

OF NOTE



Eating up the profit

Smith's Food & Drug Stores has announced it will stop accepting Visa credit cards as a form of payment beginning April 3. The company said that excessive interchange and network fees that Visa and its issuing banks charge retailers exceed margins in the highly competitive grocery business. Smith's 142 supermarkets and 108 fuel centers, many in Utah, will continue to accept Visa debit cards.

Industry News Briefs
pages 6-7

Business Calendar
page 9

Opinion
page 12-13

Plenty of support for computer education bill

Brice Wallace
The Enterprise

With the 2019 general legislative session nearing an end, the Salt Lake Chamber and others are mounting a final push for passage of a bill aimed at fortifying Utah's workforce pipeline.

The chamber last week held a news conference to back the passage of HB227, the Utah Computer Science Grant Act, which calls for grants for local school districts to help train teachers in computer science and bolster computer science curricula

in Utah public schools. Mid-week last week, the bill had sailed through the House and in a Senate committee, advancing it to the full Senate.

"Looking across Utah's economy, one common denominator between all industries is technology," Derek Miller, president and CEO of the chamber, said last week. "No matter the industry, no matter the job, technology is and will continue to be the driving force of our economy."

"This is why computer science education is rightfully at the forefront of business leaders' minds as they grapple with how to best prepare our future workforce."

In order to compete in our ever-evolving technological world, Utah's students must be equipped with the computing skills and digital knowledge to be successful in any future career."

HB227 would allow professional development grants to be awarded to local school districts to help train teachers in computer science and implement recommendations from the Utah State Board of Education's Computer Science Task Force into existing curricula — from advanced-

see COMPUTER ED page 5



Visitors line up to gain entrance at one of the gates to Arches National Park in July. An economist's analysis of a proposal to impose a reservation system to enter the park estimates economic losses to the Southern Utah area could be significant if such a plan is adopted.

Park reservation plan could cost Moab area millions in tourist bucks

John Rogers
The Enterprise

If Arches National Park moves forward with a plan to require advance reservations for visitors, it could lead to an initial economic hit of as much as \$22 million to the Moab area, according to an economic analysis commissioned by the National Park Service (NPS) and authored by Robert Paterson, who works for Industrial Economics Inc. of Cambridge, Massachusetts.

The proposal, first advanced in 2016 by Kate Cannon, superintendent of the Southeast Utah Group of National Parks, would implement an advance reservation-based entry system during peak visitation from March through October. The plan, titled "Traffic Congestion Management Plan," was presented to the Grand County Council.

The dollar figure that Paterson suggested is far from firm, the economist cautioned, and could be greatly reduced as people get used to whatever traffic management plan the park settles on. At the same time, however, such a reservation system "may enhance visitor experience and increase the economic value of trips to the national park," said Paterson.

According to the NPS, Arches is one of a handful of national parks — others include Yellowstone, Yosemite, Acadia, Grand Canyon, Glacier and Utah's Zion — that struggle at times during the year with overcrowding. Zion officials have been working on their own management plan for some time, and it, too, includes provisions for reservations, though they might not be

Work aplenty in Utah; Jobless rate ticks down

Unemployment in Utah continues to be among the nation's best — and it went down again in January. The state's jobless rate declined one-tenth of a percentage point in January from December to 3.1 percent. Meanwhile, the national unemployment rate increased one-tenth of a percentage point from December to 4 percent.

Utah's nonfarm payroll employment for January grew by an estimated 3.2 percent, adding 47,600 jobs to the economy since January 2018. Utah currently has 1,526,600 residents holding jobs.

The 3.1 percent unemployment translates to approximately 49,400 Utahns being unemployed during January and actively seeking work.

"Our state has started 2019 on solid economic footing, with job growth remaining in line with our long-run average," said Carrie Mayne, chief economist at the Department of Workforce Services. "Job seekers are also faring well, with unemployment holding at a low level."

Utah's private-sector employment grew by 3.5 percent year-over with the addition of 43,600 positions. All 10 of the 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 (11,300 jobs); trade, transportation and utilities (9,100 jobs); and education and health services (5,600 jobs). The fastest employment growth occurred in the information sector (9.7 percent), leisure and hospitality (7.9 percent) and natural resources (5.5 percent).

see ARCHES page 14



Problems force shutdown at St. George Regional Airport

For four months beginning in May, a portion of the 200,000 commercial passengers that annually pass through the St. George Regional Airport will have to make other arrangements. The airport will close from May 29 through Sept. 26 to allow crews to rip up and rebuild a runway undermined by unstable soil conditions.

St. George Regional Airport manager Rich Stehmeier calls the \$25.8 million reconstruction project the “Big Fix.” The project will be mostly paid for with Federal Aviation Administration and federal infrastructure funds. The airport handles Delta, United and American flights to Phoenix, Denver, Los Angeles and Salt Lake City.

Plans call for digging 17 feet beneath the more than 1-mile-long runway to remove blue clay and install more stable material. Approximately 5,400 linear feet of runway will need to be excavated and replaced as a result of water entering the soil beneath it and damaging the existing runway pavement, creating the need for continual patching.

“We’d love it to be faster but we can’t be telling our airline partners you can sell tickets and then not meet it,” St. George Mayor Jon Pike said, explaining that the city, which owns the airport, consulted with contractors to determine how long the project would take.

St. George Public Works Director Cameron Cutler said the runway was originally built to design standards and complied with all FAA guidelines but water entering the soil underneath has nonetheless caused issues. He said this time around, engineers are working to avoid that problem entirely in the future.

“They’re putting some protective measures in place and going outside the runway to put a barrier to be able stop that water from getting down into the soils,” Cutler said.

During the closure, the city will also take the opportunity to upgrade the airport’s facilities inside the terminal and expand the parking area.

“This is a big deal, but we’ve known it was coming,” Pike said, explaining that all of the airlines operating at the airport have been aware that large-scale repairs will be necessary at some point. The project’s May-to-September schedule was chosen to coincide with the time of year when flights in and out of St. George are less frequently booked.

D.L. Evans Bank opens South Ogden branch

Idaho-based D.L. Evans Bank has announced the opening of a branch in South Ogden. Scheduled to open later this spring at 3990 S. Washington Blvd., the branch will be a full-service banking location with a complete range of banking products.

D.L. Evans Bank was founded in Albion, Idaho, in 1904. It currently has total assets in excess of \$1.5 billion. The South Ogden branch will be its 31st branch and the second branch in Utah. The bank opened a branch in Tremonton last year. D.L. Evans bills itself as a family-owned community bank.

“Last year, we embarked on a historical journey by opening our first branch in Utah, located in

Tremonton,” said company CEO John V. Evans Jr. “The Tremonton team is having great success and when the opportunity was presented for us to open a branch in South Ogden, we knew it was the right move for our institution. We have hired a team of individuals that will be taking the lead on making the South Ogden branch a success.”

Experienced banker Bruce Ashcroft has joined the bank as senior vice president and Utah area manager. David Mumm has been appointed vice president and commercial loan officer, having previous been vice president and relationship manager. Kent Francis is also a vice president and commercial loan officer.

“We are confident that Bruce, David, and Kent will do an excellent job serving South Ogden and the surrounding areas,” said Evans.



Bruce Ashcroft



David Mumm



Kent Francis

SL International sees third straight year of growth

The Salt Lake City International Airport set another yearly record for the number of passengers served in 2018 — the third straight year of passenger growth. According to data released by the Salt Lake City Department of Airports, from January through December 2018, passenger counts totaled 25,554,244, an increase of 5.6 percent. This is the first time the airport has logged more than 25 million passengers within a 12-month period. During the 12 months, domestic passengers totaled 24,282,284, which is

an increase of nearly 5.14 percent while international passengers totaled 1,071,960, an increase of 17.26 percent.

“We are planning and building for continued growth with the New SLC Redevelopment Program,” said Bill Wyatt, executive director of the Salt Lake Department of Airports. “Even through construction, we continue to rank high in passenger surveys, which is a reflection of the great team we have on board.”

SLC’s current facilities were built to accommodate 10 million annual domestic passengers, Wyatt said. Through the years, SLC has attracted more international air service as well as become a

hub operation for Delta Air Lines, which continues to fuel SLC’s passenger growth.

Salt Lake City International airport is the 23rd-busiest airport in North America and the 85th-busiest in the world. More than 340 flights depart daily to 98 destinations. The airport is currently undergoing a \$3.6 billion redevelopment program, the first phase of which will be completed in fall of 2020. The project is being funded by user fees — primarily from airlines serving Salt Lake City — but also parking fees, rental car fees and passenger facility charges. No local tax dollars are being spent on the project, the department said.

Every day is a great day . . .

MMMM...
Mondays!

TASTY
Tuesdays!

WOW
Wednesdays!

TWISTY
Thursdays!

FRITTER
Fridays!

SPRINKLES
Saturdays!





Donuts

Brownies

Muffins

Fritters

Turnovers

Family Owned & Operated

2278 So. Redwood Road

801-975-6381

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

with Darla's Donuts!

SL family to open curry restaurants

A Salt Lake City family has signed a franchising agreement with San Francisco-based Curry Up Now to bring the fast-growing Indian fast-casual restaurant chain to Utah. John Netto and the Netto Family Trust has signed an exclusive contract to open 20 restaurants in Utah and Colorado. Sites for the eateries have not been announced.

Curry Up Now was founded in the northern California area in 2009 by Akash Kapoor and his wife, Rana. The company currently operates six brick-and-mortar locations in San Francisco, San Jose, San Mateo, Oakland, Palo Alto and Alameda, California, as well as four food trucks. The company has franchised locations in the Atlanta area and has franchise agreements in place for locations in the Northeast.

“Our family loves Indian food and Curry Up Now is unlike any other Indian concept out there,”

said Netto. “You might not know saag paneer or chicken tikka masala, but when Curry Up Now puts it in their unique burrito, people try it, realize how much they like it and keep coming back for more.”

Curry Up Now takes traditional Indian flavors and presents them in a friendly, recognizable format, Netto said.

“There are over 1 billion Indians in the world and not a single national Indian restaurant brand,” said Dan Rowe, CEO of Fransmart, Curry Up Now’s franchise development partner. “I looked for years for the right concept — authentic and craveable food — a concept with real soul and their own unique DNA, a broadly appealing concept for mainstream, and of course strong unit economics so franchisees can thrive. Curry Up Now has the best unit economics of any brand we have worked with, and this is just the beginning for them.”

Wide array: Passengers will have variety of food options as airport names vendors

Whether you have a hankering for burgers, breads or brews, the Salt Lake City International Airport will have a wide range of tastes available next year when the first phase of the airport's redevelopment is completed.

The airport announced recently that 23 restaurant concepts will be opening in the fall of 2020, with options including American, Asian, Italian and Mexican fare.

"Our passengers are hungry for a variety of food and beverage options," said Bill Wyatt, executive director of the Salt Lake City Department of Airports. "Today's traveler expects airports to provide a quality selection of res-

taurants with affordable pricing. Whether its casual fare or fine dining, they will find it at The New SLC Airport."

All of the restaurants will offer breakfast, lunch and dinner. The group includes returning restaurants Café Rio, Market Street Grill, Smashburger and Squatters.

Concourse A and the Terminal Plaza will include Beans & Brews, Bruges Belgian Bistro, Café Rio, California Pizza Kitchen, Fillings & Emulsions, Granatos, Market Street Grill, Panda Express, Pazo, Panera Bread, Pizzeria Limone, Pulp Lifestyle Kitchen, Shake Shack, SLC Life Market/Cremellini Fine Meats,

Squatters Pub, two Starbucks and White Horse Spirits & Kitchen.

Concourse B will feature Pick Up Stix, Silver Diner, Smashburger, Uinta Brewing Co. and Wasatch Pub.

Two options — Blue Lemon and a Starbucks — will be available in the pre-security area.

As will be the case with the retail component of redeveloped airport, street pricing is planned for food and beverage, meaning passengers will pay the same price charged at the store locations outside of the airport.

The Salt Lake City Department of Airports issued a request for proposals for the food and

beverage options for the redevelopment's first phase in June of last year.

The first phase of the redevelopment includes a central terminal, the west end of two concourses and a parking garage. A second phase is scheduled to be finished in late 2024 and will include the east end of the two concourses. Additional food and beverage concepts will be added in the second phase.

The existing airport has roughly 49,800 square feet of food and beverage space. The redevelopment will have 46,700 in the first phase and 28,400 in the second phase.

In December, airport officials announced the retail, news and gift stores to be part of the first phase. A total of 29 stores were selected. In Concourse A and terminal will be CNBC, Central Pointe Market, Coach, *Deseret News*, Dufry Duty Free, Frye, Hip & Humble, iStore, Johnston & Murphy, KSL-TV/King's English, Land Speed Depot, MAC, No Boundaries, Rocky Mountain Chocolate Factory, Something Silver, Tech on the Go/Wicked, Trip Advisor/King's English, Tumi, Visit Salt Lake and XpresSpa.

Concourse B will have Liberty Park Market with Hip & Humble, InMotion, Maverik, *The Salt Lake Tribune*, Tumi, Utah! and XpresSpa.

The pre-security area will have Hudson News and Maverik.

Next summer to see \$7.6 million in improvements at Deer Valley

Alterra Mountain Co., owner of Park City's Deer Valley Resort, has announced it will invest \$7.6 million in capital improvements at the ski resort in time for the 2019-2020 winter season. The effort is part of a half-billion-dollar investment in the company's 14 resorts.

Deer Valley will add "radio-frequency identification" tech-

nology with new gantry gates and scanning for electronic ticketing around the resort over the summer and fall period in 2019. New ticketing media, with built-in chip technology, will enable skiers to move more quickly through lifts lines and will enable direct-to-lift access.

Also included in the up-

grades are:

- New digital signage at the resort's base lodges will feature real-time information available on ticketing availability and pricing, lift operations, grooming conditions, and other mountain- and lodge-related information.

- Snowmaking system enhancements include purchasing additional low-energy guns, five new fan guns, upgrading control systems and replacing several thousand feet of snow-making pipes.

- New guest transportation fleet improvements will include new shuttle buses and Cadillac

vehicles.

- The resort will purchase four new Prinoth snow cats to add to the snow grooming fleet.

- Deer Valley will replace the ski rental and bike rental shop inventory with new Rossignol equipment.

- There will also be facility and equipment upgrades to the resort's day lodges, recycling center, IT center and other facilities.

Deer Valley is a ski-only resort with 21 chairlifts, 103 ski runs and six bowls on 2,026 acres. The resort receives an average of 300 annual inches snowfall.

Probst funeral homes sold

Memorial Mortuaries and Cemeteries, a group of wholly owned subsidiaries of Salt Lake City-based Security National Financial Corp., has acquired Probst Family Funerals and Cremations LLC of Midway.

Probst Family Funerals was established in 2013 and began its operations in Midway. In 2016, the owners of Probst Family Funerals acquired Olpin Hoopes Funeral Home in Heber City, which it operated under the name of Heber Valley Funeral Home.

With this acquisition, Memorial Mortuaries and Cemeteries operates 10 funeral homes and five cemeteries located throughout the state.

"We are thrilled with the opportunity to expand our footprint in Utah through the acquisition of Probst Family Funerals and Heber Valley Funeral Home," said Adam Quist, vice president of Memorial Mortuaries and Cemeteries. "We look forward to continuing and building upon the tradition of high-quality service the residents of Wasatch and Summit counties, in their most difficult times of need, have come to expect from both Probst Family Funerals and Heber Valley Funeral Home. We are honored to extend Memorial Mortuaries and Cemet-

eries' award-winning, best-of-state service to the residents of Heber Valley and the surrounding areas."



ART & SOUP

APRIL 3 & 4

Salt Palace Convention Center

50 Utah Artists
25 Local Restaurants.
Soups - Breads - Desserts

Proceeds go to the CNS Charitable Care Program

Purchase Tickets Online

www.cns-cares.org/art-soup

The Enterprise

UTAH'S BUSINESS JOURNAL

USPS # 891-300

Published weekly by:

Enterprise Newspaper Group

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

PUBLISHER & EDITOR

R. George Gregersen

PRESIDENT

David G. Gregersen
david@slenterpriser.com

VP/GENERAL SALES MANAGER

Dale Dimond
dale@slenterpriser.com

MANAGING EDITOR

John M. Rogers
john@slenterpriser.com

CONTROLLER

Richard Taylor
richard@slenterpriser.com

OFFICE MANAGER

Dionne Halverson
dionne@slenterpriser.com

CLASSIFIED AND REAL ESTATE

david@slenterpriser.com

CIRCULATION

Dionne Halverson
dionne@slenterpriser.com

LIST DEVELOPMENT

Lanece Gregersen
lists@slenterpriser.com

ADVERTISING INQUIRIES

david@slenterpriser.com

TO CONTACT NEWSROOM

john@slenterpriser.com

ART SUBMISSIONS

art@slenterpriser.com

Subscription Rates:

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

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

© 2013 Enterprise Newspaper Group Inc.

Periodical postage paid at Salt Lake City, Utah
POSTMASTER: Send address corrections to:
P.O. Box 11778, Downtown Station
Salt Lake City, Utah 84147



RAYCOM

Digital Services

"Quantifiable results and a proven ROI"

DIGITAL SERVICES

Content Marketing

Online Reviews

Google My Business

These days, converting online visitors into paying customers takes more than a web presence. It's getting Google to rank you above your competitors. Below are three key services we offer to get you noticed on the web:

Inbound Marketing

We don't just drive more visitors to your site, but visitors ready to do business with you.

Digital Reputation

Our exclusive software helps you quickly respond to any negative comments about your business, and at the same time, build more positive customer feedback.

Local Marketing

Our **Online Marketing Guide** simplifies tapping into the 85% of consumers who conduct "local" online searches.

To boost your website's bottom line, contact us today!

raycomtech.com

385-232-2464

UofU scientists nearing cost-effective process for turning algae into fuel

Specially-designed jet mixer may be answer to solving economic problems associated with conversion process

Biofuel experts have long sought a more economically viable way to turn algae into crude oil to power vehicles, ships and even jets. University of Utah researchers believe they have found an answer. They have developed an unusually rapid method to deliver cost-effective algal biocrude in large quantities using a specially-designed jet mixer.

Packed inside the microorganisms growing in ponds, lakes and rivers are lipids, which are fatty acid molecules containing oil that can be extracted to power diesel engines. When extracted, the lipids are called biocrude. That makes organisms such as microalgae an attractive form of biomass — organic matter that can be used as a sustainable fuel source. These lipids are also found in a variety of other single-cell organisms such as yeasts used in cheese processing. But the problem with using algae for biomass has always been the amount of energy it takes to pull the lipids, or biocrude, from the watery plants. Under current methods, it takes more energy to turn algae into biocrude than the amount of energy you get back out of it.

A team of University of Utah chemical engineers have developed a new kind of jet mixer that extracts the lipids with much less energy than the older extraction method, a key discovery that now

puts this form of energy closer to becoming a viable, cost-effective alternative fuel. The new mixer is fast, too, extracting lipids in seconds.

The team's results were published in a new peer-reviewed journal, *Chemical Engineering Science X*. The article, is titled "Algal Lipid Extraction Using Confined Impinging Jet Mixers."

"The key piece here is trying to get energy parity. We're not there yet, but this is a really important step toward accomplishing it," said Leonard Pease, a co-author of the paper. "We have removed a significant development barrier to make algal biofuel production more efficient and smarter. Our method puts us much closer to creating biofuels energy parity than we were before."

Right now, in order to extract the oil-rich lipids from the algae, scientists have to pull the water from the algae first, leaving either a slurry or dry powder of the biomass. That is the most energy-intensive part of the process. That residue is then mixed with a solvent where the lipids are separated from the biomass. What's left is a precursor — the biocrude — used to produce algae-based biofuel. That fuel is then mixed with diesel fuel to power long-haul trucks, tractors and other large diesel-powered machinery. But because it requires so much



University of Utah chemical engineering assistant professor Swomitra Mohanty, pictured with beakers of algae, is part of a team that has developed a new kind of jet mixer for turning algae into biomass that extracts the lipids with much less energy than the older extraction method. It is a key discovery that now puts this form of energy closer to becoming a viable, cost-effective alternative fuel.

energy to extract the water from the plants at the beginning of the process, turning algae into biofuel has thus far not been a practical, efficient or economical process.

"There have been many laudable research efforts to advance algal biofuel, but nothing has yet produced a price point capable of attracting commercial development. Our designs may change that equation and put algal biofuel back in play," said University of Utah chemical engineering assistant professor Swomitra "Bobby" Mohanty, a co-author on the paper. Other co-authors are former UofU chemical engineering doctoral student Yen-Hsun "Robert" Tseng and UofU chemical engineering associate professor John McLennan.

The team has created a new

mixing extractor, a reactor that shoots jets of the solvent at jets of algae, creating a localized turbulence in which the lipids "jump" a short distance into the stream of solvent. The solvent then is taken out and can be recycled to be used again in the process. "Our designs ensure you don't have to expend all that energy in drying the algae and are much more rapid than competing technologies," said Mohanty.

This technology could also be applied beyond algae and include a variety of microorganisms such as bacteria, fungi or any microbial-derived oil, said Mohanty.

In 2017, about 5 percent of total primary energy use in the United States came from biomass, according to the U.S. Department

of Energy. Other forms of biomass include burning wood for electricity, ethanol that is made from crops such as corn and sugar cane, and food and yard waste in garbage that is converted to biogas.

The benefit of algae is that it can be grown in ponds, raceways or custom-designed bioreactors and then harvested to produce an abundance of fuel. Growing algae in such mass quantities also could positively affect the atmosphere by reducing the amount of carbon dioxide in the air.

"This is game-changing," Pease said of their work on algae research. "The breakthrough technologies we are creating could drive a revolution in algae and other cell-derived biofuels development. The dream may soon be within reach."

COMPUTER ED from page 1

placement computer science courses down to kindergarten and first-grade coding basics. The state Talent Ready Utah Board, in consultation with the state school board and the Talent Ready Utah Center, would develop a computer science education master plan. The Talent Ready Utah board would solicit applications from local education agency boards to receive grant funds and make recommendations to the state school board regarding the awarding of the funds.

The bill includes a \$7.15 million appropriation for fiscal year 2020. The original version of the bill had the approp-

riation going to the Governor's Office of Economic Development (GOED), but a substitute version replaced GOED with the Utah State Board of Education. The first grant round could be awarded about a year from now, and ongoing grants could be awarded after July 1, 2020.

The bill is sponsored by Rep. John Knotwell, R-Herriman, and CEO of the Utah Technology Council (UTC); and Senate Assistant Majority Whip Ann Millner, R-Ogden, and former president of Weber State University. The legislation is UTC's top legislative priority for the current session.

HB227 also has the support of representatives of a variety of industries and organizations. Among those speaking in favor

of the bill in committee hearings were representatives from L3 Technologies, Pluralsight, Intermountain Healthcare and O.C. Tanner Co., as well as those from the Utah State Board of Education, GOED, the Utah School Boards Association and the Salt Lake Chamber.

"In order for our nation to maintain its technological superiority we must invest here at home in developing a highly skilled workforce, especially in STEM-related fields," Dan Gelston, president of the broadband communications sector at L3 Technologies, said last week. "We have a strong network of universities here in the state, but our nation and our state can and should do more to provide youth greater access to com-

puter science training, as early as elementary school, and certainly during their middle and high schools years."

"The world of manufacturing is becoming increasingly focused on technology and automation, and our need for employees who have these skills will be critical to the future of our company and our entire state's economy," said Laura Bogusch, general manager of Boeing Salt Lake. "We are pleased to be joining with the Salt Lake Chamber and Utah's business community in calling for computer science education for every Utah student and we applaud Rep. Knotwell and Sen. Millner for sponsoring this important piece of legislation."

No one spoke in opposition

of the bill during the Senate or House committee hearings. At press time, the bill had had unanimous support in both of those committees and the full House. The general session's final day is March 14.

Details about HB 227 are at le.utah.gov.

Earlier this year at the Silicon Slopes Tech Summit in Salt Lake City, five leaders of Silicon Slopes committed to give \$1 million each to match funding approved by the Legislature for the computer science initiative during the general session. They are Aaron Skonnard, CEO of Pluralsight; Josh James, CEO of Domo; Dave Elkington, CEO of InsideSales; Ryan Smith, CEO of Qualtrics; and Todd Pedersen, CEO of Vivint.

Industry Briefs

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

CONTESTS

• **The Utah Entrepreneur Challenge (UEC)**, Utah's largest collegiate entrepreneur competition, has announced the top 20 teams for 2019. Hundreds of students from colleges across the state entered the business-model competition. The teams are competing for over \$100,000 in cash and prizes, including a \$40,000 grand prize. The winners will be determined at a final judging and awards event on March 30. The next step is online video voting, which is open to the public March 14-March 29 at <https://lassonde.utah.edu/uec/vote2019/>. The top 20 teams, listed in alphabetical order, are **Beacon Sleep Solutions**, University of Utah; **Blue and White Collar**, Utah Valley University; **DeGraw Custom**, Snow College; **Desert Oak Phototherapy**, Dixie State University; **Follow-Up**, Southern Utah University; **Freyya**, University of Utah; **Grip'n'Strip**, Salt Lake Community College; **Guardian**, Brigham Young University; **Infuze Hydration**, UofU; **Insufflex**, Weber State University; **Lystant**, UofU; **NALZA**, UofU; **PreOv**, UofU; **Quantum Snow**, UofU; **Salt Table**, Westminster College; **SHERO**, UofU; **SmartBeat**, Utah State University; **Speedy Tuk Tuk**, BYU; **True Adherence**, BYU; and **Turbo Wills**, BYU. The competition is managed by the **Lassonde Entrepreneur Institute**, a division of the David Eccles School of Business at the University of Utah, and sponsored by **Zions Bank**.

DIRECT SALES

• **Vasayo**, a Pleasant Grove-based direct-sales company, has announced that **Maria Fiorini Ramirez** will be the first mem-



Maria Fiorini Ramirez

ber of its board of directors. During her 10-year tenure with Merrill Lynch, she was named first vice president and senior money market economist and also served as senior vice president and senior money market economist at Becker Paribas. She was managing director and money market economist for Drexel Burnham Lambert before starting her own economic consulting firm in 1990. She has been a *Wall Street Journal* economist for the past 40 years, served on the boards of both public and private banks for the past 30 years, and is a contributor to various education initiatives. She is president and CEO of MFR Inc., an independent global economic and financial consulting firm. She was previously a member of the board of directors at MonaVie.

ECONOMIC INDICATORS

• **Summit County** leads all Utah counties in a listing of places in Utah where homeowners can save the most by refinancing their mortgages. The list was compiled by **SmartAsset**. The study compared the total amount saved by refinancing to the number of refinanced loans in each county, determining the most refinance savings missed per loan. Summit was followed, in order, by **Wasatch**, **Morgan**, **Grand**, **Washington**, **Utah**, **Tooele**, **Salt Lake**, **Davis** and **Rich** counties. Details are at <https://smartasset.com/refinance/refinance-mortgage-rates#utah/savings-per-loan>.

• **Morgan County** leads all Utah counties as a good place to save for retirement, according to a list compiled by **SmartAsset**. Its study took into account a paycheck-friendliness score, a 401(k) plan performance score, a public pension plan performance

score and a score for the number of financial advisors per capita. Morgan was followed by, in order, **Summit**, **Davis**, **Wasatch**, **Utah**, **Duchesne**, **Salt Lake**, **Uintah**, **Millard** and **Weber** counties. Details are at <https://smartadvisor-match.com/best-places-to-save-for-retirement/Utah>.

• **St. George** is ranked 28th and **Salt Lake City** is ranked 29th among 223 cities for costing the least to meet children's college education needs. The list was compiled by **SmartAsset**. The study determined that Salt Lake City residents must save \$542 every month — about 7.7 percent of their income — to retire on time and send two children to college. Tupelo, Mississippi, was the top-ranked place for monthly savings rate, at \$411. Details are at <https://smartasset.com/college-savings-plans/529-plans-by-state#map>.

EXPANSIONS

• **Larry H. Miller Dealerships** has acquired **Berge Ford** in Mesa, Arizona. The dealership group now has nine stores in the Phoenix metro area. Financial terms were not disclosed. The acquisition consists of a sales and service center, which will be renamed Larry H. Miller Ford Mesa; a collision center, Larry H. Miller Collision Center East Valley; a commercial vehicle center, Larry H. Miller Ford Mesa Commercial Vehicle Center; and an off-site quick lane, Larry H. Miller Quick Lane Tire and Auto Center. The Pit Stop, a café and coffee shop, is also located in the dealership. Larry H. Miller Dealerships will retain the existing employees at the dealership, bringing the total number of Arizona-based personnel to more than 1,500 at 13 dealership locations. It now operates 63 dealership locations under 20 different automotive brands in seven western states.

• **Nu Skin Enterprises Inc.**, Provo, has expanded its presence in Latin America by beginning operations in Peru. Nu Skin will offer a selection of its most popular personal care products, with plans to introduce additional products over the coming months.

ENVIRONMENT

• **DoTerra's** 2018 annual convention achieved an industry-leading 90 percent landfill diversion rate of materials redirected from landfill or incineration. The announcement was made by the **Salt Palace Convention Center**-led Green Team Committee, along with partners **Visit Salt Lake**, **Utah Food Services** and **PSAV**. DoTerra also participated in the Salt Palace's energy offset pro-

gram by purchasing 200 solar renewable energy credits, produced by the facility's rooftop solar array, offsetting the estimated 200 megawatts of energy needed for the convention, one of the largest single-event needs of 2018. The Green Team Committee's donation program sends leftover event material to a list of more than 100 Salt Lake community partners such as nonprofits, educational institutions, local arts and theater programs and faith-based organizations. More than 16,000 pounds of event material was donated: 28,000 pounds of material were recycled, 600 pounds of florals composted, and 400 vegan meals served to attendees, while 600 pounds of extra food from the event — equivalent to almost 500 meals — fed those in need throughout Salt Lake.

tion to Amedica, he previously was a director and chairman of the audit committee of both Osiris Therapeutics and Integrated Diagnostics. He also served as a member of the Board of Trustees of the Utah Life Science Association. Moyes holds a B.A. in economics from Weber State University and an MBA from the University of Utah.

INVESTMENTS

• **Sorenson Ventures**, with main offices in California and Salt Lake City, has closed its first fund with related investment entities totaling over \$110 million, above its target of \$100 million. Investors include foundations, endowments and an insurance company, as well as corporate, family office and individual investors. Sorenson Ventures is a dedicated fund focused on early-stage enterprise software and security investments. The fund leverages the analytic and operational capabilities of **Sorenson Capital**, a Salt Lake City-based growth equity and buyout firm founded in 2002, with more than \$1 billion in capital under management. To date, the fund has invested in eight early-stage companies and plans to expand its portfolio to 15 to 20 total investments.

• **Emmersion Learning**, a Lehi-based education technology company, has closed \$2.4 million in equity funding led by **Imagen Capital Partners**, based in Seattle. The second round of funding will support the company's plan to expand its existing language learning platform and to explore new offerings that cater to the academic and corporate markets. Emmersion also plans to use the funding to accelerate research and development hiring.

LAW

• **Graham Adair**, a law firm specializing in business immigration services, has expanded to the Utah market by opening an office in Lehi. The firm also has offices in San Jose, Austin and Atlanta. Co-founder **Chad Graham**, who was working in the San Jose office, will lead the Lehi office. His practice encompasses all aspects of business immigration, including mergers and acquisitions,

E-Verify compliance, non-immigrant visas, immigrant visas, I-9s and E-Verify, consular practice and naturalization. His education

see BRIEFS next page

HOWE RENTAL & SALES
LOCALLY OWNED AND OPERATED SINCE 1953

NEED EQUIPMENT?

• Forklifts	• Sweepers & Scrubbers
• Scissor & Boom Lifts	• Compressors
• Scaffolding	• Compaction Equipment
• Excavators	• Skid Loaders
• Mixers	• Backhoes
• Welders	• Dump Trucks

24 Hour Emergency Service

• Ogden	• Park City
• Layton	• Provo
• Tooele	• Salt Lake City

ALL EQUIPMENT IS SAFETY INSPECTED
PROMPT DELIVERY

Genie S-80X

www.howerentals.com

CALL TODAY! 801.463.7997 | Toll Free 866.436.HOWE • Fax 801.463.7488
4235 South 500 West • Murray, UT 84123

Everything for the Contractors

We rent the best

4343 Century Drive
Salt Lake City, UT 84123

801-262-5761

www.centuryeq.com

HEALTHCARE

• **Predictive Technology Group Inc.**, a Salt Lake City-based company focused on the use of data analytics for disease identification and subsequent therapeutic intervention through precision therapeutic treatments, has named **Jay M. Moyes** to the company's board as an independent director. Moyes has more than 30 years of healthcare industry expertise in senior-level financial positions and has significant governance experience from board memberships at publicly traded healthcare companies. Moyes previously served as chief financial officer and director of Amedica Corp., now SINTX Technologies; and as CFO at CareDx. Prior to that, he held senior finance positions, including CFO, during his 14-year tenure at Myriad Genetics. He also was vice president of finance and CFO of Genmark. He began his career in public accounting at KPMG. Moyes serves on the boards of directors of Achieve Life Sciences, BioCardia and Puma Biotechnologies. In addi-



Chad Graham

Industry Briefs

from previous page

includes a bachelor of arts degree from Brigham Young University in 2002.



the 97-unit Summit Senior Living in Kearns. The total acquisition cost was about \$98 million. **Watermark Retirement Communities** has taken over the management of each of the four properties. Watermark owns or operates 56 communities in 21 states. SunTrust Bank provided the senior loan for the acquisition.

RECOGNITIONS

• **Western Governors University**, Salt Lake City, recently received the **2018 CIQG Quality Award**, recognizing its “outstanding performance of higher education in meeting the CIQG International Quality principles.” The award was presented at the Council for Higher Education Accreditation/International Quality Group Annual Meeting in Washington, D.C. The international organization recognized WGU, citing that “the university, which uses a competency-based learning model with students working online, monitors its performance in key areas and works for continuous improvements and adjustments to improve the quality of students’ educational experience.” WGU was one of two institutions to win the inaugural award, joining Conestoga College Institute of Technology and Advanced Learning located in Kitchener, Ontario, Canada.

• **Piano Gallery**, Salt Lake City, recently was recognized as the northwest region keyboard division “**Dealer of the Year**” by **Yamaha Corporation of America**. The company, which serves the greater Salt Lake City Area and Utah’s southwest region with locations in Murray, Orem and St. George, was awarded for

its sales and marketing success with Yamaha pianos and key-boards in a large market.

• **Nate Walkingshaw**, chief experience officer at Pluralsight, Farmington, has been recognized as **Innovator of the Year** by **Great Place to Work**. Walkingshaw was honored at the second annual



Nate Walkingshaw

Great Place to Work For All Leadership Awards in San Francisco. Walkingshaw is one of the award recipients recognized by Great Place to Work for their contributions to their companies’ business that help it fully live its values in service to customers, employees and stakeholders.

SERVICES

• **Valvoline Inc.**, a Kentucky-based supplier of lubricants and automotive services, has announced that franchisee **Superior Lube** has acquired a new Valvoline Instant Oil Change service center at 1065 E. 9400 S., Sandy. It is Superior’s fourth service center in the Salt Lake area. The company’s network includes more than 1,300 company-owned and franchised quick-lube locations.

TECHNOLOGY/LIFE SCIENCES

• **EnviroLeach Technologies Inc.**, based in Vancouver, British Columbia, has announced that **Mel S. Lavitt** has been appointed to the company’s board of directors. He also will act as



Mel Lavitt

the board’s vice chairman. EnviroLeach Technologies is engaged in the development and commercialization of environmentally friendly technologies for the recovery of precious metals in the e-waste and mining sectors. Lavitt is a senior advisor to Needham & Co. and former director of Jabil Inc. He has more than 50 years of investment banking experience in emerging growth high-tech and middle-market companies. He began his Wall Street career in 1959 at Bear Stearns and then joined C.E. Unterberg, Towbin in 1962. In 1977, C.E. Unterberg, Towbin merged with L.F. Rothschild to form L.F. Rothschild, Unterberg, Towbin Inc. In 1992, he became a managing director for Unterberg, Harris, which, in 1997, became

C.E. Unterberg, Towbin, where he served as vice chairman until the firm was purchased by Collins Stewart, LLC in 2007. Lavitt served as a director of Jabil from September 1991 to January 2016. Lavitt is on the advisory board of two private companies, TELUS International and Deserve Inc., and on the board of directors of Storage Engine. He also chairs the Incentives Committee for the Governor’s Office of Economic Development, serves as a trustee for the Economic Development Corporation of Utah, and is a board member of Utah Capital Investment Corp.

• **Sarcos Robotics**, a Salt Lake City-based producer of robots that augment humans to enhance productivity and safety, has appointed retired **Admiral Michael S. Rogers**, former director of the National Security



Stephen Lanza



Michael Rogers

Agency and commander of U.S. Cyber Command, to the Sarcos Strategic Advisory Board, and appointed retired **Lt. Gen. Stephen Lanza**, former Army I Corps commander, as senior vice president of defense. Before his retirement, Rogers oversaw the U.S. Cyber Command and was the 17th director of the National Security Agency. Rogers

also served as intelligence director for the Joint Chiefs of Staff and Pacific Command. Lanza, who also serves on Sarcos’ Strategic Advisory Board, previously held numerous senior command assignments, including I Corps commanding general and commander of the 7th Infantry Division at Joint Base Lewis-McChord.

• **Instasize**, a Salt Lake City-based visual toolkit for social media content creators, has promoted **Luca Meschiari** to serve as the company’s first chief technology officer. Meschiari leads a team of 20 engineers who work remotely around the world — Meschiari in Miami and others in Utah,



Luca Meschiari

Arizona, California, Illinois, Romania and Poland. Meschiari was instrumental in the beginning stages of Instasize and was essential in building the first version of the app in 2014 as lead iOS developer and as the company’s first full-time employee. Since then, Meschiari has spearheaded all of the technological advancements within the app. For the past seven years, Meschiari has worked as a software engineer for companies such as Moroku and Achvr and as a freelance engineer. Instasize’s umbrella company, Munkee Apps, hired Meschiari four years ago, and he was instrumental in building Instasize and other apps owned by Munkee.

PHILANTHROPY

• **Mountain America Credit Union** has partnered with **BYU Athletics** to donate \$17,250 to the **American Red Cross**. The credit union committed to donate \$50 for every three-point shot made by BYU’s men’s basketball and \$500 for each field goal made by BYU football during the past season. The total included \$11,250 for 225 three-point shots made and \$6,000 for the football field goals.

REAL ESTATE

• **MedCore Partners**, based in Dallas, along with **SunTrust Bank** and **Trinity Private Equity Group**, has closed on a 409-unit assisted living and memory care portfolio in four markets in Utah and Arizona. The group includes



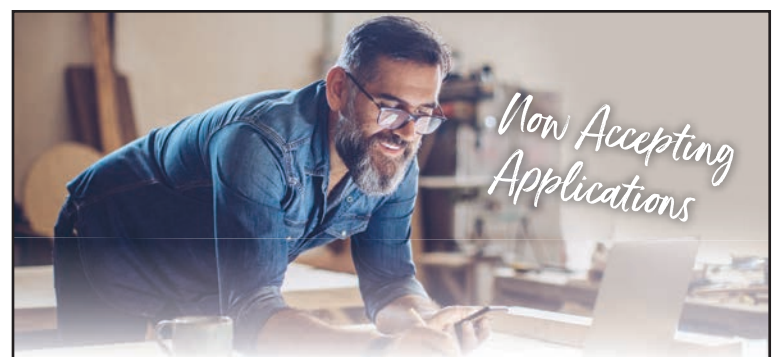
For all your truck equipment needs
If it goes on a truck we probably do it!

Service bodies, flatbeds, dumps, plows
Tool boxes, cranes, van interiors & much more.

CALL US FOR A QUOTE



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



KeyBank



**BUSINESS
ACCELERATOR
ACADEMY**

APRIL 2019 | COHORT 3

The Sandy Area Chamber is now offering a fast-tracked mini-MBA program with a direct focus on your business. This hands-on 13-week course gives existing business owners the knowledge and know-how to manage growth and create a customized three-year growth plan. It also dives into scaling a business, understanding financials, creating marketing plans, and everything in between. Classes start in April and run every other week.

To apply visit sandychamber.com

— THE SANDY CHAMBER —
BUSINESS INSTITUTE

Succeeding in Your Business

There are some cold-calling methods that just might work

"I run a one-person consulting service that provides marketing, public relations and other image and branding consulting services to large corporations.

"I generate most of my new business through personal networking. The problem is that personal networking is extremely time-consuming. Even when I do get an appointment with a decision-maker at a large corporation, everything I suggest is often shot down with responses such as, 'We've already tried that,' 'We already have someone doing that for us,' and so forth.

"While I plan to continue my networking program, I'm thinking that I may also want to do some 'cold-calling' on some of these companies, for example, by sending them email newsletters and other news release communications that may generate interest.

"What do you think of that idea?"

Frankly, not much.

Frequent readers of this column know that I am no fan of cold-calling of any kind. It is a waste of your time, and an insult to the people you are trying to sell to. When you cold-call, you are hoping that the person you call possibly, at that very moment, has a need for your services.

Having said that, I recognize that it's sometimes difficult to resist the tempta-

tion to reach out blindly to a company or other potential client with whom you have (or anyone in your network has) a personal relationship.



Let's say, for example, you read a newspaper or magazine article about a great new company in Silicon Valley that has created a killer software application for mobile phones. You know that you can help it build its brand awareness but there's no time to work your way through your LinkedIn contacts to get to

someone at that company. The opportunity is immediate, and the time to strike is now.

Here are some techniques that might possibly work:

First of all, forget about email. Sending someone you don't know an email of any kind is spam — period. We've all got spam filters on our computers, and there's always the delete key, which can be struck several times a second after a quick glance at the message heading.

You need to put together a short presentation and overnight it — via FedEx, UPS or another overnight courier — to the CEO of the company.

The cover letter of the presentation should reach out and grab the CEO by the throat. If you don't get his or her attention within five seconds, the ballgame's over.

Here's a suggestion: "I was intrigued by the recent article about your company in XYZ magazine, so I took a look at your website. While it's obvious you are building a world-class business, there are several things you could be doing a lot better, specifically ..."

Then, list some specific issues with the website that require improvement.

Yes, this is aggressive and "in your face." But most CEOs I know will stop whatever they're doing and read the specifics out of curiosity. You got their attention, and, if your arguments are compelling, you might just get a call back (perhaps from the company's existing web design firm, once the CEO forwards your letter to it).

A friend of mine is a marketing consultant who specializes in direct mail campaigns — what most of us might call junk mail. When she receives a piece of junk mail that doesn't work, she sends it back to the CEO of the company that sent it, along with a short letter pointing out what doesn't work and why she would never respond, and offering her services to help improve the company's direct mail image. Believe it or not, she sometimes gets responses from these companies wanting to know more about her and what she does.

Once you have the prospect's attention, there is no need for further direct mail approaches. You would schedule a meeting

with the company CEO and handle it the same way you would a networking contact.

Here's another idea: Identify a new hot-button issue your corporate clients are facing and offer the CEO some free advice on how to deal with it.

For example: "Many companies are worried that their employees are saying bad things about them, or disclosing confidential information about their operations, on Facebook, LinkedIn and other social media websites. I am willing to visit your corporate headquarters and meet with you and your senior officers, without charge, to discuss ways you can deal with that challenge without damaging employee morale or depriving them of their constitutional rights to freedom of speech. If you are impressed with what I have to say, I would ask that you reimburse my airplane ticket, but otherwise you would have no obligation to me."

By offering your corporate clients a no-risk, no-lose proposition, you are quite likely to get a positive response. And if they're not impressed and they refuse to reimburse your plane ticket, well, it's usually tax-deductible.

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

COPYRIGHT 2019 CLIFFORD R. ENNICO
DISTRIBUTED BY CREATORS.COM

West Valley City Presents



The Player's Pass

UTAH'S BEST ANNUAL GOLF PASS



Golf 18 holes for just \$9
\$199.95 plus tax

Call 801-957-9000 or visit our website
www.golfstonebridgeutah.com for more information

45 holes of great golf at a rate that allows you to play more than once or twice a month

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 11, 8-9:30 a.m.

“Nuts & Bolts of Employment Law,” a Payne & Fears event. Location is Health and Justice Building, Rooms 2500-2501, 151 S. University Ave., Provo. Free. RSVPs can be sent to sgandhi@paynefears.com. Details are at thechamber.org.

March 11, noon

“RDA Partnerships Build a Vibrant SLC,” a ULI (Urban Land Institute) Utah event for ULI members only. Speaker is Lara Fritts, economic development director for Salt Lake City. Following the presentation is a walk to Artspace Macaroni Flats for a tour of the renovation of the historic Beehive Brick building in the RDA's Depot District. Location is Utah State Archives Building, 346 S. Rio Grande St., Salt Lake City. Free. Details are at utah.uli.org.

March 12-13

ACG Utah 2019 Inter-mountain Growth Conference. Keynote speaker is Joe Navarro, former FBI agent, author and expert on nonverbal communication. Location is Marriott City Center, 220 S. State St., Salt Lake City. Cost is \$325 for members, \$375 for nonmembers, \$250 for March 13 ski conference only. Details are at <https://www.acg.org/utah/events/2019-b>.

March 12-14

“RVX: The RV Experience,” a dealer sales and market development event organized by the RV Industry Association. Manufacturers and suppliers will unveil the latest RV products to dealer partners, and the event is expected to provide many opportunities to learn about emerging consumer trends, growing consumer segments, and how to attract new customers to the RV lifestyle. The event is expected to use 500,000 square feet of exhibit space, have 50 manufacturer exhibitors and 269 suppliers, display more than 280 RVs, and have an anticipated attendance of 3,500-4,000 (it is not open to the public). Location is the Salt Palace Convention Center, 100 S. West Temple, Salt Lake City.

March 12, 7:30 a.m.-noon

Utah County Commercial Real Estate Symposium, a Utah Valley Chamber event. Theme

is “Utah County: Technology’s New Home.” Event will feature a panel discussing Utah County’s economy and business growth and presentations by CBC Advisors professionals in office, industrial, retail, land and investment commercial real estate. Location is Utah Valley Convention Center, 220 W. Center St., Provo. Details are at thechamber.org.

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

Employer Workshop on Hiring and Retaining Individuals with Disabilities, a Utah State Office of Rehabilitation event. Location is Utah Division of Services for the Blind and Visually Impaired, Conference Room, 250 N. 1950 W., Salt Lake City. Registration can be completed at Eventbrite.com.

March 12, 10-11:30 a.m.

“How to Become a Leader People Will Follow,” a West Jordan Chamber of Commerce event. Location is West Jordan Chamber office, 8000 S. Redwood Road, West Jordan. Details are at westjordanchamber.com.

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

WIB Luncheon, a Chamber-West event. Speaker Maybell McCann will discuss “Making Your Way and Defining Your Path.” Location is Embassy Suites, 3524 S. Market St., West Valley City. Cost is \$30. Details are at chamberwest.com.

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

Marketing Collaborative Launch, a Utah Technology Council event open to UTC members who run marketing divisions or departments within their companies (chief marketing officers and marketing vice presidents). Location is the UTC, 13693 S. 200 W., Draper. Registration can be completed at Eventbrite.com.

March 12, noon-1:15 p.m.

“Startup Conversations,” a Silicon Slopes event. Speaker Shaun “Shonduras” McBride, founder of Spacestation, will discuss “Leveraging Your Social Media and the Rise of Influencer Marketing.” Location is Pluralsight East Headquarters, 172 N. East Promontory, Suite 300, Farmington. Details are at siliconslopes.com.

March 12, noon-12:50 p.m.

“Fail Fast or Thrive: The Path to a Successful Startup,” part of the 14-week Spring 2019 Silicon Slopes Lecture Series at Utah Valley University, a UVU Entrepreneurship Institute event. Speaker is Brock Blake, founder

and CEO of Lendio. Location is Utah Valley University, Clarke Building, Room 101A, 800 W. University Parkway, Orem. Free. Registration can be completed at Eventbrite.com.

March 13, 8-9:30 a.m.

“Employment Law’s Big Five: Discipline/Termination, ADA/FMLA, Retaliation, Sexual Harassment and Wage/Hour Claims,” a Utah Department of Workforce Services (DWS) event. Presenter is attorney Jonathan Driggs. Location is the DWS South County Employment Center, 5735 S. Redwood Road, Room 114, Taylorsville. Free. RSVPs can be completed by emailing Jenny Jones at jenjones@utah.gov.

March 13, 8 a.m.-5 p.m.

“Project Management 101,” part of Salt Lake Community College Workforce Training and Continuing Education’s Frontline Leader Workshops series. Location is SLCC’s Miller Campus, 9750 S. 300 W., Sandy. Cost is \$250 per course. Details are at (801) 957-5270.

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

LinkedIn Luncheon, a Utah Valley Chamber event. Activities include networking, followed by Kate Bowcut, Utah Valley Chamber business development executive, providing tips on how to improve a LinkedIn profile. Location is Outback Steakhouse, 372 E. University Parkway, Orem. Details are at thechamber.org.

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

“Let’s Do Lunch,” a Sandy Area Chamber of Commerce networking event. Location is Bohemian Brewery, 94 Fort Union Blvd., Midvale. Cost is \$20 for members, \$25 for nonmembers. Details are at sandychamber.com.

March 13, 2-5 p.m.

Utah Valley Job Fair. Location is Utah Valley Convention Center, 220 W. Center St., Exhibit Hall A, Provo. Details are at www.utahvalleyjobfair.com.

March 13, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event. Location is Fly High Adventure Park, 3624 S. 250 W., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

March 14, 7-8:30 p.m.

Contactos, a Utah Hispanic Chamber of Commerce networking event. Location is 336 N. 400 W., Salt Lake City. Free for

UHCC members, \$10 for nonmembers. Details are at <http://www.utahhcc.com/>.

March 14, 8-9:30 a.m.

Professional Development: “Inclusive: How the Best Leaders Build Diverse and Winning Teams,” a Salt Lake Chamber event. Speaker is Sara Jones, president of InclusionPro. Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. Details are at slchamber.com.

March 14, 8-11:30 a.m.

“Recordkeeping for Human Resources,” an Employers Council event. Location is the Employers Council, Utah office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$145. Details are at employerscouncil.org.

March 14, 8-9 a.m.

“Mastering People Skills,” a South Salt Lake Chamber of Commerce Women in Business event. Speaker is Kim Giles of 12 Shapes Relationship System. Location is Ramada Inn, 2455 S. State St., South Salt Lake. Cost is \$10. Details are at sslchamber.com.

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

VENT, presented by the Women’s Business Center of Utah and part of a speaker series of entrepreneurs sharing stories of their failures in business and what they learned from them. Location is Women’s Business Center of Utah, 175 E. 400 S., Suite 600, Salt Lake City. Cost is \$5. Details are at slchamber.com.

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

March WIB Luncheon, a Davis Chamber of Commerce event. Location is Oakridge Country Club, 1492 Shepard Lane, Farmington. Cost is \$20. Details are at davischamberofcommerce.com.

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

Networking Lunch, a Murray Area Chamber of Commerce event. Speaker is Shane Gosdis of Gosdis Law. Location is Mimi’s Café, 5223 S. State St., Murray. Cost is \$20 for members, \$30 for guests. Details are at murraychamber.org.

March 14, noon-1 p.m.

“Selling on Amazon,” a two-part Silicon Slopes event taking place March 14 (“Before You Spend Money on Digital Advertising”) and April 11 (“Digital Advertising on Amazon”). Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Free. Details are at siliconslopes.com.

March 14, 4:30 p.m.

“Wine and Whine,” a South Jordan Chamber of Commerce event. Location is Wing Nuts, The District, 11580 S. District Main Drive, South Jordan. Details are at southjordanchamber.org.

March 14, 5-7 p.m.

BioBreak, presented by the Office of Technology & Venture Commercialization at the University of Utah and Bio Utah and designed to be a networking event for life sciences leaders in Utah. Location is Recursion Pharmaceuticals, 41 S. Rio Grande St., Salt Lake City. Free for approved members. Membership application and RSVPs are available at biobreak.org.

March 14, 6-8 p.m.

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

March 14, 6:30-8:30 p.m.

“Digital Tools and Apps for Success,” a SCORE event. Location is Sandy City Library, 10100 S. Petunia Way, Sandy. Free. Details are at <https://www.sba.gov/tools/events>.

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

Eggs & Issues, a Murray Area Chamber of Commerce event. Speaker is Mike Squires, government affairs director at Utah Associated Municipal Power Systems (UAMPS). Location is Anna’s Restaurant, 4770 S. 900 E., Salt Lake City. Free unless ordering from the menu. Open to the public. Details are at murraychamber.org.

March 15, 8 a.m.-noon

Western Expansion Economic Development Summit. Activities include a panel discussing Airport No. 2, the inland port and how a mega site will impact the West Side; a panel discussing barriers to growth; and a panel discussing development opportunities. Location is Viridian Event Center, 8030 S. 1825 W., West Jordan. Cost is \$49. Registration deadline is March 11. Registration can be completed at Eventbrite.com. Details are at western-expansion.com.

March 15, 8-10 a.m.

Utah County Speednet, a Utah Valley Chamber speed networking event. Location is SCERA Center for the Arts, 745 S. State St., Orem. Free. Details are at thechamber.org.

CALENDAR

from page 9

March 15, 8:30-10 a.m.

“Bagels & Business,” a Salt Lake Community College event. Speaker Paul Sparks, founder and managing shareholder of Summa Business Law LLC, will discuss “Choosing the Right Entity for Your Small Business.” Location is Salt Lake Community College’s Miller Campus, Corporate Partnership Center, Building 5, third floor, 9690 S. 300 W., Sandy. Details are available by contacting Jackie Jolly at (801) 957-5284 or jackie.jolly@slcc.edu.

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

“Innovation Series: Human Interfacing — Hardware and Health,” a Utah Technology Council (UTC) event focusing on the frontier of medical technology. Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Free. Registration can be completed at Eventbrite.com.

March 15, noon-1 p.m.

Silicon Slopes Live, a lunch and live recording of the Silicon Slopes podcast featuring Dave Austin, founder of Extreme Focus. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Free. Details are at siliconslopes.com.

March 16, 10 a.m.-noon

“How Successful Entrepreneurs Validate New Ideas,” a SCORE event. Location is Day-Riverside Branch Library, 1575 W. 1000 N., Salt Lake City. Free. Details are at <https://www.sba.gov/tools/events>.

March 14, 8-10 a.m.

Digital Marketing Academy, a Sandy Area Chamber of Commerce three-week course taught by experts from Firetoss. March 14 topic is “SEO & Maximizing Web Traffic.” March 21 topic is “Pay-Per-Click Advertising, Google AdWords, Facebook Ads and Programmatic Display Advertising.” Location is Salt Lake Community College’s Miller Campus, Miller Free Enterprise Center, Room 223, 9750 S. 300 W., Sandy. Cost is \$75 for members, \$150 for nonmembers. Registration can be completed at Eventbrite.com.

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

Free Business Coaching, a West Jordan Chamber of Commerce event. Greg Cassat of the Zions Bank Resource Center will be available for consultation in 30-minute appointments. Location is West Jordan Chamber office, 8000 S. Redwood Road,

West Jordan. Details are at westjordanchamber.com.

March 19-21

Healthier Rural West Summit, a Healthier WE event (along with founding sponsor Intermountain Healthcare) designed to find innovative healthcare solutions for residents living in the rural American West. Theme is “Transitioning from Crisis to Well-Being.” Event will feature presentations, interactive sessions, panel discussions and networking. Speakers include Lt. Gov. Spencer Cox; Dr. Marc Harrison, president and CEO of Intermountain Healthcare; David Kennedy, co-founder of the Bill Lane Center for the American West at Stanford University; Lynn Gallagher, cabinet secretary of health in New Mexico; and Hilary Franz, commissioner of public lands for the state of Washington. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$695 (\$349 for early-bird registrants). Details are at <https://healthierurawalwestsummit.org/events/2019/>.

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

“Rock Your LinkedIn Profile with An Updated Bio and Headshot,” a Business Women’s Forum event. Speaker is Monte Wylie, group talent acquisition manager for Enterprise Holdings. Head-shot photos will be taken for \$45 by Melissa Majchszak. Location is 50 West Club & Café, 50 E. Broadway, Salt Lake City. Cost is \$27 for members, \$35 for nonmembers. Details are at slchamber.com.

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

Business Alliance Networking Luncheon, a Davis Chamber of Commerce event. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Free. No RSVP required. Details are at davischamberofcommerce.com.

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

Southwest Valley Women in Business. Location to be announced. Cost is \$15 for members the day of the event, \$20 for nonmembers. Details are at southjordanchamber.org.

March 19, 7-9:30 p.m.

Pillar of the Valley Gala, a Utah Valley Chamber event. Award recipients are John Valentine and Ray and Janette Beckham. Location is Utah Valley Convention Center, 200 W. Center St., Provo. Cost is \$250 for members, \$300 for nonmembers, \$2,000 for a table of eight. Details are at thechamber.org.

March 20, 8-10 a.m.

M.A.C.H. Speed Networking, a Murray Area Chamber of Commerce event. Location is 193

W. 2100 S., Murray. Free. Details are at murraychamber.org.

March 20, 11 a.m.-12:30 p.m.

“Ask the Expert,” a Murray Area Chamber of Commerce event. Greg Cassat, director of the Business Resource Center in Utah for Zions Bank, will be able to answer questions about funding, banking and resourcing. Location is the chamber office, 5250 Commerce Drive, Murray. Free. Details are at murraychamber.org.

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

“Branding Lunch: Why Brunch Took Off and Dinner Never Did,” a Utah Technology Council (UTC) event. Speakers are Alysha Smith, managing director; Peter Stevenson, brand strategist; and Randall Smith, creative director, all from Modern8. Location is the UTC, 13693 S. 200 W., Suite 120, Draper. Free for UTC members. Registration can be completed at Eventbrite.com.

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

Business Connections, a ChamberWest event. Location is Crystal Inn, 2254 W. City Center Court, West Valley City. Free for ChamberWest members, \$5 for nonmembers. Details are at chamberwest.com.

March 20, 5:45-6:45 p.m.

“Grow Your Business: Phase I,” 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 20, 6-9 p.m.

Annual Vision Dinner, a South Jordan Chamber of Commerce event. Location is Embassy Suites, 10333 South Jordan Gateway, South Jordan. Cost is \$60. Sponsorships are available. Details are at southjordanchamber.org.

March 21-22

Intermountain Sustainability Summit, a Weber State University Sustainability Practices and Research Center event. Keynote presenter is Paul Hawken, entrepreneur, environmentalist and author. Summit-affiliated workshops offer half- and full-day sessions on March 22. Workshops include “The Art of Convening: Methods and Frameworks for Working Skillfully in Complexity and Community,” “Science, Stores and Sustainability: The National Climate Assessment and Opportunities in Utah” and “Intermountain Living Future.” Location is Shepherd Union Building, Weber State University, Ogden. March 21 summit cost is \$105 for professionals (early-bird), \$125 for professionals (regular)

and \$30 for students. March 22 workshops have various costs. Details are at <https://www.weber.edu/issummit>.

March 21, 8-9:30 a.m.

Chamber Launch, a Salt Lake Chamber networking event. Location is the chamber, 175 E. University Blvd. (400 S.), Suite 600, Salt Lake City. Free. Details are at slchamber.com.

March 21, 8 a.m.-noon

“Americans with Disabilities Act Essentials,” an Employers Council event. Location is the Employers Council, Utah office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$145. Details are at employerscouncil.org.

March 21, 8:30-11:30 a.m.

“Google: Get Your Business Online,” a Women’s Business Center of Utah event. Presenter is Corissa St. Laurent. Location is the Women’s Business Center of Utah, 175 E. 400 S., Suite 600, Salt Lake City. Free. Details are at slchamber.com.

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

Chamber Luncheon, a Davis Chamber of Commerce event featuring an opportunity to meet and learn about new County Commission members Lorene Kamalu and Bob Stevenson. Location is Boondocks Fun Center, 525 Deseret Drive, Kaysville. Cost is \$20 for members, \$25 for guests. Details are at davischamberofcommerce.com.

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

“Multiplying Lasting Profitable Relationships,” a West Jordan Chamber of Commerce event. Presenter is Clay Neves of Personal Sales Dynamics. Location is West Jordan City Hall Community Room, 8000 S. Redwood Road, West Jordan. Free for members, \$10 for nonmembers. Details are at westjordanchamber.com.

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

Networking Lunch, a Murray Area Chamber of Commerce event. Speaker is from Employer Support of the Guard and Reserve (ESGR). Location is Mimi’s Café, 5223 S. State St., Murray. Cost is \$20 for members, \$30 for guests. Details are at murraychamber.org.

March 21, 3-4:30 p.m.

“Jump Start: Intro to Entrepreneurship,” a Salt Lake Chamber seminar. Event is designed for all entrepreneurs: those looking to go into business, early startup stage or those looking to improve an existing business. Presenter is Clancy Stone, business advisor at the Women’s Business Center of Utah. Location is the Women’s Business Center,

175 E. 400 S., Suite 600, Salt Lake City. Free. Details are at slchamber.com.

March 22, 7:30-8:30 a.m.

Eggs & Issues, a Murray Area Chamber of Commerce event. Speaker is Debbie Hall, regional manager, discussing the Alzheimer’s Association. Location is Anna’s Restaurant, 4770 S. 900 E., Salt Lake City. Free unless ordering from the menu. Open to the public. Details are at murraychamber.org.

March 22, 8-9 a.m.

Silicon Slopes Breakfast, a Silicon Slopes event featuring Curtis Calder, CEO and co-founder of Anson Calder. Location is Silicon Slopes 2600 W. Executive Parkway, Suite 140, Lehi. Details are at siliconslopes.com.

March 22, 9-10 a.m.

Pitch Clinic, a West Jordan Chamber of Commerce event. Location is West Jordan Chamber office, 8000 S. Redwood Road, West Jordan. Details are at westjordanchamber.com.

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

Monthly Luncheon Series, a Holladay Chamber of Commerce event. Location is Fav Bistro, 1984 E. Murray Holladay Road, Holladay. Details are at holladaychamber.com.

March 22, noon-1 p.m.

Women in Business Luncheon, part of the West Jordan Chamber Women in Business Brown Bag Lunch Series. Speaker is Amber Griffiths, CEO and branding expert of Your Brand by Design. Location is West Jordan Chamber office, 8000 S. Redwood Road, West Jordan. Details are at westjordanchamber.com.

March 26, 8:30-11 a.m.

Digital Marketing Hack Series: “Pinterest: Creating Ads That Convert,” a Salt Lake Small Business Development Center (SBDC) event. Location is Salt Lake Community College’s Larry H. Miller Campus, Corporate Partnership Center, Room 101, 9690 S. 300 W., Sandy. Cost is \$20. Details are at <https://www.sba.gov/tools/events>.

March 26, 10-11 a.m.

“The Art of Negotiation,” a West Jordan Chamber of Commerce event. Presenter is Marty Gale. Location is West Jordan Chamber office, 8000 S. Redwood Road, West Jordan. Free. Details are at westjordanchamber.com.

March 26, 11:30 a.m.-1 p.m.

Women in Business Luncheon, an Ogden-Weber Chamber

see CALENDAR next page

CALENDAR*from previous page*

of Commerce event. Location is Hub 801 Events, 3525 Riverdale Road, Ogden. Cost is \$20 for members, \$30 for guests. Details are at ogdenweberchamber.com.

March 26, 11:30 a.m.-1 p.m.

Women in Business, a Sandy Area Chamber of Commerce event. Speaker is Dell Loy Hansen, owner of Real Salt Lake. Location is Rio Tinto Stadium, Audi Executive Club, 9256 S. State St., Sandy. Details are at sandychamber.com.

March 26, noon-12:50 p.m.

Spring 2019 Silicon Slopes Lecture Series at Utah Valley University, a 14-week UVU Entrepreneurship Institute event. Topic to be announced. Speaker is Danielle Ackles, CEO of Merkle. Location is Utah Valley University, Clarke Building, Room 101A, 800 W. University Parkway, Orem. Free. Registration can be completed at Eventbrite.com.

March 26, 6:30-8:30 p.m.

"Raising Girls to Become

Leaders: Competence, Confidence & Courage," a Utah Women & Leadership Project (Utah Valley University) event. Activities include a 30-minute keynote by Susan Madsen, Orin R. Woodbury professor of leadership and ethics and professor of organizational leadership at UVU; and panelists Rebecca Chavez-Houck, retired Utah state representative and public affairs consultant; Abby Cox, community volunteer and wife of Lt. Gov. Spencer Cox; Jeanette Bennett, owner and editor of *Utah Valley Magazine* and community leader; and Michelle Kaufusi, mayor of Provo and former school board member. Location is Utah Valley University's Clark Classroom Building Lecture Hall, 800 W. University Parkway, Orem. Free. Registration can be completed at www.utwomen.org.

March 27, 7:30-8:30 a.m.

"Coffee Connection," a Holladay Chamber of Commerce event. Location is Great Harvest, 4699 S. Holladay Blvd., Holladay. Details are at holladaychamber.com.

March 27, 8 a.m.-noon

Cybersecurity Conference 2019, a Salt Lake Chamber event

for people to learn practical skills and foundational knowledge they need to do their jobs well in the modern economy. Location to be announced. Cost is \$80 for members, \$100 for nonmembers. Details are at slchamber.com.

March 27, 8-9:30 a.m.

"LGBT Legal Issues in the Workplace," an Employers Council event that is part of its Legal Breakfast Briefing Series. Location is the Employers Council, Utah office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$99. Details are at employerscouncil.org.

March 27, 9-10 a.m.

"Breakfast with the President," a West Jordan Chamber of Commerce event featuring Aisza Wilde, president and CEO of the chamber. Location is Jim's Family Restaurant, 7609 S. Redwood Road, West Jordan. Free (pay for what you order on the menu). Details are at westjordan-chamber.com.

March 27, 4-8 p.m.

14th Annual Wasatch Front Materials Expo, presented by the Utah SAMPE Chapter. Location

is Salt Lake Community College's Miller Campus, Karen Gail Miller Conference Center, Room KGMC 150, 9750 S. 300 W., Sandy. Registration can be completed at Eventbrite.com.

March 28-29

Leading HR Executive Summit, a Utah SHRM (Society for Human Resource Management) event featuring keynote sessions and small-group "think tanks" to help develop strategies to address common, and critical, business decisions in your organization. Location is the Dixie Convention Center, 1835 S. Convention Center Drive, St. George. Cost is \$550. Details are at www.utah-shrmconference.org.

March 28, 8:30-10:30 a.m.

"CEO Leadership Xchange: Better Relationships, Better Business," a Utah Technology Council (UTC) event. Speaker Jodi Hildebrandt of ConneXions will discuss rigorous personal responsibility, and how each one of us can contribute to building a company culture dedicated to honesty, humility, connections and success. Location is the UTC, 13693 S. 200 W., Suite 120, Draper. Free. Registration can be

completed at utahtech.eventbrite.com.

March 28, 10 a.m.-noon

"Government Contracting," a Small Business Administration (SBA) event. Location is Wallace F. Bennett Federal Building, 125 S. State St., Room 2222, Salt Lake City. Free. Details are at <https://utahsbdc.org/trainings>.

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

Multi-Chamber Lunch, presented by the Murray Area, South Jordan, Southwest Valley and West Jordan chambers of commerce and ChamberWest. Speaker Cyndi Brown, president of Fabrica Creative, will discuss "The Media Landscape Has Changed (And That's Great News for Local Businesses)." Location is Jordan Valley Water Conservancy Garden Park, 8275 S. 1300 W., West Jordan. Cost is \$20 for members, \$30 for nonmembers. RSVP deadline is March 25. Registration can be completed at <https://www.southjordanchamber.org/event-3138138>.

see CALENDAR page 15

So amazing, you could charge admission.

RESIDENTIAL SERVICES INCLUDE:

- Home Theatre Packages
- Multi-Room Music
- Home Automation
- Home Surveillance
- Satellite Services
- Free Estimates

CALL TODAY **801-979-0674**
myeliteav.com

elite
AUDIO + VIDEO

Opinion

When will we learn? The lessons of protectionism come the hard way

Protectionism begets protectionism. The latest example of this sad state of affairs comes to us via the U.S. International Trade Commission. It ruled in January that American producers of line pipe are being hurt by imports of large-diameter line pipe from China and India, among other places. The remedy will likely be higher duties.

Some background: Back in March 2018, Pres. Donald Trump cited national security concerns to impose steel tariffs on our trading partners. At the time, trade experts warned that these duties (imposed under Section 232 of the Trade Expansion Act of 1962) would inevitably make the lives of American manufacturers more difficult. Trump's 25 percent tariffs would significantly raise the price of imported steel used by American firms. Experts also predicted that manufacturers using domestic steel would pay a higher price. These predictions have proved correct.

Unfortunately for U.S. producers, the higher costs are difficult to avoid. For starters, the type of steel that they want to import may not be produced in the United States, meaning that those producers must continue importing metal at the

higher, tariffed prices. Yet, even if substitutes for imported steel are produced in the United States, the quality might be inadequate, or the prices may already be higher. Moreover, although the Department of Commerce has put in place a process for requesting exemptions from the tariffs, this process has proved to be a nightmare.

As my colleagues Christine McDaniel and Danielle Parks have documented, the steel industry — which stands to benefit massively from the tariffs — has objected to the exemptions. More often than not, the steel lobby has asserted that the exemptions sought by steel-using American firms aren't necessary because U.S. steel producers could start producing more such steel domestically. That claim is highly dubious. The burdensome nature of the exemption request process itself combined with the lack of recourse for firms that are denied exemptions rarely yields positive results for steel-using American producers. Then they're left paying higher prices for an important input.

In the end, the steel tariffs have made the production of American-made prod-

ucts more expensive. This makes those American producers who use steel less competitive on global markets.

Enter American producers of line pipe. As it happens, the raw materials these producers use in their domestic production of large-diameter welded line pipe and structural pipe are subjected to Section 232 tariffs (25 percent on steel imports from Canada, China, Greece and India; 50 percent on imports from Turkey; and quotas on imports from Korea). As expected, the line pipe producers' production costs rose. And now these producers have gone before the USITC to argue that they are being injured by dumping — selling in the United States at prices below "fair value" — carried out by Chinese and Indian manufacturers of allegedly subsidized line pipe.

Three of the five USITC commissioners agreed. This ruling will trigger countervailing and anti-dumping duties from the Department of Commerce, and as a result, everything will end up being more expensive.

The question is, when and where does this cascading protectionism stop? Of course, the steel tariffs have affected products other than large-diameter line pipe. All American producers that use steel as inputs

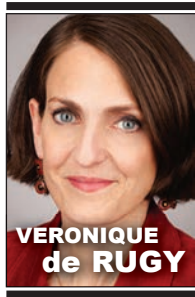
are negatively affected by the administration's import taxes. Inevitably, then, the USITC will see a surge of American manufacturers coming to ask for protection from foreign competitors for their products when, in fact, they need only protection from the Trump administration's trade hawks, who have made input more expensive.

No one knows when the steel tariffs will be lifted. In fact, while the president has argued that he is using these tariffs as leverage to renegotiate free-trade agreements with other nations, he hasn't lifted these once agreements have been reached. That was the case with South Korea's FTA, as well as with the modernized version of NAFTA. To no one's surprise, countries have retaliated against these tariffs with tariffs of their own against U.S. exports. Everyone is worse off.

As I said, protectionism begets protectionism. Too bad we have to witness this spiral over and over again. When will they learn?

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

COPYRIGHT 2019 CREATORS.COM



VERONIQUE
de RUGY

Linda McMahon's 'Ignite' tour proves entrepreneurship is alive and well in America

This year marks Linda McMahon's third year leading the U.S. Small Business Administration as its administrator and I am proud of the great work that she — and our whole agency — has accomplished over the past few years in advocating for America's small businesses.

One of McMahon's greatest accomplishments was her highly successful national "Ignite" tour, where she visited and toured all 68 SBA district offices. I had the honor of joining her in Wyoming, North Dakota, South Dakota and Montana. Each of these visits was informative, substantive and allowed the small-business community's chief advocate to hear directly from entrepreneurs on their home turf.

Since 2017, McMahon has met with more than 800 small-business owners nationwide and did media interviews in every city she's visited. Some of her local highlights include a fly fishing demonstration in Montana; a tour of the Stanley Marketplace in Aurora, Colorado; a chip-sampling at a tortilla factory in Salt Lake City; a business roundtable in Casper, Wyoming; a tour of a small manufacturing plant near Sioux Falls, South Dakota; and a walking tour of small businesses in downtown Fargo, North Dakota. The economic diversity her tours have showcased, along with the innovation of our small-business owners, proves the entrepreneurial spirit of this country is alive and well.

Part of McMahon's mission is to relay small businesses' unique needs to Congress and the president. At the same time, she has been optimizing performance internally by leading the SBA team to focus on the consistent delivery of services across all district offices, to work towards one aligned mission and to improve customer service messaging and materials.

Beginning in 2017, the SBA launched major, customer-focused efforts to ensure the agency delivers a consistent experience to its small-business customers and program providers. Working as one, the agency has produced new products and services, as well as refreshed marketing materials, to increase awareness and make the information we provide more hands-on and useful to the small-business community.

Under the administrator's leadership, the SBA team worked tirelessly to respond to unprecedented natural disasters and provide dedicated economic recovery resources to those in need. Since 2017, the SBA's disaster program has helped more than 173,000 disaster survivors with home and business loans totaling \$8.8 billion in federal assistance.

Our other lending programs also remain strong. By providing small businesses with vital access to capital, they spur continued job creation and growth in communities across the nation. In the past

two fiscal years, the SBA has provided more than \$60 billion in loan guarantees, supporting more than 1.2 million jobs. And due to the administrator's emphasis on process improvements, particularly in our capital-access programs, by the end of 2018 the agency was able to reduce its loan processing times by half. Small loans are now being processed within 2-3 days and regular loans within seven days.

I am honored to serve with Administrator McMahon and especially honored to serve the small-business

communities in Colorado, Montana, North Dakota, South Dakota, Utah and Wyoming. A strong leader at the SBA is good for business, especially small businesses located in rural areas. It remains true that small business continues to drive our nation's economy.

Dan Nordberg is the U.S. Small Business Administration's Region VIII administrator and is based in Denver. He oversees the agency's programs and services in Colorado, Montana, Utah, North Dakota, South Dakota and Wyoming.



DAN
NORDBERG



Opinion

No deal is better than a bad deal if you don't intend to keep your deals

It appears that Pres. Trump decided that a bad deal with North Korea was worse than no deal, a reasonable conclusion that suggests he and his team were approaching this important issue with the seriousness it deserves. One of the challenges with North Korea is trying to get an agreement that locks in concessions at the start, because history tells us that Pyongyang will not follow through, fully implement or honor its commitments. But, in truth, the U.S. does not have a great track record of honoring its international commitments either.

It's always useful in a negotiation to put oneself in the other side's shoes. If you were a North Korean statesman, you'd surely study the last important international agreement negotiated and signed by an American president: the Iran nuclear deal. In exchange for the elimination of 98 percent of Iran's fissile material, thousands of centrifuges and its Arak nuclear reactor, as well as the installation of cameras and inspectors everywhere, the U.S. agreed to waive sanctions against Iran and allow Western companies to do business with the country.

But even under the Obama administration, Iran never really got much access to the international economic system. Foreign Minister Mohammad Javad Zarif explained

to me on several occasions that, despite the language of the deal, the Obama administration approved barely any commercial transactions between Iran and the United States.

And once Trump took office, his administration began actively undermining it and even violating it, lobbying European countries to boycott Iran and using the dollar's power to freeze any business with Iran. Not surprisingly, support for the deal in Iran, which was sky high, has taken a serious hit.

Or consider when Libya agreed in 2003 to "disclose and dismantle" all its weapons of mass destruction, which it essentially followed through on. In return, the George W. Bush administration had promised to help Libya "regain a secure and respected place among the nations" and pledged "far better relations" between the U.S. and Libya. Bush suggested the U.S. would work to turn Libya into a "prosperous country." Little of this happened, of course, and several years later, the Obama administration helped topple the Gadhafi regime. I am not arguing the merits of the Libyan intervention. But if you are a North Korean negotiator and Washington is promising you security guarantees, you might find this bit of history relevant and worrying.

If the North Koreans look back honestly at their own history of negotiations

with the United States, they will recognize that they repeatedly lied, cheated and broke promises. Washington's behavior is not nearly as duplicitous, but it did make promises to Pyongyang that were never really kept.

In 1994, North Korea agreed to halt operations at its Yongbyon nuclear facility and have its spent fuel monitored by inspectors. Yongbyon was to eventually be destroyed. In return, Washington would "move toward full normalization of political and economic relations," and give the North two light-water reactors plus heavy fuel oil.

North Korea took most of the steps outlined. But as scholar Leon Sigal pointed out on 38North.org, Washington moved slowly on its commitments, never providing the light-water reactors and failing to deliver the fuel on time. It took only modest steps to normalize relations. Pyongyang made clear that if the U.S. did not live up to its end of the deal, it would renege on its own obligations. Still, the Clinton administration did not come through, and North Korea began violating the accord. When the Bush administration came to power, it scuttled the entire process and moved to a much harder line against North Korea.

These American moves are part of the hyper-polarized political environment of the past quarter-century. During the Cold War, most international agreements

and commitments made by one president were likely to be upheld by his successors. Though many Republicans opposed Pres. Truman on NATO and foreign aid, the party did not try to reverse course and wreck these policies once in power. Though candidate Bill Clinton bitterly criticized George H.W. Bush's foreign policy, it is hard to find an area where there was a significant departure from it when he became president.

Compare that with the current environment. Trump has pulled out of the Iran nuclear deal, the Paris climate accord and the Trans-Pacific Partnership, and he has questioned the continuing value of NATO. He has repeatedly shown that he regards every decision made by his immediate predecessor to be at least wrong, and often treasonous.

If you were a North Korean negotiator, you would surely be wondering if any deal made by the Trump administration would be honored or properly implemented by its successors. And you would be right to wonder. America's bitter polarization at home exacts a price in the nation's credibility and consistency abroad.

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

(c) 2019, Washington Post Writers Group

PAY ATTENTION OR PAY CASH

Instead of
spending cash,
why not use
excess inventory
or time to barter
for products or
services

Gain additional new business

We'll buy your inventories and services TODAY!

A great way to fill slow business cycles

Increase your buying power

Over 850 local businesses to trade with

AND
NO MEMBERSHIP FEE!

ABE

AMERICAS BARTER EXCHANGE

(801) 802-0822 • Jana@AmericasBarter.com

www.AmericasBarterExchange.com

20 Years Experience in Utah

ARCHES

from page 1

included in the final proposal, according to a park official familiar with the discussion.

Overcrowding can lead to natural resource impacts. In Zion Canyon, for instance, where there are roughly 13 miles of official trails, visitors going off trail have created another 30 miles of unofficial "social" trails. Complicating the planning process at Zion

are concerns over how a visitation cap would impact area businesses.

"I think people realize that there are crowding problems and would like to see some solutions to that," Zion Superintendent Jeff Bradybaugh told the *National Park Traveler* magazine in December. "But there's a great amount of concern that that could have negative economic impacts on the tourism industry. And we certainly are taking that into account and have those concerns as well."

As with their counterparts at Zion, officials at Arches have been trying to figure out how to manage visitors and protect park resources and values for some time, Bradybaugh said. In November 2017, they released a draft plan that proposed reservations during peak visitation months. Such a plan is needed, they say, to address vehicle traffic and parking congestion problems that affect visitor access, visitor enjoyment and resource conditions, according to the magazine.

The *Moab Sun Times* reported that visitation to Arches National Park doubled in the past 11 years, reaching approximately 1.6 million visitors in 2017. "During the high-visitation season, March through October, visitors routinely wait in long lines to enter the park and then must search for empty parking spaces at all popular sites. Long lines to enter the park cause congestion at the intersection of U.S. 191 and the park entrance road, which can be a serious traffic hazard," the newspaper said.

The reservation proposal is

viewed as a way to give visitors certainty of entry, reduce or eliminate long entrance lines, spread visitation more evenly across the day and improve the visitor experience by ensuring available parking space.

But Paterson pointed to some uncertainties in reaching his conclusions over the economic impact such a plan would create.

"Representatives from the International Inbound Travel Association board have suggested that regardless of whether a system is implemented next year or not, there will likely be a reduction in foreign bus tours booked due to concerns about the system," Paterson said in his report sent to the park several months ago. The report was just recently publicly acknowledged by park officials when they announced plans for a public meeting this summer about the progress being made on the management plan. Paterson is expected to be at the meeting.

Paterson admitted that his work so far could not predict the long-term impact to the area's

economy. He based his estimate on other national parks that used various approaches to deal with congestion.

"While they are all qualitatively different circumstances ... they may be similar in an economic sense in that they created uncertainty that in turn affected visitation," Paterson wrote. "Based on these analyses, relevant literature and professional judgment, it is my opinion that visitation to Arches may be reduced by 5 to 10 percent of what it otherwise would be during the first year that a system is implemented. Relying on NPS estimates of Arches visitor spending, this could result in a reduction in spending of \$11 million to \$22 million relative to what otherwise would be predicted in that first year, which in turn could reduce overall output, employment, wages and tax receipts through associated multipliers."

Paterson again qualified his analysis, concluding that once visitors adapted to the system, "visitation could revert to what it would otherwise be [without] the system by Year 3."



Some things you just

don't share.

Your *Enterprise* is one of them.

Stop sharing TODAY and call for your special discount offer!

Call
801-533-0556
today!

THE Enterprise
UTAH'S BUSINESS JOURNAL



What We Do:

South Valley Services (SVS) provides options through counseling, case management, prevention and shelter to women, children and men who have experienced domestic violence to live life free from violence.

Making a Difference:

- 2,057 Hot Line Calls
- 1,606 Hours of Child Care
- 1,647 Hours of Case Mgmt.
- 413 Community Outreach Events
- 1,864 Volunteer Hours
- 1,472 Hours of Crisis Therapy
- 14,702 Nights of Safe Shelter



www.svsutah.org

To donate, volunteer, or if you need help, call 801-255-1095.

Revolutionizing Real Estate

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

FEATURED LISTING



\$2,499,000

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

Listing ID: 20482288

Why Brandon?

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



Brandon Wixom

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



Start your search today at: SoldByWixom.com

CLASSIFIED

VOLUNTEER



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.

CAREERS

TECHNICAL

Oracle America, Inc. has openings for **Technical Analyst - Support** positions in Lehi, UT. Job duties include: Deliver solutions to the Oracle customer base while serving as an advocate for customer needs. Offer strategic technical support to assure the highest level of customer satisfaction. Apply by e-mailing resume to steven.gregerson@oracle.com, referencing 385.22047. Oracle supports workforce diversity.

CALENDAR

from page 12

March 28, 5-7 p.m.

Business After Hours, a Salt Lake Chamber event. Location is Spencer F. Eccles Junior Achievement City, 444 W., 100 S., fourth floor, Salt Lake City. Cost is \$7 for early-bird members, \$10 for members the week of the event, \$15 for nonmembers. Details are at slchamber.com.

April 1, 7:45 a.m.-2 p.m.

Utah Technology Innovation Summit, presented by Utah Science Technology and Research (USTAR) initiative. Event includes keynote speakers and panels discussing innovation in the medical, energy and clean

tech sectors; technology solutions for clear-air initiatives; rural technology-based economic development; funding opportunities for Utah entrepreneurs and startups; and recognition of the 2019 recipients of the Governor's Medal for Science and Technology. Keynote speaker is Mike Leavitt, founder and general partner of Leavitt Partners and former Utah governor. Location is Little America Hotel, 500 S. Main St., Salt Lake City. Cost is \$49. Details are at <https://utahinnovationsummit.org/>.

April 2, 8 a.m.-noon

"Interviewing: How to Gain a Competitive Edge," an Employers Council event. Location is Employers Council, Utah office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is

\$145. Details are at employerscouncil.org.

April 2, 8-11 a.m.

Disaster Preparedness and Business Recovery Program, a ChamberWest event that is the first of a two-part series, with the second taking place June 4. Presenters are Logan Sisan, Be Ready business program manager; and Linda Milne, ChamberWest's emergency preparedness expert. Location is Jordan Valley Water Conservancy Garden Park, 8275 S. 1300 W., West Jordan. Free for ChamberWest members, \$49 for nonmembers. RSVP deadline is March 26. Details are at chamberwest.com.

April 2, 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. No RSVP required. Details are at davischamberofcommerce.com.

April 2, noon-12:50 p.m.

"Planning for Growth," part of the 14-week Spring 2019 Silicon Slopes Lecture Series at Utah Valley University, a UVU Entrepreneurship Institute event. Speaker is Jason Olsen, founder and president of Image Studios 360 and Prestman Auto. Location is Utah Valley University, Clarke Building, Room 101A, 800 W. University Parkway, Orem. Free. Registration can be completed at Eventbrite.com.

GET THE NEWEST CERTIFICATE FROM
UNIVERSITY CREDIT UNION

3.00%
APY

15 MONTHS

WITH THE CHOICE TO ROLL OVER TO A 12 MONTH
TERM AT THE PREVAILING 24 MONTH RATE

NEW MONEY ONLY

UCREDITU.COM

801-481-8800

University
FEDERAL CREDIT UNION



*You may incur a penalty on dividends should you choose to withdraw your money before the completion of the term. APY= Annual percentage yield. APY is accurate as of 1/1/19. \$500 minimum required. Fees could reduce earnings. If the Certificate is allowed to roll-over after the initial 15-month term, it will reset for a 12-month term at at the prevailing 24-month rate. If the Certificate is then allowed to roll over a second time after the 12-month term, it will reset for an additional 12-month term at the prevailing 12-month rate. Federally insured by NCUA. Valid from 1/1/19 - 3/31/19