

THE List

TECHNOLOGY

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Gardner Institute findings:

Tech workers attracted to Utah's outdoors

Brice Wallace
The Enterprise

Tech and rec have a connection beyond rhyming. The bonds between Utah's technology sector and outdoor recreation are strong and numerous.

Those gathered for a recent panel discussion about those bonds said they were happy to see research conducted by the Kem C. Gardner Policy Institute that quantified what previously was a matter of anecdotal evidence.

Nothing in the studies was surprising, according to Gov. Spencer Cox. Several years ago, he said, he met with the leaders of Silicon Slopes, who said it was difficult to recruit workers from outside Utah. But that is different now because as Utah's tourism numbers "exploded," so did growth in Utah's economy and specifically the tech sector.

"I'm not saying there's a direct causal relationship ... but there certainly is anecdotal evidence that it was impacted," Cox said, "and now we have real evidence that this has been an important piece of the

growth that we've had here."

The institute and Utah Outdoor Partners surveyed tech industry employees about the importance of outdoor recreation and access to wilderness. The results showed 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 an "important" or "extremely important" factor in moving back — ranking higher than family, career opportunities and cost of living. A similar results — 79 percent — of transplants to Utah said the same thing.

Also, 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 opting to stay.

see **OUTDOORS** page 16



A technician runs diagnostic testing on an electric vehicle at the VIA Motors International plant in Orem. Ideanomics, a New York-based technology firm, is buying the Utah company for \$630 million in an all-stock transaction. VIA will remain in Utah as a business unit of Ideanomics.

New York firm acquires Orem electric car maker VIA Motors

A New York City-based company with a division looking to boost the adoption of electric vehicles plans to acquire Orem-based VIA Motors International Inc. in an all-stock deal for up to \$630 million.

The transaction would give Ideanomics 100 percent ownership in VIA, which will manufacture electric commercial vehicles, including cargo vans, trucks and buses.

The deal was announced last week. Ideanomics said it is subject to customary closing conditions, including approval

from its shareholders. Following the closing of the transaction, VIA will operate as an Ideanomics business unit.

VIA designs, manufactures and markets electric commercial vehicles and is forging business relationships with commercial fleets and distributors in the United States, Canada and Mexico. It also is working with an autonomous technology com-

see **VIA MOTORS** page 17

Clearway now sole owner of 7 Utah solar farms

Clearway Energy Inc., a Princeton, New Jersey-based renewable energy company, is acquiring the remainder of the ownership in seven utility-scale solar farms in Utah. The company has had 50 percent interest in the installations and is now acquiring the remaining half from previous partners. The announced purchase price totals \$335 million.

The Utah Solar Portfolio consists of solar generating farms throughout Utah with a total capacity of 530 megawatts. The farms have been in commercial operation since 2016. The assets within the portfolio sell power subject to 20-year power purchase agreements with PacifiCorp that

see **CLEARWAY** page 16



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

Although many programs have ended, COVID relief funds are still available

The U.S. Small Business Administration has reminded small businesses that, although some of the agency's COVID-19 economic relief programs have come to an end, financial help is still available through programs such as the Economic Injury Disaster Loan program (EIDL), Targeted EIDL Advance and Supplemental Targeted Advance and the Community Navigator Program.

The Paycheck Protection Program, Shuttered Venue Operator Grant and Restaurant Revitalization Fund have all closed and the SBA is in the process of concluding PPP forgiveness and distributing final RRF funds.

The EIDL program remains in effect through Dec. 31 and there is still funding remaining, the SBA said. The SBA is ramping up its outreach efforts to deliver COVID EIDL program information to all communities, including socio-economically disadvantaged communities via partnerships, webinars, train-the-trainer series and media. COVID EIDL programs remain the same, but the additional community outreach effort will allow the SBA to promote greater access to them by businesses that have not yet applied, the agency said. Most of the current EIDL activity involves business owners requesting an increase in their original loan amount to a higher amount up to \$500,000.

For additional information on SBA's Economic Relief programs, visit <https://www.sba.gov/funding-programs/loans/covid-19-relief-options>.

Delta will impose \$200 health plan surcharge on unvaxxed employees

Delta Air Lines, with a regional hub and many employees based in Salt Lake City, has decided that employees will be charged \$200 extra each month for their company-sponsored healthcare plan if they decide not to get vaccinated against COVID-19. The action is among the tactics being used by American corporations to encourage employees to get the shots.

Delta competitor United Airlines, along with a number of other high-profile companies, have mandated shots for their employees to protect their operations from the highly contagious delta variant which is especially strong in parts of the country with lower vaccination levels. Pres. Joe Biden has also urged private businesses to require employees to be vaccinated.

In a memo to employees, Delta CEO Ed Bastian said the monthly surcharge would take effect on Nov. 1. He said the charge is necessary to address the financial risk the Atlanta-based airline faces with unvaccinated employees.

Utah approaching herd immunity but most still pessimistic about control

In the wake of the surge of COVID's delta variant across the nation, adult residents of the Utah are nearing the coveted herd immunity milestone of 70 percent vaccinated, according a recent survey conducted by OH Predictive Insights. The study found 63 percent of Utah adults are vaccinated, and another 12 percent say they are willing to take the vaccine.

The poll was conducted Aug. 2 through Aug. 8 and surveyed 844 general population Utahns 18 and

older, giving the survey a margin of error of +/-3.37 percent.

Even though their vaccination rates are high (in fact, higher than Nevada and Arizona, according to polling in those states), Utah residents are more pessimistic than optimistic about the near future of the coronavirus issue in the state. Almost half (49 percent) of respondents expect the spread of COVID to get worse in the next 30 days while only 23 percent say it will get better. Another 28 percent expect conditions to remain the same.

"With 75 percent vaccine willingness, Utahns are taking precaution against the threat of COVID in their state," said Mike Noble, OHPI chief of research. "But with half of residents expecting COVID conditions to worsen in the next month, it appears the surge of the delta variant is driving that concern."

Residents who are currently the most concerned about the recent spread of COVID in Utah tend to consume more news media than those less concerned. Of the 43 percent of Utahns who are extremely or moderately concerned, 82 percent say they tune in to local television for news and nearly seven in 10 get their news from radio (69 percent). Of the 34 percent of respondents who are slightly or not at all concerned, 70 percent use local television and six in 10 tune in to radio.

Spend resources on first vaccination, not booster shots, UofU officials say

Two University of Utah Health officials believe that Utah should focus resources on getting initial COVID-19 vaccination doses into the arms of the state's residents rather than giving booster shots to those who have already had the vaccine. Stephen Goldstein, an evolutionary virologist and postdoctoral researcher at the university, and Dr. Emily Spivak, a professor of medicine in UofU Health's Division of Infectious Diseases, addressed the subject in a recent virtual news conference.

"The bang for the buck is much higher in reaching people who have not been vaccinated at all," Goldstein said. "It would be a real shame if we prioritize these boosters and take our foot off the gas."

Goldstein and Spivak agreed that the vaccination rate needs to increase to fight surges like that current delta variant spike.

"Between maybe now and the December holidays, I have to admit I'm not very optimistic," said Spivak. "I think cases are going to continue to rise and rise and rise unless there is some big, drastic change in the uptake of vaccine."

Goldstein went so far as to suggest employers institute vaccine mandates. "If you're thinking about putting a vaccine mandate in place for your employees, the time is now," he said.

The researchers mentioned the decision by the federal Food and Drug Administration to grant full approval for the Pfizer vaccine and said it is leading to mandates around the country. Vaccinations are now required for members of the military.

The Utah Health Department has said that, based on recent data, the risk of contracting COVID-19 is nearly five times greater for Utahns who are not vaccinated while their risk of hospitalization is 6.5 times greater and their risk of dying is five times greater.

SelectHealth Utah members receive \$100 to get COVID-19 vaccinations

SelectHealth, the healthcare insurance arm of Salt Lake City's Intermountain Healthcare, has instituted an incentive for its Utah customers to get the COVID-19 vaccination. Beginning Aug. 26, SelectHealth members on Utah contracts who have not been previously vaccinated, who meet eligibility criteria, and who complete either one dose of the Johnson & Johnson vaccine or two doses of the Pfizer or Moderna vaccines began receiving a \$100 incentive.

"SelectHealth recognizes the significant stress COVID-19 continues to place on our members and our communities. As a health plan and a part of Intermountain Healthcare, we are urging people to get vaccinated to help slow the spread of the disease," the company said in a release.

"Extensive testing has shown that vaccines are a safe and effective way to protect yourself and others against COVID-19. Vaccines help your body build immunity against viruses by teaching it to recognize pathogens that pose a threat to your health. The COVID-19 vaccine completed all the required stages of clinical trials and has been reported to be more than 90 percent effective at preventing the virus and helping to reduce severe illness," the statement continued.

"We want our communities to realize that we truly value their health. This incentive is intended to encourage completion of the COVID vaccine so that we can all live the healthiest lives possible," said Dr. Russ Kuzel, SelectHealth chief medical officer.

SelectHealth reminded its members that vaccinations for COVID-19 are available at no cost and encouraged Utahns to talk to their healthcare providers and discuss their concerns.

"We support the guidance of medical professionals and encourage our members and communities to get vaccinated," SelectHealth said.

Utahns place value of incentive for getting C-19 vaccination at \$74

The average Utahn believes unvaccinated people should receive \$74 to receive a COVID-19 vaccination, according to a survey by biotechnical products distribution company MyBioSource.com. That is the lowest figure among states. Alaskans and Minnesotans favor paying a \$259 incentive. The U.S. average is \$182.

The survey indicated that more than half of surveyed Americans already vaccinated think remunerations for shots would be unfair.

Roughly one in three of the unvaccinated population have indicated that a cash payment would increase their likelihood of getting the shot. In Minnesota, more than 30,000 people signed up for a program to receive a \$100 incentive to get their first dose of the vaccine between July 30 and Aug. 15. West Virginia's governor has incentivized people between 16 and 35 years old with a \$100 savings bond.

The survey indicated that 46 percent of the unvaccinated said they would be more encouraged to get their dose if they did not have to wear a mask in public thereafter. Nearly half (49 percent) of respondents also said that preventing unvaccinated people from entering public spaces (like restaurants, coffee shops and malls) will encourage higher vaccination rates.

MWCN announces list of 2021's fastest growing companies in Utah

MountainWest Capital Network has announced its annual list of the fastest-growing companies in Utah, known as the Utah 100.

MWCN also has selected its "Top 15 Revenue" and "Emerging Elite" companies.

The rankings of the companies will be revealed Oct. 12 at the 27th annual awards ceremony at the Grand America Hotel in Salt Lake City.

The Utah 100 honorees are ranked according to a weighted average revenue calculation of percentage and dollar growth over a five-year period through December 2020. "Top 15 Revenue" companies are based on the high-

est total dollar growth over the same five-year period. Companies are allowed to be recognized in only one category.

Listed in alphabetical order, the 2021 Utah 100 consists of:

1 Source Business Solutions, Adobe Luxury Rentals, Alpha Warranty Services, Albabancorp, Aptive Environmental, Artemis Health, AutoSavvy (previously AutoSource), Avetta, Awardco, Beauty Industry Group, Beddy's, Big Deal Outlet, Blue Raven Solar, BrainStorm Inc., Buy Box Experts, Campman, CB SkyShare, Chamber.Media, Cingo Solutions, Clarus Corp., Clean Simple Eats LLC, Coalatree, Collec-

tive Medical, Complete Recovery Corp., Conductive Group, Conservice, Coreform LLC, Dental Intelligence, Design Imaging, Disruptive Advertising, Dynamic Blending, eAssist Dental Solutions, eLuma, Enso Rings, Entrata, Evolved Commerce, Executech,

Ezarc Welding Inc., First-Mile, Flex Fleet Rental, Foresight Wealth Management, Foresight Capital, Freeus LLC, Gathre, Grant Victor LLC, Huge Brands, Image Studios, Inside Real Estate, Intermountain Nutrition, International Products Group, Ivanti, J. Lyne Roberts and Sons, JOJO's Chocolate, KURU Footwear, Legacy RV, Legacy Tree Genealogists,

Lender Toolkit, Lendio Inc., LGCY Power LLC, LifeVantage Corp., Lion Energy LLC, Lucid, Lulu and Roo, Made-By-Mary LLOC, Max Connect Marketing, Motivosity, Nature's Sunshine Products Inc., ObservePoint, Ogden's Own Distillery Inc., Olympus Wealth Management, OptConnect, Packsize, PCF Insurance Services, Peak Capital Partners, Pluralsight, PMD Beauty, Podium, ProdataKey, Rocco & Roxie Supply Co.,

Searchbloom, Security National Financial, Signs.com, SimpleNexus, Squeeze Media Group LLC, Streiff Marketing LLC, Strong Connexions, Tech9, Telarus LLC, The Page Co. LLC, Thread Wallets, USANA, Vanderhall Motor Works, Varex Imaging, VPI Technology Group, Weave, Western Peaks Logistics, XPS Ship, Xyngular, Zamp HR and Zonos.

The "Top 15 Revenue" companies are:

Extra Space Storage Inc., G&A Partners, HealthEquity, Layton Construction, Malouf Companies, Merit Medical, Nu Skin, Overstock.com, Pattern, Purple Innovation Inc., Sportsman's Warehouse, Vivint Smart Home, Walker Edison, Young Automotive Group and Zions Bancorporation.

The "Emerging Elite" are: Baltic Born, Bold, Divvy, Eddy, Thirst Drinks, Gigi Pip, HydroJug, Inpivota Corp., Kconnect, Lumio Inc., NoBid, Pillow Cube Inc., Turner Imaging Sys-

tems Inc., Whistic and Zyia Active.

"Every year we assemble this list, we are more encouraged by the strength and resilience of Utah's economy and the broad spectrum of companies that underpin our state's business foundations," said Dave Chase, chairman of the MWCN Utah 100 committee. "Even in the unusual circumstances brought on by the pandemic, we see success among businesses of all sizes and many different industries."

Founded in 1994, the Utah 100 Award is the flagship event for the MountainWest Capital Network. James Lawrence, "The Iron Cowboy," will present a keynote address at the awards event. MountainWest Capital Network is Utah's first and largest business networking organization devoted to supporting entrepreneurial success and dedicated to the flow of financial, entrepreneurial and intellectual capital.

Stanworth named CEO of Dakota Pacific RE

Dakota Pacific Real Estate has announced that Marc Stanworth has been promoted to CEO. Dakota Pacific Real Estate is a Salt Lake City-based real estate investment, development, and property management firm focused on investing in multi-family residential and commercial projects throughout the Intermountain West. The firm has a second office in Denver.

Stanworth joined Dakota Pacific in August 2020 as managing director, chief operating officer and a member of the firm's investment committee. "During his first year at Dakota Pacific, Stanworth has driven execution discipline, led the development

of new strategies and expanded our team of professionals in partnership with the executive leadership team and with former CEO and founder John R. Miller," a company release said.

"In the short time he has been with us, Marc has demonstrated his ability as a leader and a professional with the vision to accomplish Dakota Pacific's strategic goals," said Miller who will now become chairman. "We are excited about his new leadership role and are confident in his ability to lead us in the years to come."

Stanworth's near-20-year career spans direct investment, de-

velopment and leadership responsibilities totaling nearly \$2 billion and covering all major property types. A native of Salt Lake City, he returned to Utah to join Dakota Pacific after holding senior leadership roles with various Texas and California-based private investment and development firms.

"No region in the country has a brighter future than our own backyard," said Stanworth. "I am thrilled by the opportunity to leverage our deep market experience, highly talented team and relentless determination to help achieve that future both for DPRE and our surrounding community."

Garff buys nine dealerships

Salt Lake City car dealership giant Ken Garff Automotive Group has acquired nine dealerships in four states, expanding the total dealership count to 62 for the 89-year-old company.

"We have been exploring expansion opportunities for the last year in these growing markets," said Brett Hopkins, CEO of Ken Garff. "These acquisitions create growth opportunities for our employees and allow us to expand our culture of treating people right into these wonderful communities."

The nine newly acquired dealerships include Earnhardt Kia and Rodeo Hyundai in Arizona, Rodeo Hyundai and Ron Carter Cadillac in Texas and the Spradley Barr Automotive group of five dealerships in Colorado and Wyoming.

"Each of these dealerships has been an integral part of their respective communities and we

will only enhance that," Hopkins said. "It's our culture to reach out into the communities in which we live and work. We find specific needs our communities face and our remarkable employees volunteer to help make a difference in the lives of our neighbors."

"When my grandfather Ken Garff founded this company in 1932, he made sure we give back to our communities by implementing values of honesty, integrity, empathy for others and a strong work ethic," said John Garff, president of Garff Enterprises. "We don't do that for recognition or for awards, but to this day and in every dealership across nine states, we carry that tradition forward. It's part of who we are."

Garff now operates stores in Utah, Texas, Iowa, Michigan, Nevada, California, Arizona, Colorado and Wyoming.

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CenExel Clinical acquires New Jersey's AMRI

CenExel Clinical Research Inc., a clinical trial research company in Salt Lake City, has acquired Advanced Memory Research Institute (AMRI), the largest Alzheimer's disease clinical research site in the Northeast. Based in Toms River, New Jersey, AMRI conducts Phase I through Phase IV studies, primarily in Alzheimer's disease, memory loss and dementia research. The company will be known as CenExel AMRI.

"This acquisition further bolsters CenExel's experience in CNS (central nervous sys-

tem) trials, complementing the other nine centers in the CenExel network with strong backgrounds in this therapeutic area," a CenExel statement said. "CenExel AMRI is led by Dr. Sanjiv K. Sharma, who has over 20 years of experience caring for patients with memory challenges."

The CenExel now operates 11 clinical research sites in the U.S., with specialties in neurology, pain, psychiatry, vaccines, dermatology/immunology, ethnic-bridging, sleep studies and clinical pharmacology.

Ascend buys Iowa company

Ascend Staffing has announced the acquisition of Employment Connections Inc. (ECI), a temporary staffing company in northwest Iowa. ECI has locations Spencer, Spirit Lake and Ida Grove, Iowa. Based in North Salt Lake, Ascend Staffing now has 40 offices in 13 states: Alabama, Arizona, California, Colorado, Idaho, Iowa, Illinois, Louisiana, New

Mexico, Oklahoma, Texas, Utah and Washington.

Ascend Staffing partners with companies to provide workers in light industrial and manufacturing, warehousing, administrative and office staffing as well as non-clinical hospital staffing.

The company said it continues to look for strategic acquisitions.

SnappConner names new pres.

South Jordan-based SnappConner PR, a public relations and communications firm, has named Mark Fredrickson as its new president. Fredrickson joined the firm as vice president in February 2015 and became its chief operating officer in March 2017.

"I have had the privilege of working with Mark Fredrickson for more than a decade, beginning with our joint roles in the communications and marketing functions of the Utah Technology Council and continuing through the prior six years of focused activity together at the helm of SnappConner PR, said Cheryl Conner, SnappConner PR founder, chairman and CEO. "Mark is a consummate professional and PR expert. His expanded leadership will be a strong asset to the company's continued growth and quality of execution in 2021 and beyond."

Fredrickson is a veteran public relations practitioner with advanced experience in marketing and e-commerce, Conner said.

"He helps companies increase revenue, enhance their brands and improve customer acquisition and retention through strategic marketing and PR plans," she said.

Prior to SnappConner, Fredrickson led successful campaigns for Naartjie Kids as well as TechMediaNetwork (Purch), NextPage and WiLife in the technology space. Fredrickson is accredited by the Public Relations Society of America. He earned his bachelor's degree in public relations from Brigham Young University.

Conner will continue in her role as chairman and CEO, working with agency clients, business development and heading up the company's expansion to Boise.

"We've built a tremendous team to help clients shine in this unique communications landscape," said Fredrickson. "I'm excited to continue to work with Cheryl and lead SnappConner PR in delivering massive value to our clients."

Ogden's Own tabs Fine as CEO

Ogden's Own Distillery, a distiller of craft spirits and recently recognized as one of the fastest-growing private companies in the U.S., has named industry veteran Mark Fine as successor to retiring co-founder and president Steve Conlin. Fine will assume day-to-day responsibilities immediately, overseeing the company's distillery operations, sales and marketing strategy, distribution, as well as expanding distribution throughout the United States with key partners.

"I am excited about joining Ogden's Own Distillery and building trade and consumer interest in Five Wives Vodka, Porter's Whiskeys, Madam Pattirini Gin, Underground and our canned cocktails portfolio," said Fine. "The hardworking team has done an amazing job in Utah with developing a great, loyal fanbase. My mission is to expose both bartenders and consumers throughout the U.S. to our unique products and the stories they tell, converting them into brand loyalists of Ogden's Own."

"We couldn't be more excited to welcome Fine and his incredible leadership to Ogden's Own," said Conlin. "When we founded Ogden's Own back in 2009, it was our goal to make a lasting impact on our community and I feel proud to have accomplished that over the years. Mark has a magic touch for taking beverage brands to new heights and holds an incredible array of dynamic experience and relationships. I'm immensely proud of what we've done to date, and I feel supremely confident that he's the perfect person to take what we've built to the next level."

Fine has nearly 30 years in leadership roles in the beverage industry. Most recently, he spent four years as director of beverage at Norwegian Cruise Line Holdings, working closely with operations, marketing and supplier partners. Prior to that, he worked for multiple distributors, importers and suppliers, including Southern Glazers. He is also credited for launching the wine portfolio of Gerard Bertrand in the U.S. market.



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Four basic blunders every new business must avoid

Entrepreneurs launch new businesses with visions of rapid growth and burgeoning profits dancing in their heads. But wishing and hoping for growth and success is one thing; making them happen is quite another.

Launching a business requires deliberate actions and full accountability, versus hope or luck. While we can all use a little luck, I generally find that luck and hope in the early days are earned and don't just happen upon us. They are earned through an unrelenting drive and sweat to make things happen.

Unfortunately, even hard-working entrepreneurs determined to leave nothing to chance can still make mistakes. Here are a few common ones:

Being unwilling or unable to adapt. Times change, but the question entrepreneurs face is whether they can change with them. The catchword for adapting in this Internet era is "pivot." The idea here is that you come to market with an idea for your business, but when necessary, you pivot that idea so it fits into the vision and market you are either trying to create or compete in."

After all, the economy can change, consumer habits can change and new competitors can emerge. Sometimes pivots involve small tweaks. In other instances, they require profound changes.

Don't ever ditch the core ideas of your business and what you love to do.

Becoming too fixated on failure. Entrepreneurs need to understand that they will experience failure, but they must keep moving forward regardless. I call this "failing forward." When you fail forward, you use it as a learning experience to advance things. You do it quickly, and you bounce back up to your feet almost before you hit the ground.

Failing forward doesn't mean charging blindly ahead without regard to what's happening around you. You are learning lessons as you go and making use of them. The opposite of that is "failing backward," where you spend too much time dusting yourself off, wondering why the failure happened, feel-

ing sorry for yourself or blaming others. There's no time for that."

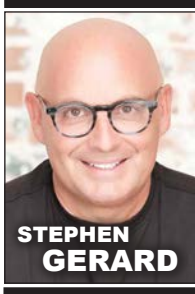
Being too quick to forge partnerships. Strategic partnerships with other companies or people can be worthwhile, but not usually in the early going. When it is still early, focus on what you, and you alone, can control. Someone may come to you with an opportunity to do joint product offerings or join forces in some other ways. Almost all the time, I found these to be a waste of time, especially in the early days when you are trying to survive and grow your business.

Often, what these potential partners really want is access to your clients, to do consulting work for you or to get a job with you. There will be time for partnerships later. Once you have success and a great client base, you can pick your head up and see if partnerships offer anything.

Neglecting to hire enough support personnel. As a new business grows, so should the workforce. But too often, entrepreneurs only want to hire salespeople or other people who deal directly with customers. They seem loath to spend money on what some may call back-office support staff, such as administrative help, analytical staff, tech support, accounting support, and so forth. I have found that the right support staff makes the frontline folks' jobs more productive and enjoyable because they don't get dragged into administrative tasks that aren't a fit for their skills.

When you are in your own venture there is no "they," there is just you. You must work tirelessly to cover every possibility and angle. Even when you do that, you will sometimes still come up on the losing end of a sale or whatever other goal you are working on, but you will also win more and be in control more.

Stephen E. Gerard (www.stephenegerard.com) is an entrepreneur, investor and ForbesBooks author of *Stuck in the Middle Seat*. He started TGA's Advisors in 2004 and has launched and invested in numerous other global businesses.



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The embarrassing truth about CEOs: They don't understand the numbers

Over the past three decades, I have had the privilege of working closely with hundreds of small-business owners and CEOs. I have enjoyed this immensely and have learned much about their similarities and differences. Unfortunately, one similarity that is far too common is a fundamental lack of financial and accounting acumen.

Most small-business leaders have emerged from the ranks of startup entrepreneurs. They have developed a business out of the garage and have put heart and soul into their product or service, which is absolutely appropriate.

That said, this often leaves a blind spot and vulnerability when it comes to the financial side of the business. While all leaders know that it is essential that their busi-

ness makes money, they often prefer to leave the accounting and financial functions to the "bean counters."



RICH TYSON

In a CEO Forum years ago, one client responded to the challenge of sharing his financial statements with his fellow business leaders. Most who participated that day were unresponsive to what he shared. However, one of the more seasoned leaders, Franklin Quest CEO and future U.S. Senator Robert F. Bennett, asked some pointed questions regarding what the financials portrayed. Bob was kind, but persistent — and it became clear that his fellow CEO did not understand his own financial situation.

As I left our forum that day, I realized that I had incorrectly assumed that my clients had the

education and experience to understand and utilize their financial statements. I immediately set about finding how pervasive this problem was. What I discovered was quite unsettling. Out of around 40 clients, only four were what I would define as "financially literate."

This is not to say that any of them were unintelligent. They were all exceptionally bright in their respective fields, but most had only a smattering of training in finance and accounting. And, once in a position to do so, they gladly delegated the responsibility for these functions to others. Often, this was more like abdication than delegation.

Although much has changed about how business is done over the years, this problem has not diminished. Today's small-business owners and CEOs still, by and large, have inadequate finan-

cial skills to effectively lead their businesses. For this reason, I developed a training and coaching workshop I call "Demystifying Key Financial Concepts for Business Owners, CEOs, and Executives." It is financial training for non-financial leaders.

This workshop focuses on where financial outcomes fit within the grand scheme of running a successful business, why it's critical that CEOs understand and share key financial metrics with their team, and specific insights from the key numbers and documents that constitute the language of business.

In introducing this workshop to my clients, I have often found them to be less than enthusiastic about participating. I have learned that no one wants to admit that they don't understand their numbers. They seem to feel that it is an indictment that they haven't learned these things along their way to the CEO's chair.

With them, I share the Bob Bennett story. It is far more embarrassing to be challenged by others who inevitably will review your financials than to admit that you may still have some things to learn. At some point, those statements will be your report card with shareholders, bankers and the tax man. Better to be forearmed with a basic understanding of these key documents.

That understanding begins with recognizing that financial outcomes are the ultimate "lagging indicators" for any business. They reflect how well you have recognized and satisfied the needs

of your customers through the operations of your company, which are a function of the competency and engagement of your people. All of this relies on your compelling vision for the business.

This puts the CEO's understanding of finance and accounting into perspective. Our goal is not to have him or her wear the hat of the CFO. Rather, it is to be able to articulate how financial outcomes relate to the strategies and operations of the business.

Lagging financial indicators include your balance sheet and key ratios that can be compared internally to prior-period numbers, as well as industry comparatives, income statements and related ratios, your cash flow statement and your cash conversion cycle.

An understanding of these fundamental statements will forearm you for several important conversations that every CEO should be having regularly. These include chats with your accountant every time the documents are updated, reviews with your key executives and meetings with shareholders and bankers.

I encourage you to objectively assess your financial and accounting acumen, to recognize where you need additional training and to take steps to bridge that gap. The small investment in time and money to do so will return huge benefits as you lead your company.

Richard Tyson is the founder, principal owner and president of CEO-builder, which provides forums for consulting and coaching to executives in small businesses.

Utah native Jackson-Roberts named CEO of Utah Pride Center

The board of directors of the Utah Pride Center (UPC) has named Stacey Jackson-Roberts as the organization's new CEO. She comes to UPC from Washington, D.C., where she has spent the past 20 years doing work "related to the intersection of law and policy." She served on the Judiciary Committee staff of Sen. Edward M. Kennedy, where she was involved in the delivery of integrative healthcare to underserved communities. She also was a program administrator at American University Washington College of Law, where she earned a graduate certificate in Women, Gender and Sexuality Studies.

Jackson-Roberts was born and raised on a cattle ranch and dairy farm in Beaver. "With family ties in more rural parts of Utah, she knows what it's like to grow

up in communities that are less affirming to LGBTQ+ individuals," UPC said in a release. Jackson-Roberts said she plans on using that life experience to focus on increasing resources in more remote parts of the state and in systemically marginalized communities.


"As a transgender kid growing up in a small town in the outskirts of Utah, it was hard to find belonging and acceptance," said Jackson-Roberts. "I know there are LGBTQ+ youth in more rural parts of the state that need the support, that need to know the Utah Pride Center is there for them and wants them to feel heard, loved and accepted."

Before moving to D.C. Jackson-Roberts earned her bachelor's degree in law and constitutional studies from Utah State University.

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Lehi-based baby monitoring products company Owlet has introduced the Smart Sock Plus, a monitoring system designed for children from birth to 5 years old. Building on the company's flagship product, the Smart Sock, the Smart Sock Plus allows parents to track heart rate, oxygen level and sleep trends for their children's well-being from infancy through early childhood. The original Smart Sock was intended for use with babies up to age 18 months.

"The desire and need to continue tracking your child's well-being doesn't stop at 18 months and with the Smart Sock Plus we're providing a solution that parents have long been asking Owlet for," said Kurt Workman,



Owlet co-founder and CEO. "As parents, just as we want to know our own sleep

quality and well-being, we expect access to the same data and insights about our children. At Owlet, we fundamentally believe knowledge is power, so the more parents know about their little one's well-being, including sleep trends and milestones, the more they're empowered to provide the best care possible at home."

In a survey of current Owlet customers, nearly three out of four caregivers said they wish they could use the Smart Sock beyond 18 months as their child continues to grow. The Smart Sock and the Smart Sock Plus leverage pulse oximetry technology — which many know as the little red light they clip on a finger at the hospital to track heart rate and oxygen levels. The Smart Sock allows parents to view their child's readings in real time from the Owlet App. If the readings fall outside of preset zones, parents are notified through their phone and a base station. Since launch, over 1 million babies have been monitored by the Smart Sock

Salt Lake City-based **Strider Technologies Inc.**, a provider of intellectual property theft prevention and risk modelling solutions, has launched **Strider Shield**, a risk intelligence solution that allows organizations to take a proactive approach to protect employees, safeguard intellectual property (IP), and secure long-term competitiveness. "Every day, nation-state



actors are engaged in sophisticated operations to compromise the people, supply chains and IP of organizations large and small," said **Greg Levesque**, co-founder and CEO of Strider. "Until now, security leaders have had to rely upon constant vigilance and one-off investigations to protect themselves. Strider

Shield enables organizations to identify high-risk activities across their systems and protect against economic statecraft related risks." Strider Shield illuminates potential compliance, intellectual property theft and talent solicitation risks, the company said.

Merit Medical Systems Inc., a South Jordan manufacturer and marketer of disposable medical devices used in cardiology, radiology, oncology, critical care and endoscopy, has announced the commercial launch



of the **One-Vac Evacuated Drainage Bottle** for use to aspirate, remove or sample body fluids. Merit said the device is ideal for thoracentesis and paracentesis procedures and patients with diseases that require fluid drainage as part of their care plan. "We designed the One-Vac Evacuated Drainage Bottle to provide a smarter option for aspirating, removing or sampling percutaneous fluids," said **Fred P. Lampropoulos**, Merit Medical's chairman and CEO. "The product's launch represents an important milestone for our expanding drainage portfolio, which we've developed by applying physician feedback, investing in new technologies, and improving upon legacy products."

Consensus, a developer and marketer of a digital presale platform based in Lehi, has introduced **Channel Accelerator**, which adds to the traditional Consensus platform to facilitate the scaling of channel teams. With Channel Accelerator, Consensus customers can now extend the power of their digital demo experiences to onboard partners, assign content and analyze results to drive channel sales, Consensus said. "Working with resellers is a great business strategy, but companies often struggle with partner

enablement, brand consistency and channel optimization," said **Brian Zurcher**, head of product at Consensus. "The ability to assign demos and other content to distributors and reseller groups not only helps companies keep their messaging consistent but gives them a measurable way to identify their top partners and make channel revenue more predictable."



Murray-based **Finicity**, a Mastercard company that develops and markets a cloud-based platform that offers transaction management, credit decisioning and data aggregation solutions for the financial sector, is expanding its one-touch **Mortgage Verification Service (MVS)** availability within ICE Mortgage Technology, a global provider of data, technology and market infrastructure. The integration enables borrowers to permission data quickly and easily so lenders can verify assets, income and employment in a streamlined interaction. "With MVS integrated into [ICE Mortgage products] Encompass and Encompass Consumer Connect, our goals are to reduce risk for lenders, create an overall improved consumer experience and ultimately simplify the mortgage process for everyone by helping borrowers

prove their creditworthiness in a more robust, yet streamlined way," said **Steve Smith**, Mastercard's head of global open banking.



Joot Co., a Lehi-based developer of artificial intelligence-driven visual engagement analysis tools, has released new free **software for e-commerce and social media marketers**. The new product completes Joot's corporate launch into the field of AI applications for social media commerce. "On digital platforms, the audience's attention is the most scarce and valuable commodity that companies are constantly targeting. We created Joot for businesses who want to stop spending time and money on image selection and ads testing," said Joot founder and CEO **Brett Haskins**. "Our software empowers users with data-driven predictions that were not possible or simply out of reach until now. With several new developments and updates on the way, we can't wait to reveal more and more about the science behind social commerce success."

Salt Lake City's **OrthoGrid Systems Inc.**, a medtech company that supplies software to guide musculoskeletal surgery, has launched its **OrthoGrid Hip Preservation Application**. The app is the latest version of OrthoGrid's patented, distortion correcting, intraoperative-alignment technology for hip preservation procedures for young and active patients. "Peri-acetabular osteotomy is an invasive procedure and I feel an obligation to use any tool that supports my promise to provide these adolescents and young adults with the best results that I can," said **Dr. Chris Peters**, vice chair of clinical operations in the Department of Orthopedic Surgery at the University of Utah. "The OrthoGrid Hip Preservation app has helped me leave the operating room knowing that our goal in correcting a patient's deformity was achieved against our plan."

Spectrum Solutions, a life science medical device manufacturing company based in Draper, has announced the release of a **COVID-19 Testing Toolkit** that provides the process for K-12 schools and districts to implement a pain-free, noninvasive, 99.98 percent accurate and repeatable program for COVID-19 testing. "As school boards around the nation open their doors to students this fall, they are faced with a new wave of risks to student and community health," said **Leslie Titus Bryant**, Spectrum Solutions spokesperson. "The world is facing another surge in COVID-19 cases with this delta variant spreading frighteningly fast around the world. It is absolutely imperative that accurate and reliable early detection for symptomatic and/or asymptomatic cases starts and continues all year to help safeguard students, their families and our communities."



OrthoGrid logo featuring a stylized blue and white target symbol.

Spectrum Solutions logo featuring a stylized orange and white 'S' shape.



Spectrum Solutions logo featuring a stylized orange and white 'S' shape.

Spectrum Solutions logo featuring a stylized orange and white 'S' shape.



Spectrum Solutions logo featuring a stylized orange and white 'S' shape.

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.

BANKING

• **D.L. Evans Bank** has appointed **Russ Fullmer** as vice president commercial loan officer for its South Ogden branch. Fullmer has over 13 years of banking and financial experience. He earned a B.S. in business administration at Weber State University.



Russ Fullmer

COMMUNICATIONS

• **UTOPIA Fiber** has announced a \$23.5 million deal with **Syracuse City**, bringing its total to 17 cities in its fiber-to-the-home network. The Syracuse City Council voted to sign a contract between the city and UTOPIA Fiber's sister agency, Utah Infrastructure Agency (UIA). Construction is scheduled to begin in early 2022. UTOPIA Fiber also provides business services in 50 cities. Created by a group of Utah cities, the Utah Telecommunication Open Infrastructure Agency (UTOPIA) is a community-owned fiber-optic network that uses the open-access model to promote competition by giving customers the freedom to choose which telecommunication services they want from competing providers.

CONSTRUCTION

• **Big-D Construction**, Salt Lake City, has appointed **Holin Wilbanks** as national account manager. Her role will encompass business development and account management, working with national accounts throughout the United States to promote the Big-D family of companies.



Holin Wilbanks

Wilbanks has experience in all aspects of real estate, including development, construction, engineering and local government. Most recently, she spent the past four years as Weber County's director of economic development. She also took the lead on creating the Northern Utah Economic Alliance, an economic development partnership between Weber and Davis counties.

CONTESTS

• Nominations are being accepted until Sept. 18 for the annual **BioUtah Awards**. They will be presented for Entrepreneur of the Year, Executive of the Year, Friends of Industry, Innovation Impact Award and Lifetime Achievement Award. They will be announced Nov. 12 at the BioHive Utah Life Sciences Summit. Details are at <https://bioutah.org/annual-bioutah-awards/>.

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CASE
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CORPORATE

• The board of directors of **Zions Bancorporation**, Salt Lake City, has approved an additional common share repurchase for the third quarter of up to \$200 million. The board had previously authorized \$125 million for the third quarter. The total is now up to \$325 million, or approximately 3.5 percent of the company's current market capitalization. As of Aug. 24, Zions had repurchased \$98 million, or 1.8 million of its common shares, in the third quarter.

DIVIDENDS

• The board of directors of **Extra Space Storage Inc.**, Salt Lake City, has declared a quarterly cash dividend of \$1.25 per share on the common stock of the company for the third quarter. The dividend is payable Sept. 30 to stockholders of record Sept. 15. It represents a 25 percent increase from the previous quarter. Extra Space Storage is a real estate investment trust that owns and/or operates 1,973 self-storage properties. It is the second-largest owner and/or operator of self-storage properties in the United States and is the largest self-storage management company in the nation.

ECONOMIC INDICATORS

• **Provo-Orem** is No. 8 and **Salt Lake City** is No. 24 in a ranking of **best places in the U.S. for career opportunities**, com-

pared by **SmartAsset**. It analyzed 200 of the largest metro areas across seven metrics related to employment, income and access to professional development through higher education or career counseling. The top-ranked metro is Lafayette-West Lafayette, Indiana. Details are at <https://smartasset.com/data-studies/best-places-for-career-opportunities-in-2021>.

• **Provo-Orem** is ranked No. 7 nationally among metro areas that are the best-equipped for electric vehicle (EV) infrastructure, while **Salt Lake City** is No. 18, according to **StorageCafe**. San Jose had the highest amount of places where renters can charge their EVs, at 12.3 percent. Provo had 6.5 percent, with 119 public EV charging stations. Salt Lake City had 4.9 percent and more than 450 stations. Correlated with population, Salt Lake City comes in fifth, with about 1.2 charging stations per 1,000 households, while Provo comes in 12th, with about 0.7 charging stations. Provo also has the seventh-highest percentage of apartment units (6.5 percent) fitted with charging stations, almost double the national average of 3.2 percent. Details are at <https://www.storagecafe.com/blog/best-us-metros-for-electric-cars/>.

• Residents of **Summit County** lead those of all Utah counties for receiving the **largest average tax refunds**, according to an analysis by **SmartAsset**. It measured the total amount of money refunded by the IRS to each county and divided it by the number of refunds given out in each county. Summit County was followed, in order, by Morgan, Wasatch, Uintah, Duchesne, San Juan, Utah, Davis, Juab and Rich counties. Details are at <https://smartasset.com/taxes/tax-return-calculator#Utah/taxReturn>.

• **Salt Lake City** is ranked No. 43 on a list of the **best U.S. cities for outdoor movies**, compiled by **Lawn Love**. It ranked 153 of the largest U.S. cities based on the number of drive-in theaters, other outdoor screening venues, and nice weather. For a good backyard watch party, it also considered big yards and access to A/V equipment rentals. The top-ranked city is Fort Lauderdale, Florida. The bottom-ranked city is Chicago. Details are at <https://lawnlove.com/blog/best-cities-outdoor-movies/>.

• Twenty-seven percent of **Utah's** young adults (ages 18-35) have "boomeranged" back to their parent's homes over the past year, according to a survey by **ISoldMyHouse.com**. The national average is 36 percent. The survey indicated that 29 percent of Utah parents feel burdened by

that, and 15 percent say they have had to delay retirement plans in order to support their adult children. Increased housing costs are considered a main factor for the moving-back trend. Details are at <https://www.isoldmyhouse.com/boomerang-generation/>.

• **Salt Lake City** is ranked No. 2 among the "best cities for mental health," a list compiled by **CertaPet**. It considered seven factors. The top-ranked city is Denver. The bottom-ranked city is Dallas. Salt Lake City also was ranked No. 10 for "best U.S. cities for access to mental health care," a list topped by New York City. Details are at <https://www.certapet.com/best-worst-cities-mental-health/>.

ENERGY

• **LGCY Power**, a Lehi-based, private solar company, has added **Chris Iglesias** as vice president of operations; **Adam Bohe** as vice president of supply chain and asset management; and **Brett Martin** as director of field operations at its Utah headquarters to lead the expansion of its installation arm in Texas. The company obtained 16,000 square feet of office and warehouse space in Hurst, Texas, adding an additional business division to the national solar company. LGCY has been involved in more than 40,000 residential solar builds prior to entering Texas. The company was started in 2014 as a customer acquisition company for residential solar and worked exclusively in that capacity for six years. LGCY has since grown to a presence in 30 states.

HEALTHCARE

• **Zenovate**, Salt Lake City, has changed its name to **Nivati** "to reflect its expanded scope." During the past year, the company has become involved in mental health for employers. It is a technology company whose platform provides an easy way to understand and manage employee mental health. The app provides on-demand teletherapy and proactive care for employees, and real-time

employee well-being data to companies.

INVESTMENTS

• **Aumni**, a Salt Lake City-based company offering an investment analytics platform, has closed a \$50 million Series B funding round led by **J.P. Morgan**. **Pelion Venture Partners** also participated in the funding alongside other new investors **WndrCo**, **Citadel Securities**, **Invesco Private Capital**, **Vanderbilt University** and **Kera Capital**. The new investors join existing investors **SVB Financial Group**, **DLA Piper**, **Next Frontier Capital**, **Kickstart Fund**, **First Trust Capital Partners** and **Prelude**, a Mercato Partners fund, who also participated in this Series B funding round. Aumni said it will use the funds to deepen its presence with investors in the private capital markets and expand its offering to limited partners, law firms and company founders. Since the launch of its flagship product in 2018, Aumni has analyzed more than 100,000 investment transactions.

• **Known Medicine**, Salt Lake City, has closed its seed round of funding of \$7.2 million. The round was led by **Caffeinated Capital**, with participation from **Khosla Ventures**, **Cota Capital**, **Kickstart**, **Forward VC**, **OATV**; as well as angel investors **Chris Gibson**, CEO and co-founder at Recursion Pharmaceuticals; **Nish Bhat**, previously co-founder and CTO at Color Genomics; and others. This funding will enable Known Medicine to grow its proprietary 3D cell culture data set for deployment in partnership with biopharmaceutical companies and in the clinical diagnostics space.

• **PDQ.com**, a South Salt Lake-based provider of IT asset management software for small and medium-sized businesses, is getting an investment from **TA Associates**, a global growth private equity firm. **Horizon Partners** is serving as a financial advisor and

see BRIEFS next page



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Industry Briefs

from previous page

Perkins Coie is providing legal counsel to PDQ. **William Blair** is serving as financial advisor and **Kirkland & Ellis** is providing legal counsel to TA. PDQ provides software for system administrators and IT professionals. It has more than 18,000 customers across a variety of industries, including education, technology, manufacturing and government. Founded in 2001, PDQ has 80 employees.

MANUFACTURING

• **Purple Innovation Inc.**, a Lehi-based designer and manufacturer of comfort products, has appointed **Bennett Nussbaum** as interim chief financial officer. The previous CFO, **Craig Phillips**, and the company have separated. Nussbaum is a global financial executive and senior advisor with over 45 years of experience, including roles as CFO at Pepsi-Cola International, Burger King and FedEx Office.

• **Flex**, a diversified manufacturer, is launching a Salt Lake City facility near the Salt Lake City International Airport and is looking to fill more than 100 open positions, including those in engineering, operations, program management and human resources. Flex offers technology innovation, supply chain and manufacturing solutions to diverse industries and end markets, including automotive, communications, energy, healthcare and industrial. It has a total workforce of approximately 160,000 across 30 countries.

MEDIA/MARKETING

• **Osmond Marketing**, Provo, has hired **Doug Fox** as senior editor, overseeing the agency's



Doug Fox

team of writers and mentoring new writers. He spent five years at *The Spectrum* in St. George and held several leadership positions before becoming managing editor. He spent 30 years at *The Daily Herald* in Provo, including producing its weekly entertainment section for 17 years. Fox graduated from Brigham Young University with a bachelor's degree in journalism.

PHILANTHROPY

• **ReadyWise**, a Salt Lake City-based company focused on emergency food supplies, recently had a fundraiser for earthquake disaster relief in Haiti, in partnership with **Team Rubicon**, a California-based nonprofit organization serving communities by mobilizing veterans to continue their service, leveraging their skills and experience to help people prepare, respond, and recover from disasters. For a week in August, 20 percent of proceeds from customer purchases of a pair of 72-hour food kits went to the Team Rubicon Disaster Response Fund.

• **Intermountain Healthcare** has announced a partnership with **Rocky Mountain Homes Fund** to provide affordable, stable housing options in Weber County. A nonprofit, Rocky Mountain Homes Fund offers a first-of-its-kind intermediary step for low-to moderate-income families in Weber County that puts them on a path to homeownership. Participants are vetted to ensure the program is right for them. They are not required to make a down payment. Their monthly

payments are based on affordable interest rates and are stable for up to 10 years, regardless of market fluctuations. As the families make their monthly payments and the home increases in value, they participate in the equity generated.

• **USANA**, Salt Lake City, has set a goal raising enough money to fund 30,000 garden towers in the next year to provide long-term food security to those in need around the world. Garden towers are a low-cost, self-sustaining method of planting multiple food crops in a single source, suited for all areas of the world. A donation of \$20 covers the entire cost of the fabric for the tower, the soil, the seeds, and the training on how to use them. Details are at usanafoundation.org.

REAL ESTATE

• **ColliersU.S.** has named **Lana Howell** as managing director and market leader for brokerage operations in Utah. Howell will oversee all brokerage operations and service lines in Utah, with a focus on new business development, service delivery, talent



Lana Howell

recruitment and retention. Howell most recently served as senior director of marketing and research for Colliers in Salt Lake City, overseeing all marketing, research and GIS service delivery for Utah brokerage operations. She previously served as head of research and a member of the industrial brokerage team at CBRE in Salt Lake City.

RECOGNITIONS

• **Vestar**, a Phoenix-based, privately held shopping center owner and manager in the western U.S., has earned seven **Maxi** awards from the **International Council of Shopping Centers**. The company owns **The Gateway** in Salt Lake City, which earned a silver Maxi for "2020 Last Hurrah" in the category of Experiential and Shopping Centers Over 500,001 Square Feet. Maxi awards are one of the industry's highest honors, conferred by ICSC to recognize marketing excellence through innovative programs, events or technologies that add value to shopping centers in the United States and Canada.

• **Harmons Neighborhood Grocer**, West Valley City, has awarded \$5,000 each to **Rojas Farms**, West Jordan; **Mama Africa**, West Valley City; and **Solstice Chocolate**, Salt Lake City, as part of its **Local Supplier Development Grant** initiative.

The annual grants program, now in its sixth year, rewards local businesses for their dedication and effort in providing high-quality products to Harmons for its customers. Harmons partners with more than 350 local vendors.

RETAIL

• **Batteries Plus**, a Wisconsin-based battery, light bulb, key fob and repair franchise, has announced that existing multi-unit franchisee **Danny Moos** has signed to open 10 additional units in Utah and Nevada. The new Utah stores will be located in Cottonwood Heights, Sandy, Bountiful, Ogden, Spanish Fork, Farmington, Tooele and Logan. Moos already owns six Batteries Plus stores in the Las Vegas area and a recently opened store in Prosper, Texas. Batteries Plus has more than 700 stores nationwide.

• **Bodybar Pilates** has opened a location at 180 N. Union Ave., Farmington, at Station Park. It is the company's first Utah location and will be owned by **Ashley Van Emmerik**.

SCHOLARSHIPS

• **Scorpion**, a Salt Lake City-based company providing technology and services for local businesses, has announced its **2021 Scorpion Cares Scholarship** recipients, awarding \$10,000 scholarships to four college students pursuing dream careers in technology and business. Winners were selected based on accomplishments in the areas of academics, leadership, community service and extracurricular activities. The recipients are Scorpion's **Women in Technology Scholarship** for women pursuing a career in technology, **Sarah Schaefer**, University of Southern California; Scorpion's **Future Designers Scholarship** for those with dreams of being a web, product or brand designer, **Lucy Chen**, Columbia University; Scorpion's **Business Leadership Scholarship** for black or African American students pursuing a business degree, **Jammal Yarbrough**, College of the Canyons 2022; and Scorpion's **Community Impact Scholarship** for students who have made a positive impact in their community or plan to make a positive impact in their community, **Joselynn Castillo**, Idaho State University.

TECHNOLOGY

• **Entrata**, a Lehi-based company offering property management software for the multi-family industry, has hired **Chris Harrington** as new chief revenue officer. Harrington previously was CEO of Xant. Prior to that, he was president and a member



Chris Harrington

of the board of directors at Domo and vice president of Americas enterprise sales at Adobe following Omniture's acquisition by Adobe. He led all all customer-facing operations at Omniture.

• **Lightstream**, Salt Lake City, has hired **Denise Anderson** as senior director of partner business development. The company offers full-service cloud, connectivity and security solutions to enterprises worldwide with a focus on managed services for all three, as well as cloud infrastructure implementation, security and support. Anderson will be responsible for owning the executive partner relationships and helping to drive joint growth strategies. She has over 20 years of experience in direct and indirect channel sales and service provider organizations. She has spent the last 10 years primarily focused in cybersecurity channel strategy and partner-to-partner business development. She has experience in developing, accelerating and operationalizing channel and partner go-to-market strategies.



Denise Anderson

• **JobNimbus**, a Lehi-based software company that serves contractors and business owners in the home services construction industry with its project management software, growth services and an innovative app, has hired **Kat Fisher** as director of growth services and **Todd Abney** as director of technical support. Fisher is an experienced customer success manager with particular expertise in the technical and telephony fields. Prior to joining JobNimbus, she worked for Weave HQ in managerial and directorial roles and worked as a customer success manager at InsideSales.com (now called Xant) and PcCareSupport as a director of consumer rela-



Kat Fisher



Todd Abney



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Succeeding in Your Business

Murphy's Law and the entrepreneur

"My spouse and I recently decided to start a business designing knapsacks for children. We've got a bunch of great designs; they're lighter and more flexible than other knapsacks on the market, can be made with 100 percent organic ingredients and have a lot more compartments where kids can put their stuff. We both wish these were the sorts of knapsacks we had had as children going to school.

"We've approached a couple of manufacturers here in the United States to license our designs. While acknowledging that our designs are superior to anything currently available on

the market, they are not buying, which frustrates the devil out of us. When we press them for an explanation, they become evasive.

"We think they're wrong and are thinking of hooking up with a manufacturer in China and just making these ourselves, but we want to make sure we are not wasting our time and money. What do you think?"

First of all, the marketplace is never wrong. The market wants what it wants, not what you think it should want. Just because you are enamored with your products (like any loving parent, you think your brainchild is the best-looking, smartest, most together kid in town),

doesn't mean other people will part with their hard-earned money to buy it.

Selling products for kids is extremely difficult because you have two markets instead of one: the kids (who will wear the knapsacks) and the parents (who will pay for them). These two markets are very different, yet both must be appeased. If you develop something kids really love that will embarrass their parents, the parents won't cough up the dough. If you develop something the parents really love but the kids consider uncool, dweebish or dorky, the parents won't waste their money. The teenage guys you want your daughter to go to the prom with are never the guys she wants to be seen with. As in high school, so in busi-

ness.

I am assuming the manufacturers you are talking to know a lot about these types of products and sell similar back-to-school products for kids. If so, you should take their warnings extremely seriously. Something is wrong with your marketing strategy, and you need to find out exactly what is wrong before you spend your life savings making the mistakes yourself.

It sounds to me like you haven't spent enough time talking to kids and their parents. Do some focus groups in your community. Let kids and their parents tell you in no uncertain terms whether they are turned on by your designs. Just remember to be sure the focus group participants are total strangers: Your friends and neighbors will tell you only what you want to hear, not what you need to hear.

If the results of your focus groups confirm your judgment that these are hot products, put some statistics together (perhaps also a video with highlights of one of the focus group sessions) and use them the next time you talk to a manufacturer. It may well be that these manufacturers are out of touch with the market, but they will need to see hard proof before they change their minds.

Also, consider approaching some large media companies and lining up some licensing deals. Putting a manga character, an image of a musical artist or one of the "Family Guy" ensemble on these knapsacks may get the manufacturers' attention more than the designs themselves. Some kids will buy anything if the pop culture references are on target.

I realize this is hard advice for you to swallow. Like most first-time entrepreneurs, you have a vision of what your success in business will look like,

and you have fallen in love with that vision. Success in business is a negotiation between you and your market, and you often have to dilute or compromise your vision to become successful — what we call "stooping to conquer."

Murphy's law ("If something can go wrong, it will") applies to entrepreneurs just as it does everyone else. Here are some examples of Murphy's law in action:

- You launch a new product, but it has to be completely redesigned because manufacturers aren't willing to retool their factories unless you guarantee them a production run of 1 million units.

- Walmart expresses interest in your product, but they want you to deliver 1 million units in 30 days, with a full refund on any items they return to you within six months of delivery.

- You publish a book for college students, but because college students don't have any money, you have to redesign the book from scratch so you can sell it to their parents and relatives as a gift item.

- You launch several businesses at once, and the one that takes off and becomes wildly successful is the one you are least interested in doing (or actively dislike doing).

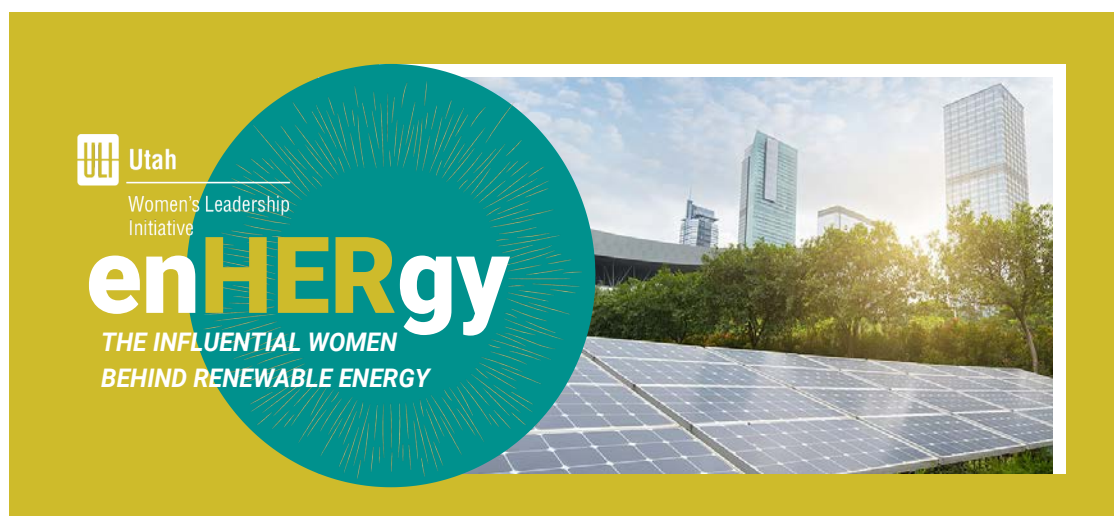
The best entrepreneurs don't fall in love with ideas. They make it a game to find out exactly what the marketplace is looking for at a particular moment, then design the product or service to suit the market's tastes — even if those tastes are totally opposite to their own.

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



THURSDAY, SEPTEMBER 9, 2021 | 11:30 AM - 1:00 PM MDT

JACOBSEN CONSTRUCTION | 5181 W AMELIA EARHART DR, SALT LAKE CITY, UT 84116

Join ULI Utah in person or virtually as we hear from this dynamic panel about commercial real estate energy trending development, design, and construction.

Who is working on sustainability, who is innovating, who is pushing the charge, what are the disruptors, and what is keeping everyone up at night?

A box lunch will be provided for in-person attendees.

Register online at utah.uli.org



THOM CARTER
Energy Advisor and Executive Director, Utah Governor's Office of Energy Development



EMILY CLOKE
British Consul General in Los Angeles, UK Foreign, Commonwealth, and Development Office



IBI GUEVARA
VP Business Development and Marketing, Hunt Electric



LAURA NELSON
Special Advisor, Green Hydrogen Coalition



TERI KLUG
Vice President Strategic Alliances, Virtual Power Systems



CANDYCE FLY LEE
Vice President-General Manager, Rockies Gathering & Processing, Williams

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Calendar

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

Sept. 7-Nov. 2, 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 \$1,195. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

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. 7, 11:30 a.m.-1 p.m.

Business Alliance Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. No RSVP required. Details are at davischamberofcommerce.com.

Sept. 7, 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>.

Sept. 8

St. George "Rise" Business Summit, a St. George Chamber of Commerce event. Morning keynote speakers are Shawn Nelson, founder and CEO, Lovasac; and Nate Checketts, co-founder and CEO, Rhone. Event features more than 30 speakers. Location is Dixie Convention Center, 1835 S. Convention Center Drive, St. George. Cost is \$125 for St. George Chamber members, \$150 for nonmembers. Details are at stgeorgechamber.com.

Sept. 8, 11:30 a.m.-1:30 p.m.

"Get a Grip on Your Business with EOS," a ChamberWest Professional Development Series event. Speaker is Kurt Schneiber, founder and CEO, Certified EOS Implementer. Location is Hampton Inn by Hilton West Valley City, 2659 W. High Market Drive, West Valley City. Cost is \$30. Details are at chamberwest.com.

Sept. 8, 11:30 a.m.-2 p.m.

Lunch & Learn Series, a Cache Valley Chamber of Commerce event with the theme "Recruitment & Retaining Workforce." Series continues Sept. 22, Oct. 6, Oct. 20 and Nov. 3. Location is Bridgerland Technology College, 1301 N. 600 W., Logan. Cost is \$90 (applies to full series; no individual sessions). Details are at cachechamber.com.

Sept. 8, 5-6 p.m.

"Manage Risk, Protect Your Business," a Small Business Development Center (SBDC) event. Location is the Orem-Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

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. 8, 6-7 p.m.

"All You Need to Know about Employee Benefits," a Small Business Development Center (SBDC) event. Location is the Orem-Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

Sept. 9-10, 8 a.m.-5 p.m.

2021 APA (American Planning Association) Utah Fall Conference. Location is Mid-Valley Performing Arts Center, 2525 Taylorsville Blvd., Taylorsville. Costs range from \$85 to \$285. Details are at <https://apautah.org/>.

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; Candyce Fly Lee, vice president and general manager, Rockies Gathering & Processing, Williams; and Emily Cloak, British consul general in Los Angeles, UK Foreign, Commonwealth and Development Office. Moderator is Thom Carter, energy advisor and executive director, Governor's Office of

Energy Development. Location is Jacobsen Construction, 5181 W. Amelia Earhart Drive, Salt Lake City. Cost is \$25 for ULI public/YLG/student members; \$30 for private-sector members; \$40 for ULI public/YLG/student nonmembers, \$45 for private-sector nonmembers. Virtual attendance cost is \$10 for members, \$15 for nonmembers. Details are at <https://utah.uli.org/events-2/>.

Sept. 9, 1:30-2:30 p.m.

"Salt Lake Chamber Business-Live," a Salt Lake Chamber virtual networking session that takes place online via Zoom. Free for members, \$10 for nonmembers. Details are at slchamber.com.

Sept. 9, 5-7 p.m.

Business After Hours, a Park City Chamber/Bureau networking event. Location is Yotelpad Park City, 2670 Canyons Resort Drive, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Sept. 9, 6-8 p.m.

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

Sept. 10

20th Annual Ogden Rescue Mission Charity Golf Tournament, hosted by TAB Bank. Location is Wolf Creek Resort, Eden. All proceeds will go to the Ogden Rescue Mission to help the homeless in Northern Utah reach goals of sobriety, employment and housing. Sponsorships are available. Information about providing donations or participating in tournament fundraising is available by contacting Trevor Morris at trevor.morris@tabbank.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 murrayareachamber.com.

Sept. 10, 7:30 a.m.-3:30 p.m.

16th Annual Nutrition Law Symposium, hosted by the Association of Corporate Counsel Mountain West Chapter. Event is a full-day seminar for legal teams in the nutrition industry and includes topics such as DSHEA 2.0, CBD updates, class actions and regulatory compliance, substantiation workshop, online brand management, and a special guest from the FDA to do a Q&A on the latest regulations in dietary supplements. Location is Young Living Auditorium 1538 W. Sandalwood Drive, Lehi. Cost is \$50 for ACC members, \$100 for nonmembers. Registration can be completed at Eventbrite.com.

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. 10, noon

"Silicon Slopes Live," a Silicon Slopes event featuring Joseph Woodbury, founder and CEO of Neighbor.com. Location is Silicon Slopes, 2600 Executive Parkway, Suite 140, Lehi. Free, although RSVP is required. Details are at siliconslopes.com.

Sept. 13-22

National Small Business Week Activities, presented by the U.S. Small Business Administration (SBA). Events include Sept. 13, Utah's National Small Business Week Video Kickoff; Sept. 14, Women's Business Center's "Exploring Possibilities Women's Business Conference" in Cedar City; Sept. 15, Small Business Expo at the Mountain America Credit Union Expo Center in Sandy; Sept. 16, VOBP Veteran Business Networking Event at Salt Lake Community College's Miller Campus in Sandy; Sept. 17, International Trade Training Series Kick-Off at Salt Lake Community College's Miller Campus in Sandy; and Sept. 22, launch of the Dixie Tech Business Alliance at Dixie Tech in St. George. Details are at <http://www.sba.gov/ut>.

Sept. 14, 10-11 a.m.

"What is the Capital Ladder? Is WaFd Right for You?" a

Women's Business Center of Utah event focused on the WaFd Bank, formerly known as Washington Federal. Presenter is Luke Thomas, community banking officer at WaFd Bank. Event takes place online (available statewide). Free. Details are at wbcutah.org.

Sept. 14, 11:30 a.m.-1 p.m.

"Developing a Growth Mindset," a ChamberWest Professional Growth Series event. Speaker is Crystal Peterson, president of Software Technology Group. Location is Embassy Suites, 3524 S. Market St., West Valley City. Zoom option is available. Cost is \$20 for ChamberWest members with registration by Sept. 9; \$30 for non-members or for members after Sept. 9. Details are at chamberwest.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-Nov. 17, 4-6 p.m.

"Everyday Entrepreneur Program," designed to take ideas and turn them into businesses in 10 weeks. Location is The Mill at SLCC, Building 5, Room 101, 9750 S. 300 W., Sandy. Cost is \$600. Details are available by emailing Miranda Cask at miranda.cask@slcc.edu.

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>.

BIOTECHNOLOGY COMPANIES

Ranked by Number of Employees



	Company Name Address	Phone Web	Total Employees	Year Founded	Nature of Business	Top Executive
1	Merit Medical 1600 W. Merit Parkway South Jordan, UT 84095	801-253-1600 merit.com	6,000	1987	Medical instruments and supplies development and manufacturing	Fred P. Lampropoulos Chairman, President & CEO
2	ARUP Laboratories 500 Chipeta Way SLC, UT 84108	801-583-2787 aruplab.com	4,000	1984	Clinical and anatomic pathology reference laboratory, blood services provider	Andy Theurer CEO
3	BioFire Diagnostics 515 S. Colorow Drive SLC, UT 84108	801-736-6354 biofiredx.com	2,900	1990	Developer and marketer of BioFire diagnostic panels for viruses, bacteria, parasites, yeasts and antimicrobial-resistant genes	Randy Rasmussen CEO
4	Myriad Genetics 320 Wakara Way SLC, UT 84108	801-584-3600 myriad.com	2,600	1991	Development and commercialization of molecular diagnostic tests and equipment for inherited diseases	Paul J. Diaz President & CEO
5	Varex Imaging 1678 S. Pioneer Road SLC, UT 84104	801-972-5000 vareximaging.com	2,000	2016	Supplier of medical X-ray tubes and image processing equipment	Sunny S. Sanyal President & CEO
6	Biomerics 6030 W. Harold Gatty Drive SLC, UT 84116	801-355-2705 biomerics.com	1,300	1994	Contract manufacturing of medical devices for the healthcare industry	Travis Sessions President & CEO
7	Edwards Lifesciences 12050 Lone Peak Parkway Draper, UT 84020	801-565-5200 edwards.com	1,200	1958	Manufacturing of cardiac surgery products and transcatheter heart valve systems	Michael A. Mussallem Chairman & CEO
8	Ultradent 505 W. 10200 S. South Jordan, UT 84095	801-572-4200 ultradent.com	1,000	1978	Developer, manufacturer and distributor of dental products and devices	Dirk S. Jeffs President
8	Ancestry 1300 W. Traverse Parkway Lehi, UT 84043	801-705-7000 ancestry.com	1,000	1999	DNA testing, gene analytics and online family history	Timothy Sullivan President & CEO
10	Bard Access Systems 605 N. 5600 W. SLC, UT 84116	801-522-5000 bardaccess.com	519	1990	Innovator and marketer of vascular access devices and systems	James C. Beasley President
11	Nelson Laboratories 6280 S. Redwood Road SLC, UT 84123	801-290-7500 nelsonlabs.com	455	1985	Full lifecycle microbiology testing for the medical, pharmaceutical and natural products industries	Jeffery R. Nelson President & CEO
12	Spectrum Solutions 12248 S. Lone Peak Parkway Draper, UT 84020	801-569-0465 spectrumolutions.com	222	2005	Clinical project support, medical diagnostic solutions, biosample collection, medical device manufacturing	Stephen Fanning President & CEO
13	Recursion Pharmaceuticals 41 S. Rio Grande St. SLC, UT 84101	385-269-0203 recursionpharm.com	216	2013	Develops and commercializes drugs for treatment of genetic, inflammatory and infectious diseases	Chris Gibson Co-Founder & CEO
14	Utah Medical Products 7043 S. Cottonwood St. Midvale, UT 84047	801-566-1200 utahmed.com	182	1978	Producer and marketer of medical devices for the healthcare industry	Kevin. L. Cornwell Chairman & CEO
15	Clinical Innovations 747 W. 4170 S. Murray, UT 84123	801-268-8200 clinicalinnovations.com	171	1993	Manufacturer and distributor of labor and delivery medical devices for hospitals	Ken Reali President & CEO
16	Deseret Laboratories Inc. 1414 E. 3850 S. St. George, UT 84790	435-628-8786 deseretlabs.com	150	1983	Custom contract manufacturing for the nutraceutical, pharmaceutical and homeopathic industries	Scott Gubler President & CEO
17	Xlear Inc. 723 S. Auto Mall Drive American Fork, UT 84003	877-599-5327 xlear.com	100	2000	Import, manufacture & distribute xylitro products	Nathan Jones Founder & President

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TECHNOLOGY COMPANIES (UTAH-BASED)

Ranked by Total Employees



	Company Name Address	Phone Web	Total Employees	Year Founded	Nature of Business	Top Executive
1	Vivint Smart Home 4931 N. 300 W. Provo, UT 84604	800-216-5232 vivint.com	5,750	1999	Residential energy management, home security and automation design, installation and management	Alex Dunn President
2	Qualtrics 333 W. River Park Drive Provo, UT 84604	801-374-6682 qualtrics.com	4,200	2002	SaaS-based experience management platform for data collection and analysis for businesses	Zig Serafin CEO
3	About Time Technologies 58 N. 1100 W., Ste. 2 Payson, UT 84651	801-465-8181 abouttimetech.com	2,650	2003	Platform for management of time, labor, assets, productivity and forms for the construction industry	Ryan Remkes Founder & CEO
4	Vivint Solar 1800 Ashton Blvd. Lehi, UT 84043	801-762-6871 877-404-4129 vivintsolar.com	2,540	2011	Residential solar energy design, installation and maintenance	David H. Bywater President & CEO
5	Clearlink Technologies 5202 W. Douglas Corrigan Way, Ste. 300 SLC, UT 84116	801-424-0018 clearlink.com	1,800	2003	Digital marketing and sales conversion platform, search engine marketing	Phil Hansen CEO
6	Pluralsight 42 E. Future Way Draper, UT 84020	801-784-9007 pluralsight.com	1,761	2004	Online video training and education	Aaron Skonnard Chairman & CEO
7	Ivanti 10377 S. Jordan Gateway, Ste. 600 South Jordan, UT 84095	801-308-1500 888-253-6201 ivanti.com	1,700	1985	Software for IT security, service management, asset management and identity management	Jim Schaper Chairman & CEO
8	DigiCert 2801 N. Thanksgiving Way, Ste. 500 Lehi, UT 84043	801-701-9600 digicert.com	1,600	2003	SSL, EV Code and document signing certificates for healthcare, automotive and industrial sectors	John Merrill CEO
9	InMoment 10355 S. Jordan Gateway, Ste. 600 South Jordan, UT 84095	800-530-4251 800-467-0047 inmoment.com	1,500	2002	Customer experience management, market research, data analysis for wide array of industries	Andrew Joiner CEO
10	Entrata 4205 N. Cabelas Blvd. Lehi, UT 84043	801-375-5522 entrata.com	1,400	2003	Internet property management software	Dave Bateman Co-Founder & CEO
11	Instructure 6330 S. 3000 E., Ste. 700 Cottonwood Heights, UT 84121	800-203-6755 instructure.com	1,397	2008	Educational software, including Canvas Learning Management System	Steve Dal CEO
12	NICE InContact 25 W. Towne Ridge Parkway Sandy, UT 84070	801-320-3200 niceincontact.com	1,360	1997	Cloud contact center omnichannel software development	Paul Jarman CEO
13	Health Catalyst 3165 Millrock Drive, Ste. 400 SLC, UT 84121	855-309-6800 healthcatalyst.com	900	2008	Healthcare data and analytics	Daniel Burton CEO
14	DOMO 772 E. Utah Valley Drive American Fork, UT 84003	801-899-1000 domo.com	800	2010	Cloud-based business intelligence tools and data visualization	Joshua G. James Founder & CEO
15	AdvancedMD 10876 S. River Front Parkway, Ste. 400 South Jordan, UT 84095	801-984-9500 advancedmd.com	720	1990	Cloud-based management software development for medical practices	Amanda Hansen President
16	MX Technologies Inc. 3401 N. Thanksgiving Way, Ste. 500 Lehi, UT 84043	801-669-5500 mx.com	650	2010	Financial technology serving banks, credit unions and other fintechs	Ryan Caldwell Founder & CEO
17	Control4 Corp. 11734 S. Election Road SLC, UT 84020	801-523-3100 control4.com	635	2003	Automation and networking systems for residential and business	John Heymar CEO
18	Solutionreach 2600 Ashton Blvd. Lehi, UT 84043	801-331-7100 solutionreach.com	600	2000	Patient relationship management software for healthcare providers	Jim Higgins President & CEO
19	Podium 1650 W. Digital Drive Lehi, UT 84043	801-758-0580 podium.com	575	2014	Online reputation, customer interactivity and relationship management	Eric Rea Co-Founder & CEO
20	Workfront 3301 N. Thanksgiving Way, Ste. 500 Lehi, UT 84043	801-373-3266 workfront.com	572	2001	Project/work management platform for automation and collaboration	Shantani Narayea President & CEO
21	Xactware 1100 W. Traverse Parkway Lehi, UT 84604	801-764-5900 xactware.com	520	1986	Technologies for the property insurance, remodeling, restoration, and mortgage and lending industries	Mike Fulton President
22	Divvy 13707 S. 200 W., Ste. 100 Draper, UT 84020	385-352-0374 divvypay.com	500+	2016	Financial technology company	Blake Murray CEO
23	Simplus 10 W. Broadway SLC, UT 84101	833-746-7587 simplus.com	500	2014	Salesforce quote-to-cash consulting and managed service software	Ryan Westwood CEO
24	Lucid Software 10355 S. Jordan Gateway, Ste. 300 South Jordan, UT 84095	801-948-4577 844-465-8243 lucid.com	310	2011	Brand templating and visual workplace platforms	Karl Sun CEO



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OUTDOORS

from page 1

The tech-employees survey follows an earlier survey of executives of the fastest-growing businesses in Utah, who indicated that Utah's outdoor recreation opportunities were important to those executives either growing their operations here or moving them to the state. The most important factor they cited was the ability to attract and retain a workforce, with outdoor lifestyle and access to a variety of outdoor options coming in second and third.

The executive survey results indicated that all respondents agreed that recreational opportunities are an essential part of Utah's quality of life, 92 percent said they are an important part of Utah's economy, and 83 percent said rec opportunities attract high-quality employees and good jobs to Utah.

Cox said he was struck by the 85 percent who said out-

door recreation and/or access to wilderness and public lands was their most important factor in opting to stay in Utah even when having a higher-salary offer elsewhere. "So, you can't pay people enough to leave once they get here and get to experience what we're experiencing here," Cox said.

While Utah is no longer in the top 10 among states for immigration of people, it does lead the nation in the lowest percentage of out-migration. "That's happening because people love it here, they love what we have, and, of course, outdoor recreation and these opportunities [and] public lands are so important there," he said.

Karl Sun, co-founder and CEO at Lucid, said talented Utah workers used to believe they had to go to San Francisco, New York or other places to get experience before they returned home. But that is no longer the case because of Utah's business and recreational opportunities, he said.

"They're staying, and I think

that's fantastic," Sun said. "I think we're also holding on to that talent so that they don't have to come back. They can stay because they know that they can build their career but also just have a fantastic experience raising a family or just experiencing what Utah has to offer."

And it's not just younger people being lured to Utah by those factors, he added.

"In terms of the employees, it's the junior employees, younger employees, you think about the outdoor recreationists, but it's also other talent, people moving here with families or later on in their careers," he said. "I think you're seeing those people move here too, and the outdoors and recreation are a huge part of that."

Carine Clark, partner at Pelion Venture Partners, president and CEO of Banyan and a builder of tech companies in Utah, said she enjoys the trails near her home. "Especially in the tech sector, we're in the bits and bytes all day long," she said,

"and I want to be outside every single day, in the morning and at night, and it's a chance for me to connect with my family."

While tech-sector employees were the focus of the most recent study, House Speaker Brad Wilson said he suspects similar results could be obtained by surveying every industry.

"It's so much bigger than tourism," Utah Rep. Doug Owens, D-Salt Lake, said of outdoor recreation. "This underpins a huge swath of the economy, not only tech but medical and fintech, all of the finance and other big, big segments of our economy that are recruiting here based on recreation and wanting to remain here," he said.

A common theme of the panel discussion was concern about outdoor recreation sites being "loved to death." Wilson

said the state is working to create new state parks and improve infrastructure through the park system. He said he is "wistful" about outdoor recreation because he believes his children will have a tougher time accessing the outdoor activities he has enjoyed throughout his life.

That's where the newly created Utah Outdoor Adventure Commission can help, he said. It is focused on protecting, preserving and growing outdoor assets for Utahns "so that our kids and grandkids have a place to play," Wilson said.

"We are not just investing in our recreation assets because it will strengthen the tourism sector of our economy," he said. "We are investing in recreation because it will strengthen every sector of our economy, and the quality of life of our people."

CLEARWAY

from page 1

have approximately 15 years remaining on the contracts.

"The acquisition of the remaining 50 percent interest in the Utah Solar Portfolio will continue the company's successful track record of executing on third-party transactions to meet our long-term growth objectives," said Christopher Sotos, Clearway Energy president and CEO. "With this transaction, Clearway will invest in new growth at attractive economics,

increase its long-term contracted cash flow from utility-scale solar and further diversify its portfolio on a regional basis."

Clearway expects the purchase transactions to close during the fourth quarter of this year.

Clearway Energy is one of the largest renewable energy owners in the U.S., with over 4,700 net megawatts of installed wind and solar generation projects. The company also operates about 2,500 megawatts of highly efficient natural gas generation facilities as well as a portfolio of district energy distribution systems.

BRIEFS

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tions. Abney has nearly 30 years of experience focused on customers and leadership. He comes to JobNimbus after working as the head of technical client services and technical support at Dealertrack and vice president of global customer support and success at Telogis, A Verizon Company.

• **Weave**, a company offering a communication platform for small and medium-sized businesses, recently hosted a virtual ribbon-cutting ceremony to mark the grand opening of its new 180,000-square-foot headquarters at 1331 W. Powell Way, Lehi. The company has 800 employees. The new headquarters can accommodate up to 1,293 people.

on 750 acres, it will be 15 minutes from Bryce Canyon National Park and part of the company's Grand Circle locations. It will offer 50 safari-style canvas tents on elevated decks at 7,600 feet in elevation. It will be equipped with upscale amenities. The inaugural season for the Bryce Canyon camp will run through Sept. 30, 2022, with its regular season running May through September.

• **Rocky Mountaineer**, based in British Columbia, Canada, has launched its route in the U.S. Southwest with a luxury train journey between Denver and Moab, with an overnight stay in Glenwood Springs, Colorado. The "**Rockies to the Red Rocks**" route's preview season runs through Nov. 19, with a seven-month season planned for 2022. The journey features glass-domed train coaches, onboard storytelling and cuisine and beverage options. Prices start at \$1,250 per person. The company also offers three rail routes in western Canada.

TRAVEL & TOURISM

• **Under Canvas** has announced a new camp location, **Under Canvas Bryce Canyon**, set to open June 2, 2022. Located

The Larry H. Miller Group of Companies
present the South Valley Chamber

TITAN AWARDS

NOV 3RD, 2021

2021 Honorees

FRED LAMPROPOULOS
CEO & Chairman
Merit Medical

PEGGY LARSEN
SVP (Retired)
WCF

MIKE LEAVITT
Former Governor,
Founder
Leavitt Partners

LITTLE AMERICA HOTEL

Contact Rosanne for table & sponsorship details
Rosanne@southvalleychamber.com

VIA MOTORS

from page 1

pany to provide electrification of autonomous trucks for short-haul and mid-mile delivery.

“VIA Motors is changing last- and mid-mile delivery with innovative electric commercial vehicles that fleets can afford,” said Bob Purcell, VIA’s CEO. “Combining VIA with Ideanomics facilitates significant synergies, while Ideanomics’ financial and personnel resources provide the backing we need to pursue an array of exciting growth prospects we have identified.

“All of us at VIA Motors are delighted to join the team to usher in the new era of electric commercial vehicles and further the long-term growth strategy at Ideanomics.”

Shane McMahon, Ideanomics’ executive chairman, said the deal would be “transformative” for his company.

“As we continue to grow into a leader in the commercial EV (electric vehicle) space, VIA Motors adds valuable brand cachet and an exceptional manufacturing discipline to our portfolio,” McMahon said. “Bob’s proven executive leadership has helped establish VIA as a market disruptor and we are excited to welcome him and his team to the Ideanomics family.”

“This acquisition is aligned with our long-term strategy and provides us an immediate leadership position in a rapidly growing market and yet another path to accelerate EV adoption and Ideanomics’ market share,” said Alf Poor, Ideanomics’ CEO. “It also provides Ideanomics a full OEM manufacturing capability which are synergistic to our other operating businesses.”

VIA uses a scalable and flexible electric skateboard platform for class 2, 3, 4 and 5 vans and trucks, along with a modular body approach that enables a capital-light single design for its platforms, drive systems and vehicle models. The company’s intellectual property portfolio extends to proprietary software and control systems featuring embedded diagnostics and telematics to improve fleet operating costs, uptime and routing.

The transaction is in the form of a base price of \$450 million, with a component tied to future vehicle deliveries and customers of up to \$180 million.

Under the terms of the agreement, after the application of certain purchase price adjustments, VIA shareholders will receive approximately 162 million shares of Ideanomics common stock based on the 30-day volume-weighted average price of Ideanomics’ common stock of \$2.34 as Aug.

27. VIA shareholders are expected to own approximately 25 percent of the combined company, excluding the potential earnout payment. Ideanomics is separately advancing \$50 million of financing to VIA in the form of a secured convertible note issued by VIA to fund its growth, which will be subject to the purchase price adjustment.

The earnout depends on pre-established vehicle delivery volume thresholds through 2026 and will be paid in Ideanomics stock.

The deal is expected to close following the Ideanomics shareholders’ meeting. The agreement has unanimous support from the company’s board of directors.

Morgan Stanley & Co. LLC acted as exclusive financial advisor to Ideanomics, with Venable LLP acting as Ideanomics’ legal advisor, Han Santos LLP acting as intellectual property counsel, UHY Advisors acting as accounting and taxation advisor, and BJ Arnold acting as business consultant. Blue Sea Advisors acted as industry consultants to VIA, with Evercore acting as financial advisor, and White and Case LLP as legal advisors.

Ideanomics is a global company focused on the convergence of financial services and industries experiencing technological disruption. Its Mobility Division is a service provider that facilitates the adoption of electric vehicles by commercial fleet operators through offering vehicle procurement, finance and leasing, and energy management solutions under its sales-to-financing-to-charging (S2F2C) business model.

Ideanomics Capital is focused on disruptive fintech solutions for the financial services industry.

CALENDAR

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Sept. 15, 10 a.m.-noon

Business Growth Summit, presented by Weave and designed as a resource to help small-business owners and entrepreneurs learn more ways to attract, communicate and engage with their customers. Topics include how to retain customers, increase loyalty, and keep people coming back for more. Event sessions will be available online for at least seven days following the event. Details are at getweave.com/business-growth-summit.

Sept. 15, 11 a.m.-6 p.m.

Small Business Expo, presented by the Small Business Administration and South Valley Chamber. Theme is “Educate & Elevate.” Keynote speakers are Dave Neeleman, founder of JetBlue, Azul and Breeze airlines, 5-6 p.m.; and Eric Rea, founder and CEO of Podium, 11 a.m.-noon. Location is Mountain America Expo Center, 9575 S. State St., Sandy. Details are at southvalleychamber.com.

Sept. 15, 4-6 p.m.

Speed Networking, a Park City Chamber/Bureau event. Location is Arastra Park City, 2041 Sidewinder Drive, Park City. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Sept. 15, 4-6 p.m.

“Save in Taxes, Keep Your Money,” a Women’s Business Center Utah workshop series event. Presenter is Mike Durazo of Durazo Associates. Other events in the series take place Oct. 20 and Nov. 17. Location is Church & State, 370 S. 300 E., Salt Lake City. Cost is \$20. Details are at wbc.utah.gov.

Sept. 15, 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>.

Sept. 15, 6:30-7:30 p.m.

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

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. 16, 7:45 a.m.-5 p.m.

Employer Tax Workshop, a Small Business Development Center (SBDC) event. Location is Salt Lake Community College, MCPC, Building 5, Room 333, 9750 S. 300 W., Sandy. Cost is \$15. Details are at <https://clients.utahsbdc.org/events.aspx>.

Sept. 16, 8:30 a.m.-5:30 p.m.

Venture Fuel Summit, a Tamarak Capital event. Activities include a startup competition; breakout sessions; and keynote presentations by Travis Chambers, chief media hacker and founder of Chamber.media; Sam Malouf, CEO and founder, Malouf; and Glen Sterns, CEO and founder, Undercover Billionaire. Location is The

Slopes EVNTS Center, 14216 Bangerter Parkway, Draper. Details are at venturefuelsummit.com.

Sept. 16, 11:30 a.m.-1 p.m.

2021 Annual Mayors Lunch, a Davis Chamber of Commerce event that is a gathering of Davis County mayors discussing business and community issues. Location is Davis Tech Business Resource Center, 450 S. Simmons Way, Kaysville. Cost is \$20 for members, \$30 for guests. Details are at davischamberofcommerce.com.

Sept. 16, 11:45 a.m.-1 p.m.

Connect 4 Lunch, a multi-chamber monthly networking event. Location in Lehi to be determined. Details are at the-pointchamber.com.

Sept. 16, noon-1 p.m.

Strictly Networking Luncheon, a West Jordan Chamber of Commerce event. Presenter is Dan Mirgon. Location is Famous Dave’s, 7273 Plaza Center Drive, West Jordan. Free (pay for menu order). Details are at westjordan-chamber.com.

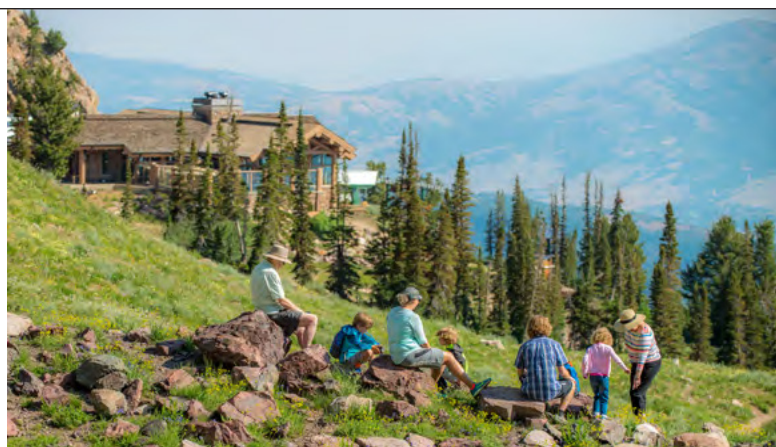
Sept. 16, 5:30-8 p.m.

VOB (Veteran-Owned Business) Partnership Networking Event. Location is Salt Lake Community College’s Larry H. Miller Campus, Karen Gail Miller Conference Room, 9750 S. 300 W., Sandy. Cost is \$15. Details are at slchamber.com.

Sept. 16, 6-10 p.m.

“South Jordan Chamber Games,” a South Jordan Chamber of Commerce event. Location is South Jordan Equestrian Park, 2100 W. 11400 S., South Jordan.

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Details are at <https://www.southjordanchamber.org/events>.

Sept. 16, 6:30-7:30 p.m.

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

Sept. 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.

Sept. 17, noon

"Silicon Slopes Live," a Silicon Slopes event featuring Christian Schauf, founder and CEO, Uncharted Supply Co. Location is Silicon Slopes, 2600 Executive Parkway, Suite 140, Lehi. Free, although RSVP is required. Details are at siliconslopes.com.

Sept. 18, 8:30 a.m.-1:30 p.m.

Annual RevRoad Entrepreneur Competition, presented by venture services firm RevRoad and designed to create an opportunity for established companies and community members to support their local entrepreneurs and small businesses. A panel of judges will evaluate 36 semifinal-

ists and present up to \$14,500 in cash prizes. Location is RevRoad, 1555 N. Freedom Blvd., Provo. Free. Details are at ecomp.revroad.com.

Sept. 20, 8 a.m.-1:30 p.m.

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 \$800 per foursome. Details are at www.thepointchamber.com.

Sept. 21, 8 a.m.

Seventh Annual Utah County Commercial Real Estate Symposium, presented by Colliers International and the Utah Valley Chamber of Commerce to highlight the most pressing issues impacting commercial growth and economic development throughout Utah County. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Free. Details are at <http://view.ceros.com/colliers-salt-lake-city/utahcountysymposium2021/p/1>.

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 a.m.-1 p.m.

Business Women's Forum 2021: "Unapologetically, Taking Up Space." Presenter is Lais Martinez, assistant commissioner for equity, diversity and

inclusion at the Utah System of Higher Education. 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.

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.

Sept. 21, 11:30 a.m.-1 p.m.

Business Alliance Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. No RSVP required. Details are at davischamberofcommerce.com.

Sept. 22-23

Utah Outdoor Recreation Summit, with the theme "Outdoors Elevated." Event features five educational tracks. Location is Utah State University in Logan. Another summit takes place Oct. 27-28 in Kanab. Cost is \$175 for each summit, \$255 for both. Details are at utahoutdoor-summit.com.

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 \$350. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Sept. 22 and 24

Utah Trails Forum Annual Conference on Sept. 22, 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 utahoutdoor-summit.com/utah-trails-forum/.

Sept. 23, 8:30-11 a.m.

ConnectShare B2B Networking Event designed for business leaders and decision-makers. Location is the Miller Conference Center, 9750 S. 300 W., Sandy. Details are at www.connectshare.com or by contacting Randy Hunt of the ConnectShare Advisory Board at randy@clearpath-strat.com.

Sept. 23, 9 a.m.-6:30 p.m.

Utah LGBTQ+ Economic Summit, a Utah LGBTQ+ Chamber of Commerce event with the theme "Lead OUT Loud" and featuring education, inspiration and business development opportunities. Summit is 9:30 a.m.-4:30 p.m. Networking takes place 4:30-6:30 p.m. Location is Loveland Living Planet Aquarium, 1203 Lone Peak Parkway, Draper. Cost is \$50 for members and \$60 for nonmembers; \$15 for after-hours networking only; cost for virtual attendance is \$25. Details are at <https://www.utahlgbtqchamber.org/utah-lgbtq-economic-summit/>.

Sept. 23, noon-1 p.m.

Women in Business, a Box Elder Chamber of Commerce event. Contact the chamber for location details. Cost is \$10. Details are at boxelderchamber.com.

Sept. 23, 5-6 p.m.

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

Sept. 23, 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>.

Sept. 24

Leadership Institute, a Davis Chamber of Commerce series that continues monthly through May 2022. Locations vary. Cost is \$1,095 for the series. Details are at davischamberofcommerce.com.

Sept. 24, 8 a.m.-5 p.m.

WeROC (Women Entrepreneurs Realizing Opportunities for Capital), a VentureCapital.Org event. Keynote speaker is Cydni Tetro, CEO of Brandless and founder and president of the Women Tech Council. Themes are "Understanding the Investor Mindset," "Understanding and Navigating Biases in Venture Capital" and "Hope and Opportunities Now and in the Future." Event features more than 20 speakers, including a keynote address by Pat Jones, CEO of the Women's Leadership Institute, and four startup pitch presentations from women-led startups to investors in the audience. In-person location is Grand America, 555 S. Main St., Salt Lake City. Cost for in-person attendance is \$149, cost for virtual attendance is \$89. Registration can be completed at Eventbrite.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. 28-30

Money Experience Summit 2021, presented by MX. Event focuses on helping leaders in the financial industry power modern money experiences through innovation, customer advocacy and data connectivity. Event features three tracks, five keynote presentations, more than 25 breakout sessions and networking. Location is Snowbird Mountain Resort. Online attendance also is available. Details are at <https://www.mx.com/summit/>.

Sept. 28

Inventory Management + Growth Summit, presented by Fishbowl. Theme for the first-ever event is "Learn, Grow and Scale." Event will feature keynote presentations and panel discussions designed to help small- to medium-sized businesses and new entrepreneurs. Speakers include Daymond

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CALENDAR

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John, a main investor featured in ABC's show "Shark Tank" and the founder/CEO of FUBU; Intuit CRO Bobby Morrison and vice president of partnerships Gavin Orleow; Navy SEAL John Choate; and Atlanta Braves legend Dale Murphy. Event takes place online. Free. Details are at fishbowlgrowthsummit.com.

Sept. 28

Women in Business, a South Valley Chamber event. Speaker is Emma Houston, special assistant to the vice president for EDI-Engagement and Program Development at the University of Utah. 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.

Sept. 28-29, 9 a.m.-noon

Small Business Resource Roadshow, presented by the Small Business Administration, in partnership with the Governor's Office of Economic Opportunity, the Utah Small Business Development Center network and the Women's Business Center. Event will include more than a

dozen organizations that assist businesses and bolster economic development, with a focus on connecting the right resource partners to the business owners who need that specific type of help. Location Sept. 28 in Cedar City to be announced. Location Sept. 29 in St. George also to be announced. Other dates/locations for the roadshow are Oct. 26, Moab; Oct. 28, Price; and a virtual session, Nov. 9. Registration can be completed at <https://bit.ly/SBA-Roadshow>.

Sept. 29, noon

"Cache Conversations," a Silicon Slopes event. Jim Cantrell, co-founder of SpaceX, Phantom Space and Vector, will discuss the commercial space industry, making a product that makes a difference, and Northern Utah's opportunity to be "Space Valley." Event takes place online. Details are at siliconslopes.com.

Sept. 29, 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.

Oct. 4-6

2021 One Utah Summit, presented by the Governor's Office of Economic Opportunity, the Utah Office of Energy Development and World Trade Center Utah. Event is the state's 34th annual rural summit and will provide 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. Cost is \$150. Spring version of the summit takes place May 10, 2022, at the Grand America Hotel, Salt Lake 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. 5, 11:30 a.m.-1 p.m.

Business Alliance Luncheon. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. No RSVP required. Details are at davischamberofcommerce.com.

Oct. 6, 4-6 p.m.

"Ms. Biz," a Women's Business Center of Utah event that continues on Oct. 13, Nov. 20 and Nov. 27. Event takes place online via Zoom. Free. Details are at wbcutah.org.

Oct. 7, 8-9 a.m.

"Coffee Chat with the CEO," a Park City Chamber/Bureau event. CEO Jennifer Wesselhoff will be available for

friendly, informal conversation about how the chamber can most effectively serve business and the community. Location is Kimball Junction Visitor Information Center, 1794 Olympic Parkway Blvd., Park City. Free. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

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. Details are at ogdenweberchamber.com.

Oct. 7, noon-2 p.m.

Strictly Networking Luncheon, a West Jordan Chamber of Commerce event. Location to be determined. Free (pay for menu order). Details are at westjordanchamber.com.

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

2021 Business & Economic Summit and Training (BEST), a Davis Chamber of Commerce event. Details to be announced at davischamberofcommerce.com.

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

Monthly Women in Business Luncheon, a Cache Valley

Chamber of Commerce event. Check website for location. Cost is \$14 for WIB members, \$16 for nonmembers. Details are at cachechamber.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 \$249 through Sept. 30, \$295 after Oct. 1. Details are at slopesummit.com.

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

"Let's Do Lunch," a South Valley Chamber event with a small-business panel that includes Jennifer Silvester, CEO and senior partner, Silvester & Co.; Dave Khwaja, president, First Touch Consulting; Michele Sauk, senior vice president of commercial banking, Northwest Bank, and Beans & Brew franchise owner; and moderator David Edmunds, founder, The Salt Mine. Location is Cairns Café, MACU building, 9800 Monroe St., Sandy. Cost is \$15 for chamber members, \$25 for nonmembers. Details are at southvalleychamber.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 for nonmembers. Details to be announced.



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