

**Focus**



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BUSINESS  
PAGE F1

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## Glacier Bancorp buys Alta Bank in near-\$1 billion deal

Altabancorp, the American Fork-based bank holding company for Altabank, has been acquired by Glacier Bancorp Inc. of Kalispell, Montana. Formerly known as People's Utah Bancorp, Altabancorp was formed from mergers of separate institutions, including Bank of American Fork, Lewiston State Bank and People's State Bank of American Fork.

Altabank provides banking services to individuals and businesses throughout Utah and southern Idaho with 25 branch locations from Preston, Idaho, to St. George. As of March 31, Alta had total assets of \$3.5 billion, total loans of \$1.8 billion and

total deposits of \$3.2 billion.

The acquisition marks Glacier's 24th announced acquisition since 2000 and its seventh acquisition in the past five years. This also marks Glacier's second acquisition of a Utah-based bank in the past two years, acquiring First Community Bank of Layton in 2019.

The boards of Glacier and Alta unanimously approved the transaction, which will close upon regulatory approval, Alta shareholder approval and other customary condi-

see **ALTA BANK** page 18



This rendering by architectural and urban planning firm Skidmore, Owings & Merrill depicts a possible entertainment and retail component of The Point, which will be developed on 600 acres of state-owned land at the current site of the Utah State Prison. The firm and the Point of the Mountain State Land Authority are formulating a plan for the site once the prison is moved to a location near Salt Lake City International Airport next year.

## Point board conducts survey, open houses for public input

**Brice Wallace**  
*The Enterprise*

Officials working on The Point want the public's help to remain pointed in the right direction.

A set of three virtual open houses and a public survey will be used by the Point of the Mountain State Land Authority to formulate a "framework plan" as part of the process to transform the 600-acre Utah State Prison site in Draper into a development featuring offices, residence-

es, entertainment, education, research and green space.

Alan Matheson, executive director of the authority, said The Point's development is envisioned as a generational project unique in the world.

"There are not many places around the country or even around the world where we have this kind of opportunity: 600 acres of undeveloped land between two very populous and fast-growing metropolitan areas

see **THE POINT** page 19

## April's jobless rate: Utah inches down while U.S. number back up

While the nationwide unemployment rate inched back up in April, Utah's jobless number fell the country's lowest, tied with New Hampshire and South Dakota. While the U.S. rate went from 6 percent to 6.1 percent, Utah's rate dropped to 2.8 percent from 2.9 percent, according to numbers released by the Utah Department of Workforce Services (DWS).

Utah's nonfarm payroll employment for April increased an estimated 2.3 percent across the past 24 months, DWS numbers revealed. The state's economy added a cumulative 35,600 jobs since April 2019. Utah's current employment level stands at 1,589,900.

"A year ago, COVID-19 closed significant portions of Utah's economy," said Mark Knold, chief economist at DWS. "Evaluating this year's open economy against last year's partially closed economy does not illuminate Utah's underlying economic progression. We will be better served comparing the current economy against two years ago; a time before the COVID-19 distortions. In that vein, Utah's current employment count is 2.3 percent higher than recorded in April 2019. A typical year's worth of Utah employment growth has taken two years to accomplish — commendable given the intervening COVID-19 disruption."

Utah's unemployment rate means approximately 46,600 Utahns remain unemployed.

April's private-sector employment recorded a two-year expansion of 3.6 percent. Eight of Utah's 10 major private-sector industry groups posted net two-year job gains, led by professional and business services (15,700 jobs); construction (11,900 jobs); trade, transportation and utilities (9,800 jobs); and financial activities (8,800 jobs). Two industry groups with less employment than two years ago are leisure and hospitality services (down 7,600 jobs) and natural resources with 1,400 jobs lost.



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

### Legislature decides how to spend \$1.6 billion in federal pandemic aid

Utah legislators passed several measures dealing with the COVID-19 pandemic during the recent special session called by Gov. Spencer Cox. Chief among them was a vote to ban masks in schools this fall and an agreement to accept more than \$1.6 billion in federal pandemic relief funds.

The new mask law prohibits schools and school districts throughout the state from requiring students to wear face masks in the classroom. However, the bill allows such rules under "special circumstances."

Included in the funding bill was a decision to initially spend only \$571 million allocated to the state by the American Rescue Plan Act, kicking the decision on where to spend the rest to the general session in January. The \$571 million designated for expenditure included \$103 million for business and economic development, \$33 million for criminal justice, \$15 million for higher education, \$127 million for infrastructure (including \$90 million for a University of Utah mental health facility), \$100 million for water conservation and \$165 million for social services including vaccine distribution, pandemic-related mental health services, establishing a food bank in San Juan County and the Navajo Nation and \$100 million for replenishing the unemployment compensation fund.

Legislators did divvy the full \$1.6 billion in "buckets," designating spending categories based on priorities. The bucket distribution included \$720 million for infrastructure and unemployment solvency, \$115 million for ongoing response to the pandemic, \$65 million in grants to businesses impacted by the pandemic, \$280 million for water infrastructure, \$175 million for broadband Internet expansion, \$80 million for education, \$110 million for emergency preparedness, \$35 million to address backlogged courts and \$70 million for housing and homelessness.

One spending option that the Legislature turned down was a vaccine lottery. According to Senate President Stuart Adams, R-Layton, legislators felt that Utahns had been "pretty responsible" in getting their shots.

### UofU researchers: Decade from now, COVID-19 will be like a common cold

Researchers at the University of Utah are predicting that within a decade, the COVID-19 virus will be thought of much as the common cold is today — not much more than a nuisance. Using mathematical models that incorporate lessons learned from the current pandemic on how our body's immunity changes over time, the scientists think the virus will cause no more than cold-like coughs and sniffles. The research was published in the journal *Viruses*.

"This shows a possible future that has not yet been fully addressed," said Fred Adler, professor of mathematics and biological sciences at the UofU. "Over the next decade, the severity of COVID-19 may decrease as populations collectively develop immunity."

The findings suggest that changes in the disease could be driven by adaptations of our immune response rather than by changes in the virus itself. Adler was senior author on the publication with Alexander Beams, a graduate student in the Department of Mathematics and the Division of Epidemiology at University of Utah Health, and undergraduate co-author Rebecca Bateman.

Although SARS-CoV-2 is the best-known member of that virus family, other seasonal coronaviruses circulate in the human population — and they are much more benign, Adler said. Some evidence indicates that one of these cold-causing relatives might have once been severe, giving rise

to the "Russian flu" pandemic in the late 19th century. The parallels led the UofU scientists to wonder whether the severity of SARS-CoV-2 could similarly lessen over time.

To test the idea, they built mathematical models incorporating evidence on the body's immune response to SARS-CoV-2 based on data from the current pandemic. Running several versions of these scenarios showed that the three mechanisms in combination set up a situation where an increasing proportion of the population will become predisposed for mild disease over the long term. The scientists felt the transformation was significant enough that it needed a new term. In this scenario, SARS-CoV-2 would become "just another seasonal coronavirus," or JASC for short.

"In the beginning of the pandemic, no one had seen the virus before," Adler explained. "Our immune system was not prepared." The models show that as more adults become partially immune, whether through prior infection or vaccination, severe infections all but disappear over the next decade. Eventually, the only people who will be exposed to the virus for the first time will be children — and they're naturally less prone to severe disease.

### Gov to sign school face mask ban, gives approval of CDC guidance

The governor likes the direction things are going when it comes to wearing face masks to help stop the spread of the COVID-19 virus.

Gov. Spencer Cox told the audience of his monthly news conference on PBS station KUED that he will sign the new law passed by the state Legislature in its recent special session that bans schools from requiring masks when school resumes this fall.

Cox also praised the recent guidelines by the federal Centers for Disease Control and Prevention that fully vaccinated Americans no longer need to wear a mask to stop the spread of COVID-19. Cox said he's not worried about moving too quickly to put the pandemic in the past as some have suggested the CDC's abrupt shift has been confusing.

"This is the simplest guidance we've ever gotten from the CDC. That is, basically, if you're fully vaccinated you don't have to wear a mask and if you're not, you do. That's it," Cox said. He said the guidance is clear and "it couldn't be more correct."

Cox talked about people having an incentive to get the shots because they've heard they'll no longer have to wear a mask. "Obviously, there were people who weren't wearing masks before. There will be people who are not fully vaccinated who are not wearing masks. That's a mistake. But certainly, people get the opportunity to choose that," Cox said.

### BYU will resume in-person learning this fall with no masks, distancing

Brigham Young University announced last week that its fall semester will look a lot like the university did before the COVID-19 pandemic hit early last year. The school said that almost all of its classes will be conducted in-person when school resumes at the end of August with no masks or social distancing required.

Since vaccinations are increasing in the community and the prevalence of COVID-19 infections is going down, university officials made the decision to make the fall 2021 semester a traditional one, BYU said in a release.

"We anticipate the full richness of a typical fall semester filled with opportunities for academic, social and ecclesiastical gathering," said Shane Reese, BYU academic vice

president. "We're grateful for the resilience, creativity and fortitude of our students, faculty and staff as they've adapted and overcome the higher education challenges brought on by the COVID-19 pandemic."

Of course, should state or local governments mandate new measures in the face of a spike in cases this summer, BYU could change its fall directives

The fall semester starts Aug. 30.

### FEMA sends another \$13.3 million to Utah, total reaches \$92.6 million

The U.S. Federal Emergency Management Agency has approved more than \$13.3 million in additional public assistance funding for the COVID-19 response in Utah. The assistance was made available under a major disaster declaration issued April 4, 2020. FEMA has now provided a total of \$92.6 million for the Utah COVID-19 response to date.

The \$13.3 million was received by the Utah Department of Health's COVID-19 response effort for associated costs, contracts and facilities. That includes \$3.7 million for testing services performed throughout the state. That work was completed between April 17 and Sept. 30 of last year. Also included is \$3 million for leasing facilities to be used as long-term care facilities between Oct. 1, 2020, and Jan. 31, 2021.

The FEMA money also reimbursed \$6.4 million to purchase decontamination supplies, personal protective equipment, medical equipment and supplies between Aug. 9, 2020, and Feb. 8, 2021.

This funding was authorized under the Jan. 21 Presidential Memorandum for the Secretary of Defense and the Secretary of Homeland Security and Section 403 of the Robert T. Stafford Act, FEMA said.

For the COVID-19 response, FEMA has simplified the public assistance application and funding process to address the magnitude of the event and to allow local officials to receive eligible funding more quickly. "These reimbursements play a critical role as state, local and tribal officials work tirelessly to assist their communities during this response," said a FEMA release.

### After 14 shuttered months, missionary training centers will begin to open

Missionary training centers around the world of The Church of Jesus Christ of Latter-day Saints have been closed for the past 14 months as the coronavirus pandemic spread. Church officials announced last week that the centers will begin to reopen in June. The Provo, Ghana and New Zealand training centers are slated to reopen in late June at a limited capacity to a small number of missionaries. A timeline for reopening in-person instruction for the remainder of the church's missionary training centers has not yet been released.

Since the centers were closed at the onset of the pandemic, more than 30,000 missionaries have trained for their service online at home through the church's 10 missionary training centers.

The exact opening dates for each location will be based on local guidelines from health officials and are subject to change, the church said.

In order to qualify for in-person training at any MTC, missionaries must have a negative COVID-19 test prior to arriving, the church said. Additionally, tests will be given to any missionary with symptoms during their training.

## DEAL FLOW REPORT

### No. of transactions down but \$\$ volume sets new record

Independent business networking company Mountain-West Capital Network (MWCN) has released its 26th annual Deal Flow Report. Despite the number of transactions being significantly lower because of the COVID-19 pandemic, Utah reached a new historical high for the value of financial market transactions, which includes public and private deals, as well as mergers and acquisitions.

The report is an in-depth analysis of the equity-related financial transactions that shape the state's business environment and is published annually by MWCN.

The pandemic's impact on Utah businesses in 2020 meant that only 289 deals were tracked during the year, a significant drop from 474 in 2019 and 483 in 2018. However, the total value of those deals was \$26.4 billion, a rise from \$25 billion in 2019. Major deals that anchored the year and garnered national headlines included the sale of Ancestry.com for \$4.7 billion along with the sale of the majority stake in the Utah Jazz and its related assets.

"While 2020 was a year few people would like to repeat, it is encouraging for the future to note that the total value of deals in the state was the highest we have ever seen," said Kady Reese, MWCN's Deal Flow vice chair. "This report provides a first-hand glimpse into what has continued to make Utah one of the best places in the country for innovation and success."

Technology and software continue to lead across the state in raising funds, accompanied by increases in overall transaction value for consumer retail and healthcare. Key indicators in other sectors point to a broad diversifying of Utah's industries and a strong pipeline for funding in the future.

## ServiceTitan opens SLC office

ServiceTitan, a Los Angeles-based provider of software for the trades industry, has announced that it will open an office in the greater Salt Lake City area to help in the company's rapid growth and pursuit of strong technology talent. As the company's fifth office location, the Salt Lake City office will serve multiple functions, including a Global Center of Excellence for ServiceTitan customer support. ServiceTitan also announced that it has hired Kim Park as vice president of global customer support to lead the company's initiative to hire customer experience talent in the region.

"Making our customers wildly successful is core to our DNA at ServiceTitan. It drives every decision we make from our products to our services and beyond," said Ara Mahdessian, CEO and co-founder of ServiceTitan. "In this case, I'm particularly excited to bring Kim Park aboard and to launch our customer support Global Center of Excellence so that we can continue to serve our customers at the level they deserve."

As a longtime Utah resident, Park brings more than 15 years of experience growing and scaling world-class customer support organizations in the Salt Lake

City region.

"I'm proud to join ServiceTitan to lead the customer support team into the future," said Park. "Our primary focus is on our customers' success, and the investment of the new Center of Excellence in Salt Lake City is a powerful declaration of our commitment to them. I have lived and worked in the customer support industry in Utah for several decades and look forward to bringing on exceptional talent to help us elevate our customer experience."

This past March, ServiceTitan announced a \$500 million round of investment at an \$8.3 billion valuation. The company said that makes it the highest valued private vertical software company in the world. ServiceTitan also announced that it surpassed \$250 million in annual recurring revenue, having grown 10-fold in the past three years. ServiceTitan has more than 1,600 employees worldwide.

ServiceTitan's software suite includes CRM; intelligent dispatch; custom reporting; marketing automation; a mobile solution for field techs; and accounting, payments and financing integrations for the service industry.



The Embraer E-190 108-passenger aircraft is one of two planes that began flying last week as Breeze Airways launched service in the Southwest, Midwest, Southeast and eastern United States.

## Breeze Airways begins service from 16 cities

Breeze Airways, the new U.S. carrier founded in Salt Lake City by JetBlue founder David Neeleman, has unveiled its debut network of 39 nonstop routes between 16 cities in the Southwest, Midwest, Southeast and eastern United States. The first flights will operate between Charleston, South Carolina; Tampa Bay, Florida; and Hartford, Connecticut; and were scheduled to begin operation last week. The remaining destinations to be added each week through July 22, the airline said in a statement.

Breeze will initially operate a fleet of 13 Embraer e-jets with a fleet of Airbus A220 aircraft scheduled to begin arriving in October.

Breeze is Neeleman's fifth airline startup, after JetBlue, Brazil's Azul Airlines, Canada's WestJet and Utah-based Morris Air, which was later purchased by Southwest Airlines. Although headquartered in Salt Lake City, Breeze will focus most flights from four main airports: Tampa Bay, Charleston, New Orleans and Norfolk, Virginia.

"Together, we created Breeze as a new airline merging technology with kindness," said Neeleman. "Breeze provides nonstop service between underserved routes across the U.S. at affordable fares. A staggering 95 percent of Breeze routes currently have no airline serving them nonstop. With seamless booking, no change or cancellation fees, up to 24 months of reusable flight credit and customized flight features delivered via a sleek and simple app, Breeze makes it easy to buy and easy to fly."

Neeleman said Breeze will operate the Embraer aircraft as single-class, flying routes with an average flight length under two hours. Ten E-190 jets will be configured to seat 108 passengers while three E195 aircraft will have 118 seats. All Embraer aircraft will be a two-by-two seat configuration, so there are no middle seats.

Breeze will start taking delivery of 60 new Airbus A220 aircraft beginning in October and delivering at about one per month for five years. The A220 routes, which will be announced this fall, all will be

longer than two hours flight time.

Other cities that Neeleman said will be included in future Breeze schedules include Louisville, Kentucky; Tulsa and Oklahoma City, Oklahoma; Bentonville/Fayetteville, Arkansas; Akron/Canton and Columbus, Ohio; Huntsville, Alabama; Richmond, Virginia; Pittsburgh, Pennsylvania; Providence, Rhode Island; and San Antonio, Texas.

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## Not quite table-ready

*Traeger Grills, a Salt Lake City company that was one of the early developers and marketers of wood pellet-fed smokers and barbecue grills, has launched an outdoor advertising campaign that it bills as bringing outdoor advertising to life — literally.*

*Dubbed “Farm to Traeger,” the campaign features a billboard off the I-80 freeway near the Tooele exit. The billboard shows a depiction of one of the company’s grilling products with the slogan “Farm to Table Never Tasted So Good.” But it’s what’s on the ground beneath the billboard that makes Traeger’s campaign unique.*

*Right there alongside the highway is a miniature farm, complete with a chicken coop, barn, tractor, hay and what Traeger touts as soon-to-be farm-to-table ingredients for a delicious meal — a live cow, pig, chickens and corn stalks.*

*Traeger said the campaign, developed in partnership with California-based creative agency Zambezi is meant to communicate the benefits of all-natural, farm-to-table ingredients.*

## CORPORATE FINANCIAL REPORTS

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

### Recursion

Recursion Pharmaceuticals Inc., based in Salt Lake City, reported a net loss of \$30.7 million, or \$1.33 per share, for the first quarter ended March 31. That compares with a loss of \$18.4 million, or 85 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$2.6 million, up from \$60,000 in the year-earlier quarter.

Recursion is a clinical-stage biotechnology company decoding biology by integrating technological innovations across biology, chemistry, automation, data science, and engineering, with the goal of improving the lives of patients and industrializing drug discovery.

“We are thrilled to have led Recursion through a successful IPO process which garnered support from new and existing healthcare and technology investors and

better capitalized the company’s mission of decoding biology to radically improve lives,” Chris Gibson, co-founder and CEO, said in announcing the results.

### Clene

Clene Inc. and subsidiary Clene Nanomedicine Inc., based in Salt Lake City, reported a net loss of \$39.8 million, or 66 cents per share, for the first quarter ended March 31. That compares with a loss of \$3.9 million, or 23 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$213,000, up from \$70,000 in the year-earlier quarter.

Clene is a clinical-stage biopharmaceutical company dedicated to revolutionizing the treatment of neurodegenerative disease using bioenergetic nanocatalysis.

“Clene is off to a strong start in 2021, having made great progress across its programs,” Rob Etherington, president and CEO, said in announcing the results.

### Owlet

Owlet Baby Care Inc., based in Lehi, reported a net loss of \$7.9 million, or 73 cents per share, for the first quarter ended March 31. That compares with a loss of \$2.1 million, or 20 cents per share, for the same quarter a year earlier.

Revenues in the most recent quarter were a company-record \$21.9 million, up from \$14.9 million in the year-earlier quarter.

Owlet offers a nursery ecosystem that delivers data-driven technology for modern parenting.

“The first quarter of 2021 exceeded our internal growth expectations, as we achieved both record revenue and gross margins,” Kurt Workman, CEO and co-founder, said in announcing the results.

“Adoption of our connected nursery technology among consumers continues to expand. Along these lines, we’ve continued to bolster our team to support our strong growth with key executive hires and board appointments that are integral to our compelling pipeline of innovative products and services.”

## Joint venture launches BeyondHIE

Four healthcare organizations, including the Utah Health Information Network (UHIN), are partnering to create a new company focused on helping health information exchanges (HIEs) and their communities, payers and providers improve health outcomes. The newly formed partnership, known as BeyondHIE, will offer a comprehensive suite of services, technology and project management to support value-based healthcare.

BeyondHIE, a nonprofit organization, will support healthcare organizations by bringing together health data partners and enabling that data to be scaled and enhanced, the organization said in a statement. In addition to UHIN, the companies joining together are Comagine Health, Idaho Health Data Exchange (IHDE) and Orion Health.

“These industry leaders offer deep expertise in the areas of data quality, utilization, support and delivery,” the release said. “Together, they will provide services that support healthcare organizations on their journey to improve healthcare quality, while also assisting with funding of provider connectivity.

“Delivering improved outcomes using health information enables payers and providers to meet the healthcare needs of the community they serve,” said Brian Chin, CEO of UHIN. “This joint venture can make vital healthcare data a reality for more communities.”

## Vivint founder to step down

Vivint Smart Home Inc., a home automation company based in Provo, has announced that founder and CEO Todd R. Pedersen has decided to step down as chief executive officer, effective once the board of directors of the company appoints his successor. Pedersen will remain a member of the board of directors.

“I have decided that after 20 years of building a successful company, it is time for me to pursue my other entrepreneurial goals and devote myself to those investments and businesses,” said Pedersen. “I am proud of the company’s achievements since Vivint’s founding and remain excited about the performance and outlook as a premier smart home service provider. I believe the company is well-positioned for success and I look forward to continuing to contribute to the company’s growth as a member of the board.”

“We thank Todd for his years of dedicated leadership, which have helped Vivint grow from a small security systems company into an integrated smart home provider with strong operations, a resilient business plan and an attractive financial model. We are pleased that he will remain on as CEO until the board has identified a new leader,” said David F. D’Alessandro, Vivint’s chairman of the board of directors.

The company’s board has begun the search process to identify a candidate to replace Pedersen. No timeline was announced.

## Wingman Defense acquired

ThayerMahan Inc., a Groton, Connecticut-based provider of autonomous maritime security solutions, has acquired Wingman Defense, an artificial intelligence startup based in Park City.

“With the acquisition of Wingman Defense, ThayerMahan completed its goal of vertically integrating its ability to collect, curate, disseminate and apply machine learning tools to ocean acoustic information and precision seabed survey,” said Mike Connor, ThayerMahan president and CEO. “Wingman’s AI capability will help ThayerMahan’s global customers in government and industry improve the efficiency with which they monitor the safety and security of ports, harbors, seabed infrastructure, marine protected areas and vital sea lanes.”

“The Wingman Defense team are delighted to be joining

ThayerMahan’s mission to establish leadership in maritime data collection, processing and intelligence,” said John O’Malia, Wingman Defense president and CEO. “The ThayerMahan team’s unparalleled expertise in the maritime domain and their unique data sets and acquisition platforms are the perfect complement for our AI capability.”

ThayerMahan Inc. is a maritime technology company dedicated to providing its clients with turn-key autonomous marine solutions, including deployment, operations, data gathering and analysis services, using state-of-the-art acoustic and electronic sensors integrated on a variety of host platforms tailored to customer missions. In addition to its Connecticut headquarters, it has locations in Lexington and Boston, Massachusetts and Washington, D.C.

## New Solitude president named

Solitude Mountain Resort in Big Cottonwood Canyon near Salt Lake City has announced that Amber Broadaway has been selected as its new president and chief operating officer. Broadaway comes to Solitude from Sugarbush Resort in Vermont, where she has served as vice president of guest services and safety. Her appointment is effective June 1. She will be responsible for all of Solitude's operations and for driving the success of the resort by continuing to elevate the guest and employee experience, according to a release from Alterra Mountain Co., the resort's owner.

Broadaway started at Sugarbush as manager of risk and safety in 2013 and as vice president of guest services and safety, she has expanded her role and responsibilities and oversees risk and safety, guest services, parking operations and the public events operational departments, as well as communications and public relations, on-site brand management and charitable giving and donations.

"I am honored that Alterra Mountain Co. has chosen me

to succeed the inspiring work of Kim Mayhew at the helm of Solitude Mountain Resort," said Broadaway. "I am most looking forward to collaborating with the Solitude team to achieve the goals we will set for next season and the many years ahead. Solitude is a very special place and I am excited to amplify all it has to offer. My family and I are looking forward to calling Solitude our home mountain."

"Solitude Mountain Resort in Utah is a special place with extraordinary potential, and Amber is the ideal person to bring the destination to new heights," said Mark Brownlie, chief operating officer of the company's mountain division, Alterra Mountain Co. "Amber's wealth of operational, communications and employee experience, combined with a genuine love of the mountains, will help elevate all that Solitude has to offer to its guests and employees."

Solitude Mountain Resort offers eight chairlifts, 82 runs, three bowls, and 500 annual inches of snow spread over 1,200 acres for skiing and snowboarding.

## Performance Audio sells divisions

Power Plus Productions of San Diego has opened an office in Salt Lake City and purchased the production and rental divisions of Utah-based Performance Audio.

"This expansion enables Power Plus to more effectively deliver the best customer experience to its growing base in Utah," Power Plus said in a release.

With the sale of their production and rental departments, Performance Audio will continue to operate its core retail business. The company said the sale will allow it to more sharply focus on that end of the operation and deliver the highest level of customer experience for its equipment sales, system design and installation.

"Performance Audio has deep roots in the Salt Lake market and has maintained their reputation as the source for the highest level of service and equipment sales and rentals in this area," said Darrin Porter, co-owner of Performance Audio. "We have had the opportunity to be a part of a team that holds the highest commitment to excellence, and we have seen the

same in Power Plus Productions. We have worked together with them and witnessed each other's growth and success over the years. This acquisition provides a merging of our staff, talented crew and production communities with far-reaching growth."

"I began my career over 35 years ago in Salt Lake City, working closely with Performance Audio," said Lane Rickard, president and owner of Power Plus Productions. "By 2020 it became clear that the most effective way to achieve a presence in the Salt Lake marketplace and better support our customers there was to work with my long-time associates at Performance Audio. This acquisition was a natural progression of our mutual business goals."

Performance Audio was started by Kevin Lewis in 1977. Chris Fillmore joined the Performance Audio family in 1989, working with Lewis to put systems and processes in place. Darrin Porter, a long-time customer of the company, was offered a position with the company in 1998 and eventually became a part-owner. Lewis passed away in 2002.



Des Moines, Iowa-based convenience store chain Kum & Go will open multiple stores in the Utah market, beginning with five stores in the Salt Lake City area next year.

## Midwest c-store chain Kum & Go announces entry into Utah with 30-plus stores over 5 years

Kum & Go, a popular family-owned convenience store chain based in Des Moines, Iowa, has announced plans to begin opening "more than a few dozen stores" in Utah beginning in 2022.

Niki Mason, senior vice president of store development for Kum & Go, said the Utah expansion is its first to a new state in over 10 years. The company plans to open more than 30 stores in Utah over the next five years, with the first stores opening in the Salt Lake City area in 2022 as part of its initial rollout plan, Mason added. Mason said the company is under contract for its first five Utah locations, expected to open next year. All

stores will be in newly constructed buildings, with up to 40 employees per store.

The announcement not only also signals the Iowa-based chain's first new state in a while, but it also marks its furthest expansion westward. The chain has more than 400 locations across Arkansas, Colorado, Iowa, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota and Wyoming.

In addition to gasoline, Kum & Go sells made-to-order sandwiches, pizza and baked goods in addition to offering beverages, snacks and other food. Company officials say they also pride themselves on having a "friend-

ly staff in a well-lit store with upscale and uncluttered aisles."

"We are excited to bring Kum & Go's unique brand of fun, flavor and convenience to Utah," CEO Tanner Krause said in a statement. "I love the state and the energy in a city like Salt Lake is hard to beat. I'm looking forward to bringing a new type of convenience — along with some breakfast pizza — to Utah."

Kum & Go was established in Hampton, Iowa, in 1959 by William Krause and Tony Gentle. Now run by the grandson and great-grandson of the founders, the company employs about 5,000 workers across its 11-state footprint.



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# UTAH COUNTY UPDATE SPONSORED BY CENTRAL BANK

## Point of the Mountain Chamber joins grant to aid air quality sensor technology

This article courtesy of the Point of the Mountain Chamber of Commerce and The Daily Herald.

Residents in Utah and other states will have more information about the air they breathe, thanks to a partnership between the Point of the Mountain Chamber of Commerce, Utah Ignite and a growing local company.

Salt Lake City-based Tetrad Sensor Network Solutions is expanding its unique air quality sensor technology to three major cities outside of Utah through a grant from Utah Ignite and the Point of the Mountain Chamber. Utah Ignite is a chapter of US Ignite, a program of the National Science Foundation that encourages the growth of new technologies.

A board made up of representatives of Utah Ignite and the Point of the Mountain Chamber reviews applications from organizations seeking grants to assist with their technology development. Tetrad applied for one of these grants, which was approved and finalized in the fall of 2020.

Tetrad grew out of a project conducted by four faculty members at the University of Utah. Through the project, air quality sensors were developed that are low cost and can be networked together to create a comprehensive picture of air quality at a neighborhood scale. Because the

sensors are low cost, it is easier for a city to place many of them around the community.

Along with this hardware, however, the team developed software that evaluates the data while taking into consideration factors such as altitude, which can greatly affect air quality. It then presents the data in a more understandable way than the simple colored dots presented in other air quality software.

Instead, Tetrad's AirViewer presents the data in a way that looks more like a heat map, with a gradation of colors indicating exactly what type of air quality neighborhoods are ex-

periencing. There is only a 15-minute delay in the data shown, meaning users can see an extraordinarily dynamic and accurate representation of the air quality in their area.

"Our project was about developing a sensor network and then developing strategies for improving data quality and then helping people

to interact with the data," said Kerry Kelly, co-founder of Tetrad Sensor Network Solutions and an assistant professor of chemical engineering at the UofU.

This original project was funded through a grant from the National Science Foundation and included work by Pierre Gaillardon, Tetrad's other co-founder and a UofU associate professor of electrical engineering; Ross Whitaker, UofU professor of computer science; and Miriah Meyer, UofU associate professor of computer of computer science.

"We thought we had a good twist on this where we were looking at

to stay in the valley instead of traveling up to the benches.

Eventually, the team was contacted by other UofU researchers who wanted to place the team's technology inside the homes of asthmatic children. Around the same time, US Ignite approached the team and asked if they'd be interested in expanding the technology they'd placed in the Salt Lake Valley into other areas of the country.

Tetrad was formed to fulfill these requests. Utilizing its recent grant from Utah Ignite and the chamber, Tetrad is working with three cities — Chattanooga, Tennessee; Kansas City, Missouri; and Cleveland, Ohio — to provide them with sensors and help them set up an air quality network in their areas.

In order to see the Salt Lake City air quality map, visit [tetradsensors.com](http://tetradsensors.com).

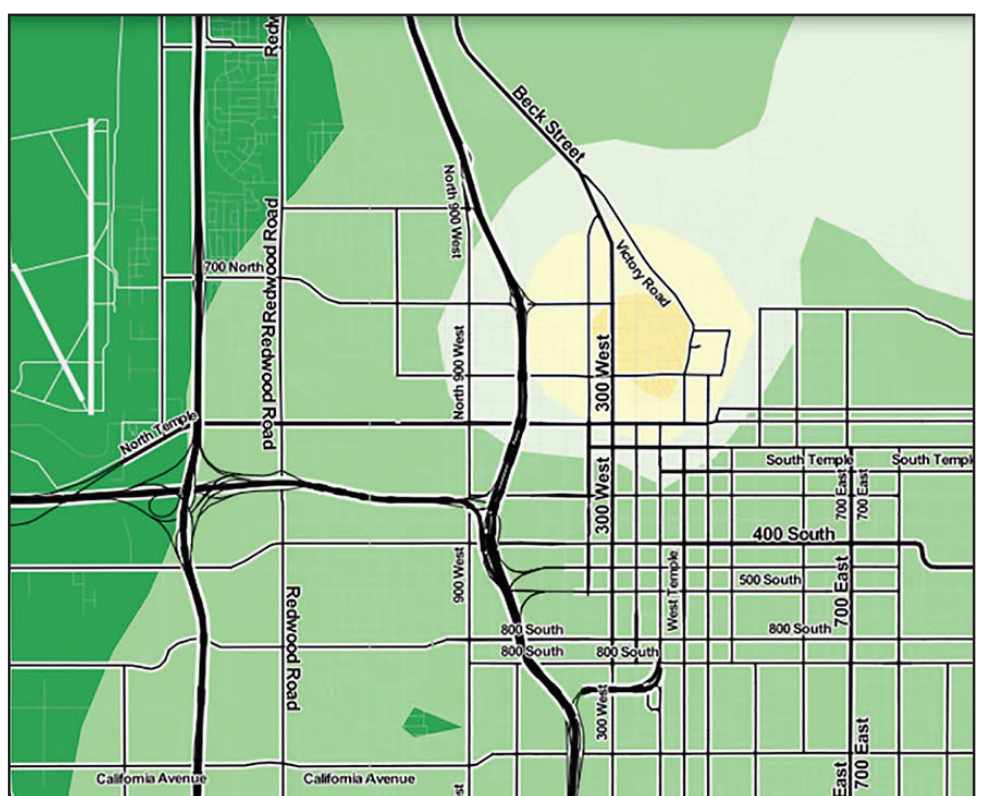
"I think our vision is every city is going to have their own map and their own app," Kelly said. She believes air quality sensors

will continue to get smaller and more affordable, perhaps to the point where people will wear them and track their own exposure to pollution.

"I'm hoping this type of information is useful, especially when we get hit by wildfire smoke, to better predict where it might be going," she said.



An air quality sensor designed by Tetrad Sensor Network Solutions.



Air quality maps generated through Tetrad Sensor Network Solutions technology show gradations of air quality in an area.



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# WEBER DAVIS UPDATE SPONSORED BY BANK OF UTAH

## Have you checked out Northern Utah lately?

I've spent the past 60 years of my life in Weber County and over the past 38 years I've had the opportunity to work alongside the Petersen family in growing and building what is now Petersen Inc. This year marks 60 years since Denis Petersen struck the first welding arc in his little 400-square-foot garage. Not long after, his son Steve joined his father in pursuit of building a custom fabrication company. Today you will find Petersen Inc. operating in 2 million square feet of advanced manufacturing (which consists of custom fabrication and precision machining) and 3PL warehousing/distribution services. We also operate a 73,000-square-foot facility in Pocatello, Idaho, and between the two locations, employ 590 highly skilled team members.

Long ago in my business career I adopted the attitude that I would celebrate what is right in Ogden — and for the record, I am still celebrating. There is so much good in the greater Ogden area. Simply put, you don't have to look that hard to see the amazing transformation and positive development that is going on. Truth is, I was taught at any early age that it is important that Weber State University be successful and for businesses to work together through the

chamber of commerce. When this happens, businesses have an opportunity to grow and succeed.

As Utah celebrates 125 years, the future of Northern Utah's business projections is very positive. Northern Utah's counties provide the backbone environment for businesses to succeed with a world-class, high-tech manufacturing environment, with low commute times for employees and a wide variety of towns and cities to match desired living styles. Literally every business need is within close reach.



**ROB DESPAIN**

Weber County is enjoying a sustainable five-year, 15 percent employment growth rate and a 5 percent population growth rate. With a firm economic footing, the county has set ambitious goals to build on its economic base by attracting synergistic industry players and creating higher-paying jobs. It is estimated that nearly 12,000 jobs will be created in Weber County during the next five years. What this shows is that people — and companies — are trusting the economic development process and have confidence in the local strategic plans of the Northern Utah cities and counties.

It's the adage "If you build it, they will come." Roll the clock back to the early

1980s when downtown Ogden was struggling with a failing retail district. Today it is considered the Top of Utah's economic powerhouse, flourishing with a total transformation and implementation of a successful economic business model.

Hill Air Force Base continues to be a major economic driver to Weber and Davis counties and attracts global defense-related industry contractors. Statistics show that over the next three to five years, HAFB could grow by 25 percent inside the fence. This means additional infrastructure and creation of additional employment opportunities.

Ogden City and Weber County are being looked at nationally for the successful way that they manage and continue to administer the CARES Act funding that was made available. Ogden and Weber County's numbers grew during the pandemic. That is largely attributed to the resilience of the residents coupled with great political leadership in Ogden City and the Weber County commissioners. They were focused on improving the quality of life and business climate for all. Unfortunately, all things were not created equal with COVID-19. There were businesses that suffered greatly and most of us can now say we know someone who died from COVID-19. As a business community, the numbers are proving that we have weathered the storm.

A statistic that I pay attention to is the measure of full employment. It is considered that a rate of 3.7 percent is equal to full employment. Our current unemployment is at 2.9 percent. This is a double-edged sword. The good news is people have jobs and are working. The bad news is, for those of us who are trying to hire team members, it is a difficult time to hire.

At Petersen Inc., we recognize the amazing things that are happening at Weber State University under the leadership of Pres. Brad Mortensen. We also recognize and are a benefactor of both the Ogden Weber Technical College and the Davis Applied Technology College. We appreciate the leadership of Jim Taggart at the OWTC and Nick Price at DATC for their genuine concern in helping us build our workforce.

Good times are ahead — whether you are a Democrat or a Republican, it doesn't matter — when the president of the United States' infrastructure bill passes, and it looks like it will be north of \$2 trillion. That will have a positive effect on the entire U.S. economy. I am, however, concerned with how we will ever pay off the national debt but when the phone rings for Petersen Inc. to design, build and fabricate products to support that plan, I'll take the call. Throughout our country's history, it has proven that when manufacturing is strong, America is strong.

Manufacturing is alive and well throughout Northern Utah. Lifetime Products is rapidly growing and making an amazing economic contribution. Northrop Grumman has very ambitious plans for a highly skilled, highly paid workforce in Northern Utah. The major outdoor recre-

ation companies that have populated Ogden have also had a significant impact on our economic growth. Petersen Inc. has grown from one man in his garage to 590 full-time employees — and we are still looking for more. Bottom line: The list goes on and on for companies that have chosen Ogden, Utah, for a simple reason: We are the junction city to the West, meaning you can reach anywhere in the western U.S. in a day by truck — a proven strategy that continues to attract new businesses to Northern Utah.

In closing, take a ride to Northern Utah and see for yourself what's happening and look for ways we all can do business together, because none of us are as good as all of us.

See you up north.

Rob Despain is the vice president of business development for Petersen Inc. in Ogden. A graduate of Weber State University, he is the past president of the Utah Steel Fabricators Association and past president of the Utah Manufacturers Association.



*A petroleum vessel fabricated in Ogden by Petersen Inc. ships to the Chevron refinery in Salt Lake City*



*The Junction in downtown Ogden.*



*A Northrop Grumman Castor rocket blasts off using a motor case fabricated by Petersen Inc. of Ogden.*

# Industry Briefs

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

## ASSOCIATIONS

• **Spencer Terry**, general manager of The Fear Factory, a Salt Lake City haunted attraction, has been unanimously elected president of the **International Haunted Attraction Association**.



Spencer Terry

Presidents are approved by board members and typically serve one to two terms. The association is for professional haunt owners, operators, designers, vendors, enthusiasts, home haunters and artists. Haunted attractions total nearly 5,500 worldwide. Terry has spent nearly 20 years in the hospitality, nonprofit, retail and corporate human resources fields.

• The **Associated Builders and Contractors (ABC), Utah Chapter**, has appointed **Louie A. Tafoya** as director of workforce development. Tafoya will oversee the liensing, safety and management training programs while continuing his role as a master trainer NCCER.



Louie Tafoya

Tafoya has been with the ABC for over two years. Prior to ABC, he spent 15 years with Union Pacific Railroad as an instructor for its simulator training program. ABC is a national construction industry trade organization that represents more than 21,000 members.

## BANKING

• **WebBank**, a Salt Lake City-based industrial bank, has appointed **Seth Goodman** as senior vice president/chief revenue officer. Goodman joined WebBank in May 2021 and his team is responsible for business development, strategy and M&A. He has over 20 years of banking, financial services and consulting industry experience. Before joining WebBank, Goodman worked at Marcus by Goldman Sachs, where he led business development for Marcus' Banking as a Service, deposits and wealth management verticals. Prior to Goldman Sachs, he served in multiple roles at Citibank across credit cards, payments and commercial cards and at Sapient as a technology consultant.

## CONSTRUCTION

• **Big-D Construction**, Salt Lake City, has completed the first phase of **Utah Transit Authority's Depot District Clean Fuels Technology Center**. The center features a new wash building, facilities for both satellite and integrated diesel fueling with an existing CNG bus fueling building, and a parking lot for employees and visitors. The center is in downtown Salt Lake City at the former Denver & Rio Grande railroad yard. The center ultimately will become an 80,000-square-foot bus maintenance facility to store, operate, maintain and service 135 buses on a regular basis. The facility will also contain room for future expansion, anticipating the continued growth of Salt Lake City's population. Phase II is underway and will add 132,892 square feet of administration, operation and maintenance facilities, as well as canopied parking for the entire fleet of natural gas and electric vehicles. The entire \$95 million project is expected to be completed in spring 2023. Big-D partnered on the UTA project with **Stantec**, a global architecture, engineering and design firm with offices in Denver and a presence in Salt Lake City.

## ECONOMIC INDICATORS

• **Utah** is ranked No. 2, behind only South Dakota, on a list of **states whose unemployment rates are bouncing back most** during the economic recovery, compiled by **WalletHub**. It compared the 50 states and the District of Columbia based on five key metrics that compare unemployment rate statistics from the latest month for which data is available (April) to key dates in 2019 and 2020. Hawaii has bounced back the least. Details are at <https://wallethub.com/edu/states-unemployment-rates/74907/>.

• **Salt Lake City residents** pay an average of \$98 in **cable/Internet bills per month**, according to a report from **doxoINSIGHTS**. That is the nation's lowest average in the metro-level rankings, and the study showed that Utah is one of the five least-expensive states as well. The national average is \$116. The study indicates that Salt Lake City residents would get a 51 percent discount if the FCC implements a \$50 monthly broadband subsidy for low-income families, saving them \$600 a year.

• **Cache County** leads all Utah counties on a list of places where residents are the **most successful at being approved for their mortgages**, compiled by **SmartAsset**. Cache County was followed, in order, by Washington, Box Elder, Davis, Utah, Rich,

Weber, Salt Lake, Morgan and Tooele counties. The rankings are part of an overarching study on the "Best Places to Get a Mortgage," which includes additional factors like borrowing costs and property taxes. Details are at <https://smartasset.com/mortgage/utah-mortgage-rates#utah/origination-rate>.



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## EDUCATION/TRAINING

• **Weber State University's** Board of Trustees has approved the appointment of **Julie Rich** as dean of the **College of Social & Behavioral Sciences (CSBS)**. Her research and writing focused on arid environments and environmental change, with an emphasis on Quaternary paleoclimates, paleoenvironments and geochronology,



Julie Rich

using optical (luminescence) dating methods. She has served as a geography professor and has served as interim dean of the college since 2019. In addition to her role as dean, Rich will continue to advance Weber State's Global Community Engaged Learning (GCEL) program, which undertakes projects to help alleviate poverty in developing nations.

• The **University of Utah College of Engineering** has appointed professor **Feng Liu** as the Ivan B. Cutler Professor of Materials Science and Engineering. Since joining the UofU in 2000, he has become an expert in the fields of surface science and thin films, with a current focus on low-dimensional nano, quantum and topological-materials. Liu served as chair of the Department of Materials Science and Engineering



Feng Liu

from 2011 to 2019 and is currently serving as the divisional associate editor of *Physical Review Letters*. In addition to fundamental research, Liu co-founded two startup companies, Solan and Life-E.

• Forty-five students were the first to complete the "**Lassonde+X**" program, doing so during the 2020-21 academic year at the **University of Utah**. The program allows students to add entrepreneurial skills to any major. The three-course program allows any undergraduate student at the University of Utah to "entrepreneur your major," with the "X" being their major. The program is offered by the **Department of Entrepreneurship & Strategy**, in partnership with the **Lassonde Entrepreneur Institute**, at the David Eccles School of Business. The first students to complete the program are studying 24 majors. Details are at [eccles.utah.edu/lassondex](http://eccles.utah.edu/lassondex).

• **Nightingale College**, a Salt Lake City-based college focused on distance learning prelicensure nursing education programs, has received continuing education accreditation from the **International Accreditors for Continuing Education and Training (IACET)**. The accreditation is for a five-year cycle. Nightingale's first offering will be an implicit bias workshop being offered at no cost to all college collaborators and learners. In January, the college was accepted as a candidate for regional accreditation by the Northwest Commission on Colleges and Universities (NWCCU).

## FOOD

• **Servy**, a mobile food ordering services company, has launched a touchless food ordering service at **Salt Lake City International Airport** in partnership with **Emerging Domestic Market Ventures (EDMV)**. Powered by Servy's Grab Airport Marketplace technology, the new **SLCtoGo** platform provides a convenient, safe alternative to dining-in or waiting for a to-go order. Customers order food items via a streamlined touchless mobile ordering website or by scanning a QR code. They then have the option of picking up their order at the restaurant or having it delivered to their gate by a human or a delivery robot called Gita. The airport currently has five restaurants participating in the program. Additional restaurants will be added as the program expands.

## HEALTHCARE

• **Xenter Inc.**, a Salt Lake City-based startup device-data-drug healthcare technologies com-

pany, has appointed **Scott Heuler** as senior vice president of global sales and marketing and **Gary Baldwin** as chief technology officer in its Hospital Technologies business unit. Heuler has more than 25 years of experience in the industry. His background includes regional and senior sales leadership positions with Boston Scientific in interventional cardiology, structural heart, cardiac rhythm management, and peripheral vascular. Heuler held senior sales and marketing leadership roles with NeuroOne Medical



Scott Heuler



Gary Baldwin

Technologies, Guidant Corp. and U.S. Surgical Corp. Baldwin is a technology executive and entrepreneur with a successful career in high technology companies ranging from startups through Fortune 50 companies and including two startup exits.

Prior to Xenter, Baldwin led research and development, engineering and product teams for multiple organizations. He served as vice president of engineering for Cisco Systems; led software engineering at Cerent; and worked at ECI Telecom, Raytheon/E-Systems, Zipit Wireless and Dynepic.

• **Amp Human**, a Park City-based company focused on human



Ndamukong Suh

performance, has added NFL all-pro defensive lineman and Super Bowl champion **Ndamukong Suh** to its athlete roster and investor list.

The partnership marks a four-year agreement that will see Suh as an active advisor to Amp Human. Suh also will be a shareholder.

## INVESTMENT

• **Banner Ventures**, a private equity and venture capital firm focused on partnering with founder-led and family-owned businesses and with offices in Lehi and Boston, has announced several additions. **Tyler Price** has joined the firm as vice president. He has experience in dealing with founder-led businesses as an investment banker with Citigroup, private equity investor with Tower

see BRIEFS next page

# Industry Briefs

from previous page



Tyler Price



Mike McGovern



Ryan Westwood



Kent Madsen



Greg Woodward



Ronell Hugh



Mike Miller



Ann Christensen



Georges Niang

Arch Capital and corporate development lead with Lucid Software. In addition to Price, Banner unveiled a network of advisors and

operating executives from a variety of backgrounds, including family office investor **Mike McGovern**, tech entrepreneurs and investors **Ryan Westwood** and **Kent Madsen**, executives **Greg Woodward** and **Ronell Hugh**, two-time NBA champion **Mike Miller** and innovation expert **Ann Christensen**.

Utah Jazz player **Georges Niang** also joined the firm through the Venture Associate Program, an initiative designed by Banner to mentor professional athletes toward their long-term business and investment goals.

## INVESTMENTS

• **Blackrock Neurotech**, a Salt Lake City-based company offering a platform for brain-computer interface (BCI) technology and manufacturing, has closed a \$10 million financing round led by **re.Mind Capital** with participation from **Peter Thiel**, German entrepreneur **Tim Sievers**, and **Sorenson Impact's University**



Tim Sievers



Christian Angermayer



Jan Hardorp

**Venture Fund II. Christian Angermayer** and **Jan Hardorp** of re.Mind, as well as Sievers, will join the **Blackrock Neurotech** board of directors. The funding will be used to expand the number of programs on the Blackrock platform, including clinical studies and research, and to continue development of its technology platform. In addition to the investment announcement, Blackrock will begin using the brand **Blackrock Neurotech** to better reflect the company's long-standing focus on neurotechnology and BCI. The company will keep the **Blackrock Microsystems** brand in place for continuity with its research community.

• **Recyclops**, a Sandy-based sustainability and recycling startup, has closed a \$3 million seed round investment led by **Lerer Hippeau** and **Glad**, a member of the **Clorox Co.** family of brands.

Other key investors include **Revolution's Rise of the Rest Seed Fund** and the Utah-based **Kickstart**. The funding will help the company expand recycling to over 100,000 households over three years. As part of the investment, **Recyclops** has also formed a partnership with **Glad** to help support the company's sustainability goals, which include dramatically reducing its environmental footprint by 2030. Through the new partnership, **Glad** and **Recyclops** will innovate on more sustainable materials and bring recycling to more households. **Recyclops** uses a smart-routing app and a gig-economy model to facilitate recycling pickup and drop-off in rural and dense urban communities. The company, which launched in 2014, currently serves more than 10,000 households in nearly 100 cities across 10 states, and employs approximately 200 independent contractors across the country.

## NONPROFITS

• The **Suazo Business Center**, in a partnership with **Weber State University** and **Ogden City**, is expanding its geographic reach by opening a second location, at 2036 Lincoln Ave., Suite 105, Ogden. The center is a Salt Lake City nonprofit organization devoted to business and economic development for the region's Hispanic, Latino and other minority communities. Since 2002, the **Suazo Business Center** has assisted in the education, growth, and development of over 10,000 clients. They have created over 5,000 new small businesses, and have helped generate over \$250 million in revenues.

## OUTDOORS

• **Snowbasin** has revamped the **Squirrel Downhill Bike Trail**, located near its base area. It can be accessed above the **Wildcat** parking lot and ends near the bottom of the **Earl's** parking lots. It now features an optional rock drop on the lower section of the trail.

## PHILANTHROPY

• To commemorate the first anniversary of the creation of its "**Farmers Feeding Utah**" campaign, the **Miracle of Agriculture Foundation** recently held a "**Miracle Project Blitz**" at seven Utah cities, with a smaller distribution in Piute County. As the impacts of the COVID-19 pandemic on and families and individuals continue, the campaign will work to assist those struggling with food insecurity. Since its beginning in May 2020,

the campaign has fed more than 23,000 families. **Farmers Feeding Utah** is a campaign of the **Miracle of Agriculture Foundation**, a non-profit organization set up as the charitable arm of the **Utah Farm Bureau Federation**. Additional logistical and in-kind support has come from several partners, including **Utah State University (USU)** and its **Hunger Solutions Institute & Create Better Health** program, the **Utah Department of Agriculture & Food (UDAF)** and **Farm Bureau Financial Services**. The "Blitz" projects included food and financial donations by **ranchers in Duchesne County**, the **Church of Jesus Christ of Latter-day Saints**, the **Utah Petroleum Association** and others.

• **Progressive Leasing**, a provider of in-store and e-commerce lease-to-own solutions and owned by Salt Lake City-based **PROG Holdings Inc.**, has donated \$25,000 to **AmeriCares** in support of its efforts to combat India's COVID-19 crisis. Thanks to a current **AmeriCares** matching program, the company's donation will result in \$50,000 to provide life-saving equipment, protect healthcare workers, and educate community members on how to prevent the spread of COVID-19 across India. **Progressive Leasing** is also matching all individual employee donations to **AmeriCares**.

• **Alterra Mountain Co.**, Denver, has established the **Alterra Mountain Co. Community Foundation**, a public charity created to provide financial support to the members of the North American communities in which the company operates. Its family of destination communities include **Deer Valley Resort** and **Solitude Mountain Resort** in Utah. Company founders from **Henry Crown and Co.** and **KSL Capital Partners**, plus company CEO **Rusty Gregory**, have donated an initial \$2.6 million to fund grants. Ongoing financial support for the **Community Foundation** will come from public donations. Currently, the **Community Foundation's** focus will be granting emergency relief and hardship assistance to those in need within the company's North American mountain and city communities. The foundation is available to provide emergency relief and hardship assistance to those in need due to situations and unforeseen circumstances such as the COVID-19 pandemic, natural disasters, crime, illness or death, and other emergency hardships. Individuals and companies in the U.S. and Canada may apply for grants. Applications are being

accepted at <http://www.alterra-communityfoundation.com>.

## REAL ESTATE

• **Midtown National Group**, a boutique investment company, has acquired **Highland Marketplace** in Highland after waiting three years for prior legal issues to resolve and the title to be cleared. **Highland Marketplace** is a mixed-use town center that houses major and local chain restaurants and services. **MNG** has completed the purchase of 40,000 square feet of existing retail and 9.2 acres of land for which they've received site approval on which to build. **Mountain West Commercial Real Estate** agent **Lance Pendleton** helped in the success of the transaction and continues to help develop the space. **Midtown National** is also under contract with a 65,000-square-foot high-performance athletic facility that will be constructed on the north boundary line of the shopping center. The owners of this venture will also incorporate their family office on the top floor of the building.

• **Interfirst Mortgage Co.**, a Chicago-based mortgage originator, has announced that **Draper-based Austen Richards** has joined the company as the



Austen Richards

wholesale senior account executive for its **Western Division**. **Richards** has more than 15 years of mortgage industry experience, primarily in the wholesale channel. He most recently worked as a wholesale account executive for **Rocket Pro-TPO/Quicken Loans**. He also was a wholesale senior account executive at **U.S. Bank Home Mortgage**, a mortgage broker for **Flagship Financial Group**, sales and marketing manager for **S&H Professional Recruiting**, and mortgage planner and senior loan consultant for **New Freedom Mortgage** and **Utah Financial Inc.**

• The **Camino Verde Group LLC**, based in Las Vegas, recently acquired an 85,297-square-foot industrial building located on 9.3 acres at 455 W. 100 N., Ephraim, for an undisclosed amount. The building has six bays. The group, which is also developing the mixed-use **Ephraim Crossing** campus, plans to improve the 40-year-old building for industrial uses.

## RECOGNITIONS

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# Industry Briefs

from page 9

**ChamberWest's 2021 Annual Awards Gala** have been announced. The finalists for **Best New Business** are **Shiro Kuma Snow Cream**, **F45 Jordan Landing** and **Utah Warriors Rugby LLC**. Finalists for **Business of the Year** are **Jordan Valley Medical Center**, **The Puppy Store** and **Danone North America**. Finalists for **Best Place to Work** are **Cyprus Credit Union**, **Summit Vista** and **Kearns Library Branch** of Salt Lake County Library. Finalists for **Small Business of the Year** are **Hidden Peaks Coffee & Roasting Co.**, **Penny Ann's Café** and **Ad Wear**. Finalists for **Volunteer of the Year** are **Clyde Marshall**, **Perspicacity LLC**; **Oz Hutton**, **Melange LLC**; and **Wendy Buckner**, **Cyprus Credit Union**. ChamberWest previously announced that **Dan England**, chairman of C.R. England, is this year's **Hall of Fame Award** recipient. The event takes place June 15, 5-8:30 p.m., at the **Maverik Center**, West Valley City. Details are at [chamberwest.com](http://chamberwest.com).

• **Clene Inc.**, Salt Lake City, has received a **Healthy Longevity Catalyst Award** from the **U.S. National Academy of Medicine (NAM)** to accelerate the preclinical development of **CNM-Au8**, a bioenergetic nanocatalyst, for treatment of neuronal aging-related deficits and Alzheimer's disease. The **Healthy Longevity Global Competition** was founded in 2019 by NAM to "kickstart innovation by the world's greatest minds" to support worldwide healthy longevity. NAM and its seven global collaborators

received over 1,500 applications and ultimately issued more than \$7.7 million in prizes in the inaugural round of **Catalyst Awards**. In addition to receiving a prize, awardees will participate in the first annual **Healthy Longevity Innovator Summit** in September 2021 to share their work with policy makers, researchers and fellow innovators from around the world.

• Five organizations have been named "**Best STD Organizations in Salt Lake City**" by **Testing.com** for providing vital services, such as free or low-cost STD testing and treatment, to fight the growing STD epidemic. **Testing.com** is an informational guide for medical lab testing and at-home screening. The organizations are **Martindale Clinic**, part of the nonprofit **Odyssey House** behavioral health program; **Salt Lake Health Center**, operated by **Planned Parenthood**; the **Salt Lake County Health Department STD Clinic**; the **Utah AIDS Foundation Test Site**; and the **Maliheh Free Clinic**.

## RETAIL

• A promotion called "**Open Streets**" will result in downtown Salt Lake City's Main Street being closed to traffic and transformed into a pedestrian promenade each weekend (Thursday, Friday and Saturday, noon to midnight) this summer. The promotion is a partnership among the **Downtown Alliance**, **The Blocks** and **Salt Lake City**, with support from **Visit Salt Lake**. Restaurants, bars and retailers from 400 South to South Temple may extend their service areas onto the sidewalks for more outdoor dining and shopping. A mix of musicians, buskers and artists

will enliven the public space on Main from Exchange Place to City Creek Center. Last fall, organizers tested the **Open Streets** concept to help downtown restaurants, bars and retailers suffering from the pandemic's impact. Details are at [downtownslc.org/openstreets](http://downtownslc.org/openstreets).

## SERVICES

• **1-800-HANSONS**, a home improvement company specializing in windows, roofing, siding, gutters guards and patio doors, has hired **Marco Alaniz** as general manager of its Salt Lake City location. Alaniz has over 20 years of experience leading and managing organizations.



Marco Alaniz

## TECHNOLOGY/LIFE SCIENCES

• **Nearmap**, a Salt Lake City-based aerial imagery company, has named **Don Weigel** as vice president of products. Weigel will oversee all strategic initiatives related to products, including product roadmap, promotion, customer experience, and communicating the product vision across internal teams and customers. Weigel has more than 30 years of experience building products for companies in the mapping, geospatial and reality capture industries. Before joining **Nearmap**, Weigel held senior management positions at Silicon Valley startups and industry leading companies, including **Esri**, **Trimble** and **Autodesk**, with roles in product, marketing and engineering leadership.



Don Weigel

• **PassiveLogic**, a Salt Lake City-based creator of an autonomous building platform, has hired **Mike Luscombe** as chief commercial officer and **Kirsten Billhardt** as vice president of marketing. Luscombe will lead commercial activities worldwide, including direct and channel sales, marketing, business development and customer success initiatives. Luscombe is a 10-year veteran of the executive leadership team at **Tridium**, **Honeywell's** flagship division for IoT and building automation. He has international business development experience combined with leadership roles at three startups



Mike Luscombe



Kirsten Billhardt

and 10 years at both **GE** and **Honeywell**. **Billhardt** will lead marketing strategy, corporate communications, demand generation and overall marketing operations. She has emerging-technology experience from leading **Edge** and **IoT** marketing at **Dell Technologies**. Prior to her 15 years at **Dell**, **Billhardt** was an engineer and product planner for **General Motors**.

• **Clene Inc.** and subsidiary **Clene Nanomedicine Inc.**, have appointed **David J. Matlin** as chairman of the board. **Matlin** is the CEO of **MatlinPatterson Global Advisers**, a global private equity firm he co-founded in 2002. Previously, he was a managing director at **Credit Suisse First Boston** and a founding partner of **Merrion Group**. **Matlin** currently serves on the boards of publicly held companies **Flagstar Bancorp**, **U.S. Well Services** and **MedTech Acquisition Corp.**, as well as privately held companies **DermaSensor**, **Pristine Surgical** and **Traffk**. He has served as a director of **Clene** since 2020. **Matlin** is succeeding **Shalom Jacobovitz**, who has stepped down as chairman but will continue to serve on the board. Salt Lake City-based **Clene** is a clinical-stage biopharmaceutical company focused on neurodegenerative disease by using nanotechnology to treat bioenergetic failure.

• **Fortem Technologies**, a Pleasant Grove-based company focused on airspace security and defense for detecting and defeating dangerous drones, has hired former U.S. Marine Corps Lt. Col. **Wayne Phelps** as director of federal business development.

**Phelps** will help **Fortem** expand and evolve its work with government agencies and military organizations around the world, and support the company's efforts to impact drone and security-related legislation. **Phelps** has 23 years of military drone and counter-drone expertise and is the author of the upcoming book *On Killing Remotely*, which examines the military units operating armed drones on remote battlefields around the world. In the two years prior to his retirement in 2018, he served as the commanding officer of an **Unmanned Aircraft System (UAS)** squadron active abroad in



Wayne Phelps

fighting violent extremist organizations.

• **ShePlace** has been established as an online platform and community to boost the prosperity and well-being of women, including all self-identifying women, including cis and transgender women, as well as non-binary and gender-fluid individuals. **ShePlace** will offer virtual and in-person events, curated resources, educational opportunities and an online community. It is based at the **Kiln workspace** in **Park City**, which will be the site for many of the startup's activities. The founder



Jacki Zehner



Madison Limansky

and CEO is **Jacki Zehner**, the first female and youngest woman to make partner at **Goldman Sachs**. Since she departed the firm in 2002, her focus has been mainly on philanthropy. She led a global philanthropic network called **Women Moving Millions**, whose members have collectively given over \$1 billion to women and girls' organizations. Joining **ShePlace** as COO is Utah native **Madison Limansky**, formerly managing partner at fashion consulting company **Farasha**.

• **MX**, a Lehi-based company focused on connectivity and data enhancement for financial institutions, has hired

**Lexi Hall** as director of public policy. **Hall** will oversee the company's public policy initiatives, including federal, state and

local government relations. **Hall** joins **MX** from the U.S. Senate Banking, Housing and Urban Affairs Committee, where she has served since January 2019 as a policy advisor for fintech and data governance. Prior to that, she spent two years at **Morning Consult**, a global data intelligence company, following roles at **The Winston Group** and **Bain Capital** as a data analyst.

• **Bosom Besties** has rebranded as **Fit Finder AI**. The Salt Lake City-based company is focused on emerging apparel artificial intelligence, designed to augment the retail sector by innovating product discovery and fit while decreasing returns for its customers.



Lexi Hall



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# Succeeding in Your Business

## Some advice on when to listen to your outside director

“A friend of mine and I bought a metal fabrication business 15 years ago. We’ve been very successful and have increased sales and profits dramatically since we took over the business.

“For many years, my friend and I were the sole directors and shareholders of our corporation. A few years ago, on the advice of our accountant,



we brought a retired local banker on board as an outside director in exchange for warrants, which he has since exercised. He now owns 10 percent of our company.

“A couple of months ago, we were approached by a competitor who offered to buy our company for a substantial sum of money. My friend and I are, frankly, ready to

retire and were inclined to accept this offer. But when we called a board meeting to discuss it, our outside director totally freaked out and said our company was worth multiple times more than what the competitor was offering.

“He said we had a ‘fiduciary duty’ to the company to get the highest possible price we can for the business and strongly recommended we hire an investment banking firm to value our com-

pany and seek a better offer in the marketplace. He even threatened to sue us if we accepted the competitor’s offer, which threw us for a loop.

“So now we’re not sure what to do. Hiring an investment banker is going to be expensive and will delay a sale for months, maybe longer. Part of me says we should just call another board meeting and outvote the outside director two-to-one. But another part of me says he is serious about suing us if we accept what he considers a ‘low-ball’ offer for the company.

“What should we do?”

Simple: You should call your outside director immediately and offer to treat him and his entire family to dinner at the best restaurant in town. Because as unpleasant as I’m sure that board meeting was, this person just did you a HUGE favor.

To explain, think about why any company hires an outside director in the first place. Generally, there are three possible reasons:

1. To get access to knowledge and expertise the company founders cannot otherwise get (for example, a professor at a major university with expertise in cutting-edge technology affecting the company’s business).

2. To “second guess” the company founders’ decisions and provide an independent, outside opinion on sensitive matters such as senior executive compensation or perhaps a neutral opinion if the company founders frequently disagree (for example, a management consultant or lawyer the founders trust).

3. To establish connections to venture capital or other sources of finance to help the company grow and eventually realize its exit strategy (for example, someone with financial expertise and connections to Wall Street).

From your email, this outside director sounds like the third type. While you and friend have built a successful manufacturing business, your focus has probably been on the management and engineering/technical side. It doesn’t sound like either of you are financial types with experience in doing complex deals such as a company acquisition.

If that’s correct, then it’s time for a little humility. Admit that neither of you has the expe-

rience to evaluate an offer like the one you received from your competitor. Your outside director probably does (or at least thinks he does), and you should give him a chance to prove himself by hiring that investment banking firm to “beat the bushes” and look for the best possible deal.

This is what investment bankers do, and they’ve got lots better connections than you do. Also, this is exactly what you brought your outside director on board to do, whether you knew it at the time or not.

Your outside director is 100 percent correct that you have a fiduciary duty to the company to maximize its value to shareholders (the three of you) upon a sale. While the law in Delaware and other states isn’t perfectly clear on how much diligence company directors must do to determine whether an offer is the best available, rolling over and accepting the first offer that comes along without at least some negotiation clearly is not enough to discharge a director’s fiduciary duty.

As they say on Wall Street, “One bidder makes for a very short auction.”

Threatening you with litigation was a bit over the top, but he probably felt it was the only way to get your attention and prevent you from accepting a fire sale price for the business you’ve spent decades building. A friendlier strategy would have been for him to point out that any prospective buyer will want to buy not less than 100 percent of your company’s stock, meaning he can block a lowball sale by simply refusing to sell his 10 percent stake.

Lastly, keep in mind that if the investment bankers are successful and produce a significantly higher offer, all three of you will benefit as shareholders. A successful sale for the best possible price will be a win-win for everybody. The investment bankers will have justified their fees, you will have discharged your fiduciary duty and your outside director will have earned that dinner.

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

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## Business Tech

### As tech develops, concern about privacy skyrockets

As more people get connected, the concerns about privacy have skyrocketed. Consider some facts:

- According to the Pew Research Center, 85 percent of American adults own a smartphone.
- There are an estimated 31 billion Internet of Things (IoT) devices in 2020, with experts estimating it will more than double by 2025.
- Over 5 billion people across the globe store data on these devices.

It's no wonder that big tech companies like Amazon, Google and Facebook have taken notice. Data collected by these businesses drive the market. That's what makes Apple's move to listen to users' concerns and finally empower them to choose who collects what so epic. Apple has joined the consumers' side to lend its voice for transparency and privacy. Its decision couldn't be more brilliant or well-timed.

#### Privacy in a Connected World

Unease over the data collected by companies isn't new. The European Union has been at the forefront of pursuing anti-trust lawsuits against tech giants like Google to the tune of \$5 billion. What's different is how widespread and unnoticed it's been until recently.

Consumers are responding, too. According to the Pew Research Center, over half of Americans have refused to do business with a company because of privacy issues. With the rise in cybercrime and security breaches, users realize how vulnerable unfettered data collection makes them.

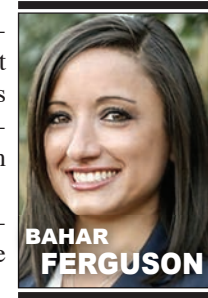
#### Apple and Privacy

To alleviate these concerns, Apple is introducing a new app tracking transparency feature with its iOS 14.5 update. Its primary purpose is to create awareness, something that will undoubtedly shock users unfamiliar with data collection policies.

Consumers will have the opportunity to opt out of tracking with a pop-up asking for permission. They can change their preferences at any time. The eye-opener will come when users find out which developers are collecting and using their data.

Apple is playing hardball with developers to ensure com-

pliance and transparency with this feature. They must declare *any* tracking they do through their apps and keep this information up to date. Users will also have more options for location access.



BAHAR FERGUSON

The update spells the end of an open season on users' camera, microphone and photo library.

Apple is also firing a shot across the bow, warning developers not to look for loopholes or work-around solutions or risk violating the company's Apple Developer Program License Agreement.

Apple has also revamped its Safari browser with its Intelligent Tracking Prevention feature. Users will learn who is trying to track them. They will also block social widgets by default and alert users to password breaches. Implications for Other Big Tech

Apple's aggressive approach to privacy couldn't come at a better time as cyberattacks shift to the mobile realm. Online fraud is of particular concern, with incidences increasing 700 percent in 2019. RSA Security estimates that 70 percent were mobile transactions.

It isn't just about online activity, either, which makes Apple's move so apropos. It also rests with developers and rogue apps. RSA Security reports that 80 such apps are uncovered *each day*.

The implication for developers is removal from the App Store if they fail to comply with the new policies. Even popular offerings are on the table, as evidenced by Apple's investigation into mislabeling by virtual private networks. *Only 5 percent* were in compliance with the company's privacy policies.

#### Pushback from Big Tech

Big tech and ad agencies haven't welcomed the changes that Apple has implemented nor the software update. Facebook has been especially vocal in its opposition as a business that relies on data collection. Interestingly, the company has turned to print advertising to voice its concerns with full-page ads.

Apple and Facebook continue their public battle, swapping accusations back and forth, pleading their cases. Clearly, Facebook

# Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to [brice@slnterprise.com](mailto:brice@slnterprise.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.

## June 1, 8-9 a.m.

**Morning Mingle-Education Series.** Location is The Mill, Salt Lake Community College, 9690 S. 300 W., Sandy. Details are at [southjordanchamber.org](http://southjordanchamber.org).

## June 1, 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. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## June 1, noon-1:30 p.m.

**"Starting Your Business 101,"** a Small Business Development Center (SBDC) event that takes place online. Location to be determined. Details are at <https://clients.utahsbdc.org/events.aspx>.

## June 1, noon-1 p.m.

**"Professional Development: Navigating Change Management: A Model for Understanding and Overcoming Resistance to Change,"** a Salt Lake Chamber event. Presenter is Chris Hayes, COO of iMPact Utah. Event takes place online. Details are at [slchamber.com](http://slchamber.com).

## June 1, 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>.

## June 2, 9-10 a.m.

**"QuickBooks Basics: Account Set-Up Tips and Tricks,"** a Women's Business Center of Utah event. Presenter is Amy Henry, wife, mother and business owner. Event takes place online (available statewide). Free. Details are at [wbcutah.org](http://wbcutah.org).

## June 2, 12:30 p.m.

**"A Conversation with Facebook's Sheryl Sandberg,"** hosted by the Economic Development Corporation of Utah and featuring a discussion between Sandberg, Facebook's chief operating officer, and Nubia Peña, director for the Utah Division of Multicultural Affairs, on the state of small business and how digital commerce and online tools are

helping local economies weather the pandemic. Sandberg also will share her thoughts on the role that technology companies, like Facebook, have in supporting small businesses to survive and thrive beyond the current crisis. Event takes place online. RSVPs can be completed at [https://zoom.us/webinar/register/N\\_46VUUy1CToKYOFqov1nq4Q](https://zoom.us/webinar/register/N_46VUUy1CToKYOFqov1nq4Q).

## June 3, 7:30 a.m.-4 p.m.

**Greater Cache Valley Economic Development Summit.** Featured speakers are Lt. Gov. Deidre Henderson; Natalie Gochnour, director of the Kem C. Gardner Policy Institute; Lori Vincere, communications coach specializing in gender and diversity issues; Ryan Starks, managing director of business services at the Utah Governor's Office of Economic Development; Vicki Varela, managing director of the Utah Office of Tourism; and Natalie Randall, executive director of the Utah Tourism Industry Association. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Event also takes place online via Zoom. Details are at [cachechamber.com](http://cachechamber.com).

## June 3, 9-10 a.m.

**Morning Speaker Series,** an Ogden-Weber Chamber of Commerce event. Topic is "Water-Wise Living and Foodscaping." Presenters are Jon Parry, assistant general manager, and David Rice, conservation coordinator, both from the Weber Basin Water Conservancy District; and John Trimble, co-founder, Foodscaping Utah. Event takes place online via Zoom. Free for employees of chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## June 3, 9-10 a.m.

**Business Advisor Office Hours,** a Women's Business Center event taking place the first and third Thursdays of each month. Designed as a no-pressure, easygoing group advising session for asking questions and sharing information. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

## June 3, 11 a.m.-noon

**"Start a Business with Little to No Capital,"** a Women's Business Center of Utah event. Presenter is Sara May of Rome Abroad. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

## June 3, 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>.

## June 4, 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](http://Eventbrite.com).

## June 4, 8 a.m.-2 p.m.

**Box Elder Chamber of Commerce Golf Tournament.** Event is four-person scramble format. Location is Eagle Mountain Golf Course, 960 E. 700 S., Brigham City. Cost is \$300 per foursome. Sponsorships are available. Details are at [boxelderchamber.com](http://boxelderchamber.com).

## June 8, 10 a.m.

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

## June 8, 11:30 a.m.-1 p.m.

**Multi-Chamber Luncheon,** a North Utah County Chamber Alliance event. Speaker is Gov. Spencer Cox. Location is The Garden Room at Thanksgiving Point, 3900 Garden Drive, Lehi. Details are at [thepointchamber.com](http://thepointchamber.com).

## June 8, 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](http://cachechamber.com).

## June 9, 8:30 a.m.-12:30 p.m.

**Best Practices Club for In-House Attorneys,** presented by the Association of Corporate Counsel Mountain West Chapter, in partnership with Parsons Behle & Latimer. Event (available in-person and online) will feature CLE, with the following topics: "Attorney Ethics for In-House Counsel," "Shifts in U.S. Privacy Law," "Cloud Service Agreements: Negotiation of Critical Terms" and "Purchase Agreements." Location is 201 S. Main St., Suite 1800, Salt Lake City. Free for members. Details are at <https://www.acc.com/education-events/2021/best-practices-club#>.

## June 9, 10-11 a.m.

**"Marketing 101: Facebook and Instagram Advertising,"** a Women's Business Center of Utah. Speaker is Rebecca Babicz,

founder of Fall Line Digital. Event takes place online via Zoom (available statewide). Free. Details are at [wbcutah.org](http://wbcutah.org).

## June 9, 11:30 a.m.-1 p.m.

**"Let's Do Lunch,"** a South Valley Chamber event. Location is All-Star Bowling & Entertainment, 12101 S. State St., Draper. Details are at [southvalleychamber.com](http://southvalleychamber.com).

## June 9, 5-7 p.m.

**"Business After Hours,"** an Ogden-Weber Chamber of Commerce event. Location is Warren's Craft Burger, 258 25th St., No. 2302, Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## June 10, 11:30 a.m.-1 p.m.

**Women in Business Luncheon,** a Davis Chamber of Commerce event. Theme is "Self-Defense and Empowerment." Location is Premier Martial Arts, 535 W. 400 N., Suite A, West Bountiful. Cost is \$20 for members, \$30 for guests. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## June 10, 3-4 p.m.

**Women's Business Network Relaunch Event,** a Utah Valley Chamber event. Location is The Yunique Foundation Theatre, 4101 N. Thanksgiving Way, Suite 100, Lehi. Details are at [thechamber.org](http://thechamber.org).

## June 10, 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>.

## June 11, 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](http://Eventbrite.com).

## June 11, 8-9 a.m.

**Women in Business Networking,** an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## June 11, 9 a.m.

**"Setting Up Your Startup with the Right Foundation,"** a VentureCapital.Org event featuring experts who have advanced knowledge in laying the proper business foundation, including cap table considerations, employee options, legal entity structure,

and other key structural issues. Event takes place online. Cost is \$30. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## June 15, 8 a.m.-4 p.m.

**"Effective Presentations,"** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on planning, designing, developing and delivering coherent and convincing oral presentations. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## June 15, 9:30-10:30 a.m.

**Wildfire Resilience Demonstration with IBHS,** a ULI (Urban Land Institute) event, in partnership with the Insurance Institute for Business & Home Safety. Event will feature a live video feed from inside the IBHS Research Center during a wildfire demonstration to show the impact of resilient building materials and landscaping compared to traditional materials when facing realistic wildfire conditions. A conversation and audience Q&A with ULI members who have implemented these wildfire resilience techniques will follow. Event takes place online. Free for ULI members, \$30 for private-sector nonmembers, \$10 for public/YLG/student nonmembers. Details are at <https://utah.uli.org/events-2/>.

## June 15, 11 a.m.-1 p.m.

**"Finding Your True North,"** a Business Women's Forum event. Presenter is Lyndsy Blonquist, assistant vice president at Intermountain Healthcare. Location is Hilton Garden Inn Salt Lake City Downtown, 250 W. 600 S., Salt Lake City. Cost is \$30 for members, \$40 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## June 15, 11:25 a.m.-1 p.m.

**Leadership Luncheon,** a Cache Valley Chamber of Commerce event. Speaker is Paul Borup of Sentry West Insurance Services. 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](http://cachechamber.com).

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

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

## CALENDAR

from page 15

of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### June 15, 5-8:30 p.m.

**Annual Awards Gala**, a ChamberWest event with the theme "Greatest Show in the West: Celebration of Business Community and Connections." Location is Maverik Center, 3200 S. Decker Lake Drive, West Valley City. Details to be announced at [chamberwest.com](http://chamberwest.com).

### June 16-17

**StartFEST**, focused on Utah's startup ecosystem and providing education, entertainment, collaboration and fun. Speakers include entrepreneurs, investors, leaders and small-business owners throughout Utah, plus the StartMadness startup pitch competition. Event takes place online. Cost is \$49. Details are at [www.startfestival.com/](http://www.startfestival.com/).

### June 16, 8-10 a.m.

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

### June 16, 11:30 a.m.-2 p.m.

**Kickoff Session of the "Lunch & Learn" Series**, spon-

sored by Cache Valley Chamber of Commerce and the Utah State University Center for Student Engagement, which will guide you through the steps in a five-week course held every other week. This course will provide attendees with the tools to successfully find, hire and retain employees and navigate through the guidelines and tax regulations required of a nonprofit organization. Other sessions are June 30, July 14, July 28 and Aug. 11. Location is Bridgerland Technology College, 1301 N. 600 W, Logan. Details are at [cachechamber.com](http://cachechamber.com).

### June 17-18, 8:30 a.m.-12:30 p.m.

**2021 Employment Law Update**, an Employers Council event. HR experts and labor law attorneys will strip away the legalese and provide practical, timely and critical advice to minimize employment law liability. Conference is designed for business owners, managers, supervisors, in-house counsel and human resources professionals. Cost is \$350 for nonmembers and \$250 for members for the live conference only; \$325 for members and \$425 for nonmembers for the live conference and access to session recordings for 30 days. Details are at [employerscouncil.org](http://employerscouncil.org).

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

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

### June 17, 5:30-7 p.m.

**Member Appreciation Barbecue**, a South Jordan Chamber of Commerce event. Location is City Park Pavilion, 11000 S. Redwood Road, South Jordan. Details are at [southjordanchamber.org](http://southjordanchamber.org).

### June 17, 5:30-6:15 p.m.

**"Mindful Leadership: Emotional Intelligence is the Key to Business Success,"** a Small Business Development Center (SBDC) event. Location to be determined. Details are at <https://clients.utahsbdc.org/events.aspx>.

### June 18, 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](http://Eventbrite.com).

### June 18, 8-10 a.m.

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

### June 18, 9-10 a.m.

**"Health & Wellness as a Business Owner: Creating a Workflow that Works For You,"** a Women's Business Center of Utah event. Speaker is Natasha Fett, a doctor of physical therapy, Pilates instructor and strength coach. Location to be determined. Cost is \$10. Details are at [wbcutah.org](http://wbcutah.org).

### June 18, 7-10 p.m.

**"Evening In Harlem,"** a Utah Black Chamber event. Location is The Leonardo, 209 E. 500 S., Salt Lake City. Cost is \$50. The proceeds from this event benefit the Black Success Center and its programming. Details are at [utah-blackchamber.com](http://utah-blackchamber.com).

### June 21, 6:30 a.m.-2 p.m.

**2021 Annual Golf Tournament**, a Davis Chamber of Commerce event. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Sponsorships are available. Details to be announced at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### June 22, 11:30 a.m.-1 p.m.

**Women in Business Luncheon**, a South Valley Chamber event. Location is Juan Diego Catholic High School, 300 E. 11800 S., Draper. Details are at [southvalleychamber.com](http://southvalleychamber.com).

### June 22, 11:45 a.m.-1 p.m.

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

### June 23, noon-1 p.m.

**"Solve the Business Puzzle: Systems: Make More Money and Free Up Your Time,"** a Women's Business Center of Utah event. Presenter is Kara Laws, co-owner and CEO of Small Town Hub. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

### June 23, 3-4 p.m.

**"Balancing Your Team's Needs with Your Business Goals,"** a Women's Business Center of Utah event that takes place online (available state-wide). Free. Details are at [wbcutah.org](http://wbcutah.org).

### June 24, noon-1 p.m.

**"Reasonable Suspicion Programs: Drugs and Alcohol,"** a South Valley Chamber event. Location is BBSI, 75 W. Towne Ridge Parkway, Suite 175, Sandy. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### June 24, noon-1 p.m.

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

### June 24, 4-7 p.m.

**"Bikes, Buildings and Brews,"** co-hosted by ULI (Urban Land Institute) Utah and WTS (Women's Transportation Seminar) and featuring a bike ride along Parley's Trail in Sugar House and South Salt Lake to hear from the women and men who have helped shape the built environment along the iconic trail. Ride begins at Sugar House Park and concludes at Wasatch Brewery in Sugar House with socializing and networking. Cost is \$25 for ULI and WTX members, \$35 for nonmembers. Attendees will need to provide their own bicycles, helmets and locks. Details are at <https://utah.uli.org/events-2/>.

### June 24, 5-6 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>.

### June 24, 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>.

### June 24, 6-9 p.m.

**"Giant in Our City 2021,"** a Salt Lake Chamber event honoring Katharine and Robert Garff. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$250. Details are at [slchamber.com](http://slchamber.com).

### June 25-27

**Outside Adventure Expo**, presented by the Utah Office of Outdoor Recreation, in partnership with Tread Lightly, Visit Salt Lake and Lodestone Events.



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# Learn the leadership skills that will one day land you in a corner office

Most employees have big dreams of one day having the big title, the corner office and being able to lead an organization. Industry knowledge is certainly part of the job, but it won't make you a great leader all by itself. This is where leadership skills come into play, but without having an exceptional grasp of them, your days at the top will be short-lived.

How do you learn these skills?

They aren't taught in school. There's no formal on-the-job training that can help you to acquire them. In fact, most great leaders will

tell you that everything they know about leadership they learned as they went along — even things they thought they knew proved to be off or not exactly as they expected. It was only after rolling up their sleeves and getting their hands dirty that they learned these lessons.

Regardless of when and how you learn about leadership, if you want to lead an organization and do it successfully, there are nine things you have to know:

**1. React to opportunities; don't wait for them to come to you.** There are two types of people: those who sit back and watch and those who act. Great leaders watch for less than a second and are quick to take massive action. Always be thinking more about forward motion and less about right or wrong.

Remember: In most cases, you can fix a mistake later. When an opportunity is gone, it's usually gone forever. If being indecisive is something you struggle with, set a time limit. When time is up, force yourself to act. And never allow yourself to just act casually — act with purpose and full intensity.

**2. Stop micro-worrying.** Micro-worrying is frantically trying to take care of or control every little detail in your life or career to the point you actually begin to feel sick. Your mind is racing, your heart is pounding, your stress and anxiety are through the roof. Unless you're trying to save someone's life, there's no need to box in your movements by "analysis-paralysis." Obsessing over the irrelevant finer details that won't impact the outcome is pointless and will only distract you from what you really need to be accomplishing. Your goal is to do the best job you can do and move on.

**3. Find satisfaction.** Human beings have short attention spans. This gets worse when given a task someone doesn't find appealing — like a long meeting, conference call or training session. Great leaders know the secret to success

is to add a quotient of contentment and satisfaction to absolutely everything they do because the productivity of your teams will skyrocket; your employees will be more engaged, have more fun and genuinely enjoy their work. Some people might measure success with money but, increasingly, improved job satisfaction is also very high up on this list.

**4. Be genuine with your connections.** We are so busy connecting on social media and rushing to complete various tasks that many of us have forgotten the true art of taking the

time to meet someone in person and really connecting with them. This was a problem even prior to the COVID-19 pandemic.

As soon as it's safe for you to do so again, make a plan to meet with people again for a real handshake, a real conversation and a face-to-face meeting where you can have a three-dimensional experience with someone. This is what builds long-lasting business relationships — let's go back to being real people.

**5. Neglected connections are not connections.** How many times have you heard someone brag that they have 5,000 Linked-In connections, 50,000 Facebook followers and a database of more than 200,000 people? Guess what? It's all irrelevant if you don't work with those contacts and regularly stay in touch with them.

Be mindful and strategic with your connections. Strive to maintain a dynamic connection with contacts that can better your work life and your life in general. There are different people for different aspects of your life. Be organized about your relationships and nurture these relationships as well. Stay on people's radar. If you're just a faceless connection on a website, how useful is that to you or anyone else? In the end, quality over quantity will help you and your career the most.

**6. Remember that there is no "overnight success" story.** Tangible success, in the beginning, is very scarce. What comes in droves is frustration and all the other attitudes that make feeling successful an unattainable journey. As you think about your career trajectory, always keep in mind that career success almost always equals hard work and time. People forget this all the time and then wonder why they aren't getting anywhere.

Remember, you get out what you put in, and sometimes you will be required to put in a lot. Do it anyway. Work hard and always work to your full potential. You

will be rewarded for your efforts in the end.

**7. Failure doesn't last.** Mistakes happen but they have a bigger purpose. I would even go as far as saying mistakes can be better than winning at times. Mistakes help you to refine your thinking, your plans and how you execute and deliver your business model. They are meant to give you the necessary pause in your journey to "reset."

Ultimately, the key to success is not avoiding failure; it's learning how to do better when things don't go your way. When you realize this, it takes away the fear and allows you to engage with less anxiety and less toxicity in your system, as well as with a better overall mindset about all the moving pieces in your life.

**8. Spread out your interests.** Has anyone ever called you a generalist as if it were a bad thing?

It's actually a great quality when it comes to leadership. Generalists have a keen mind about a lot of things and are generally motivated to engage whenever something piques their interest. They are happy to learn something new and are always thinking about a more robust arsenal of skills that they can claim as their own. These wonders of perpetual knowledge are always curious about everything and everyone. They never find anything boring and they are always able to get a nugget or two out of something. It might not happen right away but, eventually, they will call on that knowledge in a big way and everyone will look at them and think: How in the world did they know that?

**9. Teamwork makes the dream work.** It's a popular saying in many places because it's so true. Being a good team member is one of the top things hiring managers


and recruiters look for in a job candidate. You can be a superstar with awesome capabilities, but if you cannot get along with your teammates and do not identify with the work culture in your organization, you might as well bow out and go home because you are of no use.

Companies look for people who fit harmoniously because conflict is usually a drain on employee productivity, morale and all the other factors that companies rely on to keep their business moving. Commit to being part of your team; build relationships and strengthen the team however you can because the stronger your team is overall, the better off you'll be as well, and the more success you and your company will ultimately achieve.

Angela Civitella is a real estate executive, business leadership coach and the founder of Intinde.



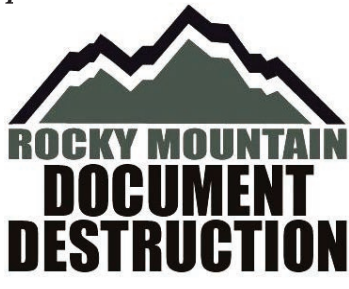
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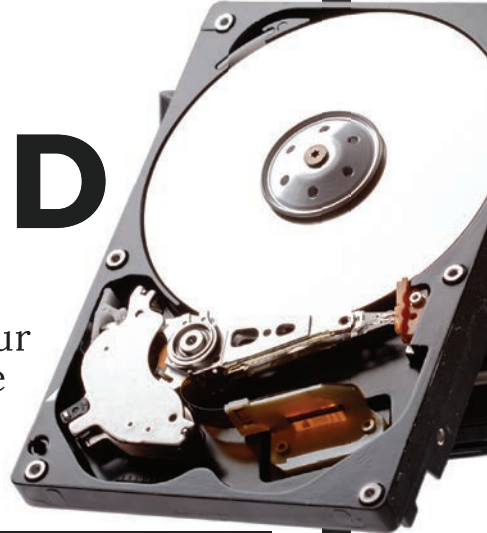
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**CALENDAR***from page 16*

Event will feature gear vendors, outdoor demos, education and inspirational speakers and films. Location is Utah State Fairpark, Salt Lake City. Details are at <https://outsideadventureexpo.com/>.

**June 25, 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](http://Eventbrite.com).

**June 28, 7 a.m.-2 p.m.**

**Classic Golf Tournament 2021,** a Salt Lake Chamber event. Registration and breakfast begin at 7 a.m. Shotgun start is at 8 a.m. An awards luncheon follows golf. Location is Jeremy Ranch Golf & Country Club, 8770 Jeremy Road, Park City. Cost is \$1,800 per foursome, \$450 for individuals. Sponsorships are available. Details are at [slchamber.com](http://slchamber.com).

**June 29, 8:30-10 a.m.**

**"2021 Small Business Series for Success: Financial Success and Tax Strategies,"** part of the 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 "Lean Product Development" on July 27; "Sales, Marketing and Advertising" on Sept. 28; "Funding, Financing and Cash Flow" on Oct. 26; 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](http://chamberwest.com).

**June 29, 10 a.m.**

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

**July 2, 3:30-4:30 p.m.**

**"Strategies to Win Customers for Life,"** a Women's Business Center of Utah event that takes place online (available statewide). Details are at [wbcu-tah.org](http://wbcu-tah.org).

**July 6, 11:30 a.m.-1 p.m.**

**Business Alliance Network-**

**ing Luncheon,** a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**July 7, 9-10 a.m.**

**"How Did She Do It? Authenticity in Your Business and Life,"** a Women's Business Center of Utah event. Presenter is Michelle Kelly, founder and CEO of POW Therapy: Place of Optimal Wellness. Event takes place online (available statewide). Free. Details are at [wbcutah.org](http://wbcutah.org).

**July 8, 1:30-2:30 p.m.**

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

**July 9, 8-9 a.m.**

**Women in Business Networking,** an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**July 13, 8-10 a.m.**

**Women in Business Golf Clinic,** a South Valley Chamber event. Location is Mulligans Golf & Games, 692 W. 10600 S., South Jordan. Details are at [southvalleychamber.com](http://southvalleychamber.com).

**July 13, 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](http://cachechamber.com).

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

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

**July 16, 8-10 a.m.**

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

**July 20, 10 a.m.**

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

**July 20, 11:25 a.m.-1 p.m.**

**Leadership Luncheon,** a Cache Valley Chamber of Com-

merce 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](http://cachechamber.com).

**July 20, 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. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

**July 21, 5-7 p.m.**

**"Business During Hours: Pioneer Days Rodeo,"** an Ogden-Weber Chamber of Commerce event. Free for employees of chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**July 22, noon-1 p.m.**

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

**July 22, 5-6 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>.

**July 22, 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>.

**July 27, 8:30-10 a.m.**

**"2021 Small Business Series for Success: Financial Success and Tax Strategies,"** part of the 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 "Sales, Marketing and Advertising" on Sept. 28; "Funding, Financing and Cash Flow" on Oct. 26; 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](http://chamberwest.com).

**see CALENDAR next page**

**ALTA BANK***from page 1*

tions of closing. Glacier has obtained voting agreements from Alta's directors, executive officers and principal shareholders, including members of the Gunther family, who obtained control of the People's State Bank of American Fork in the early 1960s.

The agreement provides for Alta shareholders to receive 0.7971 shares of Glacier stock for each Alta share. Based on the closing price of \$61.51 for Glacier shares on May 17, the transaction would result in an aggregate value of \$933.5 million. Upon closing, which is anticipated to take place in the fourth quarter of 2021, Altabank will become Glacier's 17th bank division and will operate under its existing name.

"We are excited and proud to welcome Altabank to the Glacier family of banks," said Randy Chesler, Glacier's president and

CEO. "This is an exceptional opportunity to solidify Glacier's presence in the booming Utah market by partnering with the largest community bank in the state. We have been keenly focused on building our presence in Utah and this opportunity checks all the boxes."

"This acquisition is consistent with our history of adding high-quality community banks to our proven banking model," Chesler continued. "Altabank has been serving customers in Utah for over 100 years and has developed a leading position and lasting legacy in the markets it serves."

"Altabank has been a market leader in Utah for decades. In our constant quest to be bigger, better and stronger, the opportunity to join the Glacier family of banks was an undeniably great one for us," said Len Williams, president and CEO of Alta. "Becoming part of the Glacier family gives us the chance to compete with anyone, anywhere in our market, all while maintaining our local autonomy."

It does not prevent ads from companies like Facebook. Neither does it erase data that companies have already obtained. Its primary purpose is to keep things status quo and inform users about their choices.

**Another Tool in the Arsenal**

Apple has sent a powerful message and perhaps a better way to manage consumer privacy. Actions that governments have taken in the past, such as large fines and restructuring of companies, haven't dealt with privacy concerns effectively.

Perhaps Apple is on the right track. Transparency puts the user in control and enables them to take charge of their privacy. Consumers are well-aware of the power of choices. Learning its value to big tech companies can help them make informed decisions about what to share.

Nearly 40 percent of advertisers have changed how much they track consumers. Maybe big tech will finally get and read the memo.

Apple began as an innovator in technology from its humble beginnings in 1976. It continues to surprise consumers for good and bad. Its decision to take on privacy by the horns once again demonstrates why it's one of the Big Five in tech. It changed the world with the Apple computer. Perhaps it can revolutionize transparency and privacy policies with a daring leap into a cyberwar.

Bahar Ferguson is president of Wasatch I.T., a Utah provider of outsourced IT and managed compliance services for small and medium-sized businesses.

**TECH***from page 14*

realizes what's at stake. However, one must ask if it's too little, too late.

**Pushback from Users**

Privacy is now on the radar of consumers who may welcome Apple's policies and software changes. Nearly two-thirds of Americans rank privacy relations very high, which can have far-reaching implications for companies that ignore these concerns. Just ask the developers of WhatsApp. A policy change that prevented users from opting out of data collection that is, in turn, shared with parent company Facebook, ushered in a huge backlash. People choose the other option that developers provided — deleting their account and joining another platform.

Apple's update falls in line with other consumer protection moves, such as the California Consumer Protection Act. This law also empowers users by creating awareness that comes from learning who is tracking what on websites via cookies.

One only has to look at the litany of investigations and hearings involving other big tech companies, such as Amazon and Google, to know that the federal government is listening to consumer complaints.

**What Apple's Changes Don't Do**

Apple created an uproar in the cybercommunity and big tech, which has fueled misinformation.

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## CALENDAR

from previous page

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

**"Solve the Business Puzzle: Time-Saving Marketing Strategies,"** a Women's Business Center of Utah event. Presenter is Paula Sageser, owner of PCS Creative Services LLC. Event takes place online via Zoom. Free. Details are at [wbcutah.org](http://wbcutah.org).

### Aug. 3, 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. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Aug. 10-13

**2021 Utah Tourism Conference,** a Utah Tourism Industry Association event featuring keynote presentations, hands-on breakout sessions and networking. Location is Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Cost is \$339 for members, \$359 for nonmembers, \$210 for students. Details are at [www.utahtourismconference.com](http://www.utahtourismconference.com).

### Aug. 11, 5-7 p.m.

**"Business After Hours,"** an Ogden-Weber Chamber of Commerce event. Location is SymbolArts, 6083 S. 1550 E., South Ogden. Free for employees of chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## THE POINT

from page 1

well-served by transportation, a future transit system that will go through the site, in the very heart of an innovation center," he said during the recent third online open house.

"We don't expect that it will be just another development. We think that it has to set the standard for sustainability and for thoughtful growth that can help us preserve the things we value as we grow."

So far, more than 3,000 people have been involved in the planning, in a variety of ways. The authority will take the public input and feedback from the open houses and survey to create a framework plan this summer. When the new prison near the Salt Lake City International Airport is completed a little more than a year from now, it will clear the way for the Draper site to be developed, which could take 15-20 years.

"This plan is going to be a framework plan, meaning that it's going to give clear direction to where we're going, but be flexible enough to accommodate changes in the market, changes in the community and make sure that it can continue to be relevant," Matheson said. "We're now starting to narrow in and focus more on a draft plan — one that we can start refining and fine-tuning so that it works better and meets the needs of our community."

During the third open house, officials from the authority and Chicago-based architectural and urban planning firm Skidmore, Owings & Merrill (SOM) sprinkled their discussion with words like "concept," "idea," "vision," "alternative" and "test fit" to describe the work done so far.

The framework plan "articulates and tests the vision elements on the site" and will form the basis for the state-owned property's development, according to Pete Kindel, director of SOM's city design practice for western North America.

Three concepts have been developed, which Kindel said are "an aggregation or combination of all of the best elements plus the public feedback that you have given us." Details are at <https://thepointutah.org/>.

The concepts propose development of anywhere from 55 percent to 60 percent of the area. In general terms, offices are envisioned for the eastern side; residential for the west; mixed-use for the middle, including a central park and retail and entertainment components; institutional elements to the south and innovation to the north. Smaller parks would be throughout the development.

One concept features a Jordan River Community Park, but all three propose a park running from the river to the development's eastern border. One features more residential in the middle, meaning less distance between work and housing for people living there.

Components would be linked with a micro-bus circulator network and pedestrian priority zones. Any part of the development could be reached by walking from the center in about 15 minutes.

"So, as you can see, the design options are getting closer together, which is appropriate for where we are in the framework plan process," Kindel said of the three concepts. "We think we have good consensus around some of the major elements. ... The three alternatives are really concepts right now. ... Even though they do look similar in terms of the large ideas, there are some differences and nuances to each option."

About 15,000 people are projected to live at The Point, with about 25,000 to 30,000 working there.

Each concept would meet the goals of innovative transportation elements; a variety of housing types; environmental sustainability; a range of jobs not limited to one industry or education type; education in the form of an elementary or high school and sites for job training; and parks, trails and open space.

"We are very pleased to report back that many of these elements, if not all of them, have been addressed if not outright incorporated into these revised plans," Kindel said.

The development would be an economic catalyst for the entire Wasatch Front — its primary mission, as spelled out by the

state Legislature. It would feature a hub for business, technology and innovation, an institutional and world-class research presence, and what Kindel called "cross-industry innovation accelerators."

"Given the innovation goal of the project," he said, "having specific places in the plan where new companies can come in, try out new technologies and bring those to market, are quite important."

The Point is seen as a lynchpin to development of another 20,000 surrounding acres. A study concluded that the regional development, compared to doing nothing, could result in 150,000 jobs along the Wasatch Front, a \$10,000 increase in the average Wasatch Front household income, \$1.4 billion in municipal revenue and \$7.7 billion in new state sales and personal income taxes by 2050.

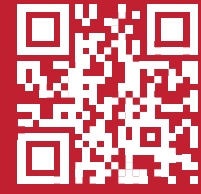
Matheson said the authority has received "wonderful input" from the public throughout the planning process.

"It'll be shocking to you to hear that not everybody views this opportunity in the same way, and there are a number of different ideas and a number of different priorities," he told the open house crowd.

"We're not going to be able to be all things to all people, but with the kind of thoughtful and constructive input we've received today, we really believe we can do something that will create benefits for the long term. It's just a better project every time we reach out to you and the public to get your input."

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