

Focus



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Partial victory: Winter Sports Market coming to Salt Lake City

Brice Wallace
The Enterprise

Trying to offset Utah's loss of the twice-a-year Outdoor Retailer tradeshows, government officials have landed an influential outdoor recreation regional show for the next three years.

Armed with incentives from the state, Visit Salt Lake and Salt Lake County, the Winter Sports Market (WSM) tradeshow will move from Denver — where Outdoor Retailer now takes place — to the Salt Palace Convention Center starting Jan. 23-25,

2019. The annual show operated is by a pair of independent buying groups: Sports Specialists Ltd. (SSL) and Snowsports Merchandising Corp. (SMC).

"Beginning in January 2019, Winter Sports Market will begin a three-year stay in its new home at the Salt Palace Convention Center in Salt Lake City, UT," WSM said on its website. "SSL works with 17 Utah-based companies currently and saw that Utah could provide a vibrant new venue full of new opportunities."

The Governor's Office of Economic

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Workers in China prepare aluminum rolls for delivery to customers. China is the No. 4 aluminum importer to the U.S., and President Trump's plan to impose higher tariffs on all steel and aluminum imports has drawn criticism, including from the leaders of World Trade Center Utah and the Salt Lake Chamber.

Local officials: Trump's tariffs could be bad for Utah economy

Brice Wallace
The Enterprise

President Trump's imposition of higher tariffs on steel and aluminum imports is getting some local blowback.

Derek B. Miller, president and chief executive officer of World Trade Center Utah, and Lane Beattie, president and CEO of the

Salt Lake Chamber, warned against the idea when it was broached.

"The news of President Trump's steel and aluminum tariff is troubling for Utah manufacturing companies as they will see higher costs for their raw goods," Miller said. "If countries like China are engaged in unfair trade, the resolution should be tar-

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Still dropping: Utah's jobless down to 3.1%

The unemployment rate in Utah, already among the nation's lowest, dropped again in January by one-tenth of a percentage point to 3.1 percent. The national jobless rate remained unchanged from December at 4.1 percent, according to the U.S. Bureau of Labor Statistics.

Utah's rate translates to approximately 49,200 workers who are still actively looking for a job, according to the Department of Workforce Services (DWS) in its monthly report released at the end of February.

Utah's nonfarm payroll employment for January grew by an estimated 2.9 percent, adding 41,300 jobs to the economy since January 2017. The number of Utahns currently holding jobs sits at 1,473,300. DWS also said that December's year-over-year job growth was revised upward from 2.7 percent to 3.1 percent.

"The first look at 2018 shows the state continuing on a healthy path of labor market expansion," said Carrie Mayne, chief economist at the Department of Workforce Services. "Job growth remains near the long-run average and unemployment figures indicate the state continues to operate at full employment."

Utah and Morgan counties showed the best employment situations in the latest figures with just a 2.6 percent jobless rate while Garfield County still showed 8.2 percent of its populous unemployed. The unemployment rate in Davis and Salt Lake counties remained strong at 2.8 percent.

Utah's private sector employment grew by 3.2 percent year-over with the addition of 37,800 positions. All 10 private sector industry groups measured in the survey posted net job increases in January. The largest private sector employment increases were in leisure and hospitality with 8,700 new jobs.

Construction added 7,500 jobs and the trade, transportation and utilities sector was up 7,000 positions.

The fastest employment growth occurred in construction (8.5 percent), leisure and hospitality (6.3 percent) and financial activities (2.8 percent).



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Intermountain launches virtual hospital

Salt Lake City-based healthcare firm rolls 35 telehealth programs and 500 caregivers into Connect Care Pro

Salt Lake City-based Intermountain Healthcare has launched Intermountain Connect Care Pro, one of the nation's largest virtual hospital services. The company said that the service employs 35 telehealth programs and more than 500 caregivers with the goal of enabling patients to receive medical care regardless of where they are.

Connect Care Pro provides basic medical care as well as advanced services, such as stroke evaluation, mental health counseling, intensive care and newborn critical care. While it doesn't replace the need for onsite caregivers, it supplements existing staff and provides specialized services in rural communities where those types of medical care usually aren't readily available, the company said.

Because the healthcare services are online and digital, Connect Care Pro isn't located in a specific building, but provides much of the same care that a person would find in a large, medically advanced hospital. The clinically integrated, digitally enabled approach not only improves the quality of care in the communities served, but saves patients and clinicians time and money, Intermountain said.

Intermountain cited the example of an infant at a southern Utah hospital was being supported via Connect Care Pro services and receiving a critical care consultation that allows the sick baby to stay in that facility instead of being transferred to a newborn intensive care unit in Salt Lake City. This single avoided transfer would have cost over \$18,000 dollars. The parents of this baby would be able to remain in their community, surrounded by their support system, instead of traveling what would have amounted to 400 miles and a seven-hour round trip every time they wanted to see their baby. Using this technology to reduce the need for transfers of ill newborns to other hospitals, Intermountain has lowered the cost of care for patients by more than \$2.1 million over the past several years.

All Intermountain Healthcare hospitals, including 10 of Intermountain's rural hospitals, use the offerings of the virtual hospital to supplement their existing services, and nine hospitals outside the Intermountain Healthcare system have already signed up to provide high-level care and keep patients closer to home whenever possible.

One such hospital is Kane

County Hospital, an independent rural facility located in Kanab. "Our partnership with Intermountain Connect Care Pro has had a huge positive impact on our community," said Charlene Kelly, chief nursing officer at the hospital. "Kanab has had one of the highest suicide rates in the state, not including patients that come to us from our border town in Arizona, and we don't have a crisis worker here. Trying to place a patient who has not had a crisis evaluation was next to impossible. With crisis care from Intermountain Healthcare, patients receive that crisis evaluation in less than an hour and if the crisis worker recommends inpatient treatment they assist in placing the patient. Our providers just love having this service available."

Intermountain also plans to extend Connect Care Pro services in the community where they can easily be accessed in underserved areas. Discussions are underway to put patient kiosks or access devices in locations such as homeless shelters, schools, community centers and perhaps jails to make care more accessible.

Intermountain Healthcare is a not-for-profit system of 22 hospitals, 180 clinics, a medical group with 1,500 employed physicians, a health plans division called SelectHealth and other health services.

CallTower buys Michigan-based cloud communications company

CallTower Inc., a global provider of cloud-based unified communications and collaboration solutions, has purchased Appia Communications Inc., a Traverse City, Michigan-based cloud-based applications and communication services company.

With the acquisition, South Jordan-based CallTower will be able to deliver a broader range of services and solutions to the combined customer base and new business customers of all sizes, the company said in a press release last week. No terms were announced.

"The acquisition of Appia creates an exciting opportunity for our customers, partners and shareholders," said CallTower's CEO, Bret England. "In addition to expanding product offerings and market position, this is a strategic transaction for our customers and partners. We believe this combination will give our customers greater product

choices, expanded support and more resources. We are looking forward to working diligently and expeditiously to integrating Appia into CallTower, releasing additional innovative products and services, and continuing to provide best-in-class customer experience."

Founded in 2002, CallTower employs about 110 in its Utah operation. The company integrates VoIP service, mobile applications, email hosting, unified messaging, instant messaging, audio, web and video conferencing, collaboration tools, contact center, cloud services and global networks solutions into one platform.

Besides its headquarters in Michigan, Appia has operations in Chicago; Dallas; Indianapolis; Los Angeles; St. Louis; Atlanta; and Ashburn, Virginia. Its customers range in size from one to 60,000 employees and from one to over 200 locations.

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Development (GOED) board last week approved an Economic Opportunity Grant of \$50,000 per year to lure the show to Utah. Visit Salt Lake will kick in \$10,000 a year, while the county-owned Salt Palace will cut its meeting space cost from \$77,410 to \$20,000 per year.

Mel Lavitt, chairman of the GOED board's incentives committee, said GOED's action is a sign that "we are slowly going to win back the Outdoor Retailer shows from Denver. Their flag is at half-mast today."

The 2018 WSM had 1,200 attendees, consisting of manufacturers and retailers, with orders placed there accounting for 30 percent of winter sports manufacturers' annual sales. A total of 125 companies took booths or meeting rooms this year, including 17 Utah-based companies. The show featured 295 storefronts representing \$500 million in retail sales and \$40 million in sales taxes. Delegate spending totaled \$2.1 million, and the Salt Lake City figure is expected to be at least \$1 million per year.

For comparison, the twice-annual Outdoor Retailer trade shows in Salt Lake City had a nearly \$50 million annual impact. OR's Winter Market usually had about 25,000 attendees and a \$22 million economic impact. The Summer Market usually had about a \$27 million impact.

Tom Adams, director of GOED's Office of Outdoor Rec-

reation, told the board that having the WSM show in Utah will begin to repair the state's image as the top state for outdoor shows and events.

SSL and SMC held their own trade shows in 1998, with SSL holding its show in conjunction with the larger Snow Industries of America (SIA) show in Las Vegas. The next year, SSL and SMC agreed on a co-hosted show, the Winter Sports Market. WSM typically has been in conjunction with the SIA show in Las Vegas, but moved to Denver and last year merged with Outdoor Retailer's Winter Market.

Adams said Salt Lake City offered more-attractive dates for the show than Denver.

Formed in 1971, SSL is a marketing, purchasing and merchandising group in the ski, snowboard, outdoor lifestyle and casual furniture industries. It is owned by 61 corporate entities representing 162 retail businesses throughout the U.S. The privately held company, with main offices in Colorado and New York, represents \$245 million in retail sales in 26 states, with the sales representing 10.3 percent of the nation's ski-related sales.

SMC is a privately held corporation based in Massachusetts and is owned by 59 corporate entities representing 133 retail storefronts in 27 states. It represents \$260 million in retail sales, or 11 percent of sales related to winter sports.

"They are the specialty retailers that you want to go to when you're buying your outdoor equipment wherever you are in the country," Adams said.

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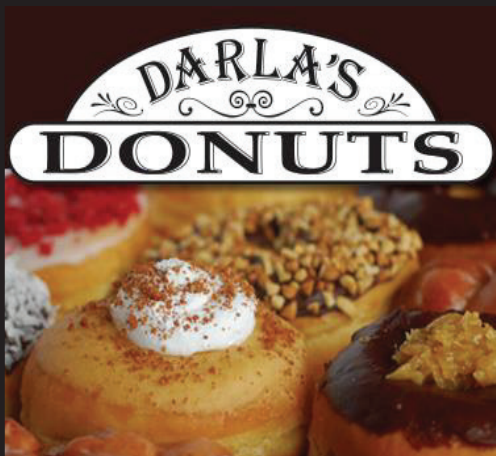
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Blockchain, cryptocurrency, bitcoin, tokens: What does it all mean?

Speakers tell investors conference that despite confusion, blockchain technology future will be strong and widespread

When a Salt Lake City crowd recently was asked if cryptocurrency is a scam, several people raised their hands. Panelists on the stage acknowledged that its underlying technology, called blockchain, was confusing and “frothy” but some predict its future impact will be strong and widespread.

But that doesn't mean it will be without confusion as people come to grips with words like “blockchain,” “cryptocurrency,” “bitcoin,” “tokens” and “initial coin offerings.”

“I sense that's part of where blockchain is today, where it's sort of overhyped,” William Borghetti, founder and chief executive officer of APiO, said at the recent 34th annual Investors Choice Conference, presented by VentureCapital.org. “Not everybody really understands what it is. They just know that they've heard about these cryptocurrencies and they need to be somehow part of that and just sort of ride that out.”

Blockchain is an encryption technology that a CNBC writer called “a new form of database,” like a Google spreadsheet “where everyone can make changes and updates are shared among participants.” But updates are final, meaning no one can tamper with them, making them “immutable” and creating trust that eliminates the need for a central oversight authority. Others have described it as a decentralized, secure, digital ledger.

Cryptocurrencies are digital currencies that have been prominent in news reports recently as their values have fluctuated wildly. They use blockchain technology, but blockchain has other applications, including many that can be applied to everyday transactions.

“I think we're just in the very beginning of it,” Borghetti said. “I think we're seeing applications in finance, we're seeing applications in insurance. It really has the potential to dramatically transform how you store information, how you protect information and make it immutable. Any industry that relies on data has a potential application for that.”

He noted that cryptocurrency is getting the bulk of the public's attention but blockchain “is a separate animal and has a lot of great uses.”

Michael Proper, ClearFoundation chairman and founder and CEO of ClearCenter, said blockchain is, like any new technology, in an adoption curve, on its way to reaching mass adoption.

Not long ago, blockchain was “this nebulous thing that none of us humans can touch,” he said. “But now we can actually touch

it. We can feel like we can have a different savings account than we used to. Currency is only one application for what blockchain means to the world.”

Tim Ruff, co-founder and CEO of Everym, said that until blockchain, “you were just a part of someone else's database.”

“I believe that blockchain is a major breakthrough, maybe not quite on the scale of the Internet but at least on par with mobile, social media and things of that scale. For the first time, it's possible to have a database that everyone can agree on that is correct



with no single authority in charge. That's never been possible before.”

Much of the panel discussion focused on tokens, which are based on the distributed ledger technology. Ruff said he believes many people are buying them without actually being interested in using them because the cryptocurrency environment is “all frothy and exciting.”

“There's some ugliness here to go along with the beautiful breakthrough,” he said. “These things will collide. These things will separate out in the end. The

fool will be separated from their money and eventually, in the end, it's those that provide real product/market fit of a real product that solves a real problem that are finally going to win in this cool, new space.”

Jason Schneiderman, partner at Perkins Coie LLP, acknowledged that the blockchain world can be confusing.

“It's very complex from a legal and regulatory point of view. There's a lot of misinformation out there in the news. The SEC is trying to wrap their head around it. It's a very disruptive technology. I hate using that word, ‘disruptive,’ but it is. It's a powerful one that is here to stay forever, and it's one that really does require some very thoughtful thinking when you go down this path,” he said.

“You want to have good advisors and good legal counsel and good accountants to kind of walk through it. It's not to enter into with a light

heart. Be careful what you read out there. There is a lot of misinformation. There's also a lot of people holding themselves out as experts, and they are not, so just be careful.”

But blockchain, despite its issues, represents opportunity for investors, according to Ruff said.

“There's some ugliness, there's some frothiness, it's unsettled and it's very dusty and messy, but there's some beauty in there. ... At the beginning of the Internet and before the dot-com bubble, everything was very frothy and all these cool business

models hadn't been figured out. That's where the opportunity is.”

Many tech companies figured out their business models only after the dot-com crash in about 2000, he said. “The same opportunity is there with blockchain,” Ruff said. “There's some ugliness, but do not throw out the baby with the bath water. [There are] some special, special things in this field of technology.”

Proper suggested people not invest right now but instead focus on gaining better understanding. “Stay on the sidelines,” he said. “See what happens. There are going to be good companies that will come in the future. Right now is a very good time to just observe.”

“Do not invest if you do not understand this space,” Schneiderman concurred. “I can't reiterate that more. I'm doing so many more of these deals and I get worried about some of these people that want to get in ... and they truly don't understand it, and that's just speculative.”

“You really do need to understand it, just like any investment.”

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Vortex acquires SLC-based Stag Technologies

Vortex Cos. of Houston has acquired Salt Lake City's Stag Technologies, a high-performance coatings manufacturer for the water, sewer and industrial infrastructure markets.

"Stag's management team of Scott Peterson, Matt Peterson and Brock Stone have built a reputation for developing high-performance epoxies and other coatings that we believe are unmatched in our industry," said Mike Vellano, CEO of Vortex. "A lot of our work involves the application of corrosion-resistant products. Stag's coatings and linings complement our systems."

"We think it's a perfect fit," said Matt Peterson, president of Stag Technologies. "Our ability to custom manufacturer and test a coating to meet very specific project requirements has always been an

advantage for us. After successfully partnering with Vortex on several projects, the acquisition made sense. Collectively, I believe we will fill a void in the infrastructure rehabilitation market."

Founded in 2015, Stag offers a full line of products to handle water, wastewater and industrial infrastructure rehabilitation, as well as specialty materials for commercial flooring and walls. Stag's in-house formulators have decades of experience in developing environmentally friendly epoxies and urethanes.

Vortex is one of the fastest-growing solution providers in the water, sewer and industrial marketplace. Its list of services includes turnkey bypass, structural relining, structural and corrosion protection materials, pipe bursting, trenchless robotic systems and pipe and drain cleaning tools.

Spectra purchased by Hub Int'l

Hub International Limited, a global insurance brokerage based in Chicago, has acquired the assets of Utah's Spectra Management LLC. Terms of the acquisition were not disclosed.

Headquartered in Sandy, with an office in St. George, Spectra specializes in creating employee benefits packages that achieve a balance between financial goals and company culture. It provides 401(k) retirement services, fiduciary risk management services, investment due diligence, plan and compliance review, provider services and benchmarking and wealth management.

"It's always been our priority to find the best technology and resources to serve our clients," said Brent Bennett, president and CEO of Spectra. "Our decision to partner with Hub is simply a natural progression of our client-centric business model." Bennett will continue to head Spectra operations, which will join Hub's International Insurance Services divi-

sion. Spectra was founded in 1986 and has 30 Utah employees.

"It's no surprise that Spectra has earned a great reputation in the employee benefits and retirement industry. Brent and his team of industry experts are client-centric, actively involved and solution-oriented," said Mike Barone, Hub's national president of employee benefits. "We're excited to add them to Hub as they will strengthen both of our benefits and retirement operations."

"Our goal has always been to be a strategic benefits partner for culture-driven growth companies," said Bennett. "Joining Hub allows us to leverage the resources of one of the largest insurance brokers while maintaining our highly personal approach to administering benefits."

Founded in 1998, Hub provides property and casualty, life and health, employee benefits, investment and risk management products and services. It employs 6,700 in offices located throughout North America.

VanAusdal to replace Sermon at head of UCCU

Bret VanAusdal has been named president and CEO of Utah Community Credit Union, succeeding Jeff Sermon, who is retiring. VanAusdal was formerly executive vice president of the Provo-based institution.

"This is both a great honor and a wonderful opportunity to serve my community," said VanAusdal. "Jeff's impact on this credit union and our community simply can't be overstated. His leadership, intelligence and spirit have helped shape this credit union and its success. He'll be dearly missed by every one of us."

"I approach my retirement with a great sense of satisfaction and a bit of a heavy heart," said Sermon. "The credit union

has been such a big part of my life. I simply can't express what an incredible experience these past 42 years have been."

UCCU was founded in 1956 on the BYU campus as a not-for-profit financial institution. Sermon began his career with the credit union in 1976, when he was the sixth employee hired.

"Back then, I was working for the credit union as I prepared for law school," recalled Sermon. "That's when I was caught by the compelling spirit and philosophy behind a not-for-profit financial cooperative and became very excited about what this credit union was going to do and be."

UCCU has grown to over \$1 billion in assets and has more

than 400 full-time employees and a new seven-story financial center in Lehi. The credit union has over 170,000 members across Utah and around the world.

"As a board, we have known about Jeff Sermon's retirement for some time," said Brent T. Bingham, chair of the institution's board of directors. "When Jeff informed us of his plans, the board began to search for a replacement with the experience, the capability, and the leadership skill set necessary for continued success. We were delighted, but not surprised, to find that the new CEO, Bret VanAusdal, was already a part of the management team."

The change in leadership will be effective March 31.

TARIFFS

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geted and focused. By imposing broad tariffs across the board, we strain our relationship with trade allies and jeopardize the competitiveness of local companies."

"The ramifications of President Trump's proposed plan to impose far-reaching tariffs on steel and aluminum imports could be disastrous for many Utah businesses and could have a rippling effect on our state's economy," Beattie said. Trump said last week he would impose tariffs on steel and aluminum imports — 25 percent on steel and 10 percent on aluminum.

"Steel and Aluminum industries (and many others) have been decimated by decades of unfair trade and bad policy with countries from around the world," Trump said in a March 1 Twitter post. "We must not let our country, companies and workers be taken advantage of any longer. We want free, fair and SMART TRADE!"

"Our manufacturing sector is currently one of the strongest in the country, with a total output of more than \$17 billion in 2015 — representing nearly 12 percent of our state's total economic output," Beattie said. "Beyond that, nearly 20 percent of all Utah jobs stem from exporting these manufactured goods. Some of these jobs could be put at risk by broad tariffs."

"More-expensive steel and aluminum means higher costs for Utah businesses and ultimately higher costs for consumers. It is

our hope that President Trump takes a step back from his calls for heavy-handed tariffs and restrictions on steel and aluminum imports and thinks about the impacts such actions could have on this country's overall competitiveness."

Trump's proposal had drawn criticism even within the Republican party. Opponents cautioned that such tariffs could prompt a trade war with other nations and ultimately hurt U.S. consumers.

House Speaker Paul Ryan said last week through a spokeswoman that the tariffs would "jeopardize" the economic gains from the recent Republican tax cuts, according to *The New York Times*: "We are extremely worried about the consequences of a trade war and are urging the White House to not advance with this plan."

Canada and Mexico would be exempt from the new tariffs if the U.S. can "make a deal" on the North American Free Trade Agreement (NAFTA), Trump said.

"We have large trade deficits with Mexico and Canada," Trump tweeted earlier in the week. "NAFTA, which is under renegotiation right now, has been a bad deal for U.S.A. Massive relocation of companies & jobs. Tariffs on Steel and Aluminum will only come off if new & fair NAFTA agreement is signed."

Both the World Trade Center Utah and the Salt Lake Chamber have supported the idea of updating and tweaking NAFTA rather than repealing it entirely.



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CORPORATE FINANCIAL REPORTS

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

Huntsman

Huntsman Corp., with main offices in Texas and Salt Lake City, reported net income of \$287 million, or \$1 per share, for the fourth quarter ended Dec. 31. That compares with \$137 million, or 53 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$2.2 billion, up from \$1.9 billion in the year-earlier quarter.

For the full year 2017, the company reported net income of \$741 million, or 60 cents per share, on revenues of \$8.4 billion. That compares with \$357 million, or \$1.36 per share, on revenues of \$7.5 billion for 2016.

Huntsman manufactures and markets differentiated and specialty chemicals. It operates more than 75 manufacturing, research and development and operations facilities in roughly 30 countries and employs approximately 10,000 associates within four business divisions.

"2017 was a transformational year marked with significant mile-

stones for our company," Peter R. Huntsman, chairman, president and chief executive officer, said in announcing the results.

"We successfully separated our pigments and additives business, now called Venator, by IPO and completed a first follow-on offering in December. Combined with our cash flow and the \$1.7 billion in net proceeds from Venator, we were able to pay down approximately \$2.1 billion in debt during the year. This debt reduction enabled Huntsman to enter 2018 with the strongest balance sheet in its history, with a net debt to EBITDA (earnings before interest, taxes, depreciation and amortization) ratio of 1.4x, which is well within investment-grade metrics."

With a stronger balance sheet, he said, the company will continue to invest in its operational reliability and organic growth.

"We expect to generate between \$450 million and \$650 million of free cash flow in the upcoming years. We will also pursue acquisitions that will create value, greater growth in our downstream business and stronger earnings. This morning, we are enhancing our shareholder returns by

increasing the dividend 30 percent and announcing a share repurchase program of up to \$450 million."

Merit Medical

Merit Medical Systems Inc. based in South Jordan, reported net income of \$6.8 million, or 13 cents per share, for the quarter ended Dec. 31. That compares with \$7.5 million, or 17 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$190.9 million, up from \$157.7 million in the year-earlier quarter.

For the full year 2017, the company reported net income of \$27.5 million, or 55 cents per share, on revenue of \$727.9 million. That compares with \$20.1 million, or 45 cents per share, on revenue of \$603.8 million in 2016.

Merit Medical manufactures and markets proprietary disposable devices used in interventional, diagnostic and therapeutic procedures, particularly in cardiology, radiology, oncology, critical care and endoscopy.

"We have now closed the final year of our initial three-year plan,"

Fred P. Lampropoulos, chairman and chief executive officer, said in announcing the results. "We believe that much has been accomplished and that the structure and programs are in place to reach our previously disclosed goals related to core growth, gross margin improvement and profitability."

Lampropoulos said he looks forward to "substantial sales growth" from the company's consolidation of businesses in Japan. He said the company will have "some irregular quarters" as it transitions product lines recently purchased from Becton, Dickinson and Co. to Merit's facilities in

Tijuana, Mexico.

"Our overall pipeline is robust with new drainage products, inflation devices, vascular access products, endoscopy balloons and stents. We also have many other products and programs in place which we believe will support our organic growth for years to come," Lampropoulos said.

"We believe the substantial investments of the past, along with a long-term vision of the future, continued discipline, and a keen eye on the present will continue to present a substantial opportunity for stakeholders and value for our shareholders."



CORRECTION

A recent story about the formation of a new company by entrepreneur Glen Mella and BYU professor Milton Lee ran with a picture of the wrong logo. The company, Axcend, introduced its first product, a mobile liquid chromatograph, at the Pittconn trade show recently in Orlando, Florida. The correct logo is shown above.



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BANKING

• **Central Bank** has announced several personnel changes. **Matt Packard** has served as bank president and CEO of Central Bank since 2001. As of this year, Packard has stepped down as bank president but retained the title of CEO. Packard has worked in the banking industry for over 42 years. **Mark Packard** has been promoted to president of Central Bank. He previously served as senior executive vice president. Mark Packard has worked in the banking industry for over 30 years, serving in several capacities. **Jason Packard** has been promoted to senior vice president. He will continue to serve as the bank's office manager in Springville, an appointment he received in 2012. He has worked at Central Bank for 18 years. **Ed Sanches** has been promoted to senior vice president. He has been the office manager of Central Bank's Orem office since 2010. **Jeff Simonsen** has been promoted to senior vice president. He previously served as office manager in the bank's Orem and Provo offices. **Andrew Adams** has been hired to serve as a senior loan officer at the bank's Spanish Fork office. Adams has worked in banking for more than a decade.

• **Bank of Utah** has appointed **Brian Young** as area manager in the bank's mortgage office in St. George. Young is an experienced banking area/division manager and has served more than 10 years in the mortgage industry. He is skilled in business relationship management and sales



Brian Young

and has expertise in reverse mortgages. His most recent work experience includes positions as division manager for Patriot Home Mortgage and as an account manager for MGIC. He graduated from the University of Phoenix with a Master of Business Administration (MBA) in accounting and finance.

CONSTRUCTION

• **Hales Sand & Gravel** has named **Mike Lyman** as construction manager. He will work from the company's Richfield location.



Mike Lyman

Lyman started his career with Valley Asphalt in 1998 and became part of the Staker Parson team in 2002 when US Aggregates was acquired by CRH. During his career, he has managed many large projects, including I-15 Core, I-15 Point of the Mountain and Mountain View Corridor.

• **Wally Cooper** and **Allen Roberts**, founders of **CRSA**, have announced their retirement after 43 years in the architectural industry. **CRSA** was founded as Wallace Cooper Architects in 1975. Roberts joined Cooper's firm



Wally Cooper



Allen Roberts

in 1976, becoming a partner in 1984. **Cooper/Roberts Architects** was the first architecture firm in the Intermountain Region to specialize in preservation, restoration and adaptive use of historic and existing buildings. The practice has grown to include more than 50 employees in three offices. As **Cooper** and **Roberts** become consulting advisors to **CRSA**, **Ben Rogers**, director of the St. George office, has stepped into the role as president, supported by **Kathy Wheadon** as senior vice president, **Kelly Gillman** as treasurer and **Fran Pruyn** as secretary.

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CONTESTS

• Twenty teams have been selected to advance in the **Utah Entrepreneur Challenge**, Utah's largest collegiate entrepreneur competition. The teams are competing for over \$100,000 in cash and prizes, including a \$40,000 grand prize. The competition is managed by the **Lassonde Entrepreneur Institute**, a division of the David Eccles School of Business at the University of Utah, and is sponsored by Zions Bank. The **University of Utah** has six teams competing, while **Brigham Young University** has five and **Southern Utah University** has two. Institutions with one team each are **Dixie State University**, **Utah State University**, **Utah Valley University**, **Salt Lake Community College**, **Snow College**, **Weber State University** and **Westminster College**. The next step will be online video voting, which is open to the public March 28-April, at <http://lassonde.utah.edu/uec/vote2018>. Top teams also advance to the final event, where they will meet for the last judging round and a public showcase and awards ceremony on April 7 at Lassonde Studios at the UofU. Details are at lassonde.utah.edu/uec.

EDUCATION/TRAINING

• A record 2,000 high school

girls from across Utah participated in the recent **SheTech Explorer Day**, organized by the **Women Tech Council**. The day-long event at the Mountain America Expo Center was aimed at activating, engaging and inspiring the girls to pursue careers in science, technology, engineering and mathematics (STEM) through hands-on experience and mentoring. This year's Explorer Day event paired girls with 700 mentors from 200 of Utah's technology companies, including **Adobe**, **Ancestry**, **AT&T**, **Cox Automotive**, **Dell EMC**, **Ivanti** and **Vivint Smart Home**. Since launching in 2014, **SheTech** has motivated and inspired more than 12,000 girls throughout Utah to pursue STEM.

• The **U.S. Small Business Administration (SBA)** is collaborating with **Weber State University** to offer a "mini-MBA" training course to business communities from Bountiful to Logan. The **SBA Emerging Leaders Program** is a federal training initiative that specifically focuses on executives of businesses poised for growth. The initiative provides business executives with the organizational framework, resource network and motivational support to build sustainable businesses and promote economic development within their communities. Over the course of seven months, program participants are given the opportunity to work with experienced mentors; attend specialized workshops; and develop connections with their peers, city leaders and the financial community. Recruitment for the Emerging Leaders program is underway and classes are scheduled to begin March 30. Participation is free. Details are available by emailing ian.lorenzana@sba.gov or calling (801) 524-3209.

• **Salt Lake Community College's Global Business Center** is accepting registrations for its spring 2018 **Executive Certificate of Global Business Management** course. The registration deadline is March 21. The course is offered to business executives, marketing professionals, staff and entrepreneurs who want to increase their exporting knowledge and improve their strategies in global business practices. Classes will be Wednesday evenings March 28-May 30 at the Salt Lake Community College Miller Campus, 9690 S. 300 W., Sandy. The course is also available live to distance-learning locations throughout Utah by using the Utah interactive UEN audio-video connection. Details are at <https://mbrcslcc.com/departments/global-business-services/>. Registration can be completed by contacting Stan Rees at stan.rees@slcc.edu or

(801) 957-5336.

• **Weber State University** has named **Brett Perozzi** as vice president for student affairs. Perozzi came to WSU as an associate vice president for student affairs in 2007. He has served as the interim vice



Brett Perozzi

president since September following the retirement of vice president Jan Winniford. As associate vice president, his duties focused on the business operations that support students, leaving less time for direct interaction with students. During his time at Weber State, Perozzi has served in various leadership roles. He co-chairs the Student Success Steering Committee with provost Madonne Miner. The committee leads a university-wide effort to implement strategies to retain more students and help them graduate faster. Prior to joining WSU, Perozzi served as executive director of student engagement at Arizona State University and has worked at Indiana, Texas Tech and Colorado State universities.

ENERGY

• **Evelar Solar**, Salt Lake City, has hired **Steve Roy** as chief strategy officer and **Jennifer Hurst** as director of marketing.



Steve Roy



Jennifer Hurst

Roy has extensive experience in strategy development around customer experience, market expansion and building high-performing organizations. During his tenure with Utah Science Technology and Research (USTAR), he evaluated over 900 startups and provided executive coaching, funding and pitch preparation and marketing analysis to propel innovative companies to market. More recently, he re-engineered the customer experience process for Vivint Solar. Hurst has more than 25 years of marketing and public relations experience. During her career, she has worked in the real estate, technology, biotech and energy industries with companies including Energy Solutions, MarqMetrix and Rio Tinto/Kennecott Land.

• Crews from **Cache Valley**

see BRIEFS next page

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Industry Briefs

from previous page

Electric and Wagstaff Crane have been working to install a light-emitting diode (LED) lighting system at **Smith's Ballpark** in Salt Lake City. Salt Lake City owns the stadium and is investing \$630,000 to replace 342 obsolete metal halide lamps with 168 new LED bulbs. This change will reduce energy consumption and eliminate lighting maintenance costs. The current system was installed 25 years ago and had exceeded its original lifespan, causing lights to suddenly turn off in the middle of games. The new lights minimize glare and noise, illuminate brighter than the old lamps and require no time to warm up due to their efficiency. The system is expected to reduce energy consumption by 65 percent while saving money because of a 25-year warranty. The University of Utah has its home opener there March 23. The Salt Lake Bees open April 5.

course construction, delivery, baggage-handling systems planning, installation, commissioning and turnover, landside and airside utilities field engineering support, MEP systems planning, installation and commissioning, and subcontractor trade invoicing support. Louis Berger has 30 years of experience working

lar field conducting clinical trials on behalf of many startup medical device companies, developing cutting-edge cardiovascular products and performing complex coronary, vascular and structural interventions. **Scott Mayfield**, vice president of finance and administration, has more than 20 years of experience managing finance, accounting and human resources for CRBard and Boston Scientific and for growing life science companies, such as Catheter Innovations, InnerDyne, Perseon, and Catheter Technology Corp., funded by venture capital, private equity and angel investors. **Jane Ren**, vice president of research and development and chief technology officer, joins Alucent with 20 years of experience developing interventional medical devices and drug delivery technologies. Her previous positions include vice president at Boston Scientific and chief technology officer at CeloNova BioSciences. **Kevin Warner**, vice president of pharmaceutical development, joins Alucent Biomedical with 15 years of pharmaceutical development experience. He was most recently at Allergan Inc., where he held roles of increasing responsibility in pharmaceutical product development, including serving most recently as director of small molecule development.

• **ProLung Inc.**, a Salt Lake City-based company focused on



Andy Robertson

predictive analytics technology and non-invasive tests for the risk stratification of lung cancer, has appointed **Andy C. Robertson** as chief marketing officer. Before joining ProLung as vice president of marketing and business development in 2017, Robertson held marketing positions at Utah Medical Products, C.R. Bard, Becton Dickinson, Covidien (now Medtronic) and Megadyne. Robertson holds a bachelor of science in marketing degree from the University of Utah.

• **Restore Cryotherapy Mountain West**, a regional franchise for Restore Cryotherapy of Austin, Texas, is coming to Utah. The company's first Utah center will open March 17 at 1202 E. Wilmington Ave., No. 130, in the Sugar House area. The company provides spa-based cryotherapy and treatments for hyper-wellness, chronic pain and injury recovery, anti-aging and optimal health.

HOSPITALITY/FOOD SERVICE

• **AC Hotel Salt Lake City Downtown** has hired **Jared Steere** as general manager of Marriott's new 164-room hotel at 200 West and 200 South in

Salt Lake City. Steere has nearly 15 years of experience in the hospitality industry, previously serving as the task force general manager for Lodging Dynamics Hospitality Group (LDHG). Prior to that, he was the general manager at the Marriott Residence Inn in Salt Lake City from 2009-2014. Steere graduated from Utah Valley University with a bachelor's degree in hospitality administration and management

REAL ESTATE

• **Strategic Student & Senior Housing Trust Inc.**, a private real estate investment trust sponsored by SmartStop Asset Management LLC, has acquired a portfolio of three senior housing communities consisting of 294 units located in the greater Salt Lake City area. The portfolio includes **The Wellington**, **Cottonwood Creek** and **The Charleston at Cedar Hills** assisted-living communities. The Wellington is a 119-unit, 140-bed community at 4522 S. 1300 E., Salt Lake City. Cottonwood Creek is a 111-unit, 136-bed facility at 1245 E. Murray Holladay Road, Salt Lake City. The Charleston is a 64-unit, 78-bed assisted living facility at 10020 N. 4600 W., Cedar Hills.

• **OakwoodLife**, a division of Oakwood Homes, has announced **SpringHouse**

see BRIEFS page 8

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CASE
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GOVERNMENT

• **Salt Lake City Mayor Jackie Biskupski** has signed a new **Gender Pay Equity** policy designed to eliminate systemic bias and discrimination that adds to the under-valuation of work performed by women. The policy prohibits individuals participating in city hiring processes from asking an applicant about their current or past salary history — an action considered to have been a cause of gender pay inequity.

• **Louis Berger**, based in New Jersey, has been selected to provide program management services for the North Concourse program at **Salt Lake City International Airport**. The program is part of the Salt Lake City International Airport Redevelopment Program, which Louis Berger has been involved with since 2013. Under the contract, Louis Berger is providing staff augmentation to the airport in several areas, including terminal redevelopment and con-

in the aviation sector.

HEALTHCARE

• **Alucent Biomedical Inc.**, a Salt Lake City-based biotechnology company, has appointed six people to its executive leadership team. **Dr. Katalin Kauser**, vice president of biology, joins the company with 20 years of experience in the biotechnology and pharmaceutical industry with Global Blood Therapeutics, Boehringer Ingelheim, Actelion, and Bayer, specializing in cardiovascular biology, pharmacology and drug development. **Bruce Krattenmaker**, vice president of regulatory affairs, has more than 30 years of experience leading global regulatory and clinical affairs for startup and large medical device companies. He most recently served as vice president of global regulatory affairs for Allergan. **Julie Logan**, vice president of clinical affairs, has more than 20 years of experience in the interventional cardiovascu-

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BRIEFS

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Village at Daybreak, a 55-plus community in the Daybreak community. Sales for home sites will begin this spring. It will have more than 400 homes and is the inaugural 55-plus community for the company, with two more planned later this year in Colorado. The central activity center for SpringHouse Village will be The Spring House, an amenity-rich center that will offer classes and activities; a fitness center; movement studio; pickle ball and bocce ball courts; an outdoor pool and spa; and entertainment spaces indoors and out.

RECOGNITIONS

• Three Utah locations have earned the **Forbes Travel Guide Five-Star** designation. The Forbes Travel Guide star rating is based on a team of hospitality experts anonymously evaluating the establishments listed in the guide, using a proprietary ratings process based on more than 500 criteria that are evaluated and updated annually. **Montage Deer Valley**, **The Spa at Stein Eriksen Lodge** and **Stein Eriksen Lodge Deer Valley** earned the **Five-Star** designation. All are in Park City. Earning the **Four-Star** designation were **Amangiri**, Canyon Point; **The Chateaux Deer Valley**, Park City; **Glitretind Restaurant**, Park City; **Grand America Hotel**, Salt Lake City; **The Grand Spa**, Salt Lake City; **J&G**

Grill Park City; **Remede Spa at The St. Regis Deer Valley**, Park City; **Riverhorse on Main**, Park City; **Serenity Spa by Westgate**, Park City; **Spa Montage Deer Valley**, Park City; **The St. Regis Deer Valley**, Park City; and **Tree Room**, Park City. Those receiving **"Recommended"** designations are **The Cliff Lodge**, Salt Lake City; **Edge Steakhouse**, Park City; **Powder**, Park City; **Sorrel River Ranch Resort & Spa**, Moab; **Sundance Mountain Resort**, Park City; **Waldorf Astoria Park City**; and **Westgate Park City Resort & Spa**.

• **ERA Real Estate**, a global real estate franchisor, has named **ERA Brokers Consolidated**, a St. George-based company serving Utah and Nevada, as its national company of the year.

The **Gene Francis Memorial Award**, given annually by ERA Real Estate to its top all-around company, was presented to ERA Brokers Consolidated at the 2018 ERA International Business Conference in February in Las Vegas. Factored into the award selection are high customer satisfaction ratings, strong brand engagement and use of ERA resources, and sales and company growth. Founded in 1982, ERA Brokers Consolidated operates eight offices across Utah and Nevada, has more than 300 sales associates and staff, and the combined operations closed nearly 3,000 transactions worth \$732 million in value in 2017.

• The newly announced **Axceed Focus LC** liquid chromatograph from **Axceed** has won a **Bronze Pittcon Excellence Award** from **Pittcon Today** magazine in the under \$10 million category. **Pittcon Today** is the official magazine of the Pittcon conference and exposition, an annual event for laboratory science. The award presented to Axceed was one of nine Pittcon Excellence Awards presented by **Pittcon Today** during Pittcon 2018. Award winners and finalists were selected from over 700 companies that exhibited at Pittcon 2018. The Axceed Focus LC is a toaster-sized, portable liquid chromatograph, a scientific instrument designed to detect the presence of organic compounds in industries ranging from pharmaceuticals manufacturing to food processing and from forensic chemistry to pollution detection.

RETAIL

• A new **Verizon Wireless** store will open April 5 on South State Street, Sandy, near Chipotle. The location is owned and operated by **Victra**, a retailer of wireless products and services for Verizon Wireless.

TECHNOLOGY/LIFE SCIENCES

• **Teem**, a Salt Lake City-based developer of cloud-based meeting tools and workplace analytics, has hired four people for its marketing, sales and engineering departments. **Scott Jensen**, senior vice president of marketing, has over 18 years of experience. He previously served as senior vice president of marketing at TravelPASS Group. **Ryan Anderson**, vice president of product marketing, has several years of leadership experience in the commercial office furniture industry, most recently serving as director of commercialization and business development at Herman Miller. **Jeremy Smith**, senior director of engineering, previously was chief technology officer at SambaSafety. **Blake Hunsaker**, director of global sales, joins Teem from Pluralsight, where he spent the last four years, including overseeing the enterprise public sector business.

• **AccessData Group**, a Lindon-based provider of integrated digital forensics and e-discovery software, has appointed **Rafik Hajem** as vice president of sales for the Europe, Middle East and Africa (EMEA) region. Hajem is a veteran of the digital forensics and e-discovery software industries. For nearly five years, he has served in a variety of sales positions at Guidance Software and has more than 25 years of experience working with various technology companies throughout Europe. AccessData also announced the opening of a new regional office in Paris, where Hajem will be based. The Paris office becomes the third AccessData office in Europe.



Rafik Hajem



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Calendar

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

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

UVU Diplomatic Conference on International Trade Relations, a Utah Valley University event featuring breakout sessions and networking opportunities where individual countries are featured and conference participants are able to interact with trade representatives directly. Speakers include Lt. Gov. Spencer Cox; Jackie Biskupski, mayor of Salt Lake City; Derek Miller, World Trade Center Utah president and chief executive officer; Meghan Stettler of the Governor's Office of Energy Development; and Clint Betts of Silicon Slopes. Location is UVU's Sorensen Student Center, 800 W. University Parkway, Orem. Free and open to the public. No registration required. Details are at http://www.uvu.edu/intlaffairs/diplomatic_conference.html.

March 13, 8 a.m.-1 p.m.

Employer Workshop, focused on hiring and retaining people with disabilities, networking with specialists and getting resources. Location is Division of Services for the Blind and Visually Impaired Conference Room, 250 N. 1950 W., Salt Lake City. Free. Details are at usor.utah.gov/employers.

March 13, 8 a.m.-4 p.m.

"Employment Law for Managers," a Salt Lake Community College event featuring realistic scenarios to help participants improve employee relations skills. Appropriate for employers with 15 or more employees. Location is Salt Lake Community College's Miller Campus, 9750 S. 300 W., Sandy. Cost is \$180 (\$90 for qualified Salt Lake County companies). Details and registration are available by contacting Debbie Patten at debra.patten@slcc.edu or (801) 957-5244.

March 13, noon-1:30 p.m.

Diplomatic Luncheon with Barfuor Adjei-Barwuah, ambassador of Ghana, a World Trade Center Utah event. Location is World Trade Center Utah, 60 E. South Temple, No. 300, Salt Lake City. Cost is \$25. Details are at wcutah.com.

March 13, 5:30-7:30 p.m.

Business After Hours Social, a Holladay Chamber of Commerce event. Location is Hampton Inn by Hilton Salt Lake City/Cottonwood,

3210 E. Millrock Drive, Salt Lake City. Free for chamber members, \$10 for nonmembers. Details are at holladaychamberofcommerce.org.

March 14-15, 9 a.m.-3 p.m.

"Boots to Business: Reboot," a two-step veteran training program that provides participants an overview of business ownership as a career vocation, an outline and knowledge of the components of a business plan, a practical exercise in opportunity recognition, and an introduction to available public and private sector resources. Location is the Small Business Development Center (SBDC) in Orem, 815 W. 1250 S., MS 239, BRC Building Training Room, Orem. Free. Details are available by contacting Ian Lorenzana at (801) 524-3209.

March 14, 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.

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

"Let's Do Lunch," a Sandy Area Chamber of Commerce event celebrating the kickoff of "March Madness." Location is Buffalo Wild Wings, 11266 S. State St., Sandy. Details are at sandychamber.com.

March 14, noon-1 p.m.

"Pizza & Politics," a University of Utah Hinckley Institute event cosponsored by the Tanner Center for Human Rights. Speaker is Dolores Huerta, co-founder of the United Farm Workers Union and 2012 recipient of the Presidential Medal of Freedom. Location is the University of Utah, Building 73, Room 110, Salt Lake City. Details are at <http://www.hinckley.utah.edu/calendar/>.

March 14, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is St. Joseph Catholic High School, Fine Arts Building, 1790 Lake St., Ogden. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

March 15-22

2018 Legislative Sessions, hosted by the Utah Manufacturers Association and focusing on the top issues of the 2018 general legislative session. Sessions are scheduled for March 15, 8-9:30 a.m., at Honeyville Inc., 1040 W. 600 N., Ogden; March 15,

11:30 a.m.-1 p.m., at Campbell Scientific, 815 W. 1800 N., Logan; March 16, 8:30-10 a.m., at Utah Manufacturers Association, 428 E. Winchester St., No. 135, Murray; and March 22, noon-1:30 p.m. at RAM Co., 3172 Deseret Drive, St. George. RSVPs can be completed by emailing annette@umaweb.org.

March 15, 8-11:30 a.m.

"Conflict: Self-Management," an Employers Council class on how to build skills for constructive resolution by creating an effective environment and developing compromises for mutual benefit. Location is Employers Council, Utah Office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$145. Details are at employerscouncil.org.

March 15, 8 a.m.-noon

Cybersecurity Conference 2018, a Salt Lake Chamber event. Experts from government, law enforcement and the private sector will discuss how to develop, evaluate and strengthen cybersecurity programs. Location is the Hilton Hotel, 255 S. West Temple, Salt Lake City. Cost is \$75. Details are at slchamber.com.

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

Lunch & Learn, a Murray Area Chamber of Commerce event. Speaker is Andrew Allman from Chick-fil-A of Murray. Location is The Union, 7176 S. 900 E., Midvale. Details are at murraychamber.org.

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

WBN Luncheon, a Utah Valley Chamber event featuring a sneak peek of the new Provo-Orem Bus Rapid Transit (BRT) route. Tour begins at the Orem FrontRunner Station at 11:45 a.m. Cost is \$25 for chamber members, \$30 for nonmembers. Details are at thechamber.org.

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

Chamber Luncheon, a Davis Chamber of Commerce event. Speaker Derek Miller, president and chief executive officer of World Trade Center Utah, will discuss "Utah Goes Global." Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20 for members, \$25 for guests. Details are at davischamberofcommerce.com.

March 15, 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.

March 15, 6-7 p.m.

Community Health Series, a Cottonwood Heights Business Association event with the theme "Myth-Busting Low Back Pain." Speakers are Ryan Carver, owner and trainer at Leverage Fitness Solutions; and Dan Mills, owner and physical therapist at PRC. Location is Cottonwood Heights City Hall, 2277 E. Bengal Blvd., Cottonwood Heights. Free. Registration can be completed at communityhealthback.eventbrite.com.

March 15, 6-8 p.m.

Second Annual Health Innovation Pitch Competition, a Society of Physician Entrepreneurs (SoPE) event. Student teams and early-stage companies can enter the competition by sending their pitch deck to drdayton@gmail.com. Finalists will pitch their ideas during the first half of the event and semi-finalists will be invited to set up booths during the networking part of the meeting. Location is Church & State, 370 S. 300 E., Salt Lake City. Registration can be completed at Eventbrite.com.

March 16, 7:30-8:30 a.m.

Eggs & Issues, a Murray Area Chamber of Commerce event. Speaker Tim Bingham of Greenfrog Coaching will discuss habits, how they impact lives and how to manage them. 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.

March 16, 8:15-9:30 a.m.

"Bagels & Business," presented by the Salt Lake Community College Business Incubator. Speaker Barry Moniak will discuss "Facing Fear as a Business Professional." Location is the Business Incubator, Miller Campus, Corporate Partnership Center, Room 333, 9690 S. 300 W., Sandy. Details are at <http://events.r20.constantcontact.com/register/event?oeidk=a07ef69d-wah853c2799&llr=bswcnrcab>.

March 17, 10 a.m.-noon

Business Growth Seminar Franchising, a SCORE event. Location is Glendale Library, 1375 S. Concord St., Salt Lake City. Free. Details are at <https://www.sba.gov/tools/events>.

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

"ADA: Managing Disabilities in the Workplace," an Employers Council class to help employers better manage disabilities in the workplace by exploring who is disabled under the Americans with Disabilities Act. Location is Employers Council, Utah Office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$185. Details are at employerscouncil.org.

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

Business Women's Forum Luncheon. Speaker Pamela Okumura, executive director of People Helping People, will lead roundtable discussions about how women can support one another in the workplace. Location is 50 West Club & Café, 50 Broadway, Salt Lake City. Cost is \$27 for members, \$35 for nonmembers. Details are at slchamber.com.

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

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

March 21, 8-10 a.m.

AED Breakfast Seminar, a Utah Safety Council event. Location is Utah Safety Council, 1574 W. 1700 S., Salt Lake City. Free for two people per member organization, \$10 for nonmembers. Details are at utahsafetycouncil.org.

March 21, 9 a.m.-4 p.m.

Professional Administrative Assistant Conference, with the theme "Organizing Chaos." Keynote speaker is Linda Makin, Utah Valley University vice president of planning and budget. Location is Utah Valley University, Orem. Cost is \$99. Open to the public. Details are at <https://cweb.uvu.edu/courseStatus.p?&Course=18WCUVADM81%20&DirectFrom=Schedule>.

March 21, 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.

March 21, noon-1 p.m.

Professional Development Series, a Utah Valley Chamber event. Location is the Provo LDS Employment Resource Center,

CALENDAR

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702 W. Columbia Lane, Provo. Free. Details are at (801) 818-6161 or <http://bit.ly/1tDS04k>.

March 21, 3-4:30 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 Women’s Business Center, 175 E. 400 S., Suite 600, Salt Lake City. Free. Details are at slchamber.com.

March 21, 4:30-6:30 p.m.

Multi-Chamber Business After Hours, presented by the West Jordan, Murray Area and Sandy Area chambers of commerce and ChamberWest. Location is TopGolf, 920 Jordan River Blvd., Midvale. Registration can be completed at westjordanchamber.com.

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

QuickBooks 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>.

March 21, 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. Details are at <https://utahsbdc.org/trainings>.

March 22-23

UCET Conference, presented by the Utah Coalition for Educational Technology. Event brings together more than 1,300 educators for professional development, keynote speakers, hands-on technology workshops and more, focused on technology integration. Location is the University of Utah’s Union and Warnock buildings, 200 S. Central Campus Drive, Salt Lake City. Cost is \$75 for both days, \$50 for one day. Details are at <http://www.ucet.org/>. Registration can be completed at <http://tinyurl.com/ucet18>.

March 22, 8 a.m.-4 p.m.

2018 Health Services Research Conference, with the theme “Partnering for Better Health by Doing What Works.” Keynote speaker is Dr. Nancy A. Allen, who has led research on diabetes and chronic disease. Location is the Health Sciences Education Building, University of Utah, Salt Lake City. Details are at <http://medicine.utah.edu/ccts/news/2018/01/health-serv-research-conference.php>.

March 22, 8-10:30 a.m.

“How to Win Using Instagram,” a Digital Marketing Hacks Series workshop. Presenter is Emily Ashby, who has built her own small business using social media and then helped to launch the Digital Marketing Program

at the LDS Business College 2014. She currently is the marketing and training manager at the Utah Microloan Fund. Location is Salt Lake Small Business Development Center, Salt Lake Community College, Larry H. Miller Campus, Miller Free Enterprise Center, Room 223, 9750 S. 300 W., Sandy. Cost is \$15 through March 16, \$20 thereafter, \$30 for same-day. Registration can be completed at <https://www.regonline.com/registration/Checkin.aspx?EventID=2239423>.

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

Multi-Chamber Luncheon Series, presented by the Murray Area, Southwest Valley, South Jordan, West Jordan and South Salt Lake chambers of commerce and ChamberWest. Speaker Dr. Katalina Dean, doctor of chiropractic spinal biophysics and co-owner of Cottonwood Chiropractic, Midvale, will discuss “Increase Revenue, Productivity and Morale: How to Create a Culture of Wellness and Care.” Location is Conservation Garden Park, 8275 S. 1300 W., West Jordan. Open to the public. Cost is \$20, \$30 for nonmembers. Registration deadline is March 20. Registration can be completed at westjordanchamber.com.

March 22, 4-6 p.m.

“Understanding Term Sheets,” a VentureCapital.org event featuring a panel of venture professionals explaining how the term sheet will affect your business going forward. Panelists include Chris Anderson of Durham, Jones & Pinegar; Jerry

Vance of Preferred CFO; and others to be announced. Location is Durham, Jones & Pinegar, 111 S. Main St., Suite 2400, Salt Lake City. Cost is \$15. Registration can be completed at Eventbrite.com.

March 22, 5-7 p.m.

Business After Hours, a Salt Lake Chamber event. Location is Chakra Lounge, 364 S. State St., Salt Lake City. Cost is \$7 for early-bird members, \$20 for members the week of the event, \$15 for nonmembers. Details are at slchamber.com.

March 22, 6-7 p.m.

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

March 22, 6-7 p.m.

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

March 22, 6-7 p.m.

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

March 23, 7:30-8:30 a.m.

Eggs & Issues, a Murray Area Chamber of Commerce event. Speaker is Gordon Young. 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.

March 23, 8:30 a.m.-5 p.m.

Huntsman Venture Forum, presented by the Partners in Business at Jon M. Huntsman School of Business at Utah State University. Event includes keynote presentations, breakout sessions and panels “that address the skills, strategies and legal counsel necessary to be a force in the economy.” Location is Perry Pavilion, Huntsman Hall, Utah State University, Logan. Cost is \$20. Details are at <http://partners.usu.edu/>.

March 24, 6-11 p.m.

Murray Area Chamber Gala, a Murray Area Chamber of Commerce event. Theme is “Hollywood Glam.” Location is Hotel RL, 161 W. 600 S., Salt Lake City. Cost is \$60 per person or \$100 per couple (membership is not required to attend). Details are at murraychamber.org.

March 27, 9 a.m.-noon

“SBA Contracting Pro-

grams,” a U.S. Small Business Administration event. Location is SBA, 125 S. State St., Room 2227, Salt Lake City. Free. Details are at <https://utahsbdc.org/trainings>.

March 27, 11:30 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event. Location is Hub 801 Events, 3525 Riverdale Road, Ogden. Cost is \$20. Details are at ogdenweberchamber.com.

March 27, 11:30 a.m.-1 p.m.

Women in Business, a Sandy Area Chamber of Commerce event. Location is Hale Centre Theatre, 9900 S. Monroe St., Sandy. Details are at sandychamber.com.

March 27, noon-1 p.m.

“Pizza & Politics,” a University of Utah Hinckley Institute event. Speaker Steve Early, author and union organizer, will discuss “Remaking an American City: From Corporate Town to Municipal Action in the Time of Trump.” Location is the University of Utah, Building 73, Room 110, Salt Lake City. Free, and open to the public. Details are at <http://www.hinckley.utah.edu/calendar/>.

March 28, 7:30-9:30 a.m.

“New Pioneers: American Dream Award Program 2018,” a Salt Lake Chamber event recognizing the contributions immigrants make every day in Utah. Honorees are Aden Bata, director of immigration and refugee resettlement at Catholic Community Services; Luz Escamilla, Utah state senator and vice president of community Development at Zions Bank; Valter Nassi, owner and proprietor of Valter’s Osteria; and LDS Humanitarian Services. Location is Hilton Salt Lake City Center, 255 S. West Temple, Salt Lake City. Cost is \$65. Details are at slchamber.com.

March 28, 7:30-9 a.m.

Workforce Seminar 2018, an Ogden-Weber Chamber of Commerce event providing SHRM credits to HR professionals. Location is the Ogden-Weber Chamber of Commerce, Commission Chambers, first floor, 2380 Washington Blvd., Suite 290, Ogden. Open to Weber and Davis county businesses. Registration can be completed at Eventbrite.com.

March 28, 7:30-8:30 a.m.

Coffee Meet Up, a Holladay Chamber of Commerce event. Location is 3 Cups Coffee, 4670 S. 2300 E., Holladay. Details are at holladaychamberofcommerce.org.

see CALENDAR page 15



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FINANCIAL INSIGHTS Sponsored by CENTRAL BANK

How Startups and Small Businesses Can Use SBA Loans to Grow



By Grant Barber

The Small Business Administration (SBA) was created by the federal government in 1953, with the mission of supporting the startup and growth of small businesses. While the SBA doesn't directly loan money to businesses, it supports them by partnering with financial institutions. Many small or new businesses don't qualify for a traditional business loan. A lack of experience, no collateral, small down payment or poor credit can turn someone's business dream into just that—an idea that never came into fruition.

Thankfully for many aspiring business owners, the SBA bridges the gap between small businesses and financial institutions by guaranteeing up to 90% of a loan amount. An approval from this government agency allows banks to offer loans with longer repayment terms and less stringent regulations on collateral or credit.

The type of loan that is right for your business will vary depending on your business' needs. An SBA loan could very well be a viable option for your business. An understanding of SBA loans will take time and thorough research. But if you are ready to plunge into business ownership or plan to expand your current business, here is an overview of the different types of SBA loans available:

7(a) Loan Program

The 7(a) loan program is the most common type of SBA loan. The nature of a 7(a) loan allows it to be applied to a wide variety of business purposes. Such purposes include financing equipment, purchasing land or real estate, refinancing debt, establishing a working line of credit, and obtaining additional business acquisitions or franchises.

As the flagship program of the SBA, the 7(a) loan program will guarantee loans with amounts up to \$5 million. Be aware that the approval process for most SBA loans, including the 7(a) loan program, can take considerably more time to be approved than normal business loans because of the application requirements by

the government. The process may take a little longer, but don't let a 7(a) loan scare you. It might be the perfect fit for your situation.

As a quicker alternative, your business may opt to use an SBA Express Loan - a subset under the 7(a) Loan Program. SBA Express reduces the number of government forms and procedures, simplifies the processing and reduces the cost of smaller, less complex SBA loans. With loan amounts capping at \$350,000, small business owners commonly choose SBA Express for an easy-to-use line of credit. Among other benefits, consider an SBA Express loan if you are looking for a fast turnaround and a streamlined process.

504 Loan Program

The main purpose of the 504 loan program is to help established small businesses grow. This program allows the SBA to partner with a Certified Development Company (CDC), who together can offer low down payment requirements with long-term fixed rates. The funds from a 504 loan can be used to purchase land, buildings, machinery or equipment, as well as, build new

facilities, and modernize, renovate or convert existing facilities.

Maximum loan amounts range from \$5 million to \$5.5 million depending on the type of business or project. Businesses wanting to finance fixed-assets up to 20 years should explore the 504 Loan Program.

There are many types of SBA loans individually created to serve varying business objectives. Through diligent research, business owners will find that there is no one-size-fits-all solution for every business.

The complexity of SBA loans extends far beyond the scope of the information provided here. Reach out to Central Bank, a Preferred SBA Lender, and its SBA Loan experts, Deborah Lamb, dlamb@cbutah.com, 801-655-2152 or Grant Barber, gbarber@cbutah.com, 801-655-2127 to help you determine if an SBA loan is the right move for your business.

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Opinion

Can Washington develop a peaceful, easy and just prescription for growth?

Will the economy grow at 3 percent and sustain this rate over 10 years? That's the question on everyone's mind. In the swamp, answers to that question can often be predicted based on one's political affiliation.

The original claim comes from the Trump budget released a few weeks ago.

On the pro side, we have Kevin Hassett, chairman of the White House Council of Economic Advisers. He makes a serious case that under Pres. Donald Trump's policies, 3 percent annual real growth could be a floor. On the con side, you have a former chairman of the CEA under Pres. Barack Obama saying that the economic forecast in the budget is the most absurd he's ever seen.

Predicting what growth will look like beyond the next year is ambitiously hazardous. But people try nonetheless because the stakes are very high. Indeed, the payoff of the economy's successfully delivering higher and sustained growth is huge. Though everyone most likely gains from growth, this payoff is mostly felt in the lower half of the income distribution and helps lift people out of poverty.

In the United States, the difference between a real growth rate of 2 percent

and a rate of 3 percent is the difference between doubling real per capita income in 35 years and doubling it in 23 1/2 years. If the administration's forecasts were to materialize, the economy would be \$28 trillion bigger in 2028 than currently projected. That's a lot of wealth.

A 3 percent real growth rate would be a sharp contrast if sustained over 10 years. Back in March 2017 (the most recent time the data were made available), the Congressional Budget Office projected 1.8 percent growth over 10 years. Many Americans can still remember the 1990s, when the economy grew at 3.3 percent on average, but they know they haven't experienced that level of prosperity in almost two decades.

The good news is that we know what helps generate higher growth. Academic research has shown that nations that follow Adam Smith's prescription of "peace, easy taxes, and a tolerable administration of justice" enjoy higher growth rates. They also enjoy higher levels of entrepreneurship and innovation and, most importantly, lower poverty rates than countries with less economic freedom.

That's why the Trump administra-

tion believes that this economy has the potential to deliver higher growth than in the past. The massive tax reform bill recently passed included undeniably pro-growth reform for the corporate income tax. The change is already triggering larger capital investment, which will fuel higher productivity and growth. But can this be sustained over 10 straight years? Even in an ideal scenario, that's questionable.

Yet we've also seen serious deregulation, which is cause for optimism. And the administration seems committed to removing anti-growth barriers erected in the past, such as occupational licensing schemes and net neutrality regulation.

Unfortunately, Republicans are once again on a spending spree. Even budget assumptions can't hide the trillion-dollar deficits this year and next. That's not good. Economists at the Europe Central Bank, for instance, looked at 108 countries between 1970 and 2008 and found that "government consumption is consistently detrimental to output growth irrespective of the country sample considered." Though our financial problems didn't start under Trump, making them worse can only get in the way of the positive growth triggered by tax reform and deregulation.

It's also disheartening to see the presi-

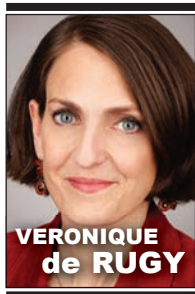
dent threatening to implement steel tariffs, withdraw from NAFTA and restrict legal and illegal immigration. Researchers predict that withdrawing from NAFTA could cost us \$50 billion annually. When the Bush administration implemented steel tariffs in 2002, steel-consuming industries lost 200,000 jobs as a result of higher prices. That's more workers than there were in the entire steel industry.

Meanwhile, in 2016, American Action Forum scholars estimated that the removal of immigrants here illegally would shrink the economy by 6 percent over 20 years. That would amount to \$1.6 trillion in lost wages, spending and other economic activity.

So, are we going to see 3 percent growth sustained over 10 years? Considering the current and growing size of our federal government, it will be hard unless a mind-blowing innovation comes along as the Internet did in the 1990s. It would require that Trump officials be as hands-off as the Clinton administration was back then and not shoot the economy in the foot with idiotic price-raising protectionist policies.

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

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VERONIQUE de RUGY

Pres. Xi Jinping is transforming China, but is Washington taking notice?

Amid the flurry of news about Hope Hicks and Jared Kushner and the Trump reality show on guns, it would be easy to miss what's happening in China. But it is huge and consequential. China is making the most significant change to its political system in 35 years. What impact will this have on China and the world? That's the question every policymaker, business executive and investor should be asking.

Deng Xiaoping is generally remembered as the man who began China's economic reforms.

But perhaps more important were his political reforms. He took a system that had been utterly dominated by one man — Mao Zedong — and turned it into an institutionalized system. Perhaps the single most significant transformation was in 1982, when the Chinese Communist Party wrote into the country's constitution that its president and vice president could serve no more than two consecutive terms. This made China unique — a dictatorship with term limits. In most authoritarian regimes, the ruler accumulates power and over the years becomes more arrogant, corrupt and unaccountable. This wasn't possible in the Chinese system, which limited any individual's power and focused instead on the collective — the party.

China's unique model also produced an economic miracle. The country has had three decades of merit-based selection and promotion within the Communist Party, wise long-range planning and smart pro-growth economic policies. Since 1978, Chi-

na's GDP has grown at an astounding average annual rate of almost 10 percent, which the World Bank calls "the fastest sustained expansion by a major economy in history."

For decades, China seemed to be getting more institutionalized. Deng had ruled as a supreme leader, wielding power more from behind the scenes than from any offices he held. His successor, Jiang Zemin, held all the key posts when he was in power and after his two terms as president, he continued to lead the Central Military Commission for two more years. Even after that he remained influential informally. When Jiang's successor, Hu Jintao, finished his two terms as president, he simultaneously relinquished the top military position and lost nearly all power at once. But that trend has now been turned on its head. If term limits are abolished, which is now almost certain, Xi Jinping could stay China's president, general secretary of the Communist Party and chairman of the Central Military Commission for the rest of his life. And he is just 64.

Xi has been a strong leader for China. He has tackled two of the nation's most pressing problems, the corruption within the Communist Party and the pollution caused by China's fast growth. These efforts have been very popular within the country at large. He has not, however, tackled other crucial challenges for China: long-stalled economic reforms and reduction of its rising debt levels. Xi's supporters argue that his consolidation of power will now allow him to take these difficult steps and begin

the next stage of reforms.

The real challenge for China, however, is not about Xi's economic policies. He has been reluctant to pursue tough, unpopular measures, but so are most governments everywhere, democratic or dictatorial. (Has America done anything about its rapidly rising debt?) The real danger is that China is eliminating perhaps the central restraint in a system that provides staggering amounts of power to the country's leaders. What will that do, over time, to the ambitions and appetites of leaders? "Power tends to corrupt," Lord Acton famously wrote in 1887, "and

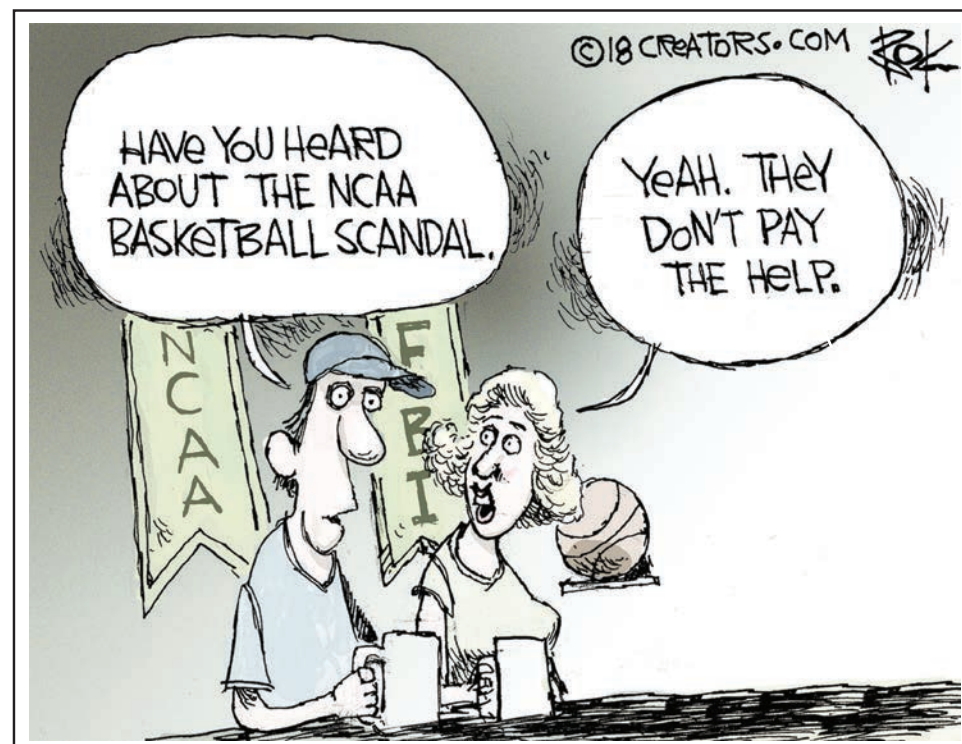
absolute power corrupts absolutely." Perhaps China will avoid this tendency, but it has been widespread throughout history.

China under Xi has also become more ambitious internationally. It is now the world's second-largest economy, the third-largest funder of the United Nations and the supplier of more peacekeepers than the other four permanent Security Council members combined. The country has been bulking up its military while devoting sig-

see ZAKARIA page 13



FAREED ZAKARIA



Opinion

Universities are obligated to make their degrees a value for their graduates

Let's call them the "Four B's" (big, bold, beautiful and beneficial) and make them the mission of the University of Utah president. Not only will this fill the coffers of the state of Utah through increased tax revenue, but it will also fill the coffers of Utah's workers — plus give them purpose in their lives.

According to a stellar *Wall Street Journal* article by Douglas Belkin in February, "U.S. Colleges are Separating into Winners and Losers," there is a schematic shake-out happening in the 1,040 college and universities around the country. In the column, Belkin details what has happened at two universities 300 miles apart in South Carolina. Concord University, a mid-sized liberal arts university, has seen its freshman enrollment drop 19 percent in the past five years, while Clemson University enrolled its largest freshman class ever in 2017.

I have long opined that the job of the University of Utah is to prepare its students for meaningful employment. This does not necessarily mean getting a job that is high-paying — though that would be nice — but getting a job that satisfies the needs of the student.

I have a daughter who is a social worker who spends eight hours a day work-

ing with individuals and families in order to provide them with a safe and consequential life. The son of a friend of mine counseled with my daughter about substance abuse. Thankfully, she was able to pull him out of the depths of alcoholism and drug abuse. After receiving her master's degree in social work, she began work for a local substance abuse center for under \$30,000 a year — and her life is meaningful.

In order to prosper, the University of Utah must become bigger. I am not referencing the size of the campus or the construction of new buildings, but instead it should try its darndest to increase its enrollment through technology. Silicon Valley is doing excellent work in fashioning online technical classes. This should be the foundation of the University of Utah's curriculum.

With a new president in place at the University of Utah, the school could make a bold statement by tying its curriculum to Utah's labor market needs. This could be accomplished by forming an advisory commission composed of both large and small Utah corporate business leaders. This was a very successful technique used by Clemson University to increase its enrollment.

My daughter is doing beautiful work.

What could be more beautiful work than saving a person's life? Billy Graham, who just passed away at age 99, was a great artist when it came to positively affecting the way people live. A strong University of Utah liberal arts course of study is a must.

The university has an obligation to make its products, certificates and degrees an outstanding value to its students. In my judgment, the University of Utah is missing the boat when it comes to value. It takes too long to get a certificate or degree. It costs too much to get a certificate or degree. It postpones a student's chance for a better life and it's a drain on taxpayer dollars.

My evidence for the above is the dramatic increase in student debt, the stagnation of wages and the fact that more businesses are dying now than are being born. Student debt is now larger than credit card debt. Wages have not increased in real terms in decades and since 2008, more businesses are expiring than being born.

As my friends and family will tell you, I very seldom criticize anyone. I prefer to present evidence and pose possible solutions to problems. It has been my experience that doing this sparks debate.

In a Qatar Foundation website treatise on the benefits of debate, it says that "debate helps learners to see the power of deploying rational, reasoned arguments and compel-

ling evidence in action."

Let the grand Utah educational debate begin at the University of Utah.

Robert Pembroke is the former chairman and CEO of Pembroke's Inc. in Salt Lake City. He can be reached at pembroke894@gmail.com.



ROBERT PEMBROKE

ZAKARIA

from previous page

nificant resources to far-flung cultural arms like Confucius Institutes. It has announced loans and investment spending — the Belt and Road Initiative — that will be around 10 times the size of the Marshall Plan, by some estimates. It is determined to lead the world in fields like solar and wind power, electric cars and artificial intelligence.

Chinese scholars say China is entering a new era with a new system. Since the Communist Party took power in 1949, it had roughly 30 years of Mao's rule. That was followed by roughly 30 years of Deng and his system. It is now clear that we are in the third era, which might be 30 years of Xi. Is anybody in Washington paying attention?

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

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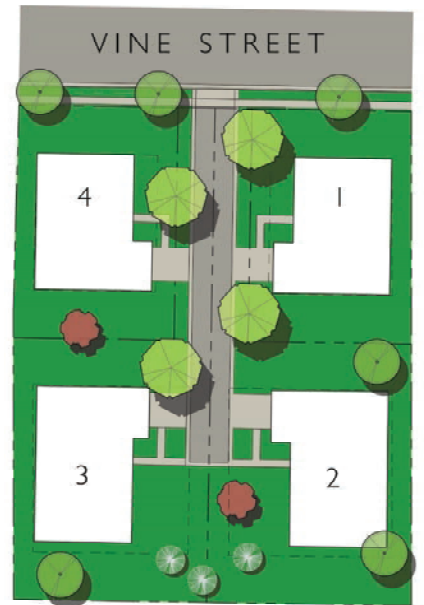
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CALENDAR

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March 28, 8-9:30 a.m.

Legal Breakfast Briefing Series: "The Rapidly Changing World of Employment Law Under President Trump," an Employers Council event reviewing what has changed and what has not in employment law during the Trump administration. Location is Radisson Hotel Salt Lake City Downtown, 215 W. South Temple, Salt Lake City. Cost is \$99. Details are at employerscouncil.org.

March 28, 6-8 p.m.

"Starting Your Business 101," a Salt Lake Small Business Development Center (SBDC) event. Location is Salt Lake Community College's Larry H. Miller Campus, Corporate Partnership Center, Room 110, 9690 S. 300 W., Sandy. Free. Details are at <https://utahsbdc.org/trainings>.

March 28

"Executive Certificate of Global Business Management," a Salt Lake Community College Global Business Center course that runs Wednesday evenings, 6-9 p.m., through May 30. This course is offered to business executives, marketing professionals, staff and entrepreneurs who want to increase their exporting knowledge and improve their strategies in global business practices. Location is Salt Lake Community College's Miller Campus, 9690 S. 300 W., Sandy. The course is also available live to distance learning locations throughout Utah by using the Utah interac-

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tive UEN audio-video connection. Registration deadline is March 21. Cost is \$995, with a \$100 discount for multiple registrations from the same company. Registration can be completed by emailing Stan Rees at stan.rees@slcc.edu or calling him at (801) 957-5336.

March 29, 11:30 a.m.-1 p.m.

Lunch & Learn, a Murray Area Chamber of Commerce event. Speaker is Lynda Brown of KidsEat! Location is The Union, 7176 S. 900 E., Midvale. Cost is \$15 for members, \$20 for guests. Details are at murraychamber.org.

March 29, 5:30-6:30 p.m.

Business Boot Camp, a Cottonwood Heights Business Association event with the theme "Understanding Your Brain: 12

Things You Should Know About Your Brain." Speaker is Trigena Halley, founder and owner of Peak Performance. Location is Cottonwood Heights City Hall, 2277 E. Bengal Blvd., Cottonwood Heights. Free. Registration can be completed at understandyour-brain.eventbrite.com.

March 29, 5:30-8 p.m.

Fourth Annual Food-trepreneur Festival, a Women's Business Center event featuring local food products and owners. Location is Grand Hall, Union Pacific Depot, The Gateway, 400 W. South Temple, Salt Lake City. Tickets are free but limited, and registration is required. Details are at <http://foodtrepreneur.org>.

CLASSIFIED



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.

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TRAVEL & RECREATION

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UTAH'S TOURISM PROMOTION BUDGET

Is it worth the investment?



Frances Johnson
The Enterprise

Tourism is big business in Utah and, with Gov. Gary Herbert's requested \$1.5 million bump in funding for the Tourism Marketing Performance Fund from the state Legislature, the business of tourism will only get bigger.

The Tourism Marketing Performance Fund was established in 2005 as a way of marketing Utah as a tourism destination — something that hadn't really been done before then. Many people were unsure Utah could even support a robust tourism economy, so legislators made appropriations for the fund contingent on certain tourism-related performance measures and capped annual contributions at \$3 million.

As it turned out, Utah tourism was up to the challenge.

"We've had consistent, really strong performance for the past several years," said Vicki Varela, managing director of the Utah Office of Tourism.

In 2016, the most recent year for which complete numbers are available, tourists spent \$8.4 billion in Utah, which translated into \$1.2 billion in state and local tax revenue for the state. Put another way, every Utah household paid \$1,200 less in taxes that year thanks to tourism-related income.

Thanks to income tax revenue generated from Utahns employed in the tourism industry, schools across the state saw an extra \$200 million in funding in 2016. And Utah tourism shows no sign of slowing down. At the end of 2016, the editors of the travel guide *Fodor's* named the one tourist destination in the world they thought was the best. It was Utah.

"It was one of those milestones that made us realize, 'Wow, this industry has really taken off,'" Varela said. "Tourism is a major part of the Utah economy."

The governor's office and state legislature agree.

LIFE
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see INVESTMENT page 18

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RECREATION EQUIPMENT COS.

Ranked by Gross Sales 2017



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	Company Name Address	Phone Web	Gross Sales 2017	Business Category	No. of Utah Employees	No. of Utah Locations	Major Brands Carried	Year Est.
1	Parris RV 4360 S. State St. Murray, UT 84107	801-268-1110 parrisrv.com	\$56.5M	RVs	85	2	Rockwood, Attitude, Sandstorm, Powerlite, Shadow Cruiser, Stryker, T@B, Columbus, Mesa Ridge, Palomino, Alpine, Avalanche, Cyclone, Weekend Warrior, Puma, Wilderness, Sonoma, Salem, Retro, Terry Classic, Lance, Vintage Cruiser, Gateway, Highlander, XLR, Sandsport	2011
2	Sierra RV Sales 1010 S. 1700 W. Marriott-Slaterville, UT 84404	801-728-9988 sierrarvsales.com	\$40M	RVs	95	1	Thor, Heartland, Forest River, Winnebago, Spirit, Voltage, Road Warrior, Elkridge, Big Country, Aerolite, Aspen Trail, Trail Runner, Kodiak, Thor Motorized, XLR Toy Haulers, Stealth	1996
3	Weller Recreation Inc. 936 W. 200 S. Kamas, UT 84036	435-783-4718 wellerrec.com	\$21M	Powersports, snowmobiles, ATVs, UTVs, motorcycles, generators	26	1	Polaris BRP (Ski-doo, Can-am) Yamaha	1962
4	Ray Citte RV 1677 W. Riverdale Road Roy, UT 84067	801-773-4951 raycitte.com	\$16.5M	RVs	35	1	Manufacturers Forest River, Outdoors RV & Thor totaling 13 different brands	1972
5	Access RV 550 S. Redwood Road North Salt Lake, UT 84054	801-936-1200 accessrv.com	\$15M+	RVs	40	1	Cherokee, Flagstaff, Cardinal, Palomino, Arctic Fox	1995
6	Monarch Honda and Powersports 398 W. 800 N. Orem, UT 84057	801-224-4070 monarchhonda.com	\$5M	Motorcycles & ATVs	20	2	Honda Zero Husqvarna (motorcycles)	1976
7	Robertson Marine LLC 2033 S. Main St. SLC, UT, 84115	801-534-1111 robertson-marine.com	\$3.2M	Watercraft, fishing boats & outboards	9	1	Ranger Boats, Crestliner Boats, Mercury Outboards, Yamaha Outboards, Minn Kota Motors	2010
8	Motor Sportsland 4001 S. State St. SLC, UT 84107	801-262-2921 motorsportsland.com	*	RVs	65	1	Winnebago, Keystone, Thor, Forest River, Heartland, Pacific Coach, KZ, Starcraft, Columbia Northwest, Aliner	1968
9	Marine Products 949 W. 1700 S. SLC, UT 84060	801-209-4823 marine-products.com	*	Watersports, lifestyle	20	1	Supra, Moomba, Alumacraft boats, Ronix, Radar, Liquid, Force, Hyperlite, Ho, Connelly, Slingshot, O'Neill, Hydrofoil, O'Brien, Mercury, Mercruiser, Yamaha, Brigade, Bic, Yeti and more	1970



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INVESTMENT

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“Investing in tourism marketing is one of the ways Utah continues to have a balanced, thriving economy, particularly in our rural communities,” Herbert said in a statement. “These visitors create jobs, entrepreneurship opportunities and their taxes help fund state and local government services.”

Since 2005, the Tourism Marketing Performance Fund has grown to a current total of \$21 million. Most recently that money has been used for two major marketing campaigns under the Life Elevated brand.

For winter tourists, the Utah Office of Tourism launched the “Greatest Snow On Earth” campaign, with an emphasis on the fact that that snow lies within an hour’s drive from a major international airport.

“Nobody in the world can compete with us on that,” Varela said.

To boost summer tourism, the

office introduced the “Mighty 5” campaign, highlighting Utah’s five national parks.

The governor’s funding recommendation would bring the Tourism Marketing Performance Fund total up to \$22.5 million, and if the Legislature approves the full \$3 million possible appropriation hike, the fund would hit \$24 million. Whatever the final number is, Varela said, the money will go to the Office of Tourism’s newest marketing effort, the Red Emerald Initiative.

Red emeralds are a very rare and valuable stone that is only mined here “and that’s the way we want people to see Utah as a tourist destination,” Varela said. The idea behind the Red Emerald Initiative is to target high-quality — and high-spending — visitors who are willing to stay for longer periods of time, hire local guides, use local services and explore more of Utah, such as the 43 state parks, BLM-managed lands and other less-visited recreational areas.

“These visitors by definition will create a better-quality experience for

our communities that are hosting them, they will likely spend more money and they are more likely to become repeat visitors,” Varela said.

As many local communities — in particular in and around Moab — start to feel the pressure of large amounts of seasonal visitors, the Office of Tourism hopes the Red Emerald Initiative will create a more sustainable and manageable tourism industry for the state.

“We pay very close attention to communities that are feeling constraints,” Varela said. “We are not just going to keep on packing people in. That’s not sustainable growth. We want to continue to grow the industry but do it very, very thoughtfully in partnership with the local communities and how they want to grow. These are really important years to get it right.”

The tourism office also hopes positive tourism experiences will help grow other sectors of the state’s economy. For example, satisfied repeat visitors are more likely to consider relocating their businesses or their families to the state. That economic diversity

will help Utah weather any economic highs and lows that lie ahead.

As the legislation currently stands, the Tourism Marketing Performance Fund will be capped at a total of \$30 million. Varela said that’s plenty for now.

“The funding we have available enables us to do a very effective job and additional funding increases will continue to enhance that,” she said. “We want to be a strong contributor for the foreseeable future.”



Traveling with technology

TEN TIPS FOR HANDLING YOUR DEVICES WHEN YOU LEAVE HOME



Whether you have to work when you travel or you simply have a smartphone or other device that can access the Internet that you plan to bring with you on your trip, it is important to make sure to not turn your wonderful travel adventure into a tech disaster. Unfortunately, vacations are not immune from hackers, criminals, malware, etc. While you may be taking a break from some aspects of your regular life, you cannot take this break as it relates to your technology security and privacy.

To help maintain security when traveling, but to keep it simple so you can more quickly return to relaxation, here are 10 tips to help you stay safer while on the road:

1. Watch where you go and what you visit online. Avoid any websites that hold your sensitive information when you are on public Wi-Fi, particularly if the network is unsecured. This information includes, but is not limited to, online banking passwords, credit card information, etc. To determine if the network is safe, you can often contact your IT department or outsourced IT provider and have them remotely log in to your computer and determine what settings you may want to activate and whether the network is in fact secure.

It is also incredibly important to log out of any of the sites you log into — especially if using a public computer. It is not worth risking an auto-login

or even providing a potential criminal with your username and the chance at guessing your password. It may take longer, but it will be much quicker than having to deal with the repercussions of a hack.

2. Lock your devices. If you are working or playing on your device, either in your room, at the pool or in any other public space, lock your device when it is not being used. This includes locking when you leave the device in a hotel room. Even though you lock your hotel room upon leaving, you do not want to risk any potentially curious or untrustworthy person becoming overly interested in anything you have on your device. Requiring a password anytime you step away from your machine — whether to grab a drink, get your lunch or leave your hotel room for the day — is an incredibly simple way to add a useful barrier to protect your sensitive and private information.

3. Pack useful cords. If you must work or plan to use your devices while traveling, double-check your cords and wires. Are you traveling somewhere with unique power plugs? Do you need any adapter cable to connect to traditional devices? Is internet so required, it may be worth packing an ethernet cable to ensure you do not have to rely on wireless at your location? Also, don't forget the power cords. So often we have cords in our home and work offices and forget to have, or pack, a mobile power cord. In certain coun-

tries, this may create a very challenging problem. This is worth putting on your final travel pack checklist.

4. Disable auto-connect on your devices. As another safety step, disabling auto-connect will require you to join any network, but it will in fact ensure that you are intending to join the particular network.

5. Watch out for your Bluetooth connectivity. Disabling Bluetooth connectivity whenever unneeded — or as much as possible — will help lock down your phone or device from other users who can potentially hack in your device through its Bluetooth function. This will also help save the battery. So, it's not a bad option to take when you do not necessarily need active Bluetooth.

6. Be careful on public computers. Public computers may be infected with malware — either tracking your passwords or activity or simply tracking where you go and what you do online. It is also important to remember a point from tip No. 1: Log out of all websites, clear your username, etc. Don't give potential criminals the leg up on guessing your information. It is also useful to watch to ensure nobody is watching too closely or is too interested in-person as to what you are doing. Be sure to grab anything you print off the printer or anything you copy off the copier as well.

7. Keep things updated. This is something you should do whether you are at home or traveling. Keep your devices updated, patched, etc. While

you may be taking a vacation, troubles are not. As such, you must keep the same high standard on all devices — borrowed, community or your own as it relates to updates as you would back home.

8. Check local laws. If traveling abroad, a quick understanding of the cybersecurity laws in the country you will be traveling in can be quite useful. To determine where to start, you can check the State Department's Consular Information Program: <https://travel.state.gov/content/passports/en/country.html>.

9. Back up your data. Before you even leave your house, as part of what hopefully is already a strong backup routine, make sure your devices are fully backed up before you go on the road. It is not worth risking any of your data in case of loss or destruction of your device. Too often, people have devices fall in water while traveling or other such misfortunes. It is annoying enough to find (and spend time finding) a new device while out of town but try to make that the worst part and skip losing the data as well.

10. Turn off geotagging. Turn off your geotagging on social media sites to keep your location private. This is a great way to use technology to avoid letting criminals back home know your home is unattended.



BAHAR FERGUSON

Bahar Ferguson is president of Wasatch I.T., a Utah provider of outsourced IT services for small and medium-sized businesses.

TRAVEL AGENCIES

Ranked by Total Sales 2017



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Total Sales 2017	Percent Business Travel	Percent Vacation/ Leisure	No. of Utah Offices	No. of Utah Employees	Specialties	Year Est.	President/CEO
1	Christopherson Business Travel 5588 S. Green St. SLC, UT 84123	801-327-7700 cbtravel.com	\$614M	78	22	1	178	Business travel management, travel technology	1953	Mike Cameron
2	Hess Corporate Travel 150 N. Main St. Bountiful, UT 84010	801 292-8687 hesstravel.com	\$119M	95	5	1	40	Global business travel management	1985	Alan H. Hess
3	Get Away Today 1650 E. 5700 S. South Ogden, UT 84403	855-GET-AWAY getawaytoday.com	\$104M	0	100	1	55	Disneyland Resort, Southern California, Hawaii, Mexico & cruises	1990	Julie Smith CEO Chuck Smith President
4	Morris Murdock Travel 101 S. 200 E., Ste.100 SLC, UT 84111	801-487-9731 morrismurdock.com	\$82M	0	100	5	105	Cruises, tours, escorted travel, meetings & incentives	1958	Brian Hollien
5	Columbus Travel 563 W. 500 S., Ste. 180 Bountiful, UT 84010	801-295-9568 columbusvacations.com	\$33M	0	100	1	30	Leisure travel, group & incentive travel	2001	Mark Faldmo Larry Gelwix
6	Destinations Inc. 1194 W. South Jordan Pkwy., Stes. B&C South Jordan, UT 84095	801-446-5000 destinationsinc.com	\$25M	98	2	1	28	Group, meeting & incentive travel	1990	Rick Lambert
7	Cruise & Travel Masters 4376 S. 700 E. SLC, UT 84107	801-268-4470 cruiseandtravelmasters.com	\$21M	40	60	1	40	Managers of corporate travel & bucket-list vacations	1984	Toby Nash
8	Snelgrove Travel Center Inc. 145 W. Gentile St. Layton, UT 84041	801-544-1800 snelgrovetravel.com	\$17.4M	5	95	1	21	Vacations & cruises	1991	Richard Snelgrove
9	Clawson Travel 216 S. 1300 E. SLC, UT 84102	801-582-0303	\$15M	75	25	1	4	Corporate, group, international, cruises & vacations	1933	Brad Clawson President/CEO
10	Wren International 320 E. 900 S. SLC, UT 84111	801-364-4481 wfintl.com	\$10M	95	5	1	8	International travel incentives for private companies	1996	Douglas Wren
11	Thomas Travel 535 E. 4500 S., Ste. D200 SLC, UT 84107	801-266-2775 thomasttravel.com	\$6.5M	20	80	3	10	Leisure travel, escorted tours & packages	1951	Robert Guymon
12	All Points Travel 141 E. 5600 S., Ste.100 Murray, UT 84107	801-466-1101 allpointstravelonline.com	\$3.1M	1	99	1	4	Destination weddings, honeymoons, group & family travel	1992	Marjorie Donoghue Corina Johnson



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Vacationing the right way: How to travel like a millionaire

Anyone can “travel like a millionaire.” You just have to have the right cards and know how to play them.

But, how in world are you going to accomplish such a feat when money is limited and you want to give your family the vacation of a lifetime? To travel like a millionaire, you have to play smart. It’s all about getting the best value for your vacation. In other words, get more from your trip than you pay for. Possible? YES!

Book through a travel agent. While travel agents may not wait on you hand and foot, they take care of everything from booking your vacation and answering questions to sending you travel documents. If there is a flight cancelation or you, by

chance, miss a flight connection, a travel agent can get in contact with the right people who will get you to the right place. A travel agent also books through multiple cruise line and resort suppliers so you can count on unbiased, open travel-minded people to guide you in the right direction and to help your vacation fit your preferences.



HAYLEE MICKELSON

Flying like a boss. These days, space between seats in an airplane seems to be getting smaller and smaller. To get that extra degree of comfort — or at least a little wiggle room — upgrade your seat to “comfort plus.” It’s cheaper than first class and will give you more leg room. Or, chance it all and try upgrading to an exit-row seat for free

when you get to your departure gate. If you are planning on going this route, make sure you arrive at your departure gate extra early. As for enjoying the flight, bring your own earphones. Noise-cancelling headsets are lifesavers as they block the aircraft sound as well as any noisy neighbors. This also protects your eardrums by helping you not turn up the volume too loud and allows you to sleep without getting awakened by people walking up and about around you.

Battle of the germs. While traveling on an aircraft, be aware that germs are everywhere. Who sat in your seat previously? Were they sick? Do they wash their hands on a regular basis? How can you battle the germs when you are surrounded in an aircraft? Bring wipes and hand sanitizer. That’s right,

these are your battle tools. Wipes come in handy for you to wipe down your seat, tray table and arm rests. Hand sanitizer is a blessing to use after a pitstop to the restroom. These tools are not only helpful in an aircraft, but in all other public areas you may encounter.

All-inclusive resorts — hitting the jackpot. When you stay at an all-inclusive resort, all of your meals, drinks, tips, gratuities, flights and accommodations are included. Thus, the jackpot of all vacations. Enjoy the liberty of seeing shows, going out for dinner and basking under the sweet sun, all for one price. Often, exercise classes and entertainment for adults as well as programs

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SKI RESORTS

Ranked by Skiable Acres



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	Company Name Address	Phone Web	Snow Condition Phone No.	Skiable Acres	Number of Runs	Number of Lifts	Average Annual Snowfall (in inches)	Base Elevation (in feet)	Summit Elevation (in feet)	Vertical Drop (in feet)	Miles to SLC Airport
1	Park City Mountain Resort 1345 Lowell Ave. Park City, UT 84060	435-649-8111 parkcitymountain.com	800-222-PARK	7,300	336	41	360	6,800	10,000	3,200	32
2	Powder Mountain Resort 6965 E. Powder Mountain Road Eden, UT 84310	801-745-3772 powdermountain.com	801-745-3771	7,000	154	9	500	6,900	9,422	2,205	55
3	Alta 10230 Highway U210 Little Cottonwood Canyon Alta, UT 84092	801-359-1078 alta.com	801-572-3939	4,700	116	12	560	8,530	10,550	2,020	32
4	Snowbasin Resort 3925 E. Snowbasin Road Huntsville, UT 84317	888-437-5488 snowbasin.com	801-620-1100	3,000	107	11	300	6,400	9,350	2,950	45
5	Snowbird Ski & Summer Resort 9385 S. Snowbird Center Drive Snowbird, UT 84092	801-933-2222 snowbird.com	801-933-2100	2,500	168	11	500	7,760	11,000	3,240	29
6	Deer Valley Resort 2250 Deer Valley Drive South Park City, UT 84060	435-649-1000 deervalley.com	800-424-3337	2,026	101	21	300	6,570	9,570	3,000	36
7	Solitude Mountain Resort 12000 Big Cottonwood Canyon Solitude, UT 84121	801-534-1400 skisolitude.com	801-536-6777	1,200	77	8	500	8,755	10,500	1,745	35
8	Beaver Mountain 1351 E. 700 N. Logan, UT 84321	435-946-3610 skithebeav.com	435-753-4822	828	48	5	400	7,200	8,800	1,600	114
9	Brian Head Ski Resort 329 S. Highway 143 Brian Head, UT 84719	435-677-2035 brianhead.com	435-677-2035	665	71	10	360	9,600	10,920	1,320	35
10	Eagle Point P.O. Box 151 Beaver, UT 84713	435-438-3700 eaglepointresort.com	855-324-3615	600	39	5	450	9,100	10,500	1,500	217
11	Sundance Mountain Resort 8841 N. Alpine Loop Road Provo, UT 84064	801-255-4510 sundanceresort.com	801-223-4510	450	45	5	300	6,100	8,250	2,150	55
12	Cherry Peak 11000 N. 3200 E. Cherry Creek Canyon Richmond, UT 84333	435-200-5050 skicherrypeak.com	435-200-5050	200	20	4	322	5,775	7,050	1,265	99
13	Nordic Valley 3567 Nordic Valley Way Eden, UT 84310	801-745-3511 nordicvalley.com	801-745-3511	110	22	4	300	5,400	6,400	1,000	51



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MICKELSON

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specifically designed for kids are also included at many resorts. Call your travel agency or the resort you want to stay at to see what is included. No tricks, gimmicks or catches. You pay extra for shore excursions or fancy onsite restaurants. Vacation packages like these are hard to skip out on.

Your cruise stay. On a cruise, get a balcony. End. Of. Story. These cabin rooms allow natural sunlight to enter and give more space to move around. *Again, with that space!* Enjoy the outside air without worrying about other people around you. Plus, watch the sunrise or sunset in privacy. This is your vacation and sharing it with a whole

bunch of people may not be ideal for every moment of the day. Take advantage of the kids' programs, recreation equipment, poolside relaxation and entertainment that are all included in your cruise fare. For those extra activities that pull a bit more cash out of your wallet, make sure you book early and look for discounts or cruise promotions that already include them in your cruise package (Need help with this? A travel agent can help).

Eat like a king onboard ship. A millionaire doesn't need to worry about food and neither should you. Food is a major part of any travel experience, so if you want something that is not on the menu or would like more than one entrée, just ask. Regularly, cruise lines will provide multiple entrées at no extra cost. If you don't want to leave your

stateroom and face the hungry cruise crowd, consider ordering room service. Be sure to watch out for after-hour fees and keep in mind that some cruise lines charge additional for room service or premium restaurants onboard.

Communication is key. Whether you are traveling with one person or a large group, it is nice to be able to communicate without racking up a large phone bill. Many cruise lines now have apps you can use which may have a small fee that is likely far less than roaming charges. Not your thing? Other options could be to purchase a phone card, use walkie-talkies, wait until you're in port or plan a meeting point. Also, remember to turn your phone on airplane mode while on board the ship to avoid roaming charges. If traveling outside of the country, check with your

phone company to see the data rates for international travel. Doing so ahead of time will help you stay within your budget and be able to communicate with your travel companions almost anywhere you go.

Traveling like a millionaire doesn't mean you actually have to be a millionaire. It just means you are traveling smart and getting the best value for the money you spend. If you feel like you are going to get lost in the thick of things, then grab a travel agent and hold on tight. Whether you are going on vacation to explore the world or to relax and let the worries slip away for a while, every vacation should feel like a million bucks on a budget.

Haylee Mickelson is an agent at Columbus Travel in Bountiful.

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