

**Focus**



LAW  
PAGE F1

Sponsored by:



## WeROC panelists: Gender bias major hurdle for female founders

**Brice Wallace**  
*The Enterprise*

Ksenia Yudina describes going through four rounds of funding over a year as “a rollercoaster journey” as she developed her company, UNest. The seed round was “very challenging,” taking about half of that time.

Among the reasons? Gender bias.

Speaking as part of the leadoff panel at VentureCapital.Org’s WeROC (Women Entrepreneurs Realizing Opportunities For Capital) event, Yudina joined others in saying that women face extra hurdles in get-

ting the money needed to grow their ventures.

“The seed round was definitely the most difficult round ever, and I think it’s true for any female-founded company because we are perceived as a high risk,” Yudina said at the conference, which featured a blend of in-person and virtual attendance.

Panel moderator Kimmy Paluch, managing partner at seed-stage venture capital fund Beta Boom, framed a few questions by asking about “the bias we know exists in the system.” She noted that only 2.8 percent

**see WeROC page 15**



A group of millennials hike in Utah's Bryce Canyon National Park. One of the factors cited by Rent.com in naming Salt Lake City as the best city in the U.S. for the millennial generation was the availability of outdoor opportunities within the state.

## SLC best city in U.S. for millennials

Salt Lake City is the best city in the United States for millennials, according to a ranking by Rent.com, which weighed several economic and other factors.

“Salt Lake City is on the rise, and we’re not just talking about the Wasatch Mountains,” Rent.com said in announcing the rankings. “Consider that the SLC economy is growing 9 percent annually — more than two times faster than the national average, while jobs are being added three times faster than the rest of the U.S.”

Salt Lake City “sits at the sweet spot”

in balancing affordability and job opportunities, although its average income is a hair lower and rent a bit higher than it is in Madison, Wisconsin, the runner-up city.

“Still, millennials will find a little something extra here, namely the Silicon Slopes. A crop of startups in SLC has ushered in the beginnings of a tech boom with the kind of momentum that draws millennials. And let’s not forget about the quality of

**see MILLENNIALS page 15**

## COVID-19 Updates

### Cancellations and postponements

The following are events that have been included in The Enterprise Calendar listings and subsequently have been postponed or canceled, or have been removed from the organizers’ website calendars. This is not a complete list of postponements or cancellations. Check with organizers to determine if their events will take place.

#### CANCELLATIONS

##### Oct. 13, 9-11 a.m.

“Topic Tuesday,” a West Jordan Chamber of Commerce event at the chamber office in West Jordan.

##### Oct. 14, 5-7 p.m.

Business After Hours, an Ogden-Weber Chamber of Commerce event at Snowbasin Resort, Earl’s Lodge, Ogden.

##### Oct. 15, 11:30 a.m.-1 p.m.

“Multiplying Lasting Profitable Relationships,” a West Jordan Chamber of Commerce event at West Jordan City Hall Community Room.

##### Oct. 15, 11:30 a.m.-1 p.m.

Chamber Luncheon, a Davis Chamber of Commerce event at the Weber State University Davis Campus in Layton.

##### Oct. 15, 2-6 p.m.

Job Fair, a ChamberWest event at Granger High School in West Valley City.

##### Oct. 20, 8:30 a.m.-12:30 p.m.

“Unemployment Insurance Essentials-Utah,” an Employers Council event.

##### Oct. 27, 8:30 a.m.-4 p.m.

“Legal Issues in Managing Employees for Governments and Special Districts,” an Employers Council event.

##### Oct. 27, 10-11 a.m.

“The Art of Negotiation,” a West Jordan Chamber of Commerce event at the West Jordan Chamber.

##### Oct. 28, 8-10 a.m.

“Employment Law Lessons from the Headlines,” an Employers Council event that is part of the five-part Legal Breakfast Briefing Series.

**see UPDATES page 14**





## COVID-19 AND UTAH - NEWS AFFECTING YOUR BUSINESS & YOUR EMPLOYEES

### 'Stay Safe to Stay Open' campaign seeks pledges with statewide tour

"Stay Safe to Stay Open," a partnership between the Salt Lake Chamber and the Utah Department of Health, is going statewide with its campaign to help businesses deal with restrictions surrounding the COVID-19 pandemic. The campaign is taking two colorfully adorned vans around the state to invite hundreds of businesses to take its "Stay Safe to Stay Open" pledge. By taking the pledge, business owners can earn recognition for doing what it takes to stay open, while consumers who patronize those businesses know the places where they shop are safe and clean.

"It's a way to make people feel comfortable when they come shopping," Gov. Gary Herbert said at a campaign kickoff event. "It says to the marketplace that this is a safe place to shop."

More than 2,100 Utah businesses have pledged to support the public health measures put in place to stop the spread of the virus.

It's "a year none of us could have anticipated," said Aubriana Martindale, corporate affairs manager for Smith's Food & Drug, one of the first corporations to take the pledge. "We know that food is essential, so we had to keep our doors open," she said. The grocer has implemented a number of safety protocols, including a mask requirement, in order to keep people who shop at their stores safe. Martindale also said the stores have implemented stricter cleaning schedules and have hired additional employees to keep up with all the extra demands.

The vans and teams of field ambassadors will be visiting businesses across the state for the next three months. Various demographics and population studies will dictate where the routes they take. One team enlisted 80 of the 100 businesses they visited recently in the Sugar House area, according to campaign ambassador Alex Goodman.

"They're not giving up anything to join us," Goodman said, adding that his job is to help businesses follow the proper public health protocols. "Look for us out on the road," Goodman added.

### IHC develops tool to identify and treat high-risk COVID-19 patients

Researchers at Intermountain Healthcare in Salt Lake City have developed a new clinical tool to accurately identify and diagnose COVID-19 patients who are at high risk of developing a serious inflammatory condition that can damage the lungs and other organs.

The new tool is a diagnostic clinical score that is used to determine whether patients with the virus are at increased risk of developing the condition, known as hyperinflammatory syndrome, also sometimes referred to as a "cytokine storm." This condition causes the immune system to react in an inappropriate and excessive way, causing damage to organs.

Diagnosing this hyperinflammatory syndrome is very important, the scientists said. With the new scoring diagnostic criteria, clinicians can now identify patients early and ideally prescribe treatments before the condition progresses and causes patients to deteriorate to critical levels.

Researchers studied the accuracy of the diagnostic tool as part of a new study that was published in the British medical journal *The Lancet Rheumatology*.

For the study, researchers applied the new cHIS diagnostic score to 299 patients admitted to Intermountain hospitals with severe COVID-19. They found that that the criteria accurately identify patients who are at high risk for deteriorating clinically and requiring high oxygen supplementation, going on the ventilator or dying. Researchers also found that COVID-19 patients with elevated cHIS criteria were four times more likely to progress to need the ventilator for respiratory support.

"The prognostic value of the cHIS score is important because it can help doctors identify patients who are at risk of progressing to much more severe disease before it happens," said Dr. Brandon Webb, an infectious diseases phy-

sician at Intermountain Healthcare and principal investigator of the study.

"The cHIS score is also important in two other ways," said Dr. Samuel Brown, critical care physician at Intermountain and co-investigator on the study. "First, it will help us to design clinical trials targeting the patients for whom new drugs are most likely to work, and secondly, it allows us to now tailor our treatment strategy to give the right drugs to the right patients who are most likely to benefit."

### Utah hotel industry lost 8,770 jobs; without more help, number could rise

Utah hotels lost 8,770 jobs through September from the affects of the COVID-19 pandemic, according to a survey by the American Hotel & Lodging Association. Before the pandemic, the industry had 23,109 employees working directly for hotels, it said. Without congressional action to extend PPP loans and/or expand the Main Street Lending program, Utah has the potential for the job-loss figure to reach 16,932.

The number of direct hotel jobs and jobs supported by hotels in Utah before the pandemic was 88,463, but the jobs lost in that category through September totaled 19,972. Without congressional aid, the potential job loss is 36,908.

### Utah company's research finds health risk for remote workers during C-19

Axon Optics, a Bountiful-based provider of eyewear products that help people with symptoms of migraine and light sensitivity, has released a new study that shows how the COVID-19 crisis and the shift to remote work has impacted the health of millions of American workers who suffer from migraines.

Migraine is a neurological condition that can cause multiple symptoms, frequently characterized by intense, debilitating headaches, the symptoms may include nausea, vomiting, difficulty speaking, numbness or tingling and sensitivity to light and sound.

Migraine attacks can last for hours to days, and the pain can be so severe that it interferes with daily activities.

The COVID-19 pandemic has forced millions of office workers to work from home. Remote workers are spending many more hours per week in front of various screens than they did in the office, and not just for work. Screen time has also increased during personal time with more video calls with family and friends, the homeschool-

ing of kids and binge-watching TV shows during quarantine.

"Nearly 90 percent of migraine sufferers are sensitive to light — including light emitted from computer, tablet, TV or phone screens — so unfortunately we're not surprised at the data which shows a significant increase in migraine attacks," said Dr. Bradley Katz, neuro-ophthalmologist at the University of Utah and founder of Axon Optics. "As millions of companies have moved to remote working situations due to the pandemic, employers need to be aware of the shifting health hazards and help keep their employees safe."

The study shows that nearly 40 percent of workers with migraines say they get more frequent headaches working remotely because their screen time has increased. Nearly 24 percent of people with migraines say they have lost a job because they couldn't perform their duties due to headaches and 35 percent of people with migraines have attended a remote meeting from bed because of a headache.

Personal lives are also being impacted by remote working the study found. One in four migraine sufferers say headaches have put a strain on their marriage and 48 percent of men and 43 percent of women with migraines say they have cancelled a first date because they were fighting a migraine episode.

### SkyWest signs five-year loan facility for up to \$573M under CARES Act

SkyWest Inc., a St. George-based holding company for SkyWest Airlines and SkyWest Leasing, has announced that it and its wholly owned subsidiary SkyWest Airlines Inc. have entered into a five-year loan and guarantee agreement with the U.S. Treasury Department that provides SkyWest Airlines with a secured term loan facility to borrow up to \$573 million under the Coronavirus Aid, Relief and Economic Security Act (CARES Act).

On Sept. 29, the company borrowed \$60 million under the facility and has until March 26, 2021, to determine if it will borrow additional amounts in up to two subsequent borrowings. In consideration for the loan, SkyWest is obligated to issue warrants to the U.S. Treasury Department to purchase shares of common stock based on, and in connection with, amounts drawn under the secured term loan facility. In connection with the initial \$60 million draw under the facility, SkyWest issued warrants to purchase 211,416 shares of common stock at an exercise price of \$28.38 per share. The secured loan is collateralized by aircraft engines and aircraft parts.



#### What We Do:

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

#### Making a Difference:

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



[www.svsutah.org](http://www.svsutah.org)

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



## Outlook for raises rosy for top performers

Workers in Utah can look forward to a pay increase next year, especially if they are among their company's top performers, based on a new survey.

Employers Council, a leader in human resource and employment law services for the business community, surveyed companies about their compensation budgets for 2021. It revealed that those budgets average to a 2.3 percent increase for the average or typical employee, and 4.6 percent for the top performers.

The 2020 Planning Packet survey used data collected from July and August. Overall, Utah's average pay is projected to increase by 2.3 percent in 2020, down 0.8 percent from the 3.1 percent pay increase projection documented this year in Employers Council's 2020 Benchmark Compensation Survey that included data collected from January through March.

"Overall, the survey projects Utah's salaries will continue to increase and employees will continue to experience an upswing in overall compensation during the continued volatile economy," said Ryan D. Nelson, president of Employers Council's Utah office.

"In the past year, average employee pay increased by 3.3 percent and it's estimated to grow another 2.3 percent in 2021. This survey is an incredibly extensive estimate of where the entire state is headed in terms of compensation, and we are pleased to provide such relevant and helpful in-

formation to employers."

Employers Council surveys in some nearby states indicate that Arizona's average for the typical employee matches Utah's expected 2.3 percent increase, and both outpaced Colorado's 2 percent and Wyoming's 1.2 percent.

For top performers, Utah's average pay increase trailed those three states. Wyoming is projecting a 5.5 percent rise, Colorado is projecting a 5.2 percent increase and Arizona's average is 4.7 percent.

Utah's projected pay increase for top performers was down nearly a half a percent since 2019, while all other participating states' projected top performer pay increased.

The complete survey separated pay increases geographically among those four states as well as within Utah, including Wasatch North, Wasatch South, Mountainland and Central-Southern. The full survey also includes Business Trends and Staffing/Hiring Levels sections with information related to 2021 business outlook, the greatest challenges to achieving business growth, the most challenging job groups to recruit and/or retain, strategies to overcome recruitment and retention challenges.

The full version of the survey is available exclusively to Employers Council members. Details about becoming a member or purchasing the surveys are at [employerscouncil.org](http://employerscouncil.org) or (801) 364-8479.

## Mercato Partners' Traverse Fund portfolio company SaltStack acquired by VMware

Cottonwood Heights-based investment firm Mercato Partners has sold its portfolio company SaltStack of Lehi to VMware, a division of computer giant Dell based in Palo Alto, California. SaltStack is a developer of infrastructure automation and management software. SaltStack was owned by Mercato's Traverse Growth Fund III. Financial terms were not disclosed.

This marks the fourth portfolio exit in 2020 for Mercato's Traverse Growth Fund. In September, Ericsson bought Boise-based Cradlepoint for a \$1.1 billion, in June, Central Logic was acquired by Rubicon Technology Partner and in April, Galileo Financial Technologies was acquired by SoFi for \$1.2 billion.

"We could not be happier for the SaltStack team," said Ryan Sanders, director at Traverse Fund. "When we invested in this Lehi company in 2017, we leaned into the founders' growth vision and saw the potential for SaltStack to revolutionize the way enterprises could deploy, manage and secure their network assets. During this period, SaltStack developed robust vulnerability management capabilities and enhanced their event-driven automation market leadership. The acquisition by VMware serves as confirmation for the technology they have developed and the business they have built."

Founded in 2012, SaltStack has become an enter-

prise SaaS software company used by IT and security teams to help businesses more efficiently deploy, protect and manage all aspects of their digital infrastructure. SaltStack's software is unique, providing intelligent, event-driven automation for efficient control of complex business systems at any scale, Sanders said.

"The team at Mercato has been with us since 2017, every step of the way," said Marc Chenn, CEO and co-founder of SaltStack. "Their support went beyond just funding. From their recruitment of Pluralsight CMO Heather Zynczak as an independent board director to the value-add of Mercato's performance team, their involvement really made a difference in the outcome we are celebrating today."

## Utah's U.S. Title purchased by Texas firm

Plano, Texas-based Shaddock National Holdings has purchased Utah's U.S. Title, headquartered in Bluffdale. U.S. Title will retain its name and current staff and plans to further expand its operations and open new offices at an even faster pace across Utah with the resources of its new owner, the company said.

"U.S. Title is celebrating 40 years in business this year. This acquisition adds strength to our brand and will help to propel the talented employees at U.S. Title to even greater success as we em-

bark on the next 40 years," said Steve Borget, incoming president of the company.

Larry Burton, who will be retiring as president of U.S. Title when the sale closes, said, "We are pleased to join a company which values our employees and makes supporting them a top priority. Shaddock National Holdings gives U.S. Title exactly what is needed to continue the growth we anticipate."

"Our acquisition of U.S. Title is about more than simply acquiring a great company in a dynamic

market," said Mike Rubin, president of Shaddock National Holdings. "From the outset we have been blown away by the professionalism, commitment and culture that has been carefully cultivated within U.S. Title. We are grateful and truly humbled to have the opportunity to partner with such an outstanding team of title professionals."

U.S. Title Insurance Agency was founded in 1980 and has four local title plants, 14 offices and a team of over 130 title and escrow professionals.

**Enterprise**

UTAH'S BUSINESS JOURNAL

USPS # 891-300

Published weekly by:

**Enterprise Newspaper Group**

825 North 300 West Ste. NE220

Salt Lake City, Utah 84103

801-533-0556 FAX 801-533-0684

[www.slenterprise.com](http://www.slenterprise.com)

**PUBLISHER & EDITOR**  
R. George Gregersen

**PRESIDENT**  
David G. Gregersen  
[david@slenterprise.com](mailto:david@slenterprise.com)

**VP/GENERAL SALES MANAGER**  
Dale Dimond  
[dale@slenterprise.com](mailto:dale@slenterprise.com)

**MANAGING EDITOR**  
John M. Rogers  
[john@slenterprise.com](mailto:john@slenterprise.com)

**CONTROLLER**  
Richard Taylor  
[richard@slenterprise.com](mailto:richard@slenterprise.com)

**OFFICE MANAGER**  
Dionne Halverson  
[dionne@slenterprise.com](mailto:dionne@slenterprise.com)

**CLASSIFIED DISPLAY**  
[david@slenterprise.com](mailto:david@slenterprise.com)

**CIRCULATION**  
Dionne Halverson  
[dionne@slenterprise.com](mailto:dionne@slenterprise.com)

**LIST DEVELOPMENT**  
[lists@slenterprise.com](mailto:lists@slenterprise.com)

**ADVERTISING INQUIRIES**  
[david@slenterprise.com](mailto:david@slenterprise.com)

**TO CONTACT NEWSROOM**  
[john@slenterprise.com](mailto:john@slenterprise.com)

**ART SUBMISSIONS**  
[art@slenterprise.com](mailto:art@slenterprise.com)

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

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

© 2020 Enterprise Newspaper Group Inc.  
Periodical postage paid at Salt Lake City, Utah  
POSTMASTER: Send address corrections to:  
P.O. Box 11778, Downtown Station  
Salt Lake City, Utah 84147

# FUND YOUR BUSINESS

## FUEL YOUR DREAMS

**OUR EXPERT ADVISORS ARE READY TO ASSIST YOU IN GROWING YOUR BUSINESS. GIVE US A CALL TODAY.**

**University**  
FEDERAL CREDIT UNION

**(801) 481-8845**  
**WWW.UCREDITU.COM**

**EQUAL HOUSING LENDER**  
NMLS #654272



# UofU establishes PIVOT Center to expand economic engagement with community

The University of Utah has announced the establishment of a centralized office that will drive the university's expanding efforts for economic engagement with the Utah community. Named the Partners for Innovation, Ventures, Outreach & Technology (PIVOT) Center, the new office builds on the work by the Center for Technology & Venture Commercialization (TVC) to serve as a hub to foster partnerships among industry, university and government entities, the UofU said in a press statement. "This effort formalizes the UofU's commitment to increase its impact on Utah's economy by catalyzing innovation," the release said.

As a foundation for PIVOT Center, operations previously led by TVC will continue to assist the university's faculty inventors in bringing their innovations to market by spearheading all aspects of invention management, patent prosecution, licensing, startup formation and support, equity management and early-stage funding. The new office leverages these existing resources and will hire new staff to oversee economic development and corporate engagement as well as to elicit feedback from internal and external stakeholders to improve how the university addresses their needs.

Keith Marmer, who has served as the executive director of TVC and corporate partnerships for the past four years, will lead PIVOT as chief innovation and economic engagement officer. He will report directly to university Pres. Ruth V. Watkin in his new capacity. Marmer has 30 years of experience as an entrepreneur, executive and investor. He has personally launched and scaled four companies as well as helped entrepreneurs raise more than \$1 billion in investment capital. During the course of his career, Marmer has overseen the creation of more than 100 companies. Since joining the UofU, Marmer has helped transform the culture of commercialization, rolled out three accelerators, a business incubator and a venture fund to support startup companies.

"As one of America's leading research universities and the flagship institution of our state, the U is a key player in generating new knowledge and enterprises that drive Utah's vibrant economy," Watkins said. "Keith brings a strong background and clear vision for how to refine our role in these endeavors and I am grateful for his leadership."

Watkins added that the university's ability to serve as a catalyst in bringing researchers, industry and government partners together is needed now more than ever due to the economic disruption caused by the pandemic. "This is a prime example of how we can fulfil our mission as the University for Utah," she said.

Formation of the PIVOT Center resulted from a yearlong evaluation process commissioned by Watkins that included interviews with community and industry stakeholders and a survey sent to 7,000 faculty members. Feedback was virtually unanimous in advocating for a centralized office empowered by university leadership to expand economic enterprise and innovation. The office is tasked with leading a centralized and integrated strategy and operation for technology commercialization, corporate engagement and economic development.

## Utah receives record-high STEP grant

The U.S. Small Business Administration (SBA) has announced that World Trade Center Utah (WTC Utah) will receive a State Trade Expansion Program (STEP) grant of \$641,000 on behalf of the state, a record-high STEP grant in Utah. The grant will be used to accelerate the growth of international sales for Utah small businesses.

According to Marla Trollan, district director of SBA's Utah operations, thanks to the success of Utah businesses, the SBA has increased Utah's STEP grant from \$300,000 to \$641,000 over the past two years, the largest increase among any state in the highly competitive process. WTC Utah will administer the grant by providing financial support and business services to small Utah businesses to help them compete and win in global markets. STEP is funded in part through a cooperative agreement with the SBA, Trollan said.

"This is the second year in a row that the SBA has dramatically increased its support for Utah businesses," Trollan said. "The 114 percent increase in funding for Utah over the last two years validates the incredible work WTC Utah and our Utah businesses are doing to leverage STEP grants to accelerate Utah's international growth. Our office is proud to work closely with WTC Utah on this grant program and other innovative international trade programs that we are developing through a formal cooperative agreement between our two organizations, including an international pipeline process and intermediate grant program."

Utah's export growth rate has been the highest in the nation for the past two years. Eighty-five percent of Utah's exporters are small businesses and international sales add \$5 billion across the state in additional revenue for small-business exporters. STEP grant funding ensures that the small businesses have the tools necessary to expand and market their products and services around the world.

"Not only is the FY20 STEP grant award amount the highest Utah has received from the SBA's program in its 10-year history, but it is also \$141,000 higher than our FY19 award and more than double our FY18 award," said Nicole Sherwood, who leads WTC Utah's STEP as the director of grants and operations and STEP project director. "No other state in the country has seen its STEP grant increase this dramatically over the past two years. This increase is a direct result of the incredible work Utah companies are doing to pursue international opportunities. The SBA is aware of Utah's impact on a global scale and the innovative work that is happening here, and this year's increase in funding speaks to that."

### Every day is a great day . . .

|                              |                             |                                 |
|------------------------------|-----------------------------|---------------------------------|
| <b>MMMM...<br/>Mondays!</b>  | <b>TASTY<br/>Tuesdays!</b>  | <b>WOW<br/>Wednesdays!</b>      |
| <b>TWISTY<br/>Thursdays!</b> | <b>FRITTER<br/>Fridays!</b> | <b>SPRINKLES<br/>Saturdays!</b> |





|           |          |          |
|-----------|----------|----------|
| Donuts    | Brownies | Fritters |
| Turnovers | Muffins  |          |

**Family Owned & Operated**  
**2278 So. Redwood Road**  
**801-975-6381**  
M-F 5:00 am – 2:30 pm & Sat. 7:00 am – noon

**with Darla's Donuts!**

IRONWORKERS

# BUILD WITH THE BEST



VISIT **NORTHWEST-IMPACT.COM** TO DISCOVER OVER 200 CONTRACTORS EMPLOYING MORE THAN 7,500 HIGHLY TRAINED IRONWORKERS



# Don't just bounce back. Bounce Forward™.

This is not an easy time to be in business. That's why we're offering great prices on flexible Internet, Voice and Security solutions—so you can work fast, work safely and work anywhere.

Because we believe every business deserves the chance not just to bounce back but to adapt, succeed and thrive.

Learn more at [ComcastBusiness.com](https://ComcastBusiness.com).

COMCAST  
BUSINESS



## Workforce Services launches campaign to connect workers with available jobs

The Utah Department of Workforce Services (DWS) has launched a campaign to help match the unemployed with available jobs. The two-pronged approach includes the "UT Job Support" media campaign and a "Hot Jobs" web portal. With the Dec. 31 end of many federal COVID-related job benefits the department said it "doesn't want anyone to wait until this date to find their next job opportunity."

"The impact of the pandemic has left many scrambling for employment as their previous line of work seeks to recover from the pandemic. The challenge becomes real when they may not be able to return to work before their benefits run out," said Lt. Gov. Spencer Cox at an event kicking off the program. "We don't want anyone left standing on Jan. 1 with no benefits and no job. There are opportunities out there in multiple industries that are hiring today. We just need to connect people to these opportunities."

The UT Job Support campaign will help spread the message of the importance of not waiting for benefits to run out and to start looking for

job opportunities that are available right now, the department said. DWS will have a series of television spots, online ads, outdoor billboards and radio ads to help connect people to the new Hot Jobs web portal at [jobs.utah.gov](http://jobs.utah.gov). Industry organizations with employers that are hiring have helped identify the top five jobs that have openings. These jobs are listed along with employers that have jobs posted in industries such as construction, finance and banking, health, manufacturing, advanced manufacturing, information technology and life sciences.

"The key to Utah's economic recovery is getting people employed," said Taylor Randall, economic recovery lead for Utah's Unified Response Team and dean of the David Eccles School of Business at the University of Utah. "This happens by strengthening consumer confidence and connecting people to the jobs that are available. In some cases, this means taking advantage of what is available rather than waiting for previous employment to come back."

## Seattle produce company buys Muir Farms

Seattle-based Charlie's Produce, an employee-owned independent produce company serving the West Coast since 1978, has acquired Muir Copper Canyon Farms of Salt Lake City. Muir is a fresh produce and food products distributor. The sale closed in September and no financial details were released. The acquisition extends Charlie's Produce's network to seven distribution centers throughout the West.

"We are excited about the transition to Charlie's Produce and to combine with a respected company that aligns with our values and standards when it comes to fresh food distribution," said Phil Muir, owner of Muir Copper Canyon Farms. "Charlie's Produce will be able to provide us with a more efficient warehouse management and logistics sys-

tem, as well as enhanced services and products to customers."

Muir Copper Canyon Farms was founded by William S. Muir and has provided its products to local merchants, restaurants and consumers over five generations of the Muir family.

"We could not have been more fortunate to acquire a produce distributor who is also passionate about produce, their employees and the success of our customer and partners," said J.V. Travers, chief operations officer of Charlie's Produce. "We're ecstatic about the opportunity to expand our footprint and distribution network and we have a great team of people who are highly customer-centric and dedicated in their roles and responsibilities."

With this transition, Muir will gain greater purchasing pow-

er for local, regional and national products, as well as bring in new ones, Muir said. "Charlie's can also provide a deep personnel force and offer Muir the opportunity to expand retail capability and allow employees to build equity, which is a great thing," he said.

Over the past five years, Charlie's Produce has expanded rapidly through increased services, produce processing, geographic extension and acquisition. The company opened a new distribution center in Los Angeles in 2015, entered the Boise market in 2017 through the purchase of Northwest Produce and added Better Life Organics sales and distribution into its Los Angeles division in 2019. It also has distribution centers in Anchorage; Portland; and Spokane, Washington.

## WorldArchives.com acquired

Charles Thayne Capital, a growth-oriented private investment firm focused on technology and based in Chicago, has acquired World Archives, the operator of NewspaperArchive.com, based in Provo. NewspaperArchive.com maintains a leading off-copyright database of digitized historical newspaper content.

Charles Thayne Capital has partnered with former Ancestry.com executives Kendall Hulet and Brandon Camp, who will serve as CEO and chief marketing officer, respectively, of World Archives.

"Kendall and Brandon bring decades of collective experience in the industry and are a logical strategic fit as we advance the company into its next phase of growth," said Brian Gornick, a managing partner at Charles Thayne Capital.

"The unique and rich set of

records and content collection that World Archives has built over decades provides the perfect springboard of discovery for everyone, from family history researchers to historical news enthusiasts," added Hulet.

Matt Marsh, another managing partner at Charles Thayne Capital, said, "We have a profound passion for working with strong leaders and growth-stage companies who seek to evolve markets. World Archives and the team embody the essence of that vision."

The 25-year-old World Archives has close to 300 million pages of content on its NewspaperArchive.com site. With over 15,000 newspaper titles from 47 countries, NewspaperArchive.com estimates its content to be 98 percent unique when compared to other archiving brands.

## Alianza buys Message Hopper

Lindon-based Alianza Inc., a cloud communications platform for service providers, has acquired cloud-native short-message services (SMS) company Message Hopper. Based in Kanata, Ontario, Canada, Message Hopper's text messaging application helps businesses connect with their customers using two-way chat conversations and chatbot functionality.

"This innovative solution for service providers fuels revenue growth and customer loyalty while enhancing their business services portfolio," said Justin Cooper, Alianza's executive vice president of product and customer success. "Driving real-time customer interactions, Alianza's business text messaging enables SMS to evolve from a one-way information push to high-value, two-way conversations that boost sales and improve the customer experience."

Alianza is actively integrating Message Hopper's platform into its existing portfolio of business communication products, Cooper said. "The business text messaging solution makes it easier than ever for service providers to deploy a cutting-edge SMS communication tool to their customers, helping set them apart from their competition," he said.

"Acquiring Message Hopper advances our corporate purpose of helping to connect people in new and innovative ways," said Brian Beutler, CEO and founder of Alianza. "Message Hopper's underlying cloud architecture, unique focus on enabling service providers and meticulous care for the user experience have made this acquisition a great fit for us."

Founded in 2009, Alianza employs about 200 in its Lindon operation.

## Accept Credit or Debit Card Payments Wherever, Whenever



IN-STORE SOLUTIONS



ONLINE SOLUTIONS



MOBILE SOLUTIONS



Member  
FDIC

Wherever Your  
Business Goes,  
We're With You!



[bankofutah.com/merchant-services](http://bankofutah.com/merchant-services)



# Innovate Utah

## NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



Salt Lake City-based SwipeClock LLC, a provider of human resources management solutions, has launched SwipeClock Vision, a facial recognition time-clock that is fully touchless. The company said the new product combines the features of biometric security with the non-contact operational speed and ease of facial recognition to keep employees safe and secure during the COVID-19 pandemic and beyond. The SwipeClock Vision timeclock integrates with the company's SwipeClock WorkforceHUB employee time management system.

"Because employee safety is paramount, businesses need a touchless timeclock that is easy to use and provides the security and reliability of biometric authentication for clocking employees in and out," said Coleman

Barney, CEO of SwipeClock. "SwipeClock Vision with facial detection has raised the bar on workplace hygiene by offering touchless operation that's faster than any other method. With SwipeClock Vision, companies will be able to keep their workforces safe without losing the reliability of previous clocks."

Because of the unmatched security of biometric facial detection for employee authentication, there is no opportunity for "buddy punching" or time theft, Barney said. SwipeClock Vision's facial recognition technology works while employees are wearing masks by relying on exposed facial features like eyes and parts of the nose to identify and correlate users with employees in the system.

"For the first time, small and medium-size businesses, that make up the vast majority of companies across the U.S. and Canada, will have affordable access to the automated HR functionality that larger enterprises have benefitted from for years," said Barney.

Open banking solution company **Finicity** has introduced **Finicity Lend** for credit decision-making. The Salt Lake City company's new product is a set of open banking data services that provide banks, lenders and fintech developers access to tools that enable borrowers to directly access data and insights

into lending decision processes. "The growing impact of the COVID economic crisis and the potential impact on consumer credit confirms an issue that has existed for some time now — a need for a deep evaluation of the credit review process and how consumers can become empowered to get more benefit from their own financial data," said Finicity CEO and co-founder **Steve Smith**. "Our new Finicity Lend integrated solution set will complement the current credit rating system while leveraging the tremendous advantages of open banking."

**Connect Financial Software Solutions**, a Sandy-based credit union service organization, has

announced the availability of a new voice banking platform, **Emerge Voice Experience (EVE)**. EVE offers credit unions a digital channel for voice interactions that integrates into Connect's digital banking platform. EVE is a customizable voice banking platform that



enables credit union members to interface with voice-controlled intelligent personal assistants. "The mass adoption of voice assistant technology and smart speakers in recent years has fueled the shift towards voice applications in all industries," said **Grant Parry**, CEO of Connect. "Voice interactions offer speed, efficiency and convenience for credit union members to complete banking functions at home or on-the-go. Advancements in security, personalization and artificial intelligence create a mobile voice experience that we are excited to offer our clients and their membership."

**TCN Inc.**, a St. George-based provider of cloud-based call center technology for enterprises, contact centers, business process outsourcing firms and collection agencies has released a platform update called **Room 303**. This new software allows for easy agent-to-agent



and agent-to-manager communication, the company said. "There has been high demand for an internal chat feature for a while now," said **Jesse Bird**, chief technology officer and co-founder of TCN. "TCN is happy to provide agents with an effective way to ask questions or receive help from a manager without switching applications. Room 303 will be able to help improve communication, which is especially valuable with the recent increase of agents working from home." Room 303 is built directly into TCN's software, making collaboration convenient for agents and managers in call centers.

Salt Lake City's **Lightstream**, a provider of cloud security, network transformation and managed services, has launched **Managed Security Services (MSS)**, a suite of managed-services solutions to help organizations



better manage risk by improving security outcomes and effectiveness while meeting compliance requirements for core, mobile and public-cloud infrastructures as the world rethinks use of technology in everything. "Many businesses find themselves struggling due to changing global economic conditions," said **Rafal Los**, vice president of security strategy at Lightstream. "Budgets are under pressure, while security threats are increasing and talent is at a premium. This is the perfect time not to have to choose between investing in your business or investing in security. Lightstream's unique approach maximizes cybersecurity investment by coupling decreased cost and complexity with improved effectiveness in a cost-effective, consumption-based model."

**Savology**, an Orem-based fintech startup providing accessible financial planning for American households, has announced the launch of **Savology for Employers**, its new financial wellness program for employers to provide



access to holistic financial planning for their employees. While other financial wellness programs exist, most do not adequately address the financial challenges that employees face or make a meaningful long-term difference in their behavior and

financial outcomes, the company said. "Now, more than ever, employees want, need and deserve support with their personal finances," said **Jordan Pinedo**, Savology's head of partnerships. "Offering Savology for Employers is part of our commitment to households across the country to gain access to financial planning and improve their financial well-being. Savology is able to help employers make a significant impact on the financial wellness of thousands of employees."

**BodyGuardz**, a marketer of mobile device protection products based in Orem, has announced a partnership



with **Ultra-Fresh**, a leader in antimicrobial protection. Through this arrangement, select BodyGuardz cases and screen protectors will now provide an additional layer of protection by reducing 99 percent of bacterial growth on their surfaces with the use of Ultra-Fresh protection. "Now more than ever, we are conscious about keeping our personal items clean and free from bacteria," said **Lynda Rose**, vice president of product development at BodyGuardz. "BodyGuardz has been working toward antimicrobial products for several years and we're excited to partner with a globally respected brand like Ultra-Fresh to make that happen." Unlike other antimicrobial products that wear off with daily use, Ultra-Fresh enhances the antimicrobial protection for the product's lifetime, Rose said.

Lehi-based mortgage technology firm **SimpleNexus** has announced the release of **SimpleNexus Team Members**, a feature that allows loan officers, borrowers, real estate agents and settlement agents to work more efficiently by managing loan file permissions and employee workflows based on assigned user roles. "Our new Team Members feature improves lender productivity by focusing employees on just the essential tasks that keep loans moving swiftly down the pipeline," said

**Tyler Prows**, SimpleNexus senior product manager. "Automated loan progress notifications, milestone tracking and other process-enhancing features will be extended across loan teams through Team Members, helping lenders serve borrowers better from anywhere." Team Members marks the most recent in a series of SimpleNexus product releases that enhance lenders' ability to collaborate with stakeholders.

**Discover Magic**, a Provo company that integrates magic into online learning, has unveiled a new kind of magic for kids called **Magic Adventure Camp**. Magic Adventure Camp teaches kids important life skills in a week-long program that uses a virtual playbook that



the professional magicians of Discover Magic created specifically for an online environment. "Magic Adventure Camp is all new curriculum that we developed as a response to the current quarantining," said **Michael Mario**, a co-founder of Discover Magic and parent of two. "Regardless of how kids are being schooled right now, at home or otherwise, it's extra stressful for families. We wanted to offer a safe, fun environment where kids get to interact virtually with each other and take on achievable new challenges in the form of magic tricks."



# 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.

## CONTESTS

• The application deadline for the **2020-21 University of Utah Opportunity Quest** competition is open until Nov. 24. Opportunity Quest is a statewide business model competition. The **Lassonde Entrepreneur Institute** at the UofU hosts branch OQ competitions across the state at the University of Utah and partner universities. First-place teams receive cash and in-kind prizes and advance to the Utah Entrepreneur Challenge. Students participate by registering for the branch competition at their universities. Also, the application period for the **2020-21 High School Utah Entrepreneur Challenge** is open until Feb. 17. The challenge allow students to showcase their innovations and entrepreneurial spirit and win cash and prizes. All Utah high school students, ages 14-18, are eligible to compete. The program is managed by the Lassonde Entrepreneur Institute.

## ECONOMIC INDICATORS

• **Summit County** leads all Utah counties in a ranking of the **lowest closing costs**, according to financial technology company **SmartAsset**. The study measured closing costs as a percentage of median home value in each county, and the places where closing costs make up the smallest portion of home value are the places that rank the highest. Summit's average closing costs are \$5,418, with closing costs being 0.9 percent of home value. Summit is followed, in order, by Wasatch, Morgan, Salt Lake, Utah, Davis, Washington, Grand, Cache and Daggett counties. Details are at <https://smartasset.com/mortgage/closing-costs#Utah>.

## EDUCATION/TRAINING

• **Weber State University** recently celebrated the grand

opening of a new building at its Davis campus in Layton. The **Computer & Automotive Engineering Building** opened to classes beginning in the fall semester this year. The 51,000-square-foot building will help the College of Engineering, Applied Science & Technology (EAST) address the demand for additional workforce in Northern Utah. In addition to six classrooms, the \$20 million building features a "sandbox," or test environment, for computer science and software engineering courses. The new home of the automotive technology program has updated automotive shops, including a Tesla learning center and an engine test cell. **GSBS Architects** designed the building, and **R&O Construction** completed construction. It is the third major building at WSU Davis. The university has renamed Building D3, which is now called the **Stewart Center** in honor of the Stewart Education Foundation and its long-standing support of Weber State.

• **Rowland Hall**, a coeducational college-preparatory day school for grades preschool through 12, has selected **Michael "Mick" Gee** as head of school. A native of the United Kingdom, Gee has over 30 years of experience in education, starting as a science teacher in Nottingham and most recently concluding eight years as the head of Allendale Columbia School in Rochester, New York. Gee succeeds **Alan Sparrow**, who retired in June



Mick Gee

**Holdings Inc.**, a West Jordan-based outdoor products retailer, has agreed with **Dick's Sporting Goods Inc.** to purchase two **Field & Stream** locations. The stores in Erie, Pennsylvania, and Charleston, South Carolina, will be rebranded as Sportsman's Warehouse. The total purchase price of \$4.5 million for inventory and assets will be funded through Sportsman's Warehouse cash on hand. The transaction is expected to close in October, subject to customary closing conditions. Sportsman's Warehouse previously purchased 10 Field & Stream stores from Dick's in late 2019 and early 2020. Sportsman's Warehouse operates 107 stores in 27 states. It plans to open nine stores this year. The company also opened its first Legacy Shooting Center earlier this year.

## HEALTHCARE

• **ASEA**, a Salt Lake City-based company focused on cellular health, has appointed **Nico Raczek** as chief scientific officer. Raczek will lead research and development and will oversee all redox scientific research and product development efforts. Raczek has experience in scientific strategies, new product development, research, and regulatory and scientific affairs. He has worked in Europe, the United States,



Nico Raczek

Asia and Africa, and has acquired expertise in nutrition and health, cosmetics and consumer goods as well as in the ingredients business and academia. In addition, ASEA has announced a new life science research lab along with an **expanded scientific advisory council** and **medical professionals board**. The new **Verdis L. Norton Center for Redox Life Sciences** will serve as the center for all redox life science research and development. The expanded **Science Advisory Council** for ASEA includes six third-party scientific professionals. The medical professionals board includes 16 people.

• **Solutionreach**, a Lehi-based patient engagement solutions and innovation company, has added **Dr. Chris DeRienzo** to its SR Health medical advisory board. DeRienzo is chief medical officer and senior vice president of quality at WakeMed Health & Hospitals in Raleigh, North Carolina. He also is a practicing neonatologist; frequent key-



Chris DeRienzo

note speaker on analytics, continuous improvement and restoring humanity in healthcare; and author of the book *Tiny Medicine: One Doctor's Biggest Lessons from His Smallest Patients*.

## INVESTMENT

• **Alucent Biomedical**, a Salt Lake City-based, privately held medical technology company focused on vascular disease, has closed a \$35 million Series B financing round led by an unnamed large multinational strategic investor and joined by another new investor, **Fresenius Medical Care Ventures**. Alucent was founded by the **Avera Research Institute**, an arm of Avera Health, which also contributed to the financing. The company has raised approximately \$60 million to date. The funding will be used to support the completion of two clinical trials.

• **Wasatch Global Investors**, Salt Lake City, has appointed **Albert Trinkl** to its institutional development team. Trinkl will take a newly created role to lead distribution in Europe, the Middle East and Africa. Trinkl previously was head of institutional clients for the Middle East and Africa at Deutsche Bank's asset management arm DWS. He has over 30 years of experience in fund management and client service and distribution roles. His time in Europe and the Middle East



Albert Trinkl

has included posts at Allianz, the Abu Dhabi Investment Authority, HSBC, Lingohr & Partner and DWS.

## PHILANTHROPY

• **Purple Innovation LLC**, a Lehi-based comfort products manufacturer, has partnered with the **Precious Dreams Foundation** to provide bedtime comfort to children in foster care and homeless shelters. The partnership aims to raise awareness around the importance of sleep hygiene for children, especially those in difficult and stressful environments. The partnership began with the ninth annual Pajama Ball, Precious Dreams Foundation's annual fundraising gala. In the coming months, Purple and Precious Dreams Foundation will collaborate on a number of initiatives, including providing comfort drops to kids in need, hosting in-store and online donation campaigns and creating educational resources for vulnerable children.

## RECOGNITIONS

• The **Women's Business Center of Utah** has announced that **Molly Kohrman** is the **2020 WBCUtah Entrepreneur of the Year**. Kohrman, owner of Brownies Brownies Brownies, will be honored Oct. 22 as part of the organization's Disco Biz Bash event. Details are at <https://bit.ly/discobizbash>.



Molly Kohrman

• **Optima Recovery's** combination hot and cold physical therapy device won the \$25,000 grand prize in the **2020 Bench to Bedside Competition**, led by the **Center for Medical Innovation** in partnership with the **Lassonde Entrepreneur Institute** at the University of Utah. The Optima Recovery device meets a common need for physical therapists, athletic trainers and medical professionals who regularly use hot and cold treatments to promote healing and recovery to strained and injured muscles. Optima's five-person team comes from University of Utah and University of Wyoming. This year, 29 teams participated and competed for more than \$100,000 in prize money. The overall runner-up, winning \$15,000, was **O2Go's** improved oxygen tank mounting system for mobility walk-

## CORRECTION

In the Sept. 28 edition of Industry Briefs, Jon Beutler's name was misspelled in the photo identification. Beutler is the new director at The Mill Entrepreneurship Center.

**We carry more than heavy construction equipment.**

Light equipment in stock. Mixers, saws, pumps, generators, jumping jacks, and much more.



after leading the school for 28 years.

## EXPANSIONS

• **Sportsman's Warehouse**



Everything for the Contractors

We rent the best

4343 Century Drive  
Salt Lake City, UT 84123

801-262-5761

[www.centuryeq.com](http://www.centuryeq.com)



see BRIEFS next page



# Industry Briefs

from previous page

ers. Other winners were the **Legacy Grand Prize Winner** (\$25,000), **Bedvee's** at-home adjustable head of bed device; **Legacy Runner-up** (\$15,000), **Gaia Technologies'** upper-arm prosthesis sensor array; **Best in Medicine** (\$5,000), **Neurosense's** peripheral neuropathy measurement device; **Best in Engineering** (\$5,000), **Vizport's** visualized shunt placement for hydrocephalus surgery; **Best in Digital Medicine** (\$5,000), **Smart2Eat's** nutrition-focused restaurant recommendation mobile application; **Best in Business** (\$5,000), **Noci Therapeutics'** analgesic wound dressing for partial dermal thickness injuries; **Global Health Award** (\$5,000), **PhyR's** personal insulin generator for developing countries; **Marriott & Eccles Libraries Award** (\$5,000), **Gennisi's** improved calculation of maternal blood loss during childbirth; and **COVID-19 Innovation Award** (\$2,500), **Ideas Innovation's** low-cost adaptable powered air-purifying respirator.

• **USANA Philippines** has been named the No. 1 vitamins and dietary supplements brand in that country by **Euromonitor International**, a market research company, for the second consecutive year.

• A team from **Weber State University** beat 18 other national and international teams to win this year's **General Motors/Wayne State University Mike Ilitch School of Business Supply Chain Case Competition**. In the past five years, Weber State had advanced to the finals four times, but 2020 is its first championship in the competition. This year's competition was held virtually and addressed supply chain sustainability for the Chevrolet Corvette, Cadillac Escalade and GMC Hummer. WSU's team consisted of **Amberly Arrington Carter**, **Jared Theurer**, **Cameron Loftus** and **Zac Bartholomew**. **Stan Fawcett** is director of Weber State's supply chain program, and **Dee Fawcett** is the team advisor.

## SERVICES

• **Penske Truck Leasing** has opened a consumer and commercial truck rental, truck leasing and contract truck fleet maintenance facility at 1135 W. 135 S., Lindon. The 8,400-square-foot facility has five truck bays and one wash bay.

## TECHNOLOGY/LIFE SCIENCES

• **InMoment**, a South Jordan-based experience improvement company, has appointed **Wendy Rand** as chief human resources officer. Rand's experience includes leading workforces at Park City Mountain, TransUnion,



Wendy Rand

Diageo, and Jones Lang LaSalle.

• **Motovosity**, a Lehi-based employee engagement platform company, has appointed

**Logan Mallory** as vice president of marketing. Mallory most recently led digital marketing within a core business unit of LogMeIn Inc. His experience also includes working at Jive Communications, Workfront and Deseret Book. With an MBA from



Logan Mallory

Brigham Young University, Mallory also teaches as an adjunct professor within the BYU Marriott School of Business.

TO DONATE:

Text WarmUpUtah  
to 44-321

OPERATION  
**warm**  
more than a coat





Rethink the office.



www.mwciutah.com | 801.359.7681 | @mwciut

## The four basic employment survival skills: Making sure you always have a job to go to

No one in business was prepared for what happened when the coronavirus invaded the U.S. Overnight, it literally upended the nation's economy, leaving American workers not knowing what to think about the future.

While some workers are doing well, others are underemployed — and 13 million are jobless. Whether you're a CEO, just entering the workforce or someone in-between, such confusion and uncertainty begs the question, "What does it take to survive in a job today?"

What businesses are looking for are people with the ability to adapt, learn, perform and progress so they can contribute to the organization's success. To be specific, these are people who possess four basic business survival skills:

**1. Asking questions.** Why is it that when the teacher asks the class a question, it's always the same kids who raise their hands? But not in business. Many believe that success on the job depends on keeping your head down, going along to get along, and not making waves. In other words, never raise your hand.

While it may be the culture in many businesses, it's also dysfunctional behavior. Companies experiencing the pandemic's pervasive effects know their survival depends on rapid and continued adaption and innovation, which starts with asking questions, lots of questions. Here are examples:

- Why are we doing this?
- Why aren't we doing this?
- Why is it taking so long?
- Why are others getting ahead of us?
- Why aren't our people more involved in decision-making?
- Why are we doing it this way?

In other words, if a company wants to flourish, its success depends on everyone involved being observant and curious and raising their hands and asking questions.

**2. Staying focused.** If anything is obvious, it's that we all need to up our ability to concentrate on the job — to stay focused. It's not easy. We're drowning in distractions, one every three minutes on average. What makes it worse, as Gloria Mark of the Department of Informatics at the University of California, Irvine, noted, we have only a limited amount of short-term memory

available. Is it any wonder why we're more stressed, less productive and oblivious to what's going on around us? We don't have a chance to concentrate.

The iconic management consultant, Peter Drucker pointed out that Mozart was an exception. He was the only "first rank composer" who could work on several pieces at the same time. Handel, Haydn and Verdi, composed one at a time. Most of us aren't a Mozart. Paying attention

takes work, starting with actively minimizing distractions, better organizing our time and not jumping on the Internet and social media during the work day. Is it too high a price to pay if you want to make a difference where you work?

**3. Thinking clearly.** Unfortunately, workers who can think clearly are in short supply. Daniel Jeffries, the futurist and author, is onto something when he says, "We're not taught *how* to think anymore, only *what* to think."

"Clear thinkers analyze and inspect ideas and arguments before expressing them," writes Kay Daya, an Academic Writing Lab Instructor at Edusson.com. "Be inquisitive enough to inspect and examine the validity, logic and truthfulness of other peoples' claims and arguments closely."

Soaking up ideas, facts and opinions doesn't equal clear thinking. Far from it. Rather, it's the arduous task of sorting out all of those and putting them together, much like you would a puzzle until you see the picture clearly. This is what it takes for businesses to make it today.

**4. Influencing others.** No matter who we are, our age or our job, the one thing we all do from morning until night is persuading others either to do or not do something. A few examples of influencing others:

- A kid asks his mom if he can we go to the ice cream shop before it closes for the season. Mom, replies, "Sure, if you clean your room and rake up the leaves."
- Knowing that home buyers often want to be sure their friends will like a particular house, real estate agents may



see GRAHAM page 15



## Legal Matters

### 'Hey, that's my idea!' Why protecting your ideas requires more than being first.

As the legendary racecar driver Ricky Bobby once said, "If you ain't first, you're last!" Couple of problems with that. First, Ricky Bobby doesn't exist, except in our hearts. Second, he's just wrong. If you're not first, you could be second, third, fourth or anywhere else in front of last place. But Ricky's misguided motto is not completely worthless. It's an opportunity for that most dreaded and reviled of all moments (if you are my kids): the teaching moment.

Ricky's guiding philosophy reveals a false belief held by many when it comes to their ideas — that being first is everything. If you have the idea first and move on it, there is an emotional but understandable belief that it belongs to you and that no one else should be allowed to copy you. It's just

not true.

First, the law actually favors copying. It's good for competition. But the law also wants to foster innovation and creativity, which is why there are carve-outs that provide exclusivity in certain circumstances. Being first can certainly matter, but it's not the only thing. Your idea — what the law calls your "intellectual property" — needs more than being first in order to get you to exclusivity. What that something is depends on your idea.

If your idea is for something new and useful, a patent can get you exclusivity for up to 20 years. In exchange, you have to include enough detail in the patent to allow people to avoid making or using the invention while the patent is in force and, conversely, to be able to freely use the technology of the patent after it expires.

If your idea is a story or other original expression, you own a copyright in the particular words or original images you use. You don't have to apply for copyright protection; it exists from the moment of creation. But you do have to register your copyright to enforce it in court, and you do not get to stop others from using the same idea. Copyright does not protect ideas, just the expression of the idea. But you do get exclusivity over your work, substantially similar works and works derived from the work you created.

If your idea is just a word or clever slogan, you have to use it in connection with marketing or selling a product or service to gain exclusive rights. Such use gets you trademark rights in the word or slogan. On the other hand, simply coming up with a clever slogan, a new or interesting word or a play on words gets you nothing.

No exclusivity exists without actual use with a good or service, regardless of whether you are first and regardless of how clever your wordplay.

You can gain exclusive rights over the look and feel of your product or its packaging — its trade dress — in much the same way as with trademarks. Rights follow use. But there are limits. The chosen design or packaging must serve primarily as a source identifier. For example, is the product's size and shape driven by aesthetics or by a need to fit comfortably in the palm of one's hand? The former may be your exclusive trade dress; the latter, not so much.

Finally, there are trade secret rights. Being first here doesn't matter because your rights, and your exclusivity, stem from the fact that you keep it secret. The recipe for Coca-Cola is an example. It derives value from the fact that no one

knows (or can deduce) what it is, except those who are sworn to secrecy. Still, the rights are exclusively yours so long as you take reasonable measures to keep the thing secret, whether it's a manufacturing method, a chemical formula or just about anything else.

The point of all of this is to say, "Don't rest on your laurels." You accomplished something by being first with a great idea. Ricky was wrong to think you're last just because you're not first. He was also wrong to think that being first is all you need to do. You can't count on being first to get you to exclusivity. But if you take the required next steps, exclusivity can be yours.

R. Parrish Freeman is a partner in the Park City office of Maschoff Brennan. His practice centers on intellectual property law and he has extensive experience in enforcing and defending intellectual property rights for his clients.



R. PARRISH  
FREEMAN

## SOME OF THE GREATEST IDEAS START HERE.

Maschoff Brennan provides legal counsel and representation to some of the world's most innovative companies.

With 45 attorneys and offices in the technology-focused regions of Utah and California, our attorneys are known for having the breadth of experience and the forward-thinking insight needed to handle complex technological and business issues across all geographic boundaries and industries.

801.297.1851 | MABR.COM

SALT LAKE CITY | PARK CITY | IRVINE | LOS ANGELES



PROTECTING YOUR IDEAS AND YOUR BUSINESS.





# THE BUSINESS LEADERS' CRISIS CYCLE



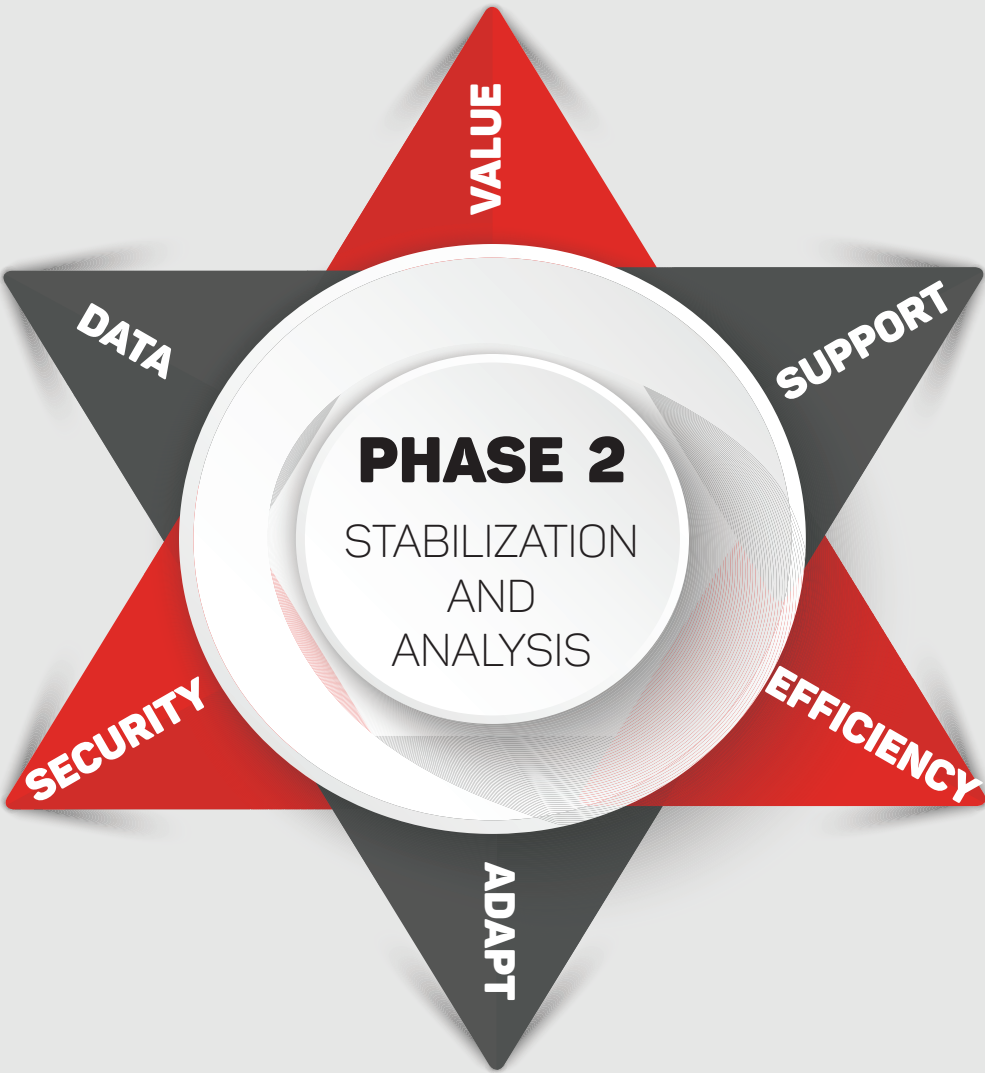
WASATCH I.T.



**FIREHOSE**  
Situation: Maintain business operations while transitioning employees to work from home.  
Actions: Setup VPNs, firewalls, remote access, shared files, etc.

**VALUE**  
Are our resources providing appropriate value?

**DATA**  
Is our data backed up?  
Are users saving data to appropriate locations?



**SUPPORT**  
Is our I.T. team providing needed support?  
Is our I.T. team responsive?  
Can we grow and adapt with our I.T. team?

**SECURITY**  
How are we handling sensitive customer and company data?  
Are remote work policies in place?  
Are proper permissions and safeguards in place for data accessibility?

**EFFICIENCY**  
How successful is our remote work and remote collaboration?  
Are employees supplied and trained on programs necessary to succeed?

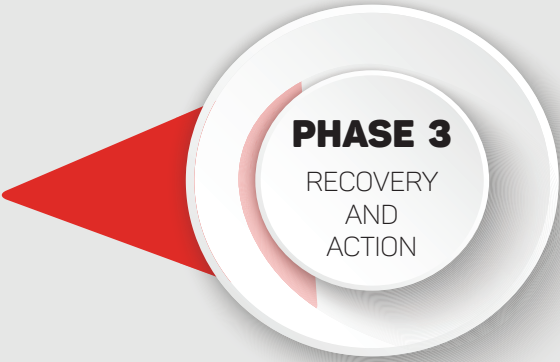
**ADAPT**  
What must we change going forward?



WASATCH I.T.

We are here to help!  
info@wasatchit.com  
(801) 983-3671  
www.wasatchit.com

**RECOVERY AND ACTION**  
Situation: Implement improvements analyzed in Phase 2. Cut waste. Maximize resources. Take actions to create a healthier, more prepared company for the future.  
Actions: Migrate to o365. Migrate physical servers to cloud based technologies.. Setup geo-redundant backups. Transition to VOIP phone system. Update or create I.T. related policies and procedures. Optimize partnerships and resources.





# 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. NOTE: Because of concerns with the coronavirus, events listed here may be postponed or canceled. Check with organizers to determine if individual events are taking place.

## Oct. 13, 8 a.m.-4 p.m.

**“Emotional Intelligence,”** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on identifying the components of emotional intelligence, exploring strategies to increase awareness of emotions, developing the ability to manage your emotions, and improving social skills. Location is Salt Lake Community College’s Miller Campus in Sandy. Virtual participation is also available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## Oct. 13, noon-1 p.m.

**Online Lunch Break,** a ChamberWest Women in Business Professional Growth Series event. Speaker Nicole Cottle, assistant city manager and general counsel and director of community and economic development at West Valley City, will discuss “Expanding Your Reach Through Leadership and Influence.” Event takes place online via Zoom. Details are at [chamberwest.com](http://chamberwest.com).

## Oct. 13, noon-1 p.m.

**“Tech Tuesday” Cybersecurity Podcast Series,** a Salt Lake Chamber event taking place online through livestreaming. Free. Details are at [slchamber.com](http://slchamber.com).

## Oct. 13, noon-1:15 p.m.

**“Utah Women in 2020: Challenges, Opportunities and Next Steps,”** a Utah Women & Leadership Project event. Panelists are Becky Jacobs, reporter at *The Salt Lake Tribune*; Liz Owens, community educator, gender justice and racial justice activist; and Robbyn Scribner, a research Fellow for the Utah Women & Leadership Project at Utah State University. Event takes place online via Zoom. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Oct. 13, noon-1:30 p.m.

**“Instagram for Business: An Over-the-Shoulder Tutorial,”** a Small Business Development Center (SBDC) event taking place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Oct. 14, 7:30-11 a.m.

**“Teamwork,”** part of the Fall

2020 Leadership Series presented by Davis Technical College’s employer and continuing education team and Ames Leadership Institute and continuing through Jan. 27. Location is the Davis Technical College, Simmons Building, 450 Simmons Way, Kaysville. Cost is \$175 per class (Custom Fit cost is \$88), \$600 for a bundle of four classes (Custom Fit cost is \$300). Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Oct. 14, 10 a.m.-noon

**“Starting Your Business 101,”** a Small Business Development Center (SBDC) event. Event takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Oct. 14, 10-11 a.m.

**“Sell Online This Holiday Season with E-Commerce Tools,”** a Google training offered by the Women’s Business Center of Utah. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Oct. 14, 11:30 a.m.-1 p.m.

**“Let’s Do Lunch,”** a South Valley Chamber event. Location is Slackwater Pub & Pizzeria, 10290 S State St., Sandy. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

## Oct. 14, noon-1 p.m.

**Cybersecurity Leadership Council Fall Conference (Workshop 2),** a Salt Lake Chamber event. Remaining sessions are scheduled for Oct. 21 and Oct. 28. Event takes place online. Free. Details are at [slchamber.com](http://slchamber.com).

## Oct. 14, noon-1 p.m.

**“Virtual Lunch & Learn: Instagram for Business,”** a Park City Chamber/Bureau event for members only. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

## Oct. 15, 9 a.m.-3 p.m.

**2020 PTAC Procurement Opportunities Preview (POP) Event,** presented by the Utah Procurement Technical Assistance Center (PTAC) and featuring representatives from the industries discussing real business opportunities in government contracting. Event features more than 25 presents in plenary (9-10:20 a.m.) and breakout sessions. Event takes place online. Details are at <https://business.utah.gov/ptac>.

## Oct. 15, 11 a.m.-12:30 p.m.

**“Buckle Your Seat Belts, Round II: 2020 Presidential Election, Health Care and Key Decisions Ahead,”** presented by Hays Cos. and featuring information about the challenges and

opportunities that employer-sponsored health plans face through the remaining half of 2020 and beyond. Event takes place online. Free. Details are at [https://info.hayscompanies.com/virtual-event-buckle-your-seat-belts-part-2-oct-15-21?utm\\_campaign](https://info.hayscompanies.com/virtual-event-buckle-your-seat-belts-part-2-oct-15-21?utm_campaign).

## Oct. 15, 1:30-2:30 p.m.

**“Salt Lake Chamber-Business Live,”** a virtual networking event. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

## Oct. 16, 8-9 a.m.

**WOW Women Training,** a Women’s Business Center of Utah event in partnership with wowwomen.biz. Speaker Pam Brill will discuss “Pivoting Your Biz Model to Become Recession-Proof.” Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Oct. 20, 8 a.m.-4 p.m.

**“Emotional Intelligence,”** part of the Salt Lake Community College Frontline Leader Workshop Series and focusing on identifying the components of emotional intelligence, exploring strategies to increase awareness of emotions, developing the ability to manage your emotions, and improving social skills. Location is Salt Lake Community College’s Westpointe Campus in Salt Lake City. Virtual participation is also available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

## Oct. 20, 9 a.m.

**“Manufacturing for the Global Market,”** presented by World Trade Center Utah, in partnership with the Utah Advanced Materials and Manufacturing Initiative and the Utah Industry Resource Alliance. Event will feature a discussion of ways to take a manufacturing business international. Speakers will discuss the importance of exporting and share examples of Utah companies in the advanced materials and advanced manufacturing industry that have increased their revenues abroad. Event takes place online via Zoom and YouTube. Details are at <https://us02web.zoom.us/meeting/register/tZYtdOmhrTopGdFwmkERiREZXq-WwvhAswco>.

## Oct. 20, 11 a.m.-1 p.m.

**Business Women’s Forum 2020: “Bridging Differences to Get More from Mentorship.”** Speaker is Chandana Haque, executive director at Altitude Lab. Event takes place online via Zoom. Cost is \$20 for members, \$25 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

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

**BusinessAllianceNetworking Luncheon,** a Davis Chamber of Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

## Oct. 21, noon-1 p.m.

**Cybersecurity Leadership Council Fall Conference (Workshop 3),** a Salt Lake Chamber event. Remaining sessions is scheduled for Oct. 28. Event takes place online. Free. Details are at [slchamber.com](http://slchamber.com).

## Oct. 21, 3:30-5 p.m.

**“Business Connections and Bowling,”** a ChamberWest event. Location is All-Star Bowling & Entertainment, 3601 S. 2700 W., Valley Fair Mall, West Valley City. Cost is \$15 for members, \$20 for nonmembers. Details are at [chamberwest.com](http://chamberwest.com).

## Oct. 21, 5:30-6:30 p.m.

**“QuickBooks Workshop,”** a Small Business Development Center (SBDC) event. Event takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

## Oct. 22, 11:30 a.m.-1 p.m.

**Networking Luncheon,** a Murray Area Chamber of Commerce event featuring interviews with two chamber members and networking. Location is Murray Park Pavilion, 296 E. Murray Park Ave., Murray. Cost is \$15. Details are at [murraychamber.org](http://murraychamber.org).

## Oct. 22, 4-5 p.m.

**Disco Biz Bash Fundraiser,** a Women’s Business Center of Utah event that is a disco-themed virtual happy hour. Activities include honoring Molly Kohrman, owner of Brownies Brownies Brownies, as the 2020 WBCUtah Entrepreneur of the Year. All proceeds assist the WBCUtah to provide virtual, online and in-person assistance for women business owners throughout 14 counties in Utah. Product box pickup will be at Brownies Brownies Brownies from 9 a.m.-2:30 p.m. Cost is \$75. Event takes place online. Details are at [wbcutah.org](http://wbcutah.org).

## Oct. 22, 8-10 a.m.

**“Dear Competitor: Our Social Media Spend Makes Cents,”** part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost

for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

## Oct. 22, 9-11 a.m.

**M.A.C.H. Speed Networking,** a Murray Area Chamber of Commerce event. Location is Murray Park Pavilion, 296 E. Murray Park Ave., Murray. Details are at [murraychamber.org](http://murraychamber.org).

## Oct. 23, 8-9 a.m.

**2020-21 Speaker Series,** an ACG (Association for Corporate Growth) Utah event. Speaker is Karl Sun, CEO and co-founder of Lucid. Free for members, \$10 for nonmembers. Details are at <https://www.acg.org/utah/events/october-13-speaker-series-karl-sun>.

## Oct. 23, 8-9 a.m.

**WOW Women Training,** a Women’s Business Center of Utah event in partnership with wowwomen.biz. Speaker Annie Sisson of Into the Bold will discuss “Flexibility in Your Business: Knowing When and How to Pivot.” Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

## Oct. 26, 8 a.m.-5 p.m.

**Utah Economic & Energy Summit,** presented by the Utah Governor’s Office of Energy Development, Governor’s Office of Economic Development, World Trade Center Utah and the Salt Lake Chamber. The 14th Annual Utah Economic Summit was originally scheduled for June 18. The Ninth Annual Governor’s Energy Summit was originally scheduled for May 18, then postponed until Oct. 21. Activities include morning and lunchtime plenary sessions, awards presentations, and morning and afternoon breakout sessions in three tracks: economic development, energy and global trade. Offerings related to international issues includes a plenary session on the newly implemented U.S.-Mexico-Canada Trade Agreement. Event also will highlight Gov. Gary Herbert’s economic and energy accomplishments since 2009. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$180. Imperial Ballroom registration is \$159. Early-bird virtual admission is \$79. Details are at <https://utaheconomicssummit.com/>.

## Oct. 27, 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



# Succeeding in Your Business

## And how about the CCPA? Do I have to comply with it, too?

Last week's column dealt with the thorny topic of whether or not a web-based business really needs to comply with the European Union's new (well, fairly new) General Data Protection Regulation, or GDPR.

Since the GDPR was made effective in May 2018, a number of U.S. states — most prominently California — have adopted “mini-GDPR” laws designed to regulate web-based businesses that have a significant economic presence in their states.

The California law — called the California Consumer Protection Act of 2018, or CCPA — technically went into effect on Jan. 1 of this year, although due to delays in adopting regulations to help interpret the law, California did not begin actively enforcing it until July 1. Failure to comply can result in a lawsuit from the California attorney general's office or (more likely) from aggrieved consumers who have a “private right of action” to enforce the law.

The CCPA applies to for-profit companies that collect and handle the personal information

of California residents, regardless of a physical location in the state, and (a) have annual gross revenue in excess of \$25 million, (b) receive or share personal information of more than 50,000 California consumers annually, or (c) derive at least 50 percent of annual revenue from the sale of personal information of California consumers.



The term “sale” is defined in an extremely broad way, covering any communication or transfer of a consumer's personal information to another business or third party for monetary “or other valuable consideration” — if the company receives any sort of benefit in exchange for the data, it is subject to the CCPA. Traditional website privacy policies — which allow web-based companies to share data with their “affiliates” (seldom, if ever, defined) without the customer's consent — will need to be re-thought and revised if the CCPA applies.

Now, I can hear some of my readers saying, “Hold on a minute! This is a column for small businesses. You have just told me my business is too small to even

worry about the CCPA, so I'm on to the next article.” Before you turn the page, there are two reasons why your business should consider at least making an effort to comply:

- At least 17 U.S. states (including New York, Maine, Massachusetts and Nevada) have adopted laws similar to the CCPA over the past 12 to 18 months.

- Your customers in other states are probably well aware of the CCPA's requirements and will sooner or later expect you to offer them similar rights.

Perhaps the most important right granted to consumers under the CCPA is the right to opt out of sales of their personal information to third parties. The CCPA requires businesses to provide notice about the consumer's opt-out right by adding a conspicuous, separate and dedicated “Do Not Sell My Personal Information” link on their home page, where consumers can exercise this right. For consumers between the ages of 13 and 16, opting out is not enough; the consumer must opt in to having their personal information sold. For consumers under the age of 13, parental consent is required.

California consumers also have the right to know and to

request access to their personal information including (1) what categories of personal information have been collected, disclosed or sold, (2) the sources from which their information was collected, (3) the third parties receiving the personal information and (4) the website's purpose for collecting or selling such information.

California consumers also have the right to know specific pieces of personal information you have collected (not just the categories); to receive copies of their personal information in a “readily usable format” that is also portable, free of charge and delivered within 45 days of their request; and to request the deletion of their personal information collected. Businesses are required to offer at least two separate methods (such as email and snail mail) by which consumers can make portability and deletion requests.

So what can a small business do to comply with CCPA? Doing nothing may be an option for the short term, but not for very long. There are four things a small business should consider doing today if it does a significant volume of business in California:

1. Put a “Do Not Sell My

Data” button on the home page. This is easy and inexpensive to do and is the first thing California regulators will look for if they are viewing your site.

2. Revise your privacy policy so that each “category” of CCPA disclosure is clearly spelled out (most websites use a “table” format to present this information).

3. Require customers who visit your home page to opt in to the placement of cookies on their computers by clicking on a pop-up banner.

4. Consider adopting a CCPA-friendly privacy policy just for California residents, separate and apart from the “main” privacy policy that applies elsewhere. There are downloadable forms available on many sites such as [www.uslegalforms.com](http://www.uslegalforms.com).

Once you've taken these steps, consider adopting CCPA-friendly policies for all your customers. Like it or not, it's the way things are going and people hate it if they think other people have more rights than they do.

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

COPYRIGHT 2020 CLIFFORD R. ENNICO  
DISTRIBUTED BY CREATORS.COM

## UPDATES

from page 1

### Nov. 3, 8:30 a.m.-noon

“Performance Management Essentials,” an Employers Council event.

### Nov. 5, 8:30 a.m.-12:30 p.m.

“Family and Medical Leave Act Essentials,” an Employers Council event.

### Nov. 6, 8:30 a.m.-12:30 p.m.

“HR Management Program: Advanced HR Competencies,” an Employers Council event taking place Fridays through Dec. 11.

### Nov. 12, 8:30 a.m.-10:30 a.m.

“Managing Difficult Employees: Briefing for Managers and Supervisors,” an Employers Council event.

### Nov. 17, 8:30 a.m.-10:30 a.m.

“Unemployment Insurance in Utah: Appeal Hearing

Workshop,” an Employers Council event at the Employers Council's Utah office in Salt Lake City.

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

“Harassment Prevention for Managers and Supervisors,” an Employers Council event.

## POSTPONEMENTS

The South Salt Lake Chamber Annual Celebration, originally scheduled for Sept. 2 at the Maverik Center in West Valley City, has been postponed to a date to be announced.

Business After Hours, a Salt Lake Chamber event, originally scheduled for March 19 and later rescheduled for Sept. 17 at the Utah Museum of Contemporary Art in Salt Lake City, has been rescheduled for spring 2021.

Annual Fall Business Conference, a ChamberWest event originally scheduled for Sept. 16, will take place Nov. 13, 7:15 a.m.-3 p.m., at the Utah

Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Details are at [chamberwest.com](http://chamberwest.com).

“We Are Utah” Manufacturers Expo, a Utah Manufacturers Association event scheduled for Sept. 23, 1-8 p.m., at Mountain America Expo Center in Sandy, has been postponed until March 2021.

South Jordan Business and Entrepreneurial Summit and Expo, a South Jordan Chamber of Commerce event originally scheduled for April 29 and later rescheduled for Sept. 10 at the Karen Gail Miller Conference Center in Sandy, has been postponed until a date to be determined.

Business to Business Expo, a Davis Chamber of Commerce event originally scheduled for Aug. 27 at the Davis Conference Center in Layton, has been postponed until April 2021.

Utah Economic & Energy Summit is scheduled for Oct. 26,

8 a.m.-5 p.m. It is presented by the Utah Governor's Office of Energy Development, Governor's Office of Economic Development, World Trade Center Utah and the Salt Lake Chamber. The 14th Annual Utah Economic Summit was originally scheduled for June 18. The Ninth Annual Governor's Energy Summit was originally scheduled for May 18, then postponed until Oct. 21. Activities include morning and lunchtime plenary sessions, awards presentations, and morning and afternoon breakout sessions in three tracks: economic development, energy and global trade. Event also will highlight Gov. Gary Herbert's economic and energy accomplishments since 2009. Location is Grand America Hotel, 555 S. Main St., Salt Lake City. Cost is \$180. Imperial Ballroom registration is \$159. Early-bird virtual admission is \$79. Details are at <https://utaheconomicsummit.com/>.

Utah Veteran Business

Conference 2020, a Utah Veteran Owned Business Partnership event originally scheduled for May 8 at Salt Lake Community College's Miller Campus in Sandy, has been postponed until a date to be determined.

## OTHER INFORMATION

“Business Connections and Bowling,” ChamberWest events originally scheduled for Nov. 4 and Dec. 2 (all at 3:30-5 p.m.) at All-Star Bowling & Entertainment, 1776 W. 7800 S., West Jordan, have been moved online and renamed “Business Connections.” Free, but registration is required. Details are at [chamberwest.com](http://chamberwest.com).

Networking Luncheon, a Murray Area Chamber of Commerce event originally scheduled for Oct. 29, has been moved to Oct. 22, 11:30 a.m.-1 p.m. Location is Murray Park Pavilion, 296 E. Murray Park Ave., Murray. Cost is \$15. Details are at [murraychamber.org](http://murraychamber.org).



## WeROC

from page 1

of venture dollars in 2019 went to companies with female founders. Angel investing saw a higher number — over 15 years, growing from 5 percent to 21 percent — “but it also has a lot of room to grow,” she said.

Linda Klug’s approach to the situation was to focus on her credibility and the brand of her company, Airin, highlighting tech experience, patents and software launches. “We decided from the very start that we were not going to be a ‘female-founder startup,’” she said. Instead, she tried “to make sure that the focus was on the problem that we solve and how we solve it.”

“There is an inherent bias, and don’t pretend that there isn’t,” conceded Jeramy Lund, an angel investor and managing director of impact investing and the managing director for University Venture Funds at the University of Utah’s Sorenson Impact Center.

“Acknowledge it and figure out a way to work around it,” he said, whether it’s pitching to female-led funds, surrounding yourself with experienced advisors or spending lots of time with investors to help them understand what problem the company is attempting to solve.

“But understand it’s going to be a little harder to get venture capital if you’re a woman and not pretend like you’re just going to be able to waltz in and do it,” Lund said.

Yudina learned a lesson about gender bias when she split duties with a male entrepreneur when two pitching events were happening at the same time. The man was a little older than her, with gray hair.

“So here we are,” she said, “same day, pitching to two angel groups, telling the same sto-

ry about the same problem, same solution, same team and same founder, and I get a ‘no,’ and his group was like, ‘Peter, this is the most amazing company we’ve ever heard about! Oh, my gosh! Thank you so much for coming! We’ll be moving you to the next round!’

“And that got me thinking, there must be something going on. Obviously, they could relate a little more — he looks like those other angel investors — and I’m like, I need to figure out a way to overcome this bias. I understand it exists. I have to embrace it and move on.”

Since then, he has been in all the pitch meetings, and Yudina encouraged other women to “have a qualified male colleague with you who can prove and validate your idea, who maybe has a successful track record and he believes in you and he can tell everyone else that ‘this is a real deal, this is a real founder and this is why I’m backing her,’” she said.

She has also brought in advisors with proven track records, had their own networks and could open doors to those networks. She also suggested that women rely on funds that support female entrepreneurs. “We all have to help each other. ... If you cannot find the money from male investors, try to lean on your female network,” she said.

Richard Haskell, director at the Westminster Center for Financial Wellness, took a different tack, saying investors “don’t care if you’re male or female. They care if you’re going to be profitable for them, and that’s not a gender issue.”

Funders are “terribly objective” and “numerically biased,” he said.

“They want numbers” from those seeking money, he said. “They know that all business owners and all entrepreneurs can be separated into two categories:

too-common, they fail miserably. We balk and get our back up. No one wants to be told what to do. A more effective approach is to let people come to your conclusion on their own. What makes it successful is a basic human principle: “What’s in it for me? How will it enhance my life and make me more successful?”

No matter the job, survival depends on skills that empower workers to be change agents — asking questions, staying focused, thinking clearly and influencing others.

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 johnrgraham.com.

those who understand their finances and those that are controlled by other people who understand their finances. And as a funder, I don’t want to do business with someone who isn’t in control of their business. ... Have the numbers dead-on.”

Haskell was asked by an audience member if female founders “need to learn to speak ‘male,’ which is ‘numbers?’”

“I’m going to argue that speaking numbers isn’t gender, either,” he replied. “I think that women and men should be able to speak numbers and can speak numbers equally as credibly. So if you’ve put yourself into that camp, step out of that camp, because that’s kind of pigeonholing yourself and others in the room.”

Those numbers should be spun into “a story you tell well,” he said. “If you only come with a story, then they’re going to beat you up and throw questions at you that are hard to deal with.” But using numbers in an objective story that reveals the founder’s passion? “That’s the package they’re after. That’s the package that sells,” he said.

Lund stressed an approach that spells out the “pain” a startup company is trying to address.

“One of the things we really like to see as a funder is, is there real pain here or is this just a solution in need of a problem?” he said. “If you can clearly articulate that, it goes a long way to establishing your credibility, even if we don’t understand how you’re going to solve the problem.”

## MILLENNIALS

from page 1

life. With agreeable year-round temperatures and ample opportunities to get outside, Salt Lake is known for healthy living, which any true millennial will appreciate.”

Rent.com considered cities with populations of 100,000 or more for people between 24 and 39 years old. It considered several factors and weighted them according to relevancy.

The factors include median income, population and percentage of millennial renters from 2018 and 2019 reports; the June 2020 unemployment rate; July scores for walking and biking; a “fun factor” based on commercially available business listings

of entertainment establishments, such as bars, concert venues, movie theaters, restaurants, sports and fitness opportunities; and rent prices.

The rankings also included Provo at No. 15, West Valley City at No. 38, and West Jordan at No. 39.

In addition to Salt Lake City and runner-up Madison, the rest of the national top 10 includes a lot of college towns: Norman, Oklahoma; Austin; Lexington, Kentucky; Omaha, Nebraska; Minneapolis; Lincoln, Nebraska; Fargo, North Dakota; and Overland Park, Kansas.

The worst cities for millennials are (in order) Newark, New Jersey; Victorville, California; Detroit; Yonkers, New York; and Moreno Valley, California.

**THE Enterprise**  
UTAH'S BUSINESS JOURNAL

WHY SHARE? GET YOUR OWN COPY!

To Subscribe

Call: 801-533-0556

or go online to:

[slenterprise.com](http://slenterprise.com)



## GRAHAM

from page 10

say, “From what you’ve told me, I know your friends are going to love it!”

• When Dale was faced with a lower-priced competitor, he asked the customer’s committee for three “must have” requirements at a fact-meeting. Then, when closing his sales presentation, he asked them, “How does my proposal stand up with that of the competition? We’re giving you exactly what you said you needed. However, our price is firm.” They signed the order.

Trying to convince someone to change their mind is challenging. Although such efforts are all-



**McNEIL ENGINEERING™**

Economic and Sustainable Designs, Professionals You Know and Trust



**Civil Engineering**



**Structural Engineering**

**THE ANSWER**

**For Your Engineering, Surveying, Roofing and Paving Consulting & Landscape Architecture**



**Laser Scanning & Surveying**



**Consulting: Paving, Roofing & Landscape Architecture**

**NEEDS**

Follow Us On:



801-255-7700

[www.mcneilengineering.com](http://www.mcneilengineering.com)



## CALENDAR

from page 13

first-time guests, \$30 for non-members. Details are at [ogden-weberchamber.com](http://ogden-weberchamber.com).

### Oct. 27, 11:30 a.m.-1 p.m.

**Women in Business Luncheon**, a South Valley Chamber event. Speaker Col. Angela Michael will discuss "How to Move Forward in a Male-Dominated Environment." Location is Salt Mine Productive Workspace, 7984 S. 1300 E., Sandy. Cost is \$30 for chamber members, \$50 for nonmembers. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### Oct. 28, 7:30-11 a.m.

**"Culture Development,"** part of the Fall 2020 Leadership Series presented by Davis Technical College's employer and continuing education team and Ames Leadership Institute and continuing through Jan. 27. Location is the Davis Technical

College, Simmons Building, 450 Simmons Way, Kaysville. Cost is \$175 per class (Custom Fit cost is \$88), \$600 for a bundle of four classes (Custom Fit cost is \$300). Details are at [davischamberof-commerce.com](http://davischamberof-commerce.com).

### Oct. 28-Dec. 16, 8 a.m.-noon

**"Lean Six Sigma: Green Belt,"** a Salt Lake Community College Employee Development Workshop focused on methodologies for waste reduction and process improvement skills, and applying problem-solving and quantifiable tools through Lean Six Sigma strategies. Location is Salt Lake Community College's Miller Campus in Sandy. Cost is \$1,495. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

### Oct. 28, 7:30-8:30 a.m.

**Coffee Connection**, a Holladay Chamber of Commerce event. Location is Coffee & Cocoa, 6556 S. 3000 E., Holladay. Details are at [holladaychamber.com](http://holladaychamber.com).

### Oct. 28, 8-9 a.m.

**Workforce Seminar** titled "Back to School: The Employer Responsibilities under the Family First Coronavirus Response Act." Speaker is Ryan Nelson, Utah president of the Employers Council. Event takes place online via Zoom. Free, but registration is required. Registration can be completed at <https://bit.ly/workforceseminar1028>.

### Oct. 28, 11 a.m.-1 p.m.

**"Improving Employee Health Through Diabetes Prevention: A Virtual Summit for Worksites,"** sponsored by Comagine Health, Get Healthy Utah, Intermountain Healthcare, the Utah Department of Health, and University of Utah Health. Event takes place online. Free. Registration can be completed at [bit.ly/3hNzo1U](http://bit.ly/3hNzo1U).

### Oct. 28, noon-1:30 p.m.

**"Solve the Business Puzzle,"** a Women's Business Center of Utah event. Event takes place online. Free. Details are at [wbcutah.org](http://wbcutah.org).

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

**Cybersecurity Leadership Council Fall Conference (Workshop 4)**, a Salt Lake Chamber event. Remaining sessions is scheduled for Oct. 28. Event takes place online. Free. Details are at [slchamber.com](http://slchamber.com).

### Oct. 29, 8 a.m.-noon

**ULI (Urban Land Institute) Utah Annual Trends Conference** titled "Reboot & Rebound: Commercial Real Estate in Utah's 'New Normal.'" Keynote speaker is Jeffrey D. DeBoer, president and CEO of The Real Estate Roundtable. Event takes place online. Costs vary. Details are at [utah.uli.org](http://utah.uli.org).

### Oct. 29, 9-10:30 a.m.

**"Workforce Resilience through Mental Fitness" Launch**, presented by Utah Community Builders, the Salt Lake Chamber's nonprofit social impact foundation, and showcasing expert speakers in the fields of mental health in the workplace, suicide prevention, trauma-informed leadership, ROI of mental fitness, and more. The unveiling of the new Suicide Prevention in the Workplace Employer Toolkit will take place. Event takes place online. Free. Details are at [slchamber.com](http://slchamber.com).

### Oct. 29, 1:30-2:30 p.m.

**"Salt Lake Chamber-Business Live,"** a virtual networking event with a Halloween theme. Free for members, \$10 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

### Oct. 29, 3-5 p.m.

**"Writing for the Popular Press: A Workshop for Utah Women,"** a Utah Women & Leadership Project event. Speakers are Holly Richardson, columnist at *The Salt Lake Tribune*; and Heather Sundahl, writer, editor, contributor and blogger. Event takes place online via Zoom. Free. Registration can be completed at [Eventbrite.com](http://Eventbrite.com).

### Oct. 29, 5-7 p.m.

**Legal Clinic** (in Spanish), a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

### Nov. 3, 11:30 a.m.-1 p.m.

**Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Nov. 4, 8 a.m.-4 p.m.

**"Introduction to Customer Service,"** a Salt Lake Community College Employee Development Workshop focusing on understanding and meeting a customer's needs and providing an exceptional experience for internal and external customers. Location is SLCC's Miller Campus in Sandy. Virtual participation is also available. Cost is \$300. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### Nov. 4, 3:30-5 p.m.

**"Business Connections,"** a ChamberWest event taking place online. Free, but registration is required. Details are at [chamber-west.com](http://chamber-west.com).

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

**"Dear Competitor: Everybody Who Is Anyone Knows Our Brand,"** part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

### Nov. 6, 13

**Government Affairs Boot Camp**, a Salt Lake Chamber event designed for new and experienced government affairs professionals, company executives and public policy advocates to learn how to improve their effectiveness and understanding of advocating in the state of Utah. Activities are 8 a.m.-noon both days. Location is the Salt Lake Chamber, 175 E. 400 S., Suite 600, Salt Lake City. Cost is \$500 for chamber members, \$750 for nonmembers. Details are at [slchamber.com](http://slchamber.com).

### Nov. 9-11

**Utah Life Sciences Summit**, a BioUtah event that takes place online. Details to be announced.

### Nov. 10, 8 a.m.-4 p.m.

**"Leading People, Projects and Processes,"** part of the Salt Lake Community College Frontline Leader Workshop Series that will feature a review of key project management principles while learning processes for effective team leadership and how to communicate and set guidelines to track progress. Location is SLCC's Miller Campus in Sandy. Virtual participation is also available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

see CALENDAR next page

So amazing, you could charge admission.

#### RESIDENTIAL SERVICES INCLUDE:

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

CALL TODAY 801-979-0674 | [myeliteav.com](http://myeliteav.com)

**elite**  
AUDIO + VIDEO



## CALENDAR

from previous page

### Nov. 10, 8 a.m.-3 p.m.

**Women & Business Conference and Athena Awards Luncheon**, presented by the Salt Lake Chamber and the Women's Business Center of Utah. Activities include presentations of the Athena Award and Pathfinder Awards. Location is Grand America, 555 S. Main St., Salt Lake City. Cost is \$150 for in-person ticket, \$55 for virtual ticket. Details are at slchamber.com.

### Nov. 10, 8:30 a.m.-1 p.m.

**32nd annual Parsons Behle & Latimer Employment Law Seminar**. Event takes place online. Details to be announced.

### Nov. 11, 9 a.m.-4 p.m.

**2020 UMA Manufacturing Conference**, a Utah Manufacturers Association event with the theme "People, Process, Performance." Attendees will learn best practices in continuous improvement, sales and marketing, and developing high-performing teams from industry experts. Keynote speaker Don Rheem will discuss "The Science of Great Leadership: Your Employees are Your Most Valuable Asset; Let's Maximize Their Potential." Event also will feature awards presentations. Event takes place online. Cost is \$50 for UMA members, \$100 for nonmembers. Details are at <https://umaweb.org/2020conference/>.

### Nov. 11, noon-1:15 p.m.

**Fall Women's Leadership Forum**, a Utah Women & Leadership Project event. Theme is "Feeling Like a Fraud: Navigating Perfectionism and Impostor Syndrome as Women." Panelists are Aimee Winder Newton, former 2020 candidate for Utah governor and currenting serving on the Salt Lake County Council; Ally Isom, chief strategy and marketing officer at Attostat; and Denise Linberg, former judge of the 3rd District Court of Utah. Event takes place online. Free. Registration can be completed at Eventbrite.com.

### Nov. 12-13

**2020 Executive Summit**, a Utah Valley Chamber event featuring keynotes and rapid-fire updates from areas of vital importance to businesses and the community. Activities take place 9-11:30 a.m. each day. Event takes place online. Registration through Oct. 23 is \$245 for members, \$295 for nonmembers. Registration through Nov. 11 is \$275 for members, \$325 for nonmembers. Details are at thechamber.org.

### Nov. 12-13, 8:30 a.m.-12:30 p.m.

**31st Annual Employment Law Update Conference**, an Employers Council event focusing on the biggest employment law developments of 2020. Event takes place online. Details and registration are available at [www.employerscouncil.org](http://www.employerscouncil.org).

### Nov. 12, 8 a.m.-3 p.m.

**Annual Women In Business Summit**, a Davis Chamber of Commerce event. Location is Davis Conference Center, 1651 N. 700 W., Layton. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Nov. 13, 7:15 a.m.-3 p.m.

**Annual Fall Business Conference**, a ChamberWest event originally scheduled for Sept. 16 and featuring keynote presenters, breakout sessions, exhibitor tables and more. Location is the Utah Cultural Celebration Center, 1355 W. 3100 S., West Valley City. Details are at chamberwest.com.

### Nov. 13, 7:45-9 a.m.

**Women in Business Networking**, an Ogden-Weber Chamber of Commerce event. Location to be determined. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### Nov. 13, 9-10:30 a.m.

**Fall 2020 Nubiz Symposium**, an Ogden-Weber Chamber of Commerce event that takes place online. Details to be announced.

### Nov. 17, 8 a.m.-4 p.m.

**"Leading People, Projects and Processes,"** part of the

Salt Lake Community College Frontline Leader Workshop Series that will feature a review of key project management principles while learning processes for effective team leadership and how to communicate and set guidelines to track progress. Location is SLCC's Westpointe Campus in Salt Lake City. Virtual participation is also available. Cost is \$250. Details at <http://www.slcc.edu/workforce/courses/index.aspx>.

### Nov. 17, 11:30 a.m.-1 p.m.

**BusinessAllianceNetworking Luncheon**, a Davis Chamber of Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Nov. 17, 11:30 a.m.-1 p.m.

**Women in Business Luncheon**, an Ogden-Weber Chamber of Commerce event. Location to be determined. Cost is \$20 for members and first-time guests, \$30 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### Nov. 18, 7:30-11 a.m.

**"Leadership Development,"** part of the Fall 2020 Leadership Series presented by Davis Technical College's employer and continuing education team and Ames Leadership Institute and continuing through Jan. 27. Location is the Davis Technical College, Simmons Building, 450 Simmons Way, Kaysville. Cost is \$175 per class (Custom Fit cost is \$88), \$600 for a bundle of four classes (Custom Fit cost is \$300). Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Nov. 18, 3:30-5 p.m.

**"Business Connections and Bowling,"** a ChamberWest event. Location is All-Star Bowling & Entertainment, 3601 S. 2700 W., Valley Fair Mall, West Valley City. Cost is \$15 for members, \$20 for nonmembers. Details are at [chamberwest.com](http://chamberwest.com).

### Nov. 19, 8-10 a.m.

**"Dear Competitor: Our Website is Better Than Yours,"** part of the Business Recovery Series presented by Davis Technical College, in partnership with Davis County and the Davis Chamber of Commerce. In-person and virtual classes are available. In-person class location is the Business Resource Center, 450 Simmons Way, Kaysville. Cost for the series is \$150. Cost for individual classes is \$25. Details are at <http://davistech.edu/business-recovery>.

### Nov. 19, 6-7 p.m.

**Intellectual Property Clinic**, a Small Business Development Center (SBDC) event. Location is the Orem/Provo SBDC at Utah Valley University. Details are at <https://clients.utahsbdc.org/events.aspx>.

### Nov. 25, 7:30-8:30 a.m.

**Coffee Connection**, a Holladay Chamber of Commerce event. Location is Kokopellis Koffee House, 3955 S. Highland Drive, Holladay. Details are at [holladaychamber.com](http://holladaychamber.com).

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

**BusinessAllianceNetworking Luncheon**, a Davis Chamber of

Commerce event. Location is Business Resource Center, 450 Simmons Way, Kaysville. Free. No RSVP required. Details are at [davischamberofcommerce.com](http://davischamberofcommerce.com).

### Dec. 2, 8 a.m.-noon

**"Leadership Secrets of Santa Claus,"** a Salt Lake Community College Employee Development workshop. Attendees will learn how Santa juggles employees, equipment, facilities, resources and production, with 10 practical strategies that can be used all year long. Location is Salt Lake Community College's Miller Campus in Sandy. Cost is \$150. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### Dec. 2, 3:30-5 p.m.

**"Business Connections,"** a ChamberWest event taking place online. Free, but registration is required. Details are at [chamberwest.com](http://chamberwest.com).

### Dec. 3, 7:30-9 a.m.

**Morning Speaker Series**, an Ogden-Weber Chamber of Commerce event. Location is Weber Center, 2380 Washington Blvd., Ogden. Free for chamber members and first-time guests. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

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

**"Best of Holladay" Lunch**, a Holladay Chamber of Commerce event featuring the third annu-

see CALENDAR page 19



**WE EXIST TO RESCUE  
CHILDREN FROM  
SEX TRAFFICKING**

## JOIN THE FIGHT AGAINST SEX TRAFFICKING

Our corporate partners work hand-in-hand with us around the world to help put an end to modern-day slavery.

These partnerships are essential in helping Operation Underground Railroad accomplish our mission. We are dedicated to building long-term and mutually beneficial strategic alliances with corporate sponsors.

Through the generosity of businesses ranging from family owned local enterprises to some of the world's largest corporations, we will put an end to modern-day slavery.

We invite your company to partner with us and support our mission. You can get involved through:

- Financial support
- Grants and awards programs
- Raising public awareness

In return, we provide our partners with a wealth of benefits, including public relations, tax deductions and a positive effect on company morale.

### JOIN THE FIGHT TODAY

Visit [www.ourrescue.org](http://www.ourrescue.org) and [www.ourrescue.org/partnerships](http://www.ourrescue.org/partnerships)



OPERATION UNDERGROUND RAILROAD

Find us on [f](https://www.facebook.com/ourrescue) [i](https://www.instagram.com/ourrescue) [t](https://www.tiktok.com/@ourrescue) @ourrescue



# *Let us bring your custom home to life!*



**Superior  
Energy Efficiency**



**Better Indoor  
Air Quality**



**Higher Quality  
Materials**



**Certified  
Better!**



**Hibbs•Homes**  
(801) 215-9953



**Master Certified  
Green Builder**



**Kim & Jan Hibbs**

## ***Better-Built. Guaranteed.***

Design and build the home of your dreams with our team of creative designers and craftsmen. We build on your land and specialize in homes ranging from \$500,000 to \$5,000,000.

Hibbs Homes builds certifiably better homes. Our homes are built above code, tested, and held to the highest standards of quality.

*See the possibilities for your dream home at [HibbsHomesUSA.com](http://HibbsHomesUSA.com).*



## Revolutionizing Real Estate!

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

### Why Brandon?

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



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

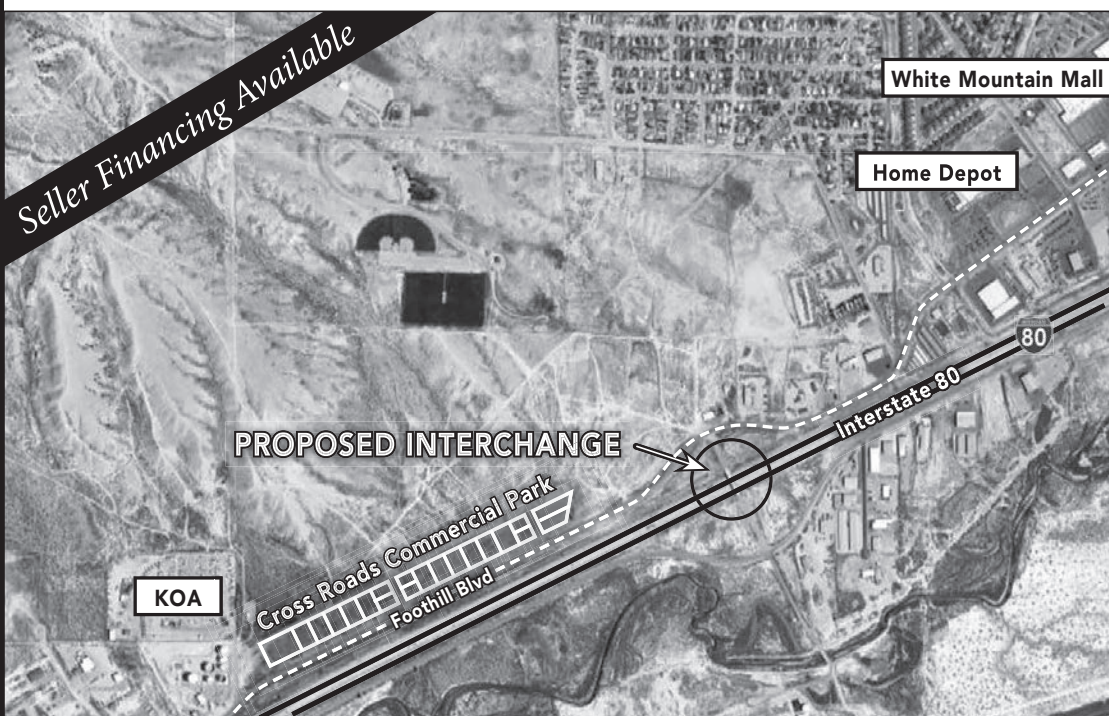


Start your search today at: [SoldByWixom.com](http://SoldByWixom.com)

## A U C T I O N CROSS ROADS COMMERCIAL PARK

Rock Springs, WY

October 29 – 11 AM (MT)  
**10 PRIME COMMERCIAL LOTS**  
NEAR PROPOSED INTERCHANGE



- Fully Developed – Ready For Construction
- Platted 1/2 Acre and 1+/- Acre Parcels – Zoned I-1
- Foothill Blvd – Great Visibility From – I-80
- Auction Location: Holiday Inn – Rock Springs

Also Available – 112 Acre Adjacent Property – Zoned R-6

Maps and Auction Details Available Online



J. P. K I N G

J.P. King Auction Company, Inc. #91000; Jerry C. King, Broker #3952

800-558-5464  
[www.jpking.com](http://www.jpking.com)



## CALENDAR

from page 17

al awards ceremony and chamber holiday party. Location is Holladay City Hall, Big Cottonwood Room, 4580 S. 2300 E., Holladay. Details are at [holladaychamber.com](http://holladaychamber.com).

### Dec. 4, 1:30-3:30 p.m.

**Holiday Social**, a South Jordan Chamber of Commerce event. Location is Market Street Grill, 10702 S. River Front Parkway, South Jordan. Details are at <https://www.southjordan-chamber.org/events>.

### Dec. 8, 8 a.m.-4 p.m.

**"Change Management for Managers,"** part of the Salt Lake Community College Frontline Leader Workshop Series. Attendees will gain tools to effectively plan for and manage the impact of change to their teams and organizations. Location is Salt Lake Community College's Miller Campus in Sandy. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

### Dec. 9, 7:30-11 a.m.

**"Emotional Intelligence,"** part of the Fall 2020 Leadership Series presented by Davis Technical College's employer and continuing education team and Ames Leadership Institute and continuing through Jan. 27. Location is the Davis Technical College, Simmons Building, 450 Simmons Way, Kaysville. Cost is \$175 per class (Custom Fit cost

is \$88), \$600 for a bundle of four classes (Custom Fit cost is \$300). Details are at [davischamberof-commerce.com](http://davischamberof-commerce.com).

### Dec. 9, 5-7 p.m.

**Business After Hours**, an Ogden-Weber Chamber of Commerce event. Location is Trust Brands, 155 E. 31st St., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### Dec. 10, 11:30 a.m.-1 p.m.

**Annual Holiday Party and Networking Luncheon**, a Davis Chamber of Commerce event. Location is Boondocks, 525 Deseret Drive, Kaysville. Cost is \$20 for members, \$30 for guests. Details are at [davischamberof-commerce.com](http://davischamberof-commerce.com).

### Dec. 11, 7:45-9 a.m.

**Women in Business Networking**, an Ogden-Weber Chamber of Commerce event. Location to be determined. Free for WIB members. Details are at [ogdenweberchamber.com](http://ogdenweberchamber.com).

### Dec. 15, 8 a.m.-4 p.m.

**"Change Management for Managers,"** part of the Salt Lake Community College Frontline Leader Workshop Series. Attendees will gain tools to effectively plan for and manage the impact of change to their teams and organizations. Location is Salt Lake Community College's Westpointe Campus in Salt Lake City. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.





# How much should you pay for checking?

Zero, Zip, Zilch, Nada, Nothing, Ever.

**FREE BUSINESS CHECKING** is the ideal account for businesses, like yours, that average fewer than 100 transactions per month. Need to deposit cash? No problem – we won't charge you for coin and currency deposits.

- Unlimited deposits and Visa debit card transaction
- 100 ACH debits and checks per month
- No minimum balance requirement
- Free internet and Mobile Banking
- FDIC-insured to the legal maximum for peace of mind



Let us help you switch your business accounts today!

801.308.2265

[firstutahbank.com/businesschecking](https://firstutahbank.com/businesschecking)