

OF NOTE



Get the blue check

Fifteen percent of young Utahns would rather have a verified Instagram account than a college degree, according to a survey by PRFire.com. The national average is 24 percent. Sixty percent nationally believe college degrees are worth less than they used to be. PRFire.com surveyed people aged 18-24.

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Bank CEO: Get ready for the biggest boom you'll ever see

Brice Wallace
The Enterprise

There is being bullish about the economy, and there is being *bullish* about the economy.

Put Jamie Dimon in the latter category. The chairman and CEO of JPMorgan Chase & Co. made that clear during a recent online conversation about the post-pandemic economy.

"Usually I don't like to make projections and forecasts," he said during the discussion with Jon Huntsman, chairman of World Trade Center Utah. "I think you're going to see the biggest booming economy

that we'll all ever see, ever in our lifetime. ... The boom is going to take place, one way or another."

Dimon cited several reasons for his optimism, including individuals having lots of money in checking and savings accounts and businesses with \$2 trillion "in extra cash." Neither was in place following the 2008 Great Recession, when consumers and companies were both overleveraged and spent years recovering, he said.

"I think when that sun comes out and those flowers burst, and any American who wants a vaccine will have it by the end of

see **BULLISH** page 18

State's jobless rate matches nation's lowest, now 2.9 percent

Utah's unemployment rate ticked down a little more in March to 2.9 percent, tied with Nebraska, South Dakota and Vermont for best in the nation. The national jobless rate dropped to 6 percent, its lowest point since the beginning of the COVID-19 pandemic a year ago.

The state's nonfarm payroll employment for March increased an estimated 0.9 percent during the past 12 months, with the state's economy adding 13,800 jobs since March 2020. Utah and Idaho are the only states to show a net total jobs increase in the past year with Idaho slightly ahead of Utah with a 1.3 percent increase. Utah is the only state to show a private-sector growth in jobs since April 2020 with a 1.8 percent increase. Utah's current employment level stands at 1,566,900.

"March is the first month when the economic comparison is starting to look back on the months of the COVID-19 economic disruption," said Mark Knold, chief economist at the Utah Department of Workforce Services. "Job gains from here forward will start to magnify as it is compared against the job losses experienced a year ago. Utah's underlying trend is positive, will continue and will gain steam as the year progresses. There are still COVID-19 economic setbacks to overcome. Utah, however, is ahead of the national curve in undergoing economic repair."

Utah's March private-sector employment recorded a year-over-year expansion of 1.8 percent. Six of Utah's 10 private-sector major industry groups posted net year-over-year job gains, led by trade, transportation and utilities (up 12,000 jobs); professional and business services (up 10,100 jobs); and construction (up 5,600 jobs). Four industry groups remain with year-over-year employment declines, led by leisure and hospitality services (down 9,300 jobs), education and healthcare (down 2,400 jobs), natural resources (down 900 jobs) and information (down 500 jobs).



Utah Jazz guard Donovan Mitchell exchanges jerseys with Miami Heat All-Star Dwyane Wade following a Jazz loss to the Heat in December 2018. It was announced recently that Wade, who Mitchell refers to as his idol, has purchased an ownership interest in the Jazz from owner Ryan Smith, who himself purchased the team from the Larry Miller family in October.

Another Jazz owner: Dwyane Wade buys minority share from Smith

Just months after Utah's Miller family sold a majority stake in the Utah Jazz to tech entrepreneur Ryan Smith, three-time NBA champion Dwyane Wade has purchased an ownership stake in the team from Smith. The move was first reported by Adrian Wojnarowski, NBA writer for ESPN. Wade said he plans to take an active role in the franchise and the Utah community.

The size of Wade's share in the Jazz

was not immediately known, but the NBA has a bylaw that ownership stakes can be no less than 1 percent of the team.

Wade, an eight-time All-NBA player with the Miami Heat, is the latest of several All-Star level players who have purchased stakes in NBA teams, including Grant Hill

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

Utah Department of Health warns of fraudulent mask exemption cards

There's no such thing as a state-issued medical exemption card for face masks, the Utah Department of Health said in a recent tweet. The message said that state officials or local health departments don't provide exemption cards.

The department also said that it had received reports of people producing and presenting fraudulent mask exemption cards with Utah's state seal to businesses and schools.

Mask exemptions and how to receive a medical exemption card are outlined in the state's public health order 2021-2 and 2021-3. Schools are allowed to require a medical exemption card which can be obtained through a medical directive from a medical doctor (MD), doctor of osteopathic medicine (DO), physician assistant (PA) or advanced practice registered nurse (APRN).

Order 2021-2 says, "The medical directive must document a need for an exemption due to a medical condition, mental health condition or intellectual or developmental disability, that prevents the individual from wearing a face mask."

The health department also reminded the public of face mask exemptions which include "a child who is younger than three years old and an individual who is unconscious, incapacitated or otherwise unable to remove the face mask without assistance."

Utah's state mask mandate was lifted on April, but masks continue to be required in several places to help prevent the spread of COVID-19, the department said. Masks are still required in federal, state and county buildings and facilities; schools, including K-12 and higher education; public transportation; large gatherings and places of worship.

Some local governments have also elected to extend the mask mandate.

CDC says half of Americans have now received the coronavirus vaccine

The Centers for Disease Control and Prevention reported last week that half of all adults in the U.S. have received at least one dose of a COVID-19 vaccine. The agency said that the largest-ever vaccination campaign still had a long way to go, especially in convincing skeptical Americans to get the shots.

Almost 130 million people 18 or older have received at least one dose of a vaccine, or 50.4 percent of the total adult population, according to the health agency. Almost 84 million adults, or about 32.5 percent of the population, have been fully vaccinated.

The U.S. reached the 50 percent mark for adults just a day after the reported global death toll from the coronavirus topped 3 million, according to totals compiled by Johns Hopkins University, though the actual number is believed to be significantly higher.

IHC researchers find no link between blood type and chance of getting C-19

Researchers at Utah's Intermountain Healthcare have found that a person's blood type likely does not contribute to their risk of contracting COVID-19 or of developing a severe infection, according to a study published last month in the *Journal of the American Medical Association* earlier this month.

The IHC researchers analyzed the outcomes of 107,796 people who tested positive for COVID-19 between March 3 and Nov. 3, 2020, and who had their blood type documented in their electronic health record.

"We had read a few mostly smaller early studies that indicated patients with type A blood fared worse with CO-

VID-19 and those with type O fared better," Dr. Jeffrey Anderson, lead study author and cardiologist at Intermountain Medical Center Heart Institute, said in a news release. "So, instead of studying a few hundred patients, we looked at more than 100,000 patients tested at Intermountain Healthcare facilities and found no relationship between a person's blood type and their susceptibility to COVID-19 or whether they needed hospitalization or intensive care unit care."

Similar to other findings, the study found men were more likely to test positive and had an increased risk for severe disease, as well as non-white patients and older patients.

"All of these demographic factors are consistent with what we've seen around the world, which gives us confidence in our database and these results for blood type," Anderson said. "I think it's important because it's been, for us, really one of our primary objectives to identify patients who are at higher risk and to build risk scores."

The results were somewhat of a surprise for researchers, especially since studies over the years have found connections between type A blood and risk for heart attack, Anderson said.

"We had gone into this study thinking we would probably validate or verify the reports of a relationship but we found none," Anderson said.

First time in a year: St. George hospital has no COVID-19 patients in ICU

The St. George Regional Hospital reached a significant milestone in the battle against the coronavirus early last week. Teri Draper, spokesperson for the hospital, reported that there were no COVID-19 patients in the facility's intensive care unit. That's the first time that's happened in nearly a year, Draper said. There were only six patients with the disease in the rest of the hospital.

During the worst spread of the disease that has killed 263 Southern Utahns and infected 28,231 others, the nurses and doctors tended to a full ICU unit as well as an extra surge ICU unit created to take the excess capacity with multiple deaths on many days during the year.

"We are thrilled with no COVID ICU patients," said Draper.

Hospital Medical Director Dr. Patrick Carroll told the *St. George News* that the reason for the change can be summed up in one word: vaccinations.

"The average age of hospitalization has decreased as those 60 and over have had high vaccination rates so we have seen a direct impact on decreased hospitalizations as a result of vaccinations," Carroll said.

Survey: Nearly 3 in 4 Utahns believe 'immunity passports' a good idea

MyBioSource.com, a biotechnical products distribution company, conducted a survey to take the pulse of the nation about the idea of immunity or vaccine passports. The study found that 70 percent of Utahns believe immunity passports should be issued as proof of receiving the COVID-19 vaccine. Nationally, 59 percent of people thought it was a good idea. More than half (53 percent) of people also think if they are issued, immunity passports should also state which company's vaccine people received.

Interestingly, the research also found that nearly one in three (30 percent) people believe there should be an interstate travel ban for people who have not had their COVID-19 vaccine. While the idea of banning someone from travel based on their vaccination status might divide the opinions of some, it should also be noted that some countries have had immunization certificate requirements in place for a number of years for foreign travelers, to prevent the spread of diseases such as yellow fever and polio.

Also, 60 percent of people think professional sports teams should give preference to ticketholders who have

been vaccinated against the coronavirus. This follows the announcement that this year the Super Bowl gave away 7,500 free tickets to attend the game on Feb. 7 to health-care workers who had received both doses of the vaccine.

However, the survey found that 42 percent of respondents say they would be concerned about privacy and data sharing if vaccine passports are introduced. Nearly half of those polled would be willing to share their data with Big Pharma if it helped improve the COVID-19 vaccine.

National COVID-19 czar Dr. Anthony Fauci recently announced that the federal government won't mandate COVID passports, but the state of New York has recently introduced the "Excelsior Pass," whereby New Yorkers will be able to access a code on their cellphone or a print-out to show they have been vaccinated or recently tested negative for the coronavirus.

SBA readies Restaurant Revitalization Fund for launch, info now online

The U.S. Small Business Administration has launched the Restaurant Revitalization Fund online landing page, where business owners can learn about the program details, who can apply, when and how to apply and information on funding amounts and allowable uses for funds.

"The Restaurant Revitalization Fund is here to help the hardest-hit and the smallest of businesses, not only restaurants but bakeries, caterers, food trucks and breweries," said SBA Utah District Director Marla Trollan. "We understand that our restaurants are struggling to survive and need this relief to stay open and recover from the pandemic. The SBA is working hard to make sure the RRF program is as streamlined as possible and not burdensome to our business owners."

The restaurant industry has been among the hardest-hit sectors during the economic downturn caused by the COVID-19 pandemic. To help bring jobs back and revive the industry, the American Rescue Plan established the \$28.6 billion Restaurant Revitalization Fund at the U.S. Small Business Administration. The SBA will administer the funds to the hardest-hit small restaurants.

"Today, we are starting the process to help restaurants and bars across the country devastated by the pandemic and this is our message: 'Help is here.' With the launch of the Restaurant Revitalization Fund, we're prioritizing funding to the hardest-hit small businesses — irreplaceable gathering places in our neighborhoods and communities that need a lifeline now to get back on their feet," said SBA Administrator Isabella Casillas Guzman. "And, thanks to clear directives from Congress, we're rolling out this program to make sure that these businesses can meet payroll, purchase supplies, and get what they need in place to transition to today's COVID-restricted marketplace."

Ahead of the application launch, the SBA will establish a seven-day pilot period for the RRF application portal and conduct extensive outreach and training. The pilot period will be used to address technical issues ahead of the public launch. Participants in this pilot will be randomly selected from existing PPP borrowers in priority groups for RRF and will not receive funds until the application portal is open to the public.

Following the pilot, the application portal will be opened to the public. The official application launch date will be announced at a later date. For the first 21 days that the program is open, the SBA will prioritize reviewing applications from small businesses owned by women, veterans, and socially and economically disadvantaged individuals. Following the 21-day period, all eligible applicants are encouraged to submit applications.

"Local restaurants and bars are being served very good news today," said Erika Polmar, executive director of the Independent Restaurant Coalition. "These guidelines were crafted by the SBA after conversations with independent restaurant and bar operators across the country. We are grateful to the SBA for their hard work to make this process as accessible as possible in a short period of time."

Incentives bringing three film productions to Utah, creating 175 local jobs

Two series and one feature film have been approved for state incentives by the Governor's Office of Economic Development (GOED) board.

The board approved the incentives during its April meeting. Combined, the productions are expected to generate an estimated economic impact of \$1.9 million and create approximately 175 local jobs.

Yellow Wood Productions was approved for a cash rebate of up to \$141,723 for its production of "Wilderness Therapy," a series expected to spend \$708,614 in Utah.

Twelve cast, 45 crew and 100 extras are expected to be involved, including during principal shooting May 17-25 in Utah and Kane

counties. The production tells the story of a 30-year-old man-child mistaken for troubled teen and forcibly enrolled in a wilderness therapy program run by an eccentric old man and his granddaughter.

The director is Mitch Davis, who also is a producer along with Brigham Taylor.

"My home and my heart are

in Utah," Davis said. "So are the unparalleled scenery and talented filmmakers. I am so glad the film incentive made it possible for me to film here, where this story belongs."

The GOED board approved a cash rebate of up to \$140,000 for Heck Inc. for its production of the second season of "Freelancers," an episodic comedy. The production is expected to spend \$700,000 in Utah, including during principal photography taking place through May 21 in Utah County. The production is expected to involve 25 cast, 50 crew and 100 extras.

"Freelancers" is a YouTube series featuring five goofy best friends trying to make it as filmmakers.

The director is Jeremy Warner. Produces are Phillip Goodwin and Michael Potter.

"Coming from California, Utah is such a liberating place to film," Goodwin said. "Every step of the process is smoother and easier. Everyone is so accommodating, from locations to rental houses, and the film commission is extremely responsive, so we feel total access to all these resources. It's very encouraging to work in a place that's so welcoming to the filmmaking process, and has so much talent to offer across the state. You can film anything in Utah."

The board approved a cash rebate of up to \$106,589 for See You in a Bit LLC for its production of "The Thing with Feathers," a feature thriller. Six cast, 38

crew and 50 extras are expected to be involved, with principal photography scheduled for April 26-May 14 in Summit, Davis and Salt Lake counties.

The production is expected to spend \$532,946 in Utah.

"The Thing With Feathers" is a contemporary psychological thriller in which teenager Anna befriends an online stranger while her mother struggles to defend their hard-won life from a secretive stranger bent on destruction.

The director is Amy Redford. Producers are Eden Wurmfeld and Daren Smith.

"Putting my deep history with the state aside, what I have come to know about the film ecosystem in Utah made this the perfect place to shoot a contained thriller that evokes 'everywhere USA,'" Redford said.

"There is a hardworking, unflappable and unfussy nature of the crew here that adds to efficiency, creativity and overall good times. So much to choose from in this state. You can be anywhere or only here."

HealthEquity buys Minnesota HSA company

HealthEquity Inc., a Draper-based independent health savings account (HSA) custodian, has entered into a definitive agreement to acquire Further, a provider of HSA and consumer directed benefit administration services based in Eagan, Minnesota.

"The acquisition of Further and its technology expands HealthEquity's leadership in the grow-

ing HSA market, enhances its ability to drive growth with health plans and other go-to-market partners and adds to its Total Solution offering of remarkable products backed by trademark "Purple" service, education and engagement to help working families connect health and wealth," HealthEquity said in its announcement of the transaction.

With Further's approximately 550,000 HSA customers and \$1.7 billion HSA assets under its custody, HealthEquity will grow to approximately 6.3 million HSA members and more than \$16 billion in HSA assets. The acquisition also immediately expands HealthEquity's health plan footprint, particularly in its not-for-profit health plans services. Further also brings approximately 28,000 employer clients and over 300,000 consumer-directed benefit accounts (CDBs).

"By putting HealthEquity's Total Solution inside of network partner applications and private-label brand environments, Further's technology will align us more closely than ever before and enable new partnerships to introduce more consumers to HSAs," said Jon Kessler, president and CEO of HealthEquity.

HealthEquity is purchasing Further for \$500 million, the company said.

Green tabbed to head Earnest

Earnest, a Salt Lake City financial technology and education company, has appointed David Green as CEO to replace Susan Ehrlich, CEO since 2018, who has retired from the company to focus on board service.

"It's been an honor to work alongside so many talented and mission-driven people over the past three years. The achievements we've accomplished like doubling our refinancing origination volume, launching our industry-leading private student loan product and Earnest scholarship program, earning a 'Top Place to Work' recognition the past two years in our Salt Lake City office, are a few I'm particularly proud of," said Ehrlich. "As I transition into the next phase of my career, I'm excited to focus on advising fintechs and hope to continue making impactful strides for the industry."

Green has held many roles at Earnest over a six-year tenure with the organization and has overseen nearly every department during that time. Previously, Green was head of credit operations, general manager, head of student loan refinance, chief product officer and, most recently, chief operating officer. Having overseen lending product management, design, engineering and operations, data and more, "he brings a unique perspective to the role and a long-standing aspiration to helping people pay off their student debt in less time than it took them to earn their education," the company said.

"Susan has been a tremendous asset to Earnest and I look forward to seeing her continue to

bring impactful change to the financial services industry," said Green. "I'm honored to have the chance to advance Earnest's vision, mission and values in this new role during such an important time for student loans and know that we are positioned to best serve students looking to fulfill their educational aspirations in an affordable way."

Earnest is a subsidiary of student loan management company Navient, based in Delaware.

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Sarcos Robotics announces merger

Sarcos Robotics, a Salt Lake City company that specializes in the development of robots that augment humans to enhance productivity and safety, has announced that it will become publicly listed through a merger transaction with Rotor Acquisition Corp., a publicly traded special purpose acquisition company located in New York City. Upon closing, the combined company's common stock is expected to trade on Nasdaq under the ticker symbol STRC. The transaction represents an enterprise value of \$1.3 billion for the combined company, Sarcos said in a release.

Sarcos is developing mobile, highly dexterous robotic systems designed for dynamic or unstructured environments. With a focus on augmenting humans for non-repetitive tasks where human decision-making is essential, Sarcos' robotic solutions are designed to enhance individual productivity, making physically demanding jobs safer and more accessible to more people, alleviating skilled worker shortages, and reducing the economic and social impact of occupational injuries. Sarcos expects to commercially release its Guardian XO full-body wearable industrial exoskeleton robot in mid-2022, followed later in the year by its Guardian XT highly dexterous force feedback industrial teleoperated robot.

"With end-market product applications including the aerospace, automotive, logistics, defense, maritime, oil and gas, power and utilities, construction and manufacturing industries, Sarcos is well-positioned to capture market share in the massive traditional labor markets, representing a total addressable market in U.S. industrial sectors alone of approximately \$147 billion," Sarcos' statement said. Sarcos plans to expand its product availability globally and recently announced a memorandum of understanding to introduce its products to the Middle East and Africa.

"Sarcos is building advanced mobile industrial robotic solutions that will advance the future of the workforce," said Ben Wolff, chairman and CEO of Sarcos. "We have a strong foundation and a clear road map to launch our next-generation highly dexterous mobile industrial robotic systems that are intended to increase productivity, save lives and reduce injuries. Our transaction with Rotor accelerates our access to resources that will facilitate our broad product launch and enable us to execute potential bolt-on acquisitions to fortify our platform and enhance our capabilities. Rotor brings significant experience in the industrial and consumer sectors and a shared vision for the future of robotics and the workforce."

Wolff continued, "This transaction and the opportunities we believe it will create are a result of the efforts of our team. Moving forward, our team and their dedication to innovation will continue to be the ultimate drivers of our success. We want to thank our customers and business partners for their support as we enter this new chapter for Sarcos."

"We launched Rotor Acquisition Corp. with the goal of identifying and partnering with companies that are leveraging technology and innovation to disrupt 'old-economy' businesses in large and growing markets," said Stefan M. Selig, chairman of Rotor. "Sarcos fits these criteria perfectly, and we are excited to partner with them and create value by building out the Sarcos platform and bringing the company's robotics technology to the global workforce."

The merger, which will close in the third quarter, is expected to provide the company with up to \$496 million of proceeds before expenses to fund business plans, facilitate potential bolt-on acquisitions, and enhance capabilities, Sarcos said.

DHR buys majority of Apex

Desert Highlands Regenerative (DHR), a private equity group in Salt Lake City, has acquired a majority ownership of Apex Biologix, a Murray-based regenerative medical company. Apex designs and manufactures XCELL platelet-rich plasma.

Apex also appointed Jeff Frey to its senior management team as chief commercial officer. Frey's orthopedic and regenerative medicine experience spans 25 years with companies such as Johnson & Johnson Orthopedics, Integra Lifesciences and Ortho Solutions.

Apex Biologix will continue to operate under the same name; maintain its core leadership team led by its president, Troy Openshaw; and focus on the expansion of its product line and services through the commercial leadership and capital now in place, the company said.

"We have handpicked Apex Biologix to be the vehicle to grow and expand our existing footprint in the regenerative medicine market," said Frey, who is also a partner at Desert Highlands Regenerative. "APEX Biologix has set the foundation with superior prod-

ucts evidenced by proven results. We are bullish about the future by providing the best products in regenerative medicine for our physicians and their patients."

The investment in Apex aligns with DHR's strategy to provide physicians with specialized training, comprehensive business services and premier supplies to improve their practices and enhance the lives of the patients they treat, the company said. The purchase furthers the company's goal of becoming the leader in regenerative medicine products.

"The integration of APEX Biologix and Desert Highlands Regenerative will leverage additional capital resources and distribution assets to dramatically expand Apex's audience and reach into new markets that we've not serviced before. Our physicians will continue to receive the same level of high-quality products and services they have come to expect from Apex Biologix," said Openshaw.

Established in 2014, Apex serves all 50 states and multiple countries globally, with over 2,000 active physician clients.

Kellogg Insurance acquired

Integrity Marketing Group LLC, the nation's largest independent distributor of life and health insurance products, has acquired Draper-based Kellogg Insurance Marketing, a leading insurance marketing organization. As part of the transaction, Kevin Owens, president of Kellogg Insurance, will become a managing partner in Integrity. Financial terms of the transaction were not disclosed.

Kellogg Insurance founder Ron Kellogg joined the insurance industry in 1968 and spent his career serving the senior market. With a passion for recruiting and connecting with agents, he founded Kellogg Insurance in 1980. Today, Kellogg Insurance distributes health, life and Medicare insurance products through its network of thousands of agents across all 50 states.

"For years, we've been impressed with the way Kellogg Insurance conducts business," said Bryan Adams, co-founder and CEO of Integrity. "Ron Kellogg was a true industry icon who lived the same core values Integrity was founded on — integrity, family, service, respect and partnership — values that are exemplified now through Kevin's leadership. When we combine their heritage with Integrity's passion for serving agents and improving the overall insurance experience,

we see an incredibly exciting future together. We are honored to have Kevin and his team beside us as we impact the industry going forward."

"Kellogg Insurance brings a proud history that is important to preserve and protect," said Owens. "We honor Ron's legacy by choosing Integrity's best-in-class technology and extensive resources to move us into the future. The list of industry legends that Integrity has assembled is incredible and we didn't want to miss our chance to become part of it. By working together with Integrity, we'll better serve our clients, agents and partners and do things together that we never thought possible."

As a part of Integrity, the Kellogg Insurance team will gain access to a vast array of resources to achieve long-term growth, Owens said. These include Integrity's proprietary quoting and enrollment technology, data and analytics tools, product development and exclusive MedicareCENTER platform.

"Partnership was extremely important to Ron and I know he'd be thrilled that all our employees who have been like family to us are now also our partners," said Owens. "In this partnership, everybody wins — and that makes the opportunities we have together truly endless."

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There's a better way to solicit testimonials that boost your credibility

"I want to believe you, but I'm not sure I trust you" is the unspoken challenge customers want to say to salespeople.

The devil in every sale is customer doubt — specifically, a salesperson's lack of credibility. Slow down. Forget about "updating" your "professional profile." Why? To put it graciously, too many profiles are being "massaged" by salespeople who think they need to "enhance" themselves. But customers aren't fooled; bad experiences make them suspicious and they back off from saying "yes."

The tool that helps bridge the "credibility gulf" is the customer testimonial. But wait a minute, don't roll your eyes and stop reading just because testimonials haven't worked for you. Here's why: All testimonials aren't

equal; most are lacking credibility. The Internet is swimming in phony testimonials that are signed "A longtime customer," "Ben C.," "Does a great job," or "We love that company." They are exactly what they appear to be — nothing more than thinly veiled fakery.

Even though some testimonials may be genuine, they're dull, boring and lack impact. In other words, they're ineffective. Let's face it, most of those who are asked to provide a testimonial don't know what to say or how to say it. So, unintentionally, they botch the job.

For testimonials to do the job of enhancing someone's integrity, they must tell a compelling story (not make a sales pitch) in a few carefully crafted words. They must be little jewels. And this takes skill.

Here's how to go about obtaining testimonials that are believable and enhance credibility:

Step No. 1: Selecting Testimonial Candidates. Forget about your sister-in-law or your best friend. Be selective about who you ask for testimonials. Choose situations where you've made a difference or saved the day. These are testimonials that resonate with prospects.

For example, it was during a review of a prospect's business insurance program that a broker discovered several gaps in coverage that could do serious financial damage to the company should a loss occur. When the agent was awarded the account, he asked the owner for a testimonial. Needless to say, the new client readily agreed.

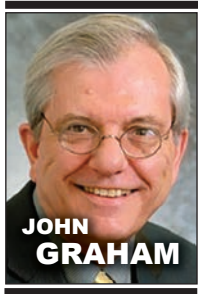
Powerful testimonials often come from using a PSR or Problem-Solution-Results for-

mat. Present the problem, followed by your solution and then drive the message home with the accrued results. Whether it's a testimonial or a case history, identify people with their full name, business and location.

Otherwise, it isn't credible.

Here's the key: The right moment to ask for a testimonial is not when you want it, but

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JOHN GRAHAM

ARUP appoints Andy Theurer to replace Perkins as CEO

Salt Lake City-based ARUP Laboratories has announced that Andy Theurer, currently the organization's president, has been appointed by the company's board of directors to become CEO. Theurer replaced retiring CEO Dr. Sherrie L. Perkins. Dr. Tracy George will replace Theurer as president and will retain her current position as ARUP's chief medical officer.

Theurer has been with ARUP for more than 30 years, having joined the company as an assistant controller in 1991. Before becoming president in 2017, when Perkins became CEO, he had been senior vice president and chief financial officer for 17 years. Theurer has been a member of ARUP's executive committee and a member of the company's board of directors for more than two decades.

"I am very grateful to Sherrie Perkins for her exceptional leadership as CEO and for her many other extraordinary contributions to ARUP and the University of Utah School of Medicine," said Dr. Peter E. Jensen, chairman of the ARUP board of directors and of the UofU School of Medicine Department of Pathology. "She has demonstrated a true commitment to ARUP and the work we do that has such an impact on patients and on our clients nationwide. She will be sorely missed."

Perkins, a hematopathologist and an internationally known expert in pediatric lymphoma, joined ARUP in 1990 as a fellow, and since then has held numerous leadership roles at ARUP and in the UofU Department of Pathology. In addition, she has a record of other accomplishments as a clinician, researcher and educator. She replaced Dr. Edgar Braendle as CEO in August 2017. Perkins led ARUP through a time of enormous growth and change, and recently through a global pandemic. She oversaw a major expansion with the construction of ARUP's new 220,000-square-foot facility in the UofU Research Park. Perkins also reorganized ARUP's executive committee and made

changes to further improve operations, quality and information technology, Jensen said.

"It has been an honor to spend the majority of my career at ARUP and the University of Utah," Perkins said. "ARUP continues to grow and thrive as a business without ever losing sight of its academic focus and its responsibility to advance knowledge about laboratory medicine. We have some of the best employees in the industry, who always put the patient first."

In his new role, Theurer said he will continue to "share ARUP's success with the nearly 4,500 employees who work so hard for the patients we serve." He authored and implemented the company's employee incentive and profit-sharing programs.

"The moment I arrived at ARUP, I knew this was where I would build my career," Theurer said. "It's been a privilege to work alongside Sherrie and learn from a brilliant physician, scientist and a friend. I am humbled to have been chosen to carry our vision for ARUP forward."

George, a hematopathologist and internationally recognized expert on mast cell disorders, has been ARUP's CMO since September 2020. She joined the company in 2018 as executive director of clinical trials and ARUP's PharmaDx program, a role in which she led significant growth of that segment of ARUP's business while also serving as a member of ARUP's research and development executive committee.

A professor in the Department of Pathology at the Uof U, George came to ARUP from Tri-Core Reference Laboratories, where she was chief of hematopathology and vice chairwoman of clinical affairs for the University of New Mexico Department of Pathology. Before that, she spent 10 years at the Stanford School of Medicine as a faculty member.

Founded in 1984, ARUP Laboratories is a national reference laboratory and a nonprofit enterprise of the University of Utah and its Department of Pathology.

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NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



Vineyard-based Manly Bands, a direct-to-consumer e-commerce retailer of men's wedding rings, has introduced a new line of officially licensed MLB wedding rings. The line offers multiple designs for every club in the league inspired by their colors, logos and history. Manly Bands is excited to share a collection inspired by one of the most popular sports in the country over the past 150 years and counting, it said.

Since its founding, Manly Bands has been making rings inspired by the hobbies, interests and passions. Using unique materials such as tungsten, meteorite and dinosaur bone to create hundreds of design options, the company has positioned itself as the largest e-commerce brand for men's wedding bands.

Although Manly Bands has offered several ring designs inspired by sports in the past, this marks the first collection dedicated to America's national pastime.

"We're so excited to launch this collection, as avid fans and as our first step into official partnerships within the sporting world," said Johnathan Ruggiero, co-founder and co-CEO of Manly Bands. "With the return of both baseball and weddings, we knew it was important to offer a collection that really speaks to a new demographic of customers. I really think we've hit a home run with this lineup."

The MLB collection will be made of black zirconium and cobalt chrome with different inlay options, including Cerakote ceramic and wood from real baseball bats. Ruggiero said all the rings will be made in America.

"When designing these rings, we spoke to fans and players to really understand why it's important to offer people more personalization in their wedding rings," said Michelle Luchese, co-founder and co-CEO of Manly Bands, who directed the design effort. "By looking at wedding bands as not just something they wear on their wedding day, but representing their whole life together, we were able to create classy styles that any baseball fan would love."

BambooHR, a Lindon-based provider of cloud-hosted human resources management software, has introduced new capabilities to its product suite designed to streamline talent acquisition, simplify onboarding and enable geolocation for time tracking that supports the distributed workforces. The new module upgrades, **Time Tracking** with geoloca-



tion, **New Hire Onboarding** with new employee packets and **Talent Acquisition** with job application customization, have been added to the standard BambooHR HR platform. "In a world where an increasing number of employees are dispersed between offices and remote locations, these upgrades better serve the needs of HR professionals and business owners today," said **Amy Frampton**, head of marketing at BambooHR. "We consistently prioritize product innovation that supports the growing changes of the modern workforce and bolsters the employee experience regardless of where individuals work."

Ancestry, a family history and consumer genomics platform based in Lehi, has announced the launch of its **Community Impact Program**, which aims to mobilize Ancestry resources and products to build more connected and resilient communities through preserving at-risk history and empowering the next generation of history makers. Ancestry said that



research shows that family history is a powerful tool for building resilience, connection and understanding among all ages. The ancestry launch fulfills this goal through education programs and preservation initiatives. "For more than 30 years, Ancestry has helped millions of people around the world discover and share their family stories," said **Deb Liu**, Ancestry CEO. "Family is more important now than ever, and Ancestry's new Community Impact Program will help accelerate the important work of building a more connected, understanding and resilient world."

American Fork-based business intelligence platform **Domo** has introduced the **Domo COVID-19 Vaccine Tracker**. The application has been added to the company's free interactive Coronavirus Global Tracker, which has had more than 3 million page views to date. "As the world starts to see light at the end of the tunnel from this global pandemic,



our team looked at additional ways to leverage data for public good," said **Ben Schein**, vice president of data curiosity at Domo. "Today's update meant finding sources that would help others quickly understand how worldwide vaccination data can impact their communities and the rapidly changing environment. We hope that the addition of the COVID-19 Vaccination Tracker will help inform organizations through the critical decisions and actions needed to get us closer to the end of this tunnel."

Podium, a communication and payments platform for local businesses based in Lehi, has announced the release of **Podium Card Readers**, point-of-sale connected devices that provide more ways

for local businesses to collect and manage their payments. As the company's first physical products, the devices drive repeat business and enable frictionless payments via text and in-store payment. "Often, legacy card readers from payment providers do just one thing — read the card. They don't



interact with the entire customer journey the way our Card Readers do," said Eric Rea, co-founder and CEO at Podium. "Our device centralizes every payment flow, making the experience seamless and truly modernizing the payments experience for our customers — ensuring better conversion and overall customer satisfaction. Getting paid will never again be a friction point for local businesses."

St. George-based **Vasion**, a print and document management technology company formerly known as PrinterLogic, has released **Vasion ST**, a complete software-as-a-service digital transformation platform that integrates the tools businesses need to digitize content and automate business processes by combining capture, workflow, e-signature and storage. "A business owner needs to be able to



automate business processes without database admins, developers, or costly professional services," said **Ryan Wedig**, Vasion CEO. "Immediately after acquiring MaxxVault two and a half years ago, we got to work on advancing the platform to a true SaaS offering that would allow business process owners to create no-code business process automation with a single day of training." Wedig said the need for digital transformation has been accelerated by COVID-19 and that Vasion ST fulfills that need.

Provo-based **XANT**, a digital sales management platform using artificial intelligence, has announced several product innovations centered around compliance for its Playbooks Sales Engagement software. XANT unveiled these new developments to enable



sales organizations to better align with compliance laws, produce consistent results and follow best practices guidelines. They include **Call Compliance**, **Email Compliance**, **Workflow Compliance** and **CRM Compliance** modules. "The largest enterprises are taking on the massive digital transformation. At XANT, we know you can't afford to ignore compliance. More information is at risk, and more measures need to be taken to protect it," said **Chris Harrington**, XANT CEO. "We built Playbooks to enable salespeople to do their jobs and to do them in a better, safer, more efficient way. These features help to make that goal a reality."

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Businesses are the lifeblood of American Fork

In my short time as mayor, I have been privileged to attend the ribbon-cutting ceremony for many new businesses in American Fork. I love these events because I see them from many perspectives.

As mayor, I love meeting new people and seeing new businesses come into our city. As a business owner myself, I can appreciate the excitement and thrill of starting up a company. And as a resident, I appreciate the many and varied services available right in my own city.

I still remember when a resident had to travel outside American Fork to get something. Now we never need to leave. But more than anything, I am excited when a new business opens because they are becoming part of a larger community that cares for our city. I love the businesses in American Fork because they love American Fork.

We have 1,695 registered businesses in American Fork, 31 percent

of which are classified as a home business. We have over 100 food establishments, 150 healthcare-related businesses, over 250 retail stores and over 600 service-related businesses.



BRAD FROST

In addition, we have many establishments in other fields like marketing, sales, financial services, manufacturing and construction.

Whether a small bakery or large corporation, the resource that ties all of them together is our chamber of commerce. We have a great chamber that does a tremendous job advocating and promoting our businesses. With our city and our businesses working together, the whole truly has become greater than the sum of the parts.

Last year was an interesting year where many people were literally afraid to go outdoors. But people still needed goods and services, so it was up to our business to brave the uncertainty of a pandemic so they could still serve our communities. I am es-

pecially impressed with the businesses that opened their doors for the first time in 2020. I saw an insurance group open, a virtual driving range, a car dealership, a bakery, a development company, a pet grooming facility and many others.

Some existing businesses even grew. This last year we were proud to see DOMO stay in our community by relocating to our latest Class A office tower, giving them much-needed room and providing the ability for them to expand into the future.

The businesses in American Fork are so much more than the goods and services they sell. They are a part of the very bedrock of American Fork. They are partners and sponsors in community events. Their presence draws residents into our community. What they sell helps fund the basic services our residents enjoy. They help define our very identity. In these ways we appreciate the new businesses as well as the ones that have been in our city for over 100 years. We are all partners together in the

risks, challenges, hopes, dreams and successes of every business in our community. Their success is our success.

The business owners I get to associate with are innovative, hard-working, entrepreneurial and giving. No more was this observed than when COVID-19 broke out last year. They changed their operations to stay compliant, donated time and money to help those in need and even pivoted the very services they provided to better serve the changing needs of their customers.

Henry David Thoreau once said, "Success usually comes to those who are too busy to be looking for it." May our businesses find unequalled success as they continue to make serving our community their business.

Brad Frost was elected mayor of American Fork in 2017. Prior to that he spent six years on city council. He was born and raised in American Fork and owns his own construction waste and landscaping companies. He is married with five kids and six grandkids.

Recent ribbon-cutting ceremonies in American Fork:



Cuddles Cat Lounge



Densley Development



The Link Club Indoor Driving Range



Valley View Insurance

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.

ARTS/ENTERTAINMENT

• **Ancestry**, a Lehi-based company focused on family history and consumer genomics, has appointed **Gene Alston** as an independent member of its board of directors. Alston has more than 20 years of business leadership experience and currently is vice president of commerce business and operations at Facebook, where he is responsible for all strategy and teams for commerce products across Facebook's family of apps, revenue and client satisfaction globally. Prior to his current role, he led global marketing partnerships at Facebook. Before Facebook, Alston was at Pinterest, Groupon and PayPal, where he led teams and was responsible for business development, partnerships, acquisitions and international expansion.



Gene Alston

ASSOCIATIONS

• **NACM Business Credit Services**, Salt Lake City, has named **Kelly Passey**, Plastic Specialties, as the chairperson of its board of directors. Other new board officers are **Tina Hatfield**, Mountainland Supply, vice chairperson; and **Stephanie Johnson**, Gritton & Associates, as treasurer. Newly elected board members are **Hatfield** and **Stephanie Johnson**, Gritton & Associates. NACM Business Credit Services is an affiliate of the National Association of Credit Management (NACM) and is an advocate for business credit and financial management professionals.



Kelly Passey

BANKING

• **Bank of Utah**, Ogden, has hired **Don Nielsen** and **Rick Northcott** as mortgage loan officers. Nielsen will work at City Creek Bank Center, 50 S. 200 E.,



Don Nielsen



Rick Northcott

Salt Lake City. For nearly 20 years, Nielsen served as director of servicing risk management and vice president of mortgage servicing for Select Portfolio Servicing, where he managed multiple departments including mortgage advance control, investor accounting and assignment completion. He also worked for more than 10 years as vice president of operations and systems for American Express Centurion Bank in Salt Lake City. A Certified Public Accountant, Nielsen holds a bachelor's degree in accounting from the David Eccles School of Business at the University of Utah, a Master of Science in Management Information Systems from the Jon M. Huntsman School of Business at Utah State University, and a bachelor's degree in computer science from Weber State University. Northcott, working at the branch at 144 S. State St., Lindon, has more than seven years of customer service and sales experience. Most recently, he worked for Paramount Residential Mortgage Group on the Driggs Mortgage Team.



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CONSTRUCTION

• **Pentalon Construction**, Salt Lake City, has promoted **Kristin Winter** to estimator. She is responsible for operating and maintaining proficiency in cost estimating and project award. Winter started her career with Pentalon two years ago as estimating assistant, where she gained instruction and discipline in conducting company bids, executing presentations and proposals for clients, and supporting all aspects of subcontractor and supplier estimating and bidding processes.



Kristin Winter

INDICATORS

• **Salt Lake City** is ranked No. 74 on a list of 2021's "best cities for urban gardening," compiled by **LawnStarter**. It compared the 150 largest U.S. cities across 12 factors, including the average amount of sunshine between spring and fall, community-garden access and the availability of regional gardening clubs. On a breakout list, Salt Lake City is No. 5 for having the most community gardens per 100,000 residents. Fort Lauderdale, Florida, leads the overall rankings. Anchorage, Alaska, is No. 150. Details are at <https://www.lawnstarter.com/blog/studies/best-cities-urban-gardening/>.

• **Utah** is ranked No. 23 on a list of "most catfished states" in 2020, compiled by **SocialCatfish.com**. It used data from the FBI's Internet Crime Complaint Center and the FTC. In Utah, 296 victims lost more than \$6 million to romance scammers in 2020. Nationally, victims lost \$304 million, up from \$201 million in 2019. The most-targeted state was California, with 3,110 victims losing \$120 million. Wyoming was the least-targeted, with 44 victims losing \$377,214.

GOVERNMENT

• The **Salt Lake County District Attorney's Office** has announced that **Joseph Tarver** will assume the leadership role of the Investigations Division as the new chief of investigations. Tarver has served as assistant chief and deputy chief in the Murray City Police Department. Tarver began his law enforcement career as a patrol officer with Murray PD in 1984. He worked his way up through the organization, serving as a detective, a sergeant and a lieutenant until 2014 when he was promoted to deputy chief.

HEALTHCARE

• **Sera Prognostics**, a Salt Lake City-based company focused on improving maternal and neonatal health by providing innovative pregnancy biomarker information to doctors and patients, has appointed **Benjamin G. Jackson** as general counsel. For the past 15 years, Jackson has represented Myriad Genetics Inc., beginning as a law clerk initially focusing on intellectual property, and ultimately advancing to become general counsel of a global molecular diagnostics enterprise. He has written and presented extensively in

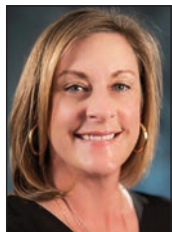


Benjamin Jackson

the area of molecular diagnostics intellectual property, while also possessing experience in a wide range of legal matters, including patent and commercial litigation, M&A transactions, interactions with government and private payers, corporate legal policies and contracting.

• **Valley Behavioral Health** has officially opened a new **Adult Autism Center of Lifetime Learning**, the first of its kind in Utah, at 6232 S. 900 E., Murray. It offers training and educational experiences in the areas of differentiated academics; library; culinary; agriculture; arts and crafts; fitness; home living; vocation; social and leisure; and barber, medical and dental visits.

• **Owlet Baby Care Inc.**, a Lehi-based company offering a nursery ecosystem for parents, has named **Kate Scolnick** as chief financial officer and **Laura Durr** joins as a new member of the company's board of directors. Scolnick has three decades of global financial management experience. She previously served as vice president of finance at enterprise cloud software



Kate Scolnick



Laura Durr

company Anaplan, and served in previous positions at Seagate Technology, Intel, McAfee and EMC. In addition to joining the company board, Durr will lead the audit committee. She previously served as executive vice president and CFO of Polycom and held various other financial leadership roles at PricewaterhouseCoopers, Lucent Technologies and International Network Services. Durr currently serves on the board of directors at Netgear and Xperi Holding Corp.

HOSPITALITY

• **Hyatt Regency Salt Lake City** has appointed **Jarrold Finley** as the hotel's director of sales and marketing. Finley has more than 20 years of hospitality experience, most recently serving as vice president of sales for the San Diego Tourism Authority. He also has held sales and marketing leadership positions at the Long Beach Convention and Visitors Bureau, Marriott Marquis San Diego Marina, Anaheim Marriott, and Marriott International's U.S. Account Sales team. Attached to the Salt Palace Convention Center, the 25-floor, is scheduled to open in 2022 and is designed



Jarrold Finley

see BRIEFS next page








SALES - RENTALS - PARTS - SERVICE

Industry Briefs

from previous page

for large-scale meetings and conventions and will have 60,000 square feet of meeting space.

MANUFACTURING

• **Spectrum Solutions LLC**, a Salt Lake City-based life science and medical device manufacturing company, has named **David J. Vigerust** as chief scientific officer. Vigerust has founded, led as CEO and previously served as chief scientific officer for a number of progressive life science and advanced biotech companies. In addition to his new role at Spectrum, he also holds teaching positions at Vanderbilt University Medical Center in the Department of Neurological Surgery as well as the University of Maryland, Eastern Shore School of Pharmacy. In his career, he has developed several novel molecular diagnostic assays for the prediction of cardiovascular risk in patients with diabetes, infectious disease and cancer.



David Vigerust

NONPROFITS

• **Children's Miracle Network Hospitals**, a Salt Lake City-based nonprofit that raises funds for 170 children's hospitals in the U.S. and Canada, has hired **Frances Fu** as chief financial officer. Fu will oversee the organization's national financial teams, as well as its business intelligence and data programs. Fu most recently served as CFO of venture capital firm RET Ventures. She simultaneously worked as a management consultant, providing operational, financial and strategic planning support for startup and small businesses. Her experience also includes serving as president of ProCure Proton Therapy Center, a cancer treatment facility focused on proton radiation therapy. During her tenure with ProCure, she co-founded the ProCure Cancer Foundation, a company-supported nonprofit developed to assist cancer patients. Fu also served as a healthcare investment banker with Banc of America Securities in New York and worked at Ernst & Young LLP prior to that.



Frances Fu

PHILANTHROPY

• **Mountain America Credit Union** and the **Utah Jazz** have announced a \$5,000 donation to **Utah Girls Love You (UGLY)** as part of the "Pass It Along" program. Each season, five charities are selected for a \$5,000 donation. The program has donated \$200,000 to 40 local charities. UGLY helps struggling families bridge the gap by providing resources that go beyond government assistance.

• **Solight Design**, a company producing rugged, portable, origami-inspired solar lights, has announced a partnership with **NavajoStrong**, a nonprofit dedicated to getting essential supplies to communities on the **Navajo Reservation**. Solight is donating lights to the reservation via its "Give a Light" program. Previously, the program supplied humanitarian aid for regions in need, including Haiti, Puerto Rico, the Florida Keys, Ghana, Ecuador, Miami and more after natural disasters left families powerless and in the dark. Among the 55,000 homes located on the Navajo Reservation, about 15,000 households do not have electricity.

• **Comcast Corp.** has announced a \$1 billion commitment over the next 10 years to reach 50 million low-income Americans with tools and resources to succeed in a digital world. The commitment will include investments in several areas, including additional support for the Lift Zone initiative, which establishes Wi-Fi-connected safe spaces in 35 community centers in Utah and more than 1,000 community centers nationwide for students and adults by the end of 2021; new laptop and computer donations; grants for nonprofit community organizations to create opportunities for low-income Utahns, particularly in media, technology and entrepreneurship; and continued investment in the company's Internet Essentials program, which has connected 160,000 people throughout Utah to the Internet.

RECOGNITIONS

• The **Ogden-Weber Chamber of Commerce**, at its recent awards gala in Ogden, recognized the winners and recipients of its annual awards. The **Large Business of the Year** is **Northrop Grumman**. Other finalists were **EideBailly** and **Ogden Clinic**. The **Small Business of the Year** is **The Monarch**. Other finalists were **Huntsville Square** and **Mountain Donuts**. The **Chairperson of the Year** is **Jodi Brown**, Morning Speaker Series. Other finalists were

Joseph Nielson, Contacts 1; and **Maresha Bosgieter**, Spikers. The **Volunteer of the Year** honoree is **Walter Stuart**, LegalShield. Other finalists were **Jessica Brooks**, Stratos Wealth Partners; and **Samuel Smith**, Platinum Payments. The **Wall of Fame** inductee is **Debbie Williams**, Timeless Medical Spa and Weight Loss Clinic. The **Athena Leadership Award** honoree is **Danielle Pierce Croyle**, South Salt Lake Police Department. The **Sue Westenskow Award** honoree is **Hogan & Associates Construction**. The **TOUMAC Western Big Hat** honoree is **Col. Jon Eberlan**, 75th Air Base Wing, and commander at Hill Air Force Base. The **Chamber Impact Award** honorees are **Weber County**, **Ogden City** and the **Standard-Examiner**.

• The **Credit Union National Association (CUNA)** recently awarded **Mountain America Credit Union** with a **CUNA Marketing and Business Development Council Diamond Award** for the multifaceted category, in recognition of its "Pass It Along" program with the Utah Jazz. Each season, five charities are selected for a \$5,000 donation. The award recognized the program's unique design and impact. The Diamond Awards recognize outstanding marketing achievements, with the multifaceted category recognizing credit unions that have taken a creative approach to sponsorships.

• **Weber State University** earned first place for Energy Performance and second place for Presentation in the international **Solar Decathlon Build Challenge**, a collegiate competition in which student teams design and build high-performance, low-carbon homes powered by renewables. More than 100 teams submitted detailed design proposals. From those designs, nine international teams were eventually selected to spend a year building their structures. Teams were judged on their innovation and excellence in architecture and engineering. Fifty WSU students contributed to build a net-zero home in central Ogden. In addition to Weber State students, **Davis Technical College** and **Ogden-Weber Technical College** students worked on the project.

SERVICES

• **Power Plus Productions**, a Southern California-based company providing staff and equipment for production events, has announced a corporate expansion with new offices in Salt Lake City. The company said the expansion into the market is based on opportunities presented by the growth

of the tech sector, the need for production company options, and existing clients opening offices throughout the Greater Salt Lake area.

TECHNOLOGY/LIFE SCIENCES

• **Scorpion**, a Salt Lake City-based provider of technology and services for local businesses, has announced a \$100 million invest-



Blair Greenberg



Kirk Smith

ment from **Bregal Sagemount** to expand its technology and customer offerings. **Blair Greenberg**, partner at Bregal Sagemount, and **Kirk Smith**, principal, will join Scorpion's board of directors. The funding comes as Scorpion plans to open a new headquarters in the Salt Lake City area. It has nearly 1,000 employees. The company also has expanded its impressive management team, appointing **Daniel Street** as CEO, **Mikel Chertudi** as chief revenue officer, **Raj Ramanan** as chief operating officer, and **Azim Nagree** as executive vice president of operations and M&A. Scorpion founder



Daniel Street



Mikel Chertudi



Raj Ramanan



Azim Nagree

Rustin Kretz remains the product visionary and will transition to its chief product officer and chairman of the board. Street is a former senior vice president of digital for Nexstar, CEO of Loku, executive at KKR and management consultant at Bain & Co. Chertudi has more than 15 years of experience in marketing, product and sales in B2B and B2C revenue models, and is a former head of digital marketing, growth and inside sales at Adobe. Ramanan has leadership and operational experience from his time spent at McKinsey, Disney and KKR. Nagree has 15 years of experience in growing, scaling and exiting innovative startups and previously was principal of Nagree Consulting and vice president of account management at Cision.



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TRANSPORTATION

• **Frontier Airlines** will expand its service at **Salt Lake City International Airport** starting June 10 with three nonstop flights each week to both Chicago O'Hare and Dallas.

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WEBER DAVIS UPDATE SPONSORED BY BANK OF UTAH

Layton 'successfully battled the headwinds' of COVID-19 year

While many cities struggled across the nation in 2020, Layton City experienced growth during the COVID-19 pandemic. In fact, 2020 recorded the highest taxable sales activity in Layton's history, attributed to grocery sales, automobile sales and home construction. Milken Institute researchers recently said the northern Utah metro, including Layton City, was one of the few areas that "successfully battled the headwinds of COVID-19's negative impacts on jobs." Researchers reported Layton is one of only a handful of cities to achieve positive job growth over the past 12 months.

Residents and visitors alike enjoy a wide variety of shopping and dining options with thousands of retailers and restaurants. Layton is the second-largest market city north of Salt Lake City and 10th in the state of Utah. Recreation options abound with over 24 miles of hiking and biking trails, 350 acres of parks, immediate access to the 100-mile long Bonneville Shoreline Trail system, the 2.1 million-acre Wasatch National Forest and the 4,400-acre Great Salt Lake Shorelands Preserve.

Abundant shopping and recreation options, outstanding educational institutions, UTOPIA's high-speed fiber optic network, world-class healthcare, an excellent transportation network, housing variety and immediate access to the outdoors, are just some reasons why Layton residents enjoy such a high quality of life. Layton is well-governed, with pride in its business-friendly environment, and employs an experienced, professional and efficient staff.

Layton has a young, well-educated and diverse workforce that fits many business needs. Access to good education is abundant, from an advanced grade school focused on STEM to a well-respected technical college and university in and within close proximity to Layton. Layton is home to many businesses with strong growth in high-tech, aerospace, composites, cybersecurity and health occupations.

Layton is a major employment center for Northern Utah, sharing borders with

Hill Air Force Base (HAFB), the largest single-site employer in Utah. HAFB had a positive \$4.5 billion economic impact in 2020, including \$2.5 billion creating indirect jobs and 22,566 personnel working within the base. The recent bedding-down of the full F-35 squadrons and Northrop Grumman's acquisition of the Ground Based Strategic Deterrent (GBSD) multi-billion dollar contract strengthens the base's future success and economic infusion to Layton City.

Layton is leading an effort incorporating all surrounding communities to develop a compatible use plan for HAFB through a grant from the Department of Defense. The plan is projected to be complete by year's end. Layton's East Gate Business Park, approximately 350 acres of developable property within an existing tax increment district, is located at the base's east entrance. This land is well-positioned for industry looking to relocate or expand, especially so for those that support the operations and mission of HAFB.

Layton City appreciates the importance of urban renewal as the No. 1 tool for attracting growth and promoting economic development. It helps bring new job opportunities, new public infrastructure and a higher tax base with the least impact on local property tax. The city estimates over \$180 million in added value and new investment has occurred within its urban renewal districts since 2004.

Layton City offers convenient access to transportation, including two interstates, multiple state highways, public transit, high-speed commuter rail and is only minutes from Salt Lake City International Airport. The Utah Department of Transportation recently began reconstruction of U.S. Highway 89, transforming the highway from four lanes to six between Farmington and Interstate 84 in South Weber. We are excited about plans for a new interchange at Gordon and Highway 89 which will include medium-scale mixed use including retail and residential components.

By 2040, it's projected the number of homes in western Davis and Weber counties will increase by 65 percent. A new highway along Layton's western boundary, West Davis Corridor, is expected to break ground this year and will help mitigate the growing population and provide future transportation options. The highway is an extension of Legacy Highway along the Great Salt Lake boundary and will provide convenient access to Salt Lake City and the Salt Lake City International Airport. An extension of 2700 West under design will provide for a major interchange along the new highway. The interchange will provide access to new retail, an office park and pedestrian trail system connecting to the Great Salt Lake Shorelands Preserve. When completed, West Davis Corridor will be a new 16-mile, four-lane divided highway. The first phase of construction will connect to I-15 and Legacy Parkway and, when completed, terminate at 4500 West and the future extension of S.R. 193 in West Point.

Layton staff is participating in efforts by UDOT to master-plan Main Street in Davis County. Layton recently received transportation grants to help guide development along our key thoroughfares. Grants procured will assist with planning an Active Transportation Master Plan focusing on all modes of transportation and the economic impacts of the new West Davis Corridor. Our Parks & Recreation Department is working on a grant connecting Kay's Creek Trail under Highway 89. This effort will provide safe and efficient access to our trail system, recreation opportunities and shopping for Layton residents on both sides of the highway.

The regional market strength of the city continues to bring reinvestment, new retail, restaurants and office tenants. Notable new development in the Midtown area of Layton continues with the construction of a new Candlewood Suites Hotel and new multi-family housing. RC Willey Home Furnishings opened its largest furniture store in Layton in 2020. Burlington Coat Factory recently opened in Layton, filling the former Toys R Us space adja-

cent to Barnes & Noble. Other notable projects include the new Church of Jesus Christ of Latter-day Saints temple — making significant progress with construction (expected to be completed in spring of 2022). New development northeast of Layton Intermountain Hospital includes an Alzheimer's facility, a 130,000-square-foot Tanner Clinic and housing adjacent the UTA FrontRunner commuter rail station. Plans are underway to construct a pedestrian overpass at this development to safely and efficiently access FrontRunner.

Layton City's Community & Economic Development (CED) Department recently unveiled its new website, LaytonEcon.org, an attractive site targeted at businesses, site selectors and others looking to relocate to Layton. Layton's CED Department also recently amended their land use code to allow more flexibility for commercial uses within mixed-use zones. Parking regulations were also revisited for more flexible opportunity based on the current environment.

Layton City's CED Department supports small business. Economic Development staff hosts a popular and educational small-business seminar. The classes offer opportunity for local business owners to be taught by their peers and discuss ideas that help their businesses succeed. The event now occurs monthly and topics are often selected based on suggestions by participants.

Layton City is a thriving community where prosperity and choice are a way of life. It's certainly an exciting time to be located in Layton and the economy in 2021 is bright and projected to grow.

Joy Petro was elected mayor of Layton in 2019. She has lived in Layton most of her life, attending Layton High and Weber State University. Petro was the recipient of the Ronald Reagan Community Award and has volunteered as precinct chair and legislative vice chair. She served as senate chair and was elected to the state central committee. Petro is actively involved in volunteerism and charity efforts.



JOY PETRO



The largest RC Willey furniture store to date opened its doors in Layton in July 2020.



Weber State University, Davis Campus, is located in Layton. Weber State, Hill AFB and Layton celebrated the addition of a new Computer and Automotive Engineering Building in October 2020.

Legal Matters

Neither snow nor rain nor heat nor gloom of night – or even a pandemic

An update of the 2021 legislative session

Like our reliable postal workers, the Utah Legislature was determined to weather the pandemic storm and delivered a full 45-day general session in 2021. The same cannot be said of various other states that have seen postponements or mid-session recesses.

The Legislature conducted much of its work remotely, while also providing a socially distanced opportunity for legislators, staff and the public to participate in person. Legislative committee meetings were



GARY THORUP

conducted both in person and via Zoom technology. House and Senate floor sessions allowed legislators to attend and vote in person or remotely. Health protocols relaxed as the session progressed. For instance, the House erected, and then later removed, Plexiglas barriers between desks on the House floor. Those needing to communicate with legislators and legislative staff mostly did so through Zoom meetings, text messaging, e-mail and telephone conferences. Some legislators did con-

duct in-person meetings.

The session wasn't without some problems. A couple of House members contracted the coronavirus and were hospitalized — one member was in the ICU for most of the session. At least a couple of senators were quarantined for a period of time. Notwithstanding obstacles, the Legislature completed its full 45-day session, passing 502 bills and resolutions out of 774 introduced. The bills passed included a \$23.5 billion budget — including \$475 million in new money for education — and bonding for new infrastructure, including money to

double-track FrontRunner.

Prior sessions focused on “tax reform”, however, the 2021 general session can be considered the session of “tax relief.” Approximately \$80 million was “reserved” during the 2020 general session for “tax relief.” With a better understanding of how the pandemic was affecting state coffers, the Legislature passed a package of tax relief measures that totaled approximately \$100 million. These bills included HB86, “Social Security Tax Amendments,” providing a means-tested, nonrefundable tax credit for certain taxpayers receiving Social Security income; 2nd Sub. SB11, “Military Retirement Income Tax Amendments,” providing a nonrefundable tax credit for those receiving military retirement income; and SB153, “Utah Personal Exemption Amendments,” amending Utah’s personal exemption provisions to claw back a portion of the benefits lost due to the 2017 federal tax legislation. A late-filed attempt to exempt the proceeds received from PPP loans did not pass.

Other significant business-related legislation includes:

- 2nd Sub. SB86, “Amendments to the Price Controls During Emergencies Act,” allows vendors to recoup all of their costs without violating the “excessive price” provisions.

- 1st Sub. HB217, “Regulatory Sandbox Program Amendments,” allows start-up businesses to apply through the Governor’s Office of Economic Development to participate in a program that could remove some regulatory roadblocks that might impact their ability to do business in the state.

- 2nd Sub. HB356, “Rural Economic Development Tax Increment Financing,” provides for tax increment financing for new commercial

projects in rural areas.

- 4th Sub. HB294, “Pandemic Emergency Powers Amendments,” provides for the termination of emergency powers and certain public health orders related to COVID-19 upon reaching certain thresholds of positivity rates, vaccination and other criteria.

- 4th Sub. SB164, “Utah Housing Affordability Amendments,” deals with Utah’s affordable housing crisis.

- 1st Sub. SB65, “Community Reinvestment Agency Amendments,” amends the Limited Purpose Local Government Entities – Community Reinvestment Agency Act.

- HB348, “Economic Development Amendments,” renames GOED to the Governor’s Office of Economic Opportunity and reorganizes some of the duties and operations of this office.

A watchful eye should remain on certain bills that didn’t pass that may return in the future. As introduced, SB208 would have prohibited most private employers from mandating vaccines — or any other medical procedure — potentially, including “procedures” such as drug testing. Sen. Kirk Cullimore had two important bills that did not pass. SB200 would have enacted a “business-friendly” version of California’s consumer privacy laws — the bill’s last draft was similar to the law passed by Virginia in March. In addition, SB46 would have further modified Utah’s laws concerning non-compete agreements. Finally, Sen. Kitchen introduced an amendment to the Utah Anti-discrimination Act that would have provided protection for “immutable traits and hairstyles historically associated with race.”

Gary R. Thorup is a shareholder at the law firm Dentons Durham Jones & Pinegar in Salt Lake City. He has practiced state and local tax law and has lobbied the Utah Legislature on a variety of tax and non-tax issues for almost 40 years.

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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.

April 26, 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.

April 27, 8:30-10 a.m.

"2021 Small Business Series for Success: Sales, Marketing and Advertising," part of the six-part Small Business Series presented by ChamberWest, in partnership with the Small Business Development Center, the city of West Jordan, West Valley City Economic Development and the city of Taylorsville Economic Development. Location is Jordan Valley Water Conservancy District, Conservation Garden Park Education Center, 8276 S. 1300 W., West Jordan. Other sessions are "Lean Product Development" on May 25, "Financial Success and Tax Strategies" on June 29, "HR: Attracting and Retaining Employees" on Sept. 28, "Funding, Financing and Cash Flow" on Oct. 27, and "Five Ways to Grow Your Business" on Nov. 30. Cost is \$99 for the series or \$20 per session for members, \$160 for the series or \$30 per session for nonmembers. Details are at chamberwest.com.

April 27, 10 a.m.

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

April 27, 11:30 a.m.-1 p.m.

Women in Business Luncheon, a South Valley Chamber event. Speaker is Kim Fischer, Waterford.org national spokesperson. Location is The Studio Draper at The Old Park School, 12441 S. 900 E., Draper. Cost is \$20. Details are at southvalleychamber.com.

April 27, 11:45 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden.

Cost is \$20 for WIB members, \$30 for nonmembers. Details are at ogdenweberchamber.com.

April 28, 10-11:30 a.m.

Professional Development Series, a Salt Lake Chamber event. Speaker Mike Brian, CEO of Penna Powers, will discuss "Your Business Beyond COVID-19: What Did You Learn and Where Will It Take You?" Event takes place online. Details are at slchamber.com.

April 28, noon-1 p.m.

"Solve the Business Puzzle: Conquer Sticky Situations," a Women's Business Center of Utah event. Presenter is Jill Shroyer, founder and CEO of Expedition HR. Event takes place online via Zoom. Free. Details are at wbcutah.org.

April 28, noon

"Rethinking Remote Workplace Design Post-COVID," a Silicon Slopes event. Panelists are Paul Hill, Rural Online Initiative program director; Kenneth Lane, national account sales manager, Purple; and Zen Parry, founder/owner, Trepademics LLC. Moderator is Dolores Heaton, program coordinator, Rural Online Initiative. Location to be announced. Details are at siliconslopes.com.

April 29, 7:15-9 a.m.

2021 Partners in Education Appreciation Breakfast, an Ogden-Weber Chamber of Commerce event. Location is Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Free. Details are at ogdenweberchamber.com.

April 29, 7:30-9 a.m.

"Rise & Thrive: Recharging Customer Connection," a Box Elder Chamber of Commerce event. Speaker is Troy Christensen, vice president of economic development at Bridgerland Technical College. Location is Bridgerland Technical College, 325 W. 1100 S., Brigham City. Cost is \$15 for first business attendee, \$5 for additional business attendees. Details are at boxelderchamber.com.

April 29, 11 a.m.-noon

"The NLRB Under the New Administration: What's Changing?" an Employers Council event focusing on changes at the National Labor Relations Board level, services that Employers Council offers, and what employers need to know in the ever-changing legal landscape. Event takes place online. Free. Details are at www.employerscouncil.org/the-nlrb-under-the-new-administration.

employerscouncil.org/the-nlrb-under-the-new-administration.

April 29, noon-1 p.m.

"Funding for Growth" Workshop, a Women's Business Center of Utah event that takes place online (available statewide). Free. Details are at wbcutah.org.

April 29, 1 p.m.

"Employer-Sponsored Health Plans in a Post-Pandemic Era," hosted by Bind Benefits and GBS. Moderator is Jeanette Bennett, founder and editor of *Utah Valley Magazine* and *BusinessQ*. Panelists are former Gov. Michael Leavitt, co-founder of Leavitt Partners; Tony Miller, CEO of Bind Benefits; and Trent Savage, senior vice president and CHRO of Mountain America Credit Union. Event takes place online. Free. Details are at https://go.yourbind.com/GBSwebinar.html?utm_source=utah-business&utm_medium=email&utm_campaign=mr1-2429%20?

April 30, 7:30-8:30 a.m.

"Eggs and Issues," a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at Eventbrite.com.

April 30, 9 a.m.

"Entrepreneurs After a Successful Raise: Lessons Learned," a VentureCapital.Org event featuring four entrepreneurs who have recently raised capital who will present information about what worked well, what could have been done better, and other lessons they learned along the way. Panel includes Dan Beck, 401GO (moderator); Rilee Buttars, Donde; Zach Chatterton, Gather; Monte Keleher, Fitted; and others to be announced. Event takes place online. Cost is \$30. Registration can be completed at Eventbrite.com.

May 4, 8-11 a.m.

"Meaningful Metrics: Measurement Isn't Enough," presented by Salt Lake Community College and iMPact Utah and featuring an introduction to OKR (objectives and key results), the three-part system behind globally successful companies. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Free, but registration is required. Virtual participation is available. Details are at <https://impactutah.org/events/meaningful-metrics-sl/>.

May 4, 9-10 a.m.

"Saving for Retirement as a Business Owner," a Women's Business Center of Utah event

that takes place online (available statewide). Free. Details are at wbcutah.org.

May 4, 11:30 a.m.-1 p.m.

Business Alliance Networking Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$12 with lunch. Details are at davischamberofcommerce.com.

May 4, 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.aspx>.

May 5-6, 8 a.m.-4 p.m.

"Building and Delivering Effective Training," a Salt Lake Community College Employee Development Workshop focusing on the science of training development and delivery to build and organize knowledge in a way that maintains adult learner engagement. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$500. Virtual participation is available. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

May 5, 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.

May 6, 11 a.m.-noon

"Nonprofits: Grow Your Donor Base and Retention," a Salt Lake Chamber event taking place online. Free. Details are at slchamber.com.

May 6, noon

"An Inclusive Approach to Hiring and Retaining Employees," a Town Hall Series event focused on inclusion in the winter industry, presented by Snowsports Industries America (SIA) in partnership with the Summit Speaker Series of the Utah Office of Outdoor Recreation. Moderator is Lynanne Kunkel, chief human resources officer, Vail Resorts. Panelists are Anthony Cobb, head of HR (global apparel), Nike; Marc Fields, vice president of human resources, Vail Resorts; and Cynthia Soledad, co-lead of global diversity and inclusion; consultant, chief marketing officer and consumer practice, Egon Zehnder. Registration is available at https://us02web.zoom.us/join/register/4616182477618/WN_NSZTia7hS5eJqd4GazLhrQ.

May 6, 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>.

May 7, 7:30-8:30 a.m.

"Eggs and Issues," a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at Eventbrite.com.

May 7, 8 a.m.

"First Fridays," a West Jordan Chamber of Commerce speed networking event. Location is All-Star Lanes, 1776 W. 7800 S., West Jordan. Details are at westjordanchamber.com.

May 11, 9-11 a.m.

"Pay the IRS Less Without Going to Jail," a Small Business Development Center (SBDC) event. Location is Salt Lake Community College, Building 5, Room 333, 9750 S. 300 W., Sandy. Virtual participation is available. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

May 11, 11:30 a.m.-3 p.m.

Women in Business Golf Clinic, a ChamberWest event that includes lunch, lessons on both the driving range and putting green, and contests. Location is The Ridge Golf Club, 5055 S. West Ridge Blvd., West Valley City. Cost is \$75 for early-bird members (received by May 4); \$99 for nonmembers and for members after May 4. Details are at chamberwest.com.

May 11, 11:55 a.m.-12:55 p.m.

Monthly WIB Luncheon, a Cache Valley Chamber of Commerce event. Location to be announced. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.com.

May 12-13

2021 Global Value-Based Healthcare Virtual Symposium, the kickoff of a year-long event that will include webinars, white papers, discussions and action plans co-hosted by the David Eccles School of Business at the University of Utah and the Green Templeton College at the University of Oxford. Event will feature experts who will move beyond theory and into practical application by providing concrete steps regarding the transition to value-based care. Early-bird cost is \$75. Details are at <https://eccles.utah.edu/value-based-healthcare/global-value-based-healthcare-symposium/>.

CALENDAR

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May 12, 11:30 a.m.-1 p.m.

"Let's Do Lunch," a South Valley Chamber event. Speaker to be announced. Location is Automotive Addiction, The Shops at South Town, 10450 S. State St., No. 2300, Sandy. Cost is \$15 for members, \$25 for nonmembers. Registration can be completed at eventbrite.com.

May 12, 5-6:30 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>.

May 13, 9-10 a.m.

"Courage-Building Skillsets That All Daring Leaders Have, and You Can, Too," a Women's Business Center of Utah event taking place online (available statewide). Free. Details are at wbcutah.org.

May 13, 11:30 a.m.-1 p.m.

Health Care Heroes Combined Luncheon, a Davis Chamber of Commerce event taking place online. Details to be announced at davischamberofcommerce.com.

May 13, noon-1 p.m.

"Business During Hours," an Ogden-Weber Chamber of Commerce event. Speakers from Ogden-Weber Technical College will discuss "Investing in Employee Success." Event takes

place online via Zoom. Free for employees of chamber members and first-time guests. Details are at ogdenweberchamber.com

May 13, 1-2 p.m.

"Virtual Lunch & Learn: Use YouTube to Grow Your Business," a Park City Chamber/Bureau event for members only. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

May 13, 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>.

May 14, 7:30-8:30 a.m.

"Eggs and Issues," a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at eventbrite.com.

May 14, 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.

May 14, 8-9 a.m.

"Finding Your Zone of Genius," presented by WOW and the Women's Business Center of Utah. Speaker is Annie Sisson of Into the Bold. Event takes place online via Zoom. Details are at wbcutah.org.

May 14, 9 a.m.

Deal Forum, a Venture-Capital.Org event that is a live pitch event featuring entrepreneurs pitching their startups to a panel of active investors. Presenting companies are KLYP, Nava, Pivvt, Reach and Wumgo. Event takes place online. Cost is \$20 through April 30, \$30 thereafter. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

May 18, 8 a.m.-4 p.m.

"Applying Leadership Principles," part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on maximizing performance as you practice coaching, employee development and non-performance conversations in a legal and effective manner. 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>.

May 18, 8:30-10 a.m.

Better Your Business Employer Seminar, presented by the Utah Department of Workforce Services' Workforce Development. Speaker Jonathan K. Driggs will discuss the latest developments in federal and local employment laws, COVID-19 issues, and more. Event takes place online. Free. RSVPs can be completed by emailing jlay@utah.gov.

May 18, 10 a.m.

"Diversity, Equity and Inclusion," part of the 2021

Employers Council and Paylocity Online Training Series. Free. Details are at <http://info.employerscouncil.org/2021-paylocity-webinar-series>.

May 18, 11 a.m.-1 p.m.

Business Women's Forum 2021. Speaker John Bates, CEO of Executive Speaking Success, will discuss "The Science Behind Being a Powerful Speaker." Event takes place online. Cost is \$10 for members, \$20 for nonmembers. Details are at slchamber.com.

May 18, 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, \$22 for nonmembers; online cost is \$16 for members, \$17 for nonmembers. Details are at cachechamber.com.

May 18, 11:30 a.m.-1 p.m.

Business Alliance Networking Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$12 with lunch. Details are at davischamberofcommerce.com.

May 18, 11:45 a.m.-1 p.m.

Athena Luncheon, an Ogden-Weber Chamber of Commerce event. Location to be determined. Details are at ogdenweberchamber.com.

May 19, 8 a.m.-noon

"Lean Pit Crew Challenge," a Salt Lake Community College Employee Development Workshop focusing on strengthening a team and learning how to eliminate wasteful processes while physically active in a racing pit stop simulation. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$325. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>

May 19, 9-10 a.m.

"How Did She Do It? Finding Your Passion and Purpose in Life and Work," a Women's Business Center of Utah event. Speaker is Kristena Eden, certified relationship and communication coach. Event takes place online via Zoom (available statewide). Free. Details are at wbcutah.org.

May 19, 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.

May 19, 5:30-6:30 p.m.

Tax Planning Clinic, a Small

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

May 20, 7:30 a.m.-noon

Nubiz Symposium. Location to be determined. Details are at ogdenweberchamber.com.

May 20, 7:45 a.m.-5 p.m.

Employer Tax Workshop, a Small Business Development Center (SBDC) event. Location is Salt Lake Community College, Building 5, Room 333, 9750 S. 300 W., Sandy. Virtual participation is available. Free. Details are at <https://clients.utahsbdc.org/events.aspx>.

May 21, 7:30-8:30 a.m.

"Eggs and Issues," a Murray Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Registration can be completed at eventbrite.com.

May 21, 8-10 a.m.

"Friday Connections Speed Networking," a ChamberWest event. Location is Megaplex Theaters Valley Fair, 3620 S. 2400 W., West Valley City. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at chamberwest.com.

May 21, 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.

May 25, 8:30-10 a.m.

"2021 Small Business Series for Success: Lean Product Development," part of the six-part Small Business Series presented by ChamberWest, in partnership with the Small Business Development Center, the city of West Jordan, West Valley City Economic Development and the city of Taylorsville Economic Development. Location is Jordan Valley Water Conservancy District, Conservation Garden Park Education Center, 8276 S. 1300 W., West Jordan. Remaining sessions are "Financial Success and Tax Strategies" on June 29, "HR: Attracting and Retaining Employees" on Sept. 28, "Funding, Financing and Cash Flow" on Oct. 27, and "Five Ways to Grow Your Business" on Nov. 30. Cost is \$99 for the series or \$20 per session for members, \$160 for the series or \$30 per session for nonmembers. Details are at chamberwest.com.

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Traffic Signal
Garrett A. Morgan, 1923

Succeeding in Your Business

When we emerge from our foxholes: Life on the other side of COVID-19

Like just about everyone else right now, I'm wondering what life is going to be like once enough Americans have been vaccinated for COVID-19 that people feel comfortable venturing out into public life again.

For many small-business owners, this is more than just an intellectual exercise.

If you own a restaurant, bar, fitness facility or any business that used to depend on packing the maximum number of people into the minimum amount of floor space, your very existence may depend on getting this right.

I am pleased to say that both my wife and I have been vaccinated (with no side effects). But that doesn't mean we are changing our lifestyle anytime soon.

Here are some decisions we have made about how we will go about living the next one to two years.

We Will Be Wearing Masks for a While Yet. We are all waiting for that glorious day when we can take our masks off and look people in the face when we speak to them. But I don't think that will be for a while.

Until we have a reliable way to identify people who are safe to be around (see below), I will be wearing a mask when I visit a store, post office or any interior space, and I will keep several in my car just in case I forget one when I leave the house.

We Will Be Keeping Children at a Safe Distance. Right now, COVID-19 vaccines are not available for children under 16 because the clinical trials for that age group started later.

The good news is that when kids get COVID-19, it is almost always not a life-threatening event. The bad news is that kids are now going back to in-person classrooms that I think are likely to become superspreaders. Ask any teacher: When one kid gets the flu, everyone in contact with the class gets the flu, including the teachers, the janitors and the principal. And this ain't no flu.

Until we know for sure how

COVID-19 affects children under the age of 16, or a vaccine is developed for that demographic, I will not be getting too close to kids and tweens, much as I may love them.

We Will Be Looking for Proof of Vaccination. Here is the biggest thing government needs to do to help get society back on normal footing. When I'm in unfamiliar surroundings, I want to be able to identify — quickly and accurately — who around me has been vaccinated or has survived the disease.

When you get vaccinated, they give you an "I Got It!" sticker, but that usually falls off within 5-10 minutes after application. Laminating your vaccination card is a great idea, but you can't carry it around your neck all the time like a corporate ID badge. The thing is too darn big.

We need a national ID badge that cannot be counterfeited; anybody who ever bought a fake ID to buy liquor when they were teenagers remembers how easy it was to get one, and we can't risk an underground economy in fake vaccination cards. Once developed, the badge should be issued only by physicians (for patients they can certify have survived the disease) and people administering the vaccine.

We Will Be Avoiding Crowds. I will no longer be comfortable standing or sitting shoulder to shoulder with my fellow human beings. I will make it a point to go to the grocery store at 6 a.m. or 11 p.m. on weekdays, when there's nobody there. The same with restaurants. If I do not see at least six feet of separation between tables, my wife and I will be going elsewhere.

Takeout, home delivery and "ghost" restaurants are the future of dining out, at least for the foreseeable future. If you own a restaurant and your state or local government proposes restrictions on your ability to offer curbside service or home delivery, even for liquor, call your elected representatives and resist them as if your very life depends upon them not get-

ting passed. Because it does.

As for gyms, consider opening round-the-clock so people can work out at odd hours when there's nobody else there.

And forget about mass transit. If I have to visit New York City for some reason, I'm driving. Not great for the environment, and the parking fees are monstrous, but I'll sleep better at night.

We Will Be Resuming Travel, but as little as possible and at unpopular times so I'm not crammed into a crowded

bus, train or airplane. No middle seats, under any circumstances.

Since we won't be able to visit Europe or go on a Caribbean cruise for a long time yet (Europe has done much worse than the U.S. in fighting COVID-19 and many countries still don't allow visitors from the U.S. without a lengthy quarantine), our travel will be domestic, regional or local. You can get just about anywhere in the U.S. in two to three days if you and your spouse drive in shifts.

With maybe an overnight

stay in a luxury hotel that maintains the highest-quality safety and cleanliness standards — no more roadside motels or quaint bed-and-breakfasts without a personal reference from someone we know and trust.


Unless, of course, they are staffed entirely by people with badges.

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

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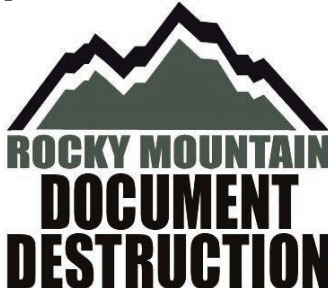


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CALENDAR

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May 25, 11:30 a.m.-1 p.m.

Women in Business Luncheon, a South Valley Chamber event. Location is All-Star Bowling & Entertainment, 12101 S. State St., Draper. Details are at southvalleychamber.com.

May 25, 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.

May 27, 10-11 a.m.

"Financial Foundations: Cryptocurrency as Payment for Your Business," a Women's Business Center of Utah event. Speaker is Jen Greyson, a global advocate for crypto's empowerment of women. Event takes place online via Zoom (available statewide). Free. Details are at wbcutah.org.

May 27, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Cost is \$10. Details are at boxelderchamber.com.

May 27, 1-2 p.m.

"Virtual Lunch & Learn: Chamber 101," a Park City Chamber/Bureau event. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

May 27, 6-7 p.m.

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

May 27, 6-7 p.m.

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

BULLISH

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April or something like that, I think people are dying to travel, we see it in the spend. ... we see it today in homebuying. People are booking cruises now for next year," Dimon said.

"It might be the only thing that stops it in the short run is a deadly variant that the vaccines don't work on."

Dimon noted that 2020 was unprecedented in many ways because of the pandemic. No one could have predicted a global shutdown, or that government would move so quickly to address it, that companies would have so many people working from home, that the nation would suffer "some permanent scarring" as many businesses closed, and other elements that made the year so dramatic, he said.

Huntsman said 2020 exposed the vulnerabilities of the U.S. and its ability to deal with a crisis. But

the nation learned about its resilience, the ability to let go of expectations and rethink priorities, as well as patience, tolerance and love. People also learned "how much we could do with less of," he said. It all leaves the U.S. better prepared at the human, business and government levels for a future crisis.

The online discussion touched on several other points, including the threat of inflation, changes expected because of a new presidential administration, the government infrastructure bill, global trade and societal issues.

Huntsman said the federal infrastructure measure could have long-lasting impacts on the economy, if the funds are spent judiciously.

"My hope would be that we reflect on this in 10 and 20 years and say, 'That was a really important moment for the United States. We didn't give billions here and billions there and it was spent for projects that didn't mean anything longer-term, but rather we have something to show for it. We're back in the game, from an infrastructure standpoint, from a competitiveness standpoint,' because you can't manufacture and you can't export and get your goods to market unless you've got a 21st century-plus infrastructure and the ability to do that," he said. "I think we could come out of this in a really good position 20 years from now."

Likewise, the U.S. can confront economic competition from

China, the two said. Huntsman said the U.S. has "everything we need to succeed," although serious and deep divisions domestically can distract from that.

"We're down for the count but that doesn't mean we're out of the game," he said, adding that "China is not 10 feet tall" and suffers from "serious fissures" that could derail its growth model.

Dimon said the U.S. has several advantages over China. "We shouldn't fear their success but instead our failure," he said.

On a broader scale, Dimon said that American exceptionalism is true, and Huntsman said the nation "still has the recipes for success."

"We are poised to excel in the post-pandemic economy," added Miles Hansen, president and CEO of World Trade Center Utah. "That's true as a nation. That's true particularly here in Utah. ... At the end of the day, our national success is really the cumulative effect of billions of choices that each and every one of us are making every day as individuals and as companies."

Hansen called for Americans to "calibrate our strategies" for a post-pandemic economy and for companies to position themselves to excel.

"If we do that on an individual level," he said, "if we get it right here and the local level and state level, then we'll be just fine on the national level as we go and we compete with partners and adversaries around the world."

WADE

from page 1

with the Atlanta Hawks and Shaquille O'Neal with the Sacramento Kings. Chicago Bulls superstar Michael Jordan is the majority owner of the Charlotte Hornets and Magic Johnson at one time had a 4 percent stake in the Los Angeles Lakers.

"This goes way beyond the dream I had to just play basketball in the NBA," Wade told ESPN. "I've seen Shaq do it in Sacramento. I've seen Grant Hill do it in Atlanta. I've seen Jordan do it in Charlotte. If this partnership is going to be anything like my relationship is with Ryan, there are going to be a lot of things that I'll want to be involved in."

Wade, 39, is said to have met Smith on a San Clemente, California, golf course shortly after his retirement from playing in 2019 and they became fast friends. Wade wanted to understand about Smith's tech empire, including his company Qualtrics, and calls him a mentor. Smith, 42, raised the idea of Wade joining the ownership group upon completing a \$1.66 billion purchase of the Jazz in October.

Wade joins a small ownership

group that includes Smith and his wife, Ashley; investment firm Accel partner Ryan Sweeney; software company Atlassian co-founder Mike Cannon-Brookes; and the Miller family, which previously owned the team.

"Dwyane has had a chance to be part of so many different [ownership] groups if he wanted that," Smith told ESPN. "We've basically been in discussion from the time we closed on the team on how we can get this done. Like I run my tech business, you want the brightest people around. There is a broad picture here. It's much more than just basketball. This league is the biggest platform that there is, and we ran toward that. This isn't a league where we came in saying, 'Hey, this has gone somewhere we're not comfortable with.' This is actually what we signed up for. We're the newest ownership group. We're the youngest. Dwyane's a perfect fit."

Wojnarowski reported that Wade has had a strong relationship with Jazz All-Star guard Donovan Mitchell, who has regularly been compared to Wade since his debut with the Jazz.

"I call him 2.0," Wade told ESPN. "If there's a player similar to me, it's Donovan Mitchell."

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GRAHAM

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when you have demonstrated your competence — it's your performance that makes testimonials compelling. Read: believable.

Step No. 2: Obtaining Testimonials That Have Value. Asking someone to write a testimonial can be a major mistake. If you do, the chances are you won't get what you expected — or wanted. It's likely to be something that's weak, cobbled together and unimpressive. For example, "We've been doing business with The Zoomfast Co. for 12 years and they always do a good job. Their people are friendly and know what they're doing."

How many times have you seen testimonials like this?

Most people want to be helpful, but they don't know what to say or how to say it. So, they fall back on trite words and phrases that fail to convey a meaningful message. Or, they tell the person asking them, "Just give me what you want and I'll sign it." Either way, the results are less than inspiring.

A more successful approach is having someone who can ask questions that get a person talking to conduct a phone

interview and write up a concise and compelling narrative. Then, have the person interviewed review it and make any changes and approve the final content. They will appreciate the help in giving it a professional touch.

Here's an example of what we're talking about: A client asked a marketing consultant to interview a customer, who was a co-founder of a construction company, for a testimonial. "Why do you think they wanted you to do this?" was the first question. And the answer was an instant grabber, "He saved my business." Then, he went on to tell how he was about to lose a large contract but was able to keep it thanks to the client's knowledge and quick action. The resulting testimonial was short and powerful.

Step No. 3: Putting Testimonials to Work. Once you have a portfolio of several testimonials, what are you going to do with them? How are you going to make them work for you? Take this seriously. There is nothing more persuasive than having a customer tell your story.

Here are ways for to get the most out of testimonials:

- Include in newsletters.
- Showcase on websites and in videos.

- Feature in sales letters.
- Turn into handouts for meetings and events.
- Highlight on social media.
- Send when asked for references.
- Display on banners at trade shows.
- Make seminar presentations.

Obtaining interesting and captivating testimonials is exciting. But there's one more step: Obtaining permission to use them. In fact, tell those interviewed you will send them the proposed wording, along with a testimonial release form (ask a lawyer to make a recommendation). Don't use a testimonial until you have a signed release in hand.

Testimonials can be one of the most powerful influencers available to marketers and salespeople. But getting them right and using them effectively to maximize their benefits takes thought, planning and expertise.

John Graham of GrahamComm is a marketing and sales strategy consultant and business writer. He is the creator of "Magnet Marketing," and publishes a free monthly e-bulletin, "No Nonsense Marketing & Sales Ideas." Contact him at johnrgraham.com.



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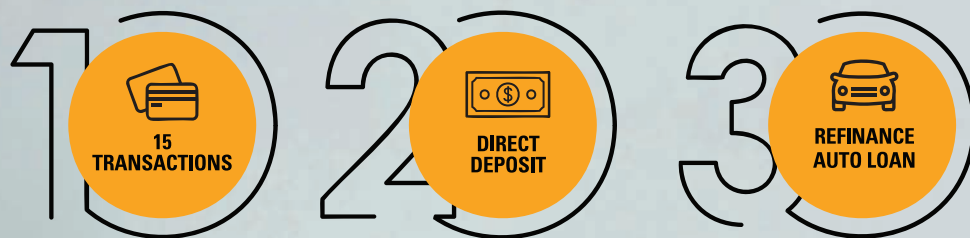
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