

OF NOTE



Subscribers up, profits down

Video streaming service Netflix Inc. added 3.28 million subscribers during the second quarter but sacrificed profits amid an ambitious expansion project. The company plans to expand service to 200 countries by the end of the year but in doing so saw profits fall by 63 percent in its latest report as costs to buy and create content increased.

Industry News Briefs
page 7

Business Calendar
page 11

Real Estate Section
pages 20-23

New dates please Outdoor Retailers participants

Organizers of the Outdoor Retailer tradeshow held in Salt Lake City have announced earlier dates for the 2016 Winter Market. According to a press release, the event is scheduled for Jan. 6-10. The change moves the show earlier in participants' winter sales cycles and also distances the event from Martin Luther King Jr. Day and the Sundance Film Festival.

Marisa Nicholson,



vice president and director of the OR show, said that there are several reasons for the change. "First, the move earlier in the sales cycle benefits specialty retailers looking to finalize or tweak orders before ordering deadlines and see new products and suppliers earlier," she said in a release. "Second, we avoid being close to other industry events and away from the important

Martin Luther King Jr. holiday. Finally, the new dates allow us to avoid the Sundance Film Festival entirely, which will have a housing benefit.

"We are always looking for ways to improve the value of the show to not only our attendees and exhibitors, but to the industry at large," said Nicholson.

As OR has grown rapidly in the past

see **OUTDOOR** pg. 18



Utah wedding planners report good business increases for the past year. (Darla Roze Photography)

Wedding planners see increases

Sheena Steedman
The Enterprise

Local wedding planners reported growth for 2014. This seems to be a result of Utah couples reaching the conclusion that when it comes to managing the details of their special day, a wedding planner is more of a necessity than a luxury.

"No matter what is happening in the economy, people are still falling in love and getting married," said Michelle Cousins, owner of Michelle Leo Events. "A recession doesn't necessarily impact the amount of weddings we see. Sure, it impacts what people are spending on weddings overall, but the amount of weddings taking place doesn't seem to decline." Cousins said reduced spending is manifest by budget declines, events that are less extravagant

and lower guest counts.

Located in Sandy, the business has three employees and 12 interns and the number has not risen since 2013. Cousins said she saw business increase this past year and attributed it to "the pricing increase implemented in 2013 and 2014."

Concerning the future growth of her 4-year-old business and staff, Cousins said, "We grow with the demands of our clients and the industry in general. Since the recession, we have seen the wedding industry expand, so I do anticipate expansion in 2015 to 2016 and beyond." The company's services range from "full and partial to month-of services — including hourly consulting."

Rachael Ellen, the founder of Rachael Ellen Events, located at 5080 S. Cottonwood Lane, Salt Lake City, said that business went

see **WEDDINGS** pg. 18

Provo leading the nation in job creation

Job growth in Provo is the fastest in the nation, according to a newly released Brookings Institute report. During the first quarter of 2015, Provo jobs grew at 2.2 percent, scorching the national average of 0.5 percent. While this growth is exceptional, Utah's growth has consistently ranked at the top for the last five years. Additionally, Provo has the lowest unemployment rate in the Mountain West region at 3 percent.

Also reported recently, Fast Company calls Provo a "Next Top City for Tech Jobs," highlighting Provo's exceptional opportunities. When comparing Provo to the rest of the nation, Fast Company pointed to the number of tech jobs available (8,570), Utah's recreation and culture as well as a booming startup scene.

"We're working together to achieve the absolute best-performing economy in the nation," said Val Hale, executive director of the Governor's Office of Economic Development (GOED). "Utah County has enjoyed a vibrant economy for several years. This is yet another testament that the Utah economic model is thriving."

Along with Provo, Salt Lake City held strong growth numbers and low unemployment at 3.3 percent, which is representative of most other sectors statewide.

"The state is actively working and meeting with stakeholders in workforce development to create programs to address our more difficult long-term challenges," said Ben Hart, managing director of business services at GOED. "We have initiatives that are ready. We have members of private industry, government and education who are ready. In Utah, we are ready to face our challenges head-on and work together to beat them."



Rafferty gives One Wasatch update

Brice Wallace
The Enterprise

In the midst of a recent run of 100-degree days, Nathan Rafferty was doing what he does best: getting people excited about snow.

The president and chief executive officer of Ski Utah briefed the Governor's Office of Economic Development (GOED) board about a concept — dubbed One Wasatch — that he said will increase the number of options for skiers and boost the number of people on the slopes.

One Wasatch calls for connections bringing together more than 18,000 acres and 100 lifts at six ski areas with as few as six chairlifts and a single lift ticket, which would make it the third-largest in the world by acreage and with the total length of slopes being the largest worldwide.

"These ski areas still think and know that something like this would raise the bar for skiers in Utah," Rafferty said. "There is no question that we go from 4 million skier days to 5 or 6 [million] with a concept like this."

Rafferty has been educating people on the One Wasatch concept since it was unveiled in March 2014. Already, work has begun on the first connection, between Canyons Resort and Park City Mountain Resort. Remaining are links between Solitude and Alta and between Park City Mountain Resort and Brighton. All of the connections would be on private land and paid for — the estimated cost is \$30 million — with private money.

"The cost to make these connections would be less than what Vail Resorts is spending at Park City Mountain Resort this summer alone," Rafferty said, noting that Vail is spending \$50 million on various upgrades.

For that \$30 million, skiers would be able to access 18,316 skiable acres with 100 lifts and 762 ski runs. "There's nothing like it in North America," Rafferty said, noting that the next-largest would be Whistler Blackcomb in British Columbia, with 8,171 acres and 37 lifts.

"These ski areas are almost on top of each other ... so physically it would be very easy to make these connections," he said.

Already, ski- and snowboard-related spending in Utah is nearly \$1.3 billion annually, including about \$1 billion spent by out-of-state/international visitors. Surveys indicate that site size and variety matter to skiers, and having One Wasatch in place likely would mean skiers would stay in Utah longer, perhaps adding one more day to the typical ski trip.

While Utah benefits from having ski areas close to the Salt Lake City International Airport, that also allows, say, someone from California to zip and out for a brief weekend stay.

"We think a concept like this would give people a real reason to stay a couple of more days because there's a lot to explore," Rafferty said.

He acknowledged that the concept has critics. "Some of the naysayers have said, 'Well, this is just all marketing.' Well, yeah, it is all marketing. That's exactly what it is ... It is something everybody's talking about and people will talk about and people will want to come to Utah for."

As for other concerns, "I can tell that it's absolutely possible to do this and not affect our water and not significantly affect the backcountry experience," he said. "We know that's possible. I think a lot of people don't want more people here. I'm in the 'more people' business, and we can handle it and it's great for our economy."

Utah currently is No. 4 among states for skier visits. Tops is Colorado, with 12 million annually, with California having about 8 million. Vermont, like Utah, also has about 4 million.



Schools get \$45.8M from SITLA

The contribution the School Land Trust will make this year to elementary, middle and high schools throughout the state will be \$45.8 million, up 17 percent over last year. The School Land Trust Office of the Utah Board of Education will distribute the record amount in annual interest and dividends from the \$2 billion Permanent School Fund.

"This program provides fast-growing, tax-free money for Utah's schools," said Tim Donaldson, School Children's Trust director for the Utah State Board of Education. "Distributions have doubled in the past five years."

Individual schools will use their School Land Trust funds on projects determined by its School Community Council. This council, which includes parents, teachers and the principal, identifies and discusses its school's particular needs and administers the funds accordingly.

Last year, School Community Councils statewide made individual determinations of greatest academic need and spent the money in a data-driven way to increase

student achievement. According to Tracy Miller, Utah PTA Trust Lands Board specialist, "Some councils chose to augment teaching staff by allocating funds to hire additional teachers and aides, while others spent funds to purchase computers and other technology." Annual distributions from the Permanent School Fund have grown tremendously, from just \$8.3 million in fiscal year 2004 to \$45.8 million this year. This growth is due to the support of state policy makers, investment returns generated by the State Treasurer's Office and School Trust Fund Board of Trustees and \$1.1 billion in deposits by the School and Institutional Trust Lands Administration (SITLA).

SITLA manages Utah's 3.3 million acres of school trust lands for the public education system and generates revenue from a diverse portfolio of oil, gas, mining, real estate development and other sales, leasing and permitting activities. Revenue is deposited into the Permanent School Fund, which is invested by a board of financial and investment professionals led by State Treasurer Richard K. Ellis.

Fragmob opens Sandy office

San Diego-based direct selling mobile technology provider Fragmob has opened its first regional office in Sandy, an area touted as the home to the highest concentration of direct selling companies in the U.S.

"The strength of our business relationships stems from our ability to meet clients in the fashion they do business: in person," said Fragmob cofounder and CEO Jade Charles. "Due to the large concentration of direct selling companies in Utah, we feel it is critical to have a local presence to support our clients whenever they need us."

Founded in 2011 by Charles and president/CFO Jonathan

Shapiro, Fragmob is best known for its Frag DS mobile platform which combines mobile, social and advanced analytics technologies.

"Both Jade and I worked for Utah-based technology companies prior to founding Fragmob and were highly impressed with the strong caliber and professionalism of the workforce," Shapiro said. "Fragmob is expanding into Utah because we are dedicated to providing best-in-class service. Also, with our growing Utah-based business, our clients can see their success resonate in the local community."

Fragmob opened its new office on July 13 and will be staffing it immediately.

Rocky Mtn. Oils names CEO

Rocky Mountain Oils, an Orem-based non-MLM supplier of premium essential oils, has announced that it has restructured its management team, including the naming of Darold Francis as CEO. The changes will help enhance the company's focus on strict product quality standards and industry-leading selection of premium essential oils, according to a company press statement.

"I am thrilled to join the many wonderful people that have made Rocky Mountain Oils one of the leaders in premium essential oils," said Francis. "We are enhancing our commitment to our customers and are excited to announce further

innovations."

The company has added experienced business managers in operations, customer service and marketing and also invested heavily in capital expenditures, including automated bottling lines that adhere to strict FDA food quality standards.

"To better control our supply chain and fulfillment, we've moved all operations to our headquarters in Orem," Francis said. "Having our processes under one roof will allow us to continue innovating in the form of new product lines and to implement new procedures to further enhance product quality and match the demands of our discerning clientele."

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Panel: Latinos need to enhance their own financial security

Brice Wallace
The Enterprise

Latinos are a major and growing economic force as a group, but individuals can do a lot more to enhance their own financial security, according to panelists at a recent gathering in Salt Lake City.

The panel discussing chal-

lenges and opportunities regarding Latino economic security suggested investing in education and homeownership, opening bank accounts, saving more money for retirement, boosting credit scores, and avoiding pitfalls associated with payday lending.

"I want you to go from this [event] knowing that it's OK to have wealth," said Ross Romero, vice president for communi-

ty development at Zions Bank and a former Utah state senator. He noted that some believe that Latinos often are content with their current situations.

"But, listen, I would suggest that if we can do better for ourselves, we can do better for our community, we can do better for our family, and that's critical to helping raise all those

boats. So, your education gives you an opportunity to grow your economic personal wealth and to share that wealth appropriately and responsibly with your community."

Speaking at the 86th annual national convention and exposition of the League of United Latin American Citizens (LULAC) at the Salt Palace Convention Center, panelists noted that Hispanic community is the fastest-growing group in the nation. State Rep. Mark Wheatley, D-Murray, said buying power for Latinos in the U.S. is \$1.5 trillion.

"That's unbelievable," Wheatley said. "I mean, if you try to look at how much money is \$1.5 trillion, I can't even imagine. However, what that means [is] we have a lot of businesses that are going after us, to be successful."

The U.S. Hispanic Chamber of Commerce estimates Latino purchasing power in Utah at \$6.4 billion.

Romero noted that banks are targeting the growing Latino market by tailoring products and services. "Banks understand the importance of the Latino community. ... So, challenge banks with products and services you need. Make sure we're offering those, because if we're not, we need to be," he said.

Dwight Alexander, vice president and director of legislative affairs at the Federal Home Loan Bank of San Francisco, said issues with Latinos include not only income inequity but also wealth inequity. He cited stats

see LULAC pg. 10

Eide Bailly acquires Kyazma Consulting

Regional certified public accounting and business advisory firm Eide Bailly LLP has acquired computing consulting firm Kyazma Business Consulting. The sale will close on Aug. 3.

In a release from Eide Bailly, the company will add Kyazma's Salesforce software to its technology consulting practice. The addition of Kyazma will add 35 employees to Eide Bailly, which includes one principal, Hans Hendershot, the president and founder of Kyazma. Eide Bailly will expand to 27 offices in 12 states once the deal closes by adding a Utah office in Lehi.

"Becoming part of Eide Bailly gives us more resources and propels us into new geographies, so we can grow our Salesforce practice and build our capabilities," said Hendershot. "By leveraging the structure of a larger firm, we can focus on our clients and increase our level of service. It also gives our staff the opportunity to grow in their positions, serving a variety of clients and taking on leadership opportunities."

Dave Stende, managing partner and CEO of Eide Bailly, said he is excited for the enhanced expertise Kyazma Business Consulting will bring to the firm. "Technology is critical to the operations of nearly every business. As leading business advisors, we actively look for ways to expand our technology consulting services in order to provide our clients with a better way

to do business. Adding Kyazma Business Consulting gives us a powerful suite of cloud-based technology solutions for our clients."

"The addition of Kyazma Business Consulting and Salesforce to Eide Bailly is a win for all involved," said Scott Kost, principal and director of technology services for Eide Bailly and vice chair of the firm's board.

"Our goal is to be a world-class consulting firm for our clients in all areas, including technology," said Kost. "We're excited to introduce Salesforce to our existing clients as another tool to help drive their business forward. Centered on improving the management of customer relationships, Salesforce helps businesses discover more about their customers' behaviors in order to serve them better. This dynamic solution integrates numerous functions into one system, starting with sales and marketing, and continuing through project management, invoicing and contact management activities."

Eide Bailly serves 54,000 clients across the nation with core services of audit and assurance and tax, as well as expanded services, including accounting services, cost segregation, employee benefits, enterprise risk management, financial services, forensic and valuation, healthcare reform, international services, risk advisory services, technology consulting, transaction services and wealth management.



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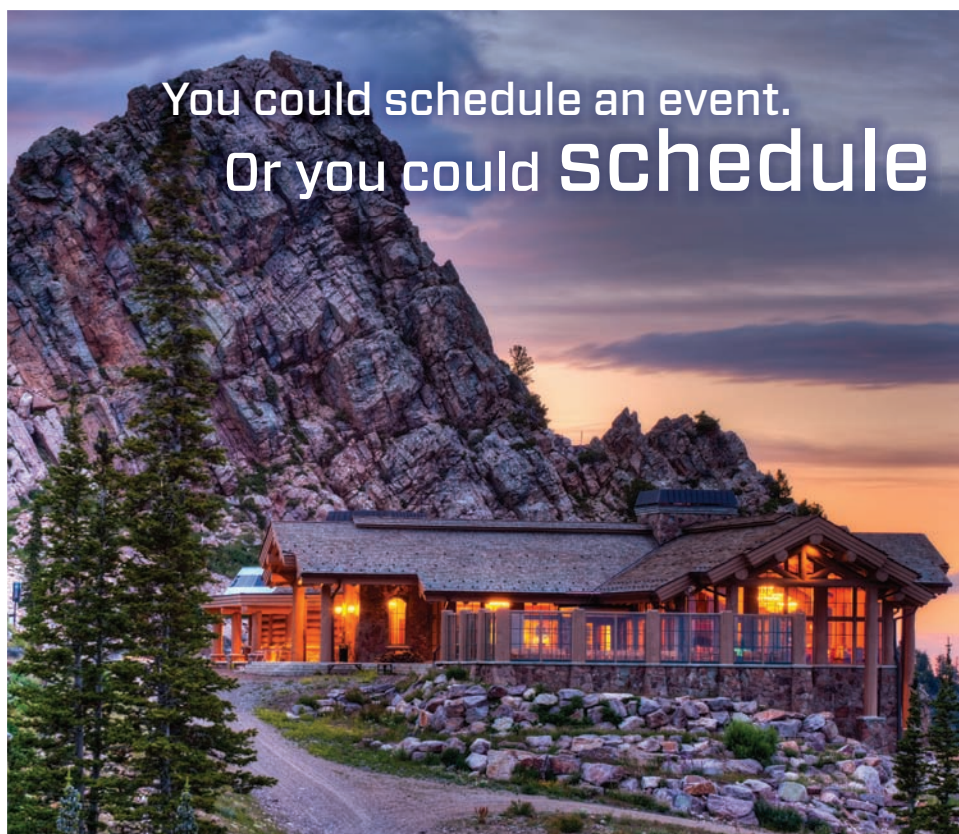


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P.C. studio will be site of ABC's 'Blood & Oil'

ABC Entertainment Group has chosen the recently opened Park City Film Studios to be its base for the production of the first season of a new prime time series, "Blood & Oil."

"It's highly unusual for a brand-new studio to be selected for major production," said Greg Ericksen, owner and developer of Park City Film Studios. "So, you can imagine that we are very excited to be working with ABC on this project."

Park City Film Studios is a 374,000-square-foot, mixed-use facility which includes three sound stages, production offices and an array of studio services, including a digital motion capture stage and technology and special effects stages. "Blood & Oil" has occupied the entire production facility, including three 15,000-square-foot production spaces and offices.

The Utah Film Commission recently announced the new TV drama is the first network series in 10 years to be filmed on location in Utah. "Blood & Oil" will air on Sunday nights and premiere on Sept. 27. The drama series features Don Johnson of "Miami Vice" fame and popular newcom-

ers Chace Crawford of "Gossip Girl" and Rebecca Rittenhouse of "Red Band Society." Park City's and Utah's diverse landscape are playing the part of North Dakota in this series that is inspired by true-to-life oil industry events.

"The Park City Film Studio played a key role in attracting ABC's 'Blood & Oil' to Utah," said Virginia Pearce, director of the Utah Film Commission. "We are excited for the studio to be included in our film industry resources."

The production is reported to

be hiring 300 local cast and crew members and it is predicted to inject \$35 million into the local economy.

Park City Film Studios is designed to support all stages of moviemaking and in the future will feature a hotel, restaurants and retailers in Park City, according to a release from the studio.

According to ABC, "Blood & Oil" is written by Josh Pate and Rodes Fishburne. Executive producers are Tony Krantz, Pate, Fishburne, Drew Comins and Johnson.

FairCom opens Utah office

FairCom, a nationwide privately held NoSQL database technology company, is expanding operations to Utah with a new office at 120 E. 13065 S. in Draper. The office will be FairCom's fourth operating office with headquarters in Columbia, Missouri, and international offices in Italy and Brazil. The new office will give FairCom an opportunity to grow its product team, add engineers, and expand its marketing and sales efforts. A key focus is to bring support directly to customers in this area.

FairCom was drawn to Utah by the growing talent in the enterprise high-technology sector, according to a release from the company. "We're excited to be in Utah," said Alysha Brown, COO of FairCom. "The talent in Utah is exceptional, and it's great to take part in the growing tech culture of Silicon Slopes. In addition to the talent available, we have a number of clients represented here, so it will be a good opportunity to extend our award-winning customer support to those clients on a local level."

Utah millennials follow nation on politics, social issues

Although Utah is more politically conservative than the rest of the nation, Utah's millennials follow national trends of being less likely to identify with either major political party than older generations. Millennials (born 1981-mid-2000s) and Gen Xers (1965-1980) are more likely to say they support gay rights. But they are less likely to describe themselves as environmentalists, religious or patriotic than members of the baby boom (1946-1964) and Silent (1928-1945) generations.

Those are among the results of a survey done for the Utah Foundation by Lighthouse Research. More than 1,300 residents of Utah were asked about their views for the four-part report *Millennials and Boomers: How Utah's Generations Compare to Each Other and the Nation*. The first three parts looked at demo-

graphic characteristics of Utah's generational cohorts, their views on jobs and economic issues and housing. The final segment looked at their political views and civic values.

Key findings of the study include:

- Utahns across all generations identified more strongly with being religious and patriotic than their national peers, while still following national trends of younger generations identifying less strongly than older generations with both characteristics.
- Although the percentage of millennial and Gen X Utahns who described themselves as supporters of gay rights was higher than older generations, Latter-day Saints across all generations had a very similar level of support (15-20 percent).
- Utahns put far more impor-

tance on being leaders in their communities than their national peers, with similar importance seen across all generations.

• While Utahns were far more likely than their national peers to identify as Republicans, the national trend of younger generations being less likely than older generations to identify as Republican held true in Utah.

• Political party affiliation of Utah women across all generations was correlated with their marital status. Over half of married Utah millennial women were Republican compared to one-third of unmarried millennial women.

• Although survey respondents overestimated their levels of voter registration and participation, national trends were reflected in Utah's younger generations, which were less likely than older generations to be registered to

vote and to have voted in the 2012 and 2014 elections.

Utah Foundation research analyst Mallory Bateman was surprised at how Utah's generations reflected national trends. "Despite the fact that Utah is a pretty unique place, the shifts in attitudes between older and younger generations seen nationally were also seen in Utah to varying degrees." Bateman added, "Utahns are more likely to describe themselves as religious or patriotic people than our national counterparts, but younger generations are also more likely to support gay rights or lean moderate or liberal politically."

Respondents were also asked about the importance of living a religious life. Research analyst Christopher Collard said one clear difference between Utahns and the rest of the country emerged. "Across the country, people ranked its importance somewhere in the middle. Here in Utah, respondents tended toward the extremes, with living a religious life ranked either as extremely important or completely unimportant. Younger generations place less importance on living a religious life and the number of millennials identifying with no religion at all is also growing."

The four-part series *Millennials and Boomers: How Utah's Generations Compare to Each Other and the Nation* is available on the Utah Foundation website.

Utah Foundation is a non-profit, non-partisan public policy research group. Its published mission is to promote a thriving economy, a well-prepared workforce and a high quality of life for Utahns by performing thorough, well-supported research that helps policy makers, business and community leaders and citizens better understand complex issues and providing practical, well-reasoned recommendations for policy change.

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Vincent named Kneaders president

Kneaders Bakery and Café has announced that David Vincent, the company's current CFO, assumed the role of president and CFO, effective July 1.

Vincent's transition to president comes after 18 years with the company, according to a company statement. He began his association with Kneaders as a part-time employee making sandwiches and washing dishes and joined the company full-time in 2000. Since then, he has worked closely with founders Gary and Colleen Worthington, involved in refining the systems and processes which have led the company to a 375 percent growth in sales for the past five years and expansion to 35 locations in five western states.



David Vincent

Dave continue his leadership with Kneaders in the role of president and CFO," said Colleen Worthington. "Dave has played an integral role in refining the Kneaders brand, which has directly contributed to the success and growth of the company. His leadership will undoubtedly continue to greatly influence the success of the brand."

"I am excited to continue my work with Kneaders Bakery and Café as president and CFO," said Vincent. "I am committed to maintaining the high standards that we have established and eager to have an opportunity to introduce the Kneaders brand to more customers in more states."

Kneaders earned the No. 8 rating on *Restaurant Business* magazine's Future 50 list and a No. 100 rating in the Technomic's 150 Fast-Casual Sales Growth list.

Founded in 1997, Kneaders is headquartered in Orem.



A solar canopy at the Hunt Electric offices in Salt Lake City is the first project financed under the PACE program in Utah.

Celtic Bank finances Utah's first PACE project

Celtic Bank has announced that it has funded the first commercial project utilizing the Property Assessed Clean Energy (PACE) program in the state of Utah. Proceeds from the bond issuance will be used by Hunt Electric to construct a solar canopy utilizing smart grid technol-

ogy at its offices in West Valley City. Celtic Bank worked in conjunction with Hunt Electric, Utah Clean Energy and the Governor's Office of Energy Development to bring the PACE funding structure to Utah.

"Celtic Bank has made a commitment to investing in renewable energy projects; we are actively investing in projects across the country utilizing a number of different funding structures. PACE is a structure we have worked with in other states and we are excited to be a part of bringing it to Utah," said Jake Barney, chief financial officer of Celtic Bank.

PACE is a unique financing

vehicle offered by local governments in states with PACE-enabled legislation. PACE allows property owners to finance 100 percent of the costs for up to 20 years to make energy efficient upgrades or renewable energy updates to their buildings. Because of the attractive terms available through PACE, building owners are typically able to increase their net operating cash flow from day one.

Headquartered in Salt Lake City, Celtic Bank is a nationwide lender and provider of financing for small businesses and renewable energy projects.



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Setpoint opens new headquarters

Setpoint Systems Inc, a Utah-based provider of custom automation, has opened its new headquarters at 1483 W. 2550 S. in Salt Lake City.

"We've been in business for over 23 years but the growth we are experiencing right now is unprecedented," said Setpoint president Mark Coy. "We are involved with some of the most exciting companies in the world. The nature of the work which we do requires confidentiality so we don't get to brag about our customers or their projects. But if the residents of this community and state knew what kind of work was going on their own backyard, I think they'd be very proud. We are quietly making very significant contributions to some of the most fascinating industries in the world."

Setpoint's new facility is the former Barnes Aerospace building. Coy said, "When we bought this building, it was an eyesore. We are pleased with the work we have done so far. We aren't done, though. The future will require us to modify and improve this facility. The success we hope to have in the years to come will happen in this building. We now have

an additional 40,000 square feet to manufacture some of the most complex automation systems in the world."

Setpoint has also taken measures to become greener. Instead of razing the structure and starting from scratch, Setpoint has retrofitted their building to be more energy efficient and plans to install an electric car charging station for employees and customers. Josh Hays, business development manager, said, "We recognize the benefits of going green. We have customers that are global leaders in green technology. Our focus on lean manufacturing is a natural companion to green initiatives. Our focus has always been on reducing waste."

Setpoint provides its customers with automated manufacturing solutions for a wide range of companies and industries, including automotive safety, medical device and ammunition manufacturing. Its employees are continually trained in lean manufacturing methodologies and have extensive experience in working with some of the most discerning manufacturers practicing lean principles today.

Industry Briefs

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

ARTS/ENTERTAINMENT

• **The Acoustic Space Event Venue** recently had a ribbon-cutting ceremony at The Gateway in Salt Lake City. It features a performance stage and advanced audio system and is available for receptions, performances, corporate meetings, small conventions, and other business or private events.

ASSOCIATIONS

• The **Outdoor Industry Association**, the title sponsor of Outdoor Retailer, a pair of trade-shows in Salt Lake City annually, has named **Amy Roberts** as executive director. Roberts is director of sustainability and a member of the executive leadership team at Mountain



Amy Roberts

Equipment Co-op (MEC), where she guides the Canadian outdoor retailer's commitment to business and product sustainability and innovation. Roberts also serves on the boards of the Conservation Alliance, the Canadian Parks and Wilderness Society and the Sustainable Apparel Coalition. Prior to joining MEC, she was vice president of government affairs for the association.

BANKING

• **Bank of Utah**, Ogden, has hired **Marsha Nelson** and **Kory Lind**. Nelson is a new mortgage office manager and loan officer for the bank's Orem location. She has



Marsha Nelson



Kory Lind

23 years of banking experience, specializing in the building industry and new construction. Her experience includes working 20 years at Wells Fargo. She graduated from Brigham Young University. Lind is a new mortgage loan officer for the bank in Sandy. He has more than

15 years of residential mortgage experience. He has worked for multiple banks and mortgage lenders, including Wells Fargo for 13 years. Lind received his bachelor's degree from Westminster College.

• **TAB Bank**, Ogden, has hired **Rodney D. Chavez** as vice president and business development officer. Chavez will be responsible for sourcing new business opportunities by providing asset-based and factoring working capital facilities to non-transportation commercial entities with annual revenues of \$2 million to \$150 million. He will be based in Denver and cover a territory that includes the states of Colorado, Wyoming, Montana, Idaho, Oregon and Washington. Chavez has 18 years of experience in business development and the origination of commercial loans. He has previously worked with U.S. Bank, PNC Bank, Wachovia and GE Capital.



Rodney Chavez

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• **Celtic Bank**, Salt Lake City, has hired **Adam Cheng** as vice president of business development in the bank's SBA and Commercial Lending Department. Cheng will be based in Houston. He has more than 10 years of SBA and commercial lending experience, beginning his banking career as a credit analyst for a community bank in Houston. Most recently, Cheng was a vice president/SBA marketing manager for an independent community bank in Atlanta.



Adam Cheng

ECONOMIC INDICATORS

• **Utah companies** had exports totaling \$1.04 billion in April, according to statistics released by **World Trade Center Utah**. The figure is down from \$1.08 billion in April 2014 and from \$1.06 billion in March of this year. Year-to-date exports through April totaled \$4.27 billion, up from \$4.15 billion in the year-earlier period. Metals accounted for 39.7 percent of April exports, or \$413 million. Computers and electronics accounted for \$181 million, or 21.9 percent of the total. Top April export destinations were the

United Kingdom, Hong Kong, Canada, Mexico and Taiwan.

ENERGY/NATURAL RESOURCES

• **Vivint Solar**, Lehi, has announced it will open sales and installations offices in New Mexico and Nevada. It will open two offices in Las Vegas and offices in Albuquerque. It also will open offices in New Haven and Stamford, both in Connecticut.

INSURANCE

• **FirstWest Benefit Solutions**, Orem, has named **Jeremy Sewell** as client services director. He succeeds **Susan Transtrum**, who will retire in September. Sewell will oversee all client service representatives and direct customer support, as well as manage internal HR. Sewell joined FirstWest in 2007 as a producer for the small-employer group. He has more than 16 years of experience in navigating and helping clients and employees focus on company objectives and helping understand their options, in addition to possible outcomes. He earned his bachelor of science in behavioral science from Utah Valley University. Transtrum has been with FirstWest for more than five years. She has more than 30 years of experience in human resources and specializes in compensation and benefit administration.

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LOCAL

• More than 30 city mayors and Gov. Gary Herbert recognized the week of July 1-7 as **"Independents Week"** by issuing declarations saluting Utah's local, independent businesses. The annual celebration is organized by Local First Utah and is held in conjunction with other independent business alliances across the nation. Research indicates

that for every \$100 spent in a national retailer, only \$13.60 stays in Utah's economy. However, on average, for every \$100 spent in a locally owned business, \$55.40 stays in the local economy.

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MANUFACTURING

• **Dynatronics Corp.**, Cottonwood Heights, has appointed **Erin Enright** and **Brian Larkin** to its board of directors. The board expansion was contemplated as part of the recent investment in Dynatronics led by Prettybrook Partners that closed on June 30. Enright has held numerous positions in the healthcare industry over her career, including chief executive officer of Lee Medical, chief financial officer of InfuSystem Holdings Inc., managing partner of Prettybrook Partners LLC, and a former board member of Biolase Inc. Previously, she was a managing director in the equity capital markets group at Citibank, where she worked for over a decade. Larkin has more than 24 years of sales, marketing and executive management experience in the medical technology industry. Since May of this year, Larkin has been senior vice president and general manager for the Regenerative Medicine business at Acelity LP Inc. Prior to that, he was corporate vice president of Integra Lifesciences Holdings Corp. and president of global spine and orthobiologics, head of strategic development of Integra, and national sales manager for Connell Neurosurgical.

MEDIA/MARKETING

• **ForeverGreen Worldwide Corp.**, Pleasant Grove, has announced that **Jack M. Zufelt** has joined the company. Zufelt is an author, speaker and trainer.

see BRIEFS page 14

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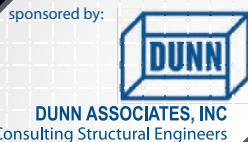
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STRUCTURAL ENGINEERING UTAH



Engineer: Verb or Noun?

Has engineering gone from “using math and science to solve complex problems in a professional manner” to just “doing something”? Current on-line dialogs with respect to the definition of engineering and the appropriate use of the title “Engineer” continues to foster a lot of debate. As I continue to write about the structural engineering profession and the process by which structures are taken from ideas to reality, the use of the word “engineer” is used both as a noun and verb.



RON DUNN

even more protected and reserved specifically for civil engineers who have continued to specialize and through additional exams and years of service may qualify. Most Structural Engineers in the state of Utah were extended this title through a “grandfather process” when Utah incorporated the title. Those who met certain minimum requirements were exempted from having to take the specific structural engineering 16-hour exam. Using the title of “Structural Engineer” in this state and most others is unlawful unless this title has been specifically granted to the individual.

The titles Engineer and Professional Engineer are expressly reserved for those who have completed specific college education and professional experience. Yet the public at large can easily be confused by the abuse of the term “engineer.” Simply accomplishing something technical, observing something important or being somewhat creative should not be deserving of this title. Yet how often do we use the term “engineering” as a verb and thus whoever satisfies this term as a task or job may be given the title “fill in the blank” engineer.

This can not only be confusing, but misleading as well. How many engineer job titles do you know? How many use complex math or science principles to accomplish their work? How many have a four-year college degree from an accredited university? This is certainly not intended to diminish the role of others who may have this title and do not satisfy the education requirement, but rather to bring attention to the potentially overuse of a term. Another similar term may be “manager” or “consultant” or other terms that can be used as either a noun or verb.

The term “Structural Engineer” is

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Huntsman receives top cancer center designation from NCI

The National Cancer Institute (NCI) has awarded Huntsman Cancer Institute (HCI) at the University of Utah its Comprehensive Cancer Center status, the highest designation possible. The announcement was made recently in an award letter from NCI to Dr. Mary Beckerle, HCI's CEO and director. The award was the result of an extensive review process that culminated in a full-day on-site visit by national cancer research experts and thought leaders in the fourth quarter of 2014.

With the new status, Huntsman Cancer Institute joins distinguished cancer centers such as Memorial Sloan-Kettering Cancer Center, MD Anderson Cancer Center, Dana-Farber Cancer Institute of Harvard University, Johns Hopkins Kimmel Comprehensive Cancer Center and the Mayo Clinic Cancer Center with recognition as being among the top cancer centers in the world. HCI is the only cancer center to be designated by the National Cancer Institute in the five-state Intermountain West region that includes Utah, Wyoming, Montana, Idaho and Nevada and that covers more than 17 percent of the continental United States' landmass.

The comprehensive cancer center designation recognizes not only the outstanding cancer research, training and public outreach programs that have long been conducted at HCI, but acknowledges the exceptional depth and breadth of HCI research in each of the three major cancer research areas: laboratory, clinical and population-based research. The designation also recognizes HCI for the impact of its research findings on national cancer care guidelines and improved patient outcomes.

“This designation is the result of professionalism and exceptional expertise of our physicians, scientists, and administrative staff at Huntsman Cancer Institute,” said Jon M. Huntsman Sr., Huntsman Cancer Institute's founder and chief benefactor. “Only a small percentage of the nation's cancer programs have the excellence necessary to receive comprehensive cancer center status. What a difference this will make to the cancer patients in our state, in the region and in the world.”

An NCI-designated Comprehensive Cancer Center must demonstrate depth and breadth of cancer research, as well as substantial trans-disciplinary research that bridges these scientific areas and changes can-

cer care, according to a release from HCI. In addition, a comprehensive cancer center must demonstrate professional and public education and outreach capabilities, including the distribution of clinical and public health advances in the communities it serves. The evaluation was done by a team of national cancer experts and included a rigorous scientific review, a competitive grant process and a site visit.

U.S. Sen. Orrin Hatch of Utah praised the high quality of cancer research conducted at HCI. “I have nothing but praise for the high quality of the Huntsman Cancer Institute's cancer research, public outreach and patient treatment,” Hatch said. “We are lucky to have such an extraordinary resource in our state. HCI is truly on the cutting edge of cancer research and provides unmatched care for patients during one of the most difficult times in their lives.”

In a letter of support at the time the grant was submitted, Gov. Gary Herbert wrote of the “major impact [Huntsman Cancer Institute] has on advancing cancer research, education and treatment not only in our state but in the nation.”

“We are proud to have Huntsman Cancer Institute in our state,” Herbert wrote. “HCI has done a remarkable job of building upon an impressive history of genetic discoveries to advance personalized cancer care.”

NCI evaluates each of its designated cancer centers every five years. Since the previous evaluation in 2009, when HCI applied and obtained renewal of its cancer center status, it has recruited 33 new program members and garnered 20 percent more NCI funding of its studies, even as such funding became more difficult to obtain. HCI opened more than 60 new collaborative grants and doubled enrollment in clinical trials of cancer treatments in the five-year project period. In addition, building expansion completed in 2011 doubled the size of the cancer hospital and construction is underway that will double the size of HCI's research facilities upon its completion in 2017.

“Huntsman Cancer Institute stands as an exceptional model of the best that healthcare, and cancer care, can be,” said Dr. Vivian Lee, senior vice president of University of Utah Health Sciences. “The Cancer Center has developed a top-notch system that integrates researchers and clinicians to work closely together

see HUNTSMAN pg. 18

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LULAC from page 3

indicating that in 1963, the average wealth of white families was \$117,000 higher than the average wealth of nonwhite families. By 2013, the gap was over \$500,000. White families on average had seven times the wealth of African American families and six times the wealth of Hispanic families in 2013.

What's more, income inequality can worsen wealth inequality because of less income that people have available to save

and invest.

Homeownership is one way that panelists said Latinos can boost economic security, but the homeownership rate for Hispanics slipped from 46.1 percent in 2013 to 45.4 percent in 2014. Nonetheless, a 2014 study projects that Hispanics will account for 55.5 percent of new homeowners from 2010 to 2020.

The top barriers to Latino homeownership are access to credit and affordability, Romero said.

"Affordability has to do something with the wages we earn, so we have to be advocates again for higher wages, [to] make sure

we're being paid a fair wage, and that's what this national higher-wage discussion is that's going on," he said.

Alexander said homeownership is a traditional way to accumulate wealth but Latinos and African Americans "got to the game late" and often have not had property to pass down to subsequent generations.

One potential challenge is that Latinos often acquire mortgages through federal programs like Fannie Mae, FHA and others, but Congress has been debating whether to continue those programs. "At the time when we are the major homeowners and people

are going to be buying homes, now the government wants to get out of that business? I don't think that makes a lot of sense," he said.

Bank accounts are another potential financial security source, panelists said. A 2013 report indicated that Latinos as a group are the least likely to invest in a bank account.

"It is critical to have a bank account," Romero said, noting that it establishes a relationship with a potential lender in the future.

Romero also stressed the need to have strong credit, pay credit card bills and constantly check credit scores.

"Be careful as you build your own credit. This was something that I heard a few years ago, and it was, as Latinos, we like to help each other, right? Particularly, we love to help family, and we should. That's critical. I think that's what connects us culturally," he said.

"But we also have an important job to educate our family members about the importance of credit. So if they say to you, 'Can I borrow your credit card to pay off this bill?' or 'Can I borrow some money from you so I can pay off this bill?' make sure they understand how that affects your credit, how that affects your ability to build your own credit, and that credit score matters. So, by all means help when you can, but by all means let's make sure we're educating each other about the importance of that credit."

Panelists also emphasized a need for more Latinos to save for retirement. A 2009 report indicated that only one in four Latinos has a 401(k), compared to 45 percent of non-Hispanic whites. State Sen. Luz Escamilla, R-Salt Lake City and former Hispanic market manager at Zions Bank, stressed savings, including involvement in 529 plans for college education. Aracely Panameno, director of Latino affairs at the Center for Responsible Lending, said some populations — low-income, African American and Latino — are disproportionately affected by certain lending practices for housing, autos and payday loans.

Alexander said certain government policies need revision to stem growth inequality, including those related to taxes, savings and retirement vehicles for low-income people, income gaps and homeownership. Generally, federal policies fail to promote asset-building by lower-income families, he said.

"It was federal policy that allowed people to have this wealth and that federal policy should still be in place for others as they come into society and when they come in to the point where they can achieve homeownership and create that wealth, because the wealth that comes out of a homeownership is what people use as collateral to get that small-business loan to start that business, it's what they use to send their children to school when they have to have money for college," he said. "And if blacks and Latinos are not able to get mortgage loans, that whole cycle begins to unravel."

Headquartered in Washington, D.C., LULAC has 1,000 councils around the United States and Puerto Rico. Roughly 20,000 people were expected to attend the convention, which was open to the public.



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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.

July 21, 7:30-9 a.m.

Breakfast of Champions, a Sandy Area Chamber of Commerce event. Lee Lewis, regional sales manager for AmeriBen, will discuss "The Dogged Dogmas: Five Common Beliefs Disproven by Recent Research." Location is Jordan Commons Tower, 9350 S. 150 E., ninth floor, Sandy. Free. Details are at sandychamber.com.

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

Business Alliance Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

July 22, 8 a.m.-noon

"FLSA Compliance: Avoiding Overtime and Exempt Status Pitfalls," an Employers Council (EC) event. EC staff attorneys will discuss recently proposed U.S. Department of Labor rules about overtime and what employers need to do to ensure compliance and avoid legal pitfalls when determining who qualifies for overtime and how overtime is calculated. Location is Red Lion Hotel, 161 W. 600 S., Salt Lake City. Cost is \$139 for EC members, \$209 for nonmembers. Details are at www.ecutah.org.

July 22, 8:30-11:45 a.m.

"Global Cities Salt Lake: Building & Sustaining a Competitive Region," a Global Cities Initiative forum on leveraging the strengths of the Salt Lake region in the global economy. Event will feature a first-time assessment of exporting activity in Salt Lake County, innovative practices from other U.S. and international regions, and a discussion on how private and public sector stakeholders can take joint action to advance regional economic strategies. Location is the University of Utah's David Eccles School of Business' Spencer Fox Eccles Business Building, Bill & Pat Child Community Hall (seventh floor), 1665 Campus Center Drive, Salt Lake City. Details are available by contacting Joe Loose at (212) 279-0322 or Ellen Ochs at (202) 797-6480.

July 22, 4-5 p.m.

"The CEO Who Also Buys The Toilet Paper: Managing Multiple Roles," a Salt Lake Chamber "Business Essentials" event. Location is the Salt Lake Chamber, 175 E. University Blvd.

(400 S.), Suite 600, Salt Lake City. Cost is \$10. Details are at slchamber.com.

July 23, 11:30 a.m.-1 p.m.

Lunch & Learn, a Murray Area Chamber of Commerce open networking event. Location is Anna's Café, 7711 S. State St., Midvale. Cost is \$14 for members, \$19 for nonmembers. Details are at murraychamber.org.

July 24, 4-7 p.m.

18th Annual Taste of the Town, a Davis Chamber of Commerce event. About 25 local restaurants will participate. Event also features live music and activities for children and young teens. Location is Layton Commons Park, 437 N. Wasatch Drive, Layton. Free, with tickets costing \$1 each available to be traded for food items. Participation and sponsorship details are available by contacting Morgan Greaves at (801) 593-2200 or morgan@davischamberofcommerce.com.

July 28, 11:15 a.m.-1:15 a.m.

Women in Business Luncheon, an Ogden Weber Chamber of Commerce event. Location is Hub 801 Event Center, 3525 Riverdale Road, Ogden. Details are at www.ogdenweberchamber.com.

July 30, 7:15 a.m.-noon

Fifth Annual Small Business Nine-Hole Golf Tournament, a Salt Lake Chamber event. Shotgun start is at 8 a.m. Brunch follows at 10 a.m. or conclusion of play at the home of Lane Beattie, chamber president and chief executive officer. Location is Lakeside Golf Course, 1201 N. 1100 W., West Bountiful. Cost is \$45, or \$20 for brunch only. Sponsorships are available. Details are at slchamber.com.

July 30, 8 a.m.-noon

"Critical People Management Skills for First-Time Managers," an Employers Council (EC) event. Location is Hampton Inn & Suites, 851 W. 1250 S., Orem. Cost is \$165 for EC members, \$235 for nonmembers. Details are at ecutah.org.

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

Lunch & Learn, a Murray Area Chamber of Commerce event. Topic is business preparedness. Location is Anna's Café, 7711 S. State St., Midvale. Cost is \$14 for members, \$19 for nonmembers. Details are at murraychamber.org.

July 31, 9 a.m.-noon

Web.com Small Business Summit, presented by Web.com, the Small Business Development

Center and SCORE. Event is designed to help local businesses learn how to market online. Location is The Barn at Thanksgiving Point, 3003 N. Thanksgiving Way, Lehi. Free. Registration can be completed at Eventbrite.com.

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

Member Workshop, a Sandy Area Chamber of Commerce event. Speaker Dave Smith, founder of BlueLine Products LLC, will discuss "how to provide the pieces of the puzzle needed to assist the body and mind to heal and repair." Location is Salt Lake Community College, Miller Free Enterprise Building Room 223, 9750 S. 300 W., Sandy. Free. Details are at sandychamber.com.

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

Business Alliance Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

Aug. 5

2015 Client Appreciation Golf Tournament, presented by *The Enterprise - Utah's Business Journal*. Location is Homestead Resort, 700 Homestead Drive, Midway. Sponsorships are available. Sponsorship deadline is July 27. Details are available by contacting David Gregersen at (801) 533-0556 Ext. 203 or david@slenterprise.com.

Aug. 5-8

Outdoor Retailer Summer Market tradeshow. Location is Salt Palace Convention Center, 100 S. West Temple, Salt Lake City. Details are at <http://www.outdoorretailer.com/summer-market/index.shtml>.

Aug. 5, 10 a.m.-noon

Safety Training, presented by the Utah Manufacturers Association. Session topics are "Arc Flash Awareness and Electrical Shock Safety" and "Hand Protection." Participants do not need to be insured with the Workers Compensation Fund. Location is LaQuinta Inn Orem, 1100 W. 780 N., Orem. RSVPs can be completed by contacting Annette Beckstrand at (801) 363-3885 or emailing uma@umaweb.org.

Aug. 5, 11:30 a.m.-1 p.m.

Lunch & Learn, a Utah Technology Council (UTC) networking lunch. Location is EMC, 11747 Lone Peak Parkway, Suite 200, Draper. Free. Details are at utahtech.org.

Aug. 6, 8 a.m.-noon

"LGBT Rights in the Workplace," an Employers Council (EC) event focused on recent developments at the federal and state levels on sexual orientation/gender identity issues. Speakers include Bob Coursey, Employers Council attorney; Sherrie Hayashi, commissioner of the Utah Labor Commission; and Diane Thompson, attorney with Ballard Spahr. Location is Red Lion Hotel, 161 W. 600 S., Salt Lake City. Cost is \$139 for EC members, \$209 for nonmembers. Details are at ecutah.org.

Aug. 12, 8-10 a.m.

"Documentation Fundamentals," an Employers Council (EC) event focused on documentation skills for human resources professionals and company leaders. Location is the Employers Council, 175 W. 200 S., No. 2005, Salt Lake City. Cost is \$95 for EC members, \$130 for nonmembers. Details are at ecutah.org.

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

Connect4Luncheon, a Sandy Area Chamber of Commerce networking event. Location is HuHot Mongolian Grill, 10835 S. State St., Sandy. Cost is \$15 for chamber members, \$20 for guests. Details are at sandychamber.com.

Aug. 12, 3-5 p.m.

"Demographics for Dummies," a Salt Lake Chamber "Business Essentials" event. Location is the Salt Lake Chamber, 175 E. University Blvd. (400 S.), Suite 600, Salt Lake City. Cost is \$10. Details are at slchamber.com.

Aug. 13, 7:30-9 a.m.

UTC Diversified Insurance Clinic titled "Building Scalable Insurance Programs for Each Growth Stage of a Technology Company," a Utah Technology Council (UTC) event. Spencer Hoole, president and chief executive officer of Diversified Insurance Group, will discuss how technology companies can build a scalable insurance program in each stage of growth, including startup, emerging growth, pre-IPO and mature industry leader. Location is Diversified Insurance Group, 136 E. South Temple, Suite 2300, Salt Lake City. Free for UTC members, \$40 for nonmembers. Details are at utahtech.org.

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

WIB Networking Luncheon, a Davis Chamber of Commerce event. Speaker is Paul Heslop of Salt of the Earth. Location to be determined. Cost is \$15 through online RSVP, \$20 at the door.

Details are at davischamberofcommerce.com.

Aug. 17, 7 a.m.-1 p.m.

Chamber Golf Classic Tournament, an Ogden Weber Chamber of Commerce event. Location is Mount Ogden Golf Course, 1787 Constitution Way, Ogden. Cost is \$175 per player. Sponsorships are available. Details are at www.ogdenweberchamber.com.

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

Business Alliance Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Details are at davischamberofcommerce.com.

Aug. 18, 7:30-9 a.m.

Breakfast of Champions, a Sandy Area Chamber of Commerce event. Speaker is Bob Nicoll, founder of the Life is for Giving Foundation. Location is 9350 S. 150 E., ninth floor, Sandy. Details are at sandychamber.com.

Aug. 19-20

NDIA/AIA Utah STEM Call-To-Action Forum, presented by the National Defense Industrial Association and the Aerospace Industries Association. Event features several panel discussions. Location is Weber State University's Shepherd Union Ballroom, 3910 W. Campus Drive, Ogden. Cost before Aug. 7 is \$50 for nonprofit, higher education and government representatives; \$25 for K-12 teachers and administrators; \$100 for industry attendees; and \$50 for academic representatives. Details are available at <http://www.ndia.org/meetings/>.

Aug. 20, 11:30 a.m.-1:30 p.m.

Joint Luncheon of the Utah Technology Council (UTC), MountainWest Capital Network (MWCN) and the Wayne Brown Institute (WBI). Bryan Ritchie, executive director of technology and venture commercialization and associate vice president for research commercialization at the University of Utah, will discuss "Trends and Opportunities to Commercialize University Technologies." Location is Thanksgiving Point, Garden Room, 3900 N. Garden Drive, Lehi. Cost is \$45. Details are at utahtech.org.

Aug. 20, 5:30-8 p.m.

15th Annual Women in Business Summer Social, organized by the Salt Lake Chamber's Business Women Forum to support the chamber's Women's Business Center. Event will

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Value is the king of sales and the queen of service

Value is perhaps the most illusive word in sales.

Everyone will tell you how important it is — very few can tell you what it is. I've already gone on ad nauseam about my distaste for the words "added value." I recommend you leave them out of your sales lexicon forever. "Added value" has an evil twin — "value add" — neither of which can be defined in terms of what the customer actually benefits or profits from. Added value is usually some minor service or hard-to-define extra that the customer already expects or takes for granted, anyway — things like same-day shipping, online ordering, parts in stock, 24-hour service. Those are not VALUE, those are A GIVEN. Those elements are expected. They are NOT incentive to buy — rather they're just part of your business offering.



JEFFREY GITOMER

In order for you to understand the word "value" as it relates to your ability to make a sale, put the word "perceived" in front of it. If you think it's valuable and your customer doesn't perceive it to be valuable, it ain't value.

Your customers are looking to increase THEIR sales, THEIR customer loyalty, THEIR employee loyalty, THEIR productivity, THEIR morale, THEIR profit and to have no problems.

Are those the values you bring to the table? No? Why not? Those are the value elements that any customer would consider worthy of the word. Your little add-on services are more of a bonus than a value.

And don't just bring them one time — consistency is the key. My secret for delivering weekly value to my customers is this column. And throw in my weekly ezine, Sales Caffeine, on top of that. Two weekly value messages. Throw in four tweets a day, that's 22 value messages a week. Add LinkedIn, blog, Facebook, and a YouTube video, and it's a value firestorm.

The value is missing from the MISSION. Most companies have a meaningless mission statement that was created by a marketing department. It's all about being number one, exceeding customer expectations and building shareholder value. Barf.

What's your real mission? Is it different from your mission statement?

Where's the value to the customer? Isn't that the real mission?

What you need is a value proposition and a value statement that explains fully how you help others, how they win, how you

serve in terms of the customer and how that leads to loyal customers and referrals — and a mission statement that matches it.

A value proposition states what you do in terms of how a customer benefits. For example: You might say, "We provide four-hour service response." A "value proposition" way of stating the same thing is, "When equipment is broken or needs repair, production stops. That's why we instituted four-hour or less service response. That way there is minimal loss of productivity and job profitability."

Same words, stated in terms of how the customer wins.

Value is important to a prospective customer for three reasons:

1. It differentiates you from the competition.
2. It gives the customer understandable reasons to purchase.
3. It gives the customer the peace of mind they need to move forward — to buy.

Value is important to an existing customer for three reasons:

1. It builds real a relationship — one based on value.
 2. It makes reorders more automatic and less bid-driven.
 3. It eliminates competition.
- Most competitors thrive on "saving a customer money." NOTE: Customers don't want to save money as much as they want to produce more and make more profit.

At the end of any sales transaction, or when an existing customer has a need, that's when "perception of value" plays its heaviest role. If the customer perceives a difference in you and perceives a reassuring value in terms of how he wins, the sale is yours. If not, the sale goes to the person with the lowest price.

Lowest price always means lowest profit.

The more you become proficient at stating value in terms of the customer, the more it will be perceived as value by the customer. The more you put value in terms of how they win, how they profit and how they produce, the more it will be perceived as true value — or real value. And in the end, the value that you receive back will be the order. That's value.

Jeffrey Gitomer is the author of 12 best-selling books including *The Sales Bible*, *The Little Red Book of Selling*, *The Little Gold Book of Yes! Attitude*, and *21.5 Unbreakable Laws of Selling*.

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Industry Briefs

continued from page 7

PHILANTHROPY

• **Kip Paul of Cushman & Wakefield Commerce** has donated \$25,000 to start a scholarship program with **CREW (Commercial Real Estate for Women) Utah**.



Kip Paul

Paul will donate \$5,000 annually for five years to provide local scholarships to women considering a career in the commercial real estate industry. CREW Utah is a partner to the CREW Network Foundation (CNF), which is the philanthropic arm of CREW Network and the only North American foundation dedicated to creating opportunity for women and girls in commercial real estate. Applications for the new scholarship will open soon, and will apply toward the spring 2016 academic calendar. Details are at www.crewutah.org.

• **Café Rio Mexican Grill Inc.**, Salt Lake City, has announced a partnership with **No Kid Hungry** to support the nonprofit organization's mission to end childhood hunger in America. To kick off the initial year-long partnership, the company has launched a promotion this month and will participate in "Dine Out for No Kid Hungry" in September. Their goal is to raise \$100,000 by the end of the year. The July campaign involves Café Rio donating \$1 to No Kid Hungry for every kid's meal purchased, up to \$10,000. A one-day fundraiser July 22 involves all 81 locations across the country for people accepting donations in restaurants or online.

• **Islamic Relief USA**, a non-profit charity providing humanitarian aid in more than three dozen countries, recently had a bus tour to distribute food packages for families in need during the month of Ramadan, which began in June. The tour visited nearly 20 locations, including the **Indian Tribal Center** in Ibapah in the **Goshute Reservation** on July 9.

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RECOGNITIONS

• The **Women Tech Council** has announced the finalists for the **Women Tech Awards**, recognizing "technology-focused women who are driving innovation, leading technology companies and are key contributors to the technol-

ogy community." They will be honored Sept. 22 at the Eighth Annual Women Tech Awards Luncheon at the Grand America Hotel in Salt Lake City. The finalists are **Kathy Allman**, Orbital ATK; **Joy Driscoll Durling**, Adobe Systems; **Jana Francis**, Steals.com; **Megan Herrick**, Pluralsight; **Helen Knaggs**, NuSkin Inc.; **Jill Layfield**, Backcountry.com; **Denise Leleux**, eBay; **Amanda Peeler**, SpinGo; **Tricia Schumann**, Arches Health Plan; **Stormy Simon**, Overstock.com; **Mary Sinnott**, Surgical Frontiers; **Archana Thiagarajan**, Adobe Systems; **Victoria Marie Thomas**, Lucid Software; **Mary Ann White**, Orbital ATK; **JaeLynn Williams**, 3M; and **Catherine Wong**, Domo. Three university student finalists also were named: **Jessica Harris**, Utah Valley University; **JoCee Porter**, University of Utah; and **Ioana Schirirnet**, Brigham Young University. A panel consisting of key members from the technology, venture, government and professional organizations selected the finalists and will interview and select the award recipients.

• The **Sandy Area Chamber of Commerce** has announced the recipients of its **Titan Awards**, recognizing individuals and businesses that have "risen to the call to serve and strengthen our community." They will be honored Oct. 7 at a special event at the Little America Hotel in Salt Lake City. Honorees are **Dieter F. Uchtdorf**, second counselor in the First Presidency for the Church of Jesus Christ of Latter-day Saints; **Pat Richards**, president and chief executive officer of SelectHealth; and **Larry Krystkowiak**, head basketball coach at the University of Utah.

• **Chandler's Walk Shoppe**, Salt Lake City, has been named among recipients of the **Gold Medal Service Awards** by the editors of *Footwear Insight*. The publication got help from Franklin Retail Solutions, which mystery-shopped more than 100 "sit and fit" retailers and rated them on 20 data points. Of the 100 stores shopped, 34 scored 70 points or higher to earn the Gold Medal Service Awards.

SERVICES

• **MaritzCX**, South Jordan, has announced the additions of three executives: **Justin Thompson**, vice president of



Justin Thompson

product strategy; **Todd Miceli**, chief financial officer; and **Chad Latimer**, senior vice president of platform services.



Todd Miceli



Chad Latimer

TECHNOLOGY/LIFE SCIENCES

• **Sarcos Corp.**, Salt Lake City, has announced that **Edward Davis** has joined the company's Strategic Advisory Board. Davis is a retired Boston police commissioner. He has more than 30 years of law enforcement experience. After his retirement from the Boston Police Department,



Edward Davis

Davis established a consulting firm advising federal, state, local and international public safety agencies, corporations and educational institutions on threat assessment and response, with particular emphasis on emerging technologies that save lives and cost-effectively mitigate risk.

• **Flexpoint Sensor Systems Inc.**, Draper, has hired **Paul Sexauer** as vice president of sales and marketing. Sexauer will be responsible for developing and implementing sales and marketing operations and strategies worldwide. He has more than 25 years of sales management and sales experience with growth oriented software, professional services and technology companies. Sexauer joins Flexpoint from Corena, where he was the senior director of sales in the Americas.

• **Venafi**, Salt Lake City, has announced it has received \$39 million in additional funding, led by **QuestMark Partners**, other new investors **Intel Capital** and **Silver Lake Waterman** and existing investors. The investment will accelerate development of the Venafi Trust Protection Platform, designed to secure businesses and governments, and support its worldwide customer base.

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CALENDAR

from page 11

introduce the Women's Business Center's Woman Entrepreneur of the Year and feature "Gatsby" ambiance, an upscale silent auction, live entertainment and networking. Location is Upstairs at the Gallivan, 239 S. Main St., Salt Lake City. Cost is \$70, \$75 the day of the event. Sponsorships are available. Details are at slchamber.com.

Aug. 25, 8-9:30 a.m.

"Healthcare Cost Management Benefits Symposium Meeting 4," an Employers Council (EC) event. Jeana Hutchings, benefits practice leader and partner, Diversified Insurance Group, and Bart Preston, director of sales and marketing, HCA Mountain Division, will discuss what companies can do to manage healthcare costs. Location is the Employers Council, 175 W.

200 S., Suite 2005, Salt Lake City. Cost is \$95 for EC members, \$130 for nonmembers. Details are at ecutah.org.

Aug. 26, 8 a.m.-1:30 p.m.

Utah Global Forum, presented by World Trade Center Utah, the Governor's Office of Economic Development and the Salt Lake Chamber. Event will feature a dialogue about how businesses can expand beyond local borders and develop a strategy of expansion into the global marketplace through importing opportunities and service exports. A special focus will be on foreign direct investment (FDI) into Utah. Keynote speaker is U.S. Sen. Jeff Flake of Arizona, who serves as a member of the subcommittees on East Asian and Pacific Affairs, European Affairs, International Development and Foreign Assistance, Economic Affairs, and International Environmental Protection and Peace Corps. Location is the Salt

Palace Convention Center, 100 S. West Temple, Salt Lake City. Cost is \$90. Details are at utahglobalforum.com.

Aug. 26, 8-10 a.m.

"Form I-9 Administration Basics," an Employers Council (EC) workshop designed to help participants gain a practical understanding of the critical Form I-9 compliance requirements. Location is the Employers Council, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$95 for EC members, \$130 for nonmembers. Details are at ecutah.org.

Aug. 26, 10 a.m.-2:30 p.m.

Business Expo, a Sandy Area Chamber of Commerce event. Location is South Towne Expo Center, 9575 S. State St., Sandy. Booths are \$50 for chamber members, with the reservation deadline being Aug. 12 (cost is \$75 thereafter). Details are available by contacting Leesha Francis at (801)

727-4503 or leesha@sandychamber.com.

Aug. 27, 8:30 a.m.

2015ACG Golf Tournament, an ACG (Association for Corporate Growth) Utah event. Event begins with 7:30 a.m. breakfast and registration, followed by an 8:30 a.m. shotgun start. Lunch and awards follow play. Location is Eaglewood Golf Course, 1110 E. Eaglewood Drive, North Salt Lake. Cost is \$250 for ACG members, \$300 for nonmembers, \$1,000 for foursomes. Sponsorship opportunities are available. Details are available by contacting Linda Blake at linda@acgutah.org.

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

"50+ Jump Start: Intro to Entrepreneurship," a Salt Lake Chamber event that is a special edition of its monthly Jump Start training and designed for people 50 and older. Presented by Deb Bilbao, business consultant at the

chamber's Women's Business Center. Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. Details are at slchamber.com.

Aug. 27, 5-7 p.m.

Business After Hours, a Salt Lake Chamber event. Location is Christopher's Prime Steak House, 134 W. Pierpont Ave., Salt Lake City. Cost is \$7 for early-bird members (before Aug. 14), \$10 for members, \$15 for nonmembers. Details are at slchamber.com.

Aug. 28, 8 a.m.-3 p.m.

Africa Day Business Conference, part of the African Chamber of Commerce's efforts to identify and enhance investment opportunities, foster networks and nurture cultural exchange to promote business execution between Utah and African businesses. Event will offer perspectives

see CALENDAR pg. 18

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Opinion

Is the Civil War over? Let's concentrate on the future, not the past

In the wake of the recent murders in a South Carolina church, the killer's hope of igniting a race war produced the opposite effect. Blacks and whites in South Carolina came together to condemn his act and the race hate behind it.

Some saw in the decision to remove the Confederate flag from in front of the state house a symbolic repudiation of the old South's racial past — and the end of the Civil War. But, unfortunately, wars do not end until both sides decide that it is over.

The black parishioners who expressed forgiveness toward the killer did more than most of us could do, and the whites who responded with solidarity did their part. Note how quickly this was done, by ordinary people of good will — black and white — without the “help” of racial activists like Al Sharpton or Jesse Jackson.

Professional race hustlers have no incentive to see our current civil war end. They see in this shooting only an opportunity to escalate their demands.

Now there are rumblings of demands that statues of Robert E. Lee and other

Southern leaders be destroyed — and if that is done, it will only lead to new demands, perhaps to destroy the Jefferson Memorial because Thomas Jefferson owned slaves. And if that is done, no doubt there will be demands that the city of Washington be renamed, for the same reason.

In short, there is no stopping point, just unending strife as far out as the eye can see. And just what will that accomplish? It could ultimately accomplish the killer's dream of racial polarization and violence.

Neither blacks nor whites will be better off if that happens. With all the very real problems in this society, can we really spare the time and the wasted energy of trying to refight a Civil War that ended before our great-grandparents were born?

The past is irrevocable. We cannot change the smallest detail of what some people did to other people after both have gone to their graves.

Meanwhile, the old South has already changed. There is no way that the South of the mid-20th century would have elected a

woman of Indian ancestry to be governor of South Carolina or a man of Indian ancestry to be governor of Louisiana, much less have Southern states that voted for a black president of the United States.

Perhaps the strongest evidence of the changes is that the black migrations out of the South a hundred years ago have now reversed — with younger and better-educated blacks leading the new migrations from the North to the South. When people vote with their feet, that tells us a lot more than any polls.

If the past is out of our hands, what is in our hands today are the present and the future — and both have big challenges. Whatever policies or practices we consider need to be judged by their actual consequences, not by their rhetoric.

“Hate crime” laws are on some people's agenda. But what will such laws actually accomplish? A murderer deserves the death penalty, whether he killed someone of a different race or killed his own twin brother. All that “hate crime” laws can do is provide the murderer's lawyer with another ground on which to appeal the conviction or the sentence.

Trying to make up for the past with present-day benefits has a track record that shows many counterproductive consequences.

The federal government's pressures against schools to not discipline so many black males is another “benefit” for blacks that is far from beneficial. It means that a handful of hoodlums in a classroom can prevent all the other black children from getting a decent education, which may be their only chance for a decent life.

Another “benefit” for blacks that turns out not to be beneficial is giving the police orders to back off during ghetto riots. Whether in Baltimore recently or in Detroit back in the 1960s, the net result has been more people killed, most of them black, and a whole community put on the downward path of physical and social deterioration.

We need a lot more serious thinking about the present and the future, and a lot less time and energy spent on the past.

Thomas Sowell is a senior fellow at the Hoover Institution, Stanford University. His website is www.tsowell.com.

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THOMAS SOWELL

Despite popular opinion, we can defang the terrorists with dialogue

A meeting recently near Pakistan's capital city of Islamabad could possibly mark the beginning of the end of America's longest war — the conflict in Afghanistan, which will enter its 15th year this fall. A delegation from the Afghan government met with members of the Taliban — with Pakistani, Chinese and U.S. officials present as observers. Previous efforts like this one have foundered and this might go nowhere as well. But the war in Afghanistan is going to end in a forum like this one and not on the battlefield.

Talking to the Taliban is tough for many Americans to accept. Dick Cheney was speaking for many when he said, “We don't negotiate with evil; we defeat it.” And yet, says Jonathan Powell, Tony Blair's former chief of staff, he's dead wrong. In a new book, *Terrorists at the Table: Why Negotiating is the Only Way to Peace*, Powell argues forcefully that historically, conflicts like the one in Afghanistan have ended only through negotiations and not military victory. Powell is no peacenik, having been an architect of Britain's support for the wars in Afghanistan and Iraq. Nor is he soft on terrorism. His father, a military man, was wounded by the IRA. His brother was on that group's death list for eight years. When he first met Gerry Adams of Sinn Fein, Powell refused to shake his hand.

But over the course of his decade as Blair's most important aide, Powell came to recognize that terrorism cannot be solved

exclusively or largely by military means. He quotes Hugh Orde, the former chief constable in Northern Ireland, who rightly said that there is “no example that I know of, of terrorism being policed out” or eliminated through the use of force.

Governments are loath to talk to terrorists. This is understandable since they regard the groups as barbaric, worry about legitimizing brutality and remain convinced that military force can defeat or at least cripple them. But, Powell points out, most governments end up talking to terrorists. The British government saw the Mau Mau in Kenya as a “conspiracy based on the total perversion of the human spirit” — “subhumans” with “death as their only deliverance.” The British ended up talking to them. The same pattern emerged with the IRA, the Basque separatists, the African National Congress and the Colombian FARC. Israel has even negotiated with Hamas on prisoner exchanges. “I don't mind the hypocrisy of governments on the subject of talking to terrorists,” writes Powell, “but I do mind the fact that we never seem to learn from past experiences, often with devastating consequences.”

The central idea behind Powell's argument is simple enough: Terrorism is a reflection of an underlying political problem that almost always needs to be addressed politically. In Afghanistan, it reflects the reality that some part of the Pashtun population — which is about 50 percent of the country — believes that its interests are not represented by the current government in Kabul.

The fact that the Taliban remains a force to be reckoned with — after almost 14 years of American military intervention, a surge that tripled American forces in the field, several elections and \$1 trillion spent to oppose it — suggests that it has some significant public support.

The recent negotiations might go nowhere. There are many parties involved and factions within each of them. But one of the lessons that Powell notes in the book is that often these talks begin too late because governments believe that one last military push will put the terrorists on the defensive, even though there is “precious

little empirical evidence to support this one last heave argument.”

He reminds us that a crucial part of Gen. David Petraeus' surge in Iraq was reaching out to Sunni militants who had been fighting American forces, addressing their grievances and, indeed, bribing them to move from foes to friends. He notes that Petraeus admitted that the United States waited too long before it talked to people “with American blood on their hands.”

Of course, none of this would apply to the Islamic State, or would it? In fact,

see ZAKARIA next page



FAREED ZAKARIA



Opinion

Jobs did the job right: What we can learn from a technology icon

As we look at life, we can see that, to the degree we create value and deliver what people want, that's a pretty good indicator of whether we're succeeding — or failing. If it's in the professional realm, we tend to build a thriving business and move up the ranks when we hone our skills, identify the business' and/or clients' needs and meet those needs in unique ways. In our personal lives, when we listen to the people we care about, fill their needs and prove ourselves trustworthy, we benefit from close, strong relationships. One of the best examples I know of creating and delivering value? Steve Jobs.



DOUG ANDREW

Jobs is one of the most fascinating people I've studied. As you may be aware, he didn't achieve his ultimate success at first. In fact, it wasn't until his second stint at Apple that he really put this principle into practice and created the momentum he's famous for.

You see, Jobs did not invent the cell phone. He just made a better one — in fact one of the most popular cell phones and platforms the world has ever seen. And that iPhone has, in turn, spurred others around the world to add to that value by creating unique apps that work with Apple's iOS platform. As of 2014, the Apple store had more than 1.2 million apps.

Likewise, Steve Jobs did not invent the MP3 player. But when he saw the technology, he thought, "Wow, thousands of songs in everybody's pocket." At the time, the music industry viewed him as a threat. They resisted his idea that people could download a song on iTunes for 99 cents. They thought it would destroy everything — people needed to buy 12 songs on an album to support the industry, right? He pushed back: "No, you will sell more music."

Well, the music industry was what I would call scarcity-minded. But now, the music industry is forever grateful for the iTunes technology and the opportunity to market individual songs. Millions upon millions of downloads to customers around the world have proven Jobs was right.

Here's something else Steve Jobs did: He welcomed criticism. He learned that negative experiences and criticism were actually the best research and development he could ask for. When Jobs first introduced the iPod, critics said it was too big. Joggers, for example, didn't want a heavy device strapped to their arm. Jobs basically said, "Thank you for that criticism," and he came out with the iPod Nano. When some criticized the Nano, saying it was still too long, he came out with the Shuffle.

When he came out with the idea of the iPad, many critics said, "Who wants a tablet? We have laptops. We have PDAs. We have desktops." Well, he went ahead with his idea and sold millions of iPads. (I confess, the Andrew family is among those

purchasers. One Sunday afternoon, our entire family was gathered together after we had christened one of our grandchildren at church. I counted 11 iPads in our living room, primarily being dominated by the grandkids.) Apple's iPad technology has allowed people to apply all kinds of apps for learning, games and other useful tools that have changed the world for the better.

When critics of his early iPad said it was too big, Jobs came out with the iPad Mini, one that could fit in a purse. Technology like that has boosted not just entertainment, but also business and commerce around the world. With my company, for example, I've developed 154 educational videos that are in my 100-hour library. I've transferred that library on iPad Minis that can hold 64 gigs, and now people can become educated on ways to live the abundant life.

With everything he introduced, Jobs took negative feedback and turned it into his next incredible breakthrough. By combining resources with ingenuity, he — and all who have contributed to the technology and applications since — have created abundance.

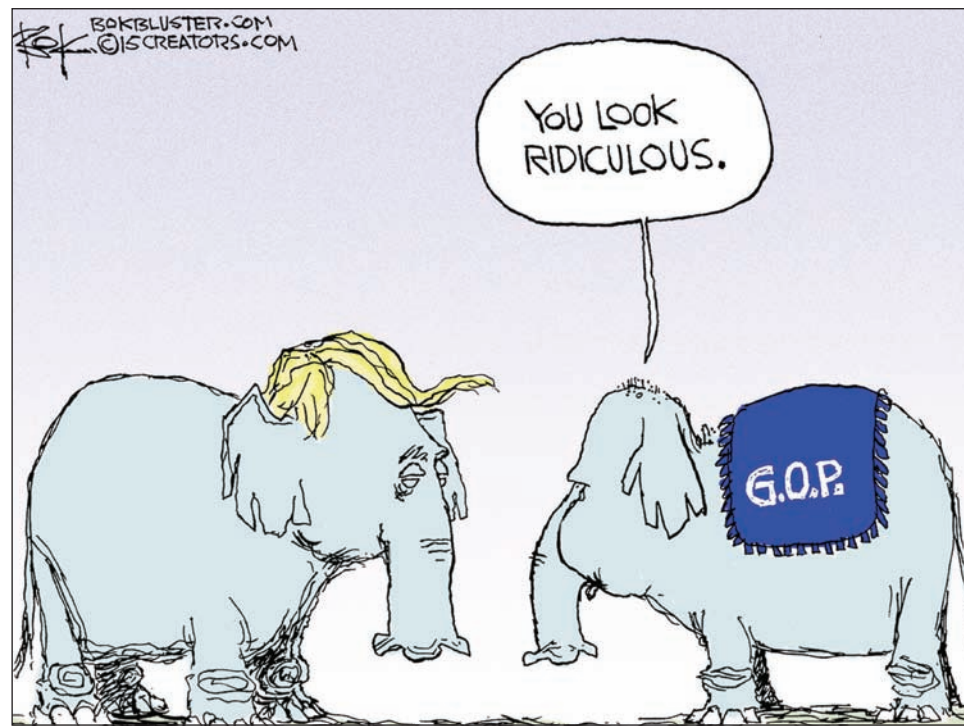
We can learn from his example in every aspect of our lives. When it comes to creating and delivering value, I apply similar strategies in everything we do for our clients. At my Clarity Experiences, for example, I teach principles people may not have been aware of before, such as how to live abundantly, generate KASH (Knowledge, Attitudes, Skills and Habits), establish a Legacy Bank to help families gather, compound and pass on that KASH — and cash — for generations to come. Attendees often end up wanting something they did not know they wanted until they had experienced it — just like the world did with iPads, iPhones and iPods.

As you look at your own life, I urge you to identify where you can create and deliver even more value. Listen to criticism that can come from people you trust at work, home and community endeavors. Let that feedback become your own research and development in improving the way you live. And hopefully when all is said and done, we can all leave a legacy just as impactful and abundant (in our own way) as that of Steve Jobs.

Doug Andrew is a best-selling author, radio talk show host and abundant living coach.

ZAKARIA from previous page

Powell is bold enough to suggest that it could. After all, this is a particularly brutal and murderous group, but it is successful largely because it has tapped into the fears



Another glitch hits Wall Street

Floor trading was abruptly halted at the New York Stock Exchange recently. At 11:32 a.m. EST on July 8, a sudden problem forced the NYSE to interrupt trading in all symbols and cancel all open orders in its main market. Trading continued, meanwhile, on the NYSE Arca Options and NYSE AMEX/Arca Options platforms and the NASDAQ continued trading of NYSE-listed shares.

The stoppage continued until the final hour of the trading day. Floor trading resumed shortly after 3 p.m. with closing auctions proceeding as normal.

Was it a cyberattack? A U.S. government official told *The Washington Post* that there was "no indication" of terrorism and the NYSE also said "no," attributing the halt in trading to an "internal technical issue."

Still, that Wednesday morning saw some other strange happenings — the *Wall Street Journal's* website went down for a spell at approximately the same moment, and hours earlier, United Airlines had to ground all flights temporarily because of what it deemed "a network connectivity issue."

Tuesday night, the notorious hacker group Anonymous posted a tweet that read, "Wonder if tomorrow is going to be bad for Wall Street ... we can only hope." Reuters reported that the FBI, the Treasury Department and White House were all monitoring the shutdown Wednesday, with the FBI simply stating that "no further law enforcement action is need at this time." Securities & Exchange Commission chair Mary Jo White told Reuters that it was "in contact" with the NYSE and keeping tabs on the problem.

and rage of disempowered Sunnis in Iraq and Syria. That is a political grievance that can only be addressed politically.

Talking to terrorists is not giving in to their demands, argues Powell. But because governments are so spooked by the image and the optics of it all, they usually delay,

The trading freeze had little immediate impact on retail investors. As UBS director of floor operations Art Cashin cautioned on CNBC, "This will not cause a move in any particular direction, so I would kind of wait it out and see what happens." The day was certainly frustrating for institutional investors, triggering memories of the 2013 NASDAQ "flash freeze" and the exasperating Facebook IPO of 2012.

One of the leading reasons why floor trading took so long to resume might surprise you.

When the NYSE froze trading Wednesday morning, all open orders had to be called off manually — an archaic repair given that NYSE floor trading amounts to about a quarter of the exchange's composite volume.

"Is the NYSE technologically the most (robust) exchange in the world? No," Themis Trading principal Sal Arnuk explained to CNBC. "The fact of the matter is the different exchange operators have diverse standards, different architecture. Some of them are more legacy than others."

As the afternoon progressed, the NYSE tried furiously to enable floor trading before the close, as volume notably escalates at the end of a trading day. They succeeded, restoring some sense of "business as usual" while Wall Street again pondered its necessary and fragile relationship with technology.

Mark Lund is the author of *The Effective Investor* and provides 401(k) consulting for small businesses and investment advisory services for individuals through Stonecreek Wealth Advisors Inc. in Utah.



MARK LUND

fumble, make mistakes and prolong conflicts that could be resolved earlier and with much less bloodshed on all sides.

Fareed Zakaria's email address is comments@fareedzakaria.com.

WEDDINGS

from page 1

up this past year. Although Ellen said it is difficult to pinpoint the specific reasons for the growth, she recognizes that social media has been “big” and believes that about 25 percent of her sales in 2014 was because of her strong presence on Instagram.

Ellen started her business about four years ago. She currently has two regular employees, but beyond this, the number of employees depends on the event.

She said she does plan on expanding because with the number of events increasing, she is finding out that she needs more help. One of misconceptions about having a wedding planner, according to Cousins, is that it will cost more. However, wedding planners can actually save money “by finding the right price and simplifying the process,” she explained.

Hoopes Weddings’ owner, Tonya Hoopes, is content with how much her business has gone up in the past year. She said that business grew in part because of “the influx of sister missionaries coming back from LDS missions.” The LDS church in 2012 lowered the age when women could serve missions.

Hoopes’ business, which serves the Wasatch Front and elsewhere, was started in 2012. She has 35 part-time employees and said this number has “definitely gone up” in the past year.

As for expansion, Hoopes doesn’t currently have any plans.

Hoopes said, “As a wedding planner, you must be very well-organized, very flexible, very creative and a quick problem solver.” She also explained, “People think it is too expensive to have a wedding planner, but it is actually better because otherwise you have to buy items the last minute, etc.”

Donna Urban, owner of Donna Urban Events, said business has increased because of its presence on “higher profile/significant wedding websites (The Knot and WeddingWire.com, for example) as well as featured magazine articles.”

Urban founded the business in 2010 and focuses her service on the Greater Salt Lake area and Southern California, but also plans events nationwide. She said she works independently and brings in

associates on an as-needed basis.

Urban said she hears this most often after a wedding or event is over: “I can’t believe that I ever considered not hiring a planner.” She added, “People can absolutely do it on their own, but planners bring a unity, confidence and peace to an event. Wedding planning should be fun, not stressful.”

Great Expectations, located in Sandy and founded by Rebecca Thomas in 2007, also saw increased sales in 2014. Thomas attributed much of the increase to the changes she made in marketing techniques. She has one employee, but plans to add “more planners in the next couple of years and take on even more events.”

“I cater to the more mature, laid-back bride and usually more of a vintage or shabby-chic style wedding,” said Thomas. “I have

HUNTSMAN

from page 8

to advance cutting-edge care and marry science with compassion.”

HCI’s research excellence has been made possible by generous support of the Huntsman family and the Huntsman Cancer Foundation, which supports HCI’s research mission through philanthropic contributions. A 10-member external advisory board provides planning and evaluation direction to HCI. Dr. Edward Benz, president of the Dana-Farber Cancer Institute of Harvard University who sits on the board

said, “I congratulate the people of Utah and the Intermountain West. Having an NCI-designated Comprehensive Cancer Center in your community, in your region, is a huge advantage. The entire region now has access to the absolute cutting edge of the application of cancer research to new treatments, new prevention strategies and new strategies for early detection of cancer.”

NCI is part of the National Institutes of Health, one of 11 agencies within the Department of Health and Human Services. It was established in 1937 as the federal government’s principal agency for cancer research and training.

done an Indian wedding, a Jewish wedding and many other types, as well, and love taking on new and challenging events.”

According to Thomas, “Most people think being a wedding planner sounds like fun, and while

the end result is fulfilling and rewarding, it is also very demanding and takes a lot of time and energy.”

This just may be the reason for the demand for wedding planners in Utah.

OUTDOOR

from page 1

few years, show attendees have struggled to find affordable lodging options in greater Salt Lake, especially for the winter market, which has been held in close proximity to the independent film festival. With the shift, organizers said they have been able to “secure better housing options within the show’s block of rate-controlled rooms” and are working with the local community to address additional accommodation issues and organize transportation options.

The decision to move the winter show came as a result of a survey sent to more than 6,000 specialty retailers and exhibitors

earlier this year. Future Winter Market shows are slated to remain in the earlier timeframe as well, with the 2017 show slated for Jan. 7-10 and the 2018 show scheduled for Jan. 6-9.

“We look forward to Winter Market moving earlier in the season,” said Jennifer Mull, Outdoor Industry Association board chair. “This shift in dates, while not in front of early deadlines, does give retailers time to see final products at the show and to be more in front of the season with their business and marketing discussions. This is a positive step toward addressing the timing concerns expressed by some Outdoor Retailer attendees.”

Outdoor Retailers 2015 Summer Market will be held August 5-8 in Salt Lake City.

CALENDAR

from page 15

from Utah companies successfully doing business in Africa and recommendations from African business owners and officials for doing business in their countries. Location is Zions Bank Founders Room, 1 S. Main St., Salt Lake City. Details are at (801) 872-8350 or info@accutah.org.

Sept. 9, 8:30 a.m.-3:30 p.m.

UMA (Utah Manufacturers Association) Summit. Activities include a keynote presentation titled “Surviving the Over-Wired World” by Sherry Fitts; a CEO panel Q&A featuring representatives from Boeing, Futura, MityLite, Norbest and Black Diamond; a “best practices” panel; and sessions with topics including “Continuous Improvement,” “Industry Initiatives in the Environment” and “Company Culture.” Location is Little America Hotel, 500 S. Main St., Salt Lake City. Details are at umaweb.org.

Sept. 9, 8:30-9:30 a.m.

“Grow As You Go,” a World Trade Center Utah “10 Tips Seminar” about using trade shows and trade missions to explore markets, test demand and meet potential partners. Location is World Trade Center Utah, 60 E. South Temple, Suite 300, Salt Lake City. Free. Details are at wtcutah.com.

Sept. 10, 7 a.m.-4 p.m.

2015 Uinta Basin Energy Summit. Location is the Uintah

Conference Center, 313 W. 200 S., Vernal. Registration is available at <http://bit.ly/UBES2015>.

Sept. 22, noon-1:30 p.m.

Eighth Annual Women Tech Council (WTC) Awards Luncheon. Sixteen women in the technology industry will be honored. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$85 for WTC members, \$95 for nonmembers; tables of 10 are available for \$750. Details are at womentechcouncil.org.

Sept. 29-Oct. 1

PERS Summit 2015, a Personal Emergency Response System industry event hosted by AvantGuard Monitoring Centers. Open to all independent PERS dealers. Keynote speaker is former BYU and NFL quarterback Steve Young. Location is Chateaux Deer Valley Resort, Park City. Details are at www.perssummit.com.

Oct. 7

Titan Awards, a Sandy Area Chamber of Commerce event. Recipients are Dieter F. Uchtdorf, second counselor in the First Presidency of the Church of Jesus Christ of Latter-day Saints; Pat Richards, president and chief executive officer of SelectHealth; and Larry Krystkowiak, head basketball coach at the University of Utah. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$1,500 for a table of eight (\$1,250 for chamber members). Details are at (801) 566-0344.

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- Pct. Procurement Fee: 3.00%
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West Side of Floor 2

- Space Available: 4,300 SF
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- Space Type: Office-R&D
- Lease Type: Full Service
- Date Available: Jul 2015
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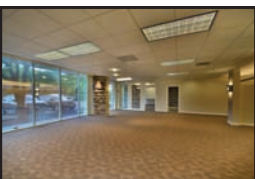
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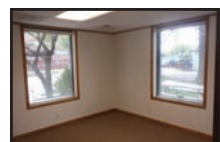
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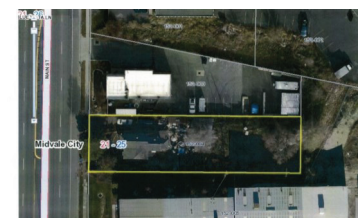
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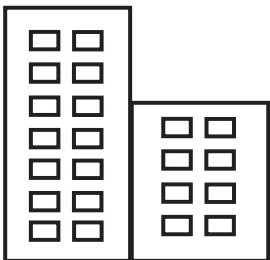
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WISE RIVER RANCH

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The thoughtfully designed & ideally sited 3,800± SF hand-hewn log home captures views of the surrounding mountains & abundant wildlife. Trout-rich Wise River flows through the 473± co-owned acres for 1.5 miles & borders the Beaverhead National Forest. This area is renowned for its fishing & big game hunting. In addition to Wise & Big Hole Rivers, there are six world-class rivers within two hours of the Ranch.

Offered at \$1,495,000.

Contact Tim Anderson - Bozeman

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