

OF NOTE



Saving \$5.5 million/ad

The Super Bowl may look a lot different on TV this year. Iconic advertisers like Coke, Audi and Budweiser are sitting out the gazillion-dollar ad spending spree this year, some citing the mood of the country. Budweiser said it is committing a chunk of what it would have spent to COVID-19 vaccination education public service commercials.

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Raw materials are handled at the Dannon yogurt plant in West Jordan. A number of other food manufacturers are considering Utah as a site for operations, according to the Economic Development Corporation of Utah.

Setting the table: Utah becomes attractive to food manufacturers

Brice Wallace
The Enterprise

A growing number of food manufacturing companies have a hankerin' for Utah.

Utah has landed several major projects involving those companies the past few years and several more are weighing Utah as a site for possible expansions.

Theresa Foxley, president and CEO of the Economic Development Corporation of Utah, recently told the Governor's Office of Economic Development (GOED) board that 10 food production projects are sprin-

kled into the 52 manufacturing projects in EDCUtah's pipeline.

"If there's a bright spot in the pipeline right now, it's certainly manufacturing," Foxley said. "It's companies that want to plug a challenge that was exposed during the pandemic, and that was their supply chain. And as we are seeing, that bright spot within the bright spot is food production."

EDCUtah does not identify companies in its pipeline, but its food-related projects include:

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Room for optimism: December jobless rate down to 3.6%

The numbers are in and they show that Utah has flipped its COVID-induced job loss back to positive growth. Unemployment in December dropped to 3.6 percent, down from November's 4.3 percent. That leaves about 60,000 Utahns still looking for a job, according to the Utah Department of Workforce Services (DWS).

The national jobless rate was unchanged in December at 6.7 percent.

Utah's nonfarm payroll employment for December came in at an estimated 0.6 percent above the prior December — up about 9,900 jobs. Utah's current employment level stands at 1,606,000.

"In December, Utah became the second state economy to flip from COVID-induced job losses back to economic expansion," said Mark Knold, chief economist at DWS. "Entering the economic downturn with balanced economic fundamentals was the key for Utah to have absorbed significant job losses and in nine months reversed them. There is room for additional improvement, but the stage is set for an optimistic 2021."

Utah's December private-sector employment recorded a noticeable year-over expansion of 1.1 percent, the first job expansion since March 2020, the department said. Seven of Utah's 10 private-sector major industry groups posted net year-over-year job gains. These are led by trade, transportation and utilities (14,000 jobs); construction (6,900 jobs); financial activities (6,100 jobs); and manufacturing (4,600 jobs).

Half of Utah homes now have at least one teleworker

The events of the past year have forced a major shift to telework in Utah, with important implications for traffic, air quality and growth, according to a new report from the Utah Foundation. The report, "The Way Home: The Shift to Telework and its Air Quality Ramifications," focuses on how remote work relates to air quality in Utah, provides new insights gained during 2020 and looks toward the future interplay of remote work and air quality. It is the sec-

ond installment in Utah Foundation's Utah Telework series.

Among the findings of the report:

- Travel to and from work may account for nearly one-third of all passenger vehicle miles traveled.
- In Utah, over half of households have seen at least one person shift toward remote work — the largest increase among Mountain states.
- Air quality had initially improved

during the 2020 economic shutdown due to a decrease in automobile traffic. However, Utah's traffic has returned. The net impact on air quality remains to be seen.

• The expansion of remote work will remain in place to some degree beyond the end of the pandemic as employers and employees find that the benefits in some work

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

Utah National Guard commits more troops to Utah's COVID-19 battle

The Utah National Guard, in cooperation with the Utah Department of Health, has expanded its support of the COVID-19 mission to provide vaccinations and monoclonal antibody infusions to patients living in long-term care facilities throughout Utah. A released penned by Lt. Col. Jaime Thomas said that on Jan. 19, Utah National Guard soldiers and airmen began administering vaccinations in Utah County to civilians that are 70 or older.

"Getting vaccinated is an important step to help Utah and the country get back to a normal life," Thomas said.

"We are excited to be on the frontlines of helping the governor in the delivery of vaccines," said Tech. Sgt. Eric Bornemeier, medical team noncommissioned officer in charge. "We are here to serve the community, our families and neighbors. It's our job as Guard members to be of help and to serve."

The Monoclonal Infusion Strike Team will also administer therapies to long-term care facility patients diagnosed with mild to moderate coronavirus, helping to reduce viral load, symptoms and the risk of hospitalization.

"Once a positive COVID-19 test is confirmed, there is a seven-day window to receive the infusion," said Bornemeier. "Antibodies are provided to the patient through the infusion, giving better outcomes and faster recovery times. It takes three hours for each patient to receive the infusion. It doesn't take the place of the vaccine and doesn't fight against all the different variances of the vaccine."

Guardsmen continue to help with mobile COVID-19 testing, contact tracing, managing personal protective equipment and other support missions to assist the Utah Department of Health. The Guard is also receiving, staging and shipping personal protective equipment and providing additional help to the Utah Department of Health.

Rapid & traditional C-19 testing now available to SLC airport passengers

XpreSpa Group, a New York City-based health and wellness company, has contracted with the Salt Lake City International Airport to open a COVID-19 testing site in Concourse A. The facility is in a former XpresSpa location that offered traditional spa treatments and is equipped with four testing rooms. The company said it expects to be able to provide more than 300 test per day.

"It was a significant business pivot for us coming out of spa and wellness treatments," said Scott Milford, the chief operating officer for XpresSpa Group. "We provide two types of testing at the Salt Lake City location — we do polymerase chain reaction test, or PCR, that's kind of the gold standard of COVID testing where they do a deep nasopharyngeal. Once they're taken, the samples get sent out

to a lab for processing and the results back usually within two to four days, depending on volume," he said. "We also do a rapid nasal swab test, which is another nasopharyngeal swab. That test is actually put into a machine (on location) where it is molecularly amplified and they can give you a result within about 15 minutes."

The rapid test retails for \$200 and is not covered by health insurance, Milford said, while the PCR test costs \$75 and is covered by most insurance plans, he said. These services are available to all airline passengers as well as all airport employees, including airline employees, contractors and workers, concessionaires and their employees, TSA officers and U.S. Customs and Border Protection agents, the company said in a news release.

XpresSpa operates COVID-19 testing sites in seven locations in the U.S.: Denver, Phoenix and Salt Lake City in the West, along with two locations at Boston Logan International Airport as well as Newark, New Jersey, and its original testing facility at John F. Kennedy International Airport in New York City.

Safe to Stay Open campaign receives \$1 million coronavirus impact funds

The Utah Governor's Office of Economic Development (GOED) in Salt Lake City has received a \$1 million CARES Act Recovery Assistance grant to support Utah's Safe To Stay Open campaign in response to the economic impacts caused by the coronavirus pandemic. The grant was announced by U.S. Secretary of Commerce Wilbur Ross and comes from the Economic Development Administration (EDA). The grant, to be matched with \$250,000 in local funds, is expected to create 256 jobs, GOED said.

"This investment comes at a crucial time to help Utah and our nation's economy come roaring back and provide hard-working Americans with new opportunities," said Dana Gartzke, assistant secretary of commerce for economic development. "EDA is pleased to invest this CARES Act funding to make resources available to Utah, including five national parks and seven national monuments, to support business training, recovery planning and a comprehensive marketing campaign to foster recovery and resiliency of Utah's tourism industry."

GOED said the project was made possible by the regional planning efforts led by Utah's seven active Economic Development Districts: Bear River Association of Governments (AOG), Five County AOG, Mountainland AOG, Six County AOG, Southeastern Utah AOG, Uintah Basin AOG, and Wasatch Front AOG. EDA funds these AOGs to bring together the public and private sectors to create an economic development roadmap to strengthen the regional economy, support private capital investment and create jobs.

EDA CARES Act Recovery Assistance, which is being administered under the authority of the bureau's flexible Economic Adjustment Assistance program, provides a wide

range of financial assistance to eligible communities and regions as they respond to and recover from the impacts of the coronavirus pandemic.

UofU professor develops pocket-size instant COVID-19 testing device

University of Utah electrical and computer engineering professor Massood Tabib-Azar has developed a portable COVID-19 testing device that's about the size of a key fob — and he's working to make it smaller. The tiny electronic device can detect the SARS-CoV-2 virus from a user's breath or a drop of saliva and delivers results in less than a minute.

The invention has placed Tabib-Azar as one of 10 finalists in the Open Innovation Track for the XPRIZE Rapid COVID Testing competition. The rapid testing contest has a track for tests that utilize PCR, antigen detection and other traditional methods, while the Open Innovation Track is for nontraditional tests whose "approaches demonstrated high potential for impactful screening solutions," according to the XPRIZE website. XPRIZE is a nonprofit that rewards creators for innovative solutions to world challenges. Tabib-Azar joins competitors from around the world for a share of a \$500,000 prize.

"Most sensors, most detection of viruses, they're based on decomposing the virus to its constituent elements, like RNA and DNA and proteins," Tabib-Azar said. "Our sensor detects the virus as a whole; it detects it based on its shape, which is spherical and about 125 nanometers." He said the virus's distinctive spike proteins, which invade other cells and cause them to replicate, make it easier to detect as well.

Tabib-Azar said that his device not only identifies COVID-19 virus, but it also can measure blood oxygen level and body temperature. And the device can be cleaned between tests simply by applying hot water to the sensor, wiping away the latest results.

The test is currently returning about 5 percent to 6 percent false positive and false negative results, Tabib-Azar said. He said he is working to reduce the false-negative rate to about 2 percent; he isn't worried about the false positive rate, as a positive result from the device should be followed by further testing with more reliable and traditional methods.

COVID's effect on the hotel industry: down 4 million jobs from a year ago

The COVID-19 pandemic has been devastating to the hospitality industry workforce, which is down nearly 4 million jobs compared to the same time in 2019, according to a report released in late January by the American Hotel & Lodging Association (AHLA). While some 200,000 jobs

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Survey: As COVID-19 cases rise, small-business owners see long road ahead

With COVID-19 cases surging and a new wave of restrictions looming, challenges persist for small-business owners as they continue to weather the pandemic, according to data from the fourth-quarter Wells Fargo/Gallup Small Business Index. While the index score rose 12 points for the second straight quarter, overall optimism levels remain just over half of what they were in late 2019.

For the third straight quarter, respondents most frequently ranked the loss of business or closings due to the impact of COVID-19 as their top concern. At-

tracting new business, worries about financial stability and reduced cash flow were the other top-ranked concerns.

“With COVID-19 numbers hitting new high-water marks across many states as we exit the important holiday season, small businesses are facing another steep round of challenges,” said Steve Troutner, head of small business at Wells Fargo.

The Q4 survey highlighted that the journey to economic recovery for small businesses is not a short one. Almost half (46 percent) of the respondents continued

to report decreases in revenue in the past 12 months. The number of owners that felt the economy was growing climbed nine points to 29 percent, but 33 percent felt it was continuing to slow, while a combined 38 percent said it was in a recession or depression.

When asked about the timeline for economic recovery, 28 percent said it would not come until the second half of 2021, while over one third (34 percent) did not anticipate a recovery until after 2021. More specifically, when asked how long recovery from the impacts of COVID-19 for busi-

nesses like theirs would take, over half (55 percent) said it would not be until the second half of 2021 or beyond.

The pandemic has required many businesses to establish safer ways to engage with customers. Payments is no exception. The pandemic’s effects were particularly highlighted in the data showing that 25 percent of owners said they have stopped or reduced their acceptance of cash or check via in-person payment, though 74 percent continue to accept it. Credit and debit cards continue to be a staple for direct online payments (25 percent) and those through an online payment provider (43 percent), as well as in-person payments at a terminal (38 percent) or with a compatible mobile device (37 percent). Business owners have also heard that more customers would like the ability to make payments over the phone with a debit or credit card. This being said, cash and checks remain the largest method of payment, with 74 percent of businesses continuing to accept them.

“As we think about how to serve our small-business customers amid the current COVID environment, it’s critical that we support them with new payment techniques which in turn allow them to operate safely and efficiently,” said Liz Ryan, executive vice president and interim head of Wells Fargo Merchant Services. “The data tells us that for a large number of business owners, both

their current circumstances and their customer preferences are dictating a hygienic approach for payments. As we observe the current shift toward innovative solutions like contactless payments, the pandemic is accelerating the adoption of these capabilities as consumer buying behaviors and preferences change.”

Though COVID-19 continues to weigh on small businesses, owners are focused on staying positive and continuing to make thoughtful decisions. Sixty-nine percent of business owners rated their company’s current financial situation as good or somewhat good, and the measure rose to 73 percent when asked about 12 months from now. With the shifts and changes small businesses have had to quickly make this past year, 46 percent reported decreases in revenue, but 53 percent expect revenue to increase over the next 12 months. Indicators showing a very deliberate approach to weathering the storm in 2020 include only 23 percent of owners acknowledging investing in their businesses and only 13 percent reporting adding employees.

Incentives launch pair of film productions

A pair of Utah film productions recently approved for state incentives have stories ranging from a surprise bridal shower to “a legendary force of evil.”

The Governor’s Office of Economic Development (GOED) board recently approved the incentives for “More Than I Wished For” and “Cold Dead Hands.”

The lighter of the two plots is “More Than I Wished For.” Happy Wives LLC was approved for a cash rebate of up to \$98,000 as part of the Community Film Incentive Program, based on in-state spending of \$490,000. The production involves 18 cast, 35 crew and 60 extras.

GOED documents indicate the plot centers on a perpetually single woman “who makes a fake wedding registry, hoping the shopping spree with the scan gun will be cathartic. When the registry is discovered and the whole town throws her a surprise bridal shower, she’s too embarrassed to tell the truth. Instead, she finds a fake fiancé to help her navigate all of the holiday festivities, but pretty soon real feelings develop.”

The director is Ryan Little, who also is a producer along with Adam Abel.

“The Utah Motion Picture Incentive Program was instrumental in our decision to film ‘More Than I Wished For’ here in the state,” Abel said in a prepared statement. “Without the incentive, we would have produced the film elsewhere. The qualified crew base available to us in Utah is unmatched. We are thrilled to be shooting another feature film in the state.”

Principal photography took place Jan. 11-23 in Salt Lake, Utah and Wasatch counties.

“It’s interesting to see the holiday film market has gotten so big that they’re looking for new and better ways to shoot these films, and relying on fake snow and shooting in the summer for a quick, six-month turnaround, [instead] they’re shooting a year in

advance to take advantage of real snow and real winter locations, so this one would premiere most likely on a Lifetime/Hallmark-type platform next year,” Virginia Pearce, director of the Utah Film Commission, told the GOED board.

The board also approved a cash rebate incentive from the Community Film Incentive Program for up to \$70,000 for Top Dead Center Films for “Cold Dead Hands,” a feature thriller. The production is expected to involve three cast, 30 crew and four extras and spend \$350,000 in Utah. Principal shooting was scheduled for Jan. 4-22.

The film tells the story of billionaire sportsman Buddy King, who unwinds by hunting at his re-

mote mountain estate. “Ava Bravo, his latest victim, is no easy target,” GOED documents state. “Ava strikes back at her captor, triggering a battle that draws the attention of something lurking deep within the snowy woods — a legendary force of evil that is now coming for both hunter and prey.”

The director is Gary Auerbach, who also is the producer along with Chris Copier.

“We are excited to be working with Mexican actress Kate Del Castillo,” Auerbach said in a prepared statement. “This film is a journey of a woman’s quest for redemption set against the backdrop of Utah’s beautiful winter snow. Shot in Park City, ‘Cold Dead Hands’ will bring Utah to an international audience.”

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CareXM buys Illinois telehealth company

CareXM, a Lehi-based provider of virtual care and patient engagement solutions for post-acute and non-acute healthcare providers, has acquired TouchPointCare, a provider of remote patient monitoring and telehealth solutions for healthcare providers based in Libertyville, Illinois. TouchPointCare is CareXM's third acquisition in the past year.

TouchPointCare is an integrated communication platform designed to help healthcare providers care for patients at home through remote patient monitoring (RPM), communication, education and patient engagement. The platform offers both pre-certified RPM device kits as well as supporting an open, bring-your-own-device option. TouchPointCare's HIPAA-compliant platform securely maintains patient privacy across video chat, text, voice calls, customized IVR phone calls and email, CareXM said in a release.

"CareXM's acquisition of TouchPointCare further enhances our mission to deliver innovative, proactive care management services, leading to a more personalized and responsive care experience," said CareXM CEO Tim Smokoff. "Combining TouchPointCare's powerful remote patient

monitoring platform with CareXM's industry-leading nurse triage and non-clinical answering services allows us to further transform the care experience for patients requiring home-based care.

"TouchPointCare extends CareXM's current nursing-led triage service with hundreds of disease management care plans which can be personalized for the care organization and patient," Smokoff added. "Clinicians will be automatically alerted when medical interventions are necessary through customizable branching logic, embedded analytics and dashboards. Providers will be able to streamline operations and improve financial results with new insights from the collected patient data."

"We are excited to become part of CareXM's portfolio of service offerings," said TouchPointCare CEO David Anderson. "These combined offerings complement each other to promote better health outcomes. Our mission has been to harness the power of communication technology to help healthcare providers better manage the health and wellness for their patients between visits. The addition of the remote patient monitoring platform further positions CareXM as a bold leader in home care."

Specialty drink shop Swig appoints Wardrop president

Swig, a Utah-based specialty drink shop with 47 stores in six markets in the West, has appointed Chase Wardrop its new president. The company said Wardrop will oversee all company operations and the management team of Swig. He will be responsible for expanding the brand's footprint into new areas while maintaining the current levels of customer service, speed and innovative products.



Chase Wardrop

Swig is owned by Savory, a food-and-beverage-focused Mercato Partners Fund that also owns Mo'Bettahs and R&R BBQ.

According to Savory CEO Shauna Smith, Wardrop has been instrumental in Swig's rapid growth and the expanding specialty soda culture as a whole. Under his leadership and teamwork with partners Dylan Roeder, vice president of marketing and innovation, and Swig founder Nicole Tanner, they have grown sales to more than \$30 million annually with 18 stores planned in 2021 and expansion into two new states.

"We're thrilled to have Chase at the helm of our growing team and beloved Swig brand," said Smith. "Drawing on his deep experience and passion, Chase will lead Swig into its next phase of

growth as we bring the brand's infectious popularity to even more people and geographies in 2021 and beyond."

Wardrop is a graduate of Brigham Young University. After graduating in 2015, with longtime friend Roeder, he co-founded The Soda Shop in his hometown of Gilbert, Arizona. The Soda Shop became a widely popular brand locally and grew to two stores in less than a year. Wardrop and Roeder then sold a majority stake of The Soda Shop to Savory in early 2017, after which it merged with Swig. During this transaction, Wardrop became the vice-president of operations for Swig.

"Swig is an incredible brand with the best team possible and I couldn't be happier to continue its hypergrowth into the future," said Wardrop. "Working with so many incredible people that I respect and enjoy makes it possible to accomplish the monumental goals we have for the brand. We're a team that never settles and will continue to evolve and improve."

"Despite the challenges 2020 presented, the brand flourished under Chase's leadership as we were able to open nine new units, bringing the magic of Swig to new communities in Utah and Arizona," said Tanner. "I have every confidence that Chase will continue the legacy of Swig and grow it to new, unimaginable heights."

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are expected to be filled this year, overall, the accommodations sector faces an 18.9 percent unemployment rate, according to the Bureau of Labor Statistics. In addition, half of U.S. hotel rooms are projected to remain empty in 2021.

The new report examines the high-level economics of the hotel industry's recovery, the specific impact on and eventual return of business travel and consumer travel sentiments.

Business travel, which comprises the largest source of hotel revenue, remains nearly nonexistent, but it is expected to begin a slow return in the second half of 2021, the report said. Among frequent business travelers who are currently employed, 29 percent expect to attend their first business conference in the first half of 2021, 36 percent in the second half of the year and 20 percent more than a year from now.

Business travel is not expected to return to 2019 levels until at least 2023 or 2024.

Leisure travel is expected to return first, with consumers optimistic about national distribution of a vaccine and with that, an ability to travel again in 2021. The report found that heading into 2021, consumers are optimistic about travel, with 56 percent of Americans saying they are likely to travel for leisure or vacation in 2021. While 34 percent of adults are already comfortable staying in a hotel, 48 percent say their comfort is tied to vaccination in some way.

"COVID-19 has wiped out 10 years of hotel job growth. Yet the hallmark of hospitality is endless optimism and I am confident in the future of our industry," said Chip Rogers, president and CEO of AHLA. "Despite the challenges facing the hotel industry, we are resilient. Hotels across the country are focused on creating an environment ready for guests when travel begins to return."

10-year-old's terror and rescue on a Tokyo-bound train

I was 10 years old when my father, a U.S. Air Force captain, was stationed in Japan at Tachikawa Air Base in 1960. When our family arrived there, we lived in a small village called Kunitachi, some distance from the base. I was a fourth-grader and was immediately enrolled in the American grade school located on the base.

Living off-base and going to school on-base provided a logistical challenge. Most days, my dad could drop me off in the morning at school, but my school days always ended before he could leave work, so I had to find my own way home.

My parents came up with a solution: I would take the bus from school to Tachikawa station, catch the train to Kunitachi station and walk home from there. At first, my folks were a bit nervous about this idea. They rode the train with me several times to be sure I understood the process. It wasn't long, however, before I could successfully undertake this daily adventure on my own.

The train ride was pretty simple: There was only one stop

between Tachikawa and Kunitachi stations. However, the train was slow; usually the trip took around 45 minutes. My mother suggested that I pass the time reading. Then and now, I love to read, so I was quick to agree.

For several weeks, the system worked flawlessly. My parents quit worrying, and so did I. And that's where things got dicey.

One winter afternoon, I was deeply absorbed in reading. When I finally looked up from the pages of my book, I realized that the train had just stopped at a station that I didn't recognize. It only took me a few seconds to realize that I had missed my stop at Kunitachi. I didn't know what to do, so I froze. Several more station stops were made before I recognized the name of an upcoming station: Tokyo.

I then realized that the train was heading into the Tokyo metroplex. The farther we went toward what was then the most populous city in the world, more and more people crowded onto the train. I spoke virtually no Japanese and I was clueless as to what to do.

Scared to death, I buried my head in my hands and started to cry.

It was in this moment of despair that I felt a hand touch my shoulder. I looked up into the eyes of a young Japanese man. In somewhat halting English, he asked if he could help me. I sobbed out my plight. He then smiled and said, "I will get you home."

At the next station, my rescuer ushered me off the train and led me to the opposite platform where we soon caught a train going back toward Kunitachi. When we arrived there, he asked if I could find my way from the station to my home. I assured him that I knew the way and we parted.

I don't know this young man's name, but I do remember his gentle smile and willing sacrifice of his time for me. He said that he was grateful that I had provided him the opportunity to practice his English. Of course, I felt that he had saved my life! Today, nearly 60 years later, I still remember my visceral sense of hopelessness and terror.

My experience as a frightened little boy was a pivotal moment in my life. Today, having an adult perspective on the incident, I realize that my rescuer was prob-

ably around 25 years old. That means that he was probably a scared 10-year-old himself when American bombs were falling on his country late in World War II. It would have been so easy, not even 15 years later, for him to ignore a distraught little American boy and not reach out to help. Instead, he showed compassion for me.

The great lesson here is so simple: We are all part of the same human family. Yet for some reason, this seems to often elude us. We define ourselves as Americans or Japanese, or any of the world's 195 sovereign nations. We see one another as black, white, brown or yellow. We are liberals or conservatives, Republicans or Democrats. We see the world through what makes us *different*, rather than what unites us. We calcify ourselves into our conflicting positions rather than our common interests. And these positions inevitably cause us to contend with one another and to become blind to our opportunities to help — or even rescue — each other.

In this extraordinary season of disease, civil unrest and political polarity, perhaps we have a special opportunity to see one another differently, to recognize

our common humanity and to lift and sustain one another.

As a coach for many years to CEOs and business leaders, I have stressed the importance of sustaining those who work for us. This necessarily entails seeing them not as just cogs in our corporate machines, but as human beings with their own struggles, challenges and opportunities. This requires a new type of judgment, one that is more facilitative than demanding.

There will be those who dismiss this counsel as foolish naivete, but I have seen it bear fruit, not only in business, but in families and communities. I believe that this simple desire to lift and sustain one another can be truly transformative, especially in these challenging times. We can reach out to one another with an encouraging and helping hand. We may have to do this wearing a mask with six feet between us — or perhaps even electronically — but like my Japanese rescuer, we can get one another safely home.

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



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Succeeding in Your Business

Not a smart thing to do, but here's my shot at forecasting 2021

Whenever you forecast the future, you take your feet, stick them in your mouth and chomp down hard. Anyone who tried to predict 2020 trends for small business last January ended up eating a considerable amount of anatomy.

But that doesn't stop us, does it?

Recently, I hosted a Zoom webinar for the Fairfield County, Connecticut, SCORE



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chapter called "How to Position Your Business for Growth and Profitability in 2021." Here is an executive summary of some of my observations from that program (for the entire one-hour program, go search "Cliff Ennico Growth 2021" on YouTube).

2021 Will Be a Transitional Year. We probably won't be seeing a lot of government-mandated lock-

downs this year (the unemployment rate wouldn't be able to take it), but we're not out of the woods yet, not by a long shot (as in vaccine — get it?).

The vaccine rollout will take months, and mutated variants of the virus that causes COVID-19 may outpace vaccine development, leading to a "sine curve" with increases and decreases in deaths over time — kind of like last year. While there's a lot of pent-up demand in the economy right now, fear of the Grim

Reaper is a strong countercurrent, and it will be a while before at-risk customers will overcome their caution.

If you doubt that, ask yourself: Will you ever again board an airplane without wearing a mask? Many theater seats on the Great White Way haven't been updated since the 1930s: Will you ever again sit in a crowded Broadway theater overlapping elbows with the person next to you even if you're sitting sideways? Enough said. If your business relies heavily on people standing or sitting in close proximity (such as sports arenas, theaters or commuter trains), you're looking at 2022 for relief. Or maybe never.

The Likely Prognosis for 2021. Like Julius Caesar's Gaul, 2021 can be divided into three segments when it comes to small-business recovery:

Phase 1 (January to June): A lockdown mentality will continue to prevail while the vaccines are distributed to high-risk individuals (seniors over 75, first responders, teachers and health-care workers) and the weather discourages outdoor activity.

Phase 2 (July to September): The weather will warm up, leading to a replay of last summer. Outdoor dining will keep many restaurants on life support and the vaccines will finally start reaching the general public.

Phase 3 (October to December): Schools will reopen full time (the emerging consensus is that distance learning isn't working, especially in the lower grades). Most at-risk people will have been vaccinated, and people at low risk of catching or spreading the virus will be emboldened to take greater risks and join the herd (as in immunity), but people will still avoid "superspreader" situations such as sports events, concerts and cruise ships.

Some Pandemic Habits Will Stick, While Others Won't. If you run your own business, you want to know which of the new habits and customs people have adopted during the pandemic will stick for the long term and which will bounce back to pre-pandemic norms once the combination of vaccination and herd immunity hits a tipping point.

Here's my prediction: Those habits that are tedious, painful or get boring after a while will likely be rejected as soon as a return to normal living is fea-

sible, while those habits that are fun, interesting or empower you to live your life on your terms will be more likely to stick.

For example: Cooking more at home; do-it-yourself construction projects; online learning (except perhaps at higher grade levels), and online dating are likely to take a hit once people can once again savor the joys of dining out (or eating cheap takeout); hiring a handyperson without a face mask; and meeting people face to face in places where alcohol and loud music play into the mood.

However, being more aware of your surroundings and the health and safety of the people around you, avoiding crowds and large gatherings, doing more with technology, working from home, shorter or nonexistent commutes and focusing more on family and work-life balance are more likely to be long-term trends.

Even once we achieve full immunity, we will still be wearing masks, washing hands frequently and bumping elbows. We will never forget 2020.

Prepare for Higher Taxes. The new administration will be spending tons of our tax dollars and incurring huge deficits to keep people afloat. On top of that, they are proposing big-government solutions to issues such as climate change, infrastructure and income inequality. Bigger government inevitably leads to higher spending, bigger deficits and higher taxes to pay the bills. Look for massive tax increases in the near future, especially on people making six-figure incomes or higher, and more aggressive IRS enforcement of the tax laws.

Simply put, it's time to prepare now for less discretionary income in the future. If you have credit card debt, pay it down now. If you have less than \$50,000 in the bank, try to double your cash reserves by the summer. If there is any fat in your overhead expenses, start wielding the meat cleaver.

And if you have engaged in creative accounting in the past, make sure your 2020 tax return is squeaky clean, with zero potential for a successful audit.

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

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CORPORATE FINANCIAL REPORTS

The following are recent financial reports as posted by selected Utah corporations:

Zions

Zions Bancorporation NA, based in Salt Lake City, reported net earnings applicable to common shareholders of \$275 million, or \$1.66 per share, for the fourth quarter ended Dec. 31. That compares with \$174 million, or 97 cents per share, for the year-earlier quarter.

For the full year, the company reported net earnings applicable to common shareholders of \$505 million, or \$3.02 per share, which compares with \$782 million, or \$4.16 per share, for 2019.

Zions operates under local management teams and brands in 11 western states.

"We were quite pleased with the quarter, which was characterized by stable revenue despite the pressure of low interest rates and solid credit results, as reflected in

very low net loan losses during a challenging time," Harris H. Simmons, chairman and CEO, said in announcing the results.

"Non-PPP loan volumes stabilized, with period-end loans flat with the third quarter, while deposits continued to exhibit very strong growth, with average deposits up an annualized 10.6 percent over the third quarter, and 20.3 percent over the same quarter a year ago."

Franklin Covey

Franklin Covey Co., based in Salt Lake City, reported a net loss of \$892,000, or 6 cents per share, for the fiscal first quarter ended Nov. 30. That compares with a loss of \$544,000, or 4 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$48.3 million, down from \$58.6 million in the year-earlier quarter.

Franklin Covey specializes in

organizational performance improvement. It has directly owned and licensee partner offices providing professional services in more than 160 countries and territories.

"We are really pleased that in the first quarter of fiscal 2021, Franklin Covey's operations continued to demonstrate their strength, agility and ability to progress, even during the continuing pandemic," Bob Whitman, chairman and CEO, said in announcing the results.

"During the quarter, revenue was strong, driven particularly by the strength and growth of the All Access Pass and related services, which accounts for nearly 85 percent of revenues in North America. In addition, gross margins increased compared to even those achieved in last year's very strong first quarter, and operating expenses decreased significantly compared with the prior year. We were also pleased that sales in our international operations, which were just beginning to offer the All Access Pass and, therefore, did not have a substantial base of subscription revenue to cushion them, improved significantly during the first quarter."

Whitman noted that cash flow for the quarter was strong and the company ended the quarter with approximately \$50 million in liquidity, a level higher than the \$39 million of liquidity it had when the pandemic started and up from \$42 million at the end of fiscal 2020 in August.

The company said recovery is being seen in many parts of its business "as previously postponed or canceled training or coaching days are being rescheduled, corporations and individuals are adapting, and the hope of vaccines is enabling certain economies to open and recover."

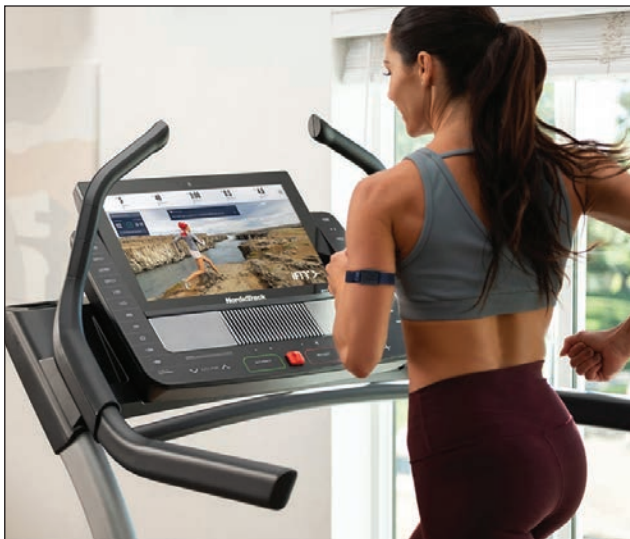
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NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



Logan-based fitness technology company **iFit** is releasing its new automatic heart rate training software called **iFit ActivePulse**. The new app uses iFit's technology to control the iFit subscriber's treadmill in real time, automatically adjusting the speed and incline based on the person's heart rate.

The technology can be applied to any of iFit's library of workout programs and adjusts the workout to the fitness level and goals of the individual. It works on iFit-controlled NordicTrack, ProForm and FreeMotion treadmills.

"ActivePulse lets each iFit customer's heart rate personalize their treadmill workout without the complicated calculations and constant manual adjustments that have long been associated with heart rate training," said **Mark Watterson**, president of iFit. "ActivePulse provides a workout that is catered not just to a member; it is catered to that member based on how their heart rate is functioning during the workout."

Daily variables such as hydration, sleep and stress have a direct impact on heart rate, therefore the effectiveness of a given workout can vary from one day to the next based on heart rate performance, Watterson explained. Therefore, iFit ActivePulse scales and tailors the intensity of any iFit program to optimize the workout based on their heart rate at that moment — even incorporating advanced algorithms to gradually "learn" their unique behavioral patterns over time.

The company said iFit ActivePulse is compatible with leading Bluetooth heart rate monitors with broadcast functionality, including the iFit SmartBeat forearm heart rate monitor, as well as third-party devices from brands including Polar, Garmin, Wahoo and WHOOP.

Amp Human, a Park City human performance company, has launched **D+ Lotion**, a product that treats Vitamin D deficiency. Powered by Amps' InnerEdge technology, the lotion contains 5,000 IU of Vitamin D3 and delivers it directly to the body by applying it to the skin. The company said users

can improve their Vitamin D levels and boost their immune systems by simply applying the formula to the forearms daily.

Amp Human

"Over two years ago we were asked by our elite partners to innovate a solution that addressed the detrimentally low Vitamin D levels in athletes and military personnel," said **Jeff Byers**, CEO of Amp Human. "We are beyond excited to bring D+ Lotion to market ... and continue our mission in helping people achieve their limitless potential."

Dwelo, a Bluffdale-based provider of technology for management of apartment properties, has partnered with multifamily complex tour technology company Pynwheel to launch **Dwelo Self Touring**.

The new product allows owners, property managers and leasing agents to give prospective renters a "sidewalk-to-sofa" tour of apartments at their preferred time. "We at Dwelo are thrilled to be partner-

dwelô

ing with Pynwheel on the most complete and secure self-touring solution on the market today," said Dwelo CEO Mike Rovito. "With great features and ease of use for prospects, and with smart insights on tour patterns for leasing agents, Dwelo's tightly integrated self-tour solution will allow owners to safely enable contactless and after-hours tours, accelerating leasing and capturing all available prospects at a time when every lease counts."

Pleasant Grove-based **Knowledge Pillars**, an IT testing and certification company, has introduced two new certification exams. The vendor-neutral, 100 percent web-based **Python Coding Specialist** and **WordPress Certified Editor** certification exams are designed to offer college-level students and professionals credentials that verify skills highly sought after by potential employers



in the technology market. "Anyone editing online content can open career opportunities and advancement when they document their skills with a WP Certified Editor certification," said **Bryan Whatley**, vice president of global sales and business development at Knowledge Pillars. "Over the next year, we will establish Knowledge Pillars as the leading provider of foundational web-editing and development certifications." Knowledge Pillars also offers candidates online proctoring solutions that enable candidates to sit for the exams online.

PayRent LLC, a Lehi-based rent collection and property management platform for real estate entrepreneurs, has unveiled the release of its web and mobile rent collection platform, **PayRent.com**,

which focuses on features that help landlords get paid on-time with less effort. The company said its product puts a heightened focus on the changing landscape of rent collection brought on by the economic challenges of the past year. "With eviction moratoriums and sheltering coming to an end, it's critical that landlords use a service like PayRent to keep cash flowing in their business," said



Carlton van Putten, PayRent's CEO. PayRent has developed several features to help renters and landlords make and collect rent payments more easily. App features include bank balance verification and flexible auto-pay.

Salt Lake City-based **ReadyNet**, a provider of connectivity products for Internet service providers, has released its **WR1200 WiFi Router** that includes comprehensive parental controls for child protection. In response to the COVID-19 pandemic, as children have increasingly been forced to rely on technology for distance learning, the company partnered with parental control company



Bark to release a high-performance product that also includes smart parental controls. "In addition to the WR1200 product announcement, we're also proud to announce our partnership with Bark, which offers comprehensive web filtering, parental controls and a suite of tools to help keep kids safe online," said ReadyNet Chairman Martin Frey. "We're proud to be part of the solution, and Bark will be included as an option on all of our WR1200 routers."

Turner Imaging Systems has announced a sponsored research project partnership with Massachusetts General Hospital to investigate the use of Turner's new **Smart-C X-ray imaging system** for weight-bearing radiographs of the foot and ankle. **D. Clark Turner**, founder and CEO of the Orem-based company, said, "The Smart-C was



designed to revolutionize how and where doctors use X-rays ... being particularly useful where patients can benefit from mobile radiology applications. We are thrilled to be working with the Foot and Ankle Research and Innovation Lab at Mass General Hospital/Harvard Medical School to validate additional advantages of the Smart-C in diagnostic and surgical applications." The Smart-C mini C-arm has a unique 16-pound portable design that is battery-operated and hand-transportable, potentially improving where and how fluoroscopy is performed, Turner said.



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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. The submission deadline is one week before publication.

BANKING

• **Len Williams**, president and CEO of Altabank, has been appointed to the board of directors for the Salt Lake City branch of the **Federal Reserve Bank of San Francisco**. His three-year appointment was made by the San Francisco Fed's board of directors. Williams joined Altabank as president and CEO in 2017, when the organization was known as People's Intermountain Bank. He is also president and chief executive officer of Altabancorp, the holding company for Altabank. In prior roles, he served as president and CEO of Home Federal Bank in Nampa, Idaho, and also held executive positions at Fifth Third Bank and KeyBank. The Federal Reserve Bank of San Francisco, with three branch offices, and a cash processing office in Phoenix, provides wholesale banking services to financial institutions throughout the nine western states.



Len Williams

• **Bank of Utah**, Ogden, has promoted **Kathy Robles** to senior vice president of mortgage operations. Robles will be responsible for all mortgage operations bank-wide, including loan servicing, shipping/post-closing and processing. Robles has worked for Bank of Utah for 23 years and has worked 30 years in the mortgage lending business, holding many positions throughout her career, including loan processor, loan officer, underwriter, and in mortgage operations for the past 20-plus years. Her education includes a Bachelor of Science degree in business management from the University of Phoenix.



Kathy Robles

• **Summit County** leads all Utah counties as the **best for small-business owners**, according to a list compiled by **SmartAsset**. It considered three factors: the proportion of people in a county with small-business income, how much business income those people reported and the amount of tax a potential resident must pay on their income. Summit was followed, in order, by Wayne, Rich, Wasatch, Morgan, Kane, Washington, Utah, Grand and Duchesne counties. Details are at <https://smartasset.com/checking-account/savings-calculator#Utah>.

retail-shopping-report/.

• **Salt Lake City** is ranked No. 176 on a list of 2021's **dirtiest cities in America**, compiled by **LawnStarter**. It compared the 200 largest U.S. cities across 20 key indicators, including air and water quality, waste regulations, and the share of homes with signs of mice or rats. Palmdale, California, was ranked the dirtiest. Winston-Salem, North Carolina, was ranked No. 200. Details are at <https://www.lawnstarter.com/blog/studies/dirtiest-cities-in-united-states/>.

• The **median rent** for a studio apartment in **Salt Lake County** was \$1,055 in December, flat with a year earlier, according to **Realtor.com**. A one-bedroom apartment had a median rent of \$1,125, up 1.4 percent, while a two-bedroom apartment was \$1,379, also up 1.4 percent. Nationally, the median rent for studio units was \$1,309, down 0.7 percent; \$1,483 for one-bedroom units, up 0.8 percent; and \$1,861 for two-bedroom units, up 2.6 percent. The report showed that rents had tumbled in San Francisco, New York, Boston, Seattle and D.C. but rose sharply in Sacramento, California; New Haven, Connecticut; Essex County, New Jersey; and Monroe County, New York. Details are at <https://www.realtor.com/research/december-2020-rent/>.

• **Salt Lake City** has the **lowest median credit card debt** among the top metros on a list compiled by **LendingTree**. The figure for Salt Lake City is \$2,636. LendingTree researchers analyzed the 50 largest U.S. metros to see where the lowest percentage of people began 2021 with a credit card balance. Hartford had the highest, at \$3,994. More than eight in 10 credit card users in the 50 biggest metros are carrying card debt into 2021, owing a median balance of \$3,239. Details are at <https://www.lendingtree.com/credit-cards/study/most-credit-card-debt/>.

• **Neumont College of Computer Science**, Salt Lake City, is seeking to become a candidate for accreditation with the **Northwest Commission on Colleges and Universities** (NWCCU). Remarks related to Neumont's qualifications for candidacy must be received no later than March 26 and can be directed to NWCCU, 8060 165th Ave. NE, Suite 200, Redmond, WA 98052. The college already is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) to offer baccalaureate programs specializing in computer science.

• **Walker & Dunlop Inc.**, based in Maryland, has structured \$145 million in financing for three Utah projects: \$41.4 million for **Boulder Canyon Apartments** in West Jordan; \$43.8 million for **Canyon View Apartments** in Orem; and nearly \$60.3 million for the construction of **Sugar Alley Apartments** in Salt Lake City. Led by Jeff Kearns, senior director, and Greg Richardson, managing director, Walker & Dunlop

arranged the financing on behalf of the borrower and developer, **Eight Bay Advisors**. Built in 2010, Boulder Canyon is a 280-unit community. Canyon View is a 288-unit multifamily property built in 1998. Sugar Alley Apartments will be a 193-unit, mixed-use development located in Salt Lake City's Sugarhouse District. The development will include 17,230 square feet of ground floor retail space. The property is expected to deliver in October 2022.

2012 at Lake City Medical Center in Lake City, Florida. In 2015, he became chief executive of Capital Regional Medical Center in Tallahassee, Florida. Prior to that, he spent time serving as chief operating officer at Trident Medical Center in Charleston, South Carolina, and Gulf Coast Medical Center in Panama City, Florida.

HEALTHCARE

• **Steward Health Care**, a Dallas-based private, for-profit, physician-led healthcare network, has named **Mark Robinson** as chief operating officer for the western region, consisting of Utah and Arizona. Robinson has 21 years of healthcare experience overseeing clinical quality, operations, physician recruitment and practice development, strategy execution, regulatory compliance, and physician/employee/patient satisfaction. Robinson began his career in 1999 as administrative resident at Trident Medical Center in Charleston, South Carolina. After advancing through the operational ranks of HCA, Robinson was promoted to his first CEO role in



Mark Robinson

2012 at Lake City Medical Center in Lake City, Florida. In 2015, he became chief executive of Capital Regional Medical Center in Tallahassee, Florida. Prior to that, he spent time serving as chief operating officer at Trident Medical Center in Charleston, South Carolina, and Gulf Coast Medical Center in Panama City, Florida.

• **TheraLight LLC**, a Lindon-based international photomedicine company focused on light therapy and photobiomodulation, has announced that **Health Canada** has approved the TheraLight 360 full-body photobiomodulation system for use in Canada. The approval issued through the Therapeutic Products Directorate of the Medical Devices Bureau of Health Canada includes the flagship TheraLight 360 system and the smaller TheraLight FIT system, which incorporate next-generation light therapy technology for advanced pain relief and recovery.

• **Jon M. Huntsman Jr.** has been selected as the new chair of **World Trade Center Utah** (WTC Utah), succeeding **Scott Anderson**. His experience includes serving as U.S. ambassador to Russia, China and Singapore; serving as Utah's 16th governor; serving as an international business leader with senior

INTERNATIONAL

see BRIEFS next page



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ENVIRONMENT

• **Nu Skin**, a Provo-based developer of skin care and nutrition products, recently reported it has completed its goal of assessing, scoring and improving the environmental impact score of its top 20 products, as identified when it set its goals during 2019. It is estimated that the initial changes saved at least 16.5 tons of paper and 21 tons of plastic during 2020. The company also said it on track with all its previously announced sustainability commitments, including evaluating 100 percent of its products for improved environmental impact score by the end of 2023 and ensuring all packaging will be recycled, recyclable, reusable, reduced or renewable by 2030.

FINANCE

• **Walker & Dunlop Inc.**, based in Maryland, has structured \$145 million in financing for three Utah projects: \$41.4 million for **Boulder Canyon Apartments** in West Jordan; \$43.8 million for **Canyon View Apartments** in Orem; and nearly \$60.3 million for the construction of **Sugar Alley Apartments** in Salt Lake City. Led by Jeff Kearns, senior director, and Greg Richardson, managing director, Walker & Dunlop



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Industry Briefs

from previous page



John Huntsman Jr.

executive roles for Huntsman Corp. and as a director on the boards of Ford Motor Co., Chevron and other multinational corporations; serving in multiple federal trade assignments, including two years as deputy U.S. trade representative in President George W. Bush's administration; and serving as a White House staff assistant to President Ronald Reagan.

INVESTMENTS

• **Charger Investment Partners**, based in California, has announced the completion of a growth investment in Sandy-based **B&B Coffeehouse**, doing business as **Beans & Brews**, in partnership with the company's founders, Jeff and Kevin Laramie. Financial terms of the transaction were not disclosed.



Chris Dull

Beans & Brews Coffeehouse operates and franchises coffeehouses in Utah, Idaho and Nevada and is a wholesaler of specialty roasted coffee beans. Family-owned since 1993, it has grown from its first location in Salt Lake City almost 30 years ago to 58 locations throughout the western U.S. As part of the transaction, Charger's operating partner, **Chris Dull**, will join the Beans & Brews board of directors. Dull has experience as a CEO and board member working with businesses in the food and beverage and franchise space. **Winston & Strawn LLP** acted as legal advisor to Charger. **BKD Capital Advisors** served as financial advisor to Beans & Brews. **Dentons Durham Jones Pinegar** acted as legal advisor to Beans & Brews.

LAW

• **Parsons Behle & Latimer**, Salt Lake City, has announced a new board of directors and officers for 2021. It also announced that **Hal J. Pos**, president and CEO, will step down



Hal Pos



Shawn Ferrin



Richard Angell



Brook Bond



Juliette White



Bruce White

from the board after 25 years of service and leadership. The 2021 board was elected by Parsons shareholders. The board includes **Shawn C. Ferrin**, chairperson and chief executive officer (CEO); **Richard J. Angell**, director and vice president; **Brook B. Bond**, director, vice president and secretary; **Bruce H. White**, director, vice president and treasurer; and **Juliette P. White**, director and vice president. Returning board members include Ferrin, who transitions from chairperson of the board and vice president to chairperson of the board and CEO; Angell, who remains director and vice president, but passes the title of secretary to Bond, the first Idaho shareholder to join the board. Bruce White and Juliette White (no relation) retain their positions from the previous year. This year, shareholder



Cory Sinclair

Cory D. Sinclair also assumes a new role at Parsons, transitioning from chief operations officer to president. Sinclair is a member of Parsons' litigation team and leads the firm's Antitrust and Competition practice group.

NONPROFITS

• The **Malouf Foundation** has added **Justin Petty** as director of digital strategy and **Luke Madsen** as a program manager. The foundation is a nonprofit organization dedicated to con-



Justin Petty



Luke Madsen

fronting child sexual exploitation, specifically sex trafficking and online abuse. Madsen has been working at Malouf since October

2018 as a sales account manager. During that time, he also volunteered as a charity manager to help support local organizations with whom the company partners. He joined the Malouf Foundation as a program manager. Before his time at Malouf, Madsen served in the United States Army and attended the Utah State University Huntsman School of Business. Petty came to the Malouf Foundation after 4 ½ years at Stanford University, where he managed part of their social media and communications portfolio and developed relationships within Silicon Valley.

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OUTDOOR RECREATION

• The cycle for the **2021 Utah Office of Outdoor Recreation** grants is open. It closes March 19 at 5 p.m. The grants include the Utah Outdoor Recreation Grant - Tier 1, \$10,001 to \$150,000 for new outdoor recreation infrastructure projects to help communities build recreation amenities that support local economic development; UORG Regional Asset Tier, up to \$500,000 for large projects with a total value of at least \$2 million; UORG Mini Grant, \$500 to \$10,000 for smaller projects; Recreation Restoration Infrastructure, up to \$150,000 to restore high-use and high-priority trails or repair or replace other types of developed recreation infrastructure on public lands; and Utah Outdoor Classroom Grant, up to \$10,000 to community-based nonprofit organizations or publicly funded K-12 schools to help get Utah's K-12 students outside to learn, gain a skill, and enjoy the outdoors. Details are at business.utah.gov/outdoor/grants.

REAL ESTATE

• **Kiln**, a Utah-based flex-office and coworking space company, will open its fifth location April 1 at 1090 Center Drive, Park City, in the Newpark Town

Center mixed-use development in Kimball Junction. In partnership with **Newpark Retail**, **EDA** and **Serenity Construction**, Kiln is transforming what was previously Jupiter Bowl into a flex-office space community. The 22,000-square-foot layout will feature private and open office spaces, meeting rooms, a large event space, a podcast studio, phone booths, and a set of wellness-focused amenities. It will also include a mountaineering club with ski storage, bike racks, and other accommodations for personal equipment. Kiln's other locations are in Lehi (two); Salt Lake City; and Boulder, Colorado.

• **Industrial Outdoor Ventures (IOV)**, a Chicago-based investment and development firm focused on outdoor storage facilities, recently entered the Salt Lake City market with the acquisition of a vacant industrial facility located at 5 S. 5100 W.. IOV purchased the property from **Standlee Premium Western Forage** for an undisclosed price. The facility sits on 23.24 acres and features a 66,900-square-foot warehouse equipped with 11 dock doors and 2,000 square feet of office space. IOV plans to make major site improvements to 16 acres of the property's unimproved land area. Site improvements will include grading, paving fencing and site lighting. Additionally, IOV will paint the exterior of the building, upfit warehouse lighting and prepare the office space for tenants. Mike Farmer and Phillip Eilers of **Cushman & Wakefield** brokered the transaction.

• **Benloch Ranch** has been unveiled as an "adventure living community" near Heber. Homes on the 2,550-acre property start at \$685,000 and home sites start at \$249,900. It will offer over 900 acres of open space and 20 miles of trails. The developer is **Jamie Mackay**.

RECOGNITIONS

• **Nav**, a Salt Lake City-based company offering a financing platform for small businesses, has announced that **Prince Abou's Butchery** is the latest \$10,000 grand prize winner of its **Small Business Grant**. The business, based in Queen's, New York, provides locally sourced, natural halal meats. Abou Sow, the owner and sole employee, will use the funds to expand his inventory, join local farmers markets, and employ staff to help with increased sales. The \$5,000 runner-up prize went to **Our Loving Village**, a childcare and education provider in Stamford, Texas. The grant program was established in 2018 and has awarded \$95,000 to small businesses across the country.

SERVICES

• **Intelligent Leadership Executive Coaching (ILEC)** is launching a new virtual franchise with **Rich Baron** of Layton. Baron will provide services to solve leadership problems and build strong cultures in business of all sizes and types. Baron will assist businesses by aiding in the development of both their emerging and existing leaders. He has 25 years of management experience. Prior to joining ILEC, Baron was a general manager for an FDA-regulated Class II medical device company for 20 years.



Rich Baron

ECHNOLOGY/LIFE SCIENCES

• **Impartner**, a South Jordan-based channel management technology company, has appointed **Robert Reid** to its board of directors. Reid is chairman of mid-market solutions for Sage. He previously was CEO of Intaact (which was acquired by Sage), **LucidEra**, **Upshot** and **Seeker Software**.



Robert Reid

• **LiveView Technologies**, an Orem-based provider of cloud-based video surveillance and analytics, has hired **Dale Murphy** as executive vice president of sports. Murphy will work with sports and events venues to identify ways LiveView's cloud-based platform can improve overall venue security. Murphy is a former Major League Baseball player for the Atlanta Braves, Philadelphia Phillies and Colorado Rockies, and a two-time National League Most Valuable Player.



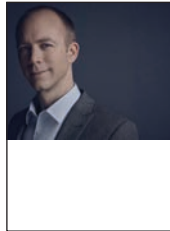
Dale Murphy

• **SimpleNexus**, a Lehi-based developer of a homeownership platform for loan officers, borrowers, real estate agents and settlement agents, has named **Richard Jackman** as vice president of marketing. Jackman has over two decades of marketing leadership experience. Jackman most recently served 12 years as vice president of marketing at Simplifile.

Industry Briefs

from page 9

• **Pattern**, a Salt Lake City-based company offering a platform for global e-commerce, has appointed **Jason Beesley** as chief financial officer. He has more than 20 years of global finance, operations and strategy experience with public companies. Most recently, he was CFO in London for NBCUniversal's International division, a Comcast Company. He previously held multiple senior financial leadership roles at NBCUniversal and General Electric, based in the United States and overseas. Beesley graduated from Brigham Young University with a bachelor's degree in economics.



Jason Beesley

TRANSPORTATION

• The **Utah Inland Port Authority (UIPA)** has hired **Stephen Smith, Chris Mitton** and **Lynne Mayer** to support business development, strategic projects and administrative efforts. The three new hires bring UIPA's total staff to seven as the organization establishes new

programs and policies. Smith will serve as account specialist on the Port Authority's business development team, focusing on UIPA's partnership with SecurSpace to find semi-truck parking solutions. He also manages UIPA's partnership with Warehouse Exchange to optimize usage of warehouse space in Salt Lake and beyond. Prior to UIPA, Smith worked in the business process outsourcing and customer engagement industry for 20 years. Mitton is UIPA's new strategic projects manager, providing business, financial and policy direction for the strategic deployment of capital assets and infrastructure investment. He has more than a decade of experience in the public and private sectors.



Chris Mitton



Lynne Mayer



Stephen Smith

Mitton previously oversaw business development and government affairs efforts for Fortem Technologies as the director of strategic partnerships and also has a background with the U.S. Department of Transportation working on emerging technologies, infrastructure and safety programs, and tribal transportation. Mayer is executive assistant to Jack Hedge. Mayer served as executive assistant to Val Hale at the Governor's Office of Economic Development for the past four years and spent the previous 16 years as the administrative assistant to the chancellor and the Board of Trustees at College of the Canyons in California.

TRAVEL & TOURISM

• The board of directors of **Thanksgiving Point, Lehi**, has begun a nationwide search for the successor to **Mike L Washburn**, president and CEO for the past 18 years. Washburn has announced plans to retire, effective this summer, in order to serve a mission for The Church of Jesus Christ of Latter-day Saints. Washburn joined Thanksgiving Point in 2003 after nine years as the chief financial officer at Sundance Group.

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.

CANCELED

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

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event at the Weber Center in Ogden.

Feb. 11

"Coffee with Clancy," a Women's Business Center of Utah event pre-recorded and available online.

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 pre-recorded and available online.

Feb. 25

"Coffee with Clancy," a Women's Business Center of Utah event pre-recorded and available online anytime.

POSTPONEMENTS

2021 Annual Gala, an Ogden-Weber Chamber of Commerce event that was originally the 2021 Annual Gala & After Party scheduled for Feb. 17, 5:45-10 p.m., at Perry's Egyptian Theater, 2415 Washington Blvd., Ogden, has been rescheduled for April 15, 7:30-10 p.m., at the same location. Annual chamber awards will be presented. Official change in Ogden-Weber Chamber board officers also will take place. Details are at ogden-weberchamber.com.

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 20, 1-5 p.m. Keynote speaker Rob Ferre will discuss "Be the First One on the Dance Floor: How to Create a Movement in Your Business." Location is Davis Conference Center, 1651 N. 700 W., Layton. Free for attendees. Details are at davischamberofcommerce.com.

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 at Mountain America Expo Center in Sandy, has been postponed until spring 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.

OTHER INFORMATION

The dates and topics of the **Small Business Management Series** presented by the Cedar City Chamber of Commerce and the Women's Business Center of Utah have been rearranged. The dates/topics are now "Business Essentials" on Feb. 9; "Start Smart" on Feb. 23; "Accounting Essentials" on March 9; "Pricing Your Product or Service" on March 23; "Branding and Messaging" on April 13; and "Product Analysis" on April 27. All take place noon-1 p.m. Events take place online via Zoom. Cost is \$50 per quarter. Details are at wbcutah.org.

"Let's Do Lunch," a South Valley Chamber event originally scheduled for Feb. 10 at Garage Grill in Draper, has been moved to All-Star Bowling & Entertainment, 12101 S. State St., Draper. Cost is \$15 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

"Understanding Financial Statements to Manage Your Business," part of the Women's Business Center of Utah's Financial Foundations Series, originally scheduled for Feb. 18, now will be Feb. 16. Event is pre-recorded and available online anytime. Free. Details are at wbcutah.org.

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Tuesdays!**

**WOW
Wednesdays!**

**TWISTY
Thursdays!**

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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. 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.

Feb. 1, 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.

Feb. 2, 9-10 a.m.

Online Networking, a Women's Business Center of Utah event taking place on Tuesdays throughout February. Event takes place online via WOW Zoom. Free. Details are at wbcutah.org.

Feb. 2, 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 davis-chamberofcommerce.com.

Feb. 2, 6:30-8:30 p.m.

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

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. 3, 11 a.m.-noon

"Women Entrepreneur Stories: Mentoring," presented by the Women's Business Center of Utah and Dixie State University's Women's Resource Center. Speakers are Debbie Drake, program director, WBCUtah; and Amber Murray, WBCUtah business advisor and owner of See Your Strength. Event takes place online via Zoom. Free. Details are at wbcutah.org.

Feb. 3, 3:30-4:30 p.m.

"Business Connections," a ChamberWest event that takes

place online. Free, but registration is required. Details are at chamberwest.com.

Feb. 4, 7:45-9:15 a.m.

"Coffee and Connections," a Murray Area Chamber of Commerce event that takes place the first Thursday of each month at Kings Peak Coffee Roasters and the third Thursday of each month online via Zoom. Details are at murraychamber.org.

Feb. 4, 11 a.m.-noon

"Key Business Skills: Opportunities/Product Development," a Women's Business Center of Utah event. Speaker is Amber Murray, WBCUtah business advisor and owner of See Your Strength. Event takes place online via Zoom. Free. Details are at wbcutah.org.

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.

Feb. 4, 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>.

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.

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.

Feb. 5, noon

Silicon Slopes Town Hall featuring speaker Susan Madsen, founding director of the Utah Women & Leadership Project at the Jon M. Huntsman School of Business at Utah State University. Event takes place on the Silicon Slopes YouTube channel. Details are at siliconslopes.com.

Feb. 5, 6-11 p.m.

"Evening in Harlem," a Utah Black Chamber of Commerce Harlem Renaissance celebration. Location is Utah Cultural Celebration Center, 1355 W. 3100

S., West Valley City. Cost is \$40 at the door. Details are at utah-blackchamber.com.

Feb. 6, 8-9:30 a.m.

"Legislative Update," a South Jordan Chamber of Commerce event that also takes place Feb. 13, Feb. 20, Feb. 27 and March 6. Event takes place online via Zoom. Details are at southjordan-chamber.org.

Feb. 6, 8-9:30 a.m.

"Legislative Roundup," a ChamberWest event taking place every Saturday during the legislative session (Feb. 20, Feb. 27 and March 6). Event takes place online. Details are at chamberwest.com.

Feb. 9, 9-10 a.m.

"How Did She Do It? Start a Business on a Shoestring Budget," a Women's Business Center of Utah event. Speaker is Kasey L. Ring, president and founder of Upward Personal Finance LLC. Event takes place online (available statewide). Free. Details are at wbcutah.org.

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.

"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, continuing through April 27. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.org.

Feb. 10, 11:30 a.m.-1 p.m.

"Let's Do Lunch," a South Valley Chamber event. Location is All-Star Bowling & Entertainment, 12101 S. State St., Draper. Cost is \$15 for members, \$25 for nonmembers. Details are at southvalleychamber.com.

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. 11, 10 a.m.

Investor Day Event, a Nu Skin Enterprises Inc. event. Registrants can expect to hear from senior management as they share the company outlook for 2021 along with longer-term milestones and initiatives. Registered attendees will be able to participate in the event live via webcast. The company is focused on consumer products, product manufacturing and controlled-environment agriculture technology. Event takes place online. Registration and other details are at investor-relations@nuskin.com.

Feb. 11, noon-1 p.m.

"What is Your Money Personality Type?" a Utah Women & Leadership Project event. Speaker is Amanda Christensen, USU Extension associate professor. Event takes place online. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

Feb. 11, noon-1 p.m.

"Business During Hours," an Ogden-Weber Chamber of Commerce event that takes place online via Blitzr. Free for members and first-time guests. Details are at ogdenweberchamber.com.

Feb. 11, 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>.

Feb. 11, 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>.

Feb. 12, 8-9 a.m.

Women in Business Networking, an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for WIB members. Details are at ogdenweberchamber.com.

Feb. 12, 8 a.m.

WOW Business Training, a Women's Business Center of Utah event. Speaker Sasha Gray, owner of Scattered Sasha, will discuss "Dealing with the Energy Vampire." Event takes place online via Zoom. Free. Details are at wbcutah.org.

Feb. 12, noon-1 p.m.

"Sweet Success: Celebrating the Sisterhood of Entrepreneurship," a Women's Bus-

iness 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.

Feb. 16

"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.

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 \$20 for members and \$22 for nonmembers; \$16 for members and \$17 for nonmembers preregistered. Details are at cachechamber.com.

Feb. 16, 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 davis-chamberofcommerce.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.

Feb. 17, 9-10 a.m.

2021 Nubiz Economic Update, in partnership with Weber State University's John B. Goddard School of Business & Economics. Discussions will include the impact of COVID-19 on the 2020 economy and a look into potential outcomes in 2021. Speaker is economics professor Andrew Keinsley. Event takes place online via Zoom. Free for

Once braced for the worst, the middle market now hopes for a rebound

More than nine months since the pandemic arrived in the U.S., communities and businesses are still learning how to live and work safely, even as the threat of the virus still casts a shadow over the U.S. economy. At this pivotal juncture, middle-market companies have led the way, pivoting rapidly to remain operational despite COVID-19. Middle-market company leaders now feel the impact of the pandemic on their businesses has been the same or better than expected. That viewpoint can in part be attributed to smart actions taken early in the pandemic to help their business respond to and surpass the initial disruption.

Based on a recent KeyBank survey, the sentiment in the middle market shows stability and continued cautious optimism;

however, it is tempered by uncertainty about the economy and sociopolitical landscape.

Business owners feel more positive about their own outlook than the outlook for the broader market.

Middle-market business leaders are more concerned for others than they are for themselves. In June 2020, middle-market business owners' opinions about their company, state and

the national outlook had begun to shift positively as compared to the concerns expressed at the start of the pandemic. Since June, their outlook at the national level has become a bit more pessimistic, with fewer companies indicating an "excellent" outlook. State outlook is also slightly more pessimistic than before, while company outlooks remain much more optimistic and have seen a slight

uptick since June. In total, 59 percent of respondents said their own company outlook was excellent or very good, and another 21 percent said it was good.

Similarly, perceptions about the overall health of their business amid COVID-19 have remained flat since business executives were last surveyed in June. More than half of respondents (52 percent) say they are very or somewhat positive about the health of their business. The positivity can likely be attributed to the fact that most middle-market businesses continue to feel that the impact of COVID-19 on their business has been the same or better than their original expectations. In fact, respondents who say it has been better than expected have grown from 35 percent in June to 40 percent now. It's germane to say that those expectations might have been low, given the lack of visibility into the future anyone

had in the first few months of the pandemic.

Why do leaders have more concerns about the nation than about their business? It could be because they acted swiftly and decisively against the virus within their organizations. The majority of middle-market businesses report changing their operations somewhat or very much in response to COVID-19. These actions included taking additional safety measures (85 percent), seeking out loans or additional sources of credit (52 percent) and reducing staff or compensation (49 percent).

One good sign is that most middle-market businesses are in the process of getting back to normal operations since the initial shutdowns. The survey shows more than half of middle-market business owners say they are somewhat or fully back to normal operations and only two out of 10 report having to close more than once due to the pandemic.

COVID-19, however, is not the only game-changer of 2020. As the country has confronted a generational public health crisis, it is also dealing with an eruption of social activism and civil unrest over systemic racial injustices. In response, most U.S. companies have placed a renewed focus on efforts to address bias in their own operations. While a majority of middle-market businesses claim diversity and inclusion is very or extremely important to their company, their actions or planned

actions are varied. Over the past 12 months, the most common actions have been strengthening anti-discriminatory policies (37 percent) and conducting diversity and inclusion trainings (33 percent).

The state of the current economy has also extended to the merger and acquisition (M&A) marketplace for middle-market firms. Fewer businesses have completed an acquisition in the past six months (27 percent versus 35 percent in June). The overall likelihood of a middle-market company completing an acquisition is also slightly down compared to earlier in the year. The majority of respondents (55 percent) say that the COVID-19 pandemic has somewhat or significantly impacted valuations, which may be what is dampening activity.

Middle-market leaders have never experienced a year like 2020. The year began with a positive outlook and expectations of growth and strong activity even amid recession concerns and political volatility. Then the extraordinary disruption of the COVID-19 pandemic took hold. The good news is many middle-market firms pivoted rapidly then managed well through crisis. As a result, they are now feeling tempered positivity even though the pandemic is far from over.

Drew Yergensen is the market president and commercial banking sale leader with KeyBank in Utah.



DREW YERGERSEN

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TELEWORK

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arenas outweigh the drawbacks. However, some employers express concerns around collaboration, creativity and burnout.

- Some employees see telework arrangements as a means of obtaining more affordable housing in less-dense or even rural surroundings.

- Telework would benefit air quality to some degree. However, an increase in non-commute driving might negate some potential air quality improvements.

- A long-term decrease in traffic from remote work could simply entice other drivers to make longer and more frequent trips — re-absorbing capacity on Utah's major roadways. However, remote work could be a cheaper approach to removing traffic from roadways than other strategies.

- A targeted push for periodic remote work — coinciding with periods of poor air quality — would produce improvements in emissions to counter the particulate matter during winter inversions and ozone smog during hot summer days.

Utah Foundation President Peter Reichard said that while many employers and employees will return to traditional work settings, telework will retain a significant new role in work arrangements.

"As with other strategies that take traffic off the road, telework can help ease congestion and improve air quality," Reichard said. "With employers' newfound capacity to implement remote working, Utah will have expanded opportunities to harness telework to reduce traffic, targeting periods with bad air."

The full report can be accessed at the foundation's website, www.utahfoundation.org.

CALENDAR

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chamber members and WSU faculty and students. Details are at ogdenweberchamber.com.

Feb. 17, 3:30-4:30 p.m.
"Business Connections," a ChamberWest event that takes place online. Free, but registration is required. Details are at chamberwest.com.

Feb. 17, 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>.

Feb. 18, 7:45-9:15 a.m.
"Coffee and Connections," a Murray Area Chamber of Commerce event that takes place the first Thursday of each month at Kings Peak Coffee Roasters and the third Thursday of each month online via Zoom. Details are at murraychamber.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.

Feb. 23, 8 a.m.-5 p.m.
"Women in Business-Legislature," a South Valley Chamber event that takes place online. Details are at southvalleychamber.com.

Feb. 23, 11:30 a.m.-1 p.m.
Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location to be determined. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

Feb. 23, 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, continuing through April 27. Cost is \$50 per quar-

ter. Events take place online via Zoom. Details are at wbcutah.org.

Feb. 24, noon-1 p.m.
"Solve the Business Puzzle: Instagram Tips for Business," a Women's Business Center of Utah event that takes place online via Zoom. Free. Details are at 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 nonmembers. Details are at 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.

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.

Feb. 25, 5:30-7 p.m.
Chamber Mixer, a West Jordan Chamber of Commerce event. Location to be determined. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

Feb. 25, 6-8 p.m.
Legal Clinic, a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Feb. 26, 8 a.m.-5 p.m.
37th Annual Investors Choice Conference, a Venture-

Capital.Org event, featuring more than 18 CEOs pitching their startups to investors. Event also includes a morning keynote presentation by Carine Clark, general partner at Pelion Venture Partners. Afternoon keynote is a fireside chat with Kim Polese, chairman at CrowdSmart. Location is The Slopes Evnts Center, 14216 Bangerter Parkway, Draper, as well as online. Details are at www.investorschoice2021.eventbrite.com.

March 3, 3:30-4:30 p.m.
"Business Connections," a ChamberWest event that takes place online. Free, but registration is required. Details are at chamberwest.com.

March 4-5
2021 Intermountain Deal-Source Summit and Ski Event, an ACG (Association for Corporate Growth) Utah event designed to celebrate Utah deal-makers and create new growth opportunities. Summit is March 4. Ski event is March 5, with details to be announced. Event takes place online. Free for ACG members, \$49 for nonmembers. Details are at <https://www.acg.org/utah/events/2021-intermountain-dealsource-and-ski-event>.

March 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.

March 4, 7:45-9:15 a.m.
"Coffee and Connections," a Murray Area Chamber of Commerce event that takes place the first Thursday of each month at Kings Peak Coffee Roasters and the third Thursday of each month online via Zoom. Details are at murraychamber.org.

March 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.

March 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.

March 8, 9-10 a.m.
2021 International Women's Day Celebration, co-hosted by the Women's Business Center of Utah and World Trade Center Utah. Location to be determined. Free, but registration is required. Details are at wbcutah.org.

March 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/>.

March 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, continuing through April 27. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.org.

March 10, 11:30 a.m.-1 p.m.
"Let's Do Lunch," a South Valley Chamber event. Speaker is Jim Kimball, president of Real Salt Lake. Location is Rio Tinto Stadium, 9256 S. State St., Sandy. Details are at southvalleychamber.com.

March 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>.

March 11, noon-1 p.m.
"Business During Hours," an Ogden-Weber Chamber of

see **CALENDAR** page 14



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CALENDAR

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Commerce event that takes place online via Blitzr. Free for members and first-time guests. Details are at ogdenweberchamber.com.

March 12, 8 a.m.

Silicon Slopes Cup, a scramble-style golf event supporting the local startup and tech community of Utah. Check-in is at 8 a.m., followed by golf from 9 a.m.-2 p.m. Location is SunRiver Golf Club, 4210 Bluegrass Way, St. George. Cost is \$1,200 per foursome. Sponsorships are available. Registration can be completed at Eventbrite.com.

March 12, 8-9 a.m.

Women in Business Networking, an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for WIB members. Details are at ogdenweberchamber.com.

March 12, noon-1:15 p.m.

"When Women Don't Speak: What It Takes for

Women To be Heard," part of the Utah Women & Leadership Project's Spring Women's Leadership Forum. Speakers are Jessica Preece, Brigham Young University associate professor of political science and co-director of the Gender & Civic Engagement Lab; and Christopher Karpowitz, BYU co-director of the Center for the Study of Elections and Democracy and professor of political science. Event takes place online. Details are at <https://www.usu.edu/uwlp/events/upcoming-events>.

March 16-17

Utah Safety Conference & Expo, a Utah Safety Council event. The fifth annual conference will feature breakout sessions, keynote speakers, and an expo highlighting the latest in safety products and services. Keynote speakers are Lorraine M. Martin, president and CEO, National Safety Council; Jack Jackson, senior safety consultant, SafeStart; Col. Janise M. Carroll, commander, 75th Air Base Wing, Hill Air Force Base; and Danny Smith, senior safety

consultant, SafeStart. Event takes place online. Cost is \$200 for members, \$300 for nonmembers. Details are at <https://web.cvent.com/event/46b1ef12-a856-401a-8424-98295545b784/summary>.

March 16, 8 a.m.-4 p.m.

"Business Writing," part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on critical writing skills to achieve clarity, organization, readability and accuracy in business messaging. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Virtual participation is available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

March 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 \$20 for members and \$22 for nonmembers; \$16 for members and \$17 for nonmembers preregistered. Details are at cachechamber.com.

March 17, 8-9:30 a.m.

Executive Forum, a South Valley Chamber event. Location is Mountain America Credit Union, 9800 S. Monroe St., 11th floor, Sandy. Details are at southvalleychamber.com.

March 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 mufraychamber.org.

March 17, 8 a.m.-4 p.m.

"Lean Office with Simulation," a Salt Lake Community College Employee Development Workshop focusing on a strategic business approach for improving overlooked processes that have an impact on every sys-

tem, activity, employee and customer within an organization. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$300. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

March 17, 3:30-4:30 p.m.

"Business Connections," a ChamberWest event that takes place online. Free, but registration is required. Details are at chamberwest.com.

March 18, 7:45-9:15 a.m.

"Coffee and Connections," a Murray Area Chamber of Commerce event that takes place the first Thursday of each month

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EDCU

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- A \$420 million project with 540 jobs on 150 acres. It would feature two product lines. The company is considering several states, including Utah, and a major challenge is meeting its water needs.

- A \$70 million project with 230 jobs, using 325,000 square feet on 30 acres. The company wants to grow its footprint and increase capacity to serve regional demand.

- A \$90 million project with 300 jobs, using 150,000 square feet on 20 acres and needing refrigeration capabilities.

- A \$100 million project with 200 jobs and using 350,000 square feet.

If Utah can land them, they would add to a decent menu of project wins in recent years, including Oatly, whose \$40 million project is expected to lead to 50 new jobs and the use of 100,000 square feet in Ogden; Tyson Foods, \$286 million, 1,372 jobs and 408,000 square feet on 80 acres in Eagle Mountain; Schreiber Foods, \$70 million, 70 jobs and 45,000 square feet in Logan; and West Point Dairy, \$75 million, 30 jobs and 140,000 square feet in Hyrum.

Further back, in November 2016, the state dished out a tax credit incentive for Denver-based WhiteWave Foods Co. to put a manufacturing and warehouse operation in Utah. It put a plant in West Jordan after it was acquired by Danone, which has Dannon among its brands.

In February 2019, when the GOED board approved the Oatly Inc. incentive, Mike Flynn, EDCUtah's chief operating officer, said that landing Oatly would be a "win" that the state could market and that EDCUtah would be-

gin to "get aggressive about the food business."

Food production projects are tasty for Utah because, among other reasons, they are major boosters to tax bases; their relatively small headcounts lend such projects to rural locations; they tend to stay and grow; and if they leave, their buildings and/or equipment are highly marketable to other companies. And companies with an appetite for Utah will find the state has local general contractors with world-class expertise in whipping up food projects.

But people hungry for those projects need to realize that they also represent challenges. That mix includes heavy use of utilities, primarily water and sewer; major impacts on municipal services; and limited site options.

"At the moment, we have about the same four or five communities that are really well-prepared to compete for big food projects," Foxley said.

Among expected trends are food production companies moving away from human capital and toward technology; a California exodus as minimum-wage requirements "continue to ratchet," Foxley said; a lack of cold storage space nationally that will drive production decisions; and companies' needs to be near large markets but not necessarily in large markets.

To feed those companies' interest in Utah, Foxley suggested that the state identify additional sites for such operations, including additional rural options that have enough water and sewer capacity.

"This is a big part of our pipeline," Foxley said of companies considering Utah. "We imagine that this trend will continue because of the pandemic exposures that many of these companies noticed. It's resulted in nearshoring, reshoring and shorter supply chains, etc., etc."

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CALENDAR

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at Kings Peak Coffee Roasters and the third Thursday of each month online via Zoom. Details are at murraychamber.org.

March 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>.

March 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.

March 23, 11:30 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location to be determined. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at ogdenweberchamber.com.

March 23, 11:30 a.m.-1 p.m.

Women in Business Luncheon, a South Valley Chamber

event. Location is Salt Lake Community College, 9750 S. 300 W., Sandy. Details are at southvalleychamber.com.

March 23, noon-1 p.m.

"Pricing Your Product or Service," 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, continuing through April 27. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.org.

March 24, noon-1 p.m.

"Solve the Business Puzzle," a Women's Business Center of Utah event that takes place online via Zoom. Free. Details are at wbcutah.org.

March 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.

March 25, 5:30-7 p.m.

Chamber Mixer, a West Jordan Chamber of Commerce event. Location to be determined. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

March 25, 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>. <https://clients.utahsbdc.org/events.aspx>.

March 29, 2:30-6:30 p.m.

Utah Valley Job Fair, a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., Exhibit Hall A, Provo. Details are at thechamber.org.

April 1, 7:30-9 a.m.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event. Location is Weber Center, 2380 Washington Blvd., Ogden. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

April 1, 7:45-9:15 a.m.

"Coffee and Connections," a Murray Area Chamber of Commerce event that takes place the first Thursday of each month at Kings Peak Coffee Roasters and the third Thursday of each month online via Zoom. Details are at murraychamber.org.

April 1, 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.

April 7, 3:30-4:30 p.m.

"Business Connections,"

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a ChamberWest event that takes place online. Free, but registration is required. Details are at chamberwest.com.

April 9, 8-9 a.m.

Women in Business Networking, an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for WIB members. Details are at ogdenweberchamber.com.

April 13, noon-1 p.m.

"Branding and Messaging," 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, continuing through April 27. Cost is \$50 per quarter. Events take place online via Zoom. Details are at wbcutah.org.

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