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Draper's TaxBit to add 1,700 high-paying jobs

Brice Wallace
The Enterprise

TaxBit is in line for a tax credit. The company plans to add up to 1,700 jobs in Draper over the next decade, boosted by a state tax credit incentive tied to those high-paying jobs.

Utah-based TaxBit Inc. produces cryptocurrency tax and accounting automation software, providing tax reports and back-end accounting, working with some of the county's most prominent brokerages and

CPA firms. TaxBit connects cryptocurrency transactions across every exchange so that clients can accurately file taxes, manage portfolios, and make tax-optimized trades.

"This is just the beginning," Justin Woodward, co-founder and tax attorney at TaxBit, told the board of the Governor's Office of Economic Opportunity (Go Utah) about the three-year-old company. "We're excited for all this growth. ... It's just been phenomenal growing the business here and bringing such an emerging asset class and new technology to this ecosystem. We're

looking forward to partnering with Utah long-term."

The Go Utah board approved a tax credit incentive of up to about \$4.4 million over 10 years for the \$70 million project, which is projected to create new wages of \$654.6 million and new state tax revenues of \$29.5 million during that period.

It was the first board meeting for Go Utah, formerly known as the Governor's Office of Economic Development (GOED).

The new jobs are expected to pay an average of \$111,213, "which is pretty remarkable," said Steve Neeleman, chairman of the board's incentives committee.

"TaxBit has a unique business model and will be a fantastic addition to Utah's tech sector," Dan Hemmert, Go Utah's

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The opportunity to escape the city and have easy access to wilderness activities, such as this couple hiking in Utah's High Uintas, is a major draw for workers being recruited by companies in the state's rapidly growing technology sector, according to a new report.

Access to outdoors a major perk for Utah's tech sector employees

If you left Utah to seek a job in the technology sector and then moved back, it was most likely because of the outdoor opportunities here. That's part of the finding of a survey of the state's tech employees conducted by Utah Outdoor Partners, a nonpartisan, nonprofit organization, and the Kem C. Gardner Policy Institute.

Utah's tech sector is the fastest-growing industry in the state and offers high-paying jobs that encourage a flexible work-life balance. The state's easy access to wilderness provides many outdoor recreation opportunities year-round. And that's often used as

a recruitment tool for marketing Utah as a place where a work/life balance is accessible, enjoyable and awe-inspiring.

"The amazing access to outdoor recreation and public lands in Utah are key factors to the economic growth of the state," said Pitt Grewe, director of the Utah Office of Outdoor Recreation. "This report shows that people working across different sectors appreciate the quality of life that Utah outdoor spaces provide. Foosball tables and

see **OUTDOORS** page 22

It's no secret that home prices nationwide are soaring, and Utah is right there among the top states for the residential cost inflation, according to data released by CoreLogic, a global property information, analytics and data-enabled solutions provider based in Irvine, California. The information is contained in the CoreLogic Home Price Index.

Through May, Utah's year-over-year increase in the cost of purchased homes sat at 20.4 percent. Only Arizona at an astounding 30.3 percent and Idaho at 23.4 percent had higher increases than Utah. Analysts at CoreLogic said Utah homebuyers sought out more affordable locations with lower population density and attractive outdoor amenities.

Converging pressures of severe inventory shortages and sustained demand pushed home prices to record highs in May, CoreLogic said, with the year-over-year increase

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Additional \$205M brings pandemic assistance to Utah schools to \$615M

Pandemic aid for Utah just keeps growing.

The state's schools received another \$205 million in federal pandemic funding recently to help address the most critical needs created by the pandemic, the Utah State Board of Education announced.

"The Utah State Board of Education and the state's school districts and charter schools intend to put this much-welcome funding to work mitigating the pandemic's impacts on students, teachers and families and create educational success for the long term," Sydnee Dickson, state superintendent of education, said in a release. "Utah's plan builds upon the existing state actions to keep students in school as we seek to address their personalized needs for the future."

Dickson said the U.S. Department of Education has approved the state's plans for how the funding will be used, allowing Utah to receive the money. In total, Utah has received \$615 million in American Rescue Plan funds meant to help schools reopen and recover from the pandemic.

The State School Board distributed a survey to schools throughout the state in the spring to look into the impact of COVID-19 on all student subgroups. The board is "actively collecting school level data on lost instructional time," which it will use to determine the most critical needs for those who have been most impacted by the pandemic. Utah used some of the funding to establish health and safety protocols to help schools return to in-person learning in the 2020-21 school year, according to the statement.

One-third of Utahns say work/life balance 'perfect' during pandemic

One in three Utahns have achieved the "perfect" work/life balance during the COVID-19 pandemic, according to a poll by PRPioneer.com. The national average is 44 percent. The top figure is in Alaska, at 70 percent. Louisiana, New Hampshire and Rhode Island tie for the lowest, at 20 percent.

So, what hobbies and activities have Utahns been partaking in during lockdown? When asked, 25 percent said they've spent time on home improvement and gardening, while 23 percent have been reading more. Nineteen percent enjoyed cooking more and 17 percent spent quality time with family, while 13 percent dedicated more hours to exercising and 3 percent made the most out of having more time for a proper breakfast.

Furthermore, over a quarter said they've become more self-sufficient during lockdown, doing things they may have never done before, like starting an herb garden, growing their own fruit and vegetables, baking from scratch and learning new DIY skills.

UofU researchers find lockdowns have significant effect on air quality

University of Utah researcher Daniel Mendoza and his colleagues have air quality sensors installed around Park City with the purpose of monitoring pollution during the ski season and the Sundance Film Festival. What they have discovered is that the COVID-19 pandemic also had a significant impact on the area's air quality.

Throughout the pandemic, the air sensors watched during lockdowns as air pollution fell in residential and commercial areas, and then as pollution rose again with re-openings. The changing levels, the researchers found, which behaved differently in residential and commercial parts of the city, show where pollution is coming from and how it might change in the future under different policies.

"The lockdown period demonstrated how low pol-

lution levels can be and showed what the background pollution is in the area," said Mendoza, a research assistant professor in the Department of Atmospheric Sciences and visiting assistant professor in the Department of City & Metropolitan Planning. "The very low levels of PM2.5 can be considered an aspirational target and could spur increases in renewable and low-polluting energy sources."

Before this study, neither Park City nor Summit County had any regulatory air quality sensors. Although the population of Park City is much smaller than the Salt Lake Valley, its geography still creates temperature inversions that can trap and concentrate emissions from cars, businesses and other sources. Mendoza and his colleagues set up sensors at two different locations, one atop the building of the KPCW radio station, in Park City's "Old Town" district, representing a bustling commercial area. The other was located at the Park City Municipal Athletic & Recreation Center, in an affluent residential area.

"As we all know, COVID-19 happened and we had a natural experiment," Mendoza said. As restrictions and precautions went into effect, the research team discovered a significant effect on the atmosphere.

Pandemic restaurant aid fund ends; 507 Utah establishments get \$122M

On July 2, the U.S. Small Business Administration announced the closure of the Restaurant Revitalization Fund (RRF) program, passed by Congress as part of the American Rescue Plan. The program provided economic aid to restaurants and other establishments that suffered losses during the COVID-19 pandemic.

"The SBA Utah District Office has had the pleasure of working closely with our resource partners at the Small Business Development Centers and the Women's Business Centers to ensure restaurant owners were prepared to apply for this much-needed relief," said Marla Trollan, SBA Utah District director.

Trollan said that 507 Utah restaurants received over \$122 million under the plan.

"For restaurants or other businesses that were not able to receive this assistance, we recommend they consider the Economic Injury Disaster Loans as funds are still available," Trollan said.

"The \$28.6 billion Restaurant Revitalization Fund provided desperately needed relief to more than 100,000 restaurants and other food and beverage businesses across the nation with significant funding going to our hardest-hit, underserved businesses," said SBA Administrator Isabel Guzman. "Restaurants are at the center of our neighborhoods and propel economic activity on Main Streets. As among the first to close in this pandemic and likely the last to reopen, many are still struggling to survive. The SBA will continue to work hard to ensure they get the resources they need to recover, rebuild and be resilient."

By the end of June, the RRF program received more than 278,000 submitted eligible applications representing over \$72.2 billion in requested funds. Approximately 101,000 applicants were approved to restaurants, bars and other restaurant-type businesses. Underserved populations received approximately \$18 billion in grant money.

Guzman said the average size of grant awards to applicants was \$283,000.

Rescue Plan child tax credit program payments begin going to families

The American Rescue Plan, passed earlier this year by Congress to help families deal with the financial effects of the COVID-19 pandemic, included a revised child tax credit with the provision that the credit could be disbursed to fami-

lies as cash payments. The Internal Revenue Service began issuing the first monthly payments under the plan on July 15. Most of the payments will be made directly to bank accounts of record for the families who received tax refunds by direct deposit.

For the tax year 2021, Congress increased the child tax credit from \$2,000 per child to \$3,600 for children under age 6 and \$3,000 for children ages 6 through 17. Eligibility is determined by the child's age on the last day of the year. Half of the tax credit will be paid in advance to eligible families through monthly payments. The remaining half of the credit will be claimed when parents file their 2021 tax return next year.

"The first monthly payments of the expanded and newly advanceable CTC from the American Rescue Plan will be made starting July 15," the IRS said in a press release. "Most families will begin receiving monthly payments without any additional action. Eligible families will receive a payment of up to \$300 per month for each child under age 6 and up to \$250 per month for each child ages 6 to 17."

Parents can check eligibility for the advance child tax credit payments by using the Advance Child Tax Credit Eligibility Assistant at irs.gov.

"To make sure families have easy access to their money, the IRS will issue these payments by direct deposit, as long as correct banking information has previously been provided to the IRS," the news release continued. "Otherwise, people should watch their mail around July 15 for their mailed payment. The dates for the advance child tax credit payments are July 15, Aug. 13, Sept. 15, Oct. 15, Nov. 15 and Dec. 15."

Families wishing to opt out of the advance payments because a credit on their tax returns may be more advantageous, there is an online portal for that purpose at irs.gov.

UofU study: Vaccines slash risk of COVID-19 infection by 91 percent

People who receive mRNA COVID-19 vaccines are up to 91 percent less likely to develop the disease than those who are unvaccinated, according to a new nationwide study of eight sites, including Salt Lake City, conducted by Dr. Sarang Yoon and colleagues at the University of Utah Rocky Mountain Center for Occupational and Environmental Health (RMCOEH). For those few vaccinated people who do still get an infection, or "breakthrough" cases, the study also suggests that vaccines reduce the severity of COVID-19 symptoms and shorten its duration.

Researchers said these results are among the first to show that mRNA vaccination benefits even those individuals who experience breakthrough infections.

"One of the unique things about this study is that it measured the secondary benefits of the vaccine," said Yoon, a study co-author and assistant professor at RMCOEH. Yoon was the principal investigator of the study called RECOVER (Research on the Epidemiology of SARS-CoV-2 in Essential Response Personnel).

Yoon said the study, published online in the *New England Journal of Medicine*, builds on preliminary data released by the Centers for Disease Control and Prevention (CDC) in March.

The study was designed to measure the risks and rates of infection among those on the front lines of the pandemic.

"We gave these vaccines to some of the highest risk groups in this country — doctors, nurses and first responders," Yoon said. "These are the people who are getting exposure to the virus day in and day out, and the vaccine protected them against getting the disease. Those who unfortunately got COVID-19 despite being vaccinated were still better off than those who didn't."

In addition to Salt Lake City, study sites included Miami; Temple, Texas; Portland; Duluth, Minnesota; and Phoenix and Tucson, as well as other areas in Arizona.

Overall, the researchers concluded the study's findings support the CDC's recommendation for people to get fully vaccinated as soon as possible.

Go Utah awards incentives bringing an array of industries, jobs to the state

Brice Wallace
The Enterprise

Go Utah was on the go in July.

The first board meeting for the Governor's Office of Economic Opportunity, previously known as the Governor's Office of Economic Development (GOED) and now under the "Go Utah" moniker, included the awarding of five corporate incentives. In addition to TaxBit for a 1,700-job project in Draper, companies receiving incentives produce a broad range of products, from radioisotopes to bullets, from insulation to packaging.

The incentives include three projects for rural Utah — a point of emphasis for new Gov. Spencer Cox — and one headquarters relocation to the state.

Nusano

Developing and producing uranium-free radioisotopes will be the focus of work at a new West Valley City facility for health tech company Nusano Inc., which will add up to 92 high-paying Utah jobs in the next 15 years and move its corporate headquarters there from Valencia, California.

The company was approved for a tax credit of up to about \$2 million for the \$46.5 million project.

Brian McKernan, CEO, told the Go Utah board that Nusano had planned to be based in Los Angeles but decided instead to move out of California. "We had in fact found a wonderful location in West Valley City and are very excited to come to Utah," he said.

McKernan said the company commercializes a cutting-

edge technology to manufacture radioisotopes for diagnostics and cancer therapy. The new technology is "better, cheaper, faster," he said.

"This is an industry that has not been reinvented for six to seven decades, so what we're bringing to market here is going to solve significant supply constraint issues in the radioisotope world, allow us to bring radioisotopes forward for some very promising cancer therapeutics," he said.

The 100,000-square-foot facility in West Valley City will include a linear accelerator, a 70-foot-long tube through which the company will shoot particles into stable elements. When those elements heat up, they shed radioisotopes that can be bottled and shipped to companies for clinical trials on the way to therapies, he said.

"So this is a technology that has been long in the making in terms of market need as well as a disruptive technology that can really change things," McKernan said.

GOED documents indicate the company will invest \$5.2 million in facility build-out and \$34.9 million in new equipment, as well as transfer \$6.5 million in existing equipment. The company anticipates it will have 46 full-time employees in the new facility by next year, with 92 planned by 2026.

The new jobs will pay an average of \$132,336. Total new wages over 15 years are projected to reach \$172.3 million, and new state tax revenue is projected at \$10.3 million during that time.

Ivan Lapchinski, senior director of finance and administrative operations at Nusano, said the positions will include high-end engineers, chemists and physicists.

"This fits so well into the life sciences cluster and really at the most high-end, cutting-edge technology that's going on in the whole life sciences space right now and [we] couldn't be happier to have them in Utah," said Colby Cooley, vice president of business development at the Economic Development Corporation of Utah (EDCUtah) and manager of the Nusano project for EDCUtah.

"Nusano will be an awesome addition to Utah's growing life science industry," Dan Hemmert, Go Utah's executive director, said in a prepared statement. "This growth will support almost 100 high-paying jobs, and we look forward to all that Nusano will bring to the state."

"Nusano will find a good fit in Utah, given our universities' research capabilities, support for entrepreneurial companies by our state and local governments, and our life science industry talent base," said Theresa A. Foxley, president and CEO of EDCUtah. "We look forward to furthering their growth."

American Packaging

The Go Utah board approved a tax credit incentive for American Packaging Corp. (APC) to open a manufacturing plant in Cedar City. The incentive is tied to the creation of 135 high-pay-

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Red Cat Holdings to acquire Teal Drones

Red Cat Holdings Inc., a technology provider to the drone industry based in Humacao, Puerto Rico, has announced that it has signed an agreement to acquire Teal Drones. Holladay-based Teal makes and markets commercial and government unmanned aerial vehicle technology. The all-stock transaction will add Teal Drones to Red Cat's portfolio and strengthen the group's spectrum of offerings across North America, the company said.

Teal will anchor the enterprise group at Red Cat Holdings that includes Skypersonic, a remote inspection company, and Dronebox, an analytics platform for cloud-based flight intelligence. Other companies in the Red Cat portfolio include Fat Shark, a drone imaging and communication company, and Rotor Riot, a lifestyle operation focused on the consumer segment.

"Adding Teal to the family helps Red Cat naturally expand deeper into the enterprise and government spaces," said Jeff Thompson, CEO of Red Cat. "Teal's Golden Eagle drone platform and its existing access to the Department of Defense, combined with the market reach and experience of Red Cat should well-position the joint group for unbridled success as the industry grows."

Teal, a company founded by George Matus in 2015, launched with its Teal Sport and Teal One consumer drones. The company has since grown into the enterprise and government sectors with Golden Eagle, a U.S. government-approved drone de-

signed for reconnaissance, public safety and inspection applications. Teal's open and modular platform allows a critical mass of applications to be developed and integrated for next-generation capabilities. Partners actively integrating technologies with Teal include Autonomyne, Tomahawk Robotics, Dronelink and Skyward.

"With Red Cat's operational expertise and access to capital, Teal is amazingly positioned to rebuild America's drone industrial base across sectors," said Matus, current CEO of Teal. "We are incredibly excited to join Red Cat as Golden Eagle scales production and further applications are released."

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Center for Rural Development announces changes

The Center for Rural Development, a division within the Utah Governor's Office of Economic Opportunity, has announced changes to its programs and the selection of two new team members.

"The Center for Rural Development is enhancing its programs and services to encourage economic opportunities for all Utahns, regardless of geographic location," the agency said in a release. "Based on Gov. [Spencer] Cox's 'One Utah Roadmap,' rural Utah matters and has a voice in the state's economic future."

"The center enthusiastically supports expanded opportunities in rural investment programs that support remote work and entrepreneurship," said Ryan Starks, managing director of business services in the Office of Economic Opportunity. "Our staff is committed to providing outstanding services, programs and resources to rural Utah residents, including high-speed broadband deployment."

Starks said the Center for Rural Development is focused on a regional outreach support model in delivering its programs and services. This model assigns three outreach managers to specific counties to foster relationships with local leadership and provide geographical representation. Starks added the model ensures each of

Utah's 25 rural counties receives tailored approaches to their unique opportunities and challenges.

Newly named regional county outreach managers are Eden Johnson, who works with Box Elder, Cache, Morgan, Rich, Summit, Tooele and Wasatch counties; James Dixon, working with Daggett, Duchesne, Juab, Millard, Piute, Sanpete, Sevier, Uintah and Wayne counties; and Nan Anderson, working with Beaver, Carbon, Emery, Garfield, Grand, Iron, Kane, San Juan and Washington counties.

Johnson joins the center as a program and outreach manager and will work closely with the



Eden Johnson



James Dixon



Nan Anderson



Rebecca Dilg

Rural Association of Governments and rural counties to maximize the center's rural programs, offerings and tools. Leila Reynolds also joins the team as a program support specialist. She will assist both the Center for Rural Development and the Utah Broadband Center in analyzing and sharing information about rural and broadband programs, along with a host of other duties.

Dixon and Rebecca Dilg have also accepted new roles. Dixon was recently promoted to associate managing director and will oversee the management and execution of crucial rural programs, including the Rural Coworking and Innovation Center Grant program, the Rural County Grant program and the Targeted Business Tax Credit program. Dilg will start her new position as broadband director of the newly created Utah Broadband Center. Dilg will oversee the deployment of broadband grant funds and coordinate maximizing Utah's broadband connectivity footprint.

"We're very fortunate to have the brightest and most dedicated employees as part of the Office of Economic Opportunity's Business Services team," Starks said. "These team members continually give 110 percent and exemplify a commitment to excellence daily through their exemplary work."

The Better Being Co. files for a \$100M IPO

Another Utah company is set to go public.

The Better Being Co., a vitamin and supplement supplier based in Salt Lake City, has filed for an initial public offering with the target of raising \$100 million. The company has filed a registration statement on Form S-1 with the U.S. Securities and Exchange Commission relating to the proposed IPO of its common stock. The filing leaves the possibility of raising more than the \$100

million as existing shareholders plan to sell a portion of the offering.

The company's current corporate name is Nutrition Topco and it does business as Nutraceutical International. The company plans to change its name to The Better Being Co. prior to the IPO. In May 2017, the company was acquired by private equity firm HGGC for \$446 million, including debt.

The vertically integrated company manufactures and sells nutritional vitamins and supple-

ments, beauty products and other natural products under numerous brands, including Solaray, KAL, Zhou Nutrition, Nu U, Heritage Store, Zand and Life Flo. The company sells both online and through natural and specialty retailers.

The Better Being Co. was founded in 1993, though its brands trace their roots as far back as 1932. It booked \$344 million in sales for the 12 months ended March 31.

Kevin Kane named CEO of SLC's Coda Octopus Colmek

Kevin Kane has been appointed CEO of Salt Lake City-based Coda Octopus Colmek Inc., a provider of engineering services and systems. Coda Octopus Colmek is a subsidiary of Lakeland, Florida-based Coda Octopus Group Inc., an underwater technology company that offers subsea surveys, marine construction, ROV operations, dredging and port security services.

Kane is a experienced defense industry leader who has worked extensively with military and government customers in the U.S and more than 50 countries worldwide. He most recently served as vice president, international business development, for L3Harris Technologies' Communications Systems. Prior to the merger of L3 Technologies and Harris Corp., he led international business development for the L3 Technologies' Communications and Networked Systems segment, after leading product management at the L3 Technologies' Broadband Communications sector for several years. Before joining L3, he served as president and chief executive officer of Datron World Communications and as president and executive general manager of Codan Communications in Adelaide, Australia.

Mike Midgley, who formerly held the position of CEO and chief financial officer (CFO), will continue as CFO.

As one of two defense engineering services businesses owned by Coda Octopus Group, Coda Octopus Colmek develops, supports and maintains mission-critical defense systems for military applications.

Dot Foods buys ShopHero

Provo-based ShopHero, a software platform providing grocery e-commerce services to small grocery businesses, has been purchased by Dot Foods, a foodservice redistribution company based in Mt. Sterling, Illinois. Terms of the acquisition were not disclosed.

Matt Garner, ShopHero co-founder and CEO, and most of the ShopHero employees will continue as part of Dot Foods.

"We're going to operate as a subsidiary," said Garner. "We'll continue doing our thing, just with copious amounts of rocket fuel that come from a source that I can trust, that's going to be able to honor our promises to our retailers that I've made over the last six years."

ShopHero was started in Pro-

vo in 2015 by Garner and a team of co-founders who have since moved on to other enterprises.

Dot Foods is a family-owned and operated company founded in 1960 by Robert Tracy. Dot has three generations of the Tracy family filling leadership roles. Many grocery stores ShopHero works with have a similar history, and Garner believes Dot Foods has a track record of treating small grocers with respect.

Each ShopHero client has a personalized app and a website. About 70 percent of ShopHero transactions nationwide are on the mobile app, making it an important feature for stores. ShopHero services about 450 retailers across the United States and Canada.

The company has about 50 employees, most of them in Utah.

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Traeger Grills acquires thermometer maker

Traeger Grills, a Salt Lake City-based innovator of the wood-pellet grill, has acquired Meater, a Leicester, England, supplier of wireless meat thermometers for cooking applications.

Traeger introduced the auger-fed wood pellet grill in the 1980s and has since added its WiFire technology, which allows control of the cooking unit through a mobile app on a smartphone or Apple Watch.

“The Meater acquisition represents the next logical step in Traeger’s digital evolution and ongoing effort to create the ultimate connected grilling experience through the ability to precisely monitor food temps from virtually anywhere,” the company said.

“Meater shares our commitment to product innovation and enhancing the cooking ex-

perience — indoor and outdoor — and that made them an ideal fit for Traeger as we continue to evolve the connected cooking experience,” said Traeger Grills CEO Jeremy Andrus. “This acquisition will play a role in our ongoing product development and is yet another way we can bring unique benefits and value to our dedicated ‘Traegerhood’ community of passionate cooks.”

Created by Apption Labs, an innovative technology startup dedicated to developing smarter consumer products connected to the Internet and controlled by mobile devices, Meater takes the guesswork out of cooking, Andrus said. The thermometer and Meater app enable customers to cook steak, chicken, turkey, fish or other meats perfectly every time for

every occasion. As a category leader in the food thermometer space, Meater positions Traeger to accelerate entry into the adjacent accessories market with a highly complementary technology-enabled product.

“Our product complements and enhances Traeger’s connected grilling experience and joining forces with a market leader in outdoor cooking was something we’re extremely excited about,” said Joseph Cruz, Meater CEO. “Together with Traeger, we believe there is much yet to be explored in the realm of connected cooking, and we’re thrilled by the notion of pushing forward to discover and develop new innovations.”

Meater will operate as a standalone company within Traeger Grills and Cruz will continue as Meater’s CEO, reporting to Andrus.

Logan's iFIT buys Australian fitness provider

Logan-based iFIT Health & Fitness Inc., a global provider of fitness software, content and equipment, has acquired Sweat, a platform for women’s health and fitness. The acquisition of the Sweat expands iFIT’s presence in the global digital fitness market and accelerates the company’s delivery of best-in-class interactive fitness experiences for consumers worldwide. The Adelaide, Australia-based Sweat will remain a standalone brand as part of iFIT. Financial terms were not disclosed.

Founded in 2015 by physical trainer Kayla Itsines and CEO Tobi Pearce, Sweat has been used millions of women around the world in their journeys to become healthier, stronger and more confident, the company said. The Sweat platform is led by a team of personal trainers and offers over 5,000 unique workouts across 26 exercise programs ranging from high-intensity interval training and strength to yoga, barre and Pilates. Itsines and Pearce will continue to lead the Sweat business in their existing roles, with the company remaining headquartered in Australia.

“Kayla, Tobi and the team at Sweat have built an incredible brand and community of fitness enthusiasts,” said Scott Watterson, CEO and founder of iFIT. “We are delighted to welcome Kayla’s authentic fitness training and charismatic personality — along with all of Sweat’s other star trainers — to the iFIT family. Our two founder-led businesses are highly complementary and this acquisition extends our market reach into new geographies, demographics and fitness preferences spanning both home and commercial markets globally. We have a shared vision of helping people around the world achieve their goals for health and well-being.”

“The addition of Sweat will allow iFIT to further expand our membership base as well as add new fitness genres and modalities to our fast-growing subscription business, giving our company a tremendous competitive advantage,” Watterson added.

Watterson said the acquisition will provide opportunities for iFIT and Sweat to collaborate on content development,

resulting in an increased range of exciting fitness experiences.

“We have long admired iFIT as a fitness industry leader and are proud to join the iFIT family,” said Pearce. “We look forward to working with Scott and his leadership team to accelerate our global expansion and further enhance the consumer experience for Sweat as part of the iFIT ecosystem. iFIT enables us to create a breadth of engaging new content to fulfill the rapidly growing fitness needs of our members around the world.”

“Sweat has had an incredible journey from our humble beginnings training women one-on-one in my Adelaide backyard to launching the Sweat App in 2015 to now joining the iFIT family,” Itsines said. “Sweat was founded on our simple belief that fitness can genuinely help women improve their confidence, health and quality of life. Through iFIT’s strategic leadership, we will be able to create new world-class fitness content and product experiences to support more women on their fitness path forward.”

Finalists announced for Women Tech Awards

The Women Tech Council (WTC), a national organization based in Utah and focused on the economic impact of women in the technology sector, has announced the 21 finalists for its 2021 Women Tech Awards.

“These awards bring visibility to technology-focused women throughout the industry who are leading technology companies, creating new technologies, driving innovation and inspiring the tech community,” the organization said.

“As we face the first female recession and the ‘Great Resignation,’ everyone is more acutely aware of the vital impact of women in all fields, especially technology, and the need to create opportunities for women at every level,” said Cydni Tetro, president of WTC. “Giving visibility and recognition to the accomplishments and contributions of women in tech helps fight this tide, and instead creates momentum for all women by accelerating their impact, raising awareness about the vitality of women in diverse teams, and inspiring more women and girls to pursue STEM fields. After nearly two years apart due to the COVID-19 pandemic, we can think of no greater reason to come together and no more pressing time to do so.”

Since launching 14 years ago, the Women Tech Awards has elevated and celebrated the leadership, innovations and contributions of hundreds of individual women in technology and raised the visibility of the impact of women in tech as a whole, Tetro said.

Each finalist was selected based on professional achievements, business leadership, industry experiences and personal accomplishments. Judging for the awards was conducted by a panel of leaders from throughout the technology community.

Listed alphabetically, the Women Tech Award finalists include Amy Dredge, vice president of the Technology Center of Excellence at Pluralsight; Angie Balfour, chief people officer of Weave; Darcy Douglas, vice president of global program management for Taulia; Emily Tew, senior vice president and analytics director at Health Catalyst; Jamie Lyon, vice president of strategy and business development at Lucid; Jen Gray, vice president of product marketing at Filevine; Juliette Bautista; director at Club Ability; Katie Iversen, NERC/Modeling risk manager of AES Clean Energy; Laura McCarty, vice president of technical support Americas for Pure Storage; and Lindsey Henderson, secondary mathematics specialist for the Utah State Board of Education.

Other finalists are Mandy Rogers, integrated functional capabilities manager at Northrop Grumman; Milada Copeland, chief information security officer at Progrexion; Namitha Nayak, vice president of engineering for NICE CXone; Nikki Walker, director of brand experience and community engagement at Domo; Sadiqa Mahmood, general manager and senior vice president of life sciences business at Health Catalyst; Serenie Gagon, vice president of product payment solutions at Finicity, a Mastercard Company; Shari Mann, engineering fellow and OCS chief engineer at L3Harris; Sherrie Cowley, head of security operations for 3M; Sujatha Sampath, physicist and senior engineer at Micron Technology; Toni Sears, senior director of program management at CHG Healthcare; and Zyanya Bejarano, vice president of sales, Latin America for Instructure.

Award recipients will be announced Sept. 30 at an awards luncheon at the Grand America Hotel in Salt Lake City. The 2021 awards will be presented by Domo, Health Catalyst, Pelion Venture Partners and Vivint.



REMOVING DIXIE = UTAH'S SURRENDER TO CANCEL CULTURE

To Our Friends In Northern Utah:

UPDATE FROM DIXIE: We now have a competing name for Dixie State University and the battle is on: It's "DIXIE" vs. "TECH"

You were probably expecting something more creative or dynamic from our State's cancel culture enthusiasts, but this is it. We are not kidding. After many months of supposed research, surveys, focus groups, committee on top of committee meetings at the university, and lots of our State tax dollars, this is the best they could do, merely "Utah Tech University." We know what you are thinking; a real down grade, a tech school that sounds like a vocational school. This is also similar to the former name of Utah Valley University (UVU) back in the 60s and 70s when it was the "Tech." Our view is that Utah Tech simply does not cut it.

Tech is an old concept. As you already know, technology is now implicit and presumed in all education from K-12 through all levels of university study and across most academic disciplines. To us in Utah's Dixie, the antics of the university's leadership is both sad and embarrassing. The Tech train has long since left the station, and Tech is similar to the already failed name "Polytechnic" that leadership just recently admitted was an "epic failure." Tech it is a dated and outmoded name and concept. It is as if they just discovered the Smart phone without knowing that it's been around for over 20 years. It suggests desperation more than ordered, well-thought-out planning.

We believe the main impetus behind this drive to "cancel the Dixie name at all costs," may ultimately rest with deep convictions of wokeness among a few of the more liberal persuasion within Higher-Ed in this State, who have in effect mandated to the President and his staff at the university to get this done. The university leadership's pursuit of a strategy allowing the implication of extreme racism in our present day Dixie community and the claim that graduates suddenly can't get jobs due to the Dixie name are just insincere tools to achieve their preplanned result – all to satisfy the criticism of the out-of-state liberal education establishment instead of serving the students at Dixie.

We ask you to help us stop this great misfortune in Utah's Dixie. This is not just a Southern Utah issue. Your State Representative and Senator in Northern Utah will soon be called up to vote for or against the Tech name. In this era where cancel culture and wokeness are infecting our culture, our schools, and society; **we need your help to fight back against it.** Please take the time to call, text, or email your own legislators to do the following:

- First, stand strong against the cancel culture movement (the cancellation of the Dixie name is Utah's surrender to the cancel culture);
- Second, vote against the name Utah Tech University because Tech is an unimaginative, bland, dull, regressive, and outmoded term.
- Third, keep the Dixie State name. The newly proposed Tech name fails miserably against a time-tested 100+ year old brand that represents one of the fastest growing and most successful institutions of Higher-Ed in the state (you don't switch a name when you're on a very successful roll).

Very Simply, Yes to DIXIE, No to TECH! There are those moments when we must stand up for our history (good and bad), our heritage, our culture, and traditions. This is that time!

WE ASK YOU AND YOUR LEGISLATORS TO STAND WITH UTAH'S DIXIE!

Defending Southwestern Utah Heritage Coalition (DSUHC)

Join the fight at [DSUHC.org](https://www.dsuhc.org) or [ProtectDixie.com](https://www.protectdixie.com)



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WEBER DAVIS UPDATE SPONSORED BY BANK OF UTAH

Good neighbors: Helping each other thrive

At a conference I was at recently, a fellow banker asked me how long I've been with Bank of Utah. I proudly responded, "35 years." By today's standards, it might be considered unusual to work for the same company that long. For me, there's nowhere else I'd rather have been, for many reasons, one being that Bank of Utah is community-focused. Every day for almost four decades, I have had the privilege of serving the people and the businesses of our great state, and helping the local economy thrive. For Weber and Davis counties, in particular, that means seeing them through times of tremendous growth.

In 1986, the year I started my career at Bank of Utah, Weber County's population was 156,913 and Davis County's was 174,267, according to the U.S. Census Bureau. By the last official count in 2019, Weber County had grown to 260,213 people and Davis County to 355,481 — a 66 percent and 104 percent increase, respectively.

Both counties are expected to grow even more, with state forecasters predict-

ing steady population increases through at least 2025, thanks in large part to Northern Utah's economic vitality, strong job market, scenic landscapes and adventure opportunities. As more and more businesses nationwide adopt permanent remote-work options following the pandemic, Utah's population will likely see additional upticks over the next several years as options expand for where people can live and work.

Utah's recent accolades will attract even more residents, with the state having been named No. 1 for "Best Economy" and the "Third Best State to Live In" by U.S. News & World Report, and having 14 Utah cities being ranked in the top 30 of WalletHub's "Best Small Cities for Starting a Business" category.

Community banks, like Bank of Utah, get to be active participants in this type of growth and expansion, supporting community members — our neighbors — in a variety of ways. We help families build financial security and finance major purchases, of course, but we also do our part to bol-

ster businesses through lending, funding and banking solutions. That's where I'd like to focus for a moment, on the importance of businesses in Weber and Davis counties.

Businesses help communities thrive by offering must-have products, professional services and unique goods. Businesses create a sense of character and individuality in towns and cities. Importantly, businesses provide employment for local community members and help local economies flourish.

This is extremely evident in Ogden, which was ranked No. 21 in WalletHub's "Best Small Cities for Starting a Business." An eclectic and thriving city within Weber County, Ogden continues to attract new industries, citizens, businesses and visitors. Recently, the new dual-branded Home2 Suites and Tru by Hilton opened on Lincoln Avenue. Close to Ogden's Historic 25th Street and the Ogden Eccles Convention Center, the four-story hotel features 155 rooms and caters to business guests and vacationers alike.

Not far away from the Hilton property is Ogden's newest brewery. A 250-seat pub and restaurant with views of the Ogden River and Wasatch Front, Ogden River Brewery is great for both locals and out-of-towners, and represents a dream realized for a local brewer.

South of the new hotel and brewery on Washington Boulevard, is Gamers Asylum, a popular shop for gaming and comic book connoisseurs. The owners had a fantastic run in a small storefront eight blocks away but the business had grown so much, a bigger space was a must. A few months ago, in May, the owners opened their new location, boasting a much larger area for product displays, gaming tournaments, game days and other events. As you can see, Ogden businesses are thriving and coming together to offer a community that has something for everyone.

Growth is tremendous in Davis County as well, where Hill Air Force Base continues to be one of the largest employers in Utah, alongside an ever-expanding Northrop Grumman. Between the two, they employ over 31,500 Utahns in the aerospace industry, according to the Northern Utah Econom-

ic Alliance — that's roughly the population of Kaysville. Other thriving industries include health, trade, transportation, utilities, hospitality and amusement industries. Davis County is also a great location for small business. In fact, WalletHub ranked Clearfield No. 9 and Layton No. 23 in its "Best Small Cities for Starting a Business" category.

As the county's employment rate goes up, it becomes increasingly important to provide Davis' citizens with housing options. Construction is occurring at a rapid pace, with contractors large and small working almost nonstop to provide quality and affordable homes for the growing population. Subdivisions, apartments and townhome communities are under construction, providing a variety of choices.

For example, a significant developer is working to build a community of 66 for-rent townhomes in Layton. Ranging in size from 1,562 to 2,037 square feet, Park Layton Townhomes will offer an alternative to the single-family home, close to industrial areas, retail shopping areas, restaurants and a number of other businesses.

As Davis County continues to grow, we will continue to support business owners and residents alike.

It's often said in the banking industry that a bank is enhanced by the community it's in and vice versa. It's especially true for community banks because we value and emphasize all of our relationships. As a local business that employs over 400 people across the state, Bank of Utah knows how important it is to create vibrant, economically healthy communities for our own employees. We strive to provide a great place for them to work and great communities in which to live, and we strive to help other businesses do the same.

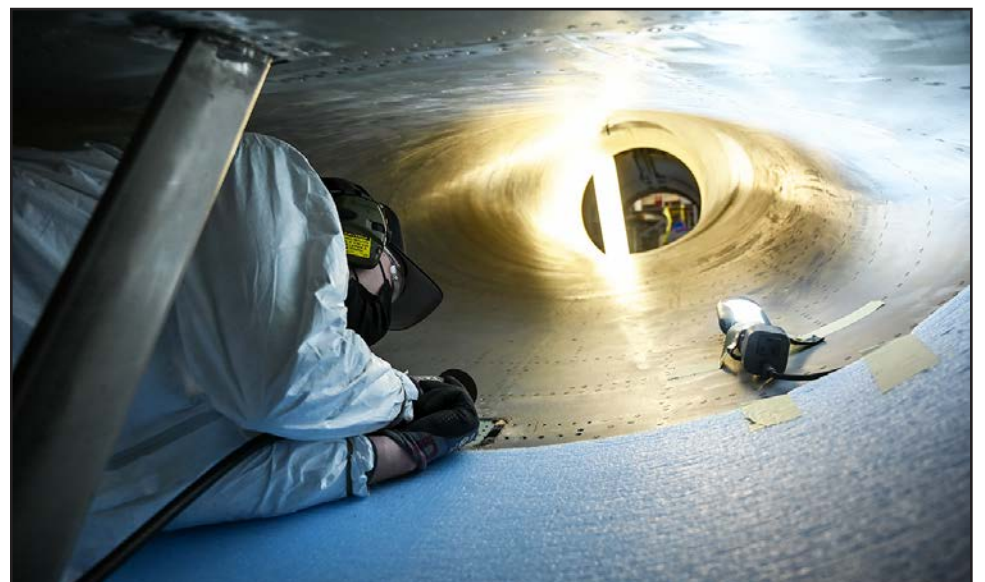
Doug DeFries is president and CEO of Bank of Utah. He is an alumnus of Utah State University, where he earned his bachelor's degree and MBA. Actively involved in the community, DeFries has served on the boards of the Ogden/Weber Chamber of Commerce and United Way of Northern Utah and was a member of the Mt. Ogden Rotary Club for many years.

**DOUG DEFRIES**

Having outgrown their storefront eight block away, the owners of Gamers Asylum recently moved into a much bigger space in Ogden. Photo courtesy of Bank of Utah.



Ogden River Brewery has now been open for nine months, bringing locals and visitors alike to a space to gather, eat and enjoy the scenery. Photo courtesy of Ogden River Brewery's social media team.



A member of a maintenance crew works on an F-16 intake at Hill Air Force Base. Photo courtesy of the U.S. Air Force media team.

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.

ASSOCIATIONS

• **Clay Partain**, managing director of Sports Salt Lake, has been selected to serve on the board of directors of the **Sports Events & Tourism Association (ETA)**. His term will run through 2024.



Clay Partain

As the nonprofit trade association for the sports events and tourism industry in the United States, Sports ETA is a resource for sports commissions, sports destinations, sports event owners and industry partners. Partain oversees Visit Salt Lake's recently launched sports sales and marketing division, Sports Salt Lake. In the past three years, Sports Salt Lake has booked 88 sport-related events that are projected to attract 420,000-plus event attendees, with a collective direct spend of more than \$151 million while in Salt Lake.

BANKING

• **Piper Sandler Cos.**, a Minnesota-based investment bank, has added **Benj Becker** to the firm's Utah special district group. The group works with land developers, cities and counties in Utah to fund public infrastructure using public infrastructure districts and tax-increment finance. Becker joins the firm from Zions Public Finance, where he has specialized in real estate consulting and advisory services for the past 15-plus years.



Benj Becker

CORPORATE

• **Vivint Smart Home Inc.**, Provo, has announced that its wholly owned subsidiary, **APX Group Inc.**, has priced its offering of \$800 million aggregate principal amount of senior notes in a private placement. The notes will bear interest at 5.75 percent per annum and are due in 2029. The notes offering was expected to close July 9.

• **Varex Imaging Corp.**, a Salt Lake City-based designer and manufacturer of X-ray imaging components, has announced a partial redemption in the amount of \$30 million of its \$300 million 7.875 percent senior secured notes due 2027.

CONTESTS

• Nominations are being accepted through Aug. 15 for the **2021 Utah Innovation Awards**, presented by **Stoel Rives**, in partnership with **Utah Business**. The awards program recognizes the state's community of innovators, from startups to established companies, and their breakthrough creations. Award nominees undergo a strict evaluation process by peers and leaders from the state's business, civic, and academic communities. Pioneering innovations can be products, services or processes that are judged on their novelty, market need, economic impact, and disruption of the status quo. Innovations will be placed in the following categories: Innovative Company of the Year, Innovator of the Year, Early-Stage Innovation of the Year, Commercialized Innovation of the Year, Product Innovation of the Year, Service Innovation of the Year and Process Innovation of the Year. Nominations may be made at https://utahbusiness-magazine.qualtrics.com/jfe/form/SV_1X312pKDIBv2unY.

ECONOMIC INDICATORS

• Students at **Brigham Young University** earn the best average starting salaries after graduation, according to a study by financial technology company **SmartAsset**. The rankings are part of SmartAsset's overarching study on the colleges that provide students with the best overall value. The study considered starting salary, as well as scholarships and grants, tuition, living costs and retention rate. BYU was followed, in order, by Western Governors University, the University of Utah, Weber State University, Utah State University, Westminster College, Utah Valley University and Southern Utah University. Details are at <https://smartasset.com/student-loans/student-loan-calculator#map>.

• **Cache County** is the best county in which to get a mortgage, according to a study by **SmartAsset**. The study compared the likelihood of mortgage approval in each county, financing costs, property taxes and annual mortgage payments. The study then distilled those four factors into a composite index which compared each county in the state. Cache County was followed, in order, by Box Elder, Wayne, Salt Lake, Sevier, Tooele, Weber, Iron, Daggett and Grand counties. Details are at <https://smartasset.com/mortgage/mortgage-rates#Utah/best-markets>.

• The average Utahn would pay \$4,760 for an aesthetically "perfect" smile, according to a

survey by **NextSmileDental.com**. The national average is \$5,652. Floridians would pay the most, \$9,970, while Alaskans would pay just \$1,700.

EXPANSIONS

• **Turner Imaging Systems**, an Orem-based developer of advanced X-ray imaging systems, has entered a distribution agreement with **MIS Healthcare** to market its Smart-C fluoroscopic Mini C-Arm in the United Kingdom and Ireland. MIS Healthcare, with headquarters in London, is an independent medical imaging equipment supplier throughout the U.K. and Ireland, servicing NHS and HSE hospitals as well as private hospitals, clinics, screening centers and diagnostic departments.

HEALTHCARE

• **ASEA**, a Salt Lake City-based company focused on cellular health, has announced three new members of its Medical Professionals Board: **Donnelly Dominguez**, **Dr. Roberto Volpe** and **Dr. Javier Hernandez Covarrubias**. They join 16 existing board members in providing advice and expertise in the health and wellness fields.



Donnelly Dominguez



Roberto Volpe



Javier Hernandez Covarrubias

A midwife, Dominguez is an expert in dietary treatment, nutraceutical treatment, and lipid-lowering therapy in addition to preventive cardiology. With specialties in environmental medicine and otolaryngology, Covarrubias is an expert in allergies and has studied integral medicine for mental health treatments.

• **Elevar Therapeutics Inc.**, a Salt Lake City-based biopharmaceutical company, has appointed **Dr. Maureen Conlan** to chief medical officer and member of the executive leadership team, **Julie Boisvert** to vice president of regulatory affairs, and **Dominick**

DiPaolo to vice president of quality assurance. Conlan will oversee the company's clinical development, data management and biostatistics, clinical operations, regulatory affairs, drug safety and pharmacovigilance, clinical pharmacology, and medical monitoring activities. Conlan has more than 20 years of experience in the pharmaceutical and biotechnology industries, most recently at Radius Health Inc. Before joining industry, she completed fellowships in hematology and oncology at the University of Wisconsin Hospital and Clinics and the University of Nebraska Medical Center, respectively, and served as assistant professor of medicine at the Section of Hematology/Oncology at the University of Texas Medical School. Boisvert has more than 20 years of experience in regulatory affairs at multiple companies and in the U.S. and Canada, most recently as senior director of regulatory affairs at BeiGene USA Inc. DiPaolo has more than 20 years of experience in developing and delivering strategic plans and reengineering systems to reduce both risk and cost, with strategic objectives to increase organizational reliability. He joins Elevar from Quality by Design, a quality and compliance consultancy.

INVESTMENTS

• **Entrata**, a Lehi-based technology platform for the multifamily industry, has raised \$507 mil-

lion, led by **Silver Lake**, Qualtrics founder **Ryan Smith** and Vivint Smart Home founder **Todd Pedersen**, with participation from **Dragonair**, Domo founder and CEO **Josh James**, and other strategic investors. It is the largest private investment round in Utah his-



Todd Pedersen



Kyle Paster

tory. Pedersen and **Kyle Paster**, Silver Lake managing director, will join Entrata's board of directors. Entrata processes more than \$20 billion in rent payments annually through its platform and serves more than 20,000 apartment communities across the United States. It is the fastest-growing software company in real estate, with over \$200 million in annual recurring revenue, and more than 2,100 employees with plans to add hundreds more in 2021 alone. Entrata said the capital will allow it to more than double its research and development spend in the Entrata platform in the coming years and to adopt a strategy including international expansion planned in the near

see BRIEFS next page

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Industry Briefs

from previous page

future. As the first institutional round of capital raised by Entrata since its founding in 2003, the investment will represent a minority ownership in the company, with founder and chairman Dave Bateman retaining majority ownership. **Adam Edmunds** has joined Entrata as CEO. He has founded, grown and exited several SaaS companies, including Allegiance, which sold to MaritzCX in 2014. He was most recently president of the communications and payments platform Podium. Industry veteran Chase



Adam Edmunds

Harrington, president and COO of Entrata, will partner closely with Edmunds to set company strategy, establish the product roadmap, and promote industry best practices.

• **LoanPro**, a Farmington-based SaaS-based loan management, servicing and collections platform for alternative, fintech and traditional lenders, has raised a \$100 million growth equity investment from **FTV Capital**. LoanPro will use the investment to enhance its platform functionality, enter new lending verticals, and further invest in client-centric growth initiatives. LoanPro



Robert Anderson

has more than \$15 billion of loans under management and over 600 clients across a diverse range of loan types and lending programs in the United States and Canada. As part of the transaction, **Robert Anderson**, a partner at FTV Capital who led the investment, will join LoanPro's board of directors. **Gibson, Dunn & Crutcher LLP** advised FTV Capital.

MANUFACTURING

• **Nature's Sunshine Products Inc.**, a Lehi-based manufacturer and seller of nutritional and personal care products, has appointed **Tariq H. Hassan** to its board of directors. Hassan will serve on the Audit Committee. Nature's Sunshine's board will consist of nine directors, with eight serving as independent directors. Hassan has over 25 years of senior management experience in global brand strategy, communication, innovation

and insights at several leading international companies. He currently serves as the chief marketing officer at Petco. Prior to Petco, Hassan was a senior vice president at Bank of America Merrill Lynch and served in various global leadership roles with Hewlett Packard and Omnicom. He began his career in advertising, progressing through international assignments with D'Arcy, Leo Burnett and FCB before helping found Element79 Partners.

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MEDIA/MARKETING

• **BYU Broadcasting**, based in Provo and owned by Brigham Young University, has appointed **Jeff Simpson** as its new managing director, overseeing multiple channels, including BYUtv and its companion network, BYUradio. Simpson began his career working at Walt Disney Studios in



Jeff Simpson

the Television and Motion Picture production group. He then built Excel Entertainment Group, which became a top independent media distributor. The Excel Entertainment Group was acquired by Deseret Book Co. in 2004. Simpson served as executive vice president and chief operating officer of Deseret Book until he was named president and CEO of Bonneville International in 2010. In 2013, he was named president of Deseret Book and subsequently became the president and publisher of the *Deseret News* in late 2017. Simpson received his bachelor's degree from BYU in business and film. Simpson succeeds **Michael Dunn**, who in April accepted a new full-time ecclesiastical assignment as a General Authority Seventy of The Church of Jesus Christ of Latter-day Saints. He continued

to serve as managing director of BYU Broadcasting until Simpson began as managing director July 1.

PHILANTHROPY

• **Nu Skin**, a Provo-based beauty and wellness products company, has announced that its annual **Force For Good Day** will feature Nu Skin employees, brand affiliates and families participating in local service projects focused on benefiting the lives of thousands of at-risk children around the globe. The 18th annual day of service will include employees and their families at the company's global headquarters working with the Boys & Girls Club, the Franklin Community Center, the Elizabeth Smart Foundation and KultureCity to create 2,600 items, including backpacks filled with books and learning materials, flashcards for second-language learners, trauma and sensory kits and blankets.

• **Marathon Petroleum Foundation Inc.** recently awarded **Ducks Unlimited (DU)** a \$100,000 grant to complete on-the-ground restoration and management projects to maximize use of limited water resources and improve water quality and quantity in Utah. The grant will support DU's conservation efforts in Utah in direct alignment with Ohio-based Marathon Petroleum's environmental sustainability and conservation priority. The projects will positively impact areas near Marathon Petroleum's Utah operations and provide long-term benefits for the state's people and wildlife, the foundation said. In Utah, DU has made substantial conservation gains restoring, enhancing and protecting more than 28,000 acres in the Great Salt Lake ecosystem over the past 15 years.

RECOGNITIONS

• **England Logistics**, Salt Lake City, has been named as one of the "**50 Best Companies to Sell For**," a list compiled by **Selling Power**. The company has climbed in the rankings each year since it first appeared on the list in 2017. The company reached No. 28 on the 2021 list. To assemble the list, Selling Power's research team scored companies using data across four main categories: compensation and benefits, sales culture, onboarding and sales enablement strategies, and sales training and coaching.

RESTAURANTS

• **Carver Road Hospitality**, based in Las Vegas, will open **Flanker Kitchen + Sporting Club** in September on the second floor above the Olympic Legacy

Plaza at The Gateway in Salt Lake City. The 17,500-square-foot multi-concept complex will feature a restaurant, three bars, 400 square feet of LED screens, private karaoke and golf simulator rooms, a central sporting club/nightclub, and a cocktail lounge. Flanker will serve adults ages 21 and over.

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SCHOLARSHIPS

• **Mountain America Credit Union**, Sandy, has announced that its scholarship and grant programs have awarded nearly \$50,000, with a total of 16 education grants and 11 scholarships presented during 2021. Three students were awarded the **Mountain America Scholarship**, which is available to Mountain America Credit Union members and their families. **Mykenna Dutton** (community and social service), **Andre Ramos** (finance) and **Packer Evans** (technology and trades) were each awarded \$2,000 to further their academic pursuits. In partnership with **Keys to Success**, a program that motivates students to excel academically and lays the foundation for future successes, Mountain America awarded **Sage Patterson**, **Karlee LeFevre**, **Katie Awerkamp** and **Max Larsen** each with a \$2,000 scholarship. This coming fall, Mountain America will award one additional \$2,000 Keys to Success scholarship. For more than 20 years, Mountain America has provided scholarships for Utah Public Employees' Association employees and dependents who are also members of Mountain America. This year, Mountain America presented **Jacob Richardson**, **Chiana Rossiter** and **Matthew Harris** each with a \$1,000 scholarship. During the 2020-2021 school year, Mountain America provided a total of \$30,000 in education grants to support classroom learning and students' needs. For

the fifth year, it awarded education grants to teachers and school leaders to provide hands-on learning experiences in K-12 classrooms. In total, 10 grants were awarded to fund a variety of programs, including entrepreneurial, music, STEM and development programs. Mountain America also partnered with the **National Parent Teacher Association (PTA)** to provide \$15,000 in COVID relief grants to help meet the critical needs of students. Six PTAs in Arizona were each awarded a \$2,500 grant.

SERVICES

• **Any Hour Services**, an Orem-based provider of home services, and **Knox Lane**, a San Francisco-based investment firm focused on partnering with businesses in the consumer and services sectors, have formed the **Any Hour Group**. The partnership will provide Any Hour with capital and new capabilities as it looks to continue its expansion through both organic growth and strategic acquisitions. Financial terms of the transaction were not disclosed. Any Hour's management team, which includes CEO Wyatt Hepworth, COO Jeremy Hansen, CFO Lincoln Walpole and CMO Mike Wilson, will continue in their roles. **SF&P Advisors** acted as financial advisor and **Greenberg Taurig** acted as legal counsel for Any Hour. **Jefferies and Lazard** acted as financial advisors and **Kirkland & Ellis** acted as legal counsel for Knox Lane.

• **NewEdge Wealth LLC**, a registered investment adviser specializing in ultra-high-net-worth, family office and institutional clients, has appointed **Glen Mintz** as managing director and portfolio manager. In his

see BRIEFS page 12

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Successful entrepreneurs look at the world differently than corporate execs

"I was laid off from a corporate job a while back. I'm in outplacement, and the people here are telling me there are no jobs anywhere in corporate America for anyone with my experience. I've thought about doing something entrepreneurial — doing some consulting, maybe, or making some money out of some of my hobbies — but I'm really not sure I've got what it takes to make it. I'm seeing a lot of ex-corporate people starting businesses of their own, and most of them aren't making it, which scares the dickens out of me. What are some of the secrets that separate the winners from the losers, and will help me beat the odds in a tough, competitive climate?"

No doubt about it — if you want to succeed as an entrepreneur, you have to grow a new skin. Or, more precisely, a new way of looking at the world. The attitudes that helped you survive in a large corporation will often get you killed when you start a business of your own. Here are some key ways successful entrepreneurs look at the world differently than successful corporate executives:

• **Successful Entrepreneurs Focus on Results, Not Process.**

Corporate executives often spend too much time worrying about process, protocol and getting team consensus when undertaking projects. Entrepreneurs are all about performance, production and getting results. Executives excel at planning; entrepreneurs excel at execution.

• **Successful Entrepreneurs Are Not Perfectionists.** Corporate executives often cross every "T," dot every "I," and cover their rears 10 ways 'til Tuesday before making a decision, risking "paralysis by analysis." Entrepreneurs realize that market opportunities don't wait — by the time you've gotten all the information you need to make a decision, the opportunity has passed. Successful entrepreneurs leap through the window as soon as they realize there's a good chance of surviving the fall, even though the landing may be a bit sloppy and some messes may have to be cleaned up in version 2.0.

• **Successful Entrepreneurs Know How to Sell.** Many corporate executives are good at finance, human resources, information technology, "strategic marketing" and other disciplines

but have never had to sell a thing in their lives. Successful entrepreneurs are, almost always, terrific salespeople, and realize that marketing and selling yourself, your products and services is Job No. 1. If you're not spending at least one-third of your business time networking for leads, making sales calls and getting your message across to current and potential customers, sooner or later your sales pipeline will dry up and your business will fail. I guarantee it.

• **Successful Entrepreneurs Don't Care About "Whys and Wherefores."** Corporate executives, being highly educated folks and "A students" by temperament, often base their decisions on ideas originating in their heads. They rationalize and defend these decisions using theories, models and "deductive reasoning." Successful entrepreneurs, while extremely intelligent, use their five senses instead, soaking up information from the real world around them and using "inductive reasoning" to base their decisions on what they see going on there. They believe that it isn't always necessary to know why something works, as long as it does.

• **Successful Entrepreneurs Are Flexible.** Corporate executives often become overly dependent

on a single model of doing business and adapt to changing circumstances slowly and carefully, if at all. Entrepreneurs know that if something doesn't work, you do something else, and quickly. If you're offering a service at \$10,000 and nobody's biting, try offering a "no-frills" \$2,000 service and see what happens. If customers like it, they may be willing to upgrade to a higher-priced service once they see what you can do.

• **Successful Entrepreneurs Are (Often) Neurotic.** Corporate executives frequently get too complacent about their jobs, their markets, their products or services, and their future success. Successful entrepreneurs — increasingly, outcasts from corporate America — have tasted failure and know they can be there again in a heartbeat. As a result, fear becomes their best friend — it keeps them focused, sharpens their five senses and motivates them to keep looking for new problems, threats and opportunities after all others have accepted the status quo.

• **Successful Entrepreneurs Are Not Always Nice People.** Corporate executives often worry too much about what people think

of them and believe strongly in the motto "to get along one must go along." Successful entrepreneurs, under incredible pressure to get results, often have to take actions that are direct, in-your-face and (sometimes) unpleasant to the people around them — ask any entrepreneur who has to fire a longtime associate and close friend who isn't cutting the mustard anymore.

• **Successful Entrepreneurs Don't Become "Prisoners of Their Resumes."** Corporate executives often become trapped by their resumes — if something isn't listed on it, then it's something they cannot or shouldn't undertake (or so they think). Successful entrepreneurs do not let a lack of knowledge, experience or talent get in the way of their success — when a good opportunity strikes, they say yes, learn on the job and grab the business before their more experienced competitors even find out about it.

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

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CLIFF ENNICO

BRIEFS

from page 11

new role, Mintz will be responsible for developing long-term, growth-oriented investment strategies that follow a distinctive portfolio management style and are designed to meet the financial objectives of NewEdge Wealth's



Glen Mintz

client base. He will also be responsible for spearheading NewEdge Wealth's expansion to Park City, slated to open this summer. Mintz will operate out of the Pittsburgh office with his team until the Park City office is established. Mintz has over 30 years of experience in the financial services industry and specializes in managing equity portfolios. Prior to joining NewEdge Wealth, Mintz served in various portfolio management and financial services leadership roles for the past three decades.

• **Assisted Living Locators** has launched its franchise for the Central Wasatch Front. Assisted Living Locators provides the full continuum of adult care, offering

free guidance on locating quality assisted living and in-home care options throughout Salt Lake, Utah, Summit, Wasatch, Uintah, Duchesne, Morgan, and Daggett counties. The new franchise is operated by senior living advisor **Earl Webster** of Salt Lake City. Assisted Living Locators has 140 franchisees in 36 states and the District of Columbia.

TRAVEL & TOURISM

• **Visit Salt Lake (VSL)**, a private, nonprofit corporation responsible for the promotion of Salt Lake as a convention and travel destination, has appointed **Ryan Mack** as director of media and communications. Mack will manage public relations and communication efforts for VSL, targeting local, national and international media sources to build awareness of Salt Lake to key markets, publications and media while supporting meetings and conventions. Mack most recently served as the director of marketing and communications for the Downtown Alliance.



Ryan Mack

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Garrett A. Morgan, 1923

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.

July 19, 7 p.m.

“Lean Startup Shortcut: The Wow Factor Test,” a Startup Ignition event. Presenter is John Richards, Startup Ignition instructor, founder and CEO. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.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, 10-11 a.m.

“Google Presents: Use YouTube to Grow Your Business,” a Women’s Business Center of Utah event. Presenter is Sixcia Devine, Grow with Google presenter and social entrepreneur. Event takes place online (available statewide). Free. Details are at wbcutah.org.

July 20, 11 a.m.-1 p.m.

“Business Women’s Forum 2021: Building Communities Based on Trust and Self-Reliance.” Presenter is Samira Harnish, founder and executive director of Women of the World. 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.

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 20, 3:30-5 p.m.

“Values-Based Employee Ownership,” a P3 Utah event. Speaker is Brad Farmer, CEO at Gibbs Smith Publishing. Details to be announced.

July 21, 6:30 a.m.-2 p.m.

July 2021 Golf Tournament,

a Davis Chamber of Commerce event. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Details are at davischamberofcommerce.com.

July 21, noon

“Cache Conversations,” a Silicon Slopes event. Speaker Chase Brammer, chief technology officer at iFIT, will discuss iFIT technology, the future of connected fitness, and the challenges and opportunities of building a tech company in Logan. Details are at siliconslopes.com.

July 21, 5-7 p.m.

“Business During Hours: Pioneer Days Rodeo,” an Ogden-Weber Chamber of Commerce event. Location is 668 17th St., Ogden. 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.

“Intro to Brand Storytelling for Your Small Business” Lunch and Learn, a Kiln event. Speaker is Cat Johnson. Location is Kiln, 1090 Center Drive, Park City. Details are at kiln.co/events.

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, noon-1 p.m.

Strictly Networking, a West Jordan Chamber of Commerce event. Location is La Puente, 9155 S. Redwood Road, West Jordan. Only cost is for lunch. Details are at westjordanchamber.org.

July 22, 4-6 p.m.

“From Warehouse to Your House: The Evolution of the Granary District,” a ULI (Urban Land Institute) Utah event focusing on the district’s transformation from vacant industrial warehouses to a vibrant mixed-use cultural hub in Salt Lake City. Speakers are Ellen Winkler, co-founder, owner and lead designer, Industry; Brandon Blaser, founder and president, BCG Holdings; Kristian Peterson, managing partner, Catalyst Opportunity Funds; and Jeremy Keele, co-founder and managing partner, Catalyst Opportunity Funds. Location is Industry, 650 S. 500 W., Salt Lake

City. Cost is \$25 for member public/YLG and students and \$30 for private-sector; \$40 for nonmember public/YLG/students and \$45 for private-sector. Details are at <https://utah.uli.org/events-2/>.

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 26, 8 a.m.-2 p.m.

Slopes Cup, a Silicon Slopes event, in partnership with the Point of the Mountain Chamber. Check-in starts at 8 a.m., followed by golfing 9 a.m.-2 p.m. Location is Alpine Country Club, 5000 W. Alpine Country Club Lane, Highland. Cost is \$1,200 per foursome. Sponsorships are available. Details are at <https://www.slopes-cup.com/>.

July 26, 9-10:30 a.m.

“Content Creation: Creating and Repurposing Content to Maximize Your Marketing Time,” a Women’s Business Center of Utah event. Speaker is Lydia Martinez, founder of Elle Marketing & Events. Event takes place online (available statewide). Free. Details are at wbcutah.org.

July 26, 4:30 p.m.

“Getting Money From Investors for Your Startup,” a Startup Ignition event. Presenter is John Richards, Startup Ignition instructor, founder and CEO. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

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

“2021 Small Business Series for Success: Financial Success and Tax Strategies,” part of the Small Business Series presented by ChamberWest, in partnership with the Small Business Development Center, the city of West Jordan, West Valley City Economic Development and the city of Taylorsville Economic Development. Location is Jordan Valley Water Conservancy District, Conservation Garden

Park Education Center, 8276 S. 1300 W., West Jordan. Remaining sessions are “Sales, Marketing and Advertising” on Sept. 28; “Funding, Financing and Cash Flow” on Oct. 26; and “Five Ways to Grow Your Business” on Nov. 30. Cost is \$99 for the series or \$20 per session for members, \$160 for the series or \$30 per session for nonmembers. Details are at chamberwest.com.

July 27, 9-10 a.m.

“Hand, Portable Power Tools and Other Hand-Held Equipment,” a Utah Manufacturers Association free online safety training event. Details are at <https://umaweb.org/event/>.

July 27, 10-11 a.m.

“Google Presents: Learn the Basics of Google Ads,” a Women’s Business Center of Utah event. Presenter is Sixcia Devine, Grow with Google presenter and social entrepreneur. Event takes place online (available statewide). Free. Details are at wbcutah.org.

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.

July 28, noon-1 p.m.

“Walkable Wednesday,” a ULI (Urban Land Institute) Utah event featuring a tour of South City at 2200 Main St., South Salt Lake, a six-story, 150,000-square-foot office tower developed in an Opportunity Zone. Details to be announced.

July 29, 9-10 a.m.

“Welding, Cutting and Brazing,” a Utah Manufacturers Association free online safety training event. Details are at <https://umaweb.org/event/>.

July 29, 4 p.m.

Summit Meetup Series, an opportunity to get to know the Utah Office of Outdoor Recreation and peers and friends working in the outdoor industry in Utah. Activity July 29 is mountain biking at 9,000-Foot Trail/Mid-Mountain Loop. Remaining events in the series are Aug. 17, hiking at Ben Lomond from North Ogden Divide; and Sept. 4, fishing at Middle Provo. Participants must bring their own gear. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

July 29, 7 p.m.

“Preferred Stock Explained: What VCs Forgot to Tell You,” a Startup Ignition event. Presenter is John Richards, Startup Ignition instructor, founder and CEO. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Aug. 2, 4:30 p.m.

“How to Pitch to Investors,” a Startup Ignition event. Presenter is John Richards, Startup Ignition instructor, founder and CEO. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Aug. 3

KeyBank Business Accelerator Academy Kickoff, a South Valley Chamber 10-week program offering a curriculum about financials, marketing, sales and management. Participants walk away with a customized three-year strategic growth plan. Tuition is \$500 and chamber membership is required. Applications can be completed by contacting karla@southvalleychamber.com.

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. 3, 6:30-8 p.m.

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

Aug. 4, 2-3 p.m.

“Best Tips to Be Successful at a Trade Show or Fair,” a Women’s Business Center of Utah event. Speaker is Tina Jones, host and coordinator of the annual Empower You Expo. Location to be announced. Free. Details are at wbcutah.org.

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. 5, 4-6 p.m.

ACG Utah After Hours: “Putt, Chip and Drive,” an Association for Corporate Growth Utah event. Location is Rose Park Golf Course, 1386 N. Redwood

GO UTAH

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ing jobs over the next 10 years, but its president said the company has plans to grow operations there even further.

The family-owned company based in Columbus, Wisconsin, produces flexible packaging covering food, personal care, medical, pharmaceutical and industrial products for more than 200 customers throughout the United States and Canada. It currently has about 1,100 employees.

President Jeff Koch told the board that APC has five manufacturing facilities and \$550 million in annual sales.

"We aspire to double the size of the organization," he said. "It will require much more than what we're talking about today in terms of Cedar City, and what we're talking about today in terms of Cedar City is only the beginning. I can envision several years out this will be a 300-employee operation, and it'll be more than double the size of we're talking about right now in terms of equipment that will be going in there."

APC currently ships over \$100 million in goods to sites west of the Rocky Mountains, but it has targeted more than \$400 million of new business opportunities within

a one-day shipping point of Cedar City, he said.

The Go Utah board approved a tax credit of up to \$661,260 for the \$126.8 million, 275,000-square-foot Cedar City project. It also approved an Industrial Assistance Fund Economic Opportunity Grant for up to \$75,000 for to provide infrastructure support for the site and help create better access to the area.

The project is expected to generate new total wages of nearly \$32.3 million and new state tax revenues of nearly \$3 million over 10 years. The new jobs will pay an average of \$49,388 and include equipment operators, ink mixing, plate mounting, maintenance, shipping and receiving, and other support functions.

APC was founded in 1902 and has been owned during that time by two families. Koch said having the facility in Cedar City is "a great, great, great cultural fit."

"It just seems to be a perfect fit," he told the board. "This is our first choice. ... We did have some other options that were being considered, but always Cedar City has been No. 1 on our list and we're just thrilled to have an opportunity to expand our business in that region."

"I think we've created a really good match with Cedar City,

for both the company and the community," said Stephanie Pack, who led the project for the Economic Development Corporation of Utah (EDCUtah).

Daniel Royal, director of corporate growth and business development at Go Utah, said the project features high capital expenditure and job-creation figures, "so we definitely like seeing this in the rural areas of the state."

"We can't express how happy we are about American Packaging coming to Cedar City," said Danny Stewart, economic development director for Cedar City and Iron County. "It's a win for Cedar City, and it's an understatement. We look for the types of companies that we could wish for and that fit our community in a lot of different ways, and really this one just checks every box and then some."

"We're just thrilled that they're coming here [and] really excited to get going on this project. We think that they'll see tremendous success here as they move their operations into the West and we're anxious to get going helping them to meet and exceed those goals."

Cedar City Mayor Maile Wilson Edwards said the company will be a contributing member to the community. "We know that they will have great success here

in Cedar City and their future is beyond bright," she said.

In a prepared statement, Hemmert said the project is "a big win for Cedar City."

"As Southern Utah continues to grow, we're pleased companies are choosing to expand and grow in the area to provide jobs and enhanced quality of life for those residents," Hemmert said.

Foxley said the company "sees robust potential" in Cedar City "and is confident with investing there, given the infrastructure and workforce present in the community. Iron County will serve as a strategic logistical location for the company, providing excellent access to raw material and customers across the West."

Barnes Bullets

A longtime Utah bullet slug and ammunition manufacturer will expand its headquarters in Mona in Juab County, adding up to 116 jobs there in the next eight years.

Barnes Bullets LLC was approved for a tax credit of up to \$556,171 for the \$30.5 million project.

Barnes sells about 30 million rounds of ammunition annually to wholesalers; dealers; consumers; local, state and federal agencies; shooting schools; and international customers. It is one of several brands owned by Clarus Corp., a Salt Lake City-based developer, manufacturer and distributor of outdoor equipment and lifestyle products focused on the climb, ski, mountain and sport markets.

The company was founded in 1932 when Fred Barnes began selling bullets made in his basement workshop in Bayfield, Colorado. Randy and Coni Brooks purchased Colorado Custom Bullets and began making bullets in American Fork in 1974. In 1994, the company moved to a 40,000-square-foot manufacturing facility in Lindon and in 2009 moved to a 75,000-square-foot facility in Mona.

Clarus subsidiary Sierra Bullets LLC, based in Missouri, acquired the assets of Barnes from Remington Outdoor Co. Inc. in a bankruptcy auction and organized a new legal entity called Barnes Bullets-Mona LLC in late 2020. Remington had planned to move Barnes to the East Coast. Barnes has 88 employees in Mona.

Keith Enlow, president of both Barnes Bullets and Sierra Bullets, said the incentive from the Go Utah board "does help and it does make a difference when we're making these decisions."

"It allows for growth in Utah," he told the board. "Again, we're owned by Clarus, which is also a Utah-based company, and they all live there and they want see those investments in Utah."

The project is expected to generate total wages of nearly

\$18.2 million over eight years, with the new jobs paying an average of \$48,168. Total new state tax revenues from the project are estimated at more than \$1.1 million during that period.

"We're deeply committed to not only growing our portfolio of 'super-fan brands,' but investing in the people and places that make our brand aspirations a reality," John Walbrecht, president of Clarus, said in a prepared statement.

"Barnes has a nearly 50-year history of doing business in the great state of Utah, and we look forward to building the brand's legacy in many years to come. We are grateful for the state's continuing support and appreciate our long-standing, valuable partnership."

"This is a legacy project for Juab County," Pack told the board. "This particular production facility is an institution within that location. We're really thrilled that Clarus has chosen to expand within Mona and really keep that growth there in rural Utah, and we're excited to definitely see them continue to thrive within that community."

"It's been a wonderful company," said Brent Boswell, economic development director for Juab County. "We worked hard to get them here in the first place, and we've helped them weather some storms and they've helped us weather some storms, and we especially like the part that they always pay above the county average. [It's] just an awesome place to work, so, yeah, anything we can do to help them out, we wholeheartedly support."

"The ammunition market has seen tremendous demand recently, and this will most likely continue for a while," Hemmert said in a prepared statement. "The decision for Barnes to expand its Utah headquarters will benefit Juab County and its surrounding areas. We wish the company success as it continues to grow."

"This is a legacy project for Juab County involving a key employer, and we congratulate them," Foxley said. "The acquisition of Barnes Bullets is also strategic for Clarus Corp., and they will receive the full support of the public-private 'Team Utah' to scale and grow the business within rural Utah."

Owens Corning

Owens Corning will expand a manufacturing facility in Nephi in Juab County after being approved for a tax credit of over \$2.5 million over 10 years.

Owens Corning Insulating Systems LLC will add up to 70 jobs during that time with the \$52.5 million project.



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see GO UTAH next page

There's more to virtual meetings than a good ring light

As the corporate landscape begins to shift from strictly remote and “virtual” to a hybrid model where some work from the office while many still prefer to work remotely, we all need to dig deeper and assume a more strategic approach to this new normal that isn't changing any time soon. For teams consisting of both remote and in-office employees, virtual meetings are the connective communication that keeps things running.

What does a strategic approach look like? Here are some specific must-dos:

1. Yes, look at the camera, but not like you are being held hostage by it. By now, you may have heard that you should look at the webcam (not at your device's screen) when you are speaking, so it appears to the people on the other side like you are looking them in the eye. However, it's not enough to just look at the

lens; you need to focus your energy there too. The camera is the conduit to your conversation partner.

Too often, people end up staring at the camera lens, which can feel unnatural and unnerving. You wouldn't stare at someone if you were talking in person. Don't do it on camera either. Instead, interact with the lens as you would with someone face-to-face, naturally breaking eye contact periodically. Plus, those quick glances away can allow you to read the body language of the people on the screen. It takes less than a second to see if someone is nodding along or if someone is nodding off.

2. Attend to your personal production value. To ignore it is rude. You probably know someone who, before you could say the word “pandemic,” had already purchased a ring light and a high-end

microphone. You probably also know someone who still shows up on webcam as if they were joining the meeting from the deep recesses of a darkened cave. There is a middle way — and it's not about vanity. It's about showing respect for your conversation partner.

Your personal production value is how you “show up” on webcam — everything from your lighting to your framing. All of them impact how effectively your audience receives your message. Here are the four key elements to watch:

• **Focus on lighting up your face.** Don't force someone to try to connect with a shadowy figure. Grab a lamp and put it behind your webcam or sit facing a window so your facial expressions can easily be read.

• **Make sure your audio is crisp and clear.** You can't hear how you sound to others, but it certainly impacts the experience of your fellow meeting attendees. Hop on a call with a candid col-

league who will be honest about your audio fidelity or record yourself on your video conferencing platform and play it back. Let your ears be the judge and look for other audio options if necessary.

• **Select a simple set with depth.** Curate your background so it is uncluttered and not distracting, but don't go to extremes. Sitting smack up against a blank wall can make you look like you're getting your passport photo taken. Make sure there's several feet between you and whatever is behind you to create a depth of field for your shot.

• **Fix your framing.** You may have heard it's important to have your camera at eye level, but here's the key piece many people miss — your camera should be pointed straight behind you, not angled up. If you see your ceiling in the shot, adjust your camera down so it is squared up with the wall. We all have seen enough ceiling fans whirring above people's heads to last a lifetime.

3. Stop the back-to-back meetings. Recovery time is crucial. Digital exhaustion is real but could be greatly alleviated by simply building in breaks. According to Dr. Joseph A. Allen, a leading meeting scientist at the University of Utah, neuroscience confirms that humans need time to cognitively switch gears.

Running from one complex

issue to another is both exhausting and cognitively difficult, suggests Allen. “Build in recovery-time between each meeting.” Recent research indicates we need five minutes to recover from a good meeting and 17 minutes to recover from a bad meeting.

4. Put more humanity into meetings to preserve culture and team cohesion. When a team isn't sharing the same physical space, we lack some of the social lubrication that occurs when we bump into each other in the breakroom or catch up in the hallway. This can weaken connections with our colleagues. To combat this, make time for small talk that is non-business-related. Consider a “take five moment” to kick off a call where colleagues share what's going on in their world outside of work. It doesn't have to be a deep discussion, but it should help to maintain rapport, which can suffer when teams are dispersed.

Virtual meetings aren't going away and it's imperative to make them better. Whether you are a meeting leader or attendee, be an example of “what good looks like.” You may find your virtual communication effectiveness becomes contagious.

Karin M. Reed is the Emmy Award-winning owner of Speaker Dynamics and co-author of the critically acclaimed book “Suddenly Virtual: Making Remote Meetings Work.”



KARIN M. REED

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GO UTAH from previous page

Based in Toledo, Ohio, Owens Corning is a building and industrial materials maker. Its three integrated businesses are dedicated to manufacturing and advancing a broad range of insulation, roofing, and fiberglass composite materials. The company has 19,000 employees in 33 countries. The Nephi facility employs about 40 people.

The new jobs are expected to pay an average of \$66,999. The project is expected to generate new wages of nearly \$61.5 million and new state tax revenue of \$5 million over the next decade.

Jim Eckert, director of corporate real estate and global real estate solutions at Owens Corning, told the board that the project is “a great opportunity for us and I hope for the state of Utah as well.”

Owens Corning is trying to address the growing need for building materials in the marketplace due to an uptick in residential housing starts. The Nephi plant currently produces unbonded loosefill (ULF) fiberglass insulation that is typically blown into

attics, but the new project would convert it produce insulating batts, a type of pre-cut insulation blanket.

Royal said the Nephi plant conversion is “obviously a great project” in rural Utah that involves a great company and great jobs.

“We're very excited for Owens Corning to expand its operations capabilities in Juab County,” Hemmert said in a prepared statement. “This expansion will add to Utah's growing manufacturing industry and create more job opportunities for Utahns. Additionally, we're thrilled by Owens Corning's commitment to the safety and well-being of its people and its tradition of giving back to the communities in which they operate.”

“Having a nationally recognized brand like Owens Corning select Juab County for expansion fits well our vision of a quality job for every aspiring Utahn, including those in our rural communities,” Foxley said. “Not only will the company pay desirable wages for the county, but this project will also triple the size of the workforce, representing a significant capital expenditure circulating in the local economy.”

THE Lists

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TRUCKING & LOGISTICS

LOGISTICS COMPANIES

Ranked by Number of Full-Time Utah Employees



Company Name Address	Phone Web	Number of Utah Employees	2020 Revenue	Services Offered	Industries Served	Notable Clients	Year Est.	Top Local Executive
1 England Logistics 1325 S. 4700 W. SLC, UT 84104	801-656-4500 englandlogistics.com	386	\$490M	Non-asset-based transportation solutions	Full truckload, less-than- truckload, supply chain management, temp- controlled less-than- truckload, intermodal, parcel	*	1997	Jason Beardall
2 Godfrey Trucking 6173 W. 2100 S. West Valley City, UT 84123	801-972-0660 godfreytrucking .com	150	*	Full logistics & transportation of goods	All industries needing logistics or shipping	R.C. Willey, Post	1965	Scott Godfrey
3 Data2Logistics LLC 7090 Union Park Ave. Midvale, UT 84047	801-287-8400 data2logistics.com	101	\$22M	Freight audit & payment, business intelligence, advisory services.	We provide our services for clients in all industries	Cisco Systems, Navistar, General Dynamics, 3M, Gamestop and hundreds more	1962	David Schembri CEO
4 DST Distributors Inc. 444 W. Spring Creek Place Springville, UT 84663	801-491-3781 dstdistributorsinc .com	46	\$10M	Trucking, warehouse & storage	Packaging, bottling, warehouse solutions	*	1986	D. Scott Tollestrup
5 Arrow Moving & Storage Co. of Utah 3960 S. 300 W. SLC, UT 84107	801-263-5342 arrowmoving.net	43	\$5.2M	Moving, relocation, warehousing, logistics, first/last mile	Residential, commercial, hospitality, logistics	U.S. Dept. of Justice, University of Utah, Hill AFB	2000	Lance Allen General Manager
6 Sharp Logistics Inc. 390 N. 900 E. Wellsville, UT 84339	435-245-6053 sharptrucking.com	8	\$24.4M	Logistics	Food, beverage, packaging, sporting goods	Industrial Container, Quality Container, Price Container, Little Dutch Boy, Aaron Packaging, Marco Polo	2000	Zan Sharp
7 DMC Logistics LLC 4921 Chappell Drive NE Albuquerque, NM 87107	505-980-2338 dmc-logistics.com	3	*	Same/next day, scheduled on-demand, conjunctive, dedicated, distribution, line hauls, 3PL partnering	National retail, wholesale pharmaceuticals, payroll, finance and medical lab specimen industries	*	1986	Mike Adams Site Operations Manager
8 New Prime Inc. 3720 W. 800 S. SLC, UT 84104	417-866-0001 primeinc.com	*	\$517.6M*	Transportation	Reefer, flatbed, tanker, intermodal	*	1970	Robert E. Low



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Alaska	\$2,498,563.32	Maine	\$10,939,572.04	Oklahoma	\$20,465,151.69
Arizona	\$20,634,969.37	Maryland	\$25,335,491.73	Oregon	\$9,533,576.41
Arkansas	\$26,674,265.66	Massachusetts	\$29,751,306.03	Pennsylvania	\$76,496,716.93
California	\$180,582,938.63	Michigan	\$57,719,743.81	Rhode Island	\$3,495,128.25
Colorado	\$27,541,009.51	Minnesota	\$59,882,208.22	South Carolina	\$24,894,760.57
Connecticut	\$16,361,051.51	Mississippi	\$38,533,974.37	South Dakota	\$17,554,546.62
Delaware	\$4,113,284.74	Missouri	\$60,442,212.24	Tennessee	\$48,208,250.52
Florida	\$151,634,065.59	Montana	\$8,741,026.74	Texas	\$219,198,130.15
Georgia	\$101,679,137.73	Nebraska	\$35,060,843.52	Utah	\$24,437,592.65
Hawaii	\$3,515,493.73	Nevada	\$11,966,284.37	Vermont	\$4,129,759.75
Idaho	\$18,813,514.36	New Hampshire	\$9,094,498.84	Virginia	\$38,398,945.00
Illinois	\$164,271,046.03	New Jersey	\$66,410,882.11	Washington	\$37,723,607.38
Indiana	\$59,463,455.91	New Mexico	\$7,582,688.12	West Virginia	\$11,615,360.38
Iowa	\$54,876,329.49	New York	\$86,851,327.33	Wisconsin	\$63,809,230.16
Kansas	\$30,983,302.40	North Carolina	\$54,477,922.91	Wyoming	\$14,477,010.69
Kentucky	\$30,060,762.39	North Dakota	\$10,779,711.87		

totals include only recipients who received less than \$150,000 in loans

Total: \$2,192,204,011.31



Utah's *Voice in* TRUCKING

The Mission:

The Utah Trucking Association is committed to providing the leadership, representation and education necessary to support its members in fulfilling their mission in the secure movement of America's freight. Providing well-trained and safe drivers, running profitable companies, and being responsible citizens in the communities of Utah and the Nation.



Valued Services with Membership:

Discounts on UTA Hosted Seminars:

- Drug/Alcohol Supervisor Training
- DOT Compliance
- Log Book Training
- HazMat
- Brake Certification
- Quickbooks
- 401k Advisory
- Health Insurance Advisory

Discounts on Supplies/Forms:

- Log Books
- Vehicle Inspection Reports
- Federal Regulations Manuals
- Placards
- Medical Forms
- Emergency Response Guidebooks

Industry Publications and Website:

- Weekly Newsletter- "Truckin' Hot News"
- Bi-monthly magazine- "Utah's Voice in Trucking"

Advocating for the Utah trucking industry:

- Utah State Legislature
- Governor's Office
- Federal Congress and Senate bodies

Discounts on Services:

- Discount on Workman's Compensation premiums
- Association Employer Sponsored 401k Plan
- J.J.Keller Regulatory and Compliance Products
- Discounts on UPS Shipping
- Discount on Xilac Phone Systems
- Discount on NetWize, Hardware and Software Support

Events:

- Annual Management Conference & Expo
- Safety Awards Banquet
- Driver Awards Banquet
- Safety Management Council Meeting
- Trucking Driving Championship
- Monthly meetings in Southern, Northern and Basin Utah

www.utahtrucking.com

<https://www.facebook.com/utahtrucking>

<https://twitter.com/UtahTrucking>

We post almost daily to our Facebook and Twitter feed information we know will be useful to our members. We have over 500 members and we are growing every day.



TRUCKING COMPANIES

Ranked by Number Of Power Units 2020



	Company Name Address	Phone Web	No. Power Units 2020	Gross Utah Sales 2020	Number of Flatbeds	Number of Refrigerated Vans	Number of Tank Trailers	Number of Dry Vans	Full-Load Carrier?	Less-Than- Truckload Carrier?	2020 Miles	No. of Utah Employees	Top Executive(s)
1	C.R. England Inc. 4701 W. 2100 S. SLC, UT 84120	800-453-8826 crengland.com	3,970	\$1.467B	213	4,820	1,604 Intermodal Containers	1,735	Y	Y	440.2M	1,500	Dan England, Chairman Chad England, CEO Josh England, President
2	Pride Transport Inc. 5499 W. 2455 S. SLC, UT 84120	801-972-8890 pridetransport.com	530	\$134M	0	850	0	25	Y	Y	52.9M	631	Jay England, President Ian Peterson, CEO
3	L.W. Miller Cos. 1050 W. 200 N. Logan, UT 84321	435-753-8350 lwmillier.com	180	\$65M	0	165	80	0 Dry, 11 Live- stock	Y	N	16.13M	300	Rex L. Miller
4	Sharp Transportation Inc. 390 N. 900 E. Wellsville, UT 84339	435-245-6053 sharptrucking.com	145	\$35.22M	0	100	0	325	Y	Y	14.85M	140	Zan Sharp
5	Godfrey Trucking Inc. 6173 W. 2110 S. West Valley City, UT 84128	801-972-0660 godfreytrucking.com	125	*	15	0	0	300	Y	Y	12M	130	Scott Godfrey
6	Sinclair Trucking Co. 550 E. South Temple SLC, UT 84102	801-524-2700 sinclairoil.com	89	\$4.43M	0	0	124	0	Y	N	1.45M	25	Mark Petersen President
7	Parke Cox Trucking Co. Inc. P.O. Box 911717 St. George, UT 84791	435-628-0886 coxtrucking.com	85	\$20M	23	0	0	304	Y	Y	9.2M	125	Donald L. Cox David P. Cox
8	Double D Distribution Inc. 1550 S. Distribution Drive SLC, UT 84104	801-364-6565 doubledistribution.com	36	\$7.8M	2	1	69	12	N	N	2.75M	35	Mark Droubay
9	Geodyne Transport 1235 S. 3200 W. SLC, UT 84104	801-575-1110 geodyne.net	32	\$7M	0	12	87	0	Y	N	2M	27	Jaden Kemp President
10	Bakston Freight Systems Inc. 1522 E. Commerce Drive St. George, UT 84790	435-673-7971 bakston.com	17	\$3.6M	0	0	0	50	Y	Y	440K	29	Jed Johnston President
11	New Prime Inc. 3720 W. 800 S. SLC, UT 84104	417-866-0001 primeinc.com	*	\$162M*	1,273*	9,612*	486*	0*	Y*	N*	\$1.02B*	1,694*	Robert Low
12	James H. Clark & Son Inc. 4100 S. 663 W. SLC, UT 84123	801-266-9322 jameshclark.com	*	*	*	*	*	*	*	*	*	*	Gregory D. McCandless

CALENDAR

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Road, Salt Lake City. Cost is \$10 for ACG members, \$15 for nonmembers. Details are at <https://www.acg.org/utah/events>.

Aug. 6, 8-9 a.m.

“First Fridays Networking,” a West Jordan Chamber of Commerce event. Location is All-Star Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$5. Details are at westjordanchamber.com.

Aug. 9

Annual UMA Golf Tournament, a Utah Manufacturers Association event. Registration begins at 7 a.m., followed by 8 a.m. shotgun start. Location is Stonebridge Golf Course, 4414 Links Drive, West Valley City. Cost is \$750 per foursome. Sponsorships are available. Details are at <https://umaweb.org/event/uma-golf-tournament/>.

Aug. 10-13

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

Aug. 10, 10 a.m.

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

Aug. 10, 11:55 a.m.-12:55 p.m.

Women in Business 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.

Aug. 10, 3-4:30 p.m.

“Starting Your Business 101,” a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

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. 11, 6-7 p.m.

“All You Need to Know about Employee Benefits,” a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Aug. 12, 8:30 a.m.-1 p.m.

Workforce Summit 2021, a Salt Lake Chamber event with the theme “Removing Barriers and Building Skills Together.” Event will look at removing barriers and allowing employees to enter the workforce seamlessly. The summit will also discuss creative skill development and the future infrastructure of the workforce. Offered in-person and virtually. In-person location is Salt Lake Marriott Downtown at City Creek, 75 S. West Temple, Salt Lake City. Cost for in-person ticket is \$85, virtual ticket cost is \$50. Details are at slchamber.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. 13, 3-6 p.m.

August Deal Forum, a VentureCapital.org event that is a live pitch event featuring entrepreneurs pitching their startups to a panel of active investors. In-person location is The Shop in Downtown SLC, 340 E., 400 S., Salt Lake City. Cost is \$30. Virtual attendance is available and costs \$15. Registration can be completed at Eventbrite.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. Location is Orem/Provo SBDC, Utah Valley University, Orem. 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, 8 a.m.-4 p.m.

“Practical Leadership,” part of the Salt Lake Community College Frontline Leader Workshop Series focusing on transitioning from an individual contributor to a leader with the practical skills needed to motivate, coach, communicate with, and effectively teach employees. Location is SLCC’s Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Virtual participation is available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

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. 20, 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. 23, 8 a.m.-2:30 p.m.

2021 Rural Business Summit, a Utah State University Eastern event. Keynote speaker is U.S. Rep. John Curtis. Location is Utah State University Eastern, 451 E. 400 N., Price. Free. Registration can be completed at Eventbrite.com.

Aug. 24, 10 a.m.-3 p.m.

WBN Golf Play & Instruction, a Utah Valley

Women’s Business Network event. Location is Thanksgiving Point Golf Club, 2200 Club House Drive, Lehi. Details are at thechamber.org.

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

Women in Business Luncheon, a South Valley Chamber 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. 25, 9-10:30 a.m.

“Solve the Business Puzzle,” a Women’s Business Center of Utah event. Speaker is Jill Shroyer, CEO and founder of Expedition HR. Location to be determined. Free. Details are at wbcutah.org.

Aug. 25, 9-10:30 a.m.

“Seven Ways to Prevent Sticky HR Situations in Your Small Business,” a Women’s Business Center of Utah event. Speaker is Jill Shroyer, CEO and founder of Expedition HR. Location to be announced. Free. Details are at wbcutah.org.

Aug. 25, noon-1 p.m.

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

Aug. 25, 5:30-6:30 p.m.

“Teamwork Trifecta: Building a Powerhouse Team,” a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC, Utah Valley University, Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

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>.

Aug. 27

South Valley Chamber Golf Classic. Location is River Oaks, Sandy. Another golf tournament takes place Sept. 10 at South Mountain, Draper. Details to be announced at southvalleychamber.com.

Aug. 31, 10 a.m.

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

Aug. 31, noon-1:30 p.m.

Annual Meeting 2021, a Salt Lake Chamber event. Theme is “Future in Focus.” Honorees and program to be announced. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$65 for members, \$75 for nonmembers. Details are at slchamber.com.

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/rsvp/>.

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 for 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 for employees of chamber members and first-time guests. Details are at ogdenweberchamber.com.

Sept. 9, 7:30 a.m.-2 p.m.

Annual Fund-Raising Golf Event, a Draper Chamber of Commerce event. Location is River Oaks Golf Course, 9300 S. Riverside Drive, Sandy. Details to be announced at draperchamber.com.

see CALENDAR page 22



South Valley KeyBank Business Accelerator

Powered by our proven, 10-week program, the South Valley Business Accelerator is just what business owners need to take their business to the next level.

Taught by Ralph Little, a small business owner who built his business into a Fortune 500 company, this program provides the knowledge and know-how business owners need to create and manage a customized, three-year strategic growth plan.

Seventy percent of businesses that have completed the program have **increased their annual revenue by 47%**.

BUSINESS ACCELERATOR SCHEDULE

Aug 3	Identification
Aug 17	Risk
Aug 31	Strategy
Sept 14	Sales
Sept 28	Financial Statements
Oct 12	Banking
Oct 26	Management
Nov 9	Customers and Competitors
Nov 30	Systems
Dec 7	Expansion + Exit Strategies

Praise for Business Accelerator

“Each time I left class I felt invigorated to tackle the roadblocks in our company that had previously felt daunting and overwhelming.”

Stephanie Carter
Co-owner, Oozle Media

“The Business Accelerator is exactly what I needed as a small business owner. An intense look at the key factors that measure success in a business, and if I was implementing them in my own. I encourage anyone that is looking to take their business to the next level to join this program.”

Stevenson Sylvester
Owner, KLYP

“Dr. Ralph Little was brilliant. He knew exactly what each of us needed to make our businesses successful. I went into the course not sure if I wanted to grow my business. I left with the skills, knowledge, and tools to not only grow my business but feel confident hiring help to improve my life balance and others lives. I would recommend this course to every small business owner in a heart beat!”

Gwen Evanstad
Owner, Gforce Food Company

In partnership with



REGISTER NOW!

Classes begin August 3rd. **Space Limited.**
Cost: \$500 • **Must be a chamber member.**

Scholarship opportunities available for select cities.

Questions? Contact Karla Rogers at karla@southvalleychamber.com

southvalleychamber.com

CALENDAR

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Sept. 9, 11:30 a.m.-1 p.m.

“enHERgy: The Influential Women Behind Renewable Energy,” presented by WLI and showcasing the work that high-level women are doing in the renewable energy and sustainability space. Panelists are Ibi Guevara, vice president of business development and marketing, Hunt Electric; Laura Nelson, special advisor, Green Hydrogen Coalition, and former energy advisor to the governor; Teri Klug, vice president of strategic alliances, Virtual Power Systems; Miritt Comforti, procurement manager at PacifiCorp; and Emily Cloak, British Consul rep. Moderator is Thom Carter, executive director, Governor’s Office of Energy Development. Details to be announced.

Sept. 10

South Valley Chamber Golf Classic. Location is South Mountain, Draper. Another golf tournament takes place Aug. 27 at River Oaks, Sandy. Details to be announced at southvalleychamber.com.

Sept. 10, 7:30 a.m.

Patriot Day Golf Invitational, a Cache Valley Chamber of Commerce event. Registration begins at 7:30 a.m., followed by flag-raising ceremony at 8:15 a.m. and golf shotgun start at 9 a.m. Location is Logan River Golf Course, 550 W. 1000 S., Logan. Details are at www.cachechamber.com.

Sept. 10, 7:30 a.m.

Annual Golf Classic, a Murray Area Chamber of Commerce event featuring a shotgun start/scramble format. Location is Murray Parkway Golf Course, 6345 S. Murray Parkway Ave., Murray. Cost is \$100, \$350 per foursome. Sponsorships are available. Details are at murraychamber.org.

Sept. 10, 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.

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. 14, 11:55 a.m.-12:55 p.m.

Women in Business 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.

Sept. 14, 4-8 p.m.

“Exploring Possibilities Women’s Business Conference,” a third annual Women’s Business Center of Utah event. Theme is “Innovate, Initiate, Create.” All proceeds from the conference will go toward WBCUtah training, free business advising consultations, online training, events and rural outreach. Location is Courtyard by Marriott, 1294 S. Interstate Drive, Cedar City. Cost is \$45. Details are at wbcutah.org.

Sept. 15, 8 a.m.-4 p.m.

“Interpersonal Communication,” part of the Salt Lake Community College Frontline Leader Workshop Series focusing on verbal and non-verbal communication in the workplace and learning to interact productively with peers, supervisors, customers

and vendors, even during conflict or change. Location is SLCC’s Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Virtual participation is available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Sept. 15, 11 a.m.-4 p.m.

Small Business Expo, presented by the Small Business Administration and South Valley Chamber. Theme is “Educate & Elevate.” Location is Mountain America Expo Center, 9575 S. State St., Sandy. Details are at southvalleychamber.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. 17, 8-10 a.m.

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

Sept. 20

The Point Challenge Golf Tournament, a Point of the

Mountain Chamber event. Check-in begins at 7 a.m., followed by 8 a.m. start. Location is TalonsCove Golf Club, Saratoga Springs. Cost is \$600 per foursome before Sept. 1, \$800 thereafter. Details are at www.thepointchamber.com.

Sept. 21-Oct. 12, 8 a.m.-noon

PMP Certification Exam Prep, taking place on Tuesdays. This intermediate course prepares participants to successfully pass the PMP exam by reviewing the concepts and principles of project management. Students will study project management methods in accordance with PMI requirements and a syllabus to study for the 200-question PMI PMP examination. Location is Salt Lake Community College’s Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$1,350. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Sept. 21, 10 a.m.

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

Sept. 21, 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.

see CALENDAR next page

OUTDOORS

from page 1

sleep pods are a cool perk inside an office environment, but not as important as what’s outside the office.”

The Gardner Institute and Utah Outdoor Partners partnered with Silicon Slopes to distribute the survey. Over 250 respondents representing 141 unique companies participated.

One stunning finding was that, of Utah natives working in the tech industry that left Utah and moved back, “82 percent said outdoor recreation and/or access to wilderness and public lands was the most important factor in moving back, over family (76 percent), career opportunities (76 percent) and cost of living (61 percent).”

The survey also found that of the 38 percent who chose to stay in Utah despite a higher salary offer elsewhere, 85 percent said outdoor recreation and/or access to wilderness and public lands was their most important factor in choosing to stay. Fifty-nine percent utilize Utah’s outdoors once a week or more.

The full report, “Utah Outdoor Partners Survey of Tech Sector Employees,” can be found at the Kem C. Gardner Policy Institute website at gardner.utah.edu.

HOME PRICES

from page 1

in home prices at its highest level since 2005. While many millennials and Gen Z home buyers continue to move into the hot market thanks to low borrowing rates, high prices are likely deterring increasing numbers of prospective buyers — especially first-time and low-income families. Currently, 82 percent of consumers note housing affordability as a key problem, according to a recent CoreLogic survey. Additionally, 33 percent of respondents said they would wait to buy or not buy at all rather than make sacrifices on their purchase.

“First-time buyers are hitting a wall in many places around the country as the pace of home price rises outpace the benefits of lower borrowing costs,” said Frank Martell, president and CEO of CoreLogic. “Younger and first-time buyers, including younger millennials, are faced with the challenge of having sufficient savings for a down payment, closing costs and cash reserves. As we look to the balance of 2021, we expect price rises to continue, which could very well push prospective buyers out of the market in many areas and slow home price growth over the next year.”

Nationally, home prices increased 15.4 percent in May, compared with May 2020. On a month-over-month basis, home prices increased by 2.3 percent compared to April. Appreciation of detached properties (17.2 percent) was nearly double that of attached properties (9.1 percent) in May as prospective buyers continue to seek out more space.

The fastest home price increases were found in the West, with Twin Falls, Idaho, experiencing the highest year-over-year increase in the nation at 35 percent.

According to the CoreLogic Home Price Forecast, prices are projected to increase 3.4 percent by May 2022, as affordability challenges deter potential buyers and cause a slowdown in home price growth.

“There are marked differences in today’s run-up in prices compared to 2005, which was a bubble fueled by risky loans and lenient underwriting,” said Frank Nothaft, chief economist at CoreLogic. “Today, loans with high-risk features are absent and mortgage underwriting is prudent. However, demand and supply imbalances — fueled by a drop in mortgage rates to less than one-half what they were in 2005 and a scarcity of for-sale homes — has fed the latest run-up in sales prices.”

TAXBIT

from page 1

executive director, said in a prepared statement. “With this expansion, TaxBit will be hiring for various positions including CPAs, software developers, attorneys, implementation consultants, security, sales, marketing and many others.”

“It comes as no surprise that Utah company TaxBit is at the cutting edge of compliance technology for the exciting innovations in blockchain and cryptocurrency,” said Theresa A. Foxley, president and CEO of the Economic Development Corporation of Utah (ED-CUtah). “The legal and accounting talent here is bar-none and will help TaxBit grow and excel in the ever-changing world of fintech.”

Woodward told the GO Utah board that he and his brother, Austin Woodward, founded the company after seeing a problem with digital assets.

“Every single movement has

some sort of tax and accounting consequence,” he said. “It is a large-scale data problem to automate all of the tax and account behind it and solve the industry so that we get proper tax reporting at scale.”

The company began by automating tax matters for consumer users, then advanced to brokerages. The IRS now is one of its largest clients, with TaxBit helping the agency with taxpayer examination audits on cryptocurrency.

In March, TaxBit announced a record-breaking \$100 Million Series A funding round, led by Paradigm and Tiger Global. Others participating in the round were PayPal Ventures, Coinbase Ventures, Winklevoss Capital, investor Bill Ackman, Qualtrics co-founder and chairman Ryan Smith, Anthony Pompliano, former Venmo COO Michael Vaughan, Galaxy Digital, Valar Ventures, Collaborative, Global Founders Capital, Album Ventures, TTV Capital and Original Capital.

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.
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CALENDAR

from previous page

Sept. 22, 8 a.m.-5 p.m.

Lean Six Sigma – Yellow Belt, a Salt Lake Community College Employee Development Workshop focusing on understanding the cost savings and personal benefit of eliminating waste through a step-by-step process to see and address problems. Location is SLCC's Westpointe Campus, 1060 N. Flyer Way, Salt Lake City. Cost is \$300. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Sept. 22, noon-4:30 p.m.

Utah Trails Forum Conference, with field workshops Sept. 24. Event is a statewide gathering of trail planners, builders, advocates, users, tourism and local government leaders who want to advance the building and care of natural surface trails. Location is Utah State University, Logan. Cost for forum (without summit ticket) is \$80, \$65 if added to summit registration. Another conference takes place Oct. 29, 8:30-11:30 a.m., at the Kanab Center, Kanab, with master trail stewards field workshops set for 11:45 a.m.-4 p.m. Details are at utahoutdoorsummit.com/utah-trails-forum/.

Sept. 23, noon-1 p.m.

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

Sept. 27, 7:30 a.m.-3 p.m.

Utah Valley Chamber Classic. Location is Riverside Country Club Golf Course, 201 N. University Ave., Provo. Details to be announced at the chamber.org.

Sept. 28

Women in Business, a South Valley Chamber event. Speaker is Emma Houston. Location is Salt Lake Community College. Details to be announced.

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

18th Annual Women Empowered Conference. Theme is "Be The Good." 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.

Oct. 4-6

2021 One Utah Summit, the state's 34th annual rural summit and providing opportunities for rural Utah's decision-makers to network and discuss the unique opportunities and challenges facing rural Utahns. Location is Southern Utah University, 351 W. University Blvd., Cedar City. Details are at <https://www.oneutahsummit.com/>.

Oct. 4, 7:30 a.m.-3:30 p.m.

Executive Summit, a Utah Valley Chamber of Commerce forum for key influencers to address the business community of Utah Valley and beyond. Topics to be addressed include the economy, education and workforce

development, natural resources, health system reform, the housing gap, transportation the business environment, and legislative issues expected to impact Utah Valley businesses. Location is Sundance Resort, 8841 N. Alpine Loop Road, Sundance. Cost to be announced. Details are at thechamber.org.

Oct. 7, 9-10 a.m.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event that takes place online via Zoom. Free for employees of chamber members and first-time guests.

Oct. 8, 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.

Oct. 13-14

Silicon Slopes Summit, a Silicon Slopes event featuring keynote presentations, in-depth breakout sessions, entertainment and networking. Location is Salt Palace Convention Center, 100 S. West Temple, Salt Lake City. Cost is \$195 through Aug. 15, \$249 Aug. 16-Sept. 30, \$295 after Oct. 1. Details are at slopesummit.com.

Oct. 13, 5-7 p.m.

"Business After Hours", an Ogden-Weber Chamber of Commerce event. Location is Cache Valley Bank. Free for employees of chamber members and first-time guests, \$10



CLASSIFIED

CAREERS

UG METALS OPERATIONS MANAGER

UG Metals Operations Manager (Dyno Nobel, Inc., Salt Lake City, UT) Identify and develop marketing strategy for Dyno Nobel's underground (UG) explosives segment and underground (UG) metals sub-segment. Regs: Bach Deg in Geoscience, Mining Eng or rel field + 7 yrs progressive post-bac exp working in a marketing role in the explosives and mining industry. Must have willingness + ability to travel up to 30% of the time domestically and 20% of the time internationally to meet business needs. TO APPLY: email resume to talent.acquisition@am.dynonobel.com referencing job code 8215

for nonmembers. Details to be announced.

Oct. 15, 8-10 a.m.

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

Oct. 28

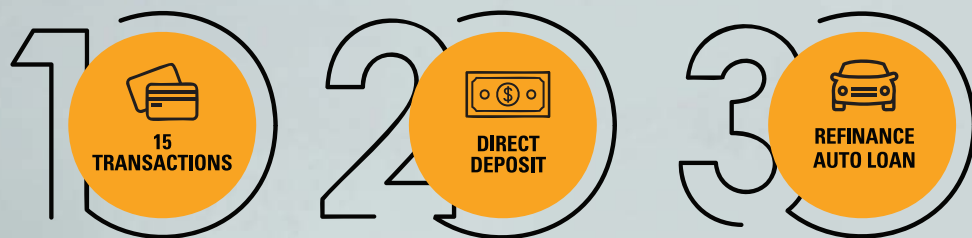
"Growth & Prosperity Summit", a Utah Valley Chamber of Commerce event. Details to be announced at thechamber.org.

Oct. 29, 8:30-11:30 a.m.

Utah Trails Forum Conference Workshops, with master trail stewards field workshops from 11:45 a.m.-4 p.m. Event is a statewide gathering of trail planners, builders, advocates, users, tourism and local government leaders who want to advance the building and care of natural surface trails. Location is Kanab Center, Kanab. Cost for forum (without summit ticket) is \$80, \$65 if added to summit registration. Details are at utahoutdoorsummit.com/utah-trails-forum/.

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