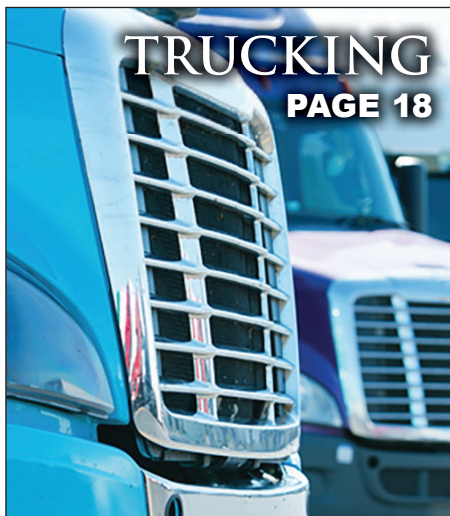


### Focus



## TRUCKING

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## Summit speakers concur: 'Things are good'

**Brice Wallace**  
*The Enterprise*

While Utah may have challenges and trouble spots, the recurring theme at the recent Utah Economic Summit was simple: Things are good.

Sprinkled throughout speeches, panel discussions and breakout sessions were both a sense of accomplishment in building Utah's long-running economic strength and optimism that it will continue.

Gov. Gary Herbert, the summit's host, told the crowd of about 1,000 people that

Utah's unemployment rate is a 2.9 percent, its job growth is a 3.7 percent and its GDP growth is the nation's second-best at 4.3 percent.

"By almost every measurable indicator, Utah enjoys the healthiest and most diversified economy — which is an important aspect; we don't have all our economic things in one basket — and has the largest middle class ... with the greatest upward mobility of any state in America," Herbert said. "Together, we have done some great things, so I want to thank all of you for the work that you're doing."

Natalie Gochnour, associate dean in

the University of Utah's David Eccles School of Business, director of the Kem C. Gardner Policy Institute and chief economist for the Salt Lake Chamber,

see **SUMMIT** page 4

## Utah jobless rate lowest it's been in past 11 years

It's been more than 11 years since Utah's unemployment rate has been this low. April's jobless rate of 2.9 percent is the lowest since December 2007, according to numbers released last week by the Department of Workforce Services (DWS).

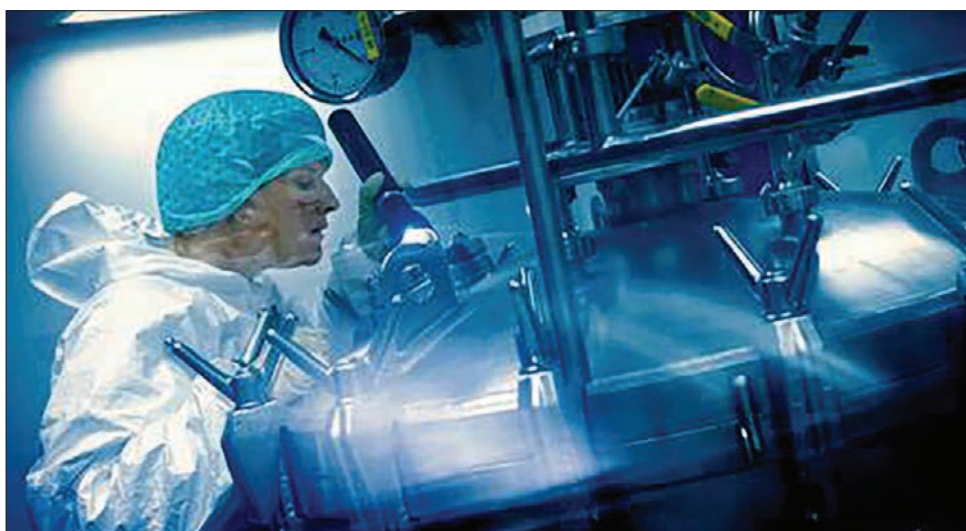
"Utah's combination of strong job growth and markedly low unemployment mirrors the robust economic climate last seen in 2007," said Mark Knold, senior economist at DWS. "Given these conditions, this is the most favorable Utah job market in 12 years for college and high school graduates to be seeking employment."

The national unemployment rate for April was 3.6 percent, according to statistics from the Bureau of Labor Statistics, the lowest unemployment rate since 1969.

In Utah, approximately 46,000 Utahns were unemployed and actively seeking work during April.

Utah's nonfarm payroll employment for April 2019 grew by an estimated 3.2 percent, adding 48,600 jobs to the economy since April 2018, DWS said. Utah's current employment level sits at 1,555,400.

Utah's private-sector employment grew by 3.5 percent year-over-year with the addition of 43,800 positions. All 10 of the private-sector industry groups measured in the establishment survey posted net job increases in April. The largest private-sector employment increases were in leisure and hospitality (9,000 jobs); trade, transportation and utilities (7,900 jobs); and education and health services (6,900 jobs). The fastest employment growth occurred in information (6.2 percent), leisure and hospitality (6 percent) and manufacturing (4.6 percent).



A technician is seen inspecting a batch of prescription drugs through an observation window at the Xellia Pharmaceutical laboratory in Copenhagen. Xellia partnered with the new Lehi-based generic medication company Civica Rx to manufacture two antibiotics the firm has chosen as its first step in fighting the high costs and shortages of generic drugs in the U.S.

## Two critical antibiotics will be Civica Rx's first generic drugs

**John Rogers**  
*The Enterprise*

Two commonly used antibiotics will be the first products to be produced and marketed by Civica Rx, the generic drug company started last year by a consortium of hospitals, including Utah's Intermountain Healthcare. Civica has inked a five-year deal with Copenhagen-based Xellia Pharmaceuticals to produce the broad-spectrum antibiotics vancomycin and daptomycin and expects the drugs to be available to Civ-

ica Rx's member hospitals by the end of the summer.

Civica has committed to partnering with suppliers to deliver 12 additional essential generic medications by the end of the year.

Civica Rx was announced in January 2018 with the intent of shaking up the generic medication industry and resolving problems associated with shortages and high costs of essential medications. Inter-

see **CIVICA** page 5



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# SLC's Mesa buys moving assets of Mergenthaler

Mesa Moving and Storage, a privately held, Salt Lake City-based provider of moving, transportation and logistics services, has acquired another Salt Lake City moving company, Mergenthaler Transfer and Storage. Both companies are members of the UniGroup network of relocation companies.

Under the terms of the agreement, Mesa will acquire the Mergenthaler household goods hauling business and their moving business, including locations in Bozeman, Helena and Whitefish, Montana, as well as Salt Lake City.

"Partnering with Mergenthaler offers an outstanding opportunity for Mesa to add great people, increase our scale and capacity to better serve our customers across the Mountain States region," said Kevin Head, CEO at Mesa.

The Mergenthaler offices in Montana will continue to operate, staffed by the same local management and teams. The Montana branches join Mesa's current offices in Salt Lake City; Boise; Denver; and Grand Junction, Colorado. Mergenthaler's Salt Lake City business operations will be merged into Mesa's Salt Lake City branch location.

"Mesa's acquisition of Mergenthaler allows us to expand our offices from four to seven and extends our coverage across the western states from Colorado, Utah and Idaho to now include Montana," said Steven Elliott, chief financial officer of Mesa. "The addition of Mergenthaler's hauling fleet will double Mesa's current fleet of long-distance, owner-operator drivers and strengthen our operating position."

Founded in 1981, Mesa Moving and Storage is a top 5 United agent in the U.S. Mesa specializes in household goods moving and relocation, office moving, warehouse storage and logistics management.

# SkyWest to add daily nonstop flights to Dallas

SkyWest Airlines will add nonstop air service from St. George to Dallas/Fort Worth beginning in September. The service, on American Eagle flights operated by SkyWest, will depart St. George in the early morning and return in the afternoon. With the major airlines serving Dallas/Fort Worth, passengers will now be able to connect to literally anywhere in the world, SkyWest said in a release.

"We're excited to add Amer-

ican Eagle service to Dallas this September, providing even more options for St. George travelers," said Chip Childs, SkyWest Inc. president and CEO. "Southern Utah is growing quickly and this new flight will ensure travelers enjoy unparalleled air service on three major airline brands to five major hubs that literally connect St. George to the world."

"When the current airport opened eight years ago, we only

had flights to one destination. Now, our customers can fly in every direction," said St. George Mayor Jon Pike. "The connectivity we provide from St. George, along with our low parking rates, short security lines and great service, make St. George Regional Airport a great choice."

The American Eagle flights from St. George to Dallas/Fort Worth will be on Canadair Regional Jet 200 aircraft with seating for 50 passengers.

# Incorporate acquires NYC massage company

South Jordan-based Incorporate Massage has acquired an East Coast chair massage company, according to a press statement from the company. Selah Bodyworks, with several locations and headquartered in New York City, will join Incorporate's more than 70 North American markets. Financial details were not disclosed.

Selah was founded in 2009 by Jose Rosario Jr., who will join the Incorporate management team as senior corporate services specialist.

"I truly could not be more excited to welcome the Selah team," said Amelia Wilcox, CEO and founder of Incorporate Massage. "I've looked at multiple organizations over the last year as we've prepared to make a strategic acquisition, and Selah provides the perfect alignment with us in regard to culture, talent and location. We are now positioned stronger than ever in our mission to bring the benefits of massage to workplaces across the country."

"During this entire process,

cultural alignment was always my top concern," said Rosario. "After seeing how well aligned our two organizations are, I know we will continue to provide incredible experiences for our team of massage therapists and our clients. I look forward to growing the business together."

Incorporate Massage specializes in workplace massage services and has a large client list that includes Intel, Google, Apple, Verizon, LiveNation and RedBull. The firm was founded in 2004.



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## WesTech Engineering tabs Cutler as new CEO

WesTech Engineering Inc. of Salt Lake City has named Ralph Cutler as its new CEO. Currently the president of WesTech, Cutler assumed his CEO responsibilities on May 20, replacing Rex Plaizier, who stepped down for health reasons.

Cutler, who holds civil engineering and MBA degrees from the University of Utah, joined WesTech in 1982. He has designed, managed and implemented municipal and industrial water solutions for clients globally. He went on to supervise both industrial sedimentation and filtration groups before being appointed vice president of industrial products and sales and then company president. In his role as a leader at WesTech, he has mentored many young engineers and dedicated his time to improving employees' well-being, the firm said in a release.

"We chose Ralph Cutler as our next CEO with confidence in his commitment to WesTech," said board member Randy Emery. "Ralph has always demonstrated the ability to drive our company's strategy forward by providing quality products, excellent customer service, and constant improvement all while embracing new opportunities. He is a terrific example of how to build a quality organization with quality people and a strong reputation of meaningful customer relationships."

Plaizier has been serving as WesTech's CEO since 2013, and he will continue as chairman of the board. His career at WesTech has spanned 33 years, beginning as a project engineer and continuing as a leader in many areas of the business. Under his leadership, WesTech has experienced record growth, having surpassed \$200 million in annual sales.

"Rex is leaving his CEO position after a remarkable career at WesTech," said Brittany Garza, WesTech employee and member of the board. "On behalf of the board and WesTech employee owners, we are so appreciative of his leadership and visionary role in guiding the company to new ventures in the water industry. As president and CEO, Rex has always held employees' and customers' best interests at heart, which has been constantly evident by not only his words but his actions."

WesTech Engineering provides process solutions for water treatment, liquid/solids separation and biological treatment to municipal, industrial and minerals clients worldwide. Founded in 1973, WesTech is an employee-owned company with over 500 employees around the world.

## Ogden depot is new home for KordUSA

KordUSA, a subsidiary of Australia-based electronics company KordTech, has opened an office and lab facility in Business Depot Ogden. The company held a ribbon-cutting ceremony at the location earlier this month.

Kord develops and produces technology that enables users to control multiple electronic devices while on the move and without having to take their eyes or hands off other tasks like driving. Kord's technology has applications in the defense and law enforcement sectors. It is also used in underwater computing technology, with applications for research, maritime archaeology and commercial projects.

Kord's decision to establish its facility in Ogden has been the

result of years of research and coordination with Ogden City, the company said in a release. Enthusiastic support from the city, the proximity to aerospace and defense companies and the availability of a skilled workforce all contributed to Kord's decision. Kord said that additional manufacturing operations will occur in Logan and Salt Lake City. The project was made possible with the support of the Governor's Office of Economic Development, EDCUtah and World Trade Center Utah.

"We're delighted with the response and support we have received from the city and Mayor (Mike) Caldwell on locating our office and production capability in Ogden," said Peter Moran, president of Kord. "We are great-

ly looking forward to building a long and lasting partnership with the city which will benefit both the company and the local region."

Kord's new location in Ogden will include office and production test facilities, with engineering staff responsible for production planning, quality control, assembly and testing. Kord is also partnering with local suppliers and expects to be production-ready by the end of the year with an initial staff of 15 to 20.

"Ogden is an innovative and forward-thinking city," said Caldwell. "Ogden is recognized as a hub for advanced technology and manufacturing and we're excited to welcome Kord to our city as a company that will create high-quality jobs in a fast-growing industry."

## Accolo acquired by Orion Novotus

Orion Novotus, an Austin, Texas, recruiting company, has acquired Lehi-based Accolo. Accolo is a U.S.-focused recruitment process outsourcing company. Orion Novotus is part of the Orion Talent Co. group of recruitment firms. Financial details of the deal were not disclosed.

Founded in 2000 by John Younger, Accolo serves small and mid-size businesses in a variety of industries throughout the U.S. It will operate as a division of Orion Novotus.

"Accolo and Orion Novotus started the Recruitment Process Outsourcing Association together nearly two decades ago. It's exciting to now be joining forces to help more companies with our

combined and complementary capabilities," said Younger, who is now the company's executive chairman.

"Orion Novotus is a leading middle market provider of recruitment process outsourcing services and following our acquisition by Orion Talent in January 2016, we have risen from our position as the No. 1 mid-market RPO provider to being firmly seated as an enterprise provider," said Cory Kruse, president of Orion Novotus. "With the acquisition of Accolo, we will be able to continue our pattern of steady growth and provide even better service to both our customers and candidates."

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SUMMIT  
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said Utah's economic strength is "very broad-based" and that the state is in "a very prosperous time."

"We know that next month — June 2019 — Utah's economy and our nation's economy, I might add, will celebrate 10 years of expansion, the longest on record," she said. "That's a big accomplishment."

"You have strong, durable

job growth, around 3 percent. Unemployment, we learned just this morning, [is] just below 3 percent. We have in-migration. We have rising wages. We have immense opportunity."

Utah's economy is bolstered by several industries, she said, listing aerospace, manufacturing, tourism, energy, information technology and life sciences. For example, growth in IT jobs the past decade has been 1.6 percent in the nation but more than twice that rate in Utah.

"I just want to say, as a young baby boomer — I'm [from] the last year of the baby boom — to those in the Generation X and the millennial class: We have a strong economy. It is a prosperous time. Let's keep it going."

In introducing Herbert's keynote presentation, Rob Brough, executive vice president of marketing and communications for Zions Bank, described Utah as "the envy of the nation." Among its attributes are low unemployment, strong job growth, economic diversity, healthy small-business lending, large population growth and a high labor force participation rate, he said.

Those came about in great part because of Herbert, Brough said, adding that the governor "has made Utah a haven for business creation and the state is seen as a model for other

states to emulate."

Utah also has witnessed growth in exports, according to Sarah Kemp, deputy undersecretary for international trade in the U.S. Department of Commerce.

"Exports support millions of jobs in the United States, including right here in Utah," Kemp said. "In 2018, Utah led the nation — let me say that again: Utah led the nation — in year-on-year export growth, further underscoring the importance of exports to your economy. Something clearly is working well here along the Wasatch Range."

One of the summit's featured speakers lauded Utah's attitude as a reason for its economic prowess. Carly Fiorina, founder and chairman of Carly Fiorina Enterprises, former CEO of Hewlett Packard and former presidential candidate, noted that Utahns are not content despite the current economic good times.

"One of the reasons I always very much enjoy coming to Salt Lake and to Utah is it strikes me that this is a place of possibilities," Fiorina said. "It has always been a place of possibilities. In fact, as we were landing on the airplane yesterday, I was thinking about the first settlers of Utah, what they must have seen as they came over the crest and saw the valley below. What they saw were

possibilities, where maybe others saw nothing at all."

Fiorina said the summit itself served as an example of Utahns constantly striving for improvement.

"People here in Utah — your governor, your lieutenant governor — they can be forgiven if they said, 'You know, everything is going great. Let's just keep doing what we're doing. Let's preserve the way things are because the way things are is pretty good,'" Fiorina said. "And yet, you're holding this economic summit at a time of really unprecedented prosperity and growth because you're not content with the way things are, because you actually want to do better than the way things are, because you see possibilities beyond the way things are."

Herbert likened the summit to the sharpening of an ax, empowering Utahns to "take on the world and see what we can do." The event, presented by the Governor's Office of Economic Development, World Trade Center Utah and the Salt Lake Chamber, is in its 13th year.

"It's an important part of our administration," Herbert said, "and part of our efforts to make sure that everyone is energized, that you can come here and you can have your batteries recharged and hopefully charge out the door and ... 'Go, Utah!'"

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## CIVICA

from page 1

mountain Healthcare was a leader in the formation of Civica in association with hospitals and medical providers across the United States. Intermountain's Dan Liljenquist is the new company's chairman of the board. Civica opened its national headquarters in Lehi last month. The University of Utah's health system is a partner member of Civica.

Vancomycin and daptomycin were among drugs at the top of a list of about 30 different priority drugs identified by member hospitals, according to Civica Rx's CEO Martin VanTrieste. Knowing they couldn't create all the drugs at once, they organized them into Tier 1 through Tier 3 priorities, he said. VanTrieste was vice president at Amgen Pharmaceutical in Thousand Oaks, California, before becoming CEO at Civica.

"Vancomycin was the No. 1 drug in the Tier 1 list. Vancomycin is a very broad-spectrum antibiotic used to treat very, very aggressive bacterial infections where other antibiotics might not be effective," VanTrieste said. "The health systems were concerned that 'Vanco' was sporadically available to the patients."

The announcement was cheered by member hospitals such as Providence St. Joseph Health System (PSJH), which has been impacted by intermittent shortages, in particular, of vancomycin. Dr. Amy Compton-Phillips told the medical website Fierce Healthcare. Compton-Phillips is the PSJH's executive vice president and chief clinical officer. "It's like not having milk in your fridge. You can figure out a workaround. But it's frustrating."

"Vancomycin is kind of the typical shortage drug because it's generic and it's an injectable and it's critically needed," Erin Fox, a pharmacist who studies drug shortages at University of Utah Health, told NPR. "But we just haven't had a very good routine supply of it for a while now." Fox recently joined Civica Rx's advisory board.

Xellia already produces its own active pharmaceutical ingredients as well as finished injectable drug products for serious and often life-threatening bacterial and fungal infections, and is expanding its manufacturing and sales capabilities within the U.S.

"We are honored to work with Civica, an innovator in addressing generic drug shortages," Carl-Aake Carlsson, CEO of Xellia, said in a statement. "Our collaboration also supports Xellia's long-term ambition of mitigating anti-infective drug shortages across the U.S."

When Civica Rx identified

Xellia as its target partner, Xellia was more than happy to discuss a deal with Civica because Civica will open access to the hospital purchasers for Xellia, Carlsson said. In fact, it was Xellia that suggested expanding the deal to include daptomycin. Other priorities the hospitals have identified include local anesthetics, pain management medications, cardiac drugs and IV nutritional products, Fierce Healthcare reported.

"What makes this attractive to suppliers like Xellia is that,

because of the way contracts are awarded over time, you have one or two manufacturers supplying most of the market," VanTrieste said. "Players like Xellia don't have access to all of the customers just because of the way pharmaceutical companies try to negotiate the contracts to get the most volume possible so they can be the most efficient in their operations. Companies like Xellia that are late to the game are locked out a little bit."

To help ensure competition in

the market, VanTrieste said, member health systems were asked to provide Civica Rx with half of their annual volume so they will continue purchasing from other manufacturers. "We believe at the end of the day, the more manufacturers making a product, the better options you have around the quality of the product, you have a more robust supply chain and it usually comes at the most affordable prices."

Because Xellia is already a Food and Drug Administration-

approved supplier, Civica Rx will have a shorter approval process to bring the products to market and is already building the products in Civica manufacturing locations.

"We are negotiating with a bunch of other suppliers to do the same thing that we did with Xellia in a partnership arrangement," said VanTrieste. "At the same time, we're looking at how to buy or build our own manufacturing facilities. We're already in those discussions with those individuals."



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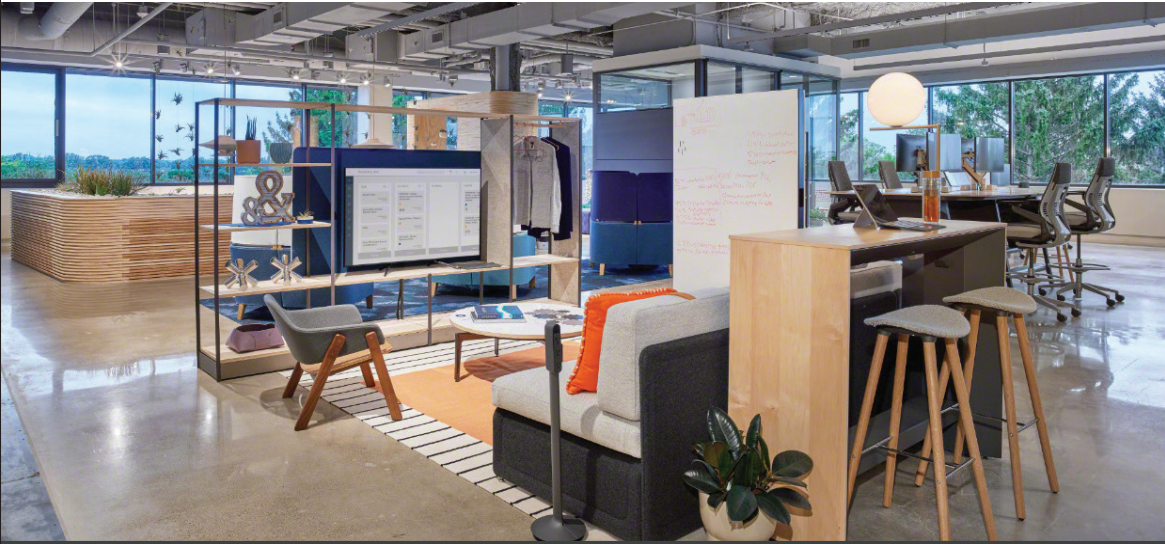




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# Changing sales narrative: Think like a customer or you may lose the sale

“Don’t fall into the trap of thinking like a customer. If you do, you’re done!” This warning has been pounded into the heads of salespeople — and it will follow them until their last day on the job.

Why is thinking like a customer dangerous? It’s the noxious notion that leads down the dark and dismal path to serious trouble — lost sales. If you dare to let yourself think like customers, you may be distracted from your mission and become overly understanding and sympathetic, even finding yourself walking in a customer’s shoes.

Yet, successful salespeople work hard at sharpening their understanding of what prospects and customers are thinking. It takes effort and skill to get inside someone’s head and it starts with asking questions:

- What’s important to them?
- What are they looking for?
- How motivated are they?
- Are they focused or not sure of themselves?
- What are they trying to tell me?
- Do they expect too much?
- Will they be fair?
- What are they not telling me?
- Are they worried about being taken for a ride?
- How concerned are they with making a mistake or getting stuck with a decision they will come to regret?

Accurate answers to these questions help to get an exact picture of what’s going on — and that changes the sales narrative. Instead of focusing on how you’re going to get customers to do what you want, you move to letting them know you’re on their side and your mission is to help them achieve their goal or dream.

In fact, it takes doing the opposite of what salespeople have been told to avoid — thinking like customers. It applies to *all* sales, whether you’re selling burritos from a food truck, diamond rings, engineering systems, real estate, insurance, medical equipment or anything else.

What is it that the customer is trying to say? Some people have trouble expressing themselves clearly, either unwittingly — or on purpose. People often want others to think well of them, so they answer questions in ways that will impress the salesperson.

They may let it be known, for example, that they can afford a purchase that’s far beyond their financial means. On and on it goes.

We all use shortcuts for coming up with answers so we can get the job done as quickly as possible. In sales, this leads to believing we know more about how customers think than we do. Without even realizing it, opinions become facts and certainty supersedes questioning, doubt and curiosity, the essential tools for understanding customers’ thoughts and behavior.

And at what cost? Lost sales. Here are four basic rules to help zero in on gaining a better understanding of how customers think. And that mean more sales.

**Rule No. 1. Never assume you know what a customer is thinking.** This is the place to start. Believing we can know what someone is thinking is useful — it gives us the feeling of being in control, even though the deck is stacked against such a notion.

The neurologist Dr. Robert A. Burton writes, “We make up stories about our spouses, our kids, our leaders and our enemies. Inspiring narratives get us through dark nights and tough times, but we’ll always make better predictions guided by the impersonal analysis of big data than by the erroneous belief that we can read another’s mind.”

**Rule No. 2. Avoid thinking about what you want to say or do next.** In other words, the human mind isn’t up to speed on multi-tasking. When we’re with a client and our mind is on our proposal or what we want to say next, we’re distracted and unable to concentrate on what a customer is saying.

There is nothing more important than what a customer is saying. If we don’t get it at that moment, it’s gone. Try as hard as we can, we are unable to recall what we’ve missed.

**Rule No. 3. Make keyword notes.** It’s a similar problem when concentrating on what a client is saying so you don’t miss anything, while taking notes disrupts listening. As it turns out, we’re not wired to do two things at the same time, while using a



**JOHN GRAHAM**

see **GRAHAM** page 20



# Trucking Pros announces its expansion to Trucking Pros Financial (TPF), a factoring company

*Trucking Pros Financial is excited to announce its expansion into factoring and is now an approved IFA member.*

Salt Lake City, Utah, May 8, 2019 — Trucking Pros has announced today, that ahead of a year-long effort by owners and operators they are now expanding their title to Trucking Pros Financial (TPF), a factoring company. In an effort to provide a more comprehensive suite of logistical management services to extend to their existing clients and future ones.

Trucking Pros Financial, located in South Salt Lake, has been operating in Utah under its former name for nearly a decade. What started out as a small office with one desk, and Brenda Barzangy performing a one-woman show, has now transpired into a multi-employee, multi-owner empire,

with further intentions to expand. Ms. Barzangy began her career working side-by-side with the Department of Transportation's tow truck market, then transitioned into helping small freight carriers operate their businesses in compliance with state and federal laws.

"All the knowledge and experience I have gained from being in this industry for so many years has aided in my ability to perfect my methods and strategies, for present and future work," says Barzangy.

Barzangy's attention to detail and passion for helping small businesses succeed remains the same even with the expansion and she has been able to successfully transfer this passion and skill onto her new team, who are excited to be a part of this growing industry. The TPF team pride themselves on their approach to clients, ensuring that each client is known by name, rather than a number. And

as growth within TPF continues, they will continue to focus on quality over quantity.

TPF offers its clients a long list of services and address every obstacle with the same vigor and care as they would their own. In addition to factoring, TPF's wide spectrum of services from menial administrative filings, to helping carriers prepare for a DOT audit is what sets TPF apart from other factoring firms.

Barzangy's passion for helping small carriers become successful has been the fuel to her drive since the very start. Trucking Pros Financial is here to help your business grow and sustain. "I have been helping small carrier companies grow and sustain for many years, this is my industry, and I love what I do for my clients," says Barzangy.

###

If you would like more information on Trucking Pros Financial, please

call (801) 696-9969, or email [brendabarzangy@gmail.com](mailto:brendabarzangy@gmail.com). You can also check out their website [www.trucking-pros.com](http://www.trucking-pros.com) for more info.



Brenda Barzangy, a proud member of the International Factoring Association (IFA) has been working with the DOT and small companies for over 10 years in the Utah Valley. She is happy to announce TPF will soon be opening offices in the Las Vegas, Nevada area.



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# Industry Briefs

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

## ASSOCIATIONS

• **The Women Tech Council (WTC)** has launched **WTC Careers**, a program that accelerates growth for tech companies and women in tech. WTC Careers connects women in tech with career opportunities and helps technology companies acquire talented women by giving unique access to expanded networks and visibility to women throughout the tech sector. Through WTC Careers, technology companies will list career opportunities at all levels for women and men in the WTC community. Applicants who come through WTC Careers will activate a WTC referral, demonstrating their engagement in the tech community. Details are at [www.wtccareers.com](http://www.wtccareers.com).

• **Ashley Peck** has moved into her role as the 2019-20 president of the **Women Lawyers of Utah (WLU)**. She was elected president-elect in 2018.



Ashley Peck

Established in 1981, the WLU advocates for the advancement and retention of women lawyers in Utah and for the interests of women in Utah generally by providing education, professional development, networking events, and a community of support for its members. Peck has been a member of WLU since 2011 and served on the board since 2013. Peck is an environmental compliance and litigation partner in Holland & Hart's Salt Lake City office. She provides counsel to clients ranging from Fortune 100 companies to municipalities and special service districts on complex environmental compliance, litigation and enforcement issues, with an emphasis on water quality, contaminated sites and waste issues.

• **Chris Baird** has been appointed U.S. board co-chair of the **ATM Industry Association**. He will serve two terms as one of the two co-chairs of the U.S.



Chris Baird

Regional Board. ATMIA is a nonprofit trade association representing the global ATM industry. Their regional boards are advisory groups that assist with determining region policy. Baird is president and CEO of OptConnect, a Kaysville-based

company focused on the managed wireless connectivity space.

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## CONVENTIONS

• **Salt Lake City** has been selected to host the **American Society of Association Executives' Great Ideas Conference** in 2020, 2021 and 2022. Salt Lake City four years ago hosted the society's annual meeting. The association consists of professionals and industry partners responsible for booking thousands of meetings and conventions that generate billions of dollars of direct delegate spending in host cities. Approximately 500 attendees will meet in a retreat-like setting at the Grand America.

## CONTESTS

• **The Economic Development Corporation of Utah (EDC Utah)** is accepting nominations until June 14 for its annual **EDC Utah Economic Development Awards**. The awards recognize people and companies that have made an impact on the economic development landscape of Utah. The awards include the **Nick Rose Award for Leadership in Economic Development**, presented to a private-sector individual who has demonstrated exceptional dedication to EDC Utah and economic development throughout the state; the **Thayne Robson Award for Leadership in Economic Development**, presented to a public-sector individual who has demonstrated exceptional dedication to EDC Utah and economic development throughout the state; and the **Larry H. & Gail Miller Family Cornerstone in Economic Development Award**, presented to associations, organizations or developments that have merit far beyond their own boundaries and have had profound and long-term positive impact on the

state's economy. The awards will be presented at EDC Utah's annual meeting Sept. 10. Details about the awards are at <http://edcutah.com/news>.

## CORPORATE

• **Podium**, an interaction management platform for local businesses, has broken ground on a new building at its Lehi headquarters to accommodate its rapid growth. The 132,300-square-foot building will include an on-site early childhood education and care center and a walkway connecting the new building with Podium's existing headquarters, which was completed last August. Currently at 500 employees, the new building will have the capacity for up to 837 additional team members. The expected move-in date is May 2020.

## ECONOMIC INDICATORS

• **Utah** is ranked No. 40 among states when it comes to reported cases of fraud, according to a list from **Security.org**. Its study of the most common type of fraud in each state is based on 2019 Federal Trade Commission data. Utah had 14,230 reported cases of fraud, with a median fraud loss of \$499. Most were "imposter" scams, with 3,676, followed by identity theft at 2,915. Nationally, two-thirds of Americans have been victims of fraud, and reported cases of fraud increased by 4 percent in 2018 as compared to 2017. Details are at <https://www.security.org/resources/common-fraud-state/>.

## GOVERNMENT

• **The Utah Department of Workforce Services** has selected **Loggins Merrill** as the new **Workforce Development Division** director. He will be responsible for the oversight and administration of programs assisting Utah's job seekers in 32 employment centers around the state and at [jobs.utah.gov](http://jobs.utah.gov). Merrill



Loggins Merrill

has worked in the department for 19 years in positions including assistant director, manager, supervisor, auditor, contract monitor and eligibility worker. Prior to his current role as assistant director of the Workforce Development Programs and Training Division, Merrill managed both the South County and Metro employment centers, overseeing more than 50 staff serving more than 2,400 customers each week. He also led the development of the Dignity of Work

program designed to help people experiencing homelessness find gainful employment as part of Operation Rio Grande.

## HEALTHCARE

• **Thermo Fisher Scientific Inc.**, based in Massachusetts, has announced it will invest more than \$50 million in its global bioproduction capabilities to provide additional capacity for manufacturing single-use bioprocess container (BPC) systems. Thermo Fisher's single-use technologies are used for critical, sterile liquid-handling applications in the pharmaceutical industry to help increase productivity and ensure quality in the production of biologic drugs. As part of the investment, the company will expand cleanroom space for BPC chamber and related assembly production processes at its site in Logan. Construction is expected to be completed by the end of 2020.

## INVESTMENT

• **NetDocuments**, a Salt Lake City-based cloud-based content services platform for law firms and corporate legal and compliance departments, has closed on a new equity investment from **Cove Hill Partners LP**, based in Boston. Cove Hill joins **Clearlake Capital Group LP** as a strategic investment partner to support the company's rapid growth and innovation and becomes a minority shareholder in the company. Terms of the transaction were not being disclosed. The NetDocuments management team will continue to lead the company. The management team remains investors and owners in the company.

## LAW

• **Holland & Hart** has hired **Scott Baird** for its Salt Lake City corporate team. Baird advises companies at every stage of the corporate life cycle in entity formation, financing and capitalization, corporate reorganization, mergers and acquisitions, and other business transactions. His clients include emerging growth technology startups, venture capital firms, private equity funds, and large private and public companies. Prior to joining Holland & Hart, Baird was an associate at Robinson & Cole LLP in Hartford, Connecticut. His education includes a B.A. from Brigham Young University.



Scott Baird

## PHILANTHROPY

• **Vivint Solar Inc.**, a Lehi-based full-service residential solar

provider in the United States, has announced a philanthropic partnership with **Children's Miracle Network Hospitals**. The company aims to raise \$1 million annually over the next three years for children's hospitals in the 22 states where Vivint Solar is currently operating. Funds will be raised through employee and corporate giving initiatives and will be used by the local hospitals to address their greatest needs. Fundraising typically helps provide care, specialized equipment, research and therapy services not covered by insurance.

## RECOGNITIONS

• **Milton L. Lee**, co-founder and chief science officer at Axcend, Provo, has received the **2019 Giorgio Nota Medal** from the **Italian Chemical Society**. Medal recipients are recognized for "significant achievement in capillary liquid chromatography," a field of scientific instrumentation that determines the chemical composition



Milton Lee

of various liquids. The medal was presented at the 43rd annual International Symposium on Capillary Chromatography in Fort Worth, Texas. Lee is currently the Emeritus H. Tracy Hall Professor of Chemistry at Brigham Young University and has been a member of the faculty since 1976. He also is a serial entrepreneur and has been involved in inventing, commercializing and transferring technology from his research laboratory at BYU into the private sector on four occasions. In addition to Axcend, he founded Torion Technologies in 2001 and Sensar Corp. in 1991, and co-founded

see BRIEFS next page

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# Industry Briefs

from previous page

Lee Scientific in 1984.

• Twelve Utah companies have made *Inc.* magazine's fourth annual list of **Best Workplaces for 2019**. A total of 346 companies nationwide made the list. Utah companies on the list are **Boomsourcing**, Lehi; **Health Catalyst**, Salt Lake City; **HireVue**, South Jordan; **Kodiak Cakes**, Park City; **Kuali**, Lehi; **Lendio**, South Jordan; **Malouf**, Logan; **Podium**, Lehi; **PrinterLogic**, St. George; **Simplus**, Salt Lake City; **Weave Communications**, Lehi; and **Xyngular**, Lehi. Employees from nearly 2,000 companies of all sizes and industries participated in a survey on topics including trust, management effectiveness, perks, and confidence in the future. *Inc.* gathered, analyzed and audited the data. Then Quantum ranked all the employers using a composite score of survey results.

• **Avetta**, an Orem-based provider of supply chain risk management, has received the **Environmental Leader 2019 Award** from **Business Sector Media**. The annual Environmental Leader program recognizes the most innovative and successful environmental, sustainability and energy products and projects in the environment and energy space. Winners are selected based on the success of the project, the capabilities of the product and the positive effect on the industry.

• The **Salt Lake Chamber** has presented **Business Champion Awards** to legislators who stood for the interests of Utah businesses during the 2019 general legislative session. The chamber said the 77 recipients voted at least 80 percent of the time on the chamber's "priority votes." The chamber also honored **Rep. Carl Albrecht**, R-Richfield, as the **2019**



Carl Albrecht

**Legislator of the Year**. The chamber said that during the 2019 session, Albrecht passed a number of bills to improve economic development opportunities for rural communities and address the unique workforce challenges facing rural Utahns.

• **USANA**, Salt Lake City, recently was named the **Health Supplement Company of the Year** at the **2019 Biotechnology Awards**, presented by *Global Health & Pharma* magazine.

USANA was selected through a combination of public nominations and research by the *Global Health & Pharma* team.

• Seven Utah companies received "gold" **Hermes Creative Awards** and five organizations received "platinum" awards in a competition recognizing creative professionals ranging from corporate marketing departments to freelancers for the concept, writing and design of materials. The **Association of Marketing and Communication Professionals** (AMCP) administers the Hermes Creative Awards and judges over 6,000 entries submitted worldwide. **321Create**, Bountiful, earned three gold honors, for a communication/marketing campaign, a social media game or contest, and a game/contests/presentation. **USANA Health Sciences**, Salt Lake City, earned gold for a marketing video, an Instagram site and a blog. **England Logistics**, Salt Lake City, earned gold for a blog and for a video showcasing employees participating in the 2018 "Saints to Sinners" Bike Relay. **Aquatherm** and **AMG Marketing Resources**, Lindon, earned gold for an integrated marketing campaign and for industry-specific information/educational writing. **SkyWest Airlines**, St. George, earned gold for an e-card and for Facebook engagement. **Utah State University**, Logan, earned gold for its *School of Veterinary Medicine Magazine* and for its "Grow With Us" billboards. **Dixie State University**, St. George, earned gold for its viewbook. Earning platinum awards were the **Church of Jesus Christ of Latter-day Saints** for its missionary safety training series; **Dixie State University** for its "A Million Dreams" video in two categories; **SkyWest Airlines** for an internal communication video and a social video; **USANA** for a video about its athletes, a marketing piece about Celevive and a video about CellSentials; and **Utah State University** for two editions of its *Cultivate* magazine. A complete list of winners can be viewed at <https://enter.hermesawards.com/winners/>.

## RETAIL

• **Sportsman's Warehouse Holdings Inc.**, a Midvale-based outdoor sporting goods retailer, has appointed **Scott Walker** as senior vice president of merchandising. Walker has 30 years of experience in the outdoor industry in leadership positions with major sporting goods and outdoor retailers, most recently serving as both chief purchasing officer at United Sporting Cos. from



Scott Walker

September 2010 to April 2019 and president of Ellett Marine Distribution. He previously held merchandising leadership positions with Bass Pro Shops, Sports Authority, Gaylan's Trading Co. and Oshman's Sporting Goods. He also served as an officer in the U.S. Army.

## TECHNOLOGY/LIFE SCIENCES

• **RiskRecon**, a Salt Lake City-based company focused on understanding and acting on third-party cyber risk, has named **Thomas Bain** senior vice president of marketing. He will be responsible for strategic go-to-market initiatives, market research and analysis, communications, digital marketing, demand generation and



Thomas Bain

partner marketing. Bain has more than 15 years of experience leading IT security organizations. Most recently, he served as vice president of marketing for Israel-based endpoint security company Morphisec. Bain has also been

CMO for a threat intelligence gateway vendor and was the vice president of global marketing for CounterTack/GoSecure.

• **Lucidchart**, a South Jordan visual workspace company, has announced that **Kelly Breslin Wright**, former executive vice president of Tableau Software, has joined the company board of directors. Wright has more than 25 years of experience, including 12



Kelly Breslin Wright

years helping build Tableau Software. She also has additional sales, operational and strategy experience from her time at Bain & Co., AtHoc and Bank of America, and her work on multiple technology boards,

including Fastly, Amperity and Even Responsible Finance.

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# Calendar

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

## **May 28, 11:30 a.m.-1 p.m.**

**Women in Business Luncheon**, an Ogden-Weber Chamber of Commerce event. Location is Hub 801 Events, 3525 Riverdale Road, Ogden. Cost is \$20 for members, \$30 for guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

## **May 28, 6-8 p.m.**

**“Internet Marketing Best Practices,”** a Small Business Development Center (SBDC) event. Location is the Orem SBDC, Utah Valley University, 815 W. 1250 S., Orem. Details are at <https://clients.utahsbdc.org/events.aspx>.

## **May 29, 7:30-9 a.m.**

**Envision Utah 2019 Spring Breakfast**, focusing on disaster preparation. Keynote speaker is Lisa Grow Sun, professor of law at Brigham Young University. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$60. Details are at <https://sb2019.planningpod.com/>.

## **May 29, 1-2:15 p.m.**

**“Women in Entrepreneurship,”** a Silicon Slopes event. Panelists are Amy Anderson, Logan city council member; Reggie Ann Geertsen, founder of Karch Co.; Kylee Ann Maughan, founder of Kylee Ann Photography; and Janna Barlow, founder of Nani Swimwear. Location is Vivint Smart Home, 1400 N. 635 E., Logan. Details are at [siliconslopes.com](http://siliconslopes.com).

## **May 30-31**

**2019 Utah Entrepreneurship Program Summit**, a Lassonde Entrepreneurship Institute event designed for staff, faculty and student entrepreneurship programs leaders at universities, colleges and high schools across the state. Activities include a May 30 dinner, 4-8 p.m., and the summit May 31, 8 a.m.-1 p.m. Location is the Spencer Fox Eccles Business Building, University of Utah, 1655 Campus Center Drive, Salt Lake City. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## **May 30, 8:30 a.m.-5 p.m.**

**Governor’s Energy Summit**, presented by the Governor’s Office of Energy Development, in partnership with Utah Media Group. Theme is “Powering Innovation & Investment.” Keynote speakers are Rick Perry, U.S. secretary of

energy, and Tom Farrell, chairman, president and CEO of Dominion Energy. Other speakers include Gov. Gary Herbert; Wyoming Gov. Mark Gordon; Laura Nelson, the governor’s energy advisor; Anders Ekvall, vice president of liquid natural gas development at Shell; Tom Farrell, CEO of Dominion Energy; and Daniel Simmons, assistant secretary of energy efficiency and renewable energy at the U.S. Department of Energy. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$179. Details are at <https://governorsenergysummit.com/>.

## **May 30, 8 a.m.-4 p.m.**

**“Employment Law Update – Utah,”** an Employers Council event. Discussion topics include a case, legislative and regulatory update; employees’ protected statuses; wage and hour law; medical leaves of absence; workplace communication; the gender pay gap; and arbitration agreements, class-action waivers and confidential settlements. Location is Sheraton, 150 W. 500 S., Salt Lake City. Cost is \$219 for members, \$269 for nonmembers. Details are at [employerscouncil.org](http://employerscouncil.org).

## **May 30, 10-11 a.m.**

**“Developing Amazing Employees,”** a West Jordan Chamber of Commerce event. Speaker is Tim Johnson of Blue Ivy. Location is West Jordan Chamber office, 3065 W. 5400 S., Taylorsville. Details are at [westjordanchamber.com](http://westjordanchamber.com).

## **May 30, 11:30 a.m.-1 p.m.**

**Lunch & Learn**, a Murray Area Chamber of Commerce event. Speaker is Allison Trease of NeighborWorks. Location is Soy’s Sushi Bar & Grill, 4927 S. State St., Murray. Cost is \$20 for members, \$30 for guests. Details are at [murraychamber.org](http://murraychamber.org).

## **May 31-June 1**

**Refugee Employment Conference (Day One) and Refugee Employment Conference Job Fair**, a Department of Workforce Services, Refugee Services Office event focusing on best practices for helping refugees find and maintain family-sustaining employment. Location is Sheraton Hotel, 150 W. 500 S., Salt Lake City. Free. Details are at <https://jobs.utah.gov/refugee/volunteer/employcon.html>.

## **May 31, 7:30-8:30 a.m.**

**“Eggs & Issues,”** a Murray Area Chamber of Commerce event. Speaker is Murray City Police Chief Craig Burnett. Location is Anna’s Restaurant, 4770 S. 900 E., Salt Lake City. Free unless

ordering from the menu. Open to everyone. Details are at [murraychamber.org](http://murraychamber.org).

## **May 31, noon-1 p.m.**

**“Startup Conversation,”** a Silicon Slopes event featuring Damien Patton, founder and CEO of Banjo. Location is Kiln SLC, 26 S. Rio Grande St., Suite 2072, Salt Lake City. Free. Details are at [siliconslopes.com](http://siliconslopes.com)

## **May 31, 6-9:30 p.m.**

**“Giant in Our City,”** a Salt Lake Chamber black-tie, invited event. This year’s recipient is Fred Lampropoulos. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$240. Details are at [slchamber.com](http://slchamber.com).

## **June 3, 7 a.m.-2 p.m.**

**Chamber Champions Golf Tournament 2019**, a Utah Valley Chamber event. Location is Hobbie Creek Golf Course, 94 Hobbie Creek Canyon Road, Springville. Cost is \$450 for single members, \$600 for single nonmembers, \$1,500 per foursome. Details are at [thechamber.org](http://thechamber.org).

## **June 4, 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](http://davischamberofcommerce.com).

## **June 4, 11:30 a.m.-1 p.m.**

**“Let’s Do Lunch,”** a South Jordan Chamber of Commerce event. Location is Gecko’s Mexican Grill, 781 W. 10600 S., South Jordan. Cost is \$15 for members, \$20 for nonmembers (costs rise by \$5 the day of the event). Details are at [southjordan-chamber.org](http://southjordan-chamber.org).

## **June 5, 6-8 p.m.**

**“Starting Your Business 101,”** a Salt Lake Small Business Development Center (SBDC) event. Location is Salt Lake Community College’s Miller Campus, Miller Corporation Partnership Center, Room 110, 9690 S. 300 W., Sandy. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## **June 6, 7:30 a.m.-2 p.m.**

**2019 Business Summit & Expo**, a South Jordan Chamber of Commerce event. Theme is “Step It Up.” Speakers include Jason Hewlett, inspirational humorist; economist James Wood, Ivory Boyer Fellow at the Kem C. Gardner Policy Institute; Dawn Ramsey, mayor of South Jordan; and Brady Davies of Colliers

International providing a commercial real estate market overview. Breakout sessions include “Can I Fire You?,” “Branding Through Story,” “Marketing Through Geotracking,” “Social Media Success,” and a South Jordan City general plan and Q&A. Location is Karen Gail Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$50, \$55 at the door. A portion of proceeds will go toward the Jordan Education Foundation’s Principal’s Pantry to provide food for students in need. Details are at [www.southjordanchamber.org](http://www.southjordanchamber.org).

## **June 6, 7:30-9 a.m.**

**Chamber Speaker Series**, an Ogden-Weber Chamber of Commerce event. Speaker David Gray, human resource manager at Lagoon, will discuss “Creating a Unique Business Vision.” Location is Weber Center, 2380 Washington Blvd., Ogden. Free for chamber members and first-time guests. Details are at [ogden-weberchamber.com](http://ogden-weberchamber.com).

## **June 6, 11:30 a.m.-1 p.m.**

**“Lunch & Learn,”** a Murray Area Chamber of Commerce event. Speaker is from Life Vessel of Utah. Location is Soy’s Sushi Bar & Grill, 4927 S. State St., Murray. Cost is \$20 for members, \$30 for guests. Details are at [murraychamber.org](http://murraychamber.org).

## **June 7, 8-10 a.m.**

**Friday Forum**, a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., No. 200, Provo. Details are at [thechamber.org](http://thechamber.org).

## **June 7, 8-10 a.m.**

**First Friday Face-to-Face**, a West Jordan Chamber of Commerce business-to-business networking event. Location is the Megaplex Theatres at The District, 3761 W. Parkway Plaza Drive, South Jordan. Free. Details are at <http://firstfridaysnetworking.com/>.

## **June 7, 8:30-11:30 a.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>.

## **June 7, 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](http://holladaychamber.com).

## **June 8, 8 a.m.-5 p.m.**

**Utah Podcast Summit**. Keynote speaker is Dave Jackson, founder of the School

of Podcasting. Location is Salt Lake Community College’s Miller Campus, Karen Gail Miller Conference Center, 9750 S. 300 W., Sandy. Cost is \$110 (\$155 at the door), \$30 for students and faculty. Details are at [www.utah-podcastsummit.com](http://www.utah-podcastsummit.com).

## **June 8, 10 a.m.-1 p.m.**

**“Simple Steps for Growing Your Business,”** a SCORE event. Location is Salt Lake Main Library, 210 E. 400 S., Conference Room C, Salt Lake City. Free. Details are at <https://utahsbdc.org/trainings>.

## **June 11, 7:15-9 a.m.**

**Breakfast Meeting**, an Association for Corporate Growth (ACG) Utah event. Speaker is Chris Anderson, chief operating officer at HUB Promotion Group. Location is Marriott City Center, 220 S. State St., Salt Lake City. Details are at <https://www.acg.org/utah/events/>.

## **June 11, 10-11:30 a.m.**

**“How to Become a Leader People Will Follow,”** a West Jordan Chamber of Commerce event. Location is Mountain America Credit Union, 3065 W. 5400 S., Taylorsville. Free for chamber members, \$10 for nonmembers. Details are at [westjordanchamber.com](http://westjordanchamber.com).

## **June 12, 8-10 a.m.**

**M.A.C.H. Speed Networking**, a Murray Area Chamber of Commerce event. Location is Urban Arts Gallery, 116 S. Rio Grande St. (The Gateway), Salt Lake City. Free. Details are at [murraychamber.org](http://murraychamber.org).

## **June 12, 19, 8:30-11:30 a.m.**

**Sales Academy**, a Sandy Area Chamber of Commerce Business Institute event designed to help you clearly identify the problem your business solves, who has the problem, where to find them, how to emotively speak to them, and ultimately how to provide a value so compelling that your prospects become clients who develop a connection to your brand. Location is Salt Lake Community College’s Miller Campus, MFEC 223, Sandy. Cost is \$25 for members, \$50 for nonmembers. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## **June 12, 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

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executive, providing tips on how to improve a LinkedIn profile. Location is Outback Steakhouse, 372 E. University Parkway, Orem. Details are at thechamber.org.

**June 12, 11:45 a.m.-1:15 p.m.**

**"Lunch with the Mayor,"** a South Salt Lake Chamber of Commerce Women in Business event featuring Mayor Cheri Wood. Location is Ramada Inn, 2455 S. State St., South Salt Lake. Cost is \$20. Details are at sslchamber.com.

**June 12, 5-7 p.m.**

**Business After Hours,** an Ogden-Weber Chamber of Commerce event. Location is Ogden Golf & Country Club, 4197 S. Washington Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at ogdenweberchamber.com.

**June 13, 11:30 a.m.-1 p.m.**

**June WIB Luncheon,** a Davis

Chamber of Commerce event. Location is 450 S. Simmons Way, Kaysville. Cost is \$20. Details are at davischamberofcommerce.com.

**June 13, 11:30 a.m.-1 p.m.**

**Lunch & Learn,** a Murray Area Chamber of Commerce event. Speaker is from Elevation Chiropractic. Location is Soy's Sushi Bar & Grill, 4927 S. State St., Murray. Cost is \$20 for members, \$30 for guests. Details are at murraychamber.org.

**June 13, 4:30-6:30 p.m.**

**Sixth Annual Chamber Bowl,** a Murray Area Chamber of Commerce event. Location is Bonwood Bowl, 2500 S. Main St., South Salt Lake. Cost is \$7 (includes three games and shoe rental). Details are at murraychamber.org.

**June 13, 6:30-8:30 p.m.**

**"Books for Every Small-Business Owner,"** a SCORE event. Location is Sandy City Library, 10100 S. Petunia Way, Sandy. Free. Details are at https://utahsbdc.org/trainings.

**June 14**

**Sandy Area Chamber Golf Classic.** Registration begins at 7:30 a.m., followed by the tournament at 8:30 a.m. Luncheon awards ceremony follows the end of play. Location is River Oaks Golf Course, 35 E. 9270 S., Sandy. Cost is \$1,500 for a four-some. Sponsorships are available. Details are at sandychamber.com.

**June 14, 7:45-9 a.m.**

**Women in Business Networking,** an Ogden-Weber Chamber of Commerce event. Location is Weber Center, 2380 Washington Blvd., Ogden. Free for WIB members. Details are at ogdenweberchamber.com.

**June 14, 8 a.m.-4 p.m.**

**Product PowerUp,** an event bringing together industry experts on key issues and topics for tangible product companies. Event will feature workshops and speakers discussing manufacturing, supply chain, retail, marketing and more, plus networking opportunities. Location is Cache County Event Center, 490 S. 500 W., Logan. Registration can be completed at Eventbrite.com.

**June 14, noon- 1 p.m.**

**Silicon Slopes Live,** a live recording of a Silicon Slopes podcast featuring Brandon Rodman, CEO of Weave. Location is Silicon Slopes, 2600 W. Executive Parkway, Suite 140, Lehi. Free. Details are at siliconslopes.com.

**June 15, 10 a.m.-noon**

**"Strategies to Increase Your Sales,"** a SCORE event. Location is Corinne & Jack Sweet Branch Library, 455 F St. E, Salt Lake City. Free. Details are at https://utahsbdc.org/trainings.

**June 17, 6:30 a.m.-2 p.m.**

**Annual Golf Tournament,** a Davis Chamber of Commerce event. Location is Valley View Golf Course, 2501 E. Gentile St., Layton. Sponsorships are available. Details are at davischamberofcommerce.com.

**June 17, 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 Mountain America Credit Union, 3065 W. 5400 S., Taylorsville. Details are at westjordanchamber.com.

**June 18, 10-11:30 a.m.**

**"Investing in Human Capital,"** a West Jordan Chamber of Commerce event. Theme is "The Transformation Challenge: The Six Steps to Planning and Execution." Location is Mountain America Credit Union, 3065 W. 5400 S., Taylorsville. Free for members, \$10 for nonmembers. Details are at westjordanchamber.com.

**June 18, 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.

**June 18, 11:30 a.m.-1 p.m.**

**Southwest Valley Women in Business.** Location to be announced. Cost is \$15 for mem-

see **CALENDAR** page 15

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# Succeeding in Your Business

## Does your business qualify as woman- or minority-owned?

"My husband and I started a consulting business a while back and we are finding ourselves getting more and more business from government agencies and nonprofit organizations. There's only one problem: Many of these people want to know if we are a 'minority-owned enterprise' or a 'woman-owned enterprise' so they can comply with federal and state laws requiring that a certain percentage of their business be given to minority- or woman-owned contractors.

"I am female and own 51 percent of the business. My husband and I are both members of recognized minority groups. Is that enough to qualify?"

Believe it or not, the answer may well be "no" — at least for a female-owned business.

In order to qualify as a minority- or woman-owned enterprise, you need to be certified as such by a recognized organization that provides seals of approval as part of its mandate.

For woman-owned businesses, the gold standard for certification is the Women's Business Enterprise National Council (WBENC) in Washington, D.C.

For minority-owned businesses, the gold standard for certification is the National Minority Supplier Development Council (NMSDC) in Washington, D.C.

For purposes of NMSDC's certifica-

tion program, a minority group member is an individual who is a U.S. citizen and can provide documentation that he or she is at least 25 percent minimum Asian (either Asian Indian American or Asian Pacific American), black, Hispanic or Native American.

Mere 51 percent ownership of a business by a woman or minority group member will not be enough to qualify for certification. The NMSDC also requires that minority group members control the daily management and operations

of the business.

The WBENC certification criteria go further, requiring the following evidence:

- The contribution of capital and/or expertise by the female business owner is real and substantial and in proportion to the interest owned.
- The female business owner directs or causes the direction of management, policy, fiscal and operational matters.
- The female business owner has the ability to perform in the area of specialty or expertise without reliance on either the finances or resources of a firm that is not owned by a woman.

If you are both a woman and a minority group member, it is advisable to apply for both certifications, as some government agencies will prefer one over the other. While you should clearly qualify as a minority-owned

business, you may not meet the WBENC requirements for a woman-owned business if your husband actually runs things.

What if you are not a woman or minority group member but are disadvantaged in other ways (for example, you are physically handicapped or live in a poverty-stricken neighborhood)? The U.S. Small Business Administration, as part of its Section 8(a) Business Development Program, provides certification for "socially and economically disadvantaged firms." While companies owned by minority group members are presumed to qualify, the program also admits individuals with a net worth of less than \$250,000 (excluding ownership of the business and his or her primary residence) if they show that they are disadvantaged because of race, ethnicity, gender, physical handicap or "residence in an environment isolated from the mainstream of American society." For more information, see [www.sba.gov/content/8a-business-development-0](http://www.sba.gov/content/8a-business-development-0).

To participate in the Small Business Administration Historically Underutilized Business contracting programs, a business must be determined to be a qualified HUBZone small-business concern. A firm can be qualified if:

- It is small (by SBA standards).
- It is located in a "historically underutilized business zone" (HUBZone).
- It is owned and controlled by one or more U.S. citizens.

- At least 35 percent of its employees reside in a HUBZone.

To find out if your business is located in a HUBZone, go to [www.sba.gov/content/hubzone-maps](http://www.sba.gov/content/hubzone-maps).

What if you are a disabled veteran? The law defines a disabled veteran as a United States military ground, naval or air service veteran with a service-related disability of at least 10 percent.

The U.S. Veterans Administration provides certification as a veteran-owned or disabled-veteran-owned enterprise through its Office of Small & Disadvantaged Business Utilization and private certification can be secured through organizations such as the National Veteran-Owned Business Association. To qualify, a company must meet the following legal requirements:

- It is a sole proprietorship or partnership at least 51 percent owned by one or more disabled veterans or, in the case of a publicly owned business, with at least 51 percent of its stock owned by one or more disabled veterans; a subsidiary which is wholly owned by a corporation in which at least 51 percent of the parent company's voting stock is owned by one or more disabled veterans; or a joint venture in which at least 51 percent of the joint venture's man-



CLIFF ENNICO

see ENNICO page 17

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## Opinion

# If we needed a reminder that trades wars aren't good, this is it

President Donald Trump and his supporters often tell us that he is fundamentally a free trader. The current trade war with China, they say, is simply the small price we must pay now for a world of much freer trade tomorrow, when all governments

lower their trade barriers in fear of Trump's hard-bargaining techniques. Let's see what markets have to say about that. After the president tweeted a couple weeks ago that tariffs against China would go up within five days if Beijing didn't agree to his demands, markets dived. Stocks plunged once again that week on Friday morning, after the 25 percent tariff on \$200 billion in Chinese exports to the United States became reality. Stock prices rose later that day after presidential tweets suggested that trade talks were going well. But the market took another hit on Monday after China announced retaliatory moves, including tariffs increased to as much as 25 percent on \$60 billion of U.S. imports to China.

Markets aren't immune to being pulled and pushed by emotions, yet overall, they're smarter than any one politician or

administration. Markets reflect expectations of the future health of the economy. And what they're telling us now, strongly and clearly, is that they're uncertain about the economy's ability to sustain a long trade war with China. That's true even if, by some measures, China is getting hit harder than we are. The great interconnectedness of our economies means that if China "loses," we do, too — and vice versa.

If the markets really believed that the Trump trade war would eventually make global trade freer, then with each U.S. move, the markets should go up. The fact that they go down upon news of a U.S. escalation in the trade war means that markets expect trade to, for a significant time, become and remain less free.

It's understandable. Investors don't know how long this belligerence will last. They don't know which goods will be targeted for retaliation or how high the new duties will go on either side. And markets don't know if or how this fight will spread to other countries.

Also, let's not forget that our fight with China isn't the only trade war Trump

is waging. We have no idea if the United States-Mexico-Canada Agreement will ever be implemented. Will anything happen with Europe and Japan? Meanwhile, other countries are forming trade alliances among themselves, leaving the United States more and more isolated.

This drama could go on for a long time. It's one thing if Beijing agrees to change its trade policies as part of a multilateral agreement that it enters voluntarily. But it's a whole other political game when the United States demands unilaterally — much like a bully — that Beijing must change its behavior. The Chinese government is unlikely to cave on issues of sovereignty. And being an authoritarian government, China could hold on for quite a while, even if this trade war hurts the Chinese people more than it hurts Americans.

It's time for another route. There's no doubt that we would all, including the Chinese people, benefit from a change in the Chinese government's behavior on trade and state subsidies. But tariffs on top of other tariffs isn't the answer. The U.S. government should drop the duties on China and our other trading partners and rejoin the Trans-Pacific Partnership Agreement.

From there, a strong alliance could form to induce change in China with the aggressive use of the World Trade Organization. Those skeptical of the WTO's ability to help with China should check out a Cato Institute report from last year titled "Disciplining China's Trade Practices at the WTO: How WTO Complaints Can Help Make China More Market-Oriented." The authors demonstrate that "China does a reasonably good job of complying with WTO complaints brought against it."

Trump's strategy was never going to be a winning one. If ever we needed a reminder that trade wars are neither good nor easy to win, this is it. If ever we needed evidence that the president might not know what he's doing and he's poorly advised on these matters, again, this is it. Unfortunately, we all suffer from these self-inflicted wounds. But, please, spare us the nonsense that this trade war is part of a grand scheme to make global trade much freer.

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

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# Trump's 'America First' philosophy has created a less stable world

Donald Trump has seemed largely uninterested in foreign policy. He got excited briefly when he thought he could win a Nobel Peace Prize and hyped the danger of an imminent North Korean attack — so that he could play the peacemaker. When it became clear that a deal was not to be had easily, Trump lost interest and scarcely mentions the subject anymore.

Beyond North Korea, his foreign policy has largely been one of subcontracting (a familiar style for a real estate developer). Middle East policy is farmed out to Israel and Saudi Arabia. The administration simply backs whatever those nations want. Policy toward left-wing regimes in Latin America — Cuba, Venezuela and Nicaragua — has been delegated to saber-rattlers like national security advisor John Bolton and Sen. Marco Rubio, R-Florida. The rest of Latin America is dealt with solely through the lens of immigration — in other words, subcontracted to senior advisor Stephen Miller.

The one common aspect of Trump's foreign policy, however, has been that it has provoked a vigorous nationalist response abroad. Take China, where the government has gone on the offensive and denounced what it sees as America's aggressive trade demands. Beijing's state-controlled television network recently featured a commentary that tied American tactics to previous foreign efforts to subjugate China. "After 5,000 years of wind and rain, what hasn't the Chinese nation weathered?" the anchor said. "If you want a trade war," he declared, "we'll fight you until the end." That clip,

in addition to being aired on China's main TV news channel, has now been watched online millions of times.

In Iran, the Islamic Republic has been able to withstand the economic storms caused by U.S. sanctions so far because it has been able to pin the blame on Trump's anti-Iran strategy, not the regime's economic mismanagement. Washington has always underestimated nationalism, especially in the case of Iran. Many of Iran's foreign policy moves stem from its geopolitical position, not some fundamentalist Shiite ideology. Last year, Ardeshir Zahedi, who served as foreign minister under the shah, published an open letter to Secretary of State Mike Pompeo, essentially defending the Islamic Republic's foreign policy. Iran's nuclear program, it is worth recalling, began under the shah.

The manner in which the Trump administration deals with almost every country provokes a nationalist, anti-American response. One of the great achievements of American foreign policy over the past 30 years was that Mexico had gone from being an anti-American, revolutionary country to a pro-American partner. In 2015, before Trump's election, 66 percent of Mexicans had a favorable view of America. By 2018, that number had dropped to 32 percent. Confidence in the U.S. president plummeted in that same time period from 49 percent to 6 percent.

The pattern recurs almost everywhere. In Canada, confidence in the U.S. president went from 76 percent in 2015 to 25 percent in 2018. In France it's worse, from 83 per-

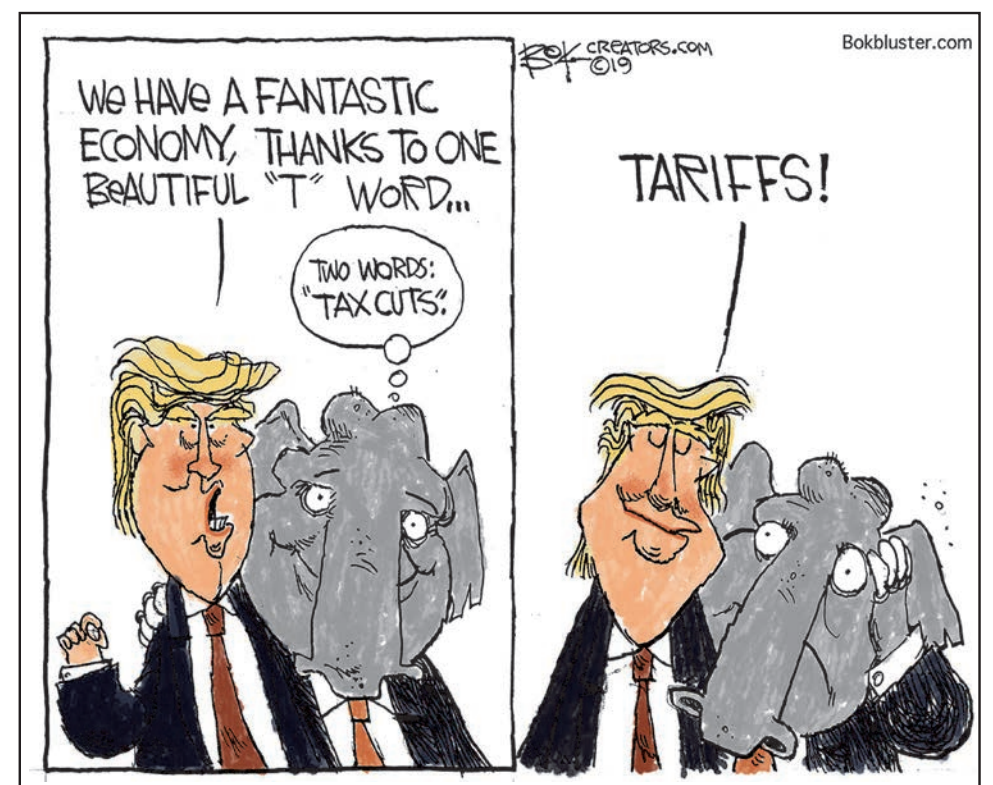
cent under Obama to single digits under Trump. In fact, in a recent Pew Research Center survey of 25 countries, only two places expressed greater confidence in Trump than they did in his predecessor — Russia and Israel.

Countries around the globe are becoming more assertive and anti-American, even ones that embrace Trump's ideology. Viktor Orban proudly proclaims that he is building an "illiberal democracy" in Hungary. In recent years, the prime minister has destroyed democratic checks and balances, demonized immigrants (of whom there are few in Hungary) and

mouthed anti-Islamic rhetoric. Shunned by Obama, Orban was warmly welcomed recently at the White House by Trump. And yet, Orban has rebuffed American overtures and aligned himself with China and Russia when it has suited his purposes.

It makes perfect sense. In his 2017 speech to the UN General Assembly, Trump called for "a great reawakening of nations," urging countries to use patriotism and self-interest as their guides in foreign policy. Trump's north star has been to

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## CALENDAR

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bers the day of the event, \$20 for nonmembers. Details are at southjordanchamber.org.

### June 19, 8 a.m.-4 p.m.

**"The Successful Supervisor: Critical Skills for Effectiveness,"** an Employers Council event. Location is Employers Council, Utah office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$225. Details are at employerscouncil.org.

### June 19, 9 a.m.-3 p.m.

**"Boots to Business,"** a U.S. Small Business Administration event that is a two-step training program that provides participants an overview of business ownership as a career vocation, an outline and knowledge on the components of a business plan, a practical exercise in opportunity recognition, and an introduction to available public and private sector resources. Location is 5837 D Ave., Building 150, Airmen & Family Readiness Center, Hill Air Force Base. Free. Registration is required. Details are at <https://www.sba.gov/tools/events>.

### June 19, 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.

### June 20, 7:45 a.m.-5 p.m.

**Fourth Annual Disaster and Emergency Preparedness Symposium,** designed to provide a forum for the exchange of information and ideas related to all aspects of disaster and emergency preparedness, management and response and is for all members of the private and public sectors. Location is Ecker Hill Middle School, 2465 Kilby Road, Park City. Cost is \$59 before June 13, \$79 thereafter. Details are at <https://ce.rmcoeh.utah.edu/wconnect/ace/CourseStatus.awp?&course=19DEPS062019>.

### June 20, 8-10 a.m.

**"Harassment Prevention Training For Employees,"** an Employers Council event in Spanish. Location is Employers Council, Utah office, 175 W. 200 S., Suite 2005, Salt Lake City. Cost is \$99. Details are at employerscouncil.org.

### June 20, 11:30 a.m.-1 p.m.

**Summer Social and Networking Meeting,** a Davis Chamber of Commerce event. Location is Megaplex Theatres at Legacy Crossing, 1075 W. Legacy Crossing Blvd., Centerville. Cost is \$20 for members, \$25 for guests. Details are at davischamberofcommerce.com.

### June 20, 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 Mountain America Credit Union, 3065 W. 5400 S., Taylorsville. Free for members, \$10 for nonmembers. Details are at westjordanchamber.com.

### June 21, 7:30-8:30 a.m.

**"Eggs & Issues,"** a Murray

Area Chamber of Commerce event. Speaker is Jennifer Kennedy of the Murray City Recorder's Office. Location is Anna's Restaurant, 4770 S. 900 E., Salt Lake City. Free unless ordering from the menu. Open to everyone. Details are at murraychamber.org.

### June 21, 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.

### June 24, 7 a.m.-2 p.m.

**Classic Golf Tournament 2019,** a Salt Lake Chamber event. Registration and breakfast are at 7 a.m., followed by 8 a.m. shotgun start. Location is Salt Lake Country Club, 2400 Country Club

Drive, Salt Lake City. Cost is \$400. Sponsorships are available. Details are at slchamber.com.

### June 24

**Slopes Cup '19,** a Silicon Slopes golf tournament supporting the local startup and tech community of Utah. Check-in starts at 8 a.m., followed by the tournament 9 a.m.-1:30 p.m. Location is Alpine Country Club, 5000 W. Alpine Country Club Lane, Highland. Sponsorships are available. Details are at <https://www.slopescup.com/>.

### June 25, 8 a.m.-noon

**"Advanced I-9 Practice,"** an Employers Council event. Location is Employers Council, Utah office, 175 W. 200 S., Suite

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## ZAKARIA

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celebrate a narrow conception of national interest, rejecting the idea that there are larger international interests and, by implication, denigrating the idea of cooperative, win-win solutions.

Well, Orban is simply doing what Trump urged, as are the Chinese, the Iranians and so many others. And since the United States is still the world's leading power, and Trump's style has

been to be aggressive and undiplomatic, the easiest response is a nationalist, anti-American one, feeding public anger, stoking bad historical memories, and locking countries into a win-lose mindset.

It is a world with more instability, less cooperation and fewer opportunities for America. And it is a direct, logical consequence of Donald Trump's philosophy of America First.

Fareed Zakaria's email address is [comments@fareedzakaria.com](mailto:comments@fareedzakaria.com).

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CALENDAR  
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2005, Salt Lake City. Cost is \$145. Details are at [employerscouncil.org](http://employerscouncil.org).

**June 25, 11:30 a.m.-1 p.m.**  
**Women in Business Luncheon**, an Ogden-Weber Chamber of Commerce event. Location is The Monarch, 455 25th St., Ogden. Cost is \$20 for WIB members and youths, \$30 for non-WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

**June 27, 10 a.m.-noon**  
**"Government Contracting,"** a U.S. 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>.

**June 26, 7 a.m.-3 p.m.**  
**Annual ChamberWest Golf Classic**, a ChamberWest event for members only. Breakfast is at 7 a.m., followed by shotgun start

at 8 a.m. Location is Stonebridge Golf Club, 4415 Links Drive, West Valley City. Cost is \$225 per twosome, \$450 per foursome. Sponsorships are available. Details are at [www.chamberwest.com](http://www.chamberwest.com).

**June 26, 7:30-8:30 a.m.**  
**"Coffee Connection,"** a Holladay Chamber of Commerce event. Location is 3 Cups, 4670 S. Holladay Village Plaza, No. 104, Holladay. Details are at [holladaychamber.com](http://holladaychamber.com).

**June 28, 7 a.m.-3 p.m.**  
**Murray Chamber Children's Charity Golf Classic**, a Murray Area Chamber of Commerce event. Check-in and breakfast begin at 7 a.m. Shotgun start is at 8 a.m. Location is Murray Parkway Golf Course, 6345 S. Murray Parkway Blvd., Murray. Cost is \$99 (\$250 for foursome by May 31, \$375 thereafter). Sponsorships are available. Details are at [murraychamber.org](http://murraychamber.org).

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### 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](mailto:bschwemmer@irteams.org)), or to apply for an assignment, fill out an online volunteer application ([www.irteams.org](http://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.

## ENNICO

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agement, control and earnings are held by one or more disabled veterans.

- One or more disabled veterans control the management and the daily business operations.

- The disabled veteran(s) exercising management and control need not be the same disabled veteran(s)

who own the firm.

- It is a sole proprietorship, partnership or corporation with its home office located in the United States and is not a branch or subsidiary of a foreign corporation, firm or business.

Some state and local governments have their own certification programs and will require your business to be certified locally. For example, both New York State and New York City have their own requirements for certification. MWBE Enterprises Inc., a for-

profit consultancy, provides consulting services for companies seeking certification as minority- or woman-owned enterprises (see [www.mwbe-enterprises.com](http://www.mwbe-enterprises.com) for details).

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

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## INSIDE



### Essential to your success

Jeremy Robison give us the ins and outs of building and maintaining a good credit score — something that is key to success in any industry — but especially for small trucking companies.

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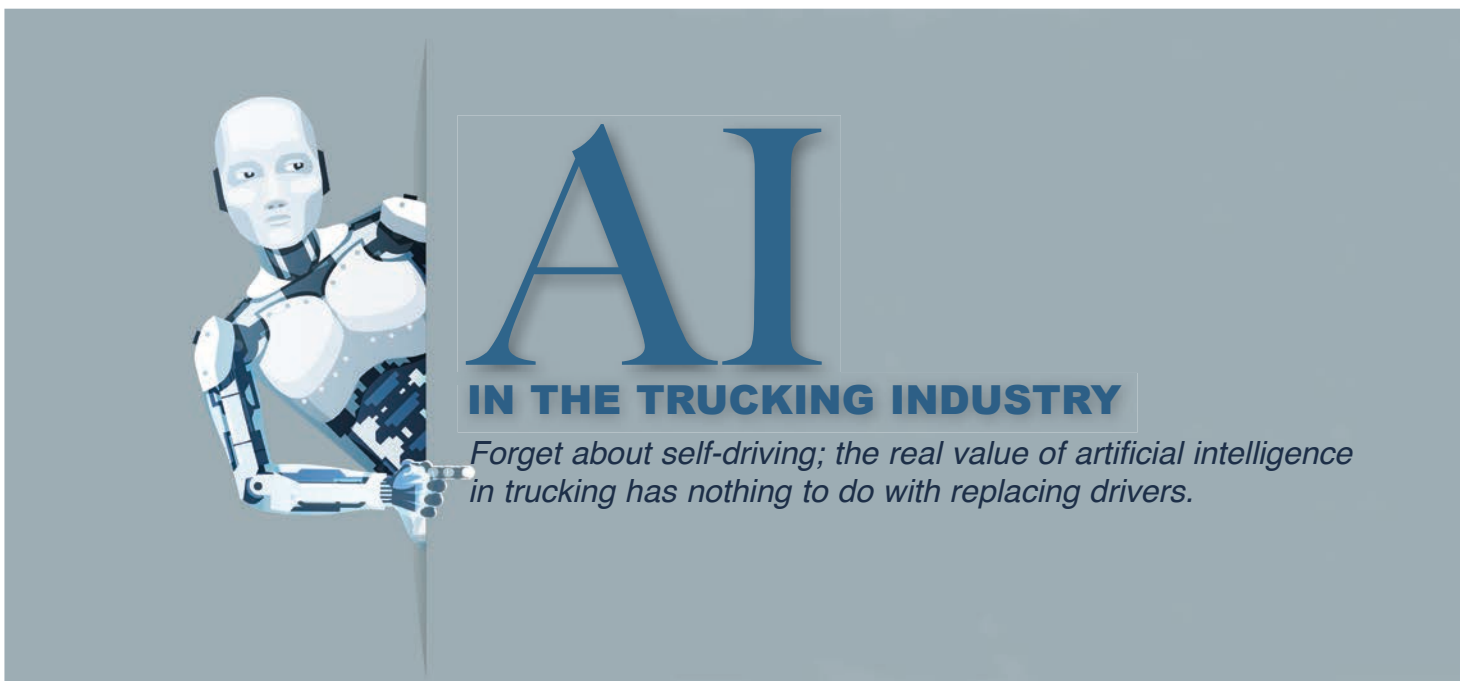
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### Issue Sponsor:



# Focus

## TRUCKING



It is hard to go online without seeing “AI,” or artificial intelligence, everywhere. On the hype-o-meter scale of 1 to 10, AI is about a 100 right now. It seems that nearly every day, another company is touting that they are using AI to change the world. It is not all that different in trucking, especially when it comes to self-driving. Although we could fill up this entire section with a conversation on self-driving, AI, and trucking, let’s talk about how AI matters in the non-self-driving part of trucking — which I think is much more interesting.

First, a small primer on AI. At its core, AI is just a mathematically driven prediction model — albeit a very complex one that, up until five years ago, required a super-computer and trillions of complex mathematical calculations. This is why you hear so much about AI now, because you don’t need a super-computer anymore.

Prediction models are nothing new; they have been around for centu-

ries using legacy statistical methods. Every time a truck picks up a new load, some computer process or person has “predicted” that the load is going to make money for the trucking company — even though you don’t

know if weather, maintenance or any of hundreds of things could affect how profitable that trip is.

What makes AI different from legacy statistical models is how many inputs can inform the prediction. I know that last sentence probably made no sense,

but stay with me here. Once you have an “a-ha” moment on what AI is, you will see its potential in a whole new light.

In any prediction model, you take a set of inputs and use those to generate some kind of prediction. For example, with the weather, you can take yesterday’s temperature, barometric pressure and precipitation to predict what today’s weather will be. That is a fairly simple model. Each of these inputs will inform what the

predicted output will be, in this case whether (pun intended!) it will rain or not. The challenge with legacy statistical models is that with each new input, your model becomes exponentially more complex — so you are limited on how many inputs you can use.

In the case of the weather, super-computers and AI started being used decades ago because there were so many inputs: not just the weather yesterday, but how about the weather last year, the year before and decades of historical weather data; the direction of the wind yesterday, last year and 50 years back; the weather a few hundred miles away; the weather the day before yesterday, and the day before that, and on and on. Pretty soon there are thousands of inputs that can be used to predict the weather. You can’t have that many inputs in a legacy statistical model — it is just too complex to manage. With AI,

**see AI page F6**



CORY LINTON

*"... new technologies like AI will enable trucking companies to deliver more loads faster and more safely — and leading trucking companies are already starting to gather their data in a way that can leverage AI. If you have thought AI doesn't apply to trucking, it might be time to think again and position your company to be ready — because your competition is already doing that."*







# Utah's *Voice in* TRUCKING

## The Mission:

The Utah Trucking Association is committed to providing the leadership, representation and education necessary to support its members in fulfilling their mission in the secure movement of America's freight. Providing well-trained and safe drivers, running profitable companies, and being responsible citizens in the communities of Utah and the Nation.



## Valued Services with Membership:

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- DOT Compliance
- Log Book Training
- HazMat
- Brake Certification
- Quickbooks
- 401k Advisory
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### Discounts on Supplies/Forms:

- Log Books
- Vehicle Inspection Reports
- Federal Regulations Manuals
- Placards
- Medical Forms
- Emergency Response Guidebooks

### Industry Publications and Website:

- Weekly Newsletter- "Truckin' Hot News"
- Bi-monthly magazine- "Utah's Voice in Trucking"

### Advocating for the Utah trucking industry:

- Utah State Legislature
- Governor's Office
- Federal Congress and Senate bodies

### Discounts on Services:

- Discount on Workman's Compensation premiums
- Association Employer Sponsored 401k Plan
- J.J.Keller Regulatory and Compliance Products
- Discounts on UPS Shipping
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- Discount on NetWize, Hardware and Software Support

### Events:

- Annual Management Conference & Expo
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- Driver Awards Banquet
- Safety Management Council Meeting
- Trucking Driving Championship
- Monthly meetings in Southern, Northern and Basin Utah

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TRUCKING COMPANIES

Ranked by Number Of Power Units 2018



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	No. Power Units 2018	Gross Utah Sales 2018	Number of Flatbeds	Number of Refrigerated Vans	Number of Tank Trailers	Number of Dry Vans	Full-Load Carrier?	Less-Than- Truckload Carrier?	2018 Miles	No. of Utah Employees	President/CEO
1	C.R. England Inc. 4701 W. 2100 S. SLC, UT 84120	800-453-8826 crengland.com	4,168	\$1.6B	80	1,622	0	1,096	Y	Y	503.2M	1,500	Dan England Chairman Chad England CEO Josh England President
2	Pride Transport Inc. 5499 W. 2455 S. SLC, UT 84120	801-972-8890 pridetransport.com	510	\$139M	0	850	0	30	Y	Y	54.5M	625	Jay England CEO
3	LW Miller Cos. 1050 W. 200 N. Logan, UT 84321	435-753-8350 lwmler.com	150	\$47.3M	0	80	60	0	Y	*	16.3M	275	Larry W. Miller
4	Godfrey Trucking Inc. 6173 W. 2110 S. West Valley City, UT 84128	801-972-0660 godfreytrucking.com	115	*	15	0	*	300	Y	Y	11M	100	Scott Godfrey
5	Sharp Transportation Inc. 390 N. 900 E. Wellsville, UT 84339	435-245-6053 sharptrucking.com	105	\$27.1M	0	70	0	215	Y	Y	9.8M	125	Zan Sharp
6	James H. Clark & Son Inc. 4100 S. 663 W. SLC, UT 84123	801-266-9322 jameshclark.com	100	\$20M	0	135	*	2	Y	N	10M	135	Gregory D. McCandless
7	Sinclair Trucking Co. 550 E. South Temple SLC, UT 84102	801-524-2700 sinclairoil.com	91	\$3.95M	0	0	122	0	Y	N	6.8M	24	Mark Petersen President
8	Double D Distribution Inc. 1550 S. Distribution Drive SLC, UT 84104	801-364-6565 doubleddistribution.com	36	*	2	1	90	10	Y	Y	3.4M	40	Mark Droubay
9	Bakston Freight Systems Inc. 1522 E. Commerce Drive St. George, UT 84790	435-673-7971 bakston.com	*	\$2.7M	0	0	0	40	Y	Y	400K	22	*
10	Geodyne Transport 1235 S. 3200 W. SLC, UT 84104	801-575-1110 geodyne.net	*	\$7M	0	12	87	0	Y	N	2M	27	Jaden Kemp
11	Halbersleben Trucking 2875 So. Main St. SLC, UT 84115	801-928-2345 shipht.com	*	*	0	106	0	12	Y	N	*	18	Rich Halbersleben
12	New Prime Inc. 3720 W. 800 S. SLC, UT 84104	417-866-0001 primeinc.com	*	*	1,273	9,612	486	0	Y	N	*	1,694	Robert Low
13	Parke Cox Trucking Co. Inc. P.O. Box 911717 St. George, UT 84791	435-628-0886 coxtrucking.com	*	*	23	0	0	199	Y	Y	8.7M	118	Donald L. Cox David P. Cox



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GRAHAM

from page 6

smartphone to record the meeting can be questionable.  
So, how can you keep your attention on what you’re hearing and recall it at the same time? Keyword notetaking helps. Instead

of trying to jot down even four or five words at a time, let alone sentences, just one or two keywords aid recall later.  
**Rule No. 4. Use “rewind reviews.”** Missing essential information or getting it wrong undermines a marketer or salesperson’s credibility — and the chances of make the sale.

An effective way to avoid such unnecessary mishaps is the “rewind review.” You might say, “I want to be sure I understand what you’re telling me, so let me put in my own words. Correct me if I get it wrong.” This not only will help get it right, but it sends the message that you’re a serious listener.

The battle for the control of the minds of salespeople is relentless. “Don’t give in. Don’t let yourself think like a customer,” they tell us. “It’s our agenda and what we need to accomplish that counts.” At the same time, we are told to put the customer first. But those are just words that don’t ring true with customers unless we

think like them.  
John Graham of GrahamComm is a marketing and sales strategy consultant and business writer. He is the creator of “Magnet Marketing,” and publishes a free monthly e-bulletin, “No Nonsense Marketing & Sales Ideas.” Contact him at jgraham@grahamcomm.com.



# THE KEY TO SUCCESS

*The success of your trucking company may depend on building and maintaining a good credit rating*

Oh, no! You need a loan to help improve your cash flow or make a large purchase — like getting a new trailer — and your business' credit score is too low for you to be approved. What can you do?

The good news is this is not a permanent situation. You can take steps today to improve it. One key thing to remember, though, is it will not happen overnight and it will take time and multiple tactics to see proof of your efforts.

**Get a credit card for your business.** Obtaining business credit cards can be easier than you may think. It will help your business' credit score if you use a credit card tied to the business as opposed to your personal credit card. Once you get the credit card, make sure to use it and pay it off in full every month. Failure to do so will actually negatively impact your credit score.

**Separate your credit and finances from your business.** Separating your personal credit from your business is essential for many reasons, one of which is that if your personal credit is less than perfect, it can bring down

your business' overall score. So, take steps to separate your finances by only having personal bills come in your name and company bills come to the business.

**Pay your bills on time or early.**

This is one of the most significant factors weighing on your credit score. The earlier you pay your bills, the higher the rating you receive, so always aim to pay your bills in full in advance of the due dates.

Setting up payment reminders can also help to ensure you will pay your bills before they are past due.

There are easy ways to ensure you see the reminders even when you are on the road, such as setting up calendar reminders on your phone or payment reminders through your bank.

**Monitor and check your credit report.** It is essential to make sure things are being reported to the credit agencies correctly and the only way to ensure that is happening is if you monitor and check your credit reports. Several websites offer credit monitoring and checking for low to no cost. A simple Google search can help you get started.

**Don't overextend your credit.** The credit bureaus check to make sure your debt-to-equity ratio is not overextend-

ed. If they believe that it is, your credit score will be negatively impacted. So, what can you do? It could be helpful to limit the number of credit cards and loans you have, sticking with just what you truly need and not just applying for a credit card because of a good initial offer. Additionally, not maintaining high balances on your existing credit cards will help your debt-to-equity ratio.

In addition to these steps that you can take to build and improve your business' credit score, there are things you can do to improve your cash flow getting you access to the cash you need when you need it. These can be good options for trucking companies to gain access to the funds they need while they build their credit as you don't need perfect credit to be approved:

**Freight bill factoring.** When you partner with a freight bill factoring company, they will pay you immediately for your freight bills. All you have to do is deliver your load, submit your freight bill to the factoring company, and then you get paid, eliminating the 30-day to 60-day — or more — wait for your customers to pay.

When looking for a freight bill factoring company, make sure to look for one that will act as a true partner and

has your best interest in mind. To ensure this, look for factoring companies with no hidden fees, no application fees and no-cost, back-office support services including invoicing, processing, postage, collecting, credit checks and more.

**Equipment leases.** There are several different types of equipment leases you can take advantage of that can structure your payments in a way to increase your cash flow. From lowering your monthly payments to allowing for seasonal fluctuation in payment amounts, there is sure to be one that can benefit your business.

The key is to find an equipment leasing partner with an experienced team who will listen to your needs and customize a lease that addresses all of your business needs.

By taking these steps, you will be on the road to improving your business' credit score. Unfortunately, it won't happen overnight but might not take as long as you feared it could, either. There are options to bridge the gap in the meantime.

Jeremy Robison is president at Tetra Capital, an independent finance company offering freight bill factoring services to trucking companies of all sizes. His website is [www.tetracapital.com](http://www.tetracapital.com).





# LOGISTICS COMPANIES

Ranked by Number of Full-Time Utah Employees



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Number of Utah Employees	2018 Revenue	Services Offered	Industries Served	Notable Clients	Year Est.	Owner
1	<b>England Logistics</b> 1325 S. 4700 W. SLC, UT 84104	801-656-4500 englandlogistics.com	385	\$509M	Non-asset based transportation solutions	FTL, LTL, SCM, cold chain, intermodal, parcel	*	1997	Jason Beardall
2	<b>Data2Logistics LLC</b> 7090 Union Park Ave. Midvale, UT 84047	801-287-8400 data2logistics.com	98	\$20M	Freight audit & payment, logistics, professional services	We service clients in all industries	Cisco Systems, Navistar, United Technologies,	1962	Platinum Equity LLC
3	<b>Godfrey Trucking</b> 6173 W. 2100 S. West Valley City, UT 84123	801-972-0660 godfreytrucking .com	95	*	Full logistics & transportation of goods	All industries needing logistics or shipping	R.C. Willey, Post	1965	Scott Godfrey
4	<b>Arrow Moving &amp; Storage Co. of Utah</b> 3960 S. 300 W. SLC, UT 84107	801-263-5342 arrowmoving.net	42	\$4.75M	Moving, relocation, warehousing, logistics, first/last mile	Residential, commercial, hospitality, logistics	U.S. Dept. of Justice, University of Utah, Hill AFB	2000	David Ottoes President
5	<b>DST Distributors Inc.</b> 444 W. Spring Creek Place Springville, UT 84663	801 491-3781 dstdistributorsinc .com	35	\$8.2M	Trucking, warehouse & storage	Packaging, bottling, warehouse solutions	*	1986	D. Scott Tollestrup
6	<b>Bakston Freight Systems Inc.</b> 1522 E. Commerce Drive St. George, UT 84790	435-673-7971 bakston.com	17	\$3.1M	LTL trucking	*	*	2000	Jed S. Johnston
7	<b>Sharp Logistics Inc.</b> 390 N. 900 E. Wellsville, UT 84339	435-245-6053 sharptrucking.com	9	\$23.5M	Brokerage/logistics	Food, beverage, packaging, sporting goods	Industrial Container, Quality Container, Price Container, Little Dutch Boy, Aaron Packaging, Marco Polo	2003	Zan Sharp
8	<b>DMC Logistics LLC</b> 4980 W. Amelia Earhart Drive SLC, UT 84116	801-355-8991 dmc-logistics.com	*	*	Same/next day, scheduled on-demand, conjunctive, dedicated, distribution, line hauls, 3PL partnering	National retail, wholesale pharmaceuticals, payroll, finance and medical lab specimen industries	*	2003	Stephen A. Griego President/CEO
9	<b>New Prime Inc.</b> 3720 W. 800 S. SLC, UT 84104	417-866-0001 primeinc.com	*	*	Transportation	Reefer, flatbed, tanker, intermodal	*	1970	Robert E. Low



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## CALENDAR

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### June 28, 9-10 a.m.

**Pitch Clinic**, a West Jordan Chamber of Commerce event for business development professionals to hone their skills in delivering a powerful elevator pitch. Location is Mountain America Credit Union, 3065 W. 5400 S., Taylorsville. Free for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

### June 28, noon-1 p.m.

**Women in Business Brown Bag Lunch**, a West Jordan Chamber of Commerce event. Location is Residence Inn, 7558 S. Plaza Center Drive, West

Jordan. Free. Details are at westjordanchamber.com.

### July 2, 11:30 a.m.-1 p.m.

**BusinessAllianceNetworking 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.

### July 5, 8-10 a.m.

**First Friday Face-to-Face**, a West Jordan Chamber of Commerce business-to-business networking event. Location is the Megaplex Theatres at The District, 3761 W. Parkway Plaza Drive, South Jordan. Free. Details are at http://firstfridaysnetworking.com/.

### July 5, 8:30-11:30 a.m.

**“Grow Your Business: Phase**

**I,”** a Small Business Development Center (SBDC) event. Location is the Orem SBDC, Utah Valley University, 815 W. 1250 S., Orem. Details are at https://utahsbdc.org/trainings.

### July 9, 10-11:30 a.m.

**“How to Become a Leader People Will Follow,”** a West Jordan Chamber of Commerce event. Location is Mountain America Credit Union, 3065 W. 5400 S., Taylorsville. Free for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

### July 10, 5-7 p.m.

**Business After Hours**, an Ogden-Weber Chamber of Commerce networking event. Location is Ogden Pioneer Days

Stadium, 668 17th St., Ogden. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

### July 11, 8-11:30 a.m.

**“Diversity, Inclusion and Unconscious Bias,”** 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.

### July 11, 6:30-8:30 p.m.

**“How to Read Financial Statements and Metrics,”** a SCORE event. Location is Sandy City Library, 10100 S. Petunia Way, Sandy. Details are at https://www.sba.gov/event/1634214.

### July 11, 6:30-8:30 p.m.

**Small Business Roundtable**, a

SCORE event. Location is Sandy City Library, 10100 Petunia Way, Sandy. Details are at https://www.sba.gov/event/1635899.

### July 12, 7:45-9 a.m.

**Women in Business Networking**, an Ogden-Weber Chamber of Commerce event. Location is Weber Center, first floor, 2380 Washington Blvd., Ogden. Free for WIB members. Details are at ogdenweberchamber.com.

### July 13, 10 a.m.-1 p.m.

**“Simple Steps for Growing Your Business,”** a SCORE event in Spanish. Location is Day-Riverside Library, 1575 W. 1000 N., Salt Lake City. Free. Details are at https://utahsbdc.org/trainings.



## AI from page 18

though, it is a different story — you can have hundreds, thousands, even hundreds of thousands of inputs in your prediction model.

Think about that for a second. Predicting anything is very difficult because life is complex and there are hundreds and thousands of factors that affect everything. Until AI, there was not a way to take into account all of those factors. With AI, though, we can now predict things that were not predictable before.

So why does all this matter to trucking? Well, simply put, trucking is one of the most complex industries in the world. Think of a simple thing like picking which load to pick up after you have dropped off a certain load. Wouldn't you just take a load that is close to the one you dropped off? Well, it depends; maybe that load is going to a city that has a bad spot market right now, maybe the driver needs to get home for a certain event, maybe the

truck needs maintenance, maybe the weather risk is really bad in a certain part of the country even though the rates are really good. Just that decision alone is super-complex, with numerous factors that have to be considered. Now, take a company that is doing that for 30-40 (or even hundreds of) trucks every day — how do they decide the best assignments to make?

Because assigning loads to drivers is so complex, mathematicians call it a combinatorial optimization problem — which means that there are literally an infinite number of possible solutions. Because there are so many factors (i.e., inputs) that can affect the ultimate success and profitability of a certain trip, AI is uniquely capable of helping to solve that problem.

Trucking is unique in that there are many problems of significant complexity: In addition to assigning loads to drivers, deciding on optimal maintenance schedules, balancing time on the road versus lowest cost operating speed (i.e., if you go faster and drop off the load sooner, will that ultimately make you more

money?), predicting how long it will take to deliver a certain load — and the list goes on and on.

Now, you can't just throw all this data at an AI engine and have it tell you the answer; it is much more complex than that. You have to gather very large amounts of historical data and "train" the AI to the outputs (in this case, profitability and productivity) that you want. For example, what were all the possible load assignments over the past year, what was chosen, and how did each of those trips turn out? Gathering that data (if it even exists) takes a lot of time and organization. In fact, the biggest challenge of many AI projects is getting the right data so that you can effectively use AI to solve your problem.

Over the coming years, you will see AI take a bigger and bigger role in trucking. The current driver shortage only increases the pressure to have AI solutions help companies be more efficient to make up for not being able to hire enough drivers. In one study, a company's average daily mileage was 465 miles per day, yet their top drivers were

averaging 650 miles per day — and there was no noticeable difference in the loads assigned or the routes taken. Imagine if that company could get every driver producing 650 miles per day. They could do the same number of loads with significantly fewer drivers, which goes a long way toward addressing the significant driver shortage problem in trucking.

It is an exciting time to be in trucking. The demand to move goods and supplies across the road has never been higher. At the same time, new technologies like AI will enable trucking companies to deliver more loads faster and more safely — and leading trucking companies are already starting to gather their data in a way that can leverage AI. If you have thought AI doesn't apply to trucking, it might be time to think again and position your company to be ready — because your competition is already doing that.

Cory Linton is the CEO of Edify.ai, a Utah software company that is using artificial intelligence to help trucking companies maximize efficiency and productivity. He can be reached at [cory.linton@edify.ai](mailto:cory.linton@edify.ai).

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