

OF NOTE



Vive le search engine

Alphabet Inc.'s Google has agreed to pay French regulators a fine of nearly \$270 million, settling one of the first antitrust cases globally that allege the tech company abused its leading role in the digital advertising sector. French authorities also accepted a series of commitments Google made to settle the case, including promises to make it easier for competitors to use its online ad tools.

COVID-19 News
page 2

Industry News Briefs
pages 8-9

Business Calendar
page 11

Summit speakers: So. Utah is great, but don't forget the North

Brice Wallace
The Enterprise

Southern Utah may have a monopoly on Utah's national parks, but tourism industry representatives in Northern Utah say their region has plenty for tourists, either as a destination or as a great scenic path for visitors on their way from Salt Lake City to Yellowstone National Park.

Meeting in Logan recently for the Greater Cache Valley Economic Summit, speakers during a panel discussion said their agencies' collaborations are making their tourism efforts stronger.

Joan Hammer, director of the Box Elder Visitors Bureau, said the region has variety, with Box Elder County being the premier birding destination in the western U.S., Cache Valley being the "Heart of the Arts," and Bear Lake being "the Caribbean of the Rockies."

"You think about all those things and you put them all together, and what a trip for someone to take!" she said at the event, sponsored by the Cache Valley Chamber of Commerce, World Trade Center Utah and Dominion Energy.

see NO. UTAH page 13

Sorenson Center project seeks to close equity gap for entrepreneurs

The Sorenson Impact Center at the University of Utah is launching the first stage of Project DEEP (Developing Equitable Economies Program) with the mission of closing the equity gap in entrepreneurship. Made possible by funding from the U.S. Economic Development Administration and JP Morgan Chase, the project aims to support women and BIPOC (black, indigenous and people of color) by providing open access training on entrepreneurship and investment.

"We are excited to launch a new initiative to support a more inclusive entrepreneurial ecosystem," said Kyra Clarke, project lead. "Project DEEP will highlight lessons and best practices around the critical work required to unlock equitable opportunities for women, people of color, rural individuals and others that have been historically shut out of entrepreneurship. Systemic solutions and change require systemic action, which is why we are focusing on not only entrepreneurs, but on the full ecosystem including capital allocators, technical training resources and partners, philanthropy and policymakers."

The center launched the project's first resource, a cinematography-quality video course on demystifying entrepreneurship, on May 25. The course is focused on helping anyone learn the fundamentals of entrepreneurship, no matter their background, while also recognizing the unique challenges and opportunities facing women, people of color, rural individuals and others not well represented in the current entrepreneurial ecosystem. The project website (project-deep.com) also houses additional resources and videos for the first course have been recorded, so participants can work at their own pace using the workbook to assist them.

Kimmy Paluch, founder of pre-seed venture firm Beta Boom and an advocate for a more inclusive ecosystem, served as the first course expert. "We're not seeing

see ENTREPRENEURS page 12



Michael Mack, director of travel trade and strategic partnerships at Visit Salt Lake (VSL), and others hold signs showing a new salt crystal logo and "West of Conventional" slogan during the unveiling of VSL's campaign in downtown Salt Lake City. The campaign aims to boost the number of Salt Lake tourists and convention attendees. Photo courtesy Visit Salt Lake/Kinser Studios.

VSL takes aim at misperceptions, rebrands visitor-attracting efforts

Brice Wallace
The Enterprise

Fueled by outsiders' misperceptions about the area, Salt Lake's convention and travel promotion organization has unveiled a new brand as a way to help change that way of thinking.

Armed with a logo of a salt crystal — a metaphor for the many facets of the area

— and the phrase "West of Conventional," Visit Salt Lake (VSL) hopes to educate potential visitors about the place's charms and ultimately sway tourists and convention-goers to come.

"Perceptions of Salt Lake lag way behind the realities," said Stephanie Barkow,

see REBRANDING page 15



University
FEDERAL CREDIT UNION

APPLY AT UCREDITU.COM OR CALL 801-481-8840

EQUAL HOUSING LENDER
NMLS #654272

REIMAGINE
Your Home

WITH A HOME EQUITY LINE OF CREDIT AS LOW AS

1.74% APR

FOR THE FIRST 6 MONTHS

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

FEMA sends another \$1.4 million C-19 funds to Utah; Total now \$94 million

The Federal Emergency Management Administration has approved more than \$1.4 million in additional public assistance funding for the COVID-19 response in Utah, the agency announced. The assistance was made available under a major disaster declaration issued April 4, 2020. FEMA has now provided a total of \$94 million for the Utah COVID-19 response.

The funding was received by Salt Lake County for COVID-19 to disseminate information to the public for warnings and guidance, provided security, law enforcement, barricading and patrolling jurisdiction-wide for COVID-19 safety measures. I also provided funds for law enforcement officers to staff the Emergency Support Function No. 13 (public safety and security) desk at the county's emergency operations communications centers.

The additional funding was authorized under the Jan. 21, 2021, "Presidential Memorandum for the Secretary of Defense and the Secretary of Homeland Security" and Section 403 of the Robert T. Stafford Act.

Utah shuttering mass vaccination centers as demand for shots wanes

Many of Utah's COVID-19 mass vaccination centers have begun to shut down as demand wanes and other sites become available for the shots. Arenas and convention halls that have been the locale for hundreds of thousands of Utahns to get the shots are closing as doctor's offices, pharmacies and temporary walk-up clinics that are set up in businesses, churches and communities become more accessible. Even some summer events such as community festivals will offer vaccination sites.

"We're kind of in a more long-term vaccination effort," Rich Lakin, Utah Department of Health immunization director, said of the mass vaccinations ending as demand for the coronavirus vaccine declines. "You've got lots of options to go get vaccinated."

Lakin said since mid-May, Utah has not needed to order new first doses of COVID-19 vaccine from the federal government and at least some of the state's population-based allotment likely will be donated to a federal pool for states that need more.

"It's what we anticipated. We knew at some point the demand was going to go down and we'd have too much vaccine for what the demand was," he said. "That's why some of the mass vaccination clinics are being phased down."

Lakin said Utah has not yet reached its goal of vaccinating at least 70 percent of residents 16 and older.

Vaccines are available to anyone 12 and older, but just 38 percent of all Utahns were fully vaccinated as of a report from the Department of Health two weeks ago.

Other states are in a similar situation as Utah when it comes to vaccine supplies exceeding current demand, Lakin said. However, he said mass vaccination sites might need to be ramped up again this fall if booster shots become necessary. For now, though, most of the sites that accommodated the crowds initially clamoring for the vaccine in Utah will be shut down by the end of June.

Amended 2020 state tax returns now being accepted due to law change

The Utah State Tax Commission has announced that it will now allow amended 2020 tax returns to be filed due to provisions in the American Rescue Plan Act of 2021. The act exempts up to \$10,200 in unemployment compensation income from state income taxes.

Compensation received due to COVID-related job loss can be deducted from the federal adjusted gross income, reducing the taxable income reported on state re-

turns. In the case of married individuals filing a joint Form 1040 or 1040-SR, this exclusion is up to \$10,200 per spouse. Any unemployment compensation in excess of \$10,200 (\$10,200 per spouse if married filing jointly) should still be included on the tax return in adjusted gross income.

Anyone who has already filed a 2020 tax return that includes the full amount of the unemployment compensation and are waiting for the IRS is automatically correct the federal return, can still file a Utah amended return, excluding the employment compensation. Taxpayers should file a paper form TC-40 and use the amended code 06. Utah will refund any overpayment or apply it to other outstanding taxes owed. Refunds may take up to three months to process, the commission said.

PPP comes to end, provided Utah businesses over \$7 billion in funding

The U.S. Small Business Administration has announced that, with funding exhausted, the Payroll Protection Program (PPP) has ended. Individual lenders may still have final funding pending but no further applications are being accepted, the agency said.

"The Utah District Office and our lenders have pushed hard to provide this much-needed PPP relief to our small businesses throughout Utah," said Utah District Director Marla Trollan. "We are very pleased that 85,089 PPP loans went to Utah businesses totaling over \$7 billion in funds. The Paycheck Protection Program helped businesses stay open during these difficult times and provided them a path to pay their employees, which allowed Utah residents a way to continue to support their families."

Nationwide, the program provided over \$798 billion in economic relief to small businesses and nonprofits.

"The Paycheck Protection Program provided over 8.5 million small businesses and nonprofits the lifeline they needed to survive during a once-in-generation economic crisis," said SBA Administrator Isabella Casillas Guzman. "I've heard story after story from small-business owners across the country about how PPP funds helped them keep the lights on, pay their employees — and gave them hope."

The Paycheck Protection Program, among the first COVID-19 economic disaster relief programs to provide emergency funds to small businesses affected by the pandemic, has played a historic role in America's recovery, Guzman said.

The PPP is one of eight disaster relief programs established by Congress to assist small businesses during the COVID-19 pandemic. Other programs include Economic Injury Disaster Loan (EIDL), EIDL Advance, Targeted EIDL Advance, Supplemental EIDL Advance, Restaurant Revitalization Fund, Shuttered Venue Operators Grant, and SBA Debt Relief program.

UofU Health opens clinic to treat coronavirus long-hauler patients

In an effort to provide more comprehensive and coordinated care for COVID-19 patients who continue to endure lingering effects of the disease, University of Utah Health has opened a post-COVID-19 care clinic. The clinic, which began accepting appointments on June 1, will offer medical services to self-described COVID-19 "long haulers" in the Mountain West who have one or more symptoms that have persisted for weeks or months after initial infection.

"I've heard from a lot of long-hauler patients that they want care from someone who will listen

to them and take them seriously," said Dr. Jeanette Brown, the medical director of the new clinic and a pulmonologist who is an assistant professor of internal medicine at UofU Health. "Our goal is to address their needs in the best and most effective ways we can in an environment where precision, patient-centered care is paramount."

Since the first COVID-19 case was reported in Utah last spring, more than 405,000 incidences of the disease have been confirmed in the state. In most of those cases, the viral infection ran its course without lingering symptoms. But for some, the effects of the disease have persisted. Overall, studies show up to 30 percent of COVID-19 patients experience post-infection symptoms, Brown said.

These symptoms, ranging from mild to debilitating, include fatigue; shortness of breath or difficulty breathing; cough; joint pain; chest pain; memory, concentration or sleep problems; muscle pain or headache; fast or pounding heartbeat or loss of smell or taste. Other lingering symptoms are depression or anxiety, fever, dizziness when standing or worsened symptoms after physical or mental activities.

To address these problems, clinic patients are evaluated by an advance practice clinician or a nurse who, in consultation with Brown, will coordinate care with physicians and practitioners of various specialties.

The clinic will also have educational learning collaborative sessions to help providers learn more about post-COVID-19 symptoms. This will provide support for care providers as well, Brown said.

UofU study: Blacks, Native Americans more likely to have C-19 complications

Blacks and Native Americans with health problems prior to contracting COVID-19 are more likely to have longer hospital stays, require treatment with a ventilator and have a higher risk of death than whites who have similar preexisting conditions, according to a new nationwide study led by University of Utah Health scientists.

The researchers said these results refute the notion that black, indigenous and people of color are at greater risk of COVID-19 complications because they have one or more previous illnesses or diseases.

"Our findings contest arguments that blacks and other racial and ethnic minorities are dying from COVID-19 at higher rates than their white counterparts because they have more comorbidities," said Fares Qeadan, an assistant professor of biostatistics in the Division of Public Health and lead author of the study. "In fact, when we compared blacks, Native Americans and whites who had the same number of prior conditions, blacks and Native Americans were still at higher risk of dying or being put on a ventilator."

The study appeared in *Scientific Reports*.

Specifically, compared with whites, blacks who had similar comorbidity scores had longer hospital stays (1.22 days versus 1.07 days), were more likely to be ventilator dependent (85 percent more when the comorbidity score is low and 23 percent more when the score is high) and were more likely to die (47 percent more when the comorbidity score is low and 13 percent more when the score is high).

The researchers noted that that their study only included patients who sought treatment for COVID-19. As a result, medically underserved and minority populations without health insurance may be underrepresented in this research. Differences in medical record coding within and between healthcare facilities also could have influenced these results.

Ameriprise applies for a Utah state industrial bank charter

Ameriprise Financial, an investment and financial services firm based in Minneapolis, has filed an application to convert Ameriprise Bank FSB to a state-chartered industrial bank regulated by the Utah Department of Financial Institutions (UDFI) and the Federal Deposit Insurance Corp. (FDIC).

The company is also filing an application to transition Ameriprise Bank FSB's personal trust services business to a new limited purpose national trust bank regulated by the Office of the Comptroller of the Currency.

The company said the changes do not impact its long-term growth strategy for the bank and enables Ameriprise to continue offering its lineup of banking solutions, including deposits, credit cards, mortgages and securities-based lending, to its wealth management clients without interruption. Converting to an industrial bank charter will help the company align capital frameworks across its businesses to compete more effectively and efficiently, a company release said.

Ameriprise Financial was founded in 1894 and maintains a network of about 10,000 financial advisors and over 13,000 total employees.

Vivint Smart Home tabs Bywater as new CEO

Vivint Smart Home Inc., a Provo-based residential automation company, has announced that David Bywater has been appointed CEO. The company had previously announced that Todd Pedersen will step down as CEO but remain a member of the board of directors. Bywater will also be joining the company's board of directors. These changes will become effective on June 30.

Bywater has 25 years of senior leadership experience across several consumer-facing technology companies. He served as CEO of Vivint Solar, where he oversaw significant efficiency gains in the company's installation processes and a rationalization of its cost basis, as

well as the successful execution of its merger transaction with Sunrun, which resulted in Vivint Solar becoming a wholly owned subsidiary of Sunrun. Following the completion of the merger, he continued to serve as the CEO of Sunrun's Vivint Solar subsidiary until April 2021 to ensure a smooth transition.

Before joining Vivint Solar, Bywater served as chief operating officer at Vivint Smart Home, and was responsible for customer operations, human resources, field service and supply chain management. Prior to his time with Vivint Smart Home, Bywater held executive positions at Xerox and Affiliated Computer Services.

"We are pleased to have a leader with David's robust skillset and intimate understanding of our business and operations join the Vivint Smart Home team," said David F. D'Alessandro, Vivint Smart Home's chairman of the board of directors. "During his 25 years in senior management roles, including three years at Vivint Smart Home and five years at Vivint Solar, David established a track record of success leading a public company, developing and executing strategies focused on expanding market share, generating solid financial returns and achieving operational excellence while delivering superior customer experiences. We are confident that

David has the right experience to lead the company into its next phase of growth and create value for all stakeholders."

"I am excited to rejoin Vivint Smart Home, a company that I know well, deeply admire and believe has a unique value proposition," said Bywater. "In addition to having strong operations, an attractive business model and a leading position in the industry, one thing that has always stood out to me about Vivint Smart Home is the level of dedication to executing on its strategic objectives and providing customers with a best-in-class experience. I look forward to working alongside the rest of the management team and talented employees to build on this strong foundation."

Bywater will also resign from Sunrun's board of directors and from his role as a strategic advisor to the company. Vivint Smart Home and Sunrun will continue their relationship as partners.

Pluralsight to acquire London's A Cloud Guru

Pluralsight Inc., a technology workforce development and training platform company based in Draper, has agreed to acquire A Cloud Guru. Based in London, A Cloud Guru is a cloud skills development platform that has served 2.5 million learners and over 4,500 organizations with technology training.

The acquisition is expected to close later this year, subject to customary closing conditions, and follows Vista Equity Partners' recent acquisition of Pluralsight. Terms were not disclosed.

"Technology is the No.1 differentiator for all businesses and the technology skills of your team is what determines success or failure. Nowhere is that more apparent than with cloud technologies," said Aaron Skonnard, co-founder and CEO of Pluralsight. "To meet the needs of our customers and best support their cloud transfor-

mations, we are determined to deliver the most comprehensive solution for driving cloud maturity at scale. With the acquisition of A Cloud Guru, we can now provide an all-in-one solution to accelerate the cloud skill development journey for large enterprise customers and individual learners."

"By combining the power of A Cloud Guru's leading certification courses, hands-on labs and sandboxes, exams and quizzes with the existing library of Pluralsight Skills cloud courses and hands-on learning experiences, the joint organization will now be better positioned to meet the market demand for cloud skill development," Pluralsight said in a release.

"ACG and Pluralsight were founded to solve the same problem — closing the technology skills gap by democratizing access to technical education. With-

in our shared missions, we've taken different but complementary approaches. Both approaches have proven to resonate strongly with customers who want depth and breadth in tech education," said Sam Kroonenburg, co-founder and CEO of A Cloud Guru. "I am excited by the next phase of our mission in which, together, we will build the next-generation platform for hands-on learning across all of technology."

THE Enterprise
UTAH'S BUSINESS JOURNAL

Why share?

Get your own copy of Utah's premier business news source.

Call 801-533-0556
or go online to www.slenterprise.com



IRONWORKERS
BUILD WITH THE BEST



NIW NORTHWEST
IMPACT

VISIT NORTHWEST-IMPACT.COM TO DISCOVER
OVER 200 CONTRACTORS EMPLOYING MORE
THAN 7,500 HIGHLY TRAINED IRONWORKERS

THE Enterprise

UTAH'S BUSINESS JOURNAL

USPS # 891-300

Published weekly by:

Enterprise Newspaper Group
825 North 300 West Ste. NE220
Salt Lake City, Utah 84103
801-533-0556 FAX 801-533-0684
www.slenterprise.com

PUBLISHER & EDITOR
R. George Gregersen

PRESIDENT
David G. Gregersen
david@slenterprise.com

VP/GENERAL SALES MANAGER
Dale Dimond
dale@slenterprise.com

MANAGING EDITOR
John M. Rogers
john@slenterprise.com

CONTROLLER
Richard Taylor
richard@slenterprise.com

OFFICE MANAGER
Dionne Halverson
dionne@slenterprise.com

CLASSIFIED DISPLAY
david@slenterprise.com

CIRCULATION
Dionne Halverson
dionne@slenterprise.com

LIST DEVELOPMENT
lists@slenterprise.com

ADVERTISING INQUIRIES
david@slenterprise.com

TO CONTACT NEWSROOM
john@slenterprise.com

ART SUBMISSIONS
art@slenterprise.com

Subscription Rates:
Online only, \$65 per year
Print only, \$75 per year
Online and Print, \$85 per year

Any opinions expressed by the columnists are not necessarily the opinions or policy of Enterprise, its owners or managers. Reproduction or use of contents without written consent of the publisher is prohibited. All rights reserved.

© 2020 Enterprise Newspaper Group Inc.
Periodical postage paid at Salt Lake City, Utah
POSTMASTER: Send address corrections to:
P.O. Box 11778, Downtown Station
Salt Lake City, Utah 84147

CCIM announces Excellence Award winners

The Utah Chapter of CCIM honored more than 40 finalists in 15 award categories and recognized six new and redeveloped projects at its recent 2021 Excellence Awards event in Salt Lake City.

The annual awards program honors professionals within Utah's commercial real estate industry who exemplify the highest degree of business excellence, as well as highlighting some of the year's most notable projects and transactions. This year's event theme was "Stabilizing Forces."

Recipients for the top sale and lease transactions of the year were awarded in each commercial property type, as were the top producers for each property type.

The top developments of the year and annual Hall of Fame award were also presented. This

year's Hall of Fame recipient is Tom Uriona, recently retired senior director of corporate real estate with Intermountain Healthcare. The event also included four scholarships — funded jointly by Price Real Estate and the Utah CCIM Chapter — awarded to students at the University of Utah.

"We were quite fortunate to hold this year's Excellence Awards event in person, and it was a wonderful night of celebrating one another's accomplishments and socializing in person — many of us for the first time since last year's event" said Jody Jones, Utah CCIM Excellence Awards event chair.

"We realized that in 2020 this event occurred just one week before things began to shut down due to the COVID-19 pandemic, and we were lucky enough to be

one of the first major industry events held since the vaccine has become widely available. We truly appreciate all our sponsors and supporters who were a stabilizing force in keeping our industry strong throughout these unprecedented times and want to congratulate all those who were recognized at this year's event."

Honorees include:

- Architectural Firm of the Year: MHTN Architects.

- Architectural Project of the Year: BioFire Manufacturing, FFKR.

- General Contractor of the Year: Okland Construction.

- General Contractor Project of the Year: Salt Lake City International Airport Terminal Rede-

see CCIM page 12

SelectHealth names new CEO

Marti Lolli has been named as the new president and CEO of SelectHealth, Intermountain Healthcare's insurance plan headquartered in Salt Lake City. She will start in her new role in July, taking over for Bob White, vice president and chief operating officer of SelectHealth, who has been serving as interim CEO since January.

"Marti is a mission-driven individual with extensive experience in driving growth across integrated delivery system environments," said Dr. Marc Harrison, president and chief executive officer of Intermountain Healthcare. "She is an innovative leader with a strategic mindset and a strong history of building high-performing teams — and shares our commitment to improving the health of our local communities."

Lolli comes to SelectHealth from Priority Health, a Michigan-based health insurance plan, where she most recently served as chief marketing officer and senior vice president of consumer and government markets. She has held various senior-level roles

at Priority Health over the past 21 years, including senior vice president of commercial markets and senior vice president of employer solutions. Similar to SelectHealth, Priority Health is part of an integrated delivery system and is the second-largest plan in Michigan, serving over 1 million people.

Lolli earned a master's degree in business administration from Grand Valley State University's Seidman Business School. She completed her undergraduate studies at Hillsdale College, where she graduated with a degree in political economy and English.

"Marti has shared with me that she is honored to be joining Intermountain Healthcare and the opportunity to lead one of the country's most innovative and successful provider-sponsored health plans," said Harrison. "We cannot be more thrilled that Marti will be the person to enhance our members' experience, help us deliver on Intermountain's vision, and ultimately lead SelectHealth into the future."

Clarus to acquire Rhino-Rack

Salt Lake City's Clarus Corp., a global holding company focused on the outdoor and consumer enthusiast markets, has entered into an agreement to buy Australia-based Rhino-Rack Pty Ltd., a manufacturer and distributor of automotive roof racks, trays, mounting systems, luggage boxes, carriers and accessories. Clarus will pay \$198 million for Rhino-Rack, which will continue to operate independently as a wholly owned indirect subsidiary of Clarus.

Clarus said the purchase price is comprised of \$150 million cash and approximately 2.3 million shares of Clarus common stock. Richard Cropley, Rhino-Rack's founder and managing director, is anticipated to be a top five shareholder of Clarus following the completion of the transaction. Clarus expects the cash payment to be financed through the upsizing of the company's existing credit facility led by J.P. Morgan.


"Rhino-Rack is truly a unique brand and one that we view as perfectly aligning with our Super Fan brand acquisition strategy," said John Walbrecht, president of Clarus. "Since its founding, Richard has built a durable business with leading brand and market positions, a customer-centric focus and an affinity for protecting and funding an important cause related to rhinoceros conservation. Immediately following the closing of the transaction, we intend to expand Rhino-Rack's product pen-

etration in North America, organically grow in its core Australia and New Zealand markets and capitalize on our existing network of key distributors and dealers to develop sales in the rest of the world. We are excited to welcome the entire Rhino-Rack team to Clarus as we continue our shared vision of providing consumers with the best engineered products designed to get them from their homes to their adventures."

Rhino-Rack has a leading market share for its core products in Australia and New Zealand with a growing presence globally, particularly in the U.S., Walbrecht said.

"When we founded Rhino-Rack, we set out to create world-class roof racks for outdoor enthusiasts," Cropley said. "After three decades, we have developed a deep heritage and a loyal and passionate user base, which we have expanded into a variety of other products and markets. We are excited to have a partner that shares our commitment to innovation and has a track record of growing successful brands across categories, regions and channels."


The transaction is expected to close in July 2021, subject to customary closing conditions as well as certain regulatory approvals in New Zealand. Following the closing of the transaction, the Rhino-Rack management team will continue to run the business from Rhino-Rack's headquarters in Sydney, Australia.



ROCKY MOUNTAIN DOCUMENT DESTRUCTION


TO BE SHRED, NOT SHARED

Keep your business' and your customer's information safe by shredding documents with NAID-certified professionals.



801-384-1900

<https://rmshred.com>



Evans named president of MX

MX Technologies, a Lehi-based business analytics and data solutions for platform for financial institutions, has named Shane Evans as the company's first president, reporting to founder and CEO Ryan Caldwell. In his expanded role, Evans will oversee the company's sales, partner, marketing, customer success and advocacy organizations.

"Since joining MX in 2019, Evans has played an increasing role in advancing how MX builds and scales its team, initially as chief revenue officer, but quickly having a critical impact across the entire company," said Caldwell. "MX is on a hyper-growth trajectory, doubling its customer base, revenue and team size. Shane has the leadership, operational excellence and shared MX vision to

scale the business to the next level for our customers, partners and team."

MX is experiencing rapid year-over-year growth and recently raised \$300 million in Series C funding, led by TPG and CapitalG, Alphabet's independent growth fund, Caldwell said.

"MX is transforming the way consumers and businesses interact with their finances," said Evans. "I'm humbled and excited for this new opportunity to continue to scale the business and help organizations everywhere connect to the world's financial data. Financial data is the key to unlocking and powering the world's most innovative new experiences and products, from payments and money movement to financial identity and insights."

CORPORATE FINANCIAL REPORTS

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

Sportsman's Warehouse

Sportsman's Warehouse Holdings Inc., based in West Jordan, reported net income of \$10.5 million, or 23 cents per share, for the fiscal first quarter ended May 1. That compares with a net loss of \$1.1 million, or 3 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$327 million, up from \$246.9 million in the prior-year quarter.

Sportsman's Warehouse Holdings is an outdoor specialty retailer. Great Outdoors Group LLC has agreed to acquire Sportsman's Warehouse Holdings for \$18 per share in an all-cash transaction.

"Sportsman's Warehouse is off to a strong start this fiscal year," Jon Barker, CEO, said in announcing the results. "First-quarter same-store sales increased 24 percent compared to the same period last year as we continue to capitalize on elevated participation in outdoor activities."

Domo

Domo Inc., based in American Fork, reported a net loss of \$18.1 million, or 58 cents per share, for the fiscal first quarter ended April 30. That compares with a loss of \$24.9 million, or 88 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$60.1 million, up from \$48.6 million in the year-earlier quarter.

Domo is a business cloud company.

"With a record Q1 across many metrics, including new business and retention, our performance this quarter puts us in a great position to execute well for the remainder of FY22," Josh James, founder and CEO, said in announcing the results.

"On average, we've been growing our billings 25 percent. I think it's wonderful we achieved that growth profile the last four quarters, and I'm excited to see what we can deliver in the future."

Reflect Scientific

Reflect Scientific Inc., based in Orem, reported net income of \$247,768 for the quarter ended March 31. That compares with net income of \$165,595 for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$562,262, down from \$983,808 in the year-earlier quarter.

The company develops and markets innovative, proprietary technologies in cryogenic cooling for the biotechnology, pharmaceutical, medical and transportation markets. Among its products are low-temperature freezers and refrigerated systems for laboratory, transportation and computer server room uses.

"The first quarter of 2021 had improved margins due to the sales mix trending toward our more-profitable Cryometrix freezers and chillers," Kim Boyce, CEO, said in announcing the results. "Because of this, the quarter was profitable even though revenues were down. The time for site preparation required for installation of the ULT freezers makes the revenue figure for Reflect choppy."



Rethink the office.



www.mwciutah.com | 801.359.7681 | @mwciut

Succeeding in Your Business

Doing too good of a job: The curse of the million-dollar franchise

“About 10 years ago, I bought a franchise that provides an essential service for building contractors. Because the franchise was new, I was able to cut a terrific deal for a large territory in my state. I’m paying only a flat royalty fee each month, not a percentage of my gross sales as is typical for most franchises, so my



margins are very generous.

“I’ve worked my tail off to build the territory, and now I’m earning more than \$1 million a year in gross sales.

“I’m planning to sell the franchise within the next year or two so I can retire, but I’ve hit a snag. The franchise has indicated that it will honor my ‘flat-

fee’ royalty arrangement for the remaining term of my franchise agreement (five more years), but anybody who purchases the franchise will have to agree to pay a percentage of gross sales going forward. This will eat significantly into the buyer’s income and will likely reduce the amount they will want to pay me for the franchise.

“I tried to discuss this with the franchise, but they said they

couldn’t offer me any exception as it would violate the law. Is that right? I would hate to think that I spent all these years building a successful franchise only to find that I can’t sell it at the end of the day.”

Sometimes, you can be a victim of your own success, and this is a classic example.

When you buy a franchise (either a new or an existing territory), the deal doesn’t last forever. Your agreement with the franchise lasts for several years with the right to renew for an additional period. This is assuming the franchise is happy with your performance and you have generally behaved like a good franchisee. You can sell your franchise anytime you like to a buyer the franchise approves. However, the franchise is free to impose any terms they wish on your successor, even if those differ from the deal you had with them.

When a new franchise is just getting off the ground, they tend to offer extremely generous terms to their franchisees to get them on board. After all, the franchise hasn’t yet proved its business model, and early-stage franchisees are taking much bigger risks than those who buy in to the franchise later on.

The problem with doing that is after a while, the franchise looks less like a franchise and more like an agglomeration of entrepreneurs who are all doing their own thing. That creates both business and legal problems for the franchise, as it dilutes the brand they want to offer their customers.

At the end of the day, franchises are all about uniformity and consistency. A Burger King in Bangor, Maine, offers the exact same menu, decor and customer experience as a Burger King in San Diego, California, and all points in-between. To preserve the franchise’s brand recognition in the marketplace and make the franchise easier to operate at the corporate level, it is often necessary for the franchise to eliminate special deals and insist that all franchisees play by the same set of rules.

While a franchise cannot unilaterally change the rules that are spelled out in your franchise agreement, they are perfectly free to do so when your agreement comes up for renew-

al or when you sell your franchise to a new owner. That’s exactly what is happening here.

Normally, that’s not such a big deal, but, in this case, it poses a problem because of how successfully you have run your franchise.

With over \$1 million in annual gross sales, your franchise will probably be valued in the \$1 million to \$2 million range, depending on how much of those sales translate into net income (earnings before interest and taxes). Simply put, there aren’t a whole lot of people with pockets deep enough to buy a business in that price range, and those that do have the money aren’t looking for a franchised service business.

Your prospective buyer is likely to be a downsized corporate executive looking to buy a job for a purchase price in the low- to mid-six figures that can be financed with proceeds of a Small Business Administration loan.

So, what can you do here? First, I would have a frank discussion with the franchise about your concern that the new fee structure will inhibit your ability to sell your territory. They cannot legally make a material amendment to their program that treats similarly situated franchisees differently, but they may be able to offer a discount or impose a cap on the new percentage royalties for “all franchisees making more than \$1 million in gross sales.” This information can be found on the Federal Trade Commission’s Franchise Rule Compliance Guide.

They might also be willing to divide your territory into multiple territories, enabling you to sell each one separately for a price that middle-class buyers can afford.

Failing that, you should have your accountant prepare pro forma financial statements showing what your franchise would earn under the new fee arrangement and resign yourself to a lower fee than you would have gotten had this not been a franchised business upon sale.

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

COPYRIGHT 2021 CLIFFORD R. ENNICO
DISTRIBUTED BY CREATORS.COM

SOUTH VALLEY CHAMBER FUEL THE FUN



Take a dip in a pool, go shopping, or just relax! Check out this special, Fuel The Fun offer for the hotels in the South Valley area. Book an overnight stay in Salt Lake’s South Valley region for 2 nights or more at participating hotels and you’ll get your choice of a \$50 Sinclair gas card or \$50 Visa pre-paid gift card! Free \$50 VISA Gift Card

Details: All lodging reservations of 2 nights or more at participating South Valley properties will be able to receive (1) \$50 Visa pre-paid gift card— can be used nationwide in-store and online where Visa debit cards are accepted. Visa pre-paid gift cards are physical cards and will be distributed to guests upon check-in.

For more information and booking visit
<https://www.visitsaltlake.com/places-to-stay/special-package-deals/fuel-the-fun/>

Innovate Utah

NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



Foldax, a Salt Lake City medical device company that develops and markets surgical and transcatheter heart valves, has announced the first in-human use of its **biopolymer Tria heart valve** in surgically replacing a diseased mitral valve. The first case was performed by Dr. David Heimansohn at Ascension St. Vincent Hospital in Indianapolis as part of a U.S. early feasibility research study.

“We are excited to be the first center in the world to implant the innovative Tria mitral valve as part of this research study. In this first-in-man procedure, we saw

an immediate improvement in the functionality of this patient’s heart valve once the valve was in place,” said Heimansohn. “Since it has been designed to be a more durable artificial valve that may not require lifetime anti-coagulation therapy, it is hoped that Tria will be proven effective through this research study for patients with mitral disease, who are often much younger than patients with other valvular diseases.”

“We thank Dr. Heimansohn and his skilled team at Ascension St. Vincent Hospital for their commitment to advancing cardiovascular medicine by successfully performing the first-in-man Tria mitral valve procedure,” said Foldax CEO **Frank Maguire**. “This milestone continues to build upon the clinical evidence supporting Foldax’s Tria valves, which includes the ongoing Tria aortic valve study encompassing several patients who have celebrated one year with their implants and are doing well.”

The Tria valves reimagine the heart valve by incorporating a new, proprietary biopolymer — LifePolymer — with innovative valve designs intended to resist calcification, withstand stresses and strains without failure and restore patient quality of life without lifelong use of anticoagulants. Tria is also the first heart valve to be robotically produced, which is possible due to its polymer leaflets that can be consistently manufactured with precise thicknesses and are designed to achieve a valve with predictable performance that lasts a lifetime.

The Tria heart valve is considered investigational in the U.S. and is not yet available for commercial sale.

Salt Lake City-based **The Active Consumer**, a startup with a mission of sustainable consumerism, has launched **Econus**, an app that founder and CEO **Scott Fletcher** said is designed to help offset the unintended consequences of consumption, like air pollution from a tank of gas or waste from meals. The app lets individuals choose causes they care about and enables them to actively support those

causes with small donations each time they make a transaction. “When consumers consciously choose



to make better consumption decisions and actively engage in the economics of their consumption, they become more than conscious consumers — they become ‘active consumers,’” said Fletcher. “Econus enables users to actively participate in the changes they wish to see in the world.”

Two Utah companies that cater to law enforcement, **Aegix Global** and **Advanced Technology Compliant Solutions**, have introduced a compact version of their award-winning Swift Shield. The



ADVANCED TECHNOLOGY
COMPLIANT SOLUTIONS



ballistic shield is designed for rapid tactical deployment and its design was inspired by the Japanese art of origami. “Because **Swift Shield Compact** is so lightweight, it gives agents and officers more practical and effective protection in more tactical situations than ever,” said **Chet Linton**, CEO of Aegix Global. “This new version can be stowed more easily than the original version. Because of its light weight, it can be carried and used for extended periods and can easily be held above the head in scenarios where protection from above is needed, such as when climbing hills or staircases.”

Zhou Nutrition, a Salt Lake City-based supplement manufacturer, has introduced five gummy health and wellness supplements that are available only through Target.com. The gummy supplements include



Hairfluence Gummies for hair health, **Screen Eyes Gummies** for retinal health, **Collagen Peptides Gummies** for skin and bones, **Vitamin D3+K2 Gummies** and **Apple Cider Vinegar Gummies** with probiotics and enzymes for digestive health. “We’re committed to making wellness easy to achieve, whether it’s getting focused for work, calm before bedtime or supported during seasonal changes. This selection at Target.com is designed to make people more confident when they choose to add Zhou to their daily routines,” said **Max Willis**, chief innovation and science officer at Zhou Nutrition. Zhou also introduced post-consumer resin recycled bottles to its packaging this year.

Cricut, a South Jordan-based maker of cutting machines for hobbyists, has introduced its **Cricut Explorer 3** and **Cricut Maker 3** machines. The new machines cut vinyl, paper and iron-on products at speeds up



to eight inches per second, much faster than currently available craft machines, the company said. The machines can handle projects up to 12 feet long. “I’m very proud of what our team has accomplished,” said **Ashish Arora**, CEO of Cricut. “We wanted to take the

experience to a whole new level and make sure our next generation of cutting machines makes it easier on everyone to create larger projects, more projects, much faster.” Both the Cricut Explore 3 and Cricut Maker 3 are compatible with Design Space software.

Lehi-based **Jolt Software**, a developer of operations management and food safety software, has released its **Jolt Print Station** solution. The application, combined with the Jolt cloud-based label printing platform, offers a variety of label types, such as expiration dates, nutrition facts and grab-and-go. The JPS uses thermal printing, which doesn’t require ink and can



hold up in hostile environments like a kitchen. “Jolt has been providing a world-class food labeling system since our beginnings. When we observed the changes in today’s connected kitchen and the network challenges it created, we knew we needed to create a reliable, fast and easy-to-use label printing solution that does not rely on local network infrastructure to complete the food safety labeling task,” said Jolt CEO **Josh Bird**.

XANT, a Provo-based provider of sales engagement software, has released **PeopleFinder**, a feature within the company’s Playbooks Buyer Intelligence suite that identifies buyer behaviors and recommends additional contacts for reps to engage. PeopleFinder identifies individuals who may be part of the buying group, contacts that hold similar positions, their influence and role in an account and other relevant insights.



“PeopleFinder saves reps from wasting valuable selling time looking for prospects or targeting the wrong ones,” said **Chris Harrington**, CEO of XANT. “A rep can log on and immediately get contacts recommended that are relevant to their most recent targeting, additional members of the buying committee or existing contracts that are up for renewal. No time is wasted; they just go straight to selling.”

Orbit, a North Salt Lake-based manufacturer of outdoor commercial and residential watering systems and components, has introduced the **B-hyve XD Hose Faucet Timer**. The device turns any outdoor faucet into a smart faucet that can automate and simplify



the watering process. An integrated Bluetooth chip lets users pair Android and iOS devices directly with the timer, allowing them to regulate irrigation from their phones. “Water has always been the most important resource and people are more aware and careful in how they use it,” said **Stuart Eyring**, CEO of Orbit. “Conservation is central to our B-hyve products and with the XD Hose Faucet Timer, users have better control over their system from anywhere, achieving significant water savings while making life much easier for manual watering.”



MABR.COM
801.297.1851

PROTECTING YOUR IDEAS AND YOUR BUSINESS.

Industry Briefs

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

AGRICULTURE

• **The Downtown SLC Farmers Market** is marking its 30th season this year, expanding its footprint for the 2021 season at Pioneer Park after serving as an essential grocery service during the height of the pandemic. This year will feature the return of prepared food vendors and nearly 60 arts and crafts vendors in addition to local and regional farmers and growers. It will be open Saturday mornings. Details are at slcfarmersmarket.org.

BANKING

• **Mountain America Credit Union**, Sandy, has appointed **Amy Moser** as chief lending officer. Moser succeeds **Mike Turner**, who served in the role since 2009 and retired earlier this month. Moser joined Mountain America in 1997 as a member service representative and quickly advanced to the loan team. Over the past 24 years, she's been involved in all aspects of lending: home, consumer, commercial and business. Since 2012, she has served as the vice president of mortgage services.



Amy Moser

CONSTRUCTION

• Construction was recently completed for **Lindquist Mortuaries'** newest location, a 12,850-square-foot building at 869 S. 2000 W., Syracuse. The contractor was Salt Lake City-based **Big-D Construction**. The location was its 20th project for Lindquist Mortuaries, which now has nine locations. The architect was **Frank N. Murdock Jr. Architect and Associates**.

CONTESTS

• Applications are being accepted through June 30 for the **MountainWest Capital Network (MWCN) Utah 100**, which recognizes the 100 fastest-growing companies in Utah and honors the 15 Top Revenue Growth companies and select Emerging Elite companies. Awards will be presented based on revenue growth from 2016 through 2020. Applicants must be a for-profit Utah-based corporation, limited liability company or partnership; have five full years of operating history, including 12 months in Year One; and have had

a minimum of \$100,000 in total revenues in fiscal 2016. If the company had less than \$100,000 in revenue in 2016, it may apply for the Emerging Elite Awards. Details are at <https://www.mwcn.org/mwcn-100-awards/>.

• Submissions are being accepted until 2 p.m. July 2 for the **U.S. Small Business Administration's Sixth Annual Growth Accelerator Fund Competition (GAFC)**, with the addition of a new component aimed at spurring investment in underrepresented communities within the innovation economy at scale. The 2021 Growth Accelerator Fund Competition and **Small Business Innovation Research (SBIR) Catalyst** programs will recognize the nation's most innovative organizations with inclusive approaches toward supporting entrepreneurs in research and development. New to this year's competition, two tracks will run totaling over \$5 million in cash prizes. In the GAFC, prizes of \$50,000 will be awarded to accelerators, incubators and related entrepreneur programs proposing impactful assistance to STEM (science, technology, engineering and math) and R&D entrepreneurs. In the SBIR Catalyst, seven prizes of \$150,000 will be awarded to scale collaborative partnerships and build regional collaborations in support of SBIR/STTR (Small Business Technology Transfer) applicants and awardees, fulfilling SBA's mission of addressing gaps in access to the innovation economy for communities of color, women entrepreneurs and rural communities. Details are at www.sbir.gov/accelerators.

CORPORATE

• **Sundes LLC**, a Lehi-based parent company of BlenderBottle, has changed its name to **Trove Brands LLC**. The company said the new name "better represents the company's entire portfolio of pioneering innovations, products and ever-expanding assets." Its other brands include Whiskware, Avana and Owala.

DIVIDENDS

• The board of directors of **Extra Space Storage Inc.** has declared a quarterly dividend of \$1 per share on the company stock of the company for the 2021 second quarter. The dividend is payable June 30 to stockholders of record at the close of business June 15. The Salt Lake City-based company is a real estate investment trust that owns and/or operates 1,969 self-storage properties.

ECONOMIC INDICATORS

• **Salt Lake City** is ranked No. 8 among "**Best Biking Cities in America**," a list compiled by **LawnStarter**. It ranked the 200 biggest U.S. cities based on 18 key indicators of a bike-friendly lifestyle. Among the factors are the length of bike lanes; the share of workers who bike to work; access to bike stores and repair shops; air quality; weather; and availability of biking clubs. San Francisco was top-ranked. Baton Rouge, Louisiana, was No. 200. Details are at <https://www.lawnstarter.com/blog/studies/best-biking-cities/>.

• **Daggett County** leads all Utah counties where people have the **most purchasing power**, according to a study by **SmartAsset**. It weighed several factors, including cost of living and median income. Daggett County was followed, in order, by Morgan, Davis, Summit, Wasatch, Utah, Weber, Tooele, Millard and Salt Lake counties. Details are at <https://smartasset.com/mortgage/cost-of-living#Utah/purchasing-power>.

• **Salt Lake City** is ranked No. 102 on a list of "**most LGBTQ-friendly cities**," compiled by **LawnStarter**. It ranked the 200 biggest U.S. cities on 17 key indicators of LGBTQ lifestyle- and dating-friendliness. San Francisco was top-ranked. Midland, Texas, was No. 200. In a breakout list, Salt Lake City tied with several other cities for the fewest sexual orientation- and gender-related hate crimes per 100,000 residents (one). Details are at <https://www.lawnstarter.com/blog/studies/best-cities-lgbtq-singles/>.

EDUCATION/TRAINING

• Sixteen founders graduated in the Class of 2021 from the **Master of Business Creation (MBC)** program at the University of Utah's **David Eccles School of Business** in May. It is the second group to complete the nine-month program designed for entrepreneurs. Graduating MBC founders are leading 13 startups, ranging from hotel-management software and luxury skincare with exotic ingredients to portable baby beds for refugee families. Three of the startups had multiple founders. The MBC program is a partnership of the **Department of Entrepreneurship & Strategy** and the **Lassonde Entrepreneur Institute**.

EVENTS

• **Young Living Essential Oils**, a Lehi-based essential oils company, has announced that it again will host its International Grand Convention virtually. The

event takes place June 16-19. Last year's digital convention attracted attendees from 81 countries and hosted over 210,000 virtual guests.

EXPANSIONS

• **DoTerra**, a Pleasant Grove-based aromatherapy and essential oils company, has opened another international market, Thailand. With a new corporate office in Bangkok and more than 80 locally registered products, doTerra Thailand is providing full service and support to its base of wellness advocates. The office includes space for staff, customer service and back-office support.

HEALTHCARE

• **Dr. Denitza Blagev** has been named medical director of **Intermountain Riverton Hospital**. Blagev is an Intermountain pulmonologist and critical care physician. She will oversee clinical operations and a medical staff of more than 300 physicians and advanced practice providers at the 97-bed community hospital that is one of 25 hospitals in the



Denitza Blagev

Intermountain Healthcare system, based in Salt Lake City. Blagev was recruited to Intermountain in 2011 through the Advanced Training Program at the Instituted for Healthcare Delivery Research and previously was the medical director for quality in the office of patient experience. She has served as medical director at the Schmidt Chest Clinic at Intermountain Medical Center, as well as medical director of Intermountain's Pulmonary

Disease Navigator Program.

• **Brighton Recovery Center** will have a grand opening for its therapeutic community center at 4905 S. 900 E., Salt Lake City, on June 25, 2-6 p.m. The center consists of six newly remodeled buildings with about 29,000 total square feet and will offer drug and alcohol treatment featuring both out-patient treatment and sober living in Utah. It will work in conjunction with Brighton's recovery centers in Sandy and South Ogden.

HOSPITALITY/FOOD SERVICE

• **The St. Regis Deer Valley** has appointed **Tyler Mugford** as general manager. Mugford has more than a dozen years of luxury hospitality experience, spanning



Tyler Mugford

properties in the western U.S. and with multiple hotel companies. Most recently, he was at Goldener Hirsch in Deer Valley, where he was general manager. Prior to Goldener Hirsch, Mugford served as resort manager and assistant director of operations at the Park Hyatt Beaver Creek Resort and Spa; opened the Pendry San Diego with Montage Hotels; and held leadership positions at The Phoenician, A Luxury Collection Resort, Scottsdale; and The St. Regis Aspen Resort.

INSURANCE

• **PCF Insurance Services**, a Salt Lake City-based insurance brokerage, has named **Robert**

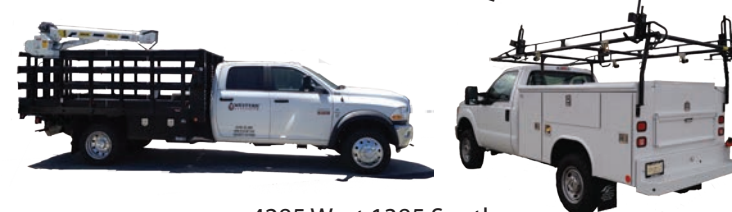
see BRIEFS next page



For all your truck equipment needs
If it goes on a truck we probably do it!

Service bodies, flatbeds, dumps, plows
Tool boxes, cranes, van interiors & much more.

CALL US FOR A QUOTE



4285 West 1385 South
Salt Lake City, Utah 84104
1-800-442-6687
www.semiservice.com

Industry Briefs

from previous page



Robert Smith

Smith as president of agency operations. Smith has nearly 20 years of experience in the insurance brokerage and risk advisory industry, most recently serving as the western region executive vice president for Acrisure. Prior to Acrisure, Smith served as a national practice advisor and regional business development officer with Wells Fargo Insurance, led the account management and client advisory practice for the Aon Corp., and worked with the Marsh & McLennan Cos. for several years.

INVESTMENTS

• **Mercato Partners**, a Cottonwood Heights-based company providing capital and guidance to firms in periods of high growth, has announced the closing of **Savory Fund II**, its second investment vehicle devoted exclusively to backing emerging and profitable restaurant concepts, raising \$100 million of commitments. The closing of Fund II builds upon the early success of the firm's inaugural vehicle, which closed on \$100 million of commitments in October 2020. Limited partners in the fund consist of both existing and new investors, including institutional investors, family offices, financial services and advisory firms. Seventy-two percent of investors in Fund I have committed to Fund II and will enjoy co-investment rights on a deal-by-deal basis. Fund II will seek to partner with six to seven new brands during its investment period. Since the inception of the Savory Fund Practice in 2018, the firm has deployed \$65 million and allocated an additional \$15 million of growth capital into five emerging restaurant concepts. **Cooley LLP** provided legal counsel for the

formation of Fund II.

• **Scientia Vascular**, a Salt Lake City-based company focused on interventional medical devices, has raised \$50 million of growth equity financing from **Vivo Capital**, a California-based global healthcare investment firm. The financing will be used to accelerate sales, marketing and new product development in both its core neurovascular stroke market as well as adjacent markets in peripheral vascular and interventional oncology.

• **Spiff**, a Sandy-based company focused on sales commission software, has announced \$46 million in Series B funding from new and existing investors. The round was led by **Lightspeed Ventures Partners** and included investments from **Salesforce Ventures** and **Stripes**, along with existing partner **Norwest Venture Partners** and all of the original investors. Individual investors in the round included **Mark Anderson**, CEO, Alteryx; **Daniel Dines**, CEO, UIPath; **Marc Maloy**, CRO, BetterUp; **Paul Melichiorre**, CRO, Anaplan; **Hanno Renner**, CEO, Personio; **Alexi Robichaux**, CEO, BetterUp; and **Leslie Stretch**, CEO, Medallia, and former CEO, Callidus. In total, Spiff has raised \$68 million. Spiff said the funding will fuel its mission "to put trust back into the commission process."

MANUFACTURING

• The shareholders of **Nu Skin Enterprises Inc.**, a Provo-based company focused on consumer products, product manufacturing and controlled environment agriculture technology, has elected two people to its board of directors: **Ryan S. Napierski**, Nu Skin's president and CEO-elect, and **Emma S. Battle**, founder and CEO of Market Vigor, a strategic consulting and digital marketing company. Napierski fills the position vacated by current CEO **Ritch Wood**, who previously announced his retirement from the company, effective Sept. 1.

Napierski has been with Nu Skin for 25 years, including as president for the past four years. Prior to that, he was president of global sales and operations and lived abroad while serving as president of Nu Skin Japan and of Nu Skin's North Asia region and leading and executing Nu Skin's strategy in EMEA. Battle's experience also includes serving as vice president of client success at Windsor Circle, and she has held executive, senior marketing and sales leadership positions at Three Ships Media, Red Hat, Art.com, 1 Sync and Sara Lee Branded Apparel (now HanesBrands). Battle currently serves on the board of directors for Unifi and Bassett Furniture Industries and was previously a board member at Primo Water Corp.



Ryan Napierski



Emma Battle

• **Purple Innovation Inc.**, a Lehi-based comfort products manufacturer, has appointed **Patrice Varni** as chief marketing and digital officer. Varni will be responsible for the company's marketing, customer experience, e-commerce and product development. Varni has over 25 years of digital and brand transformation experience, most recently serving as chief marketing officer and president of Dermstore. Prior to that, she was chief customer officer at Corelle Brands, chief customer officer at Arhaus Furniture, senior vice president of marketing for Tempur Sealy Brands, helped relaunch Levi.com, and was in brand marketing and strategy with The Walt Disney Co. and Kenwood Electronics.



Patrice Varni

MEDIA/MARKETING

• The **Larry H. Miller Group of Companies**, Sandy, has completed the sale of **The Zone Sports Network** to **Smith Entertainment Group (SEG)**. The Federal Communications Commission has provided its approval for the transfer of control of the licensee of KZNS 1280 AM and KZNS-FM 97.5 FM to **SEG Basketball LLC**. Terms of the deal were not dis-

closed. The newly formed Smith Entertainment Group includes the Utah Jazz, Vivint Arena, the G League Salt Lake City Stars, NBA 2K League Jazz Gaming, The Zone Sports Network and management operations of the Triple-A baseball affiliate Salt Lake Bees under the majority ownership of Ryan and Ashley Smith.

submission process with Liberty Mutual and Safeco Insurance through their 2021 "Make More Happen" Awards. The agency was given the chance to raise an additional \$5,000 by conducting a local awareness campaign for the nonprofit.

RECOGNITIONS

• **MountainStar Healthcare**, a Cottonwood Heights-based affiliate of HCA Healthcare, has been named one of five **top small health systems** in the U.S. by Fortune and IBM Watson Health. It evaluated 324 health systems and 2,522 member hospitals. Several Utah hospitals made the list of **100 Top Hospitals: University of Utah Hospital**, Salt Lake City; **LDS Hospital**, Salt Lake City; **McKay-Dee Hospital**, Ogden; **St. Mark's Hospital**, Salt Lake City; **American Fork Hospital**; **Ashley Regional Medical Center**, Vernal; **Cedar City Hospital**; and **Lone Peak Hospital**, Draper. Lone Peak Hospital and St. Mark's Hospital also earned **Everest Awards**, which recognizes hospitals for top rate of improvement during a five-year period.

• **McKenzie Rockwood**, a registered dietitian nutritionist (RDN) and co-founder of Nibley-based Citrus Pear, was recently recognized as a **2021 Young Dietitian of the Year** by the **Academy of Nutrition and Dietetics**, an organization of food and nutrition professionals. Now



McKenzie Rockwood

representing over 100,000 certified practitioners, their **Recognized Young Dietitian of the Year** program honors those who demonstrate outstanding leadership and service to the nutrition and dietetics profession. Rockwood has been a registered dietitian nutritionist for 11 years and started Citrus Pear in 2016 with her husband. Citrus Pear offers in-person preparation classes and pre-assembled meals. Before that, she was an inpatient RDN at Logan Regional Hospital for six years.

RETAIL

• **National Product Sales Inc. (NPS)** has opened its fourth Utah location, at 1150 N. Main St., Layton. The location includes nearly 100,000 square feet of space for grocery, furniture, clothing, sporting goods, a bar-



Everything for the
Contractors

We rent the best

4343 Century Drive
Salt Lake City, UT 84123

801- 262-5761

www.centuryeq.com



NONPROFITS

• **Utah Food Bank** has announced that the **United States Department of Agriculture (USDA)** has officially declared sponsorship of the **Summer Food Service Program**. The program will extend Utah Food Bank's Kids Cafe program by providing free meals to children 18 years of age and under in both "Open Sites" and "Enrolled Programs." Approximately 200,000 meals will be served at 40 sites through the Summer Food Service Program, and consist of either breakfast, lunch or supper, depending on the site. Utah Food Bank will prepare meals for "Open Sites" and "Enrolled Programs" throughout the state. Details are at www.UtahFoodBank.org/SummerMeals.

PHILANTHROPY

• **Miller Insurance Group**, Salt Lake City, recently donated \$10,000 to **Wasatch Homeless Health Care**, doing business as **Fourth Street Clinic**. The clinic helps homeless Utahns improve their health and quality of life by providing healthcare and support services. The donation will help hundreds of individuals experiencing homelessness receive basic medical care, prescriptions, mental health counseling, dental services, and specialty care with little or no cost to them. Alex Meade, principal broker for Miller Insurance Group, originally received a \$5,000 donation for Fourth Street Clinic thanks to a



NEED EQUIPMENT?

• Forklifts	• Sweepers & Scrubbers
• Scissor & Boom Lifts	• Compressors
• Scaffolding	• Compaction Equipment
• Excavators	• Skid Loaders
• Mixers	• Backhoes
• Welders	• Dump Trucks

24 Hour Emergency Service

• Ogden	• Park City
• Layton	• Provo
• Tooele	• Salt Lake City

www.howerentals.com

CALL TODAY! 801.463.7997 | Toll Free 866.436.HOWE • Fax 801.463.7488
4235 South 500 West • Murray, UT 84123

大成 DENTONS

DURHAM JONES
PINEGAR

Connecting you to more talent in more locations around the world than any other law firm.

Dentons Durham Jones Pinegar is a partnership member of Project Golden Spike, a series of combinations dedicated to advancing the first truly national US law firm in the world's largest legal market capable of meeting the evolving needs and priorities of clients from coast to coast and around the world.

[dentons.com](https://www.dentons.com)

© 2020 Dentons. Dentons is a global legal practice providing client services worldwide through its member firms and affiliates. Please see [dentons.com](https://www.dentons.com) for Legal Notices.

Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to brice@slenterprise.com. The submission deadline is one week before publication.

June 14, 10-11 a.m.

"Monday Mashup," a weekly open discussion offered by the Women's Business Center of Utah. Details are at wbcutah.org.

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 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.

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.

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.

June 15, 3:30-5 p.m.

"Social Enterprise and Sustainability," presented by Impact Hub Salt Lake and P3 Utah. Speakers include Rob Ferris, CEO of Advantage Services; Tim Stay, CEO of The Other Side Academy; and Wilson Rodriguez, CEO of Forza Creativa. Event takes place online. Free. Registration can be completed at Eventbrite.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/.

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.

June 16, 9-11 a.m.

"Business Academy: Taxes: Big Changes to Tax Laws for 2021 and 2022," a South Valley Chamber event. Presenters are Barbara Robinson, CEO/tax and senior financial analyst, Robinson Burnett & Associates; and Sean Lee, managing partner, founder and investment advisor representative, Elevated Retirement. Location is Salt Lake Community College's Miller Campus, Free Enterprise Building No. 3, 9750 S. 300 W., Sandy. Free. Registration can be completed at Eventbrite.com.

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

Kickoff Session of the "Lunch & Learn" Series, sponsored 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.

June 16, 5:30-6:30 p.m.

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

June 16, 5:30-6:30 p.m.

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

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.

June 17, 7:45-9:15 a.m.

"Coffee and Connections," a Murray Area Chamber of Commerce event offered the first Thursday of each month in-person at King's Peak Coffee Roasters, 412 S. 700 W., Salt Lake City, and the third Thursday of each month online. Details are at murraychamber.org.

June 17, 11 a.m.-noon

"Key Business Skills: Understanding Profit & Loss and Cash Flow," a Women's Business Center of Utah event that takes place online via Zoom. Free. Details are at wbcutah.org.

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

Women in Business Luncheon, a Murray Area Chamber of Commerce event. Speaker Steve Sax, former Major League Baseball player, will discuss "Overcoming Adversity." Location is Hidden Valley Country Club, 11820 S. Highland Drive, Sandy. Cost is \$50. Details are at <https://murrayareachamber.com/wib>.

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.

June 17, noon-1 p.m.

Strictly Networking, a West Jordan Chamber of Commerce event. Location to be determined. Details are at westjordanchamber.com.

June 17, noon-1 p.m.

"LinkedIn Strategies: Managing Your Brand," a Zions Bank Business Resource Center event. Speaker is Nicola McIntosh, Zions Bank social media manager. Event takes place online via Teams. Free, but registration is required. Registration can be completed at Eventbrite or by calling (801) 844-7900.

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.

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.

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.

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.

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 utahblackchamber.com.

June 21, 6:30 a.m. 2 p.m. 2021 Annual Golf Tourn-

ament, 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.

June 21, noon-1:30 p.m.

"Starting Your Business 101," a Mill at Miller Campus event that takes place online. Free. Details are at <https://event.webinarjam.com/register/95/yyv76b50>.

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

Women in Business Luncheon, a South Valley Chamber event. Speaker is Salt Lake County Sheriff Rosie Rivera. Location is Ikea, 67 Ikea Way, Draper. Open to the public. Cost is \$20. Registration can be completed at Eventbrite.com.

June 22, 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.

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

"I Can't Find Any Employees. Now What?" part of the ChamberWest Professional Development Series. Panelists are Chuck Krivanek, primary people person, Complete Recovery Corp.; Taud Olsen, vice president of people, Boostability; and Taylor Gooch, training manager, Vorex Imaging. Location is TownePlaceMarriott West Valley, 5473 W. High Market Drive, West Valley City. Cost is \$20 for members by June 16, \$30 for members and nonmembers thereafter. Details are at chamberwest.com.

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

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Speaker is Jennie Taylor of Rising Stars. Location is The Monarch, 455 E. 25th St., Ogden. Cost is \$20 for WIB Committee members, \$30 for nonmembers. Details are at ogdenweberchamber.com.

June 22, noon-1 p.m.

Business Success Academy Workshop, presented by the Zions Bank Business Resource Center. Presenter Beth Geagan, founder/owner of the management consulting practice Shift Strategies, will discuss "Authentic Communication: Building Trust in an Untrustworthy World." Event

CCIM

from page 4

velopment Program, Holder-Big-D Construction, A Joint Venture.

- Community Lender of the Year (under \$75 million): Dale Fisher, Mountain America Credit Union.

- Commercial Mortgage Broker of the Year: Johnny Clawson, The Clawson Group.

- Commercial Lender of the Year (over \$75 million): Jeff Holt, Zions Bank Real Estate Banking Group.

- Industrial Broker of the Year: Jarrod Hunt, Colliers International.

- Investment Broker of the Year: Bryce Blanchard, Newmark Knight Frank.

- Multifamily Broker of the Year: Greg Barratt, Berkadia.

- Office Broker of the Year: Brandon Fugal, Colliers International.

- Retail Broker of the Year: Scott Brady, Mountain West Commercial.

- Specialty Broker of the Year: Jonah Hornsby, Windemere/Align Complete Real Estate Services.

- Rookie Broker of the Year: Colum J. Mills, JLL.

- Price CCIM Scholarship Winners: Skyler Blankenfeld, Isabeau Hansen, Tyson Butterfield and Amro Al-Nimri.

The Top Transactions of the Year honorees are:

- Top Industrial Lease of the Year: Inland Real Estate Partners (Rusty Bollow, Ryan Flint and Bobby Stevens of Colliers International representing the tenant).

- Top Industrial Sale of the Year: I-80 Logistics/Westcore (Tom Freeman, Travis Healey and Jeremy Terry of Cushman & Wakefield representing the seller).

- Top Retail Lease of the Year: Fitness Group of Herriman (Brandon Fugal and Josh Smith of Colliers International representing the tenant; Rob Moore, Tyson Moore and Dan Moore of Colliers International representing the landlord).

- Top Retail Sale of the Year: Jordan Square Shopping Center (Chris Hatch and Ty Miller of Legend Partners representing the buyer; Eli Priest of Newmark Knight Frank and Rob Sweeney of Legend Partners representing the seller).

- Top Multifamily Sale of the Year: Hardware Apartments (Eli Mills and Patrick Bodnar of CBRE representing the seller).

- Top Office Lease of the Year: 650 Main – Enerbank USA (Aaron Jones, Todd McLachlan and Roman Bernardo of Newmark Knight Frank representing the landlord and tenant).

- Top Office Sale of the Year:

Thanksgiving Station Portfolio (Eli Mills and Patrick Bodnar of CBRE representing the seller).

- Top Specialty Sale of the Year: Cedar Storage Partners LLC (Brandon Olson of Colliers International representing the seller).

- Top Specialty Lease of the Year: The Thackeray Co. (Howard Layton of Colliers International representing the landlord).

- Development Winners are:
 - Multifamily Development of the Year: Pamela's Place, Housing Authority of Salt Lake City/Architecture Belgique/Wadman Corp.

- Office Development of the Year: Pluralsight Global Headquarters, Gardner Cos. & Stake Co./MHTN Architects/RAPT Studio/Okland Construction/Layton Construction.

- Industrial Development of the Year: 201 Mountain View Park, Hines/AE Urbia/Big-D Construction.

- Adaptive Reuse Development of the Year: Industry – Salt Lake City, Q Factor/Drumbeat Architects/Makers Line Construction.

- Hospitality Development of the Year: The Advenire, A Marriott Autograph Collection, PEG Cos./ajc architects/Zwick Construction.

- Transformative Development of the Year: Salt Lake City International Redevelopment Program, HOK/MNTN Architects, GSBS Architects, Architectural Nexus, FFKR/Holder – Big-D Construction, A Joint Venture.

ENTREPRENEURS

from page 1

enough founders of color and female founders represented. There are real biases and gaps that exist in our ecosystem," said Paluch. "But what we want to do is draw some inspiration from founders who have been able to navigate this, how have they found success and also learn from the struggles that we've all faced. I'm excited because I see a sea of change coming."

Project DEEP will continue to release new courses and resources on topics such as diversifying investing, creating a policy environment for inclusive economies and other topics. While the project is housed in Salt Lake City, the focus is both local and national. In 2020, *Forbes* ranked Utah as the best state for entrepreneurship, yet the state ranked worst for women's equality in the same year. Nationally, only 2 percent of venture capital goes to women founders, with less than 3 percent going to black and Latinx founders, despite women of color being the fastest-growing entrepreneur segment.

CALENDAR

from page 11

takes place online via Teams. Free. Registration can be completed at Eventbrite.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.

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 statewide). Free. Details are at wbcutah.org.

June 24, 9:55-11 a.m.

"Google Presents: Create YouTube Videos That Attract New Customers," a Women's Business Center event in partnership with Grow With Goodle. Event takes place online via Zoom. Free. Details are at 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.

BRIEFS

from page 9

gain room and more. NPS is a family-owned business that has been serving Utah communities since 1968. It started a concept of assisting other businesses with overstock, refused, unclaimed and cosmetically damaged products.

SCHOLARSHIPS

- **Nature's Sunshine Products Inc.**, a Salt Lake City-based health and wellness company that manufactures herbal and nutritional products, announced the creation of a new scholarship in partnership with the **David Eccles School of Business** at the University of Utah to support diverse students in their education. The company has pledged \$200,000 over four years, and the Eccles School will match 50 percent, for a total of \$300,000. This will provide full-ride scholarships for deserving students to help them complete their education. Nature's Sunshine will partner with the Opportunity Scholars program, which provides scholar-

June 24, noon-1 p.m.

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

ships to diverse, underrepresented students that will be the first in their family to achieve a college degree.

SERVICES

- **Global Leader Group**, a Salt Lake City-based executive management consultancy, has hired **Dale Murphy** as senior partner and premier keynote speaker. Murphy will offer organizations and teams an opportunity to join Global Leader Group's newly launched Dale Murphy MVP Experience, which involves an interactive day with Murphy to hear about his experiences on and off the baseball field and how they can aspire to "big league" leadership. Murphy is a former Major League Baseball player who won back-to-back Most Valuable Player awards, five consecutive Gold Glove Awards, four Silver Slugger Awards and had league-leading home run and RBI seasons.



Dale Murphy

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.

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. Event will feature an adventure education series; camping, off-road and outdoor lifestyle gear vendors; adventure films; mountain bike and e-bike clinics; an "Adventure Rig Showcase"; a craft beer garden and live music. 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.

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.

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.

see CALENDAR next page

CALENDAR

from previous page

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>.

June 30, noon-1 p.m.

"Money-Making Marketing," a Zions Bank Business Resource Center event. Event takes place online via Teams. Free, but registration is required. Registration can be completed at Eventbrite or by calling (801) 844-7900.

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

"Coffee and Connections," a Murray Area Chamber of Commerce event offered the first Thursday of each month in-person at King's Peak Coffee Roasters, 412 S. 700 W., Salt Lake City, and the third Thursday of each month online. Details are at murraychamber.org.

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 wbcutah.org.

July 6, 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.

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.

July 7, 3:30-5 p.m.

Business Connections and Bowling, a ChamberWest event. Location is All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

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.

July 9, 7:30-8:30 a.m.

"Eggs & Issues," a Murray

Area Chamber of Commerce event. Location is Mimi's Café, 5223 S. State St., Murray. Free. Details are at murraychamber.org.

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.

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. Open to the public. Cost is \$35 for members, \$45 for nonmembers. Registration can be completed at Eventbrite.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.

July 13, 6-8 p.m.

"Content: Nail Down Your Messaging," the first part of a three-part "Christmas in July" marketing course offered by Humble & Hustle Studios. Remaining sessions are July 20, "Digital Marketing Strategies"; and July 27, "Analyze, Analyze! Analyze!" Location is The Mill at Miller Campus, 9690 S. 300 W., third floor, Sandy. Cost is \$99. Registration can be completed at Eventbrite.com.

July 15, 7:45-9:15 a.m.

"Coffee and Connections," a Murray Area Chamber of Commerce event offered the first Thursday of each month in-person at King's Peak Coffee Roasters, 412 S. 700 W., Salt Lake City, and the third Thursday of each month online. Details are at murraychamber.org.

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.

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 Commerce event. Location is The

Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$20 for members, \$22 for nonmembers; online cost is \$16 for members, \$17 for nonmembers. Details are at cachechamber.com.

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.

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.

July 21, 5:30-6:30 p.m.

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

July 22, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Cost is \$10. Details are at 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 22, 6-7 p.m.

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

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 partner-

ship 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.

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.

see CALENDAR page 14

NO. UTAH

from page 1

Julie Hollist-Terrill, director of the Cache Valley Visitors Bureau, quoted a Kem C. Garden Policy Institute study from 2019 indicating that tourism accounted for 1,720 direct jobs in Cache County and 487 indirect jobs. Visitors to the county that year spent a total of \$187 million.

Tami Leonhardt, director of the Bear Lake Valley Convention & Visitors Bureau, also spoke about the region's complementary attractions.

"Box Elder starts and then just kind of leads us all up to Bear Lake. ... " she said. "And this is really important, too, because a lot of people will get off at the [Salt Lake] airport, they'll come down, they're ready to go to Yellowstone, but, wait, you've got to see our place first."

Hammer said collaboration has been in place for years, back when she and Hollist-Terrill worked with officials in Rich County, where Bear Lake straddles the Utah-Idaho border.

"We knew that, yeah, there's a faster way to go to Yellowstone if you stay on I-15," Hammer said, "but we figured out, you know, it's really not that much faster and it definitely isn't as cool as going through our area."

That collaboration, under the name "Top of Utah," worked for each agency.

"We could be petty and be competitive over who gets the

people to stay overnight," Hollist-Terrill said, "but instead we recognize that we all have really unique resources. If we come together and capture people in our region, then everyone benefits."

"Julie's right," Hammer said. "We don't argue over who gets the night's stay or who gets the whatever, because we know that we each have something unique to offer and when we bring them all together, it's something spectacular."

Leonhardt said Bear Lake last year had "one of our busiest" years because people during the COVID-19 pandemic "felt safe being outside." Hollist-Terrill added that "our outdoors are just being stampeded."

As the agencies work to manage tourism opportunities and experiences, they also are working with others to ensure that tourism augments broader economic development possibilities.

"If my economic development office is bringing in some folks, if they're trying to bring in businesses, we always participate in that, because we want a business to come in and feel the quality of life," Hammer said. "What is there to do? Why should my employees live here? Why should they recreate here?"

She attributed Procter & Gamble's decision to put a paper products manufacturing plant in Box Elder County partly to quality-of-life factors.

"We know that tourism matters [to companies]. Tourism is just that really sweet piece that

makes people feel really good about wanting to be here. I will tell you, when we got Procter & Gamble, we got Procter & Gamble for a lot of reasons, but one of the biggest reasons we got Procter & Gamble was they loved our community, they loved what we were doing, they just wanted to be here and wanted to be a part of what we were."

Keynote speaker Vicki Varela, managing director of tourism and film at the Governor's Office of Economic Development, said that tourism and traditional economic development "play well together."

"What does that mean for you?" she asked the crowd. "It means that we want to work more strategically with you than we ever have before. That we want to collaborate with tradition economic development more than we ever have before, recognizing that tourism is a welcome mat for other economic development."

Her office, she said, recognizes that it is doing well promoting the region as a tourism economy, "but we could do more." The office is in the beginning stages of creating a Northern Utah marketing strategy "to organize how you want your regional story to be told," she said.

Opportunities abound in agritourism, arts and culture, and birding, she added. "We have the most remarkable birding probably anywhere in the United States, and there's great opportunity to create tourism itineraries around that."

CALENDAR

from page 13

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.

Aug. 4, 3:30-5 p.m.

Business Connections and Bowling, a ChamberWest event. Location is All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

Aug. 10-13

2021 Utah Tourism Conference, a Utah Tourism Industry Association event fea-

turing 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.

Aug. 11, 11:30 a.m.-1 p.m.

"Let's Do Lunch," a South Valley Chamber event. Location to be announced. Open to the public. Cost is \$15 for members, \$25 for nonmembers. Details are at southvalleychamber.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.

Aug. 12, 5-7 p.m.

Summer BBQ & Mixer Member Party, a Park City Chamber/Bureau event. Location to be announced. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Aug. 13, 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.

Aug. 17, 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.

Aug. 17, 11:25 a.m.-1 p.m.

Leadership Luncheon, a Cache Valley Chamber of Commerce event. Location is The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan. Cost is \$20 for members, \$22 for nonmembers; online cost is \$16 for members, \$17 for nonmembers. Details are at cachechamber.com.

Aug. 17, 6:30-8 p.m.

"How to Make Your Website Sell, So You Don't Have To," a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Aug. 18, 7:30 a.m.-3 p.m.

2021 Chamber Golf Classic, an Ogden-Weber Chamber of

Commerce event. Check-in and breakfast begin at 7:30 a.m. Golf has shotgun start at 8:30 a.m. Lunch on the course takes place 11 a.m.-1 p.m. Location is Mount Ogden Golf Course, 1787 Constitution Way, Ogden. Cost is \$250, \$1,000 for a foursome. Sponsorships are available. Details are at ogdenweberchamber.com.

Aug. 18, 1-5 p.m.

Business to Business Expo, a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Free for attendees. Details are at davischamberofcommerce.com.

Aug. 24, 11:30 a.m.-1 p.m.

Women in Business Lunch-

see CALENDAR next page



**WE EXIST TO RESCUE
CHILDREN FROM
SEX TRAFFICKING**

JOIN THE FIGHT AGAINST SEX TRAFFICKING

Our corporate partners work hand-in-hand with us around the world to help put an end to modern-day slavery.

These partnerships are essential in helping Operation Underground Railroad accomplish our mission. We are dedicated to building long-term and mutually beneficial strategic alliances with corporate sponsors.

Through the generosity of businesses ranging from family owned local enterprises to some of the world's largest corporations, we will put an end to modern-day slavery.

We invite your company to partner with us and support our mission. You can get involved through:

- Financial support
- Grants and awards programs
- Raising public awareness

In return, we provide our partners with a wealth of benefits, including public relations, tax deductions and a positive effect on company morale.

JOIN THE FIGHT TODAY

Visit www.ourrescue.org and www.ourrescue.org/partnerships



OPERATION UNDERGROUND RAILROAD

Find us on    @ourrescue

Revolutionizing Real Estate!

No matter what you are looking for, I can help you find it!

Why Brandon?

- Real-time notification of new listings and price changes.
- One-stop-shop access to ALL agent listings on one convenient website.
- Online access to large photos, home tours and maps that include Google® Street View.
- Prompt service and support to help you find that “just right” property.



Start your search today at: SoldByWixom.com



Brandon Wixom

Licensed Commercial & Residential Broker
801.864.2626 • bwixom@gmail.com



CALENDAR

from previous page

Aug. 23, 11:30 a.m.-1 p.m.
South Valley Chamber of Commerce Event. Speaker is Peggy Larsen. Open to the public. Location to be announced. Cost is \$20. Details are at southvalleychamber.com.

Aug. 24, 11:45 a.m.-1 p.m.
Women in Business Luncheon. an Ogden-Weber Chamber of Commerce event. Location to be determined. Details are at ogdenweberchamber.com.

Aug. 26, noon-1 p.m.
Women in Business. a Box Elder Chamber of Commerce event. Cost is \$10. Details are at boxelderchamber.com.

Aug. 26, 7 a.m.-2 p.m.
Scholarship Golf Tournament. a South Jordan Chamber of Commerce event. Location is Glenmoor Golf Club, 8900 S. 4800 W., South Jordan. Sponsorships are available. Details are at <https://www.southjordanchamber.org/events>.

Sept. 1
2021 Annual Meeting. a Park City Chamber/Bureau event. Location is The Chateaux Deer Valley, 7815 Royal St., Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsyp/>.

Sept. 1, 3:30-5 p.m.

Business Connections and Bowling. a ChamberWest event. Location is All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$15 for members, \$20 for nonmembers. Details are at chamberwest.com.

Sept. 2, 9-10 a.m.

Morning Speaker Series. an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free to employees of chamber members and first-time guests. Details are at ogdenweberchamber.com.

Sept. 7, 10-11 a.m.

“How to Value Your Business in 30 Minutes.” a Women’s Business Center of Utah event. Speaker is Ashley Micchiche, co-owner and CEO of True North Retirement Advisors. Event takes place online (available statewide). Free. Details are at wbcutah.org.

Sept. 8, 5-7 p.m.

Business After Hours. an Ogden-Weber Chamber of Commerce event. Location is Golden Beverage Co., 2640 Industrial Drive, Ogden. Free to employees of chamber members and first-time guests. Details are at ogdenweberchamber.com.

Sept. 10, 8-9 a.m.

Women in Business Net-

working. an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden. Free for WIB members. Details are at ogdenweberchamber.com.

Sept. 10, 6-9 p.m.

2021 Business Awards Banquet. a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost is \$75. Details are at davischamberofcommerce.com.

Sept. 16

2021 Golf Tournament. an ACG (Association for Corporate Growth) Utah event. Breakfast and registration begin at 7 a.m. Shotgun start is at 8 a.m. Lunch and awards follow play. Location is Eaglewood Golf Course, 1110 E. Eaglewood Drive, North Salt Lake. Cost is \$250 for members, \$300 for nonmembers, \$1,000 for a foursome. Sponsorships are available. Details are at <https://www.acg.org/utah/events/acg-utah-2021-golf-tournament>.

Sept. 28, 8 a.m.-2 p.m.

18th Annual Women Empowered Conference. Location is The Monarch, 455 25th St., Ogden. Free for WIB members. Cost is \$65 for Women in Business members, \$75 for nonmembers. Details are at ogdenweberchamber.com.

REBRANDING

from page 1

senior vice president of brand strategy for BVK, a Milwaukee-based brand agency VSL selected to help with the campaign. “Here, things that shouldn’t go together miraculously do. And it fuels an environment of fresh, creative energy where unconventional thinking empowers a better way forward.”

The first true brand identity campaign for VSL in its nearly 40 years in business is the result of years of research that clearly demonstrated the disconnect between what outsiders think about the area and what those same people will find once they’re here.

For example, Salt Lake is perceived to have natural beauty and outdoor activities and is a safe and great place for families. However, it is not recognized as having a lot of entertainment options, diversity or wide variety of cultural experiences.

A new ad campaign that will run nationally will attempt to dispel those misperceptions. VSL documents about the campaign hail Salt Lake as “more modern, progressive, inclusive and vibrant than travelers realize” and an “incredible modern, fresh, vibrant destination that is inclusive, genuine, eclectic and intriguing,” with “fresh, creative energy” and “diverse cultures, pastimes and landscapes.”

The “West of Conventional” phase is meant, in part, to inform people about Salt Lake’s many in-

congruities, with the area being a “meeting place” where divergent elements that wouldn’t ordinarily go together blend effortlessly.

“Together we’re building a stronger visitor economy that’s more resilient and more relevant to everyone,” said Kaitlin Eskelson, VSL’s president and CEO. “We just launched a compelling new brand for our entire destination that will serve us as we rebuild and move toward a very bright future. We are passionate about our place and excited to educate would-be travelers about our secret gems.”

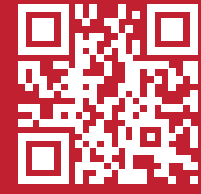
“BVK and Visit Salt Lake are partnering in developing a strong, sustainable and unified brand for Salt Lake,” Barkow said. “Destinations need to reimagine and restructure themselves to meet the evolving demands of not just the traveler but also the local community — those who live and work here.”

Salt Lake County Mayor Jenny Wilson, who partnered with VSL for the campaign unveiling, noted the importance of visitors to the area. Visitors to Utah typically spend \$10.1 billion a year, making it the state’s eighth-largest industry, and Salt Lake County accounts for 46 percent of that total, or \$4.65 billion.

“As partners with Visit Salt Lake, we are certain this new direction will bring great results and enable VSL to attract more conventions, leisure travelers and visitors,” Wilson said. “The size and scope of the visitor economy is substantial.”

#WeBuildUtah

and the communities where families and business live, work, and thrive. Join our industry and engage in a promising and fulfilling career as you make a difference in your own community.



Scan to watch a short video

WE BUILD UTAH