of "2022's Best States at Managing Waste," compiled by **LawnStarter**. It compared the 50 states and the District of Columbia

based on their waste-reducing policies and infrastructure, and then it weighed those factors against the amount of refuse that was landfilled or reused, among other key indicators of waste-management excellence. The top-ranked state is Connecticut. The bottom-ranked state is Alaska. Details are at <https://www.lawnstarter.com/blog/studies/best-worst-states-waste-management/>.

## GOVERNMENT

• Utah will receive more than \$63.7 million in water infrastructure funding through the federal **Bipartisan Infrastructure Law**. The funding, through the U.S. Environmental Protection Agency's State Resolving Fund programs, is designed to create jobs and upgrade America's aging water infrastructure and addressing key challenges like lead in drinking water and per- and poly-fluoroalkyl substances (PFAS) contamination. In total, EPA will allocate \$7.4 billion to states, tribes and territories for 2022, with nearly half of this funding available as grants or principal forgiveness loans that remove barriers to investing in water infrastructure in underserved communities across rural America and in urban centers.

• The **U.S. Environmental Protection Agency** has announced that the \$893 million **Utah Lake Restoration Project** is among four projects added to a waitlist to apply for water infrastructure loans. The EPA announced 39 projects are being invited to apply for Water Infrastructure Finance and Innovation Act (WIFIA) loans, in addition to four added to the waitlist. The agency expects that, as funds become available, \$6.7 billion in WIFIA loans will help finance over \$15 billion in water infrastructure projects designed to protect public health and water quality across 24 states, while also creating up to 49,000 jobs. The WIFIA program will provide selected borrowers with innovative financing tools to address pressing public health and environmental challenges in their communities. The program is making \$1.2 billion in loans available to support infrastructure needs in historically underserved communities. Also, 14 projects will help protect infrastructure from the impacts of extreme weather events and the climate crisis. Among the projects are several submitted by private borrowers and public-private partnerships.

## HEALTHCARE

• **Sera Prognostics Inc.**, a Salt Lake City-based company focused on improving maternal

and neonatal health by providing innovative pregnancy biomarker information to doctors and patients, has appointed **Sandra A.J. Lawrence** to its board of directors. Lawrence has served as trustee of the Delaware Funds



Sandra Lawrence

by Macquarie, as a director of its New York and Australian Stock Exchange-listed close-end funds, and on its Audit and Investments committees since 2021. She has served as a trustee of its legacy Ivy and Waddell and Reed Mutual Funds Complex Trust, and on its Governance Committee, since 2019. Lawrence was the executive vice president and chief financial officer of Children's Mercy Hospital from 2005 to 2016 and the executive vice president and chief administrative officer of Children's Mercy Hospital from 2016 to February 2019. She was senior vice president and treasurer of Midwest Research Institute and subsequently its chief financial officer. Lawrence spent 26 years in professional or management positions in the architecture, real estate, investment banking, financial services, packaging and medical research industries. Lawrence also serves as a member of the board of directors of Evergy Inc., American Shared Hospital Services and Recology, and has been the chair of the board of directors of the Heartland Chapter of the National Association of Corporate Directors (NACD). She also serves on the boards of various charitable, nonprofit and civic organizations.

• **Recursion**, a Salt Lake City-based clinical-stage biotechnology company, has hired **Tim Ahfeldt** as fellow in neuroscience, **Irit Rappley** as vice president of neuroscience and translational research, and **Glenn Morrison** as vice president of clinical development. Ahfeldt joins Recursion from the Icahn School of Medicine at Mount Sinai, where he was an assistant professor in the departments of neuroscience and neurology. Rappley previously served as the scientific



Tim Ahfeldt



Irit Rappley



Glenn Morrison

director of discovery and translational research in neuroscience at Bristol Myers Squibb. She began her career at Celgene focusing on novel targets and therapeutics in oncology. Most recently, Morrison was vice president of neurology clinical development at Alector. Morrison also spent six years at Genentech and Roche and was vice president of global clinical development at Zogenix.

• **Delic Holdings Corp.** has announced that its subsidiary **Ketamine Wellness Centers** plans to open a clinic Jan. 10 at 6087 S. Redwood Road, Suite B, Taylorsville. It will be the company's first Utah clinic and, with up to seven treatment rooms, will become one of KWC's largest U.S. clinics. Delic is focused on new medicines and treatments. It acquired KWC in September and operates 10 ketamine infusion treatment clinics across eight states.

## INVESTMENTS

• **Fluidx Medical Technology**, a Salt Lake City-based privately held medical device company founded to develop GPX, an innovative embolic material, and other technologies, has announced the oversubscribed closing of the first tranche of its Series A financing round. The Series A was led by a large multinational strategic investor, and joined by its existing investor base as well as several new investors (none were identified by name). The funding will be used to support prospective clinical trials and preparation for market entry.

## PHILANTHROPY

• The **South Jordan Chamber of Commerce**, the **Jordan Education Foundation**

and **Walmart South Jordan** recently hosted the eighth annual "Christmas for Kids" fundraiser to provide Christmas gifts for children in the Jordan School District. The fundraiser provided \$100 shopping trips for deserving middle and high school students in the district. The campaign provided shopping trips for selected students at Walmart in South Jordan. School counselors, administrators and Jordan School District Educational Support Services selected students based on extreme needs and personal circumstances. The students received coats, boots, shoes, clothing, socks and other necessities. Firefighters, military, police, business leaders, educators and members of the community volunteered their time to chaperone and shop with a student and provide mentorship.

• **Purple Innovation Inc.**, a Lehi-based producer of comfort products, is partnering with local and national nonprofits this holiday season to provide comfort to those in need, particularly children and families in transitional housing circumstances. It has partnered with **Miry's List**, a nonprofit dedicated to welcoming refugee families into communities across the nation, to provide a donation of bedding that will be shared across a national coalition of community-based organizations, **Hello Neighbor**, to support families in need. The donation, valued at \$400,245, includes products that will be distributed to 12 nonprofits in 11 states. Since the start of 2021, the company has donated more than 30,158 comfort products across all categories to 184 various organizations.

see BRIEFS next page



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# Industry Briefs

from previous page

• **Promontory Foundation** has announced that 2021 was a record year for its fundraising. Members of the luxury vacation home community contributed \$330,000 to 27 nonprofit organizations that serve the greater Park City area. Seventy percent of the funds were donated to organizations that focus on social services, with several grants serving mental and physical health. Since the foundation's inception in 2006, it has raised \$2.1 million, with an impact of \$4.75 million.

• **Pyvott**, an Orem-based company offering a social media app, has partnered with **Run Against Traffic**, a Utah charity, for December's month of giving and Jan. 11 National Human Trafficking Awareness Day. For every download of Pyvott's free social media app through Jan. 11 (up to 100,000 downloads), the company will donate \$1 to support Run Against Traffic, the nonprofit organization committed to resourcing and funding programs as well as community activists dedicated to the long-term aftercare of the survivors of human trafficking.

## REAL ESTATE

• **Stanton Road Capital LLC**, a California-based national investment management firm focused on direct commercial property investments, has acquired **Union Park Center III and IV**, a two-building Class A office complex in Cottonwood Heights. It is the company's second acquisition in Salt Lake City since 2019. The complex totals 198,423 square feet. SRC said it plans to invest to improve the tenant experience, including renovated lobbies; implementation of tenant relations technology; and new, pre-built, turn-key spec suites. Dana Baird and Amanda Lawson of **Cushman & Wakefield** will handle leasing for Union Park Center III and IV, while **Colliers** will serve as property manager. The transac-

tion was facilitated by Kip Paul of Cushman & Wakefield.

• **Van Daele Homes**, a California-based homebuilder, has broken ground on its first new home community, **Axis at North Station**, in the Daybreak community in South Jordan. Van Daele has operations throughout California and Utah. Axis at North Station will feature 77 innovative two- and three-story townhomes. Presales are expected to begin in early 2022, with a model grand opening and first move-ins planned for late spring/early summer 2022. Founded in 1987, the company has built over 17,000 homes in California.

• **Angel Oak Home Loans**, a retail mortgage lender, has opened branches in three cities, including Salt Lake City. The branch is led by **John Newman**. It will be under Angel Oak's consumer direct division.



John Newman

## RECOGNITIONS

• **Tribe**, a mobile platform for team-based addiction recovery and self-improvement, won first place and the \$3,000 grand prize at the **2021-22 University of Utah Opportunity Quest** business model summary competition. Ten teams advanced to the final judging and awards event held at Lasonde Studios. The competition is managed by students at the Lasonde Entrepreneur Institute and sponsored by Zions Bank. Other top teams included second-place winner **Foam Laundry** (\$2,000), third-place winner **Aether Masks** (\$1,000), judges' award winner **FoodsRush** (\$500), and best-vid-eo winner **SadieB Personal Care** (\$500). Every team that made it to the top 10 was also awarded a prize of \$100. Winning teams at Opportunity Quest receive prize money, and the winner advances into the top 20 of the Utah Entrepreneur Challenge, where

they will develop a full business model and compete against students across the state of Utah for the grand prize of \$20,000. All university students in the state of Utah are welcome to apply now to the Utah Entrepreneur Challenge, a statewide business-model competition with over \$60,000 in prizes available to students. The application process is open until Feb. 7. Applications can be completed at [lassonde.utah.edu/uec](http://lassonde.utah.edu/uec).

## RESTAURANTS

• The **Crack Shack** will open Dec. 17 at 912 E. 900 S., Salt Lake City. It is the chain's first restaurant in Utah. A portion of proceeds Dec. 17 will be donated to the local nonprofit organization **Encircle**. The fried chicken restaurant is in a culinary co-op that features its chicken artwork, pet-friendly patio and full bar featuring local craft beer from **Kii9TOS**, **Shades Brewing** and **T.F. Brewing**; craft cocktails; and

wine. The company began in San Diego in 2015 and now has six fine-casual eateries.

## SALES

• **Squeeze**, a Salt Lake City-based sales experience provider, has appointed **Ken Gary** as vice president of solutions development. He will oversee new business development. Gary has over 20 years of business development experience, most recently working as vice president of strategy and solutions for Stafford Communications.




Ken Gary

## TECHNOLOGY

• **Pluralsight Inc.**, a Draper-based technology workforce development company, has appointed **Greg Ceccarelli** as executive vice president and gen-

eral manager of Pluralsight Flow. He will be responsible for overseeing all aspects of Pluralsight's Flow product line, helping engineering teams develop engineering insights and workflow efficiencies in order to optimize product delivery. Ceccarelli has more than a decade of technology leadership experience, most recently serving as director of data science at GitHub. Prior to GitHub, he worked at Google, IBM, Dropbox and AlixPartners.


• **ReliaQuest**, a Florida-based Open XDR-as-a-service company serving security operations teams, will open an office in Sandy. It will be the company's eighth office worldwide. The 64,000-square-foot space will have the capacity for more than 400 employees. The new office will house teams across the company, including security operations, sales, customer success, marketing, finance, product innovation, training and IT. It will open in 2022.



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- Feb 17 | Healthcare
- Mar 17 | Education
- Apr 21 | Environment
- May 19 | Transportation + Housing
- June 16 | Arts + Entertainment
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- Sept 15 | Economic Development
- Oct 20 | National, State + Local Politics
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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.

## **Dec. 14, 7:15-9 a.m.**

**ACG Utah Speaker Series**, an Association for Corporate Growth Utah event. Speaker is Kyle Freebairn, CEO, Frazil. Location is Marriott City Center, 220 S. State St., Salt Lake City. Free for ACG Utah members, \$30 for nonmembers for the first two breakfast meeting attendances, \$45 for nonmembers after attending two meetings at the discounted rate. Details are at <https://www.acg.org/utah/events/december-14-breakfast-meeting-kyle-freebairn>.

## **Dec. 14, 10 a.m.**

**"Looking Forward to 2022,"** part of the 2021 Employers Council and Paylocity Online Training Series. Free. Details are at <http://info.employerscouncil.org/2021-paylocity-webinar-series>.

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

**Women in Business Holiday Soiree**, a South Valley Chamber of Commerce event. Location is Automotive Addiction, 10450 S. State St., No. 2300, Sandy. Cost is \$30 for chamber members, \$35 for nonmembers. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

## **Dec. 14, 11:55 a.m.-12:55 p.m.**

**Monthly Women in Business Luncheon**, a Cache Valley Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at [cachechamber.com](https://www.cachechamber.com).

## **Dec. 14, 1-2 p.m.**

**"Talk About It Tuesday,"** a Women's Business Center of Utah event that is an open discussion moderated by Sarah Barstow, WBCUtah southern office business advisor. Event takes place online via Zoom. Free. Details are at [wbcutah.org](https://www.wbcutah.org).

## **Dec. 14, 6-7:30 p.m.**

**"Schedule for Success" Workshop**, a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **Dec. 15, 8 a.m.-4 p.m.**

**"Change Management for Managers,"** part of the Salt Lake Community College Frontline

Leader Workshop Series. Attendees will gain tools to effectively plan for and manage the impact of change to a team and organization. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## **Dec. 15, 8:15-9:45 a.m.**

**Utah Outdoor Industry + ElevateHER Challenge**, a Women's Leadership Institute event. Speaker Patricia Jones, CEO of the Women's Leadership Institute, will discuss ways to cultivate more women-oriented roles and cultures in the workplace. Location is DPS Skis, 650 S. 500 W., Salt Lake City. Free. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com) or by emailing [lucy.ahrens@dpsskis.com](mailto:lucy.ahrens@dpsskis.com).

## **Dec. 15, 11:30 a.m.-1:30 p.m.**

**Women in Safety WISH Award Luncheon**, a Utah Safety Council Women in Safety event. The WISH Award is presented to a professional who has shown exceptional dedication and leadership in her company or throughout her industry as someone who has made a significant impact and/or participated in a unique safety initiative. Guest speaker is Patricia Jones, CEO of the Women's Leadership Institute. Location is Red Butte Garden, 300 Wakara Way, Salt Lake City. Cost is \$10. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

## **Dec. 15, noon-1 p.m.**

**"Solve the Business Puzzle: Understanding Accounts Receivable,"** a Women's Business Center of Utah event that takes place online via Zoom. Free. Details are at [wbcutah.org](https://www.wbcutah.org).

## **Dec. 15, 5:30-6:30 p.m.**

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

## **Dec. 15, 6-8 p.m.**

**"Teamwork Trifecta: Building a Powerhouse Team,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **Dec. 16, 8:30-11 a.m.**

**ConnectShare B2B Networking Event** designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at [www.connectshare.com](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto:randy@clearpath-strat.com).

connectshare.com or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto:randy@clearpath-strat.com).

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

**"Lunch & Learn,"** a Women's Business Center of Utah event with the Park City Chamber. BBSI will provide information related to employment in Utah and focus on ways to attract employment and keep those valuable employees. Location is Blair Education Center at Park City Hospital, 900 Round Valley Drive, Park City. Details are at [wbcutah.org](https://www.wbcutah.org).

## **Dec. 16, noon-2 p.m.**

**"Strictly Networking,"** a West Jordan Chamber of Commerce event. Location to be announced. Free (pay if ordering from the menu). Details are at [westjordanchamber.com](https://www.westjordanchamber.com).

## **Dec. 16, 5-6 p.m.**

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

## **Dec. 17, 8-10 a.m.**

**"Friday Connections Speed Networking,"** a multi-chamber event. Location is Megaplex Theatres Valley Fair, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at [chamberwest.com](https://www.chamberwest.com).

## **Dec. 17, 4:30-6:30 p.m.**

**Business After Hours**, a Murray Area Chamber of Commerce event. Location is Black Sheep Bar and Grill, 1520 W. 9000 S., West Jordan. Details are at [murraychamber.com](https://www.murraychamber.com).

## **Dec. 21, 11:30 a.m.-1 p.m.**

**Business Alliance Holiday Party**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberofcommerce.com](https://www.davischamberofcommerce.com).

## **Dec. 21, 1-2 p.m.**

**Networking Class**, a West Jordan Chamber of Commerce event. Location is the chamber office, 8060 S. 1300 W., West Jordan. Free for chamber members, \$10 for nonmembers. Details are at [westjordanchamber.com](https://www.westjordanchamber.com).

## **Dec. 28, 1-2 p.m.**

**"Talk About It Tuesday,"** a Women's Business Center of Utah event that is an open discussion moderated by Sarah Barstow, WBCUtah southern office business advisor. Event takes place

online via Zoom. Free. Details are at [wbcutah.org](https://www.wbcutah.org).

## **Jan. 4**

**KeyBank Business Accelerator**, a South Valley Chamber 10-week program (through May 10) taught by the Impact Utah team and designed to provide business owners with information to create and manage a customized, three-year strategic growth plan. First session is "Identification." Program cost is \$500 (must be a chamber member). Details are available by emailing Karla Rogers at [karla@southvalleychamber.com](mailto:karla@southvalleychamber.com).

## **Jan. 5, 11:30 a.m.-1 p.m.**

**Business Alliance Networking Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. No RSVP required. Details are at [davischamberofcommerce.com](https://www.davischamberofcommerce.com).

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

**"Entrepreneur 101,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **Jan. 6, 7-8:30 p.m.**

**"Build Your Brand: Branding Series,"** a Small Business Development Center (SBDC) event that takes place online, with eight sessions through Feb. 24. Cost is \$149. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **Jan. 11, 11 a.m.-1 p.m.**

**"What It Takes to Get Your Venture Deal Closed,"** a VentureCapital.Org event featuring experts discussing how to find an ideal investor, navigate due diligence and ultimately get a round closed. Panelists are Jolene Anderson, Vector Point Ventures; Pat LaPointe, Frontier Angels; John Richards, Startup Ignition; and others to be announced. Cost is \$20 until Jan. 3, \$30 thereafter. Event takes place online. Registration can be completed at [Eventbrite.com](https://www.eventbrite.com).

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

**Monthly Women in Business Luncheon**, a Cache Valley Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at [cachechamber.com](https://www.cachechamber.com).

## **Jan. 11, noon-1:30 p.m.**

**"Focused Business Conversations for Women,"** a Women's Business Center of Utah event. Topic is creating a Facebook

group for a business to engage with an audience on a more informal and personal level. Location is Sizzler, 199 N. Main St., Cedar City. Free (pay for lunch). Details are at [wbcutah.org](https://www.wbcutah.org).

## **Jan. 12, 10 a.m.-noon**

**"Good Work. Good Money,"** presented by the Park City Chamber and Women's Business Center of Utah and focusing on the imaginary conflict between values and dreams of success. Event takes place online. Details are at [wbcutah.org](https://www.wbcutah.org).

## **Jan. 12, 5-6 p.m.**

**"Manage Risk, Protect Your Business,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **Jan. 12, 6-8 p.m.**

**"Business Essentials,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **Jan. 13, 8 a.m.-noon**

**2022 Utah Economic Outlook & Public Policy Summit**, presented by the Salt Lake Chamber and the Kem C. Gardner Policy Institute. Keynote speaker is Mary C. Daly, president and CEO of the Federal Reserve Bank of San Francisco and host of the podcast "Zip Code Economies." Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$65 for members before Dec. 17, \$80 thereafter; \$85 for nonmembers before Dec. 17, \$100 thereafter. Sponsorships are available. Details are at [slchamber.com](https://www.slchamber.com).

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

**"Time Management,"** part of the Salt Lake Community College Frontline Leader Workshop Series. Attendees will analyze and explore strategies to use precious resources of time and energy more efficiently and effectively. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## **Jan. 19, 11:30 a.m.-1 p.m.**

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost

**CALENDAR**

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is \$20. Registration is required. Details are at [davischamberof-commerce.com](https://davischamberof-commerce.com).

**Jan. 19, 5:30-6:30 p.m.**

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

**Jan. 19, 6:30-7:30 p.m.**

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

**Jan. 20, 4-6 p.m.**

**South Valley Chamber Business Institute Open House**, for past and new attendees prior to a monthly, nine-class course

that begins Feb. 17 and takes place 8:30 a.m.-4 p.m. at various locations in the South Valley region. Institute is designed to provide attendees with a deeper understanding of the critical and essential issues affecting communities in Salt Lake County. Cost is \$1,000 for chamber members, \$1,500 for nonmembers. Details are available by emailing Karla Rogers at [karla@southvalleychamber.com](mailto:karla@southvalleychamber.com).

**Jan. 27, 8:30-11 a.m.**

**ConnectShare B2B Networking Event** designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at [www.connectshare.com](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto:randy@clearpath-strat.com).

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

**Women in Business Meet-**

**ing**, a Box Elder Chamber of Commerce event. Contact the chamber for meeting location. Cost is \$10. Details are at [boxelderchamber.com](http://boxelderchamber.com).

**Jan. 27, 5-6 p.m.**

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

**Jan. 27, 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>.

**Jan. 29, 6-9 p.m.**

**Utah Manufacturers Association Annual Awards Banquet**. Theme is "The Roaring '20s." Social hour begins at 6 p.m., followed by dinner at 7 p.m. Location is Little America Hotel, 500 S. Main St., Salt Lake City.

Cost is \$300 per couple, \$1,500 for a table of 10. Details are available at <https://umaweb.org/event/umas-annual-awards-banquet/>.

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

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberof-commerce.com](https://davischamberof-commerce.com).

**Feb. 3, 8-9 a.m.**

**"Coffee Chat with the CEO,"** a Park City Chamber/Bureau event. CEO Jennifer Wesselhoff will be available for friendly, informal conversation about how the chamber can most effectively serve businesses and the community. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Free. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

**Feb. 3, 6-8 p.m.**

**"Entrepreneur 101,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

**Feb. 8, 11:55 a.m.-12:55 p.m.**

**Monthly Women in Business Luncheon**, a Cache Valley Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at [cachechamber.com](http://cachechamber.com).

**Feb. 15, 6:30-8 p.m.**

**"How to Make Your Website Sell, So You Don't Have To,"** a Small Business Development Center (SBDC) event. Location is Provo/Orem SBDC Center at Utah Valley University in Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

**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 utilizing proactive communication techniques to manage the impact of conflict in the workplace. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

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

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberof-commerce.com](https://davischamberof-commerce.com).

**Feb. 24-25**

**Entrepreneur & Investor Life Sciences Summit 2022**, presented by BioUtah, BioHive and the PIVOT Center at the University of Utah and designed to bring investors and innovators together to showcase Utah's entrepreneurship. Summit takes place Feb. 24, with ski day taking place Feb. 25. Location is the Peterson Eccles Alumni House on the University of Utah campus. Details to be announced.

**Feb. 24-25**

**38th Annual Investors Choice Capital Conference**, a VentureCapital.Org event featuring up to 30 startups pitching their companies to an investor audience. Ski day and investor reception take place Feb. 24 at Solitude Ski Resort. Conference takes place Feb. 25 at the Grand America Hotel, 555 S. Main St., Salt Lake City. Virtual option for conference is available. Costs vary. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

**Feb. 24, 8:30-11 a.m.**

**ConnectShare B2B Networking Event** designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at [www.connectshare.com](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto:randy@clearpath-strat.com).

**Feb. 24, noon-1 p.m.**

**Women in Business Meeting**, a Box Elder Chamber of Commerce event. Contact the chamber for meeting location. Cost is \$10. Details are at [boxelderchamber.com](http://boxelderchamber.com).

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

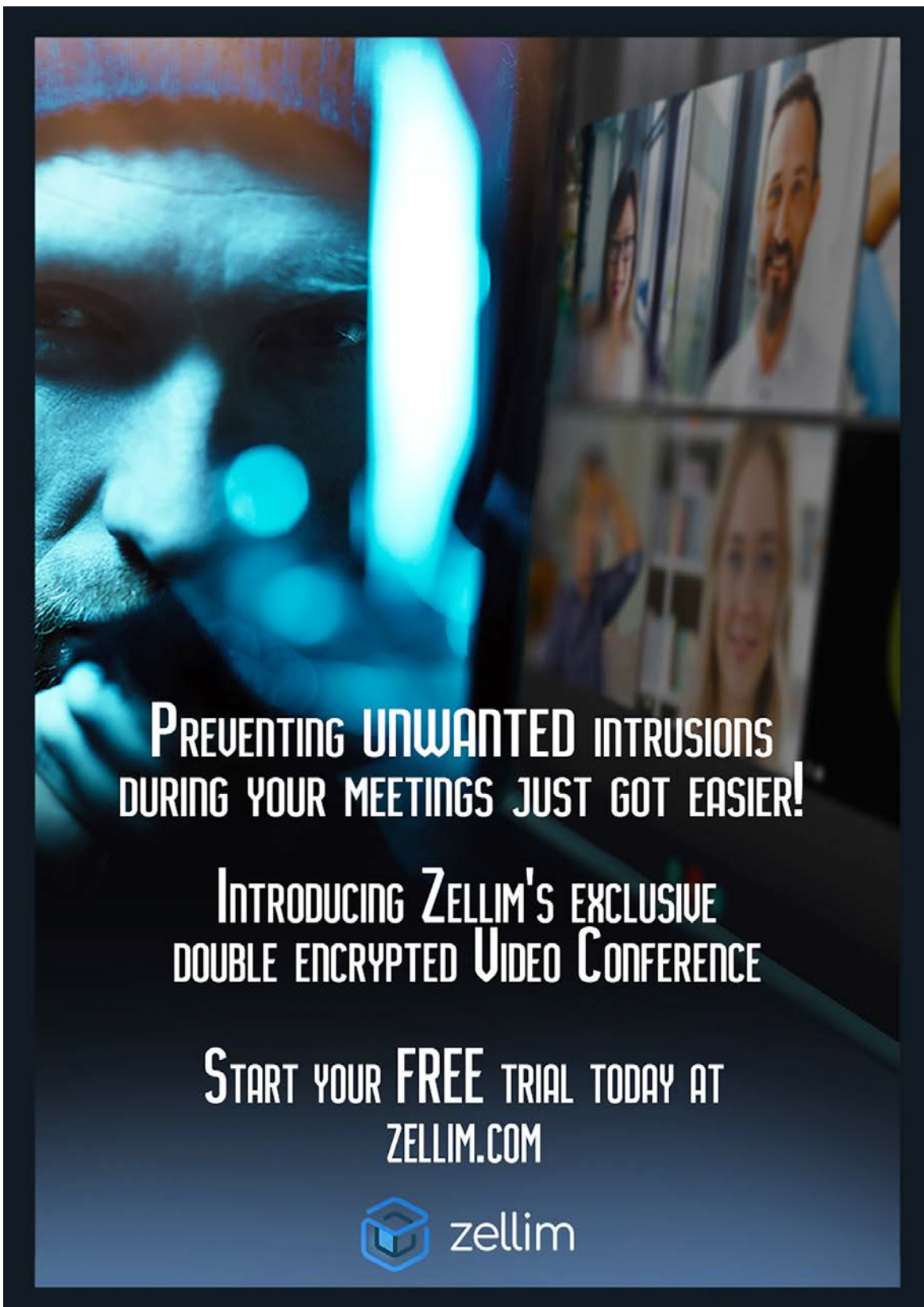
**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberof-commerce.com](https://davischamberof-commerce.com).

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

**Business Alliance Luncheon**. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20. Registration is required. Details are at [davischamberof-commerce.com](https://davischamberof-commerce.com).

**March 24, 8:30-11 a.m.**


**ConnectShare B2B Networking Event** designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at [www.connectshare.com](http://www.connectshare.com) or by contacting Randy Hunt of the ConnectShare Advisory Board at [randy@clearpath-strat.com](mailto:randy@clearpath-strat.com).

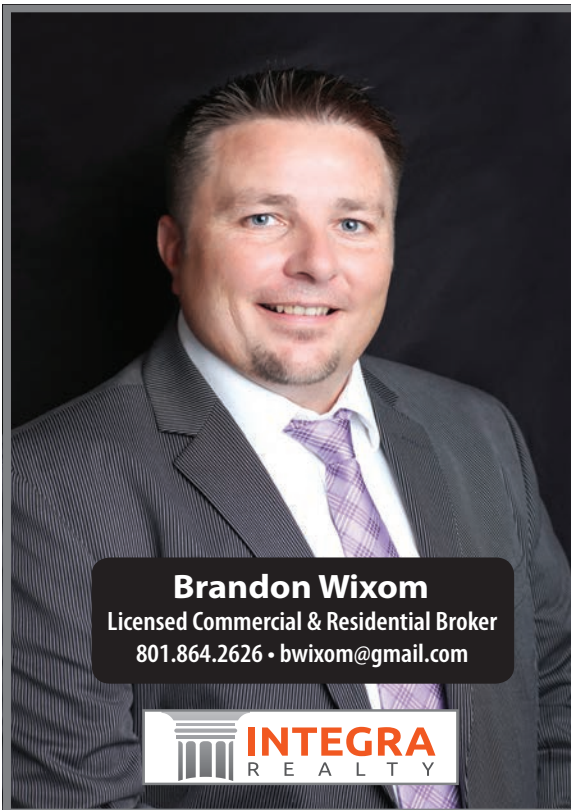


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## EQUALITY

from page 1

ranked poorly in other rankings as well and that those unflattering showings have existed for decades.

"Ranks are important in perceptions but they're not the only things that are important, right? We don't want to be known as the worst state for women's equality. That's not something we really want. We want to change that," Madsen said during a gathering at Zions Bank's headquarters in Salt Lake City to announce the findings of a report dissecting the WalletHub analysis.

"Yet even deeper, we want women to thrive in the state, so the rankings and numbers can be important on one end, but on the other, the most important to me is that we have more women understanding their value, that they have confidence, that they lean in, that they get treated fairly and not experience discrimination and those things."

WalletHub compared the 50 states across 17 key indicators of women's equality, many of them related to business, such as the gap between the number of female and male executives, the disparity in unemployment rates for women and men, and gender differences in education and health.

Among the WalletHub findings are that in Utah, women's median weekly earnings are 25 percent less than men's. Annual earnings for women average \$39,784 while men get about \$57,000. Women are nearly twice as likely than men to earn at or

near the minimum wage. The pay disparity is strong at high-income levels, with 18.9 percent of men but only 5.9 percent of women earning \$100,000 or more per year.

More than 10 percent of Utah non-elderly women live at or below the poverty line, compared to 8.3 percent of men.

Women also are less likely to hold executive-level positions. The WalletHub study also indicated that among full-time workers, men work 40.5 hours per week while women work 33.3 hours.

"This is the one that turns my stomach because we're just saying women should work more," Madsen said. "Actually, women work a lot. We do all kinds of unpaid work."

The Utah Women and Leadership Project pored over the WalletHub analysis and recommended several actions to help Utah emerge from the bottom.

The Utah Women and Leadership Project's workplace recommendations include:

- Raising the minimum wage by \$2.
- Increasing the number of women who earn over \$100,000 by 3,700.
- Adding 780 women to executive positions within the state.
- Finding solutions to shift more women out of minimum-wage jobs.
- Finding jobs for 686 women to reduce the unemployment rate by 0.1 percent.
- Adding 1,000 women-owned business in Utah.
- Supporting female employees by creating flexible and fami-

ly-friendly policies.

- Continuing efforts regarding job security metrics.
- Focusing on economic security for Utah women.
- Reducing the disparity between men and women in poverty by 0.4 percent.

Among the recommendations related to education and health are boosting the percentage of Utah women completing graduate degree programs. Most of the top 10 overall recommendations are connected to political empowerment and focus on electing more Utah women to federal and state positions and adding women to statewide executive positions.

The full, 29-page report is at <https://www.usu.edu/uwlp/files/wp/no-4.pdf>.

Utah has the circumstances and environment to choose to help women be respected, thrive and "earn the money they deserve," Madsen said.

"And I truly believe that when we do that, that we will get to a different level in the state of Utah, where people won't just judge us: 'Well, this is a state that doesn't support women.' That's an important image to change for our state," she said.

"Yet when they look at the state of Utah in the future, they will say, 'That's the place I want to be. That's the place I can thrive. That's the place my family will be accepted and loved and we can stay here and contribute to the community.' And that's what it's all about to me — that everyone be able to thrive in Utah, including girls and women."



## CLASSIFIED

### CAREERS

#### DIRECTOR OF SOFTWARE DEVELOPMENT (SUPPLY CHAIN)

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#### PROCESS MANUFACTURING ENGINEERING MANAGER

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