

## OF NOTE



### We're not saying "ahh"

Sixty percent of surveyed Utahns have delayed routine dental check-ups due to the coronavirus, according to NextSmileDental.com. The highest percentage was in Oklahoma and Tennessee, both at 72 percent. The lowest was 41 percent in Maine.

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A climber ascends a rock face above the Colorado River near Moab. Such access to outdoor recreation plays an important role in Utah's economy, including being an attraction for company leaders considering Utah as a site for business operations and for outsiders contemplating coming to Utah for work, experts said at a recent webinar.

## Utah's outdoor recreation is 'essential' to state's recruiting

**Brice Wallace**  
*The Enterprise*

What happens outside the buildings of Corporate Utah sometimes has as much influence as what occurs inside.

Access to Utah wilderness and outdoor recreation play a key role in some companies' decision to put operations in the state and their ability to attract and retain employees, according to speakers at a recent webinar.

A survey in 2018 by the Kem C. Gardner Policy Institute indicates that the top reason that leaders of fast-growing Utah businesses put their businesses in Utah was the ability to attract and retain workers. But

coming in second was Utah's outdoor lifestyle and third was access to a variety of outdoor recreation.

"They all believed — 100 percent believed — that Utah's outdoors and outdoor recreation are essential to Utah's quality of life," Marin Christensen, research associate at the institute, said at the recent Summit Speaker Series, an extension of the Utah Outdoor Summit. "Almost all believed it is essential to Utah's economy and helps attract high-quality employees and good jobs to Utah."

Christensen said the yet-to-be-released results of another survey shows that among

see **OUTDOORS** page 15

## Feds send Utah pandemic relief funds for tourism

The post-pandemic recovery of Utah's tourism industry recently got a \$1 million assist from the federal government.

The Utah Office of Tourism (UOT) will receive that amount from the U.S. Economic Development Administration (EDA) to promote "responsible" travel in the state, train tourism-related entities to operate after the pandemic, and plan for the recovery.

It is the largest amount of funds the tourism office has ever received beyond its ongoing appropriations from the state to the Tourism Marketing Performance Fund.

In an online note to tourism colleagues, Vicki Varela, the tourism office's managing director, said the grant will allow the office "to advance our Red Emerald Strategic Plan and continue our path to recovery."

The Red Emerald initiative aims to create travel experiences that are distinctive, unique to Utah and highly coveted, thereby "attracting quality visitors who stay longer, spend more and engage more deeply with the local community, distributing traveler visitation throughout Utah and encouraging a community-led vision for tourism development," the office website says.

The EDU grant is part of the \$1.5 billion CARES Act passed last year to support economic development assistance for communities responding to the coronavirus pan-

see **TOURISM** page 4

## IHC announces medical campus in Saratoga Springs

Intermountain Healthcare has announced plans to construct a new medical campus in Saratoga Springs. The campus will be located on the corner of Pioneer Crossing and Crossroads Boulevard on a 40-acre site. The initial phase of the project includes a free-standing emergency department with an ambulatory surgery center anticipated in the near term. Additional services will be added when appropriate to accommodate community growth, the company said. Groundbreaking will take place later this year.

"We are excited to help meet the needs

of this rapidly growing community," said Jason Wilson, Intermountain American Fork Hospital administrator. "We recognize the importance of timely access to healthcare and are confident this project will bless the lives of many thousands in the years to come."

Saratoga Springs Mayor Jim Miller said, "As a city we are excited about this announcement. This investment in our area has been in the works for a few years and Intermountain Healthcare has diligently worked with the staff and local leaders to understand our needs on the west side."

The new facility will be located near the Intermountain Saratoga Springs Clinic and InstaCare, which will continue providing primary and specialty care, along with physical therapy and rehabilitation services.

Intermountain also announced the addition of a second Primary Children's Hospital campus in northern Utah County last year.

"Both projects reflect the rapid and sustained growth in northern Utah County," said Wilson. "This area is a wonderful place to live and people are moving here every day — we are thrilled to be a part of caring for these vibrant communities."



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

### Salt Lake firm teams with Prevision for at-home saliva COVID-19 test kit

Salt Lake City-based Spectrum Solutions and its medical device and services division, Spectrum DNA, have partnered with Prevision, an at-home patient medical testing kit manufacturer headquartered in Yorba Linda, California, to produce a do-it-yourself version of Spectrum's saliva COVID-19 testing system. Spectrum's saliva collection kit for COVID-19 testing was the first such product to receive U.S. Food and Drug Administration emergency use authorization (EUA). Prevision said it began shipping the kits earlier this month.

"Getting tests to essential workers who may need to be tested often is vital, as COVID-19 continues to surge," said Joel Luce, CEO of Prevision. "Our partnership with Spectrum Solutions makes Prevision the only company with an 'under-one-roof' capability to manage large-scale, at-home test fulfillment, from design to production for COVID-19 and other conditions."

Prevision custom-engineered and manufactured packaging for the use of Spectrum's SDNA-1000 saliva collection kits. Kits include tailored patient letters, along with instructions to return the kit to the specified labs. Spectrum's series of FDA EUA authorizations have created a direct path for certified laboratories wanting to offer saliva-based COVID-19 testing by using Spectrum's right-of-reference data and a laboratory developed test, Prevision said.

"Testing is the purposeful pursuit of knowledge and understanding, a window providing visibility into the disease," said Leslie Titus Bryant, spokesperson for Spectrum Solutions. "This partnership with Prevision delivers the at-home saliva-based testing option medical groups have been requesting to not only mitigate unnecessary in-clinic viral exposure but provide patients a quicker path to informed decisions and treatment."

### Smith's and Walmart stores receive first allotment of coronavirus vaccine

Pharmacies across Utah began receiving COVID-19 vaccine last week for administration to eligible customers. The federal government shipped doses directly to area Smith's and Walmart pharmacies on Feb. 11. The two chains have a distribution contract with the state.

Utah immunization program manager Rich Lakin said Utahns need to be patient with this process, but he's now more optimistic about when the vaccine will be available for everyone.

"When it comes to doses delivered and doses administered, we are truly kicking butt right now," Lakin said. He said Utah now ranks sixth in the nation for getting available vaccines to patients. Delays are being caused by the availability of vaccines and a large demand in the senior population.

"If we had enough vaccine, we could be well deep into this campaign a lot further," Lakin said.

In Utah, 3,200 first-week doses were shared among 18 Walmart stores — about one-third of Utah locations — and Smith's received 2,500 doses for 25 stores. That's about half of Smith's stores in Utah. The vaccine

allotment may increase each week so that Smith's and Walmart can add additional stores in the future, Lakin said.

"The nice thing about pharmacies is that they're kind of highly trusted and they have trained healthcare providers," said Lakin.

"People might be a little anxious about a vaccine, and it's nice for them to go to a familiar place," said Erin Fox, one of the senior pharmacy directors at University of Utah Health.

### Navajo Nation gets COVID-19 help with Biden emergency declaration

A recent disaster declaration by Pres. Joe Biden has paved the way for the Utah and Arizona Navajo Nation to receive COVID-19 relief funds.

The disaster declaration will free up federal resources and reimburse emergency funds used to fight the effects of the virus on the Navajo reservation. Navajo Nation President Jonathan Nez called the declaration "a great step forward" toward curbing the pandemic that has claimed more than 1,000 lives among the Navajo people. The declaration will support the Navajo Nation's vaccine distribution, medical staffing and requests for resources and equipment.

"Our administration has advocated for the declaration for quite some time, so we are very appreciative of the quick response from the Biden-Harris administration," Nez said in a statement. He said that he and Navajo Nation Vice President Myron Lizer met with White House officials recently to ask for additional COVID-19 vaccines and reaffirm the need for a disaster declaration.

"We are very pleased with today's announcement," said Lizer. "We have many of our Navajo people who are struggling not only with resources, but with the toll that the pandemic has taken on their mental and spiritual health."

Navajo Nation officials also received word that U.S. Sens. Mitt Romney, R-Utah, and Kyrsten Sinema, D-Arizona, had introduced legislation that would funnel \$1.3 billion toward the Sanitation Facilities Construction Program in an effort to support water and sanitation projects for the country's tribal communities. Nez said that roughly 30 percent of residents of the Navajo Nation lack access to running water and adequate sanitation, which contributes to the reservation's high per-capita rate of coronavirus infections.

"With some of the highest COVID-19 infection rates in the country, the Navajo Nation faces a dire situation — due in large part to a lack of water infrastructure and sanitation facilities," Romney said in a press release. "Our legislation will address this issue head-on by authorizing the construction and renovation of water and sewer sanitation facilities in Native communities in Utah and throughout the country."

### FEMA provides an additional \$1.2 million for Utah COVID-19 response

The Federal Emergency Management Agency (FEMA) has provided \$1.2 million in additional funding for COVID-19 response efforts in Utah. To date,

FEMA has provided more than \$56.6 million in public assistance funding for COVID-19 response in Utah. The assistance was made available under a major disaster declaration issued April 4, 2020.

The \$1.2 million was provided to Salt Lake County for purchasing materials and supplies to support the county's emergency feeding initiative. Additionally, funds were provided for contracted services with local food banks and other organizations to provide and distribute meals to vulnerable community members, including individuals who test positive for COVID-19, those who have been exposed but do not require hospitalization and high-risk individuals over the age of 65 or with underlying health conditions. Funding for this project is authorized under Section 403 of the Robert T. Stafford Act.

FEMA's Public Assistance Program provides funding for emergency actions undertaken by communities to protect public safety, providing at least a 75 percent funding share for eligible costs. Remaining costs are the responsibility of the state and local applicants for assistance.

For the COVID-19 response, FEMA has simplified the application and funding process to address the magnitude of this event and to allow local officials to receive eligible funding more quickly. Additional information about the program can be found at [www.fema.gov/assistance/public](http://www.fema.gov/assistance/public).

### State signs contract with Nomi for help with C-19 vaccine distribution

Utah Department of Health officials have signed a contract with Orem-based Nomi Health for COVID-19 vaccine distribution and administration throughout the state. Under the contract, which was executed late last month, Utah's 13 local health departments and other public entities can use Nomi Health to set up and run vaccination sites for a monthly price of \$90,000 or \$125,000, depending on capacity, plus an average of \$22.67 for administering each shot. Nomi has made a vaccination van available for \$75,000 a month.

Nomi came under fire early in the pandemic for the high cost of its taxpayer-funded coronavirus testing.

"They had some bumps, for sure, and some hard knocks that they'd been through because of trying to do it so fast and be so responsive. So I think everyone acknowledges that there were some hiccups along the way," Utah Department of Health Interim Executive Director Rich Saunders said. Saunders said he is now confident in Nomi's ability to "be agile and responsive to what we need them to do" — especially vaccinating large numbers of Utahns quickly and safely.

Josh Walker, Nomi's co-founder and chief operating officer, said, "We are very dedicated to being good stewards of public dollars and public programs. We are Utahns ourselves and we're very interested in making sure that we are being very effective there. We are also applying all the learnings we have had."

Although Nomi has yet to begin giving vaccinations, the company has had conversations with at least two Utah health agencies.



## SVC offers small-biz retirement package

The South Valley Chamber is sponsoring a retirement package for small businesses that the organization is touting as an easy-to-administer option for 401(k) plans. Called the South Valley Chamber Retirement Solution, the plans are administered by TAG Resources, a retirement consulting and administration firm located in Knoxville, Tennessee.

"These plan options are fully compliant with all legal requirements, and the complex paperwork involved in administering them is taken care of by TAG Resources," said Jay Francis, president and CEO of the South Valley Chamber. "That means that businesses can dedicate their resources to growing their business instead of filling out forms."

Program participants are able to work with well-known and prominent 401(k) plan providers and as an extra layer of security, TAG Resources has taken on the highest level of fiduciary liability,

said Francis. The program is that it follows an aggregate model, allowing businesses to provide 401(k) options at a discount, which then allows them to reinvest saved money into better options for their employees. Fees are also less expensive, saving businesses even more money in administrative costs, he said.

"I am excited to learn more about the new SVC 401(k) program, it could be a game-changer for our competitiveness as an employer," said Jennifer Silvester, owner and CEO of Silvesco. "Offering a 401(k) program is such an important benefit but has felt out of reach for a small business like ours because it is time-consuming, confusing and expensive to figure out and manage. This may be a solution to solve all of those challenges."

Those looking for retirement options for their employees can find more information at the chamber's website, [www.southvalleychamber.com](http://www.southvalleychamber.com).

## Liu named to head Ancestry

Ancestry, a family history and consumer genomics company based in Lehi, has appointed Deborah (Deb) Liu as CEO and a member of the company's board of directors. In making the announcement, the board said Liu would assume her role on March 1.

Liu joins Ancestry from Facebook, where she most recently created and led Facebook's Marketplace product group. Prior to Facebook, Liu held leadership roles at eBay and PayPal.



Deborah Liu

Liu is actively involved in promoting diversity and women in technology and co-created the Women in Product nonprofit organization. She is also a member of the board of directors of business and financial software company Intuit Inc.

"It's an honor to join Ancestry. I'm excited to help craft the company's next chapter, accelerating growth in family history subscriptions and AncestryDNA by bringing the product to more people around the world," said Liu. "I have tremendous admiration for Ancestry's rich history and powerful mission to empower journeys of personal discovery to enrich lives. Finding and sharing our family history and understanding the challenges and triumphs our ancestors faced helps

us feel a greater sense of connection and belonging and ultimately realize our shared humanity."

"Ancestry already leads the field in its category but still has the potential to attract many new customers and grow its business further," said Mark Thompson, chairman of Ancestry's board of directors. "In the course of an extensive search, it became clear to all of us that Deb was the perfect next CEO of Ancestry. She has a proven track record of product innovation and deep experience in building global consumer technology platforms. She is an outstanding leader able to inspire and motivate teams to achieve their goals."

David Kestnbaum, a senior managing director, and Sachin Bavishi, a managing director at Ancestry stakeholder Blackstone, said in a joint statement, "Deb is a terrific leader with a very strong track record of driving innovation and growth, as well as building world-class product and technology platforms. We are excited about Ancestry's future and look forward to partnering with Deb as she leads the company into its next phase of growth."

## Civica to build medicines manufacturing facility

Civica Rx has announced its plans to build a 120,000-square-foot sterile injectable manufacturing facility in Petersburg, Virginia, potentially creating more than 180 jobs. The new plant represents a \$124.5 million investment. Virginia Gov. Ralph Northam joined Civica Rx in making the announcement.

Civica Rx, based in Lehi, was organized as 501(c)(4) social welfare organization in 2018 to address chronic generic drug shortages and related price spikes in the United States. It was founded by health systems, including Utah's Intermountain Healthcare and a number of philanthropies.

Building its own state-of-the-art manufacturing operation in the United States has been a part of Civica's supply strategy since it was founded to address drug shortages and ensure a resilient supply of quality medicines at affordable prices for U.S. patients.

"This is a dream come true for Civica and our hospital partners as we continue to work together to stabilize the supply of essential medicines for patients across the country," said Martin VanTrieste, president and CEO of Civica. "This Virginia plant and our future employees there will play an instrumental role in preventing the chronic drug shortages that have interrupted hospital operations and put patients at risk for over a decade."

Civica is a collaborator in the U.S. government-funded partnership with Phlow Corp., Medicines for All Institute at Virginia Commonwealth University and AMPAC Fine Chemicals, which is also located in Petersburg. Through this partnership, Phlow executed a \$354 million contract with the U.S. Biomedical Advanced Research and Development Authority (BARDA)

to manufacture essential medications from beginning to end, including starting raw ingredients, active pharmaceutical ingredients (APIs) and finished dosage forms. Civica's role is to produce finished dosage medications in vials and syringes for patient care in Civica member hospitals and for the U.S. Strategic National Stockpile.

"Too many Americans go without access to key medications due to a broken and unreliable supply chain. This step today helps to fulfill our bold vision of making the U.S. a Country where every

human being has access to the essential medicines necessary to sustain life and conquer disease," said Dr. Eric Edwards, co-founder, president and CEO of Phlow. "Essential medicines previously in shortage will be more accessible and affordable for decades to come because of the unique partnerships we've formed, including this critical partnership with Civica, along with Virginia Commonwealth University's Medicines for All Institute and AMPAC Fine Chemicals. The medicines we make today will save countless America lives."

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UTAH'S BUSINESS JOURNAL

USPS # 891-300

Published weekly by:

**Enterprise Newspaper Group**

825 North 300 West Ste. NE220

Salt Lake City, Utah 84103

801-533-0556 FAX 801-533-0684

[www.slenterprise.com](http://www.slenterprise.com)

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Online only, \$65 per year

Print only, \$75 per year

Online and Print, \$85 per year

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Periodical postage paid at Salt Lake City, Utah

POSTMASTER: Send address corrections to:

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## Convergent Concrete acquired

Meridian Adhesives Group of Dalton, Georgia, has announced the acquisition of Orem-based Convergent Concrete Technologies.

Founded in 2000, Convergent specializes in high-performing concrete treatments and products. The company's line of technology includes hardeners, densifiers, finishes and adhesive-promoting treatments.

As part of Meridian's Infrastructure Division, Convergent will work alongside Adhesives Technology Corp., a manufacturer of construction and industry-related adhesives in epoxies, urethanes, acrylics, ester blends and polyureas; and E-Chem, a company specializing in the design, manufacturing, marketing and supply of epoxy polymer products

for concrete.

"We are excited to join Meridian Adhesives Group," said Dal Hills, president of Convergent. "We believe Meridian's extensive technological platform will provide the very best opportunity for us to better serve our customers and increase our footprint in the infrastructure market."

"The addition of Convergent to Meridian's Infrastructure Division further positions us to becoming a full-service provider of quality adhesives and high-performance coatings to our customers," said Daniel Pelton, CEO of Meridian. "We are aggressively focused on growth in the infrastructure market and I am confident the skilled team at Convergent will bring momentum to that endeavor."

## Dearborn CEO at PatientBond

PatientBond, a patient engagement software provider based in Salt Lake City, has announced that Justin Dearborn has been named as the company's new CEO. Anurag Juneja, who has been CEO since the company was founded in 2011, will continue as president.

Dearborn has over 25 years of experience as an executive for healthcare, technology and software companies, including a successful turnaround of Merge Healthcare, where he grew the business from a \$10 million enterprise value to a sale to IBM for \$1 billion.

"Justin is the right leader for PatientBond and we are very excited to have him on board," said Jonathan Phillips, PatientBond's chairman of the board. "Justin's extensive technology

background and business development skills will assist PatientBond as we continue our upward momentum. We believe his strong leadership experience will complement the great team at PatientBond as we prepare for the next stage of growth, similar to what he was able to achieve in growing Merge Healthcare's revenue by a factor of 10."

"I am very excited to be joining the PatientBond team," said Dearborn. "PatientBond has a great value proposition, evidenced by their industry-leading 82 NPS (product) and a talented management team. PatientBond is uniquely positioned to capitalize on the continued focus of healthcare payers, providers and life science companies on digital engagement with members, patients and users."



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## TOURISM

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demic. The grant will be matched with \$250,000 in state funds and is expected to create 256 high-paying and high-skill jobs.

"Our goal is to train the tourism industry in best-practices to thrive in a post-pandemic world, prepare our individual destinations for economic recovery, and encourage residents to travel responsibly in Utah," Varela said in a news release announcing the grant. "These projects touch on all areas that COVID-19 has affected — our work, business skills, community preparation, and mitigating the impact of visitation on our public lands."

Most of the funds will be used for a statewide responsible-travel campaign lasting eight months that will encourage visi-

tor support of local businesses, guides and outfitters and emphasize the state's "Forever Mighty" stewardship principles.

Funds also will be used for an 18-month training program — via webinars — to support tourism businesses, local governments and organizations for post-pandemic operations. The training will focus on critical topics and best practices for long-term resilience. Also planned are eight weeks of workshops with tourism partners to "support local economic recovery and will help the state's local tourism partners to prepare for the future."

"As the UOT develops these programs, we will be reaching out to the industry to seek feedback, collaboration and participation," the office said. "We are grateful to our partners at the EDA for their support and look forward to putting these critical dollars to use for our industry."





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## Fife named president and CEO at LifeVantage

LifeVantage Corp., a nutritional dietary supplement company in Lehi, has announced that its board of directors has named Steven Fife as president and CEO, effective immediately. Fife's has been serving as interim CEO since September. He also joins the board of directors.

"Steve is a highly experienced and accomplished executive with a deep understanding of our business and a clear vision for the future," said Garry Mauro, the company's chairman of the board. "Steve has been instrumental in the growth and success of the company since joining as CFO in

2017. As we conducted our search over the past several months it became clear that he was the ideal candidate to lead the company as CEO going forward."

"I am incredibly excited about the opportunity for LifeVantage," said Fife. "Our unique portfolio of products is firmly aligned with consumers' desire for healthier lifestyles. We have an outstanding team and have a built a strong platform to support significant growth."

Fife has more than three decades of financial and leadership experience. He joined LifeVantage as chief financial officer in

March 2017. Prior to joining LifeVantage, Fife was chief financial officer and chief operating officer at Evidera Inc., a private equity-sponsored professional services firm that provides research, market access, data analytics and epidemiology services to pharmaceutical companies. Prior to Evidera, he was CFO at several public companies, including Active Power and LECG, and held senior finance positions at Gilead Sciences and JDS Uniphase. Fife will continue to serve as CFO at LifeVantage until a replacement is found.

Founded in 2002, LifeVantage employs about 250 people.

## 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. 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](http://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](http://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

**"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](http://wbcutah.org).



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## Mass tabbed to head FFKR

Salt Lake City-based FFKR Architects has promoted Kevin Mass, a senior principal architect with the firm, to president. The board of directors said the appointment is effective immediately.

The previous president, Roger P. Jackson, is stepping down after eight years in the position and "will continue to provide guidance to the new leadership and superior service to our cherished clients as one of Utah's top architects," a release from FFKR said.

"What a privilege it has been to be the president of FFKR Architects," said Jackson. "This is such a talented and dedicated group of professionals. I am so pleased to

pass the torch of firm leadership to Kevin Mass. Kevin is a seasoned professional and a true leader."

"I am honored to be selected by my board to follow Roger Jackson as president of FFKR Architects," said Mass. "We are all thankful for Roger's decades-long work to make us successful and his forward-looking leadership. With the support of my partners and our tremendous staff, I am confident we will continue to prosper and grow."

Founded in 1976, FFKR has more than 170 architects on its staff, the most of any architectural firm in Utah.

## Hess acquires Wycoff Travel

Bountiful travel management company Hess Corporate Travel has acquired Salt Lake City-based Wycoff Travel. Terms of the transaction were not disclosed.

Founded in 1978 and purchased by David and Brent Anderson in 1982, Wycoff has managed travel operations for major Utah companies.

"Wycoff brings significant experience, staffing and skills to the Hess Travel team, operating

out of Hess Travel headquarters in Bountiful," a Hess release said.

Hess Travel was founded as American International Travel in 1985, acquired Crossroads Travel in 1999 and Morris Murdock Business Travel in 2009.

North Star Digital Media's *Travel Weekly* magazine named Hess Corporate Travel to its 2020 Power List, which includes travel management companies with 2019 sales exceeding \$100 million.

## CORPORATE FINANCIAL REPORTS

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

### SkyWest

SkyWest Inc., based in St. George, reported a net loss of \$46 million, or 93 cents per share, for the fourth quarter of 2020. That compares with net income of \$73 million, or \$1.43 per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$590 million, down from \$744 million in the year-earlier quarter.

For the full year 2020, the company reported a net loss of \$9 million, or 17 cents per share, which compares with net income of \$340 million, or \$6.62 per share, for 2019. Revenue in 2020 totaled \$2.1 billion, down from \$3 billion in 2019 due to COVID-19.

SkyWest Inc. is the holding company for SkyWest Airlines and SkyWest Leasing, an aircraft leasing company. SkyWest Airlines has a fleet of over 400 aircraft connecting passengers to over 250 destinations throughout North America.

The company said the main factor in its lower results in 2020 compared to 2019 was reduced flight schedules and lower demand resulting from the COVID-19 pandemic.

"The past year has challenged our industry, our business and our people beyond what anyone could have anticipated, and we responded quickly and aggressively to protect our people, our partners and our business," Chip Childs, CEO, said in announcing the results.

"I'm incredibly proud of the SkyWest team's great work and the flexibility they continue to demonstrate. We believe we're in a strong position to play a key role in the industry's recovery and we remain committed to positioning SkyWest for future success."

### Varex Imaging

Varex Imaging Corp., based in Salt Lake City, reported a net loss of \$6.4 million, or 16 cents per share, for the fiscal first quarter ended Jan. 1. That compares with a loss of \$1.3 million, or 3 cents per share, for the same

quarter a year earlier.

Revenues in the most recent quarter totaled \$177 million, down from \$200.1 million in the year-earlier quarter.

Varex designs and manufactures X-ray imaging components, which include X-ray tubes, digital detectors and other image processing solutions that are key components of X-ray imaging systems.

"Our financial results for the first quarter of fiscal year 2021 were stronger than our expectations," Sunny Sanyal, CEO, said in announcing the results.

"Revenues increased 4 percent sequentially over the fourth quarter of fiscal year 2020, indicating the start of recovery in our business. Non-GAAP gross margin improved significantly to 34 percent and was sequentially higher by 580 basis points due primarily to the benefits from cost reductions, as well as a favorable shift in product mix in the medical segment. Non-GAAP operating expenses declined by about \$3 million sequentially, reflecting our continued focus on profitability."

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# Industry Briefs

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

## ASSOCIATIONS

• **Derek Miller**, president and CEO of the Salt Lake Chamber, has been appointed to the **U.S. Chamber of Commerce Task Force to Eradicate Human Trafficking**. The task force is organized around five guiding principles for the business community to embrace: involve C-suite leadership in identifying risky business partners and locations, measure and monitor the problem and solutions, work with suppliers and their employees to ensure compliance, examine production planning and recruitment practices, and take action in the community. The principles provide an organizing framework to raise public awareness, convene and enlist the broader community, and secure funding to combat the problem.

• **Goldman Sachs** has created the **10,000 Small Businesses Voices National Leadership Council**, which is composed of six graduates of its 10,000 Small Businesses program. **Natalie Kaddas**, CEO of Kaddas



Natalie Kaddas

Enterprises, Salt Lake City, will be one of two council vice chairs. The council will lead and help direct 10,000 Small Businesses

Voices advocacy efforts around ongoing COVID-19 relief and policy changes that prioritize Main Street businesses and jobs.

## CONSTRUCTION

• **FFKR Architects**, Salt Lake City, has announced that senior principals **Steven Goodwin** will serve as secretary of the firm and **Michael Leishman** will serve as treasurer. The company has more than 170 architects, designers and planners, with a second office in Arizona.



Steven Goodwin



Michael Leishman

• **Pentalon Construction**, Salt Lake City, has promoted **Jeff Young** to commercial construction manager and **Elise Lewis** to project manager. Young has been in commercial construction for over 20 years and came to Pentalon in 2019. He started at Pentalon as a project manager with over 10 years of experience. Young has overseen projects in excess of \$50 million. Lewis started her career with Pentalon in 2017 as an assistant project manager. She then spent a year gaining practical experience with BIM and other coordination software before returning to Pentalon in 2019. She earned a bachelor of science in construction management degree from Brigham Young University.



Jeff Young



Elise Lewis

**We carry more than heavy construction equipment.**

Light equipment in stock. Mixers, saws, pumps, generators, jumping jacks, and much more.



## DIVIDENDS

• The board of directors of **Zions Bancorporation**, Salt Lake City, has authorized a common stock share repurchase for the first quarter of 2021 of up to \$50 million and also declared a regular quarterly dividend of 34 cents per common share. The dividend is payable Feb. 25 to shareholders of record Feb. 18. The board also declared regular quarterly cash dividends on the company's perpetual preferred shares. The cash dividend on series A, G, H and J are payable March 15 to shareholders of record March 1. The cash dividend on the Series I shares is payable June 15 to shareholders of record June 1.

• The board of directors of **Clarus Corp.** has declared a regular quarterly cash dividend of 2.5 cents per share. The dividend will

be paid Feb. 19 to stockholders of record Feb. 8. Based in Salt Lake City, the company develops, manufactures and distributes outdoor equipment and lifestyle products focused on the climb, ski, mountain and sport markets.

## GOVERNMENT

• **Salt Lake County Mayor Jenny Wilson** has announced **Eric Hutchings** as a new outreach and strategy senior advisor to the mayor. Hutchings has experience as a legislator representing the west side communities of Kearns, Taylorsville and



Eric Hutchings

West Jordan. He served in the Utah State House of Representatives from 2001 to 2020 representing District 38. He also has held several appointed positions with various organizations and was appointed chair of the National Conference of State Legislatures' Law and Criminal Justice Committee. Hutchings has a bachelor's degree in Asian studies from Brigham Young University and a master's degree in international affairs and global enterprises from the University of Utah.

## HEALTHCARE

• **Huntsman Cancer Institute (HCI)** and **University of Utah Health** have selected **Dr. Sachin Apte** as chief clinical officer of HCI and physician-in-chief of the cancer hospital. Apte will oversee oncology work of HCI and UofU Health to deliver high-quality cancer care and prevention programs across



Sachin Apte

the Mountain West. He also will serve as a professor of obstetrics and gynecology at UofU Health. Apte most recently was associate chief medical officer at Moffitt Cancer Center. Apte is a gynecologic oncologist who previously served as chair of the department of gynecologic oncology. Apte succeeds **Dr. John Ward**, who has served in this position in an interim capacity since April 2019. Ward will continue his service at HCI, including his clinical program caring for breast cancer patients and other key leadership roles.

• **National Partners in Healthcare (NPH)**, a national healthcare organization delivering anesthesiology services, has announced that **Intermountain Anesthesia Consultants (IAC)**

has joined NPH. The organization is a joint venture between Archimedes Health Investors LLC, a healthcare-focused private equity firm, and Assured Healthcare Partners (AHP), a private equity firm providing growth, consolidation and repositioning capital solutions in the healthcare services industry.

## HOSPITALITY/FOOD SERVICE

• **Dynamic City Capital**, a Provo-based firm focused on premium-branded hotel investments, has acquired the **Hilton Garden Inn** and **Homewood Suites by Hilton San Diego Downtown/Bayside** hotels. Built in 2016, the two hotel properties combined have 364 rooms. Financial terms were not disclosed. The Hilton Garden Inn, San Diego Downtown/Bayside, has 204 premium guest rooms with a full-service restaurant and bar. The Homewood Suites by Hilton San Diego Downtown/Bayside offers 160 large private suites, all with fully equipped kitchens. DCC has selected **Lodging Dynamics Hospitality Group** to operate the hotels.

## INTERNATIONAL

• The board of directors of **World Trade Center Utah (WTC Utah)** has formed two committees to provide more Utah companies with the services and knowledge to compete and win globally. **Amanda Covington**, chief communications and government relations officer at Larry H. Miller (LHM) Group of Companies, will chair the **Strategic Partnership and Outreach Committee**. **Brad Bonham**, co-founder and CEO of Walker Edison, and **Derrick Porter**, CEO of Beauty Industry Group (BIG), will co-chair the **Global Business Services Committee**. Porter, Bonham and



Amanda Covington

Covington joined WTC Utah's board in 2020. All three have experience working with and leading global organizations. The



Brad Bonham



Derrick Porter

Strategic Partnership and Outreach Committee will support and shape WTC Utah's efforts to strengthen and coordinate its vast network to

benefit the state, WTC Utah members and partners and Utah businesses. **Julia Breinholt-Pappas**, WTC Utah's director of marketing and communications, and **Jim Porter**, director of business development, will staff the committee. The Global Business Services Committee will work with the WTC Utah team to develop premium services that are calibrated to generate global growth for Utah businesses. **Aaron Starks**, WTC Utah vice president of global business services, will staff the committee under Bonham and Porter's leadership.

## INVESTMENTS

• **PatientBond**, a Salt Lake City-based patient engagement SaaS provider, has closed on its Series C financing. The company said the funding will be used to rapidly expand the company's go-to-market offerings, including its customer success team. All existing investors participated in the oversubscribed Series C with the addition of five family offices and one venture group. PatientBond is used by more than 1,200 healthcare provider locations across the United States.

• **Teal Drones**, a Salt Lake City-based unmanned aerial systems company, has accepted a multi-million-dollar investment package from **Decathlon Capital Partners**, which has offices in Park City and Palo Alto, California. Teal said the investment will fund its growth and finance continued research and development efforts. Teal is developing complex air control, data processing and mapping technologies housed in rugged, high-performance drones for use by the military, public safety organizations and commercial enterprises. Teal said the transaction was done without surrendering equity, and it will repay the investment through future revenue, allowing the company to keep its ownership structure intact.

• **Transit Scientific**, a private, Salt Lake City-based company that designs, develops and commercializes medical devices, has closed its Series A financing round, which was led by a large multinational investor and joined by previous seed investors. Transit products include the XO Score scoring sheath and XO Cross microcatheters.

• **DW Healthcare Partners**, a Park City-based healthcare-focused private equity firm, has completed an investment in **Parnell Pharmaceuticals Holdings Ltd.** Founded over 50 years ago in Australia, Parnell is

see BRIEFS next page



# Industry Briefs

from previous page

a fully integrated manufacturer and developer of animal health pharmaceuticals focused on the U.S. market. Concurrent with the close, **Jay Benear**, founder and managing director; **Doug Schillinger**, managing director; and **Eric Moore**, principal, will join the Parnell board of directors.



Jay Benear



Doug Schillinger



Eric Moore

• **Mercato Partners**, a Salt Lake City private equity fund, has announced it has completed the final distribution of its inaugural **Traverse Growth Fund**. The fund was announced in October 2007 with an investment in consumer audio brand Skullcandy. Over the life of the fund, Mercato has supported the growth stage and successful exits for well-known technology and consumer companies, including Control4, MediConnect Global, Stance and Fusion-io. Mercato Partners is currently deploying its third growth fund, now under

the Traverse brand. In the past 14 years, Mercato also has added three new practices: Savory, a dedicated food and beverage fund; Alpha, a direct secondaries fund; and Prelude, an early-stage venture fund.

## LAW

• **Stoel Rives LLP** has named **David L. Mortensen** as office managing partner of the firm's Salt Lake City office. He is responsible for the day-to-day management of the office and recruiting efforts to support the firm's business in Utah. He will also oversee the move to soon-to-be-completed, new office space at 95 South St. at City Creek, where Stoel Rives will be the anchor tenant. Mortensen is partner in the Litigation practice group, with extensive experience in intellectual property as well as complex commercial litigation and represents some of the largest cities in Utah and has litigated dozens of high-profile cases for individuals and companies, both in Utah and across the United States. He received his J.D. from Brigham Young University's J. Reuben Clark Law School and joined Stoel Rives as a summer associate nearly 25 years ago. Mortensen succeeds **D. Matthew Moscon**, who has made the transition from



David Mortensen

office management to continue his active energy litigation practice.

## MEDIA/MARKETING

• **Love Communications**, a Salt Lake City-based advertising and marketing firm, has hired **Jeremy Chase** as vice president of business development. Chase has more than 25 years of experience in account management. His experience spans numerous territories, including new business growth, brand development, digital and traditional advertising campaign planning and strategy, market research and production.



Jeremy Chase

## REAL ESTATE

• **ViA**, a 138-unit midrise apartment building in South Salt Lake, has been sold by an affiliate of **Mountain Capital Partners**, an affiliate of **Dekel Capital**, and **Castlewood Development**, to **Graycliff Capital**. Financial terms were not disclosed. The sale was announced by **Institutional Property Advisors (IPA)**, a division of Marcus & Millichap. Brock Zylstra, IPA first vice president, and IPA's Danny Shin, Steve Gebing and Cliff David represented the sellers. The five-story property was built in 2016.

• **Lotus Co.**, a Salt Lake City-based property development company, has hired **Adam Hughes** as vice president of operations. Hughes most recently was CEO of Better City, an economic development consulting firm based in Ogden. Lotus has created a \$200 million portfolio and has a \$316 million development pipeline of projects along the Wasatch Front.



Adam Hughes

## RECOGNITIONS

• **Ripple LLC** has received the **Tibbetts Award**, bestowed by the **U.S. Small Business Administration** to companies and entrepreneurs involved in bringing transformational technologies through the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. Ripple has worked on game-changing neurotechnology since its founding in 2005, focusing on developing neuroprosthetics and neuroscience research products. Its innovations include

implantable medical devices used to improve the control of prosthetic limbs, treat phantom limb pain, and create a brain-machine interface. Privately held Ripple has been awarded over \$35 million in SBIR/STTR grants and contracts through the National Institutes of Health, the Department of Defense and DARPA.

• **OrthoGrid Systems Inc.**, a Salt Lake City-based company focused on transforming intraoperative musculoskeletal surgery, has been named a **Top 10 Surgery Solution Provider 2020** by **Healthcare Tech Outlook**. Each year, Healthcare Tech Outlook recognizes the companies at the forefront of surgery solutions and impacting the industry.

## RETAIL

• **TruFusion** will open its first Utah gym at The Gateway this fall, using 13,000 square feet

on the corner of 100 South and Rio Grande. TruFusion features a variety of rooms to provide different, boutique-style workouts. Launched in 2013, TruFusion has 13 locations.

## SPORTS

• **Comcast Corp.** has announced it will continue to be the official cable television and communications partner of **US Ski & Snowboard** through 2023. As part of the renewed, multi-year commitment, Comcast will support America's Olympic skiers and snowboarders through a domestic events program, enabling US Ski & Snowboard athletes with opportunities to compete on home snow at world-class venues.

## TECHNOLOGY/LIFE SCIENCES

• **Canary Speech**, a Provo-based company focused on automatic speech recognition and natural language processing techniques, has hired **Nate Blaylock** as chief technology officer. Blaylock previously was senior research manager and NLU architect at Nuance Communications, spending eight years at Nuance and Cerence, a spinoff of Nuance's Automotive division, and was a research scientist at Saarland University and the Florida Institute for Human and Machine Cognition. His education includes bachelor's degrees in linguistics and computer science from Brigham Young University.



Nate Blaylock



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# Succeeding in Your Business

## So you want to be a consultant; Here are some tips for billing your services

Many if not most clients are operating on extremely tight profit margins these days; people are obsessed with controlling costs of all kinds, including legal fees. Consultants and other professional service providers must be clear at all times about how their fees are calculated, how much a project will cost, and when payment will be due.



CLIFF ENNICO

To put it bluntly: You are certain to have angry clients if you:

- Send bills the client is not expecting;
- Exceed your fee estimate without informing the client in advance; or
- Send bills to a client without a detailed explanation of the work performed.

Here are some billing rules of thumb which have worked for me the past 40 years of working with clients of all types:

**Include Fee Estimates in Every Retainer Agreement.** When billing a client by the hour, include an estimate of the number of hours the project is likely to take. This can take the form of a

range with a minimum and maximum dollar amount. When charging a flat fee for a particular matter, state clearly that the flat fee is based on the total number of hours not exceeding a certain number, and that additional work requested by the client may cause you to reopen the flat fee for further discussion.

Always include a statement that if circumstances require you to exceed the fee estimate, you will contact the client before incurring excess charges.

**Bill Early and Often.** Hard as it may be to believe, many professionals commit the sin of not billing their clients frequently enough. Most clients prefer to pay reasonable monthly bills instead of a large bill rendered at the end of an engagement. Set aside one day each month (for example, the 15th of each month or the anniversary of your birthday) and draft your bills in the morning, before you are distracted by other matters. If you delay sending out bills, your client will delay paying you, and that can lead to accounts receivable problems.

**Always Send Detailed Bills.** Seldom will you be able to submit a bill saying merely "For services rendered ... \$XXX" without pushback. Clients expect and should receive a detailed bill showing the number of hours you worked on their project each day. You should always prepare bills yourself; never delegate them to a bookkeeper or administrative assistant, as the billing narrative will need to tell a story that only you can tell. By drafting the narrative yourself, you will also be better able to determine if and when time should be written off.

**Stick to Your Estimates.** Clients hate billing surprises. If you see that your original estimate of time or expenses was too conservative, call the client to discuss the situation and submit a revised estimate before incurring additional charges. Most clients will be reasonable and will respect the fact you are helping them manage their budgets.

**Stay on Top of Late Payments.** On the last day of each month (assuming you bill monthly), review your invoices from the previous month and compare them to your check register to

determine if any clients are running late with their payments. If a client has not paid you within 30 days, call or email the client and ask (professionally) whether payment will be forthcoming in a few days. Large accounts receivable problems almost always start out as small problems that get out of hand. So, by addressing late payments promptly, there is a greater chance you will prevent the hole from getting deeper. If a client needs a payment schedule, by all means, be reasonable, but also reduce the time you spend on the client's matter until they catch up with payment.

**Never Quote a Flat Fee If You Can't Control Your Time.** Clients always appreciate a flat fee quote, but there are times when flat fees should not be charged. Generally, you should charge a flat fee only when you are absolutely certain of the number of hours a project will take. If a project requires discussions or negotiations with other people, or if there are factors outside of your control that will impact the amount of time spent on a matter, it is always preferable to bill on an hourly basis, with an estimate

"minimum" and "maximum" number of hours the project may take.

**When Billing, Emphasize the Difficult.** Let's face it: Clients do not pay you to perform tasks that are fun and fulfilling. They pay you to do tasks they do not want to do themselves, either because they are too tedious and boring or because small mistakes can lead to disastrous results. It is becoming ever more difficult to bill a client for research time (the client will not be willing to pay for what they perceive as your education) or telephone calls (even if you time each call with a stopwatch, the client will insist the call took less time). When drafting bills, allocate the most time to the most difficult, unpleasant tasks you performed for the client. Doing so makes it much less likely the client will question the bill or your ability to manage your time.

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

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# Calendar

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

## Feb. 15, 10-11 a.m.

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

## 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](http://wbcutah.org).

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

**“Managing Conflict,”** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on recognizing and using proactive communication techniques to manage the impact of conflict in the workplace. Location is SLCC’s Westpointe Campus in Salt Lake City. Virtual participation is available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## Feb. 16, 9-10 a.m.

**“Bagels & Business: Pay the IRS Less Without Going to Jail,”** a Small Business Development Center (SBDC) event that takes place online. Speaker is Merrill J. Taylor, CPA and partner at Clark Rasmussen Taylor. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

**Leadership Luncheon,** a Cache Valley Chamber of Commerce event. Speaker Forrest Fackrell will discuss “Prepare to Improve.” Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Virtual option is available. Cost is \$20 for members and \$22 for nonmembers; \$16 for members and \$17 for nonmembers preregistered/online. Details are at [cachechamber.com](http://cachechamber.com).

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

**Business Alliance Networking Luncheon,** a Davis Chamber

of Commerce event. Location is Boondocks, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Feb. 16, noon-1 p.m.

**Professional Development Series,** a ChamberWest event. U.S. Sen. Mike Lee will provide a D.C. update and be available for Q&A. Event takes place online via Zoom. Cost is \$15. Details are at [chamberwest.com](http://chamberwest.com).

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

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

## Feb. 17, 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 chamber members and WSU faculty and students. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## Feb. 17, 11:30 a.m.-1 p.m.

**“COVID-19 Vaccinations in the Workplace,”** a South Valley Chamber HR Academy event. Speaker is Karen Halliday, a strategic human resources consultant and business owner advocate with BBSI. Location is Hilton Garden Inn, 277 W. Segoe Lily Drive, Sandy. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## Feb. 17, noon-1 p.m.

**“How to Business: Generating Top-Notch Leads with LinkedIn Ads,”** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.ahttps://clients.utahsbdc.org/events.aspx>.

## Feb. 17, 3-4 p.m.

**“Ins & Outs of Banking as a Business Owner,”** a Women’s Business Center of Utah event. Speaker is Ashley Massey, vice president and treasury relationship manager at Washington Federal Bank. Event takes place online and is available statewide. Details are at [wbcutah.org](http://wbcutah.org).

## 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](http://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. 17, 5:30-6:30 p.m.

**QuickBooks Workshop,** a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.ahttps://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](http://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, 8 a.m.-noon

**NAIOP Utah Commercial Real Estate Symposium.** Keynote speaker is Victor Calanog, head of CRE economics, Moody’s Analytics. Location is Industry, 650 S. 500 W., Salt Lake City. Cost is \$100 for members in-person and \$35 online; \$150 for nonmembers in-person and \$75 online. Details are at <https://naioputahevents.org/event-4115528>.

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

**“Salt Lake Chamber-Business Live!”** a virtual networking event, with members from the Cedar City Chamber invited. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## Feb. 18, 4-6 p.m.

**Business After Hours,** a Murray Area Chamber of Commerce event. Location is Prohibition, 151 E. 6100 S., Murray. Cost is \$5. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Feb. 19, 10 a.m.-3 p.m.

**Second Annual Career Fair,** a Silicon Slopes and BYU MBA event that takes place online. Details are at [https://app.joinhandshake.com/career\\_fairs/20837/employer\\_preview?token=Pd\\_5a](https://app.joinhandshake.com/career_fairs/20837/employer_preview?token=Pd_5a)

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## Feb. 20, 8-9:30 a.m.

**“Legislative Roundup,”** presented by ChamberWest, the South Jordan Chamber of Commerce and Southwest Valley Chamber of Commerce, and taking place every Saturday during the legislative session (Feb. 27 and March 6). Event takes place online. Details are at [chamberwest.com](http://chamberwest.com).

## Feb. 20, 8-9:30 a.m.

**“Legislative Update,”** a South Jordan Chamber of Commerce event that also takes place Feb. 27 and March 6. Event takes place online via Zoom. Details are at [southjordanchamber.org](http://southjordanchamber.org).

## Feb. 23, 10 a.m.

**“Recruiting/Onboarding,”** part of the 2021 Employers Council and Paylocity Online Training Series. Free. Details are at <http://info.employerscouncil.org/2021-paylocity-webinar-series>.

## Feb. 23, noon-1:30 p.m.

**“Women in Business-Legislature,”** a South Valley Chamber event featuring female legislators speaking via Zoom. Location is Salt Lake Community College’s Miller Campus, Gail Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$20. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## Feb. 23, 11:45 a.m.-1 p.m.

**Women in Business Luncheon,** an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## Feb. 24, 8-9:30 a.m.

**Industry Breakfast,** a Silicon Slopes event in partnership with the South Valley Chamber of Commerce, the cities of Sandy and Draper, and Salt Mine Productive Workspace. Speaker Alan Matheson, executive director of the Point of the Mountain State Land Authority, will discuss the latest developments with the Point of The Mountain redevelopment plan. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy (event also will be streamed live at the Salt Mine YouTube channel). Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## 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](http://wbcutah.org).

## Feb. 25-26

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

## Feb. 25-27

**RootsTech Connect,** a virtual conference that will replace the planned in-person event scheduled for Feb. 3-6 at the Salt Palace Convention Center in Salt Lake City. Presented by FamilySearch International and focused on family histories, event will feature keynote presentations and more than 300 breakout sessions. Keynote speakers include Sharon Morgan, founder of OurBlackAncestry.com; Francesco Lotoro, an Italian musician who is saving music written in concentration camps; Lorena Ochoa, former Mexican professional golfer and entrepreneur; and Nick Vujicic, award-winning author. Free. All content will be available following the live event for at least 12 months. Details are at [rootstech.org](http://rootstech.org).

## Feb. 25, 7:45 a.m.-5 p.m.

**Employer Tax Workshop,** a Small Business Development Center (SBDC) event featuring presenters from a CPA firm, the Utah State Tax Commission, the Utah Department of Workforce Services, the Utah Labor Commission, the U.S. Department of Labor and WCF Insurance. Location is Salt Lake Community College’s Miller Campus, The Mill (Building 5), Floor 3, Room 333, 9690 S. 300 W., Sandy. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

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

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

## Feb. 25, 3:30-4:30 p.m.

**“Strategies to Win Customers For Life,”** a Women’s Business Center of Utah event that takes place online (available statewide). Free. Details are at [wbcutah.org](http://wbcutah.org).



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## CALENDAR

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### Feb. 25, 5-8 p.m.

**Digital Marketing Strategy**, hosted by The Mill at Miller Campus. Course is a hybrid in-person/online class. Course meets in-person three times: Feb. 25, March 4 and March 11, 5-8 p.m., at Salt Lake Community College, 9750 S. 300 W., Sandy. Presenters are Tony Passey, digital marketing professor at the University of Utah and CEO and founder of Firetoss; and Toby Eborn, senior vice president of digital strategy at Firetoss and instructor at the South Valley Chamber's digital marketing seminars. Cost is \$149 for three in-person classes and online lectures; \$99 for Zoom access to three live sessions and online lectures; \$249 for VIP session, three-in-person classes and online lectures; \$199 for VIP plus Zoom sessions and online lectures. Registration can be completed at Eventbrite.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 VentureCapital.Org event, featuring 19 CEOs pitching their startups to investors. Speaker Dan Hemmert, executive director of the Governors of Economic Development, will discuss the state of the economy and Gov. Spencer Cox's economic plan. Keynote speaker is Carine Clark, a three-time high-tech CEO and general partner at Pelion Venture Partners. Afternoon keynote is a fireside chat with Kim Polese, chairman at CrowdSmart. Location is The Slopes Events Center, 14216 Bangert Parkway, Draper, as well as online. Details are at [www.investorschoice2021.eventbrite.com](http://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](http://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](http://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](http://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](http://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](http://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.

**Women in Business Professional Growth Series**, a ChamberWest event. Speaker Denece G. Huftalin, president of Salt Lake Community College, will discuss "Reframing Leadership." Event takes place online via Zoom. Cost is \$10. Details are at [chamberwest.com](http://chamberwest.com).

see **CALENDAR** next page



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## CALENDAR

from previous page

### 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](http://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](http://southvalleychamber.com).

### March 10, noon-1 p.m.

**“Workforce Resilience Through Mental Fitness,”** presented by the Salt Lake Chamber and Utah Community Builders. Event takes place online. Details are at [slchamber.com](http://slchamber.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, 8-9 a.m.

**“Eggs and Issues,”** a Box Elder Chamber of Commerce event. Free. Details are at [boxelderchamber.com](http://boxelderchamber.com).

### March 11, noon-1 p.m.

**“Business During Hours,”** an Ogden-Weber Chamber of Commerce event that takes place online via Blitzzr. Free for members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### March 11, 4-5 p.m.

**“Building Equitable Communities,”** part of a three-part Speaker Series presented by United Way of Salt Lake. Speaker is Jim Shelton, former deputy secretary of the U.S. Department of Education. Event takes place online. Free. Cost for entire series is \$30 (other parts of the series take place Aug. 11 and Oct. 27). Details are at <https://uw.org/speaker-series-building-equitable-communities/>.

### March 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.ahttps://clients.utahsbdc.org/events.aspx>.

### March 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.ahttps://clients.utahsbdc.org/events.aspx>.

### 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](http://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](http://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-


see **CALENDAR** page 14

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## CALENDAR

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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 2, 6:30-8 p.m.

**WordPress Workshop**, 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 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, 10 a.m.

**"Performance Manage-**

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

### 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](http://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](http://southvalleychamber.com).

### March 17, 8-10 a.m.

**M.A.C.H. Speed Networking**, a Murray Area Chamber of Commerce event that takes place

**see CALENDAR next page**



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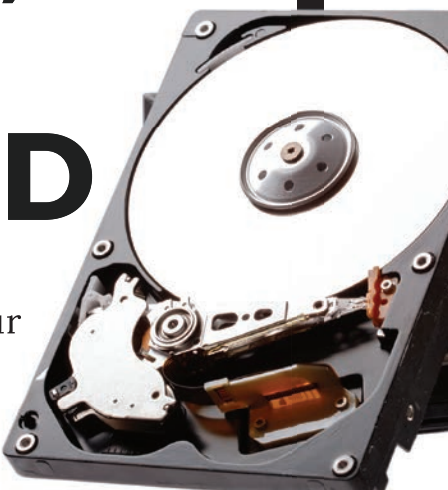
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## OUTDOORS

from page 1

the more than 250 surveyed tech-sector employees, "Utah's outdoor recreation and access to wilderness was not only the main recruitment tool used to attract them here, but it was also the most important factor for them living here," she said. "According to these high-skilled employees, Utah's outdoors matters in their decision to relocate to join your company."

The results also indicate that of Utah natives who left the state, many who returned cited outdoor recreation as a key factor for doing so.

"The natives that have moved away and came back to Utah cited the outdoors as the most important factor in their decision to do so," Christensen said.

Stephanie Pack, business development manager at the Economic Development Corporation of Utah, said lots of companies from every industry are considering Utah as a location for operations, and "one of the biggest reasons that is happening is because of the outdoor assets."

Some business executives tell the organization that they leverage Utah's outdoor assets as an employee recruitment tool, she said.

"It's a big reason why a lot of these companies came to Utah, why they started here," Pack said. "We're seeing a lot of Utah transplants that left the state, looking to come back, looking to bring their businesses back, looking to

expand their businesses here. A lot of CEOs have homes in Park City. Why? Because of the resorts there, because of the recreation assets there."

Utah's growing reputation as a place to enjoy the outdoors "supersedes some of the misconceptions, some of the cultural aspects that people point to when you talk about Utah," she said.

"I think for a long time, the rhetoric was, 'Oh, Utah doesn't have a nightlife, it doesn't have a night scene, and that's something that's important to our employees.' Well, a lot of that sentiment has shifted. They don't necessarily care as much for the night scene as long as they can hit a trail, as long as they can get their season passes and as long as they can get outside."

Christensen quoted one business owner from the 2018 survey who said that "without the outdoors, we're North Dakota or Mississippi."

Company leaders should understand that highly skilled employees considering a move to Utah value outdoor recreation, Christensen said. For outsiders considering other states, "even if people may not like Utah's cultural reputation, the outdoors still have sway and puts us over the edge," she said.

Kelly Stowell, executive director of the Center for Education, Business & the Arts in Kanab, said developing more outdoor recreation options is a goal for the area, which could benefit if visitors return and bring their companies with them or if local entrepreneurs start and grow their

businesses by catering to outdoor-lovers. And the pandemic-prompted trend of working from home — the so-called "digital nomads" — "goes hand-in-hand with outdoor recreation," he said.

Stowell said the Kane County area wants to be known as "Silicon Sands."

"We're seeing it happen where these grains of sand blow into the community and they contribute to the overall dune, but they don't take away from it," he said.

One of those local entrepreneurs is Doug Stilson, who with wife Camie owns Cup of Joes, a coffee shop that opened in 2017 in Orangeville. Its business has grown every year, bolstered by people who take to the landscape for climbing, bouldering and even studying geology, he said.

The shop includes a map sprinkled with pins showing the origins of its visitors. So far, the pins represent more than 70 nations. "We think that's pretty cool," Stilson said.

"One thing that we didn't know was so prevalent," he said, "was how many people from all over the world come to our little neck of the woods."

The Summit Speaker Series is offered by the Utah Office of Outdoor Recreation, in partnership with Snowsports Industries America, the Economic Development Corporation of Utah and the Utah Outdoor Association. Its next event, "Inclusion in the Winter Industry: An Inclusive Approach to Hiring and Retaining Employees," takes place Feb. 25, noon-1 p.m., online via Zoom.

## CALENDAR

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online via Zoom. Free. Details are at [murraychamber.org](http://murraychamber.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 system, 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](http://chamberwest.com).

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

### 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 at Kings Peak Coffee Roasters and the third Thursday of each

month online via Zoom. Details are at [murraychamber.org](http://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](http://slchamber.com).

### March 19, 8 a.m.-12:30 p.m.

Box Elder Business Summit, a Box Elder Economic Development Alliance event that is focused on the manufacturing industry in Box Elder County. Speakers include representatives from P&G, Storm Bowling and Nucor Steel. Event will include an update on the Utah Inland Port and a workforce/economy update from the Utah Department of Workforce Services. Event takes place both online and in-person at the Brigham Academy Center, 58 N. Main St., Brigham City. Cost is \$40 in-person, \$20 online. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).



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