

OF NOTE



Lighter & fuel efficient

In a nod to tightening fuel-economy standards, General Motors will start using costly but lightweight carbon fiber for the beds of its premium pickup trucks within two years. GM hopes the move keeps it competitive in the crucial category.

Focus

SENIOR LIVING
Page 13



Salt Lake City is one of 10 "boom towns" in the national housing market, according to a leading real estate consulting firm that looks at 70 markets. The local market has been boosted by increases in both sales and prices and is maintaining affordability, one of the firm's principals recently said at the Urban Land Institute (ULI) Utah "Trends" conference.

'Trends' speaker: SLC one of 10 real estate 'boom towns' in U.S.

Brice Wallace
The Enterprise

With growing sales, rising prices, good affordability and capital returning to the market, Salt Lake City is a real estate boom town, according to a prominent real estate consultant.

Speaking recently at the Urban Land Institute Utah (ULI) "Trends" conference, Kenneth Perlman, principal at John Burns

Real Estate Consulting, said Salt Lake City is among 10 such boom towns across the country. Others include Denver, Raleigh and Dallas.

"I used to say that Salt Lake City was the best-kept secret in the nation in the housing market. It's not anymore. It's not a secret," Perlman told the crowd. "Nationally, you guys are playing in some pretty

see TRENDS page 3

After 15 years, Beattie says 'So long' to chamber

"Beattie" means business, but after lifetime of wheeling and dealing — a large portion of it in the public sector — the president and CEO of the Salt Lake Chamber is calling it quits. After 15 years at the helm of Utah's largest and longest-standing business organization, Lane Beattie has announced his retirement.



Lane Beattie

"When I took the job at the chamber, I planned to only stay on for two years. But two years turned into five, five turned into 10 and I just couldn't pull myself away from all of the exciting progress we were making here at the chamber," said Beattie, who also heads the Downtown Alliance, an organization dedicated to building a dynamic and diverse Salt Lake City core community. The organization is a strategic partner of the chamber and shares office space and resources with it.

"I cannot express how grateful I am to have been able to lead this great organization for the last 15 years," said Beattie. "None of the successes of the Salt Lake Chamber and the Downtown Alliance would have been possible without the dedication and par-

see BEATTIE page 4

Settlement opens door for motorsports park sale

John Rogers
The Enterprise

Tooele County has announced a settlement of ongoing litigation that had prevented the sale of the former Miller Motorsports Park to a Chinese automobile manufacturer. The 15-month legal battle ended with the county agreeing to a \$1.55 million payout to Center Point Management.

The Utah Motorsports Campus is an auto, motorcycle, bicycle and kart racing facility located in the unincorporated rural

Erda area just outside of Tooele.

In early summer 2015, the Larry H. Miller Group — which built and operated what was originally known as Miller Motorsports Park — announced that it would not be renewing its lease on the 500-acre tract owned by Tooele County on which the \$200 million installation sat. The move effectively transferred ownership of the racing facility and all of its infrastructure to Tooele County.

Tooele County had no interest in running the park but recognized its economic value to the area. The county immediately

asked for proposals from potential buyers to own and continue operating the track as a motorsports facility. In August 2015, the county announced that it had reached an agreement with Mitime Investment & Development Group to sell the park for \$20 million. Mitime is a subsidiary of the Geely Group of Companies, which is the largest independent automobile manufacturer in China and also owns Volvo and several Chinese racetracks. Mitime said it planned to

see SETTLEMENT page 2



OPEN FOR YOUR
BUSINESS

AMERICA FIRST
CREDIT UNION



1-877-AFCUBIZ



americafirst.com

SETTLEMENT

from page 1

continue and expand motorsports operations at the racetrack, use it to train personnel in track operations and motorsports engineering and as a base to build racing vehicles. Mitime also pledged to promote Utah as a tourism destination to the Chinese. Mitime estimated that its planned \$270 million investment in Utah Motorsports Campus would bring \$1 billion in economic impact to Utah over 25 years.

Enter Andrew Cartwright and his Center Point Management. Cartwright immediately sued to stop the sale on the grounds that Tooele County accepted a lower bid from Mitime instead of Center Point's higher bid. Cartwright's suit claimed the action was a violation of Tooele County ordinances and Utah state law. In December 2016, 3rd District Judge Robert Adkins agreed with Center Point and blocked the sale.

Center Point, a Wyoming-based real estate development company, said at the time that it planned to invest about \$140 million to keep the track in operation while constructing condos, homes and an office building at the site.

With the sale to Mitime in limbo because of the lawsuit, Tooele County hired a newly formed subsidiary of Mitime, Utah Motorsports Campus Inc., to operate the park in order to preserve its value until the litigation ended and it could be sold. The county also tried other ways to sell the facility but was blocked by additional le-

gal challenges from Center Point. Media reports since the initial lawsuit was filed indicate that as many as 300 filings have been made by the parties to action.

Utah Motorsports Campus Inc. ran the track in 2016 and 2017, spending millions of its own money to do so. In January, Mitime announced that it was withdrawing from negotiations to buy Utah Motorsports Campus, citing the unexpected legal challenges the company had faced.

"When the county has resolved the issues underlying the challenges to a sale," Xinggui Wang, manager of Mitime Utah Investment LLC, said in a press release, "should the county reoffer UMC for purchase in a new sale, open to public bidding, Mitime may have interest in bidding."

The proposed settlement agreement between Center Point Management and Tooele County calls for the county pay Center Point Management \$1.55 million to end the litigation. Under terms of the agreement, Center Point Management receives half of the settlement cash when it is successful in getting the lawsuit dismissed and the other half when Tooele County sells Utah Motorsports Campus. Center Point filed a motion for dismissal with the court last week.

As part of the settlement, Cartwright and Center Point promise not to interfere in any future sale of Utah Motorsports Campus, effectively clearing the way for Tooele County to sell Utah Motorsports Campus to Mitime or its subsidiaries if there is still interest.

Genysis bought by California manufacturer

Nellson Nutraceutical LLC, an Anaheim, California, formulator and manufacturer of branded and private-label nutritional bar and powder products, has acquired Genysis Brand Solutions Inc. Genysis is a Salt Lake City-based manufacturer of nutritional powders. Genysis affiliates Dyad Labs (formerly Genysis Labs) and Sensapure Flavors have been spun out as independent entities and are not included in the transaction.

"The combination with Genysis, together with the recent opening of our state-of-the-art bar-making facility in Ontario, California, further strengthens Nellson's position as a strategic partner of choice within the fast-growing nutritional bar and functional powders sectors," said Jamie Better, CEO of Nellson. "This acquisition replicates in powders what we achieved in bars three years ago through our acquisition of Multibar, as it combines two respected functional powder manufacturers to create the clear category leader with remarkable capabilities in new product development and best-in-class manufacturing."

Genysis will operate as a subsidiary of Nellson. Adam Schwinghammer, president of Genysis, who will remain as a member of the executive management team.

"We are excited about merging with Nellson and capitalizing

on the respective strengths of the two companies in order to benefit our current and prospective customers," said Schwinghammer.

Founded in 2003, Genysis employs about 300 at its

300,000-square-foot production and warehouse facility.

Nellson is a portfolio company of Kohlberg & Co. LLC private equity firm headquartered in New York.

Changes at resorts ready for improved ski experience

Utahns and out-of-staters looking for outdoor fun this winter have plenty of options at the state's 14 ski resorts. Many this year have added or replaced ski lifts or made improvements at lodges and restaurants.

DEER VALLEY RESORT

Deer Valley Resort is in the process of being acquired by a newly formed, as-yet-unnamed resort company, joining Intrawest, Mammoth Resorts and Squaw Valley Ski Holdings. This acquisition increases the company's portfolio from 12 four-season resorts to 13. Deer Valley will continue to honor existing season pass and multi-resort products, and operations will continue in ordinary course for the full winter season. There currently are no plans to allow snowboarding.

Deer Valley Resort was selected to manage the Goldener Hirsch and Residences, assuming management of both the existing inn and the new residential development currently under construction. The Goldener Hirsch Inn is a boutique hotel in Silver Lake Village. It features 20 condominiums that operate as hotel rooms, as well as common area amenities such as conference rooms, outdoor hot tub, ski storage and the Goldener Hirsch restaurant.

Through the "Ski with a Champion" program, skiers can enjoy their sport with Deer Valley Resort's ski ambassador, Heidi Voelker, or one of six other Olympic snow sport athletes this winter. The athletes are available to ski with individuals, families and groups for exclusive half-and full-day adventures.

Deer Valley Resort also is offering special events throughout December. They include Santa Claus' slope-side visit 9-11 a.m. Dec. 24 in the Snow Park Lodge area and noon-1:30 p.m. in the Silver Lake Lodge area. Another tradition, the annual Torchlight Parade, is set for dusk Dec. 30 on Big Stick ski run on Bald Eagle Mountain behind Snow Park Lodge and features guests with lights and torches coming down the hill in perfect formation by the Synchronized Ski Team. Complimentary hot cider and cookies are served on the Snow

Park Plaza during the parade.

MONTAGE DEER VALLEY

This resort is offering a new program called Montage Generations, in which families can choose from an array of educational and adventurous activities that include tubing, cooking classes, snowshoeing and more.

Montage Deer Valley also is expanding its Montage Expeditions program with excursions to Yellowstone National Park. The program launched last year and allowed guests to experience skiing at Deer Valley while also visiting one of Utah's national parks, all in one stay. Guests can take a daytrip adventure to southern Utah led by a Montage guide, complete with private flight aboard a Pilatus-12 and a gourmet chef-prepared lunch.

SNOWBIRD

Snowbird has remodeled the Creekside Lodge and increased its available space for guests by adding over 13,500 square feet. The new facility will be home to the Mountain School as well as ticketing and expanded dining options.

Snowbird's Cliff Spa, on the rooftop of the Cliff Lodge, has been renovated. The outdoor pool and hot tub have been upgraded with new radiant heated decks, gas-fed fire pits and expanded communal areas. Skiers who require more hands-on Cliff Spa services will be treated with new interior upgrades, such as eucalyptus-infused environments, ergonomic flooring in massage rooms, and a unique offering of Utah-only essential oils in the Cliff Spa boutique.

ALTA

Celebrating its 80th anniversary this winter, Alta Ski Area has replaced Supreme and Cecret lifts with a new high-speed, quad chairlift named Supreme. The lift's base location is Alf's Restaurant.

The Alta Peruvian Lodge has converted 17 "Nordic" rooms on the third floor to 10 "Superior" rooms. The new rooms feature two queen beds

see SKI SEASON page 5

Wells Fargo Works
for Small Business

WELLS FARGO

Long days. Late nights. Weekends.



Wells Fargo appreciates the passion and hard work you put into your business and is here to help you navigate change through each business cycle, growing pain, and new opportunity.

When it comes to the financial side of running and growing your business, we can help. Stop by to speak to a local banker today, or visit [wellsfargo.com/appointments](https://www.wellsfargo.com/appointments) to make an appointment.

Learn more about
our special offers
at [wellsfargo.com/
appreciation](https://www.wellsfargo.com/appreciation)

Together we'll go far



© 2017 Wells Fargo Bank, N.A. All rights reserved. Member FDIC.
NMLS ID 399801 SBS60-0545 (4452403_20714)

Accounting software firm AvidXchange picks Sandy for headquarters expansion

AvidXchange, a cloud-based accounts payable and payment automation software provider headquartered in Charlotte, North Carolina, is moving its expanded western U.S. headquarters from Holladay to Sandy. The new office is located in Sandy Towers, a new 150,000-square-foot office building located at the Trax Station off of State Street and Sego Lily Drive.

AvidXchange received a tax

incentive from the state of Utah in September and as part of the incentive agreement, the company expects to create over 200 jobs over the next five years. The new office is designed to accommodate this growth.

In a press statement, AvidXchange said it selected Utah for expansion because of its "rich talent pool and vibrant tech community." AvidXchange acquired Utah-based Piracle Inc. in

2015 and has maintained employees in the state since that time. Employees currently working in the Holladay office will be making the move to the new building when it is completed in the spring.

AvidXchange compared its new location to the area in Charlotte where the company's main office is located. "It was important to the company to locate an area of Utah that had many of

the same qualities and access to transportation, restaurants and entertainment for employees. Sandy and the Salt Lake City region possessed all of these qualities, and AvidXchange is pleased to be a part of the growth and expansion of this area."

"AvidXchange is thrilled to expand our operations in Utah, and feel that Sandy is an ideal location for the home of our expanded operations," said Michael

Praeger, CEO and co-founder of AvidXchange. "Sandy is a great metropolitan region with a lot of energy and focus on economic development, which is the perfect match for AvidXchange. We believe that our site selection will be a competitive advantage for us in hiring the best talent in the area with convenient access to public transportation and many restaurants and attractions within walking distance to help with the work/life balance that we strive for at AvidXchange. We're looking forward to finding the best and the brightest in Utah to add to our team."

AvidXchange has chosen Lehi's Stack Real Estate help facilitate the move to the new facility. "We're looking forward to working on this project with AvidXchange to help build an out-of-the-box experience for their employees in Sandy," said Andrew Bybee, owner of Stack Real Estate. "It's a great location, and when we saw the type of amenities and efficiencies that AvidXchange was looking for in their new headquarters, we knew that this was going to be a great match."

TRENDS

from page 1

big circles right now."

Helping the city's situation has been good job growth, especially in high-wage sectors, he said. Utah's job growth has averaged 3 percent during the past few years, compared with 1.7 percent nationally. And 29 percent of Utah jobs are in high-paying sectors, compared with 18 percent in the U.S.

"So, really good job growth, really good wage growth," he said.

However, Utah also has seen its unemployment rate remain low compared to the rest of the nation, and that could be a trouble area going forward, he said. "That's one of the reasons why we think it's going to be tough to sustain this job pace going forward. Everybody has a job," Perlman said.

"Now, that may cause a problem going forward. We're looking for a little bit of a slowdown in the economy because,

quite frankly, you don't have enough people."

Another potential for trouble lies in housing affordability, he warned. While it's "really not too bad" right now, "it's something you clearly want to watch," Perlman said. Denver, for example, is experiencing a slowdown as a result of higher housing costs.

"While you are part of the new boom towns, there are some boom towns out there that are starting to get a little bit frothy," Perlman said. "What's made them great, including affordability, is being challenged everywhere. Don't let that happen here."

Demographics are driving certain elements of Utah's housing market, he said. "Move-up" families in their peak earning years are selecting Salt Lake City for its affordability and lifestyle. It has a lot of young families, compared to the rest of the nation.

"So, when we say, 'Get ready for household formation,' you're getting ready for those in spades in Salt Lake City," Perlman said. "You are really on the

cusp of a young, active-adult buyer segment, and it's coming to your market very, very quickly."

Perlman predicted 10 percent growth for single-family-home permits in 2017 in Salt Lake City and 12.5 percent in 2018. It will slip to 5.6 percent in 2019 and slow even further if the national housing market is effected by a downturn — he described it as a "hiccup" — in 2020.

Nationally, of the 70 markets his consulting firm studies for sales pace, price growth and buyer demand, "the real estate space, both nationally and locally, are in a really great place. It's a really exciting time to be in this industry. We can't find one market in the country that we would call poor right now," Perlman said.

He expects things to continue until 2020, when that hiccup might hit.

"If there is a recession over the next three to four years, it's not going to be caused by housing," he said. "Over the next three to four years, if something

happens, it's not going to be caused by real estate. We're not overbuilding the market, we're not lending like crazy, and, if anything, housing is a really good story for the nation right now."

Nationally, markets also are being driven in part by demographics. A "new wave of retirement" by people born in the 1950s and early '60s is causing "an explosion of retirees that will continue over the next decade, so think about that when you're designing your communities," he told the crowd.

Contributing to changes also are people born in the '70s who want to have less "stuff," and people who desire an urban lifestyle in the suburbs.

"What we're looking at going forward ... is pretty strong, pretty steady growth," Perlman said of the housing industry overall. "And we've been calling for this hiccup in about 2020, and unless there's another Lehman Brothers-like event — which will not come from our industry — we can't find any reason for another major downturn."

UP TO 5X THE POW!

TAKING CARE OF BUSINESS!

OUR BUSINESS REWARDS VISA WILL KNOCK OUR COMPETITORS OUT!

University
FEDERAL CREDIT UNION
UcreditU.com

5X U of U CAMPUS • 4X GAS • 3X TRAVEL/COSTCO/SAM'S CLUB • 2X GROCERIES/RESTAURANTS • 1X EVERYTHING ELSE

Enterprise
UTAH'S BUSINESS JOURNAL

USPS # 891-300

Published weekly by:

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

PUBLISHER & EDITOR
R. George Gregersen

PRESIDENT
David G. Gregersen
david@slenterpriser.com

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

MANAGING EDITOR
John M. Rogers
john@slenterpriser.com

CONTROLLER
Richard Taylor
richard@slenterpriser.com

OFFICE MANAGER
Dionne Halverson
dionne@slenterpriser.com

REAL ESTATE SECTION
david@slenterpriser.com

CIRCULATION
Diana Rogers
diana@slenterpriser.com

ADVERTISING INQUIRIES
david@slenterpriser.com

TO CONTACT NEWSROOM
john@slenterpriser.com

ART SUBMISSIONS
art@slenterpriser.com

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

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

© 2017 Enterprise Newspaper Group Inc.
Periodical postage paid at Salt Lake City, Utah
POSTMASTER: Send address corrections to:
P.O. Box 11778, Downtown Station
Salt Lake City, Utah 84147



BUILDING IT TO LAST

Representing outstanding building contractors throughout the Northwest and Utah dedicated to providing highly skilled professionalism in the iron working industry—Reinforcing, fabricating, rigging, welding; and metal buildings, steel erection, ornamentals, fences, doors and other specialty needs.

To obtain contractor information or request bids for a specific project visit:
www.ironemployers.com

NORTHWEST IRONWORKERS EMPLOYERS ASSOCIATION

CORPORATE FINANCIAL REPORTS

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

HealthEquity

HealthEquity Inc., based in Draper, reported net income of \$10.5 million, or 17 cents per share, for the third quarter ended Oct. 31. That compares with \$6 million, or 10 cents per share, for the same quarter a year earlier.

Revenue for the most recent quarter totaled \$56.8 million, up from \$43.4 million in the year-earlier quarter.

HealthEquity is a health savings account (HAS) nonbank custodian.

"HealthEquity has added more than 740,000 new HSAs and \$1.3 billion in custodial assets since the end of the third quarter last year as we added more than 123,000 HSAs in this year's third quarter, including 14,000 from First Interstate Bank," Jon Kessler, president and chief executive officer, said in announcing the results.

"The 27 percent third quarter growth in HSAs helped us surpass 3 million total HSAs and drive our custodial assets up 30 percent to \$5.6 billion. Our fully integrated investment platform continues to lead the industry with 73 percent custodial investment growth in

the third quarter and total invested custodial assets at \$1 billion at quarter-end."

Amedica

Amedica Corp., based in Salt Lake City, reported a net loss applicable to common stockholders of \$2.8 million, or 93 cents per share for the quarter ended Sept. 30. That compares with a loss applicable to common stockholders of \$10.6 million, or \$5.53 per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$3 million, down from \$3.4 million in the year-earlier quarter.

Amedica is a materials company focused on developing, manufacturing and selling silicon nitride ceramics that are used in medical implants and in a variety of industrial devices. It currently commercializes silicon nitride in the spine implant market.

Co-Diagnostics

Co-Diagnostics Inc., based in Salt Lake City, reported a net loss of \$3.9 million, or 33 cents per share, for the quarter ended Sept. 30. That compares with a loss of about \$450,000, or 5 cents per share, for the same quarter a year

see EARNINGS page 12



SECURE DOCUMENT SHREDDING

HOME & OFFICE

www.rmshred.com

P.O. Box 26573, Salt Lake City, UT • 1-855-74-SHRED • Fax 801-880-9015

BEATTIE from page 1

participation of this state's business community. By working together, we have accomplished many great things, and I have no doubt that with the continued leadership of our board, the engagement of our business leaders and the commitment from this great staff that those successes will continue for many years to come."

Beattie became president and CEO of the Salt Lake Chamber in 2003. Since that time, he has helped transform the 130-year-old statewide institution into an organization that stands for all Utah businesses. During his tenure as president of the Downtown Alliance, Beattie created the "Downtown Rising" vision and helped to advance projects including City Creek Center, 222 South Main, Salt Lake City's Public Safety Building and Eccles Theater along with regional light rail and commuter rail lines to support downtown's growth.

"Lane Beattie dedicated his time, wisdom and passion to this great organization and has helped shape what it is today. Under Lane's direction, the Salt Lake Chamber has stepped up and been

the advocate for Utah's business community even when it meant making tough decisions," said Wilford Clyde, chairman of the Salt Lake Chamber. "While it will be difficult to fill his shoes, I have complete confidence the search committee will find someone with the dedication and determination to not only continue the great work of this organization, but also to elevate it to new heights."

"As president of the Downtown Alliance, Lane has been our city center's biggest cheerleader," said Molly Mazzolini, Downtown Alliance board chair. "He understands the urban center's role in building a strong regional economy and has been a tireless advocate for creating a dynamic and diverse downtown community."

The search has begun for Beattie's replacement. A search committee made up of past and current chairs as well as members of the chamber's executive board, has been formed. Until a replacement has been found, Beattie will continue to run the day-to-day operations of the chamber.

Commenting on his pending retirement, Beattie said, "I have to look at retirement through my grandchildren's eyes and understand for them, it means more time with grandpa."

SKI SEASON

from page 2

and a private bathroom, providing more options for families.

The new co-ed Alta Breakthrough Camp is targeted to intermediate skiers and beyond. The package includes four nights lodging at the Alta Lodge, full breakfast and dinner daily, three days of instruction with top coaches from Alta's Alf Engen Ski, lift tickets and demo skis.

Alta also is offering a season-long Saturday program called Alta Explorers for novice skiers ages 9-14. Participants will practice fundamental skiing skills and progress toward parallel turning and speed control on more-difficult Blue Trails.

NORDIC VALLEY

Nordic Valley is celebrating its 50th anniversary this winter. Built in 1968, Nordic Valley is known for its family-friendly atmosphere and small-resort feel. Situated between Snowbasin Resort and Powder Mountain, Nordic Valley offers a variety of skill levels and also offers night skiing, with 100 percent of the mountain under the lights.

SNOWBASIN

Snowbasin is replacing the old Wildcat triple chairlift with a new high-speed, detachable six-pack lift. The chairlift ride will take five minutes to rise more than 1,290 vertical feet. Additionally, Snowbasin is increasing snow-making in the Wildcat area.

Snowbasin Resort also is expanding its snow sports offerings for adults with a steeps camp. The three-day camp is composed of skiing the steeps of Snowbasin Resort.

Snowbasin also has announced its après music events scheduled for the winter in the Cinnabar. The free live music is offered on weekends and holidays 3:30-6 p.m., and the lineup covers many genres. Events run through April 1.

POWDER MOUNTAIN

This resort added two lifts last year and was one of the first resorts to cap day passes and season passes. Day passes are capped at 1,500 and season passes have a limit of 3,000, which averages three skiers per acre. Powder Mountain has the most skiable acres in North America, at 8,464 acres.

PARK CITY MOUNTAIN

Park City Mountain has installed a new enclosed-surface lift and a new designated beginner trail to serve skiers and snowboarders at the Park City base area.

The Grand Summit Hotel, located in Canyons Village, has undergone a \$15 million renovation and is now flagged as a RockResorts property. The renovation included an overhaul of all

212 suites, including new interior finishes, furnishings, soft goods, appliances, artwork and technology.

Visitors can unlock the secrets of the past and discover Park City's rich mining, skiing and local history on the Silver to Slopes Historic Mining Tour. The free, guided ski tour allows people to explore the mountain with an expert guide and uncover the historic mining buildings and hidden relics scattered across the resort.

Park City Mountain will host various events this Christmas, New Year's and spring break. The holiday season kicks off Dec. 16 with Park City Mountain's annual Snowfest Celebration, a 16-day festival including morning and après musical acts, village entertainers, the annual torchlight parade, fireworks and a visit from Santa on the Town Lift. The resort's annual Spring Gruv Celebration takes place in March with 16 days of free concerts and the famous pond skating contest.

SOLITUDE

Solitude Mountain Resort has spent \$1.5 million in improvements for the 2017-18 season, including a website re-launch and continued improvements to the Roundhouse Restaurant, Last Chance Lodge and Moonbeam Lodge. This is all in addition to realigning the Solitude portion of the SolBright connection trail and adding a new Rossignol rental fleet at the Nordic Center.

Solitude this year has added a program called "Women on Wednesdays" for women who seek camaraderie, challenges and a great learning partnership. The program is available for all skill levels and taught by Solitude's professional female instructors.

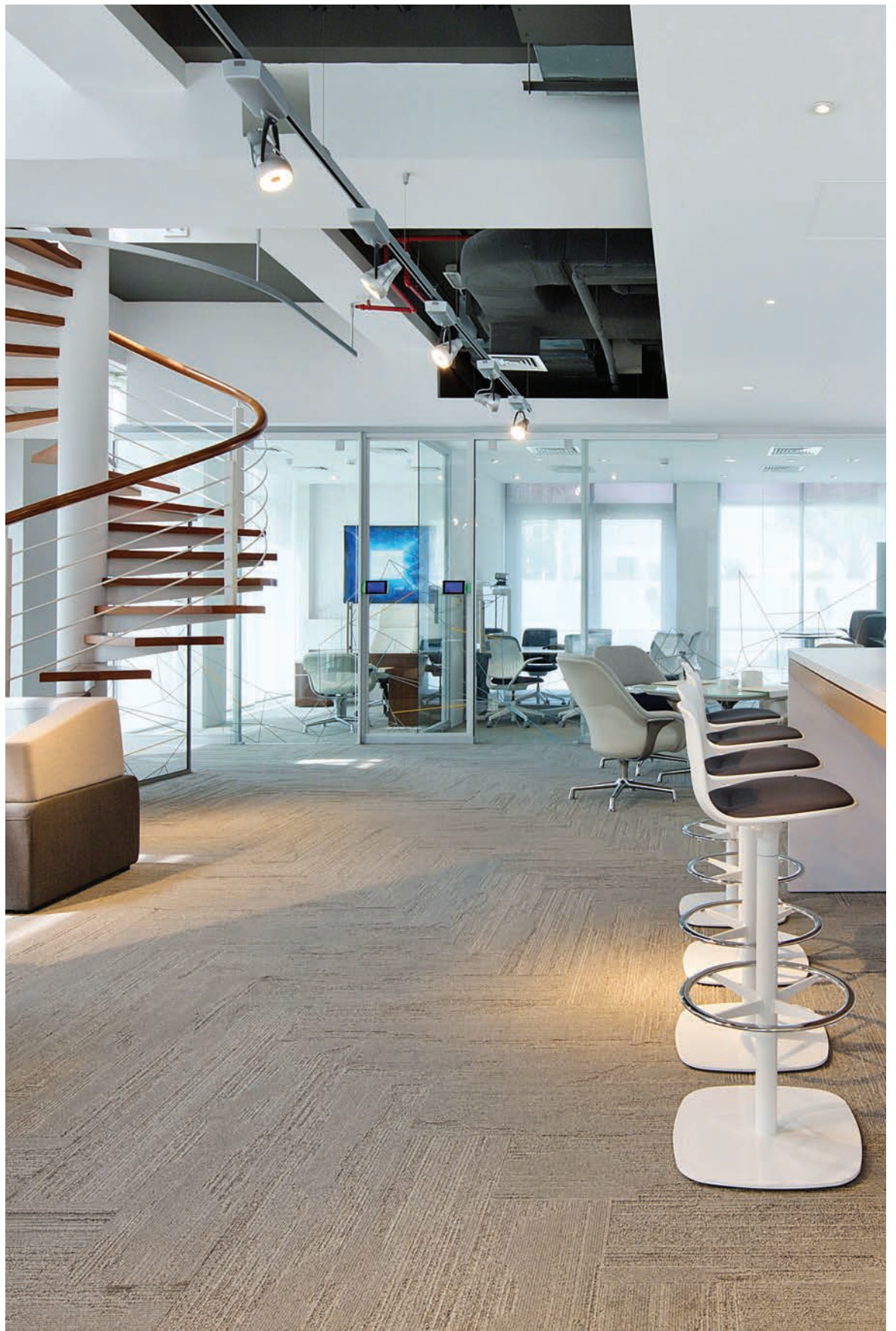
SUNDANCE

Sundance Mountain Resort has opened a new outfitter shop, Sundance Mountain Outfitter 2, located near the base of Jake's Lift. It offers top-of-the-line skis and snowboards for rental, as well as a full-service ski and snowboard repair center.

Sundance also is offering the Nordic Center Ladies Day as a way to stay in shape during the winter months. It is a program by women for women and for participants of all levels, whether they are looking to try cross-country skiing for the first time or wanting to build on existing skills.

BRIAN HEAD

Brian Head Resort is launching its first fully interactive app that will include powder alerts and condition reports, and will allow users to track their ski day (runs, vertical skied and more). Other key features of the app allow users to follow their children at ski school, as well as access restaurant specials and more fun resort offerings.



FURNISHING UTAH'S FINEST WORKSPACES FOR 79 YEARS

STOREFRONT & INTERIOR GLASS

FLOOR COVERINGS

OFFICE FURNITURE

INTERIOR DESIGN

ARCHITECTURAL PRODUCTS

DOORS & DOOR HARDWARE

SPECIALTY PRODUCTS & RESTROOMS

WINDOW COVERINGS



BOUNTIFUL
GLASS

A MIDWEST D-VISION SOLUTIONS COMPANY

801.359.7681 | www.mwciutah.com

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 Salt Lake City Arts Council has opened the 34th annual **Holiday Craft Market** at the Finch Lane Gallery, 54 Finch Lane. The market features work by a variety of Utah artists and includes jewelry, ceramics, textiles, artwork, prints and letterpress items, art glass, holiday decorations, items for the home, and artisan foods. More than 90 artists are participating. It will be open daily through Dec. 20.



Scott Bennion

for two years and represents the Pacific Northwest region. The region consists of BOMA locals from Washington, Oregon, Alaska, Idaho, Montana, Wyoming and Utah.

BANKING

• **Bank of Utah**, Ogden, has appointed **David White** and **Allen Morris** as mortgage lenders and



David White



Allen Morris



Arthur Newell



Julia Bibby

Arthur Newell and **Julia Bibby** as commercial loan officers, all at the bank's Orem branch. White previously was the branch manager for Bendigo Bank in Australia. Morris, also to serve as a mortgage lender for the Orem branch, worked as a retention point advisor at Autopoint, a software company in Utah. Newell has worked in the banking industry for more than 20 years and has experience as a regional manager, senior vice president and banking manager at various banks in Utah. Bibby has

experience as a credit analyst and client service manager at banks on the East and West coasts.

HOSPITALITY/FOOD SERVICE

• The **St. Regis Deer Valley** has appointed **Grant Dipman** as general manager. Dipman has



Grant Dipman

more than 26 years of luxury hospitality experience as a longtime leader of Ritz-Carlton hotels throughout the United States. He most recently served as general manager of the Ritz-Carlton in Denver. Prior to that, he was general manager at Ritz-Carltons in Phoenix and Georgetown. He began his career in 1991 at the Ritz-Carlton, Amelia Island, and also served in leadership positions at Ritz-Carlton properties in five other cities.

INVESTMENT

• **Simplus**, a Salt Lake City-based quote-to-cash implementation company, has closed on a \$9.3 million Series B funding round led by repeat investor **EPIC Ventures** and included existing investor **Salesforce Ventures**, new investor **Cross Creek Advisors** and others. Simplus raised an additional \$8.5 million in debt financing from Silicon Valley Bank for a total of \$17.8 million. A portion of the \$9.3 million was used to acquire consulting firm CRM Manager. CRM has offices in Philadelphia, Pittsburgh and New York City.

• **Empiric Health**, a Salt Lake City-based company launched this year by Intermountain Healthcare and Oxeon Partners, has closed a \$3 million "super seed" financing from **Intermountain Healthcare**. Empiric will use the financing to commercialize and expand its service offering and workflow optimization tools, which will help health systems uncover and address variations in procedures and improve outcomes.

• **NewBridge Global Ventures Inc.**, an Orem-based consulting company focused on the cannabis industry, has entered into a purchase agreement with **Kodiak Capital Group LLC**, a Newport Beach, California, private equity fund. The agreement calls for NewBridge to file for the sale of common shares that may be issued to Kodiak under the terms of the equity purchase agreement. After the SEC has declared the registration statement effective, NewBridge has the right over three years to sell up to \$2 million of Kodiak common stock.

Proceeds from the investment will be used for growth capital and to fund NewBridge's roll-up strategy to acquire cannabis companies in the ancillary production and distribution verticals that may be using blockchain technology and cryptocurrencies.

• **Bridge Investment Group LLC**, Salt Lake City, has appointed **Edward F. Pierzak** as managing director of investment strategy. He will be responsible for contributing to the strategic focus of five



Ed Pierzak

major verticals — multifamily, seniors housing, commercial office, affordable housing and real estate-backed fixed-income investment portfolios — with an emphasis on forward views of underlying economic, property sector and market trends. Pierzak has two decades of institutional real estate investment management expertise across portfolio management, investment strategy and research. Prior to joining Bridge, he was a managing director at TIAA, where he directed strategy and research efforts for the firm's Global Real Estate investment management team. He also served as a portfolio manager for Henderson Global Investors, in charge of the Henderson North American Property Fund.

NONPROFITS

• **Odyssey House**, a Salt Lake City-based nonprofit organization that provides substance abuse treatment programs for teens, adults, mothers with children, and fathers with children, has



Randall Carlisle

named **Randall Carlisle** as media and community affairs specialist. Carlisle is a longtime broadcast journalist and news anchor. Most recently, he was a reporter/weekend news anchor with KTVX, the

ABC network affiliate in Utah. He has held this position since 2014. From 1991-2008, Carlisle was KTVX's main news anchor. He also has worked in broadcasting and news in Ohio, Detroit, Colorado, Minnesota and Dallas, as well as at KUTV in Salt Lake City.

PHILANTHROPY

• **Richard and Jane Spillman** have contributed \$5 million to **Intermountain Foundation** at **Logan Regional Hospital** to enhance the programmatic efforts at the **Gossner Cancer Center**. The gift from the couple, from Hyrum, is an endowment that will fund oncology clinical support services in perpetuity, including several caregiver positions such as nurse navigators, a financial navigator, a dietitian and a social worker. The Spillmans' gift follows a \$2 million contribution made in March by Gossner Foods Inc. Together, the gifts will help fund the upcoming 9,000-square-foot expansion of the Gossner Cancer Center, and support the skilled group of medical oncologists and other caregivers who care for patients. Construction is planned for 2018. The family's company, Spillman Technologies, was founded in Logan in 1982 as Spillman Data Systems. Founder Richard Spillman created a software package that public safety agencies could use to track 9-1-1 calls, map emergency situations, and trace dispatched units in real time. The company grew from three employees to 300, and moved to Salt Lake City. In 2016 the family sold the business to Motorola Solutions.

• **America First Credit Union** will give a total of \$100,000 to 10 organizations that "work tirelessly to improve the lives of others." As part of the Community Assistance Program, America First Charitable Foundation (America First's nonprofit organization) will present \$10,000 each to **Christmas Box International**, **The Road Home**, **SafeNest**, **The Lantern House**, **Homeless Shelter**, **YCC**

see BRIEFS next page

CENTURY
EQUIPMENT COMPANY

Everything for the
Contractors

We rent the best

4343 Century Drive
Salt Lake City, UT 84123

801- 262-5761

www.centuryeq.com

CASE
CONSTRUCTION

ASSOCIATIONS

• **BOMA International** has elected **Scott Bennion** as vice chair of its Nominating Committee. Bennion, of Riverpark Development, is president of BOMA Utah. The Nominating Committee is responsible with identifying, encouraging and selecting candidates for the Officer and Executive Committee of the Board of Governors posi-

SEMI SERVICE INC.

When it comes to snow removal, **WE HAVE IT.**
Both commercial and residential.

We have sold and serviced Western snow plows and sanders for more than 30 years.

WESTERN
SNOW PLOWS

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

HR
HOWE RENTAL & SALES
LOCALLY OWNED AND OPERATED SINCE 1953

NEED EQUIPMENT?

- Forklifts
- Scissor & Boom Lifts
- Scaffolding
- Excavators
- Mixers
- Welders
- 24 Hour Emergency Service
- Ogden
- Layton
- Tooele
- Sweepers & Scrubbers
- Compressors
- Compaction Equipment
- Skid Loaders
- Backhoes
- Dump Trucks
- Park City
- Provo
- Salt Lake City

CALL TODAY! 801.463.7997

Toll Free 866.436.HOWE • Fax 801.463.7488
4235 South 500 West • Murray, UT 84123

www.howerentals.com

Industry Briefs

from previous page

of Northern Utah, Cathedral of the Madeline Good Shepherd Program, For the Kids, Three Square, Food & Care Coalition and Catholic Community Services' Joyce Hansen Hall Food Bank.

• The South Jordan Chamber of Commerce and the Jordan Education Foundation are hosting the fourth annual "Christmas for Kids" fundraiser to provide \$100 Gordmans shopping trips for deserving children in the Jordan School District. The campaign's goal is to raise \$25,000 for 250 middle school and high school students. Donations are being accepted now at both the chamber and foundation. The foundation provides programs for the 13,000 economically disadvantaged students — about 2,000 of those qualify as being homeless — in the Jordan School District.

• Amazon recently partnered with Volunteers of America Utah's Youth Resource Center For Homeless & At-Risk Teens in Salt Lake City to donate \$15,000 in Amazon "wish list" items to the shelter's teens and young adults.

BEST KEPT SECRET IN UTAH.

Wire rope is where we started.

One of the largest shops in the Intermountain West. Slings made to your specifications. Our staff has over 60 years of experience.

RASMUSSEN EQUIPMENT COMPANY

3333 West 2100 South
Salt Lake City, Utah 84119
(801) 972-5588

www.rasmussenequipment.com

REAL ESTATE

• A four-building office portfolio at 3809 S. West Temple, Salt Lake City, has been acquired by Castlewood Development Inc. and Staker Investments. Adjacent to the Meadowbrook Trax station, the 5.61-acre site will be redeveloped as a multi-family property. Plans call for 290 units built in two phases. A 5,300-square-foot retail and restaurant component is also planned to be part of the development. The project is set to begin construction in mid-2018, with an anticipa-

ted completion date in the fourth quarter of 2019. Eli Mills, Scott Wilmarth and Patrick Bodna of the Salt Lake office of CBRE represented the seller in the transaction. Patrick Juhlin represented Castlewood.

• Woodside Homes, a Salt Lake City-based residential home builder, has signed an office lease for 37,308 square feet at Six Gateway, which is a Class A office building totaling approximately 104,000 square feet and consisting of four floors. Woodside Homes will be leasing space on the second and third floors, expanding its headquarters space. After improvements are completed, Woodside Homes plans to take occupancy of one suite in January and two others in April. Peter Black of CBRE represented Woodside Homes in the transaction.

RECOGNITIONS

• Fred Thurston has been named recipient of the 2017 Utah Leopold Conservation Award, presented by Sand County Foundation in partnership with Western AgCredit, Utah Farm Bureau Federation and the Utah Cattlemen's Association. The award recognizes extraordinary achievement in voluntary conservation. Thurston received a crystal award and \$10,000 at the Utah Farm Bureau Federation's recent annual convention in Layton. Thurston owns a cattle ranch in the Weber River Valley in Morgan County, where his great-grandfather settled.



Fred Thurston

• England Logistics, a Salt Lake City-based freight brokerage firm, has been recognized as a "Training Top 125" recipient for 2018 by Training magazine. This annual award identifies organizations that excel in employee training and development. To determine a portion of the qualifying score, an outside research company evaluates applications based on five categories: training program/scope, tuition reimbursement, training infrastructure and delivery, evaluation/metrics, and human resources. The remaining portion of the score is decided by Training magazine's judging panel. Award rankings will be announced in February. England Logistics provides a variety of training programs ranging from division-specific coaching to overall professional growth.

• Several Utah companies and individuals earned honors in 14th annual Stevie Awards for

Women in Business. Recipients were honored recently in New York City. The 2017 awards program included entries from 25 nations and territories. Winners were selected by more than 170 executives worldwide who participated in the judging process. Utahns earning multiple awards were Melisa T. Quijano, president of Asia Pacific at Nu Skin Enterprises Inc., Gold Stevie for Female Entrepreneur of the Year, Consumer Products, 11 to 2,500 Employees, and Silver Stevie for Female Executive of the Year, Business Products, 11 to 2,500 Employees, All Other Industries; and Vivian Chung, vice president of marketing at ARIIX, Bronze Stevies for Maverick of the Year, All Other Industries and for Woman of the Year, Advertising, Marketing & Public Relations. Earning Silver Stevies were Deanna Latson, chief product officer and founder of ARIIX, for Female Executive of the Year, Consumer Products, 11 to 2,500 Employees; Anna Matuszkiewicz, European sales and marketing director at ARIIX, for Female Executive of the Year in Europe, the Middle East & Africa; Deanna Latson, chief product officer and founder of ARIIX, for Most Innovative Woman of the Year, Manufacturing; and Maki Lerwill, market operations manager for Japan and South Korea at ARIIX, for Employee of the Year, Business, All Other Industries. Earning Bronze

Stevies were Ashley Dreier, CIO/CTO at HealthEquity, for Female Executive of the Year, Business Services, 11 to 2,500 Employees; Kris Rudarmel, president/founder at Anchor Water Damage & Restoration, for Female Entrepreneur of the Year, Consumer Services, 10 or Less Employees; Beth Thornton, executive vice president of sales and business development, and Amy Knapp, vice president of information security and service delivery, both at O.C. Tanner, for Female Executive of the Year, Business Services, 11 to 2,500 Employees, Business Services; Sable Petersen, director of marketing at Lucid Software Inc., for Employee of the Year, Business, Computer Software; and A23 Advisors, for Most Innovative Company of the Year, 10 or Less Employees.

• Brent Brown, president of Brent Brown Toyota in Orem, has been nominated for the 2018 Time Dealer of the Year, awarded by Time in partnership with Ally Financial, for industry accomplishments and community service. He will be among 47 dealer nominees nationwide who will be honored at the annual National Automobile Dealers Association (NADA) Show in March. Brown was chosen to represent the New Car Dealers of Utah in the national competition. He was nominated by Craig A. Bickmore, executive director of the New Car Dealers of Utah. A panel of faculty members from the Tauber Institute for Global



Brent Brown

Operations at the University of Michigan will select one finalist from each of the four NADA regions and one national Dealer of the Year. Ally will recognize dealer nominees and their community efforts by contributing \$1,000 to each nominee's 501(c)3 charity of choice.

TECHNOLOGY/LIFE SCIENCES

• Artemis Health, a Salt Lake City-based benefit optimization data platform provider, has hired Alain Roy as vice president of customer success. Roy has 25



Alain Roy

years of experience working with employers on data warehousing, reporting and analytics, plan design, vendor selection, financial management and data-driven decision making. Prior to joining Artemis, he was managing director of analytics supporting ACO clients at Evolent Health. Roy also led large consulting initiatives around analytics and data warehousing with both Mercer and Towers Watson. He was the national leader for Towers Watson's National Data Cooperative (NDC).



ADDICTION PROBLEM?

Unsure whether you have an addiction problem with drugs, alcohol or sex?

Worried you could lose all that's important to you? Your spouse, children or career?



"I have helped hundreds of professionals just like you save everything that is important to them. **Let me help you too!** I am Dr. Steven Chen. For a **FREE** fully confidential session to evaluate your needs, at no obligation, contact me today!"

(P) 801.718.1609 (E) schen2020@cs.com (W) stevenjchen.com/addiction

Download lifesaving files
in seconds not minutes.
See what you can do when you

Dream Gig.



Building America's largest
Gig-speed network.

Imagine the technologies your business could tap into with 1,000 Mbps of download speeds—that's 20x faster than what most people have.* That's the power of Gig. Designed to fit your business and your budget. Go ahead, Dream Gig.

DREAMGIG.COM

**COMCAST
BUSINESS**

BUILT FOR BUSINESS

*Compares up to 1 Gbps to 50 Mbps downloads. Restrictions apply. Gig speed may not be available in your area. Connection type, device capabilities, and other factors affect speed. Actual speeds vary and are not guaranteed. © 2017 Comcast. All rights reserved.

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.

Dec. 11

“Leadership, Team-Building and Coaching Skills for Managers and Supervisors,” presented by Fred Pryor Seminars & CareerTrack. Location is Holiday Inn Hotel & Suites, 5001 W. Wiley Post Way, Salt Lake City. Cost is \$249. Details are at www.pryor.com.

Dec. 12, 7:15-9 a.m.

Breakfast Meeting, an ACG (Association for Corporate Growth) Utah event. Speaker is Terry Pearce, co-founder of Purple. Location is Marriott City Center, 220 S. State St., Salt Lake City. Details are at <https://www.acg.org/Utah>.

Dec. 12, 9 a.m.-2 p.m.

“Power Up!” Seminar, hosted by NACM Business Credit Services. Topics include a bankruptcy and antitrust refresher, business and consumer fraud prevention and an economic forecast for 2018. Location is Hotel RL, 161 W. 600 S., Salt Lake City. Cost is \$95, \$85 each additional attendee from the same company. Details are at <https://www.nacmint.com/calendar.php?v=1274>.

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

Women in Business Holiday Soiree, a Sandy Area Chamber of Commerce event. Location is La Caille, 9565 Wasatch Blvd., Sandy. Other details and registration are available at Eventbrite.com.

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

“Women in Safety: Invest in Yourself,” a Utah Safety Council event. Speaker Joy Glad will discuss the history of mentoring, mentoring versus coaching, why mentoring is so important, and how to be a mentor. Location is the Utah Safety Council office, 1574 W. 1700 S., Salt Lake City. Free, although the Utah Safety Council is requesting participants bring items — such as stuffed animals, fuzzy blankets, notebooks and pens — to donate to the Utah Children’s Justice Center. Details are at utahsafetycouncil.org.

Dec. 12, 6-7 p.m.

“How to Dominate on Amazon,” a Small Business Development Center (SBDC) event featuring the fundamentals of establishing a successful e-commerce business using the Amazon platform. Location is the Orem SBDC, 815

W. 1250 S., Orem. Free. Details are at <https://www.sba.gov/tools/events>.

Dec. 13, 8:30 a.m.-1:30 p.m.

Leadership and Culture Conference, a Utah Valley Chamber event. Location is Corporate Alliance, 746 E. 1910 S., Suite 2, Provo. Cost is \$125. Details are at thechamber.org.

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

“ChamberWest Presents” Luncheon, a ChamberWest event. Speaker Patrick Ross will discuss “Using Social Media as a Business Growth Tool.” Location is Utah Trucking Association, 4181 W. 2100 S., West Valley City. Cost is \$20 for members with RSVP. Details are available at (801) 977-8755 or chamber@chamberwest.com.

Dec. 13, 4-5 p.m.

“Raising Capital Through Equity Crowdfunding,” an EquityTrack.net event. Attendees will learn about the various ways to raise capital for a startup, whether through an initial raise or a later round of financing. Location is Silicon Slopes, 2600 Executive Parkway, Lehi. Free. Registration can be completed at Eventbrite.com.

Dec. 13, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is Myers Mortuary, 845 Washington Blvd., Ogden. Cost is \$10 for chamber members and guests. Details are at ogdenweberchamber.com.

Dec. 13, 3-5 p.m.

“The CEO Who Also Buys the Toilet Paper: Managing Multiple Roles,” a Salt Lake Chamber “Business Essentials” event. Location is the chamber, 175 E. 400 S., Suite 600, Salt Lake City. Cost is \$10. Details are at slchamber.com.

Dec. 13, 6-8 p.m.

“Starting Your Business 101,” a Small Business Development Center (SBDC) event. Location is Salt Lake Community College’s Miller Campus, Corporate Partnership Center, Room 114, 9690 S. 300 W., Sandy. Free. Details are at <https://utahsbdc.org/trainings>.

Dec. 14, 9-10 a.m.

“QuickBooks for Business Owners,” a West Jordan Chamber of Commerce event. Location is West Jordan Community Room, 8000 S. Redwood Road, West Jordan. Details are at westjordanchamber.com.

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

Networking Lunch, a Murray Area Chamber of Commerce event. Speaker is from Utah Media One. Location is Soy’s Sushi Bar & Grill, 4923 S. State St., Murray. Cost is \$15 for members, \$20 for guests. Details are at murraychamber.org.

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

Women in Business Holiday Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$15 for members, \$20 for walk-ins. Details are at davischamberofcommerce.com.

Dec. 14, 11:30 a.m.-12:30 p.m.

Annual Holiday Awards Luncheon, a Holladay Chamber of Commerce event. Location is Holladay City Hall, 4580 S. 2300 E., Holladay. Cost is \$35. Details are at holladaychamberofcommerce.org.

Dec. 14, 5:30-6:30 p.m.

WordPress Workshop, a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Details are at <https://utahsbdc.org/trainings>.

Dec. 14, 6-8 p.m.

“Business Essentials,” a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Details are at <https://utahsbdc.org/trainings>.

Dec. 15, 7:30-8:30 a.m.

Eggs & Issues, a Murray Area Chamber of Commerce event. Location is Mimi’s Café, 5223 S. State St., Murray. Free (pay if ordering from the menu). Open to the public. Details are at murraychamber.org.

Dec. 15, 11:30 a.m.-1 p.m.

UTC Holiday Breakfast, a Utah Technology Council event. Location is Thanksgiving Point, 3003 N. Thanksgiving Way, Lehi. Free. Details are at utahtech.org.

Dec. 19, 11:30 a.m.-1 p.m.

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

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

Professionals Networking Group, a ChamberWest event. Location is Golden Corral, 3399 W. 3500 S., West Valley

City. No RSVP required. Details are at chamberwest.com.

Dec. 20, 3-5 p.m.

“Jump Start: Intro to Entrepreneurship,” a Salt Lake Chamber seminar taught by Deb Bilbao, business consultant at the Women’s Business Center (WBC). Event is designed for all entrepreneurs: those looking to go into business, early startup stage or those looking to improve an existing business. Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. Free. Details are at slchamber.com.

Dec. 20, 3:30-5 p.m.

UTC Public Policy Forum, a Utah Technology Council event. Location is inContact, 75 W. Towne Ridge Parkway, Sandy. Details are at utahtech.org.

Dec. 20, 5:30-6:30 p.m.

Tax Planning Clinic, a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Free. Details are at <https://www.sba.gov/tools/events>.

Dec. 20, 5:30-6:30 p.m.

QuickBooks Workshop, a Small Business Development Center (SBDC) event. Location is Orem SBDC, 815 W. 1250 S., Orem. Free. Details are at <https://www.sba.gov/tools/events>.

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

Monthly Coffee Social and Networking, a Holladay Chamber of Commerce event. Location is 3 Cups Coffee, 4670 S. Holladay Village Plaza, No. 104, Holladay. Free. Details are at holladaychamberofcommerce.org.

Dec. 21, 11 a.m.-noon

Lunch & Learn, a Murray Area Chamber of Commerce event. Speakers from Thorne & Associates will discuss changes to Social Security. Location to be announced. Cost is \$15 for members, \$20 for nonmembers. Details are at murraychamber.org.

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

“Multiplying Lasting Profitable Relationships,” a West Jordan Chamber of Commerce event. Speaker is Clay Neves of Personal Sales Dynamics. Location is West Jordan City Hall, Community Room, 8000 S. Redwood Road, West Jordan. Free for members, \$15 for nonmembers. Details are at westjordanchamber.com.

Dec. 28, 11:30 a.m.-1 p.m.

Networking Lunch, a Murray Area Chamber of Commerce event.

Speaker to be announced. Location is Soy’s Sushi Bar & Grill, 4923 S. State St., Murray. Cost is \$15 for members, \$20 for guests. Details are at murraychamber.org.

Dec. 28, 6-7 p.m.

Legal Clinic, a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Free. Details are at <https://www.sba.gov/tools/events>.

Dec. 28, 6-7 p.m.

Health Insurance Clinic, a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Free. Details are at <https://www.sba.gov/tools/events>.

Dec. 28, 6-7 p.m.

Accounting Clinic, a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Free. Details are at <https://www.sba.gov/tools/events>.

Jan. 3, 11:30 a.m.-1 p.m.

Professionals Networking Group, a ChamberWest event. Location is Golden Corral, 3399 W. 3500 S., West Valley City. No RSVP required. Details are at chamberwest.com.

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

Monthly Luncheon, a Murray Area Chamber of Commerce event. Speaker Marlin Clark will discuss “Customer Service: Being Nice is Not Enough.” Location is Cottonwood Country Club, 1780 E. Lakewood Drive, Holladay. Details are at murraychamber.org.

Jan. 4, 6-7:30 p.m.

“Start Smart,” a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Free. Details are at <https://utahsbdc.org/trainings>.

Jan. 5, 7:30-8:30 a.m.

Eggs & Issues, a Murray Area Chamber of Commerce event. Murray Police Chief Craig Burnett will discuss “Crime Prevention in Murray City.” Location is Mimi’s Café, 5223 S. State St., Murray. Free (pay if ordering from the menu). Open to the public. Details are at murraychamber.org.

Jan. 5, 8-10 a.m.

Friday Forum, a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., No. 200, Provo. Details are at thechamber.org.



Orluff Opheikens
Co-founder
R&O Construction



Les Randall
Co-founder
R&O Construction



Slade Opheikens
President & CEO
R&O Construction

Born in adversity, R&O prospers by 'getting projects done as promised and on time'



R&O Construction headquarters in Ogden.



A remodel for Smith's Food and Drug store in Ogden was R&O's first project. R&O is still building Smith's stores today.

In 1979, R&O founder Orluff Opheikens found himself in a precarious spot as a successful homebuilder and real estate developer when interest rates began their climb to an unheard-of — and hard to even imagine — 20 percent.

"Things were going so well for me at the time," Opheikens said. "I was only 32, had a shiny new car, we had just started a new condominium project in South Ogden and we had more than 100 homes going. I can remember the arrogance of thinking I had it made."

A few months later, thanks to massive inflation, the economy changed almost overnight as interest rates forced many people out of the home buying and the home building industry.

"All the security I thought I had was gone," he said. "Many of my friends ended up filing for bankruptcy and it was like D-Day for anyone in residential construction."

Pulling together a few of his closest associates and friends, they made the decision to leave residential and turn toward commercial construction. Using all the capital he had left and \$65,000 from family friend Les Randall, they formed R&O Construction in 1980 and began work in Opheikens' basement.

It was slow-going at first and cracking into the market proved difficult. The team bid more than 20 jobs before landing its first

significant project, a remodel of the Clearfield City Office Complex. A short time later, they landed the first of many Smith's grocery stores and built R&O's first store in West Valley City.

"We lost some money on that first Smith's but we did a great job on the building," Opheikens said. "That led to Smith's owner, Dee Smith, asking us to keep bidding on future stores and soon we were negotiating their projects."

Keeping in mind the saying, "You're only as good as your word," R&O focused on quality and getting projects done as promised and on time. This philosophy still emanates from all R&O employees and has led to steady growth.

Now in its second generation of family leadership, Orluff Opheikens' sons, Slade and Chet, have continued what their father started, with Slade as president and CEO and Chet as vice president of business development, working out of the company's Las Vegas office.

Growing up in the business didn't mean either son was just given anything; in fact, it was quite the opposite.

"We had to start out at the lowest levels and learn everything it takes to make a company this size work," Slade said.

Starting as a laborer and working his way up gave him a unique perspective.

"First and foremost, I gained a greater appreciation and under-



standing of everyone's role," Slade said. "I can relate to the challenges that are facing our organization and industry and look for solutions that are fair to everyone and help us succeed. One thing I know is that this industry is constantly changing. What worked yesterday will not work tomorrow."

After a difficult 2008 caused by the Great Recession, a decision was made to build upon the company's strong retail foundation and construct many other types of projects, including multi-family housing, higher education buildings, office buildings, warehouse construction, recreational construction, as well as senior care and medical housing.

"We had always been able to build many different types of projects, but after the eco-

nomic turndown we decided to chase even more diverse projects, while preserving our roots in retail," Slade said.

R&O is now a Top 300 Contractor in the country and one of the largest in both Utah and the Las Vegas area. Despite this growth, the company remains focused on building meaningful relationships with every client and delivering projects that stand paramount in the industry.

"We have clients that we have worked with since Day One," Slade said. "We still build Smith's and Harmons stores just about every year. Building long-term relationships with our clients, whether new or old, is what makes being in this business rewarding. It becomes our mission to help each client reach their own goals and we celebrate their successes."



Station Park Village Center in Farmington.



Utah State University Brigham City Campus.



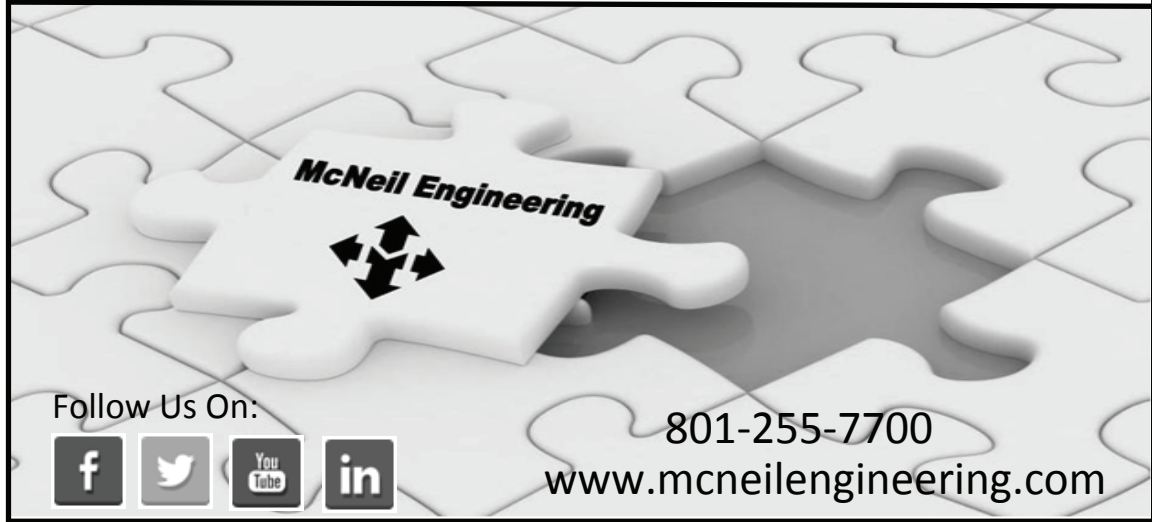
R&O Construction projects include the Falcon Hill Aerospace Research Park at Hill Air Force Base (above) and the American Cancer Society Hope Lodge in Salt Lake City.





Missing a Piece? We Have You Covered

- ❖ Civil Engineering
- ❖ Structural Engineering
- ❖ Laser Scanning & Land Surveying
- ❖ Paving & Roofing Consulting
- ❖ Landscape Architecture



Follow Us On:



801-255-7700

www.mcneilengineering.com

Which would you rather test drive?



a Super CAR

TEST DRIVE COST = \$399*



or a Super CHAIR?

TEST DRIVE COST = \$0

Sure, the car would be a thrill. But given the price, we think you'd also be thrilled test driving an **Ignition chair by HON**. And not only is the test drive **FREE**, we're happy to bring our chairs to you so your employees can take them for a spin also!

Why an ergonomic chair?

- Take advantage of Section 179 tax code deduction opportunity
- Accelerated depreciation & bonus depreciation still for 2017
- Avoid sitting-related injuries & workman's comp claims
- Higher worker productivity in a quality ergonomic chair



We're your seating experts for every price point/budget!

(801) 974-1970 | ofsinteriors.com

IN STOCK FOR IMMEDIATE DELIVERY!

*exoticracing.com, Las Vegas, NV

Headed to a networking event? Better brush up on how it's done

"I am going to a networking event; how do I prepare?"

Dress appropriately. If the event is for business owners, you want to represent your profession well. You want to dress in logo wear, in professional clothing that makes your company look good.

Confirm the address and the time so that you don't arrive late. Some events are more like open houses, but some have an organized agenda. You would want to check the time and be punctual; otherwise everyone will notice that you were tardy.

"Do I need business cards?"

Bring business cards. Pass around the business cards and make sure to collect business cards from the other participants at the events.

We often go to business networking events and collect business cards, but we don't do anything with them after the event. Business cards don't have any value unless we do something with the information on those cards. The easiest thing is to either import them into an Excel file or use an app that will help you retain the contact name and information that is on the cards.

"What do I do with the business cards?"

We should follow up with the people that we met within 24 to 48 hours. The easiest thing is to send an email telling them it was nice to meet them. There is no need to sell your product in the email. That may put people off and discourage them from contacting you again.

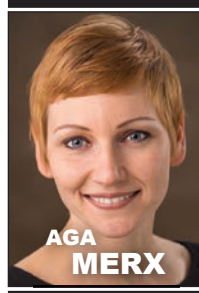
It's much easier to send an email saying it was very nice to meet the person. Make sure your email signature contains all of your contact information. That way, if someone wants to reach out to you, they have easy access to your contact information. There is no need to remind the people you met what you do — your email signature, your company or your title likely clearly indicates what you do. If they have more

questions, they will reach out to ask you.

Do not add the email address from the person that you met to your drip campaign. First, it's against the CAN-SPAM policy and, secondly, people mind being added to subscriptions and newsletters when they really did not opt in. That also leaves a negative impression and you do not want to be known as the person who just sells the services and products and imposes them onto people.

"How many networking events should I attend?"

You are welcome to attend as many networking events as your schedule allows. There are some events that will fit your profession better than others. Some cost more than others. What's important to remember is that you



can network yourself out of your job because there are a lot of networking events. Thus, a suggestion is to find the events that fit your schedule, limit them to two or three a month (unless you belong to a networking organization that meets weekly). It is more important to find key individuals and referral sources and to follow up with them than to attend many networking events and not build any relationships after having met the people.

"How do I learn what events there are?"

You can start an account on Meet Up (app or online) or Eventbrite and peruse the upcoming events. If you know members of chambers of commerce, etc., they usually know about many events. Additionally, see what workshops and seminars are offered. You can attend these and benefit twofold: You can connect with others and you can gain good knowledge and experience.

Aga Merx is a vice president and SBA department manager for Bank of American Fork. Her experience with the Small Business Administration started when she worked for the Small Business Development Center.

EARNINGS from page 4

earlier.

Revenue totaled \$2,598 in the most recent quarter.

Co-Diagnostics is a newly public molecular diagnostics company.

"We are pleased to have completed our initial quarter as a public company," Dwight Egan, chief

executive officer, said in announcing the results. "We look forward to growing the company and driving operational and financial performance for the benefit of our shareholders in the years to come."

"This quarter's commercial progress in infectious disease was very exciting," he said, noting that the company is having a strong commercial launch of its CODX Molecular Diagnostics System.



Where is that novel you wrote or those songs you composed going to end up after you're gone? Better take steps now to assure that your wishes are met

Creative people often ask attorneys, “How do I protect my work?” or “How do I get a copyright?” or “What will a copyright get me?” These are great questions, but a related question is often unasked: “What happens to my copyrighted work when I die?”

The short answer: It depends.

This article discusses certain issues that should be considered when planning how a copyright will be transferred to a beneficiary. An attorney should always be consulted for this type of planning, as many transfers depend on the facts and circumstances concerning a copyright.

To start, pretend there is a man named Jasper Nuggins. Jasper’s life-long dream has been to write the next great American novel. He spends countless hours drafting chapter after chapter of the story of the struggle of one man to find himself in the concrete jungle of New York City. Jasper’s wife, Prue Nuggins, humors her husband’s creative ambitions.

Now pretend that Jasper’s agent lands Jasper a publishing deal. Jasper

signs the deal, finishes his book, and, once the book has gone to press, relishes in the fact that he is a published author.

Shortly after publishing, Jasper gives his entire manuscript to his brother, Sly Nuggins, with the sober counsel: “Keep this book, Sly, and make what you can out of it. I don’t want Prue to have it because, bless her heart, she has never understood why I wrote it. But you understand, so it is yours.”

Now pretend that Jasper dies five years later.

Jasper’s will bequeaths his entire estate to his wife, Prue. The manuscript stays with Sly since it was a gift and is excluded from Jasper’s estate. A year after Jasper’s death, a movie producer contacts Jasper’s agent with the intent of making a movie based on Jasper’s book. One of the first questions the agent might ask is: “Who has the copyright to Jasper’s book?” Or, in other words: “Who is authorized to sign this movie deal and collect potential royalties?”

Based on the gift and the community to Sly, one could think that Sly

now has the copyright; after all, Jasper literally handed him the manuscript. This may have been Jasper’s intent, but copyright law under Title 17 of the United States Code may fashion an answer contrary to Jasper’s intent.

For starters, transfer of the material form of an artistic work is usually not enough to transfer the underlying copyright to the work. A copyright is typically transferred by a signed agreement. An agreement can be as broad as granting all rights with the copyright or as refined as granting a non-exclusive license for one right under the copyright.

The opposite is also true: a valid transfer of a copyright does not automatically transfer physical possession of the artistic work. Physical transfer would have to be contemplated in the agreement.

In the example of Jasper’s gift to Sly, simply handing over the manuscript should not transfer the copyright to the work. Jasper still owned the copyright and likely did not know it (even though he was still entitled to any royalties from book sales). Sly has a memento, but he can neither sign nor benefit from the movie deal since he

was not properly assigned the copyright during Jasper’s life.

So, who has it? Jasper’s will gave all of his property to his wife, so she should own the copyright.

What should Jasper have done if he truly wanted Sly to have the copyright? Had Jasper spoken with an attorney, he would have learned that copyright ownership goes beyond simply possessing the material object. He would have also learned that lifetime transfers are not always permanent. An attorney could have shown Jasper his options and they could have planned how to transfer the copyright to Sly in a way that made the most sense.

To illustrate these options, pretend that Jasper, during his life, had not only given Sly the manuscript, but had also signed an agreement that transferred all his rights under the copyright to Sly. This should make it so that the copyright would not pass to Prue during the administration of Jasper’s estate. One thing to consider with this type of lifetime transfer is that current copyright law allows Jasper to terminate



WILLIAM HARNISH

ASSISTED LIVING & RETIREMENT CENTERS

Ranked by Number of Living Units



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	No. Living Units	Percent Occupied	Year Est.	Top Executives
1	Legacy Retirement Communities 1018 W. Atherton Drive Taylorsville, UT 84123	801-269-0700 legacyretire.com	1,135	93%	1996	Paul Fairholm, CEO Cory Hafen, VP Senior Operations
2	Highland Cove 3750 Highland Drive SLC, UT 84106	801-272-8226 highlandcoveretirement.com	270	92%	1979	Jason Giatras
3	The Coventry 6898 S. 2300 E. Cottonwood Heights, UT 84121	801-943-5853 coventrycottonwood.com	146	80%	1999	Aaron Windbigler Executive Director
4	Chancellor Gardens 1425 S. 1500 E. Layton, UT 84015	801-779-0798 mbkseniorliving.com	130	87%	1999	Rodney Washburn Executive Director
5	Solstice Senior Living at Sandy 310 E. 10600 S. Sandy, UT 84070	801-944-0082 solsticeseniorliving.com	119	90%	2002	Keith Watkins Building Service Director
6	The Wellington 4522 S.1300 E. SLC, UT 84117	801-281-3477 mbkseniorliving.com	119	*	2012	Scott Ambrose
7	Summit Vista 6183 S. Prairie View Drive, Ste. 103A Taylorsville, UT 84129	801-878-9016 summitvista.com	Opening in 2018 with 114 units	70% pre-sold	2018	Mark Erickson Kelly Ornberg
8	The Wentworth at Park Lane 680 E. 100 S. SLC, UT 84102	801-537-1100 parklaneliving.com	113	80%	1990	Tad Weight Executive Director
9	Cottonwood Creek 1245 E. Murray Holladay Road SLC, UT 84117	801-263-0999 mbkseniorliving.com	111	90%	1984	Julie Black
10	Summit Senior Living 5524 W. 6200 S. SLC, UT 84118	801-528-1993 summitseniors.com	100	60%	1993	Jim Scadlock Executive Director
11	Pacifica Senior Living Millcreek 777 E. 3900 S. SLC, UT 84107	801-288-0700 pacificamillcreek.com	73	95%	1998	Stephanie Klingbiel
12	The Charleston Assisted Living 10020 N. 4600 W. Cedar Hills, UT 84062	801-772-0123 mbkseniorliving.com	64	98%	2011	Wayne Barney Executive Director
13	Highland Glen 10322 N. 4800 W. Highland, UT 84003	801-610-3500 mbkseniorliving.com	62	89%	2011	John Orten Executive Director
14	The Wentworth at Willow Creek 8325 S. Highland Drive Cottonwood Heights, UT 84093	801-683-1141 wentworthwillowcreek.com	53	77%	1999	Amelia Larson Executive Director
15	The Wentworth at East Millcreek 1871 E. 3300 S. SLC, UT 84106	801-383-2677 wentwortheastmillcreek.com	43	90%	1999	Natalie Selin Executive Director
16	Aspen Assisted Living 2325 Madison Ave. Ogden, UT 84003	801-399-5846 aspenassistedlivingogden.com	40	95%	2013	Kelly Jensen
17	Assisted Living of Draper 217 E. Scenic Peak Cove Draper, UT 84020	801 917-2315 assistedlivingofdraper.com	13	55%	2012	Justin Bybee Tracey Bybee

SUMMITVISTA

Active senior living



WE BELIEVE

in aging with grace and dignity.

Not to mention plenty of laughter and passion.

WELCOME TO HEALTHY AGING

At Summit Vista we believe that healthy aging comes from staying active mentally, physically, and emotionally. It's being truly engaged in life. That is why we have taken great care to create an environment that encourages close social relationships, involvement in meaningful and productive activities, and a variety of opportunities to use and share your valued skills and abilities.

Our spacious 105-acre campus features a fully equipped fitness center, an indoor heated pool and spa, programmable machines, weight training, fitness classes, outdoor walking paths, a putting green, and a 62,000-square-foot clubhouse for socializing, family gatherings, and more.

Then there's our ever-expanding list of clubs which are determined solely by our residents, as well as multid denominational spiritual services and other enriching experiences unparalleled in retirement living. Add it all up and you start to get a sense of how we define healthy aging.

Of course, another essential component to healthy aging is healthcare services. Summit Vista will offer a full continuum of care—including everything from independent living, assisted living, and home care to nursing care, memory care, and rehabilitation services. Look into Summit Vista today and see why our first residential building at Utah's first Life Plan Community is already 75% full.

LEARN MORE ABOUT HEALTHY AGING THE SUMMIT VISTA WAY.

Call us at **866-518-1222** or go online today to request a free Information Kit at **www.SummitVistaLife.com/healthyaging2**.

Opinion

Budget process confirms a bipartisan tradition of enabling spendaholics

Our national debt is \$20.5 trillion and heading to \$30 trillion by 2030. You'd think that this would be a wake-up call for Republicans — who control all three branches of government — to finally take spending seriously. Instead, they want to get rid of the spending caps meant to constrain lawmakers' uncontrollable appetite to spend.

The spending caps were implemented as part of the Budget Control Act of 2011 (BCA). The deal itself was the result of a vigorous debt ceiling battle between those who wanted the unconditional ability to raise the debt limit and those who called for fiscal discipline going forward in exchange for additional debt at the time.

In the end, the pro-debt people got their increase in the authority of the federal government to borrow even more money, and the pro-fiscal restraint ones got spending caps. Though the caps weren't strict enough (they mostly reduced the growth of additional spending, as opposed to imposing actual cuts), they turned out to be the most fiscally responsible policy in decades.

Now, you may say that being the most

successful at restraining spending isn't that impressive when there haven't been many, if any, real attempts to control spending. Indeed, the Republicans have, time and time again, proved that when they're in power, they like to spend just as much as Democrats do. At the margins, they want to

spend money on different things than Democrats — they like military spending, government spying and immigration crackdowns a lot more than liberals do — but for the most part, they actually love wasting cash on the same stuff. Both sides support farm subsidies, unchecked improper payments and more money for unaccountable infrastructure projects, museums and opera houses. Many of these things only benefit the rich.

The truth remains that the BCA caps were pretty effective at tying lawmakers' hands. When the act was passed, the Congressional Budget Office projected that the spending limits would save \$971 billion over 10 years. Again, these were not real cuts but mostly restraints on the growth of spending, meaning that spending was still

going up from year to year. But even that was too much for big spenders, who repeatedly and successfully managed to circumvent the caps. A recent paper titled "Reform the Budget Control Act Spending Caps," by The Heritage Foundation's Romina Boccia and Justin Bogie, documents the betrayal in numeric details. Boccia and Bogie rightfully paint the portrait of a Congress whose members don't care much for the constraints they've imposed on themselves and are happy to break the promises they've made to their constituents.

In spite of these setbacks, the BCA and its budget caps did put a dramatic stop to the spending spree during its first two years. Now Republicans want to bust the caps by almost \$190 billion over two years. As always, their stated reason is that defense spending isn't large enough, despite the \$602 billion the Office of Management and Budget projects we'll have spent on national defense in 2017.

As designed, the BCA imposes separate caps on defense and non-defense spending, as opposed to one overall cap on all discretionary spending. As a result, it requires fiscal restraint from defense hawks, as well as non-defense spending advocates. This

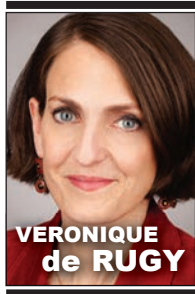
is the way it should be. Contrary to what Republicans believe, defense spending isn't immune to waste, fraud and abuse or a poorly designed spending strategy, which leads to malinvestment and outdated military goals. An increase in defense spending doesn't necessarily lead to more security, either.

The admitted flaw in my reasoning is that lawmakers have a profound disrespect for budget rules and have no qualms about suspending them when inconvenienced. As a result, we've repeatedly witnessed the Republican defense hawks make deals with Democrats amounting to "you scratch my back, and I'll scratch yours." The result is always that both defense caps and non-defense caps are busted at the expense of fiscal credibility and future generations.

This is about to happen again. Shame on those who are about to engage in a spending frenzy during a time of relative peace, prosperity and high debt. Their behavior is unpardonable and will be paid for dearly by generations of American children.

Veronique de Rugy is a senior research fellow at the Mercatus Center at George Mason University in Virginia.

COPYRIGHT 2017CREATORS.COM



VERONIQUE
de RUGY

Just how can the Republican tax plan be a politically successful strategy?

Watching the Republican tax plan race through Congress, one is reminded of a big apparent difference between Donald Trump's program and other populist movements in the Western world. In America, Trump is leading something that is best described as plutocratic populism, a mixture of traditional populist causes with extreme libertarian ones.

Congress' own think tanks — the Joint Committee on Taxation and the Congressional Budget Office — calculate that in 10 years, people making between \$50,000 and \$75,000 (around the median income in America) would effectively pay a whopping \$4 billion more in taxes, while people making \$1 million or more would pay \$5.8 billion less under the Senate bill. And that doesn't take

into account the massive cuts in services, healthcare and other benefits that would likely result. Martin Wolf, the sober and fact-based chief economics commentator for the *Financial Times*, concludes, "This is a determined effort to shift resources from the bottom, middle and even upper middle of the U.S. income distribution toward the very top, combined with big increases in economic insecurity for the great majority."

The puzzle, Wolf says, is why this is a politically successful strategy. The Republican Party is pursuing an economic agenda for the 0.1 percent but it needs to win the votes of the majority. This is the issue that University of California-Berkeley political scientist Paul Pierson discusses in a recently published essay. Writing in *The British Journal of Sociology*, Pierson notes that Trump's program does have strong populist aspects, especially on trade and immigration. But, he points out, "On the

big economic issues of taxes, spending and regulation — ones that have animated conservative elites for a generation — he has pursued, or supported, an agenda that is extremely friendly to large corporations, wealthy families, and well-positioned rent-seekers. His budgetary policies (and those pursued by his Republican allies in Congress) will, if enacted, be devastating to the same rural and moderate-income communities that helped him win office."

Pierson argues that Trump entered the White House with a set of inchoate ideas and no real organization. Thus, his administration was ripe for takeover by the most ardent, organized and well-funded elements of the Republican Party — its libertarian wing. Nurtured and built up over the years, this group of conservatives decided to ally with the Trump administration to enact its long-standing agenda. Pierson quotes Grover Norquist, the fiercely anti-statist GOP operative, explaining in 2012 his views on the selection of a Republican presidential nominee. "We are not auditioning for fearless leader. We don't need a president to tell us in what direction to go. We know what direction to go. ... We just need a president to sign this stuff."

Is it that the Republican Party is cleverly and successfully hoodwinking its supporters, promising them populism and enacting plutocratic capitalism instead? This view has been a staple of liberal analysis for years, most prominently in Thomas Frank's book *What's the Matter with Kansas?* Frank argued that Republicans have been able to work this magic trick by dangling social issues in front of working-class voters, who fall for the bait and lose sight of the fact that they are voting against their own

interests. Both Wolf and Pierson believe that this trickery will prove dangerous for Republicans. "The plutocrats are riding on a hungry tiger," writes Wolf.

But what if people are not being fooled at all? What if people are actually motivated far more deeply by issues surrounding religion, race and culture than they are by economics? There is increasing evidence that Trump's base supports him because they feel a deep emotional, cultural and class affinity for him. And while the tax bill is analyzed by economists, Trump picks fights with black athletes, retweets misleading anti-Muslim videos and promises not to yield on immigration. Perhaps he knows his base better than we do. In fact, Trump's populism might not be as unique as it's made out to be. Polling from Europe suggests that the core issues motivating people to support Brexit or the far-right parties in France and Germany and even the populist parties of Eastern Europe,

are cultural and social.

The most important revolution in economics in the last generation has been the rise of the behavioral scientists, trained in psychology, who are finding that people systematically make decisions that are against their own "interests." This might be the tip of the iceberg in understanding human motivation. The real story might be that people see their own interests in much more emotional and tribal ways than scholars understand. What if, in the eyes of a large group of Americans, these other issues are the ones for which they will stand up, protest, support politicians and even pay an economic price? What if, for many people, in America and around the world, these *are* their true interests?

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

(c) 2017, Washington Post Writers Group



FAREED
ZAKARIA



Opinion

Gerrymandering is a really scary thing when you add 'big data' and AI to the mix

The other night Catherine Kanter scared the bejesus out of me. Kanter is the campaign manager for Better Boundaries, which is a nonpartisan group that is dedicated to eliminating gerrymandering in the state of Utah.

Gerrymandering has been around for a long time in America. Prior to the Constitution even taking effect, Gov. Patrick Henry of Virginia persuaded his legislature to remake a congressional district that forced his political enemy, James Madison, to run against the very popular James Monroe. Madison still won the congressional seat despite Henry's nefarious actions.

The word "gerrymander" means to make political districts in such a way that it favors a particular politician — and both of our political parties do it. The word itself was coined in 1812 because of an action by then-Massachusetts Gov. Elbridge Gerry, who created a congressional district that looked like a salamander. When I looked at the map that created this new congressional district, it looked like it was a sea monster that I had seen at Hebgen Lake, Montana.

What really got my attention, at this function that my wife had dragged me to, was when Kanter brought up the phrase "big data" in her talk. She described how both political parties were using big data to draw

these gerrymandered districts that favored their candidate. In my business background, I have had some experience with interpreting and managing big data files. This tool in the hands of a politician is dynamite.

As Kanter remarked, data mining software programs can find out what magazines you read, whether or not you have a dog or a cat, whether you're a registered Democrat or Republican, what you are looking at on the Internet and all sorts of other things that will predict the way you will vote. Now the political powers can just push a few buttons and produce a map of the district that guarantees a winner for their politician.

I personally believe that gerrymandering is unconstitutional, but the Supreme Court has yet to rule that it is. There is a case before the Supreme Court right now that will clarify the issue. But what if the Supreme Court continues to not take a definitive position on this issue? Well, I believe that what Kanter and her nonpartisan group, Better Boundaries, is doing not only makes sense but is a better long-term answer even than a favorable Supreme Court ruling.

Better Boundaries is trying to get an initiative before the Utah electorate in 2018 that forces the Utah Legislature to make changes to Utah's election law that will take

a lot of the partisanship out of redistricting. Better Boundaries' solution is not a panacea, but it is a step in the right direction. If you want more information about the specifics of their proposal, go to their website, www.betterboundaries.org.

Now back to this phrase "big data" and what really is scary is when you add "artificial intelligence" (AI) to the mix. I have begun to piddle around with AI in one of my projects and from my limited knowledge, I know that this software will be constantly tracking what you're up to and will be constantly learning how to be a better predictor of the way you are going to vote.

In the question-and-answer section of her talk, Kanter was asked if there are any Republicans on her board of directors and

she replied, "yes" and named two of them. I kind of have to chuckle that there were some people in the audience that thought that this might be a Democratic Party trick. Well, you bet it is — but more power to them.

Kanter had one slide in her presentation that really got my attention: "Voters should choose their politicians; politicians should not choose their voters." Technological advances are an excellent way to improve the lives of everyone, but using big data and AI to gerrymander the system is not one of them.

Robert Pembroke is chairman of Pembroke's Inc. and considers himself on permanent sabbatical. He can be reached at pembroke894@gmail.com.



ROBERT PEMBROKE

THE Enterprise
UTAH'S BUSINESS JOURNAL

WHY SHARE? GET YOUR OWN COPY!

To Subscribe
Call: 801-533-0556
or go online to:
slenterpirse.com



Choking On Your Health Care Premiums?



PREDICTABLE, AFFORDABLE, & CONVENIENT HEALTHCARE *with* **ZENITH DIRECT CARE**

▼ Potential Savings for Family of 5

With Zenith Direct Care, you speak directly with your care provider via encrypted voice, texting, and video!*

- ✓ Physicals
- ✓ Pediatrics
- ✓ Acute Care
- ✓ Minor Surgeries
- ✓ Chronic Therapy
- ✓ Online Convenience
- ✓ Preventive Medicine
- ✓ Men's & Women's Health
- ✓ Procedures, Tests, & Treatments

49⁹⁵
Monthly Adult Membership

	Present Situation		Cost Saving Configuration	
	 Traditional Health Insurance Plan		 Zenith Direct Care combined with a Health Cost Sharing Membership	
Plan Details	Deductible / Unshared portion	\$3,000 deductible	ZDC None	HCS \$1,500 unshared
	Coverage	80% after deductible	Most primary care	100% after unshared
	Out-of-pocket maximum	\$10,000	Not applicable	\$1,500
	Monthly premium / Membership fee	\$1,507.22	\$129.75	\$449.00
	Co-pay / Visit fee for one visit	\$40	\$10	None
	Annual fee	None	None	\$125 (Yr. 1) \$75 thereafter
	Initial (one time) enrollment fee	None	\$50 per person	None
Annual Costs	Annual premium / Membership	\$18,086.64	\$1,557	\$5,388
	Est. co-insurance cost for 4 visits	\$96	Not applicable	Not applicable
	Co-pay / Visit fee on 4 visits	\$160	\$40	None
	HCS subsidy for ZDC membership	Not applicable	(\$900)	Not applicable
	Annual fee	None	None	\$75
Potential Savings	TOTAL Annual Costs		\$6,160	
	Annual Savings		\$12,183	
	Savings Percentage		66%	

NOTE: There is a one-time enrollment fee of \$50 per person. Minor children must be accompanied by at least one adult membership.

Affordable monthly memberships include a nominal \$10 per visit fee.

AGE: 0-14
9⁹⁵

AGE: 18-39
49⁹⁵

AGE: 40-64
69⁹⁵

AGE: 65+
89⁹⁵

Enroll Today!
801.676.6161
www.zdirect.care

*Not available with all providers.

CALENDAR

from page 9

Jan 5, 8-10 a.m.

First Friday Face-to-Face, a business-to-business networking event. Location is the Salt Lake Community College Miller Campus, 9750 S. 300 W., Sandy. Free. Details and registration are at <http://bit.ly/2pr57ya>.

Jan. 5, 8:30-11:30 a.m.

"Grow Your Business: Phase 1," a Small Business Development Center (SBDC) event. Location is the Orem SBDC, 815 W. 1250 S., Orem. Details are at <https://utahsbdc.org/trainings>.

Jan. 10, 11:30 a.m.-1 p.m.

Professionals Networking Group, a ChamberWest event. Location is Golden Corral, 3399 W. 3500 S., West Valley City. No RSVP required. Details are at chamberwest.com.

Jan. 10, 4-6 p.m.

UTC Open House, a Utah Technology Council event. Location is UTC, 2755 Cottonwood Parkway, No. 500, Salt Lake City. Free. Details are at utahtech.org.

Jan. 12, 7:30-8:30 a.m.

Eggs & Issues, a Murray Area Chamber of Commerce event. Speaker is Ginette Bott, chief executive officer of the Utah Food Bank. Location is Mimi's Café, 5223 S. State St., Murray. Free (pay if ordering from the menu). Open to the pub-

lic. Details are at murraychamber.org.

Jan. 16, 7:30 a.m.-1 p.m.

Utah Economic Outlook & Policy Summit 2018, hosted by the Salt Lake Chamber, in collaboration with the Kem C. Gardner Policy Institute at the University of Utah. Event features a keynote presentation by former Massachusetts Gov. Mitt Romney, a 2018 economic outlook by prominent economists, release of the initial Salt Lake Chamber CEO Outlook Confidence Index, presentation of the "2018 Economic Report to the Governor," Gov. Gary Herbert's economic vision for 2018, a 2018 legislative session preview by legislative leadership, and release of the Salt Lake Chamber's 2018 legislative agenda. Location is Salt Lake City Marriott Downtown at City Creek, 75 S. West Temple, Salt Lake City. Cost is \$65 by Dec. 15, \$85 thereafter. Details are at slchamber.com.

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

Professionals Networking Group, a ChamberWest event. Location is Golden Corral, 3399 W. 3500 S., West Valley City. No RSVP required. Details are at chamberwest.com.

Jan. 17, noon-1 p.m.

Professional Development Series, a Utah Valley chamber event. Location is the Provo LDS Employment Resource Center, 702 W. Columbia Lane, Provo. Free. Details are at (801) 818-6161 or <http://bit.ly/1tDS04k>.

Jan. 18-19

Tech Summit 2018, a Silicon

Slopes event featuring keynote presentations, breakout sessions on five tracks (creators, marketing, product and development, leadership, and blockchain) and more. Location is the Salt Palace, 100 S. West Temple, Salt Lake City. Cost is \$95 for an all-access pass. Details are at siliconslopes-summit.com.

Jan. 18, 8 a.m.-3:30 p.m.

"Coaching: Partnering for Performance," an Employers Council event. The class explores supervision from the mindset of a coach, where employee development is the focus, and where a partnership supportive of employee development is desired. Location is Employers Council, Utah Office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$200. Details are at <https://www.employerscouncil.org/training-catalog>.

Jan. 19, 6-9 p.m.

30th Annual "Share the Magic" Event, a West Jordan Chamber of Commerce event featuring dinner, live entertainment, a silent auction and awards ceremony recognizing the achievements of the stars in the community. Location is The Gathering Place at Gardner Village, 1100 W. 7800 S., West Jordan. Details are at westjordanchamber.com.

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

"Leadership Branding," a Business Women's Forum event. Location is 50 West Club & Café, 50 Broadway, Salt Lake City. Cost is \$27 for members, \$35

for nonmembers. Details are at slchamber.com.

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

2018 Athena Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Timbermine Restaurant, 1701 Park Blvd., Ogden. Cost is \$20. Details are at ogdenweberchamber.com.

Jan. 24, 8-9:30 a.m.

"The ADEA at 50: More Relevant Than Ever," an Employers Council event that is part of the organization's Legal Breakfast Briefing Series designed to help company leaders face developing and pressing legal challenges with confidence. Location is Radisson Hotel Salt Lake City Downtown, 215 W. South Temple, Salt Lake City. Cost is \$99 for this session only, \$396.00 for all five sessions. Remaining sessions take place in March, May, September and November. Details are at <https://www.employerscouncil.org/training-catalog>.

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

Professionals Networking Group, a ChamberWest event. Location is Golden Corral, 3399 W. 3500 S., West Valley City. No RSVP required. Details are at chamberwest.com.

Jan. 26, 6-9 p.m.

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

Jan. 27, 7:15-9 a.m.

"Eggs and Issues 2018," a Utah Valley Chamber event with the theme "Is Your Business Affected?" and offering a chance to meet with legislators to discuss issues affecting business in Utah County. Location is Utah Valley Regional Medical Center, Northwest Plaza, Clark Auditorium, 500 West and Bulldog Boulevard, Provo. Free. Details are at thechamber.org.

Jan. 31, 8 a.m.-2:30 p.m.

"Key Utah Employment Rules," an Employers Council event. Location is Employers Council, Utah Office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$185. Details are at <https://www.employerscouncil.org/training-catalog>.

Jan. 31, 11:30 a.m.-1 p.m.

Professionals Networking Group, a ChamberWest event. Location is Golden Corral, 3399 W. 3500 S., West Valley City. No RSVP required. Details are at chamberwest.com.

Feb. 1, 8 a.m.-4 p.m.

"Supervisory Skills Program," an Employers Council event that will provide participants with a foundation of critical skills necessary to become an effective workplace leader. Location is Employers Council, Utah Office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$740. Details are at <https://www.employer-scouncil.org/training-catalog>.

Feb. 2, 7:30 a.m.-noon

"Small Business Summit: Ignite & Inspire," a Salt Lake Chamber event. Keynote speakers are Bryan Trussel, co-founder and chief executive officer of Glympse Inc.; and Carine Clark, president and chief executive officer of Banyan. Location is Radisson Hotel Salt Lake City Downtown, 215 W. South Temple, Salt Lake City. Cost is \$59 by Dec. 15, \$79 thereafter. Details are at slchamber.com.

Feb. 2, 8-10 a.m.

Friday Forum, a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., No. 200, Provo. Details are at thechamber.org.

Feb. 2, 8-10 a.m.

First Friday Face-to-Face, a business-to-business networking event. Location is the Salt Lake Community College Miller Campus, 9750 S. 300 W., Sandy. Free. Details and registration are at <http://bit.ly/2pr57ya>.

Feb. 6, 8 a.m.-noon

"New Perspectives on Change in the Workplace," a Salt Lake Community College event. Participants will learn about tools for lessening feelings of resistance, stress and being overwhelmed when obstacles occur; and will develop skills that support taking control of situations, greater self-empowerment, confidence and productivity. Location is Salt Lake Community College's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$300 (\$150 for qualified Salt Lake County companies). Details and registration are available by contacting Debbie Patten at debra.patten@slcc.edu or (801) 957-5244.

Feb. 6, 8-9:30 a.m.

Employment-Based Immigration Briefing Session, an Employers Council event providing participants with a basic understanding of employment-based immigration benefits that can provide temporary or permanent work authorization. Location is Employers Council, Utah Office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$59. Details are at <https://www.employer-scouncil.org/training-catalog>.

Every day is a great day . . .

**MMMM...
Mondays!**

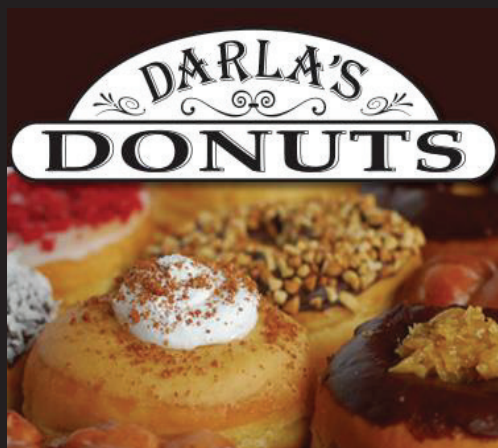
**TASTY
Tuesdays!**

**WOW
Wednesdays!**

**TWISTY
Thursdays!**

**FRITTER
Fridays!**

**SPRINKLES
Saturdays!**



Donuts Brownies Fritters

Turnovers Muffins

Family Owned & Operated

2278 So. Redwood Road

801-975-6381

M-F 5:00 am – 2:30 pm & Sat. 7:00 am – noon

with Darla's Donuts!



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

equity

Revolutionizing Real Estate

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

Why Brandon Wixom?

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

Start your search today at:
www.SoldByWixom.com

FEATURED LISTING



\$2,499,000

Two well-maintained, all-brick office buildings with several long-term tenants. Perfect opportunity for owner user. Great Sandy location with nearby freeway access.

Listing ID: 20482288

COPYRIGHT

from page 13

CLASSIFIED

CAREERS

TECHNICAL

Oracle America, Inc. has openings for **Technical Analyst-Support** positions in Lehi, UT. Job duties include: Deliver solutions to the Oracle customer base while serving as an advocate for customer needs. Offer strategic technical support to assure the highest level of customer satisfaction. Apply by e-mailing resume to felix.callejas.castillo@oracle.com, referencing 385.19885. Oracle supports workforce diversity.

their work. A right of termination allows a creator or its heirs to reclaim the copyright and enjoy a more equitable return on the creator's work.

An exception to this right of termination is to have a copyright pass by will.

Pretend now that Jasper's attorney had related all this to his client. How should Jasper plan during his life if he truly wants Sly to have the copyright? As noted above, he could execute a written agreement that outlines exactly what rights he wants to transfer to Sly. Jasper could elect to only grant Sly the movie rights, or rights of duplication or all rights. Any rights retained by Jasper, however, would likely pass with his estate — in this case, to Prue. Further, Prue and any of Jasper's children and grandchildren should have a

right to terminate any rights that were transferred to Sly during Jasper's life.

On the other hand, Jasper could retain the copyright for himself during his life but then expressly name Sly as the recipient of the book's copyright in his will, likely eliminating the threat of termination.

Creators are amazing people doing amazing work that can make a difference for generations, which is why creators should take care when planning what to do with any copyright after death. The wrong manner of transferring the copyright could result in consequences the creator would have liked to avoid.

William D. Harnish is an attorney in the Salt Lake City office of Snell & Wilmer. His practice is concentrated in estate planning, with a focus on wills, trusts and nonprofit entities.



International Relief Teams Seeks Skilled Construction Volunteers

International Relief Teams (IRT) is seeking volunteers with construction skills (handypersons or licensed contractors) for one week deployments to U.S. flood affected areas to help those families who cannot financially recover on their own, get back into their homes. Our construction teams are currently working in Louisiana in the aftermath of last year's record floods, and anticipate we will be needed in Texas in the near future.

Although skilled construction volunteers are our first priority, we will be adding a limited number of unskilled volunteers to each team. All volunteers accepted for this assignment will be flown commercially from an airport near their home to an airport near the job site, leaving on a Sunday and returning the following Sunday. IRT will provide minivans for volunteers to use to for local transportation to and from the arrival airport and to and from the job site.

Teams will be housed at local churches or other suitable facilities. Volunteers are responsible for bringing their own bedding, towels, and toiletries. There is a \$150 volunteer participation fee to help cover airfare and local transportation costs, and volunteers are responsible for their own meals while on assignment.

Work is performed Monday through Friday (full days) and a half day on Saturday. Job assignments generally include installing windows, doors, kitchen cabinets; laying tile, linoleum, or wood flooring; building handicap ramps to the home; roofing; drywall and mudding; finish carpentry work, finishing plumbing; and other related tasks. We ask each volunteer to bring basic hand tools, such as a tool belt, hammer, pliers, putty knives, tape measure, etc. Power tools, generators, compressors, and other large specialty tools are provided by IRT and our local agency partners.

For more information, contact Brett Schwemmer (bschwemmer@irteams.org), or to apply for an assignment, fill out an online volunteer application (www.irteams.org).

About IRT: Since 1988, IRT has been actively involved in helping families in need in 68 international disasters, and 24 U.S. disasters. IRT construction teams worked for more than six years repairing and rebuilding homes in Mississippi after Hurricane Katrina, and four years in New Jersey after Superstorm Sandy, and is now working in Louisiana after last year's record floods.



*Free business checking
on a first name basis.*

Be treated like the first class business that you are.
Open a Free business checking account at First Utah
Bank. It's as simple as that. To get started, visit a
First Utah Bank office near you, call 801-272-9454,
or visit FirstUtahBank.com.



www.firstutahbank.com