

OF NOTE



I don't wanna go back

Sixty-eight percent of Utahns believe that returning to the workplace should be optional, according to a survey by Brauns Law Accident Injury Firm. One in three believe the mental health benefits of returning to the workplace outweigh the risks of COVID-19. Two-thirds would report a colleague for not following COVID-19 health protocols, and half think that the staggered reintroduction of employees into the workplace is discriminatory.

COVID-19 News
page 2

Industry News Briefs
pages 7-9

Business Calendar
page 13



An artist rendering shows the lobby of the under-construction Hyatt Regency, a 700-room hotel being built next to the Salt Palace Convention Center in Salt Lake City. The \$337 million hotel is expected to help the center lure larger conventions in the future and is one of several positives cited by Utah travel and tourism industry experts as the industry emerges from the COVID-19 pandemic.

Industry leaders see room for optimism in tourism recovery

Brice Wallace
The Enterprise

While Utah's travel and tourism industry is in "a rough patch," some signs indicate a recovery from the COVID-19 pandemic is taking place or on the verge of happening.

During the October Newsmaker Breakfast at the Kem C. Gardner Policy

Institute, several industry experts expressed enthusiasm based on recent and underway infrastructure developments, a strong September at Zion National Park, future conventions scheduled for Salt Lake City, and an increase in site visits and page views at VisitUtah.com early this fall compared to a year earlier.

see **TOURISM** page 17

Virus case surge means rise in Utah's unemployment rate

As Utah employers reacted to the recent jump in reported COVID-19 cases, the state's unemployment rate, the best in the nation in August, took a turn for the worse in September to 5 percent, up from 4.1 percent in August. The number of jobless Utahns rose by an estimated 16,700 people from August to September, according to Department of Workforce Services numbers. The estimated 82,800 unemployed in September compares to August's 66,100.

Despite the rise, Utah's unemployment rate for September remained well under the national average of 7.9 percent.

"Despite what the unemployment rate uptick may construe, Utah's economic re-

bound continues," said Mark Knold, chief economist at the Department of Workforce Services. "Jobs continue working their way back across nearly all industry sectors — some faster than others. The unemployment rate rise, in part, reflects both people expiring their unemployment benefits and becoming aggressive in searching for a job. This increased job-search activity is reflected in the labor force participation rate, as it increased by more than a full percentage point over last month. More people are finding work and more people are looking for

see **EMPLOYMENT** page 14

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. 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.

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 Mana-

see **UPDATES** page 14



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

'Transmission index' replaces color-coding to track state's COVID risk

Utah state officials have introduced a new system to track the severity of the COVID-19 pandemic in the state. The new "transmission index" represents a shift away from the previous color-coded system under the Utah Leads Together plan. Each week, health department officials will look at three key metrics for each county: case rates, percent positivity and statewide intensive care unit usage. Each county will then be automatically categorized into the high, moderate or low transmission risk category.

"We're having one of the worst outbreaks in the country, and this is unacceptable," Gov. Gary Herbert said at the event introducing the new tracking system. "It's really time for a new game plan."

Herbert also announced Utah's transition from a state of emergency and into a public health emergency designation. That will allow state leaders to focus on public health aspects of the pandemic, he said. "We the people can control the outcome of this issue."

The new system places an emphasis on casual social gatherings among family and friends, which are thought to be a major source of COVID-19 spread during Utah's recent surge, according to health department interim executive director Rich Saunders.

"The virus doesn't care how much we love to be around each other," Saunders said.

Casual social gatherings are different from public gatherings, which include settings such as live events, movie theaters, sporting events, weddings, recreation and entertainment. Casual social gatherings also don't include formal religious events or "events with organizational oversight," such as work events, according to the state's guidelines. Those smaller, casual social gatherings are thought to be responsible for a significant amount of the COVID-19 spread Utah has experienced in recent weeks.

There are three key statistics health officials will look at to determine a Utah county's transmission level and decide when a county can move to a different categorization. Each week, state health officials will assess every county's seven-day average positive test percentage and 14-day case rate per 100,000 people, as well as statewide ICU usage, according to the new guidelines. Counties are rated at the high, moderate or low level if two out of the three metrics fall under the criteria for a certain level.

State submits coronavirus vaccine campaign plan, meets CDC deadline

The Utah Department of Health met the Center for Disease Control's Oct. 16 deadline for submitting its plans for a statewide COVID-19 vaccine campaign. The submission deadline was Oct. 16.

Utah's state immunization director, Rich Lakin of the Utah Department of Health, said the state will be ready to distribute a vaccine when it is ready. "This is going to be the largest vaccination campaign that we have ever done," said Lakin. "We're trying to do it in an efficient manner, yet trying to do it as quickly as possible, which makes it difficult."

The Utah COVID-19 Vaccination Plan is a 46-page document that details how Utahns will get immunized when a vaccine is approved. Lakin said availability of the vaccine will dictate the pace of the rollout. The CDC told states to be ready to vaccinate by Nov. 1, Lakin said.

The greatest complication, according to Lakin, is not knowing anything about the vaccine itself because none has been approved. "We're doing everything that we need to plan, yet we only have a little bit of information about the vaccine itself," he said. Lakin said the CDC has told the state that the first doses could arrive anytime between mid-November and January.

As the first limited doses arrive, the four major hospitals on the Wasatch Front with the greatest number of

healthcare workers and COVID-19 patients will get the vaccine to vaccinate workers and other priority groups. Those hospitals are the University of Utah Hospital and LDS Hospital in Salt Lake City, Intermountain Medical Center in Murray and Utah Valley Regional Medical Center in Provo.

"The key thing that people need to remember is that the vaccine is going to drive the response," Lakin said. "If we have limited vaccine, we have limited vaccine in who we can give that response to. If we start to get a moderate amount of vaccine, we can broaden that vaccine distribution." Lakin expects wide distribution to be available "probably around summertime."

Energy usage down for businesses, up for homes during spring lockdown

As might be expected, Utah businesses used less energy in the second quarter of this year during the height of COVID-19 pandemic shutdowns. And Utah homes used more. That's according to a study released by the commercial real estate website commercialcafe.com with data taken from the U.S. Energy Information Administration.

Utah registered an 11 percent dip in commercial energy consumption in the April-through-June timeframe while residential power usage grew by 15 percent. The net result was a 1 percent overall drop in energy consumption levels.

Nationally, total energy use fell 4 percent during the second quarter compared to the same time period last year. The sharpest drop was in the commercial sector, with a decrease of 11 percent year-over-year, while residential consumption saw an increase of 8 percent.

Hill AFB among four selected for COVID surveillance testing program

Northern Utah's Hill Air Force Base is one of four bases nationwide selected to participate in a random coronavirus surveillance testing program that began earlier this month, the Air Force announced. Air Force Materiel Command in a news release said the base will join California's Edwards AFB, Florida's Eglin AFB, and Massachusetts' Hanscom AFB in the phased testing program designed to watch for COVID-19 in asymptomatic populations.

Over the first two months of testing, 100 total active-duty personnel will be tested at each base. The testing will be divided into four periods of 14 days each; the first phase will include a sampling of base healthcare workers, followed by base dorm residents, general wing personnel and finally by the general installation workforce.

Selected participants will be notified by email and participation is voluntary, the release said.

The tests themselves will sample participants' saliva using a cotton swab and the samples will be put together in groups of four to six for an aggregated test designed to look for the presence of COVID-19 in a population rather than an individual. If the virus is found in a group test, individuals will be notified to follow up with further testing.

"The testing effort is part of a larger Department of the Air Force sentinel surveillance strategy to randomly test Air and Space Force military and civilian personnel to identify and contain pockets of the coronavirus," according to the release. "The goal is to test people without symptoms for COVID-19 to determine if additional public health actions are needed in work areas. Ultimately, the Air Force wants to ensure airmen and the Air Force community remain healthy and able to fly, fight and win in air, space and cyberspace."

The release said the Air Force "will evaluate and possibly begin an expansion of the surveillance testing" after the two-month trial period concludes at the four test bases.

SBA updates guidance regarding PPP repayment deferral extension

The Small Business Administration (SBA) has updated its policy notifications concerning the Paycheck Protection Program (PPP) to reflect the announced extension of the repayment deferral period from six months to 10 months.

The new guidelines instruct lenders to immediately extend the deferral period to borrowers and to notify borrowers of the extension.

The SBA encourages borrowers to contact their lenders to confirm that all measures are being taken concerning their PPP loans. Further information is available at the SBA's PPP website under "PPP FAQs."

Labor Commission gets funding for businesses with quarantined workers

The Utah Labor Commission has launched the Small Business Quarantined Employee Grant program to help small businesses, defined as those with fewer than 50 employees, to continue to pay employees who are required to quarantine or isolate due to a positive COVID-19 test or exposure to someone who has tested positive.

The \$2 million Small Business Quarantined Employee Grant uses federal CARES Act funds as part of Utah's response to the coronavirus pandemic. It provides reimbursement to small-business employers who pay employees to stay home during quarantine or isolation for a maximum of 40 hours per week for a period of up to two calendar weeks.

Dec. 30 is the final quarantined or isolated day for which a request may be made under this grant. The grants application deadline is Jan. 14, 2021. Information about grant eligibility and the application process is available by emailing sbqeg@utah.gov.

USBLF receives EDA funds for small businesses in nine Utah counties

Utah Small Business Loan Finance (USBLF) has been awarded a \$1.72 million Revolving Loan Fund from the U.S. Economic Development Administration (EDA) as part of the CARES Act recovery assistance. The grant can be used to lend to small-business owner or entrepreneur borrowers up to \$250,000 in Cache, Davis, Box Elder, Morgan, Rich, Salt Lake, Tooele, Utah and Weber counties.

The EDA investment provides funding for administrative expenses to address the economic development needs of small businesses and entrepreneurs adversely affected either directly or indirectly by the coronavirus pandemic.

Based in Salt Lake City, USBLF is a small-business lending institution focused on loans ranging from \$50,000 to \$250,000.

"This grant can help bring immediate help to small businesses and entrepreneurs throughout the state of Utah," said Steve Suite, executive director of USBLF. "While Utah's economy continues to be better than most, we know that the pandemic has brought a level of economic uncertainty and challenges for businesses of all sizes in our state. We applied for this grant because we know that there are challenges that small-business owners face when it comes to accessing capital, and we knew we could be part of the solution."

Suite said the EDA investment is meant to alleviate sudden and severe economic dislocation caused by the pandemic, provide permanent resources to support economic resiliency and further the long-term economic adjustment objectives of the region served by the grant.

Parties interested in accessing capital through this grant should contact Kimberly Holley, loan administrator, at kholley@usbldf.org.

Pluralsight buys Colorado company

Pluralsight, a workforce development company based in Draper, has acquired DevelopIntelligence, a Louisville, Colorado-based provider of strategic skills consulting and virtual instructor-led training for IT, software development and engineering.

"The future of how businesses work is fundamentally changing. As enterprises accelerate their digital transformation strategies, they must provide upskilling programs needed to drive these efforts," said Aaron Skonnard, co-founder and CEO, Pluralsight. "Together, Pluralsight's on-demand skill development and DevelopIntelligence's highly customizable virtual learning programs and strategic consulting services will enable our customers to develop upskilling programs that scale to meet their specific needs while delivering the most effective path to skills development."

DevelopIntelligence designs, delivers and manages technology learning programs for

software developers and engineers who need hands-on upskilling solutions to drive digital transformation efforts. Pluralsight's acquisition of DevelopIntelligence enables the company to deliver an all-in-one solution to enterprise customers in order to help them adapt to the evolving demands of upskilling a changing and increasingly distributed workforce, Skonnard said.

"I am proud of the DevelopIntelligence team and what we've delivered for our customers," said Kelby Zorgdrager, founder and CEO of DevelopIntelligence. "This acquisition allows us to make an even bigger impact with our current customers while opening up new opportunities to help enterprises develop critical skills needed to innovate and stay competitive."

Skonnard founded Pluralsight in 2004. The company employs approximately 1,100 people.

Founders for 2020-21 Master of Business Creation class named

The Department of Entrepreneurship and Strategy at the University of Utah's David Eccles School of Business has named the participants in its second class of founders in the new Master of Business Creation (MBC) program this fall semester for the 2020-21 academic year. The program is offered in partnership with the Lasonde Entrepreneur Institute.

The group consists of 18 founders who have launched 15 companies ranging from luxury skincare and building sanitation to a portable baby bed serving refugee families and outdoor enthusiasts. All have already made progress in starting their companies and are looking to grow sales and attract investors, among other goals.

"We have an incredibly diverse and capable group of founders in the program this year," said Jack Brittain, the director of the MBC program and a professor in the Department of Entrepreneurship and Strategy. "We look forward to working with each of these companies one-on-one to achieve initial sales in the first semester and to grow to self-supporting, operating enterprises by the end of the spring semester."

MBC founders join a program designed to help them launch and scale a new company. They complete the program in just nine months and are all receiving full scholarships that cover the costs for the program.

"The Master of Business Creation is a great example of the outstanding opportunities we have for student entrepreneurs at the Eccles School," said Matthew Higgins, chair of the Department

of Entrepreneurship and Strategy. "We have opportunities for students of all ages to learn about entrepreneurship and launch companies at the same time."

Here are the 2020-21 MBC startups and the founders enrolled in the programs:

Backyard Estates, Adam Stewart; BibMyCrib, Alessandra Camargo and Nicolas Camargo; Defy Industries Group, Mallia Robinson; Haven Rest, Haley Zimmerman; Home Service Cloud, Kody Kendall; Khalm, Yasmin Charania Khan; Kingdomwork, Chris Pawlukiewicz; Local Harvest Food Co., Tyson Williams; Machitia, Joël-Léhi Organista; SlideKick, Matt Norton and Sam Norton; SNN Analytics, Dhaval Chokshi and Viral Shah; Speedcloud, Cameron Stoker; TwoFerry, Tiff Polmateer; VIBE Wellness, Megan Hanrahan; and Zomë, Danielle Bullock.

SLC opens nonprofit grant application process

Salt Lake City has announced that it is now accepting applications from local nonprofits to receive federal grants designed to help with a range of community development needs, including affordable and emergency housing assistance and housing assistance for individuals and families living with HIV/AIDS.

This annual campaign is a key funding source for many nonprofits doing work in helping those in need of housing. While the amount of federal dollars available for this round of grants, which will be distributed in 2021, has yet to be determined by the U.S. Department of Housing and Urban Development (HUD), Salt Lake City distributed more than

\$6.2 million to local nonprofit organizations in 2020.

Applications are being accepted for the following annual HUD grant programs:

- Community Development Block Grant (CDBG). The CDBG program's primary objective is to promote the development of viable urban communities by providing affordable housing, suitable living environments and economic opportunities for persons of low and moderate income.

- Emergency Solutions Grant (ESG). The ESG program's primary objective is to assist individuals and families regain housing stability after experiencing a housing or homelessness crisis.

- Home Investment Partnership Program. The program's primary objective is to create affordable housing opportunities for low-income households.

- Housing Opportunities for Persons With HIV/AIDS (HOPWA). The HOPWA program's primary objective is to provide housing assistance and related supportive services to persons living with HIV/AIDS and their families.

An application resource guide is available online at www.slc.gov/hand. Optional training sessions for potential applicants will be held via virtual meetings. Details are available from Tony Milner at 801-535-6168 or tony.milner@slcgov.com.

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Awardco, Layton Construction top MWCN's lists of Utah's fastest-growing companies

Awardco, an Orem-based employee recognition company, has topped the list of the 2020 Utah 100, an annual list of the fastest-growing companies in Utah compiled by the MountainWest Capital Network. Layton Construction led the rankings of top revenue growth companies.

MWCN is a business networking organization devoted to supporting entrepreneurial success and dedicated to the flow of financial, entrepreneurial and intellectual capital. It introduced the Utah 100 in 1994.

Utah 100 honorees are ranked according to a weighted average revenue calculation of percentage and dollar growth over a five-year period through December 2019, while those in the Top 15 Revenue category are ranked based on the highest total dollar growth over the same five-year period. MWCN also identified 15 companies as its Emerging Elite, which are organizations less than five years old that show the most promise of future growth. Companies are allowed to be recognized in only one category.

"The exceptional success of Awardco over the past year is a testament to the company's business plan and the outstanding people making it happen," said Ryan J. Dent, chairman of the MWCN Utah 100 committee. "Utah has been a nationally recognized hotspot for growing business for decades now, and the diversity of companies in this year's Utah 100 is evidence that we are continuing to accelerate that growth."

The Utah 100 list for 2020 includes, in order, Awardco, Podium, Thread Wallets, Inside Real Estate, Motivosity, Blue Raven Solark, Simple Nexus, Walker Edison, Trantont, Circus Trix, Instructure, Weave Communications, AutoSource, Packsize International, Coreform LLC, Nu Skin, Cotopaxi, Gathre, Lucid, Peak Capital Partners, SaltStack, Sportsman's Warehouse, Workfront, Telarus, Varex Imaging Corp., Conservice, Dental Intelligence, MobiChord Inc., USA-

NA, Zamp HR, Myriad Genetics Inc., Zenovate, 360 Touch Advertising, Beauty Indus-

try Group, Strong Connexions, Freeus LLC, Alpha Warranty Services, FirstMile, International Products Group, Western Peaks Logistics, Flex Fleet Rental LLC, G&A Partners, Foresight Wealth Management, Beddy's, Saniderm Medical, Executech, Rocco & Roxie Supply Co., Cingo Solutions, Signs.com, 1 Source Business Solutions, Foresight Capital, eAssist Inc., Collective Medical, Searchbloom, Nearmap, Clarus Corp., Strike Visuals,

Huge Brands, Xyngular, ClearView Business Intelligence, Flexpoint Sensor Systems Inc., Disruptive Advertising, RAGS, Campman, KURU Footwear, Lendio, Big Leap, Avetta, Intermountain Nutrition, My Hearing Centers, People's Utah Bancorp, Prodata-Key, Groove Entertainment Technologies, Lulu and Roo, Noorda BEC, ObservePoint, FireFly Automatix Inc., Buy Box Experts, SEO Werkz, Strata Fund Solutions, Complete Recovery Corp., Dynatronics,

Legacy Tree Genealogists, Evolved Commerce, Cariloah, Klymit, Zonos, Lume Technologies Inc., Olympus Wealth Management, Nature's Sunshine Products Inc., LifeVantage Corp., GoReact, Osmond Marketing, Adobe Luxury Rentals, Unforgettable Coatings Inc., Prestman Auto, The Burgess Group Inc., VLCM, RTW Management and OptConnect.

The 2020 Emerging Elite list includes, in alphabetical order, Aptive Environmental, Divvy, Dynamic Blending Specialists, Enso Rings, Friendly Plumber Heating & Air, Hands-Free Labs Inc., InPivota Corp., JOJO's Chocolate, K9 Sport Sack LLC, Lume Deodorant LLC, Manly Bands LLC, Motion Auto, Rocky Mountain Industrial Construction Services LLC, Vutiliti Inc. and ZYIA Active.

The 2020 Top Revenue Growth Companies list includes, in order, Layton Construction, Acima Credit, Zions Bancorporation, Extra Space Storage Inc., Young Automotive Group, Vivint Smart Home, Merit Medical, Purple, HealthEquity, Malouf, Pattern, Vivint Solar, ZAGG Brands and Pluralsight.

Colliers Utah's Q3 commercial real estate report shows mixed conditions

Commercial real estate company Colliers Utah has published its third-quarter market report, an overview of three different product types in Salt Lake County and how they have fared during the third quarter of 2020.

The report findings by category are:

Office. After extremely slow activity by mid-year 2020, some tenants are starting to look for space again, but they are still hesitating. The full effects of the pandemic and the work-from-home orders are not fully known. Although market activity relaxed after a seven-year trend of mas-

sive office expansion, vacancy rates remained in the single digits, reaching 9.82 percent. Positive absorption rates for office space in Salt Lake County are nearly half of what they were at this same time last year.

Industrial. The Utah industrial market saw growth and has

remained resilient throughout 2020. While all commercial real estate sectors have been impacted by the pandemic differently, the industrial sector showed no signs of slowing. New construction increased to a historic high of 7.1 million square feet, and importantly, over 60 percent of the current construction has already been leased. Overall, construction costs are still on the rise but should begin to level out in 2021.

Lease rates have increased to an overall weighted average of \$.52 (NNN), up 1 cent from this same time last year. Recognizing these continued increases, some tenants are now looking to lease space for longer terms (seven to 10 years) rather than the historically more typical five-year term.

Retail. The Salt Lake County retail market experienced an anticipated increase in vacancy

from 4.32 percent at this same time last year to a current rate of 6.61 percent. This increase was expected due to the growing concern of some retail tenants who would not recover from the mandated business closures earlier this year. Some retail tenants are taking advantage of these current conditions by strategically looking for opportunities with idealistic space attributes and prime locations throughout the market.

During the third quarter — and despite all the economic volatility — existing regional and national tenants continued to open their doors. Quick-service restaurants continued to have strong sales and some have even expanded their businesses across the Wasatch Front. As mentioned, the need for drive-through retail has never been as prominent as in 2020.

Trottier returns to head CenterCal Utah office

Property development veteran Craig Trottier has been named president of the Intermountain Region of CenterCal Properties, developer of Farmington's Station Park. Trottier returns to the California-based CenterCal after six years as senior vice president of retail for Trammell Crow Co. in Houston, Texas. Trottier formerly served from 2008 to 2014 in Utah as vice president of development for CenterCal, where he led the successful development of Station Park and The Village at Meridian in Meridian, Idaho.

Trottier is a 30-plus year vet-

eran in commercial real estate development and in national real estate investment trusts. During that time, he has held key leadership positions such as vice president of development for both Land Capital Group and Lauth Property Group. In his new position, Trottier will be based out of Station Park.

Trottier received his associate degree in sales and retailing and a bachelor's degree in finance from Weber State University. He earned his MBA in marketing and finance from Utah State University.

"I'm honored and thrilled to

be returning home to Utah and the CenterCal family and look forward to continuing CenterCal's rich tradition of developing world-class retail and mixed-use projects in the Intermountain states. Our developments are best-in-class, community- and people-driven projects where people love to shop, stay, live, work and play."

Careers in Construction Month

Gov. Gary R. Herbert has declared October as Careers in Construction month. Herbert made the announcement in a release from Talent Ready Utah's Architecture, Engineering and Construction Pathway program.

"Construction is a critical industry in Utah. Over the past year, the construction industry has grown dramatically," the release said. "Despite the current pandemic and higher-than-average unemployment, the construction industry has continued to grow." According to the Department of Workforce Services, in August, there were 8,400

more construction industry jobs in Utah compared to August 2019.

"Construction has a profound impact on Utah's economy, landscape and future, and I'm proud to support Gov. Herbert in declaring October as Careers in Construction Month by promoting the value careers in construction, design and engineering bring to the great people of our state," said Rich Thorn, president and CEO of the Associated General Contractors. "We encourage partners in industry to join us in our campaign #WeBuildUtah, to elevate careers in construction."

Embark to grow Utah presence

The Salt Lake City office of financial consultancy Embark has expanded its Utah presence and announced plans to add 50 new positions within the next year.


Embark's Utah operation is headed by Mike Romney, a former Utah startup CEO, and Sam Sorensen, who's relocating to Utah from another Embark office.

"We're excited for this next step in our growth. Since arriving in Salt Lake City, we have provided essential services to help Utah-based companies thrive and grow amidst the current financial uncertainty. These new jobs will draw from the rich and diverse talent pool," said Romney.

"Embark is excited to bring


new jobs, investment and opportunity to help the local and state economy here in Utah," said Clancy Fossum, company president. "We're also deeply proud of our ability to not only avoid layoffs in this economic environment but also add jobs at this sustained pace. This is an important market with a flourishing business sector which has been long neglected by other major financial service companies. We look forward to collaborating with the business sector here and helping the community continue to grow."

Embark has additional offices in Dallas, Houston and Austin, Texas; Denver; Tulsa, Oklahoma; and Phoenix.




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Your website terms of service need more than just passing attention

“I operate a website with training and instructional materials for people who want to engage in certain online activities. “Lately I’ve been getting ‘cease and desist’ letters from companies saying that I am doing things on their websites that violate their terms of service. “I’ve looked into their complaints, and it seems that while I am not doing



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anything to harm these companies, some of my customers may — without my permission and in violation of my instructions — be doing things on these sites that the companies have a right to complain about. “When I mention this to the lawyers who write the letters, they say that my website terms of service does not explicitly prohibit people from engaging in improper or

illegal behavior. “I admit that when we first launched our website we ‘borrowed’ our terms of service from another similar company in Europe and assumed that it would be OK for us to use. “I guess you’re going to yell at me for not doing a better job on this, right?” You are 100 percent correct. The website terms-of-service document (if you are hosting a software application on your site, this may be called a user

agreement or license agreement instead) is probably the most overlooked document in the entire legal contract canon. Too many website owners think that “since nobody reads these things anyway, it doesn’t really matter what they say, so let’s save some money on lawyers and just grab someone else’s document.” My position when it comes to website terms of service documents is exactly the opposite: Since they are your first line of defense against potential lawsuits, lawyers need to be involved. Yes, you are correct that your customers hardly ever read the terms of service, to the point where failing to do so has been a punch line for years on TV comedy shows like “South Park” (go to YouTube.com and search for “South Park terms and conditions” for some examples). But you are wrong when you say that nobody reads your terms. There are, in fact, two types of people who do:

- Professionals like me who are drafting terms of service for a client and want to see what these look like for similar companies and — ahem — borrow some language if needed.
 - A humorless, tough-as-nails lawyer whose client wants to sue you and is looking for loopholes in your legal protection.
- You do not really care about the first person — after all, imitation is the sincerest form of flattery, and the last time I looked, there is no copyright on legal form documents — but you should care, and care deeply, about the second person.
- Since no one but nasty law-

yers is going to read your terms of service, why not make the document the most airtight, legal-ese-y, one-sided (in your favor), protective document it can be? No website owner has ever lost a customer because its terms of service were difficult to read and making them airtight will prevent at least some of these people from making your life miserable (with lawyers, there is never a guarantee). Here are some of the things your terms of service document was missing:

- A clear disclaimer saying you are not liable for a customer’s abuse of your product or services.
- A clear warning that users are responsible for how they use your instructional materials and that improper use will lead to your terminating their account, a possible lawsuit and even criminal prosecution.
- Indemnity language by which the customer agrees to “hold you harmless” and pay your legal fees should you ever be sued by someone because of that person’s improper or illegal activities.

I would also add some language to your privacy policy saying you will share your customer’s personal information with law enforcement officials and “to attorneys in connection with any legal action against you for activities that violate or are alleged to violate these terms of service.”

More broadly, I would take a good, hard look at the services you are providing and ask your-

see ENNICO page 19

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ASSOCIATIONS

• **Dr. Michael L. Good**, CEO of University of Utah Health, dean of the University of Utah School of Medicine and the senior vice president of health sciences, has been elected as chair-elect of the **Association of Academic Health Centers (AAHC)**. Good, an anesthesiologist, academic leader and inventor of the human patient simulator, works to assure the professional and educational success of more



Michael Good

than 20,000 faculty, staff and students at University of Utah Health. Prior to coming to the UofU, Good served as dean of the University of Florida College of Medicine.

BANKING

• **Mountain America Credit Union** has completed three replacement branches in Salt Lake City (Redwood Road and Sugar House locations) and Clinton. The new buildings are the first locations to highlight mural walls that feature images of the local community over the years. Each branch also offers extra private meeting space, allowing members to receive personalized financial guidance to help them plan for their short- and long-term financial dreams. The Sugar House branch is at 2070 E. 2100 S. and managed by **Sam Spracklen**, a seven-year veteran of Mountain America. The Redwood Road building at 1225 S. Redwood Road, replaces a structure that initially opened in 2000. Manager **Tom Griffith** has been with Mountain America for six years and has 14 years of finance and management experience. The Clinton branch at 1727 W. 1800 N. is managed by **Janet Machado**, who has been with Mountain America for five years. Mountain American has more than 95 branches across five states.

CONSTRUCTION

• **Clyde Companies** has formed a new subsidiary, **Bridgesource LLC**. Located in Ogden, Bridgesource will be instrumental in providing materials to concrete producers throughout the Intermountain West, including fly ash, a component of ready-mix concrete. Bridgesource has entered into an agreement to be the exclusive purchaser of fly ash

from the Jim Bridger Power Plant in Wyoming. Plans are underway to build a storage and distribution facility located on the rail line in Ogden to facilitate the logistics and storage for the fly ash operation. **Gary England** has been hired as the division manager of Bridgesource LLC. He was integral in achieving Bridgesource's exclusive contract with Bridger Power Plant and now leads a team of people with over 20 years of experience in the fly ash industry to oversee the operation.

• **Sundt Construction Inc.** has promoted **Cade Rowley** to senior vice president and Southwest and Intermountain regional manager for the company's Transportation Group. He will oversee the company's heavy civil construction work throughout Arizona, New Mexico, Utah and Southern California. Rowley joined Sundt over 20 years ago as a field engineer. Since then, he has served in multiple roles



Cade Rowley

within the Transportation Group, including project manager, area manager, business development manager, preconstruction manager and Southwest regional manager.

• Gov. Gary Herbert has declared October as **"Careers in Construction Month."** According to the Utah Department of Workforce Services, Utah in August had 8,400 more construction industry jobs, up 7.4 percent from a year earlier.

CORPORATE

• **Sizzling Platter LLC**, a Salt Lake City-based restaurant management company, and the company's wholly owned subsidiary, **Sizzling Platter Issuer Corp.**, have announced they intend to offer \$325 million in aggregate principal amount of senior secured notes due 2025. The company intends to use the net proceeds from the offering of the notes to fully repay indebtedness outstanding under its existing senior secured credit facility and for general corporate purposes, including fees and expenses relating to the offering. Completion of the offering is subject to, among other things, pricing and market conditions. The notes and the related note guarantees will be offered through a private placement.

DIVIDENDS

• The board of directors of **Clarus Corp.**, a Salt Lake City-based company that develops, manufactures and distributes outdoor equipment and lifestyle prod-

ucts focused on the climb, ski, mountain and sport markets, has reinstated the company's quarterly cash dividend of 2.5 cents per share. The dividend will be paid Nov. 20 to stockholders of record on Nov. 9. The company started a regular quarterly dividend more than two years ago but temporarily replaced the cash dividend with a stock dividend earlier this year.

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ECONOMIC INDICATORS

• **Utah** leads the rankings of **best states for the middle class**, compiled by financial technology company **SmartAsset**, which considered the percentage of households in the middle class, the median household income adjusted for cost of living, median home value and homeownership rate. Utah was followed, in order, by Idaho, Minnesota, South Dakota and Iowa. The worst states for the middle class are New York, Louisiana, Connecticut, New Mexico and Oklahoma. The middle class, generally characterized as households that earn approximately two-thirds to two times the median national income, comprises slightly more than half of American households. Its figure of 52 percent is down from 61 percent in 1971. Details about the analysis are at <https://smartasset.com/mortgage/best-states-for-the-middle-class-2020-edition>.

• **Utah** is ranked third among states regarding fundamental metrics of success in the technology and innovation-driven "new economy," according to the **2020 State New Economy Index**, released by the **Information Technology and Innovation Foundation**. It is the highest ranking for Utah since 1999. Massachusetts tops the list, followed by California. Mississippi ranked last. The new report is the latest edition of a long-running ITIF series that measures the degree to which state economies are knowledge-

based, globalized, entrepreneurial, IT-driven and innovation-based. The index, compiled every three years, measures 25 economic indicators in five categories. Utah has risen six positions since 2017. Since 1999, it has been as low as No. 16.

• **Utah** ranks No. 25 among states for having the **most victims of romance scammers** in 2019, according to **SocialCatfish.com**, using the most recent data from the FBI's Internet Crime Complaint Center. Americans lost \$201 million to such scammers in 2019, up from \$143 million in 2018, according to the FTC.

• **Salt Lake City** is ranked No. 45 among the best **U.S. cities for remote workers**, according to a list compiled by **Lawnstarter**. The analysis looked at the 150 largest U.S. cities across 15 factors, including remote job opportunities, Internet speed and the cost of renting a home office.

• **Utah** is ranked No. 18 in a list of states **most affected by cybercrime** in 2019, compiled by **Safety.com** using statistics from the FBI Internet Crime Complaint Center. Cybercrime caused \$3.5 billion in damages in 2019 in the U.S. alone, according to the FBI Internet Crime Complaint Center. Utah had cybercrime losses of nearly \$46.5 million. Its \$14,061 average loss per victim was third among states. It had 3,304 victims and 934 cybercriminals. Details are at <https://www.safety.com/digital/cyber/states-most-affected-by-cybercrime/>.

• **Daggett County** leads a list of Utah counties where their **dollars stretch the furthest**, compiled by financial technology company **SmartAsset**. The fifth annual study compared median income and cost of living data nationwide to find the counties where people hold the most purchasing power. The counties with the highest median incomes relative to the cost of living were the ones that ranked the highest. Daggett was followed, in order, by Summit, Morgan, Davis, Uintah, Utah, Wasatch, Salt Lake Tooele and Millard counties. Details are at <https://smartasset.com/mortgage/cost-of-living-calculator?year=2020#Utah>.

• Several **Utah** cities are among the **fastest-growing cities** in America over a seven-year period ending in 2019, ranked by personal finance website **WalletHub**. WalletHub compared 515 U.S. cities across 17 metrics, including population growth. Among mid-sized cities are No. 89 West Jordan, No. 109 Salt Lake City, No. 129 Provo, and No. 148 West Valley City. Among small cities are No. 12 St. George,

No. 21 Orem, No. 28 Layton, No. 45 Ogden and No. 69 Sandy. The fastest-growing U.S. city is Fort Myers, Florida. The slowest-growing city is Erie, Pennsylvania. Enterprise, Nevada, experienced the highest population growth, at 8.14 percent. Conversely, East Los Angeles, California, experienced the highest decrease. The full report is at <https://wallethub.com/edu/fastest-growing-cities/7010/>.

EDUCATION/TRAINING

• **Weber State University** has announced a new master's program in social work, launching next year. The program, housed in the College of Social & Behavioral Sciences, is currently accepting applications, which are due Dec. 1 for students aiming to start the program in fall 2021. Weber State will be the fourth university in Utah to offer a **Master of Social Work**. The university's new MSW program will focus on clinical social work practice. Weber State already has a thriving undergraduate program in social work, which produces 50-75 social workers each academic year. The new MSW will be a traditional two-year program, but the Department of Social Work and Gerontology is planning to launch a one-year program to start in 2022 for students who already hold a bachelor's degree in social work.

• **The South Valley Chamber** has established a leadership program dedicated to educating up-and-coming leaders. It will begin in January and meet once monthly for 10 months, covering topics such as economic development, the environment, education and transportation. The cost is \$1,000 for chamber members and \$1,500 for nonmembers. Participants will be required to participate in one community service project, one of their city's council meetings, one of their school district's meetings, and two South Valley Chamber events. The deadline for applications is Nov. 15. Details are available by contacting Karla Rogers at karla@southvalleychamber.com.

• **Stadler Rail US** in Salt Lake City recently honored the first cohort of students in the **Talent Ready Utah** apprenticeship program. The Talent Ready Utah center, in partnership with Stadler US, implemented a youth apprenticeship model called the **Talent Ready Apprenticeship Connection (TRAC)**. The TRAC program is designed to provide meaningful work experience for students engaged in learning the skills they need for a success-

Industry Briefs

from page 7

ful career. Students split their time between the classroom and workplace, applying knowledge through a hands-on learning routine. Sixteen students have completed the apprenticeship's high school component and will now help as mentors to welcome the second cohort of apprentices starting this year.

EXPANSIONS

• **Purple**, a Lehi-based comfort products manufacturer, has announced an exclusive partnership with **Sleep Country Canada Holdings Inc.** to bring Purple products to all 280 of the mattress and bedding retailer's locations across Canada. It is the first time Purple products will be available for purchase in physical retail locations outside of the U.S. In addition to stocking Purple flagship products, Sleep Country Canada will launch an exclusive mattress to the Canadian market.

HEALTHCARE

• **Huntsman Cancer Institute** (HCI) at the University of Utah has announced appointments for two cancer center members. **Brad Cairns** has accepted an appointment as chief academic officer at HCI. Cairns will lead initiatives designed to support professional development and increase faculty's career satisfaction. HCI currently houses more than 200 cancer-



Bradley Cairns

focused faculty members from 30 academic departments or schools at the UofU. Cairns also will continue his service as professor and chair of the Department of Oncological Sciences at the UofU and will continue to lead his cancer research laboratory as an HCI and Howard Hughes Medical Institute investigator. Cairns previously served as senior director of basic science at HCI. **Alana Welm** has accepted an appointment as senior director of basic science, a role previously held by Cairns. Welm will provide senior leadership oversight of two basic science cancer center programs under the umbrella of HCI's Cancer



Alana Welm

Center Support Grant (CCSG), as well as research resources utilized by many faculty members. Welm

will continue to lead her cancer research laboratory focused on breast cancer metastasis.

• **LUMEA**, a Lehi-based digital pathology company, has appointed **Dr. Richard Lash** as chief medical officer. Lash has extensive diagnostic experience in both academic and commercial environments, and has led the development of molecular diagnostics, clinical research and biotechnology in several large organizations. Lash is taking on the LUMEA role in addition to his current work as president of a medical consulting company in Texas and as associate clinical professor of pathology at UT-Southwestern Medical Center. Lash previously was chief marketing officer and executive vice president of operations at Inform Diagnostics, formerly Caris Life Sciences.



Richard Lash

• **Pharos Capital Group LLC**, a private equity firm based in Dallas and Nashville, has announced that its post-acute care provider platform, **Charter Health Care Group**, has acquired two hospice service providers, including **Heartwood Home Health & Hospice** in the Salt Lake City area. Financial terms of the transaction were not disclosed. The acquisitions are Charter's third and fourth add-ons in 2020. Both management teams will remain with their organizations. Charter is based in Southern California. It serves over 3,600 patients and has multiple locations across Utah and four other states.

INSURANCE

• **PrimeOne Insurance Co.**, Salt Lake City, has named Los Angeles-based **Eric Jarvis** as its chief operating officer. Jarvis has 21 years of experience in the insurance industry, most recently as the head of the consulting firm Elevate Management Inc. He previously led KnightBrook Insurance Co. and the Knight Insurance Group.



Eric Jarvis

INVESTMENTS

• **Passive Logic**, Salt Lake City, has secured \$16 million in Series A funding to launch its AI technology to power smart buildings. The round was led by venture funds **Keyframe Capital** and **Addition**. Other investors include **RET Ventures**, **A/O**

Proptech and **NREP**. The **U.S. Department of Energy** followed the Series A raise with a \$1.1 million contract to define an industry Digital Twin technology standard for next-generation automation systems. Additional backing for the standard comes from Swiss HVAC component manufacturer **Belimo**.

• **Savory**, a Salt Lake City-based Mercato Partners fund, has announced it has invested in **Via 313 Pizzeria**, a restaurant concept based in Austin, Texas, and specializing in Detroit-style pizza. Financial terms were not disclosed. Its first location opened in 2011 with a small trailer in downtown Austin, and quickly added a second trailer before the end of the year. It has expanded into three brick-and-mortar locations. Savory's portfolio also includes **The Crack Shack**, **Mo' Bettahs**, **R&R BBQ** and **Swig**.



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NONPROFITS

• Registration has opened for **Utah Food Bank's 15th annual Utah Human Race**. Typically held Thanksgiving morning and attracting nearly 5,000 participants, this year's virtual race allows participants to complete their race anytime between Nov. 1 and Nov. 27 from wherever they'd like. All registration fees and sponsorships from the family-friendly 5K/10K fun run will benefit Utah Food Bank. Details are at www.UtahHumanRace.org.

PHILANTHROPY

• The employees at **Solutionreach**, a Lehi-based patient relationship management software company, raised over \$40,000 in September for the Utah chapter of the **Leukemia & Lymphoma Society** (LLS) through virtual events and challenges, including a talent show and "Light the Night"

event. Solutionreach also worked with local organizations, including a blood drive and the Women Build group from Habitat for Humanity. The seventh year of the Solutionreach "Giving Games" was a virtual event. Over the past seven years, Solutionreach and its employees have collectively donated almost \$300,000 to LLS through the annual Giving Games competition.

• **American Express** has given a \$15,000 grant to **Needs Beyond Medicine**, based in Salt Lake City, to be used for its Relief Program. The program provides financial assistance for Utah residents who are cancer patients undergoing treatment. The grants given to the patients will be used for necessary non-medical living expenses, such as rent, utilities, groceries, transportation and other essential costs.

• Select locations of sports pub **'Bout Time Pub & Grub** are participating in a new promotion to allow front-line workers that work in healthcare, first responders, police, firefighters, active military or education to order and receive one free entree for a limited time. Other party members of the "essential workers" can join the promotion for only \$1 when they order items from a special menu. The offer can be redeemed at Ogden, Kimball Junction, The Gateway and West-West Valley (off of 5600 West) locations. The promotion is good for the remainder of October or as long as the funds from the special program from the COVID-19 CARES Act funding from the state of Utah remain.

• **Gabb Life**, an interactive youth website by Provo-based **Gabb Wireless**, will have six months of contests to inspire youngsters to "live beyond the screen." The first contest, in partnership with teen artist Tyler Gordon, is a T-shirt contest, and participants will vie to win cash, cellphones, merchandise and a personal art lesson with Gordon. The winner's T-shirt design will be added to the Gabb Life apparel line. Entrants (anyone 17 or younger) can submit T-shirt designs through Oct. 29. Details are at <https://gabbilife.com/t-shirt/>. Gabb Life will subsequently host skateboarding, surfing, ski/snowboard and music contests.

REAL ESTATE

• **Mountain West Commercial Real Estate** has welcomed **Spencer Greer** and **Preston Miller** as brokers in its Salt Lake City office. Both previously were with Pentad Retail/Hospitality. They formed their team in 2018.

Greer focuses on site selection and landlord representation, while Miller focuses on investment, owner/user and development acquisitions. Greer began his commercial real estate career



Spencer Greer



Preston Miller

at Marcus & Millichap. He graduated from the University of Utah with a bachelor's in Chinese literature. In May 2021, Greer will graduate from the University of Utah with a Master's of Real Estate Development. Miller began his career in commercial real estate in

May 2008 and spent short stints at CBRE and Cushman Wakefield and a nine-year stint at Pentad Retail/Hospitality. He graduated from the University of Utah with a degree in economics.

• **Woodside Homes**, Salt Lake City, has established new home standards designed to make its homes healthier places to live. Its "**Healthy Home**" solution is branded with the slogan "It's What Inside that Counts" and will be the standard in all Woodside homes in Utah, Nevada, California and Arizona. The homes will include improved air purification, better air quality, protection from mold, better-tasting water, and improved hygiene. Details are available at www.woodsidehomes.com.

RECOGNITIONS

• **Foldax**, Salt Lake City, has been named a Cardiovascular Device Company of the Year finalist by **MedTech Outlook Magazine**. Ten companies were selected. Foldax was honored for its Tria biopolymer heart valve.

• **SecurityMetrics**, an Orem-based data security and compliance company, has announced that its patented web skimming solution technology, **Webpage Integrity Monitoring** (WIM), has been named the winner of the "Overall Web Security Solution of the Year" award in the fourth annual **CyberSecurity Breakthrough Awards** program conducted by CyberSecurity Breakthrough, an independent market intelligence organization. WIM simulates normal transaction activities, adding items to the cart, filling out shipping

see BRIEFS next page

Industry Briefs

from previous page

and billing info, all the while watching for any changes to the state of the webpage. This year's Breakthrough program attracted more than 3,750 nominations from over 20 different countries throughout the world.

• **Impartner**, a Salt Lake City-based channel management platform and partner relationship management provider, has been recognized with three **2020 ACQ5 Awards: International Technology Company of the Year, SaaS-Based PRM Solution Provider of the Year** and



Joe Wang

Gamechanger of the Year for CEO **Joe Wang**. This is the third consecutive year Impartner has received multiple ACQ5 awards, which are chosen from nearly 100,000 submissions from the corporate news site's global readership. The awards recognize organizations and individuals that demonstrate an ability to deliver services and skills to meet clients' needs and adapt to market and regulatory conditions and are world-class in the way they are run and in the services they deliver to clients.

• **Ivanti**, a Salt Lake City-based company that automates IT and security operations, has been named a "Leader" in the **2020 Gartner Magic Quadrant for IT Service Management Tools**. Ivanti had been positioned in the "Challengers" quadrant in the 2019 report. Leaders in this Magic Quadrant jointly account for more than 70 percent of the market share for 2019.

• **InXpress**, a South Jordan-based global business-to-business shipping and logistics franchise, was named in the first-ever "**Culture100**" award-winners list, compiled by **Franchise Business Review**. InXpress was recognized for its company culture and included within The Top 100 Franchises, which received the highest ratings for leadership, mission, community and overall franchisee satisfaction. **Franchise Business Review** surveyed InXpress franchisees on 37 benchmark questions.

RESTAURANTS

• **Tucanos Brazilian Grill** will open a new \$3 million, 8,455-square-foot restaurant at 265 N. West Promontory in Station Park in Farmington in late October. The new locale offers two private rooms and a

large heated and covered patio for special events. It will employ 125 people and have a payroll of \$1.5 million annually. Tucanos Brazilian Grill opened its first restaurant in Provo in 2000 and has since opened locations in the Gateway in Salt Lake City, University Place in Orem and five more across the United States.

• **Gyro Shack** has announced a franchise growth plan that includes adding three to six locations in the Salt Lake City area. Serial entrepreneurs Mark Urness and Matt Jeffries, now owners of the franchise, have positioned the brand for large-scale growth throughout the western half of the United States. The Mediterranean quick-service brand has nine locations. The company plans to open a corporate location in Phoenix this year and to add five franchise locations in 2021.

RETAIL

• **University Place**, a 120-acre mixed-use development in Orem, has added five stores: **Cotopaxi**, **DM Fashion**, **Bronxton**, **Barber League** and **Lisa's Passion For Popcorn**. Each will open during the fourth quarter of this year. Founded by a Brigham Young University alumni, Cotopaxi is an outdoor gear brand and benefit corporation with a social mission. DM Fashion, also known as Diviine Modestee, is a brand founded and run by a local mother and her three daughters who hand-pick and design every piece of clothing and swimwear for women and juniors. Bronxton will feature men's and women's surf-style clothing from major brands. Every item made under the Bronxton label is designed by local Utah artists and many are made in Utah. Barber League provides services found at a traditional barber shop. Lisa's Passion For Popcorn is a Utah family-owned and operated business offering gourmet popcorn in 25 flavors.

• **The Woodhouse** day spa will open Nov. 2 at 4690 S. Holladay Blvd., in Holladay Village. The 6,500-square-foot spa will feature three quiet rooms, changing lounges, 14 treatment rooms and a steam room. It is owned by **Ryan Patano** and operated by **Elizabeth Leh**.

SPORTS

• **Ski Utah** has listed the opening dates for Utah's ski resorts for the 2020-21 season. They are Nov. 21 for Alta Ski Area; Nov. 20 for Brian Head Resort, Park City Mountain and Solitude Mountain Resort; Nov. 25 for Snowbasin Resort; Nov. 30 for Snowbird; Dec. 4 for Nordic Valley and Sundance Mountain Resort; Dec.

5 for Deer Valley Resort; and Dec. 18 for Eagle Point Resort. Opening dates have yet to be announced for Beaver Mountain, Brighton Resort, Cherry Peak Resort, Powder Mountain and Woodward Park City.

TECHNOLOGY/LIFE SCIENCES

• **Carrus**, a Lehi-based technology platform that provides training solutions to the healthcare sector, has appointed **Albert Prast** as an independent director on the company's board of directors. Carrus is a portfolio company of Denver-based healthcare private equity firm Revelstoke Capital Partners. Prast has over 25 years of senior executive lead-



Albert Prast

ership experience in the healthcare IT industry. He has expertise in leading technology vision, strategy and execution for a number of healthcare technology companies, with a specific focus on consumer-driven healthcare solutions for payors. Prast is an operating partner at Revelstoke and currently sits on the board of multiple healthcare technology companies, including DataLink, VectorCare, Revel Health, RxREVU, NucleusHealth and Omicron Media. Prast has also previously served as chief technology officer and senior vice president of cloud for Optum, and has held CTO/CIO positions at various companies, including Aerocare Holdings (current), Connexions and Rotech Healthcare.

• **Ivanti**, a Salt Lake City-based company that automates IT and security operations, has appointed **Melissa Puls** as senior vice



Melissa Puls

president and chief marketing officer. Puls has decades of experience, most recently serving as senior vice president and CMO at Avid. Prior to her role at Avid, Puls also held CMO and marketing leadership positions at Optanix, Progress, Iron Mountain and Infor.

• **BambooHR**, a Lindon-based software company focused on human resources, has created two new executive positions. **Ryan Sanders**, co-founder, has become chief product officer, charged with leading engineering, product design and product management. **Alan Whitaker** will join the company as head of artificial intelligence.

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SPRINGVILLE

Springing into the future

Every other year we send out a survey to our residents to get their perspectives on city services and the development of our community. Early this year we evaluated the results of our 2019 survey and were pleased with what we found. Incredibly, all 35 city services were rated higher than in 2017 — quite the feat considering that our 2017 ratings were our previous best.

When asked to rate their quality of life in Springville, 94 percent of respondents rated their quality of life as “Good,” “Very Good,” or “Extremely Good.” Conversely, zero percent answered that it was “Extremely Poor” or “Poor.” The *Daily Herald*’s “Best of Utah Valley” poll gave Springville “Best City to Live In” for 2020. Additionally, Springville took home the honors for best library, museum, recreation center, police department, golf course and canyon park.

In short, people love living in Springville. We’ve known that to be true since our survey began in 2007. Our community has been good — and it keeps getting better.

Springville businesses have played a critical role in shaping our community and serving our residents. Art City staples such as Reams Springville Market and restaurants along Main Street, including the Art City Trolley, La Casita and Joe Bandido’s, have served generations of residents and visitors. They con-

tribute to the “small-town feel” that our residents love. When our residents were asked what they love most about our community, the most common answers were along the lines of “peaceful,” “quiet” and “friendly.”



RICK CHILD

Despite the “small-town” reputation, Springville’s population continues to soar. The past 25 years have seen our counts more than double. Burgeoning commercial and residential development on the west side of the city has shifted the population center toward I-15. The 123,500-square-foot Smith’s Marketplace and 204,000-square-foot Walmart Supercenter — now three and 19 years old, respectively — on the west side of 400 South, anchor a variety of developments that didn’t exist just a couple of decades ago.

The present promises to be a period of historic growth, as huge projects are in various stages of completion and interest is being shown in all of the city’s remaining developable properties.

Wavetronix has completed its first manufacturing building at Hobble Creek Square, a 68-acre global headquarters adjacent to I-15 at 600 North. With a second building under construction and more planned, this land provides the company with room for anticipated future growth. Wavetronix creates innovative tools that make the world’s roads safer and more efficient. Their advanced radar offers unmatched performance and is chang-

ing the intelligent transportation systems industry by raising the standard for excellence in vehicle detection at intersections and roadways around the globe.

Springville City has adopted the Main Street South Gateway Zone to enable the redevelopment of the former Allen’s grocery store and other buildings comprising an entire block of Springville’s downtown. The zone provides for retail, office, residential and civic space to anchor the intersection of Main Street and 400 South.

Bonneville Equipment, a local Kubota equipment dealer, is beginning construction on a new first-class sales and service facility adjacent to 400 South to the west of I-15. This new facility will be designed to Kubota brand standards and increase Bonneville Equipment’s ability to serve customers throughout Utah, Sanpete, Juab and Millard counties.

A new commercial development called Spring Pointe Exchange is a 17-acre flex/R&D community located at 550 North and 2250 West. The campus of six multi-tenant buildings, ranging from approximately 20,000 to 43,000 square feet, will be the home of many Springville businesses in the near future.

Additional projects in progress include a 10-acre Peterbilt facility, a five-acre Best Vinyl facility, a three-acre CR Doors facility and Evans Legacy Park (14 acres) and Powerhouse Industrial Park (30 acres). The list goes on and on. Meanwhile, transportation committees are meeting

to discuss how to improve the connectivity of our community and the MAG long-range plan includes plans for the FrontRunner to go through and have a station in Springville.

Our canyon is home to the “Best of State” Hobble Creek Golf Course (which is having its best year ever) and 400 acres of parks for camping and recreation. Kelly’s Grove, Rotary Park and Jolley’s Ranch have thousands of visitors every summer.

Camp Jeremiah Johnson continues to be operated by the Boy Scouts of America. Wayne Bartholomew Family Park at the mouth of Hobble Creek continues to be a hit with residents as it provides opportunities to swim, fish and enjoy the beach. The city council recently approved the purchase of an additional 72 acres of property near Rotary Park which promises additional opportunities for recreating close to home.

With steady increases in population and countless projects on the slate, we are increasingly less “small” and “quiet,” but our friendliness and charm are well-intact. We are eager to see what the next several years hold for our bustling city. One thing is certain: The future is bright and busy.

Rick Child is a lifelong Springville resident and has been serving as mayor since 2018. He is the president of Child Enterprises Inc., a construction company that has been business since 1974. He served on the Springville City Council for six years prior to becoming mayor and has also served on the Water Board for more than 10 years and as a member of the Utah Masonry Council. Child is a Vietnam veteran and BYU graduate.



Pictured above is one finished building and one building under construction at the new Wavetronix headquarters located near 600 North along I-15 in Springville. The buildings are on a 68-acre evolving campus that will serve the international intelligent transportation systems corporation.



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Calendar

Calendar listings are provided as a free service to our readers. Information about upcoming events may be sent to brice@slenterprise.com. The submission deadline is one week before publication. 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. 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 include 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. Virtual admission is \$79. Details are at <https://utaheconomicsummit.com/>.

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

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event taking place online via Zoom. Free. Details are at ogdenweberchamber.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.

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 davischamberofcommerce.com.

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.

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

Summit Speaker Series, presented by the Utah Office of Outdoor Recreation, in partnership with Snowsports Industries America, the Economic Development Corporation of Utah and the Utah Outdoor Association. Speakers Maria Bleves, David Amirault and Kitty Thompson will discuss "Sexual Harassment, Sex Discrimination and Negotiating Gender in the Outdoor Industry." Event takes place online. Registration can be completed at Eventbrite.com.

Oct. 28, 9-10:30 a.m.

"Protecting Your IP Internationally: Prepare for Success with the United States Patent and Trademark Office," presented by the Governor's Office of Economic Development, World Trade Center Utah and the Office of Outdoor Recreation, in partnership with the United States Patent and Trademark Office. Event is designed to assist Utah companies in mitigating potential risks and resolving international IP issues. Event takes place online. Registration can be completed at <https://wtcutah.formstack.com/forms/uspto>.

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.

Oct. 28, noon-1 p.m.

"Solve the Business Puzzle," a Women's Business Center of Utah event. Speaker Amber Murray, WBCUtah business advisor and owner of See Your Strength, will discuss "From Bricks to Clicks: An Overview of Shopify So You Can Sell Online Today." Event takes place online via Zoom. Free. Details are at wbcutah.org.

Oct. 28, noon-1 p.m.

Cybersecurity Leadership Council Fall Conference titled "The Future of Connected Devices," a Salt Lake Chamber event. Event takes place online. Free. Details are at 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.

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.

Oct. 29, 9-10 a.m.

Summit Speaker Series, presented by the Utah Office of Outdoor Recreation, in partnership with Snowsports Industries America, the Economic Development Corporation of Utah and the Utah Outdoor Association. Speakers Adriana Chimaras, Ashley Koreblat, Katie Boue and Matt Blocker will discuss "How to Plan, Manage and Engage with Multiple-Use Mission Lands." Event takes place online. Registration can be completed at Eventbrite.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.

Oct. 29, 2 p.m.

"How to Raise Money: Preparing Early for an Exit," a VentureCapital.Org event featuring information about key things to do to minimize tax liability and maximize return in preparation for an exit. Panelists are Nate Hurlbut, Stoel Rives (moderator); Andy Jorgensen, SLC Angels; Donna Milavetz, Steward Health Care Network; and others to be announced. Event takes place online. Cost is \$30. Registration can be completed at Eventbrite.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.

Oct. 29, 5 p.m.

All-Star Mixer, a West Jordan Chamber of Commerce networking event. Location is All-Star Bowling and Entertainment, 1776 W. 7800 S., West Jordan. Cost is \$6 for chamber members, \$12 for nonmembers. Registration can be completed at 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>.

Oct. 29, 6-7 p.m.

Legal Clinic, a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Nov. 3, 8 a.m.-1 p.m.

United Way of Salt Lake Collective Impact Summit and Community Changemaker Awards. Event begins with a gubernatorial forum. Attendees will then hear from prominent business and community leaders, with breakout sessions in four tracks: Engaging Community, Sharing Accountability, Shifting Systems, and Continuous Improvement. Community Changemaker Awards

activities take place 11:30 a.m.-1 p.m. Location is Salt Lake Marriott Downtown at City Creek, 75 S. West Temple, Salt Lake City. Details are at <https://uw.org/changemaker-awards/>.

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

Business Alliance Networking Luncheon, a Davis Chamber of Commerce event. Location is Oakridge Country Club, 1492 Shepard Lane, Farmington. Free (\$15 for lunch options). No RSVP required. Details are at davischamberofcommerce.com.

Nov. 3, 6:30-8 p.m.

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

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, noon-1 p.m.

Power Lunch, part of the Westminster College Speaker Series presented by the Women's Business Center of Utah, in partnership with the Bill and Vieve Gore School of Business. Speaker is Crystal Maggelet, CEO of FJ Management Inc. Event takes place online. Free. Registration can be completed at Eventbrite.com.

Nov. 4, noon-1 p.m.

Cybersecurity Leadership Council Fall Conference Workshop titled "If You Connect It, Protect It 2.0," a Salt Lake Chamber event. Event takes place online. Free. Details are at slchamber.com.

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

"Business Connections," a ChamberWest event taking place online. Free, but registration is required. Details are at chamberwest.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 part-

A hint for happy employment: Check out the CEO before taking the job

Arguably, the biggest mistake many job applicants make is focusing on possible advancement, benefits, working conditions and pay. Obviously, each one plays a role in making a job decision. But taken together, they pale in comparison to scrutinizing the one person perched on the top rung of the ladder — the one called CEO, president or owner.

No matter how near or far you may wind up from the corner office, the decision-maker — the one who calls the shots — affects your destiny.

This could may seem like a questionable exercise when millions of workers are unemployed or underemployed. At a time like this, checking out the person at the top may seem absurd when all they need is a job.

However, it's worth bearing in mind that the culture fostered by a leader can make a difference when it comes to your future, no matter where you are on the company hierarchy. If you understand the dynamics of the corner office, you're better prepared to manage your future in the job.

To see where this is going, here are eight CEO scenarios to help get a "reading" on those at the top. There are more but eight makes the point:



JOHN GRAHAM

1. Rearview mirror thinker. Looking to the past as the guide to the future may seem incomprehensible, given where life and the economy are today. Yet, there are those who view their role from a rearview mirror, clinging to past successes when challenges were more manageable.

2. Talks one way, acts another. There are those who use all the right words, the ones you want to hear when you're looking for a job. This makes

it easy to be tripped up since the individual's actions go in another direction, telling a totally different story.

3. Always suspicious. You are left walking on egg shells, fearful, stressed and worried you will say or do something that will set off the executive's paranoia. Such conditions stifle creativity, restrain open and honest discussion and inhibit a collegial environment.

4. Stubbornly confident. Organizations, including businesses, are often attracted to a confident leader. But some exude too much confidence. In times of crisis, that doesn't work. What can keep overconfidence under control, suggests Leon Eisenstaedt in a "Financial Poise" blog, is repeatedly ask-

ing the question, "What do you think?"

5. All-knowing guide. Then, there are those at the top who act as if having all the answers is the way to demonstrate their competence. When making appropriate decisions depends on data-support, they lean on "going with their gut," which Annie Duke, a former professional poker player, says in a "Knowledge@Wharton" conversation: "Your gut is not a decision tool. It's not reliable, no matter how reliable you think it is."

6. Indecisive decision-maker. This executive's indecisiveness drives everyone nuts. As plans are left up in the air, the pressure builds. It isn't until circumstances force the issue that decisions are made, leaving everyone scrambling to get the job done. The pattern is permanent, and people eventually leave.

7. Phony optimism. There are two options when something goes wrong: Be transparent or cover it up. The former works, while the latter doesn't. Even so, some chief executives put a happy face on anything they perceive to be negative or troublesome. They do it for one reason: They don't believe people can pull together and solve problems in crises. Rather than allaying fears, fake optimism only creates distrust,

confusion and low morale.

8. Self-serving self-view. There are top executives whose picture of what it means to be in their position requires exaggerating their expertise, knowledge and skills, while undervaluing those same assets in those around them. It should also be pointed out that they have difficulty retaining talented employees.

The Ninth CEO Scenario

All this may come across as overly critical. If your goal is landing a job, it's easy to justify or ignore a top person's "limitations." Even so, the eight "CEO Scenarios" come with a warning: "Be careful! May be harmful to your career."

All of this begs the question, "What should you be looking for in a CEO?" If you're diligent or lucky, you may find a No. 1 whose attitudes and ideas will advance and grow your career — that is to say, someone who really "sees" you. While no profile of such a CEO is ever final or complete, here are some attributes to look for:

- Has a nurturing and forward-thinking attitude.
- Takes others and their ideas seriously.
- Views employees, customers, suppliers, the larger community — and not just investors — among the company's stakeholders.

• Possesses an inquiring mind, asks questions and listens intently.

• Values diverse views and understands improvement comes from dialogue.

In a *Harvard Business Review* article, Walt Rakowich tells of meeting with his team at the company he had founded four years earlier. In the depths of the Great Recession, they faced bankruptcy and everyone there looked to him for an answer. With head spinning, he left the room and sat down alone to get his bearings.

Going back to the meeting, he didn't know what to say — except this: "I don't know what to do and I need your help." What happened next, he says, was amazing. His colleagues gave him a remarkable response. In effect, they let him know they were with him — "We'll figure it out." And, as you might guess, they did.

Walt may be the type of CEO worth looking for. If you find one who comes close, take the job.

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.



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EMPLOYMENT

from page 1

work."

The increase in September's jobless numbers seemed to coincide with higher reports of COVID-19 cases as Utah schools reopened campuses to students and the virus cases climbed.

Andrew Keinsley, an assistant professor of economics at Weber State University, told the *Deseret News* the state needs to find a balance between allowing kids to return to schools and freeing parents to work, while also managing COVID-19 outbreaks.

"If they have to start closing down schools again, you have parents who aren't going to be able to find child care," Keinsley said. "They're going to have to stop working. The virus is the core problem with the economy right now. So it is about finding ways that we can mitigate the risk that allow us to get back out there. But again,

I feel like a lot of people are just kind of wanting it to just go back to normal, and we have to understand that it's not going to be exactly the same as what it was before."

Utah's nonfarm payroll employment for September dropped by an estimated 0.9 percent since this time last year with 14,800 fewer jobs. Utah's current employment level stands at 1,559,600.

September private-sector employment recorded a year-over-year decline of -1.3 percent, an improvement above August's revised -1.8 percent deficit. Four of 10 private-sector major industry groups posted net year-over-year job gains in September. Up were construction (7,500 jobs); trade, transportation and utilities (6,900 jobs); other services (3,300 jobs); and financial activities (2,900 jobs). Those losing ground included leisure and hospitality services (down 24,300 jobs), education and health services (5,200 jobs) and professional and business services (4,500 jobs).

CALENDAR

from page 13

nership 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://davisstech.edu/business-recovery>.

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

“Maximum Impact Council: Five Secret Fears of Failing in Business.” Location is Boondocks, 75 Southfork Drive, Draper. Cost is \$79 for in-person attendance, \$35 for virtual attendance. Details are at <https://maximumimpactcouncil.com/biz-elevated/>.

Nov. 5, 6-8 p.m.

“Start Smart” Clinic, a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

Nov. 5-6

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.

Nov. 6, 8:30 a.m.-noon

Utah National Science Foundation (NSF) SBIR-STTR Virtual Workshop, featuring information about Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. Free. Details are at eventbrite.com.

Nov. 9-11

Utah Life Sciences Summit, a BioUtah event that takes place online. Featured speakers are Paul Perreault, CEO and managing director, CSL Behring; Dr. Jeffrey Shuren, director of the Center for Devices and Radiological Health, U.S. Food and Drug Administration (FDA); and Dr. Peter Marks, director of the Center for Biologics Evaluation and Research at the FDA. Cost is \$300 for entire conference, \$150 for individual days. Registration can be completed at https://whova.com/portal/registration/ulss_202010/.

Nov. 9-13

“Utah STEM Fest’s Virtual Week of STEM,” hosted by the Utah STEM Action Center and celebrating the integration of STEM education in Utah; sharing the impact that science, technology, engineering and mathematics has on the community; and inspiring people to make a difference in the future. Students, educators, and parents may participate by visiting utahstemfest.com during the week to engage in fun, educational activities and additional STEM-related content organized by the Utah STEM Action Center as well as local STEM organizations. Activities take place online. Details are at <https://utahstemfest.com/>.

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>.

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. Keynote speaker is Steven Newman, former CEO of Transocean Ltd., the owner of the Deep Water Horizon offshore drilling rig involved in the Macondo Well tragedy in 2010. Newman will discuss effective steps employees should take in preparation for, and while in the middle of, a crisis. Event takes place online. Cost is \$50 through Oct. 30, \$75 thereafter. Details are at parsonsbehle.com/emp-seminar.

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 mar-

keting, and developing high-performing teams from industry experts. Keynote speaker Don Rheem will discuss “Creating Emotional Velcro with Your Employees.” 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 currently 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. 11, noon-1 p.m.

Cybersecurity Leadership Council Fall Conference Workshop titled “Securing Devices at Home and Work 2.0,” a Salt Lake Chamber event. Event takes place online. Free. Details are at slchamber.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 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.

Nov. 12, 8 a.m.-1:45 p.m.

Annual Women In Business Summit, a Davis Chamber of Commerce event. Speakers are Mary Crafts, founder of Culinary Crafts; Becky Andrews, owner of Resilient Solutions Inc.; and Deidre Henderson, member of the Utah Senate. Location is Davis Conference Center, 1651 N. 700 W., Layton. Cost is \$65 for chamber members, \$85 for nonmembers. Details are at davischamberofcommerce.com.

Nov. 12, 6-8 p.m.

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

Nov. 13, 7-11:45 a.m.

Annual Fall Business Conference, a ChamberWest event originally scheduled for Sept. 16 and featuring two keynote presentations and city updates from the mayors of West Valley City, Taylorsville and West Jordan. Speaker Robert Spendlove, economic and public policy officer at Zions Bank, will discuss “Adjusting to Uncertainty.” Location is the Salt Lake County Viridian Event Center, 8030 S. 1825 W., West Jordan. In-person registration (limited to 100) costs \$99 through Nov. 6 for ChamberWest members, \$125 thereafter and for nonmembers. Virtual registration costs \$75. Details are at chamberwest.com or (801) 977-8755.

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.

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

Fall 2020 Nubiz Symposium, an Ogden-Weber Chamber of Commerce event. Theme is “Customer Service Perspectives in B2B and B2C Environments.” Speakers include Jill Calton, UMB Fund Services; Matt

War11.9merce Convention & Visitors Bureau event, in partnership with Park City Television. Activities include presentation by Jennifer Wesselhoff, new chamber/bureau CEO; a keynote by Bill Wyatt, executive director of Salt Lake City International Airport; tourism updates from the chamber/bureau marketing team; and a Q&A session with Mike Goar of Park City Mountain Resort and Todd Shallon of Deer Valley Resort. Event takes place online. Details are at <https://www.visitparkcity.com/members/chamber-bureau-events/rsvp/>.

Nov. 17, 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.

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.

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

“Leadership Development,” part of the Fall 2020 Leadership

see CALENDAR page 16

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CALENDAR

from page 15

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.

Nov. 18, noon-1 p.m.

Cybersecurity Leadership Council Fall Conference Workshop titled "Securing Internet-Connected Devices in Health Care 2.0," a Salt Lake Chamber event. Event takes place online. Free. Details are at slchamber.com.

Nov. 18, noon-1 p.m.

"Solve the Business Puzzle," a Women's Business Center of Utah event. Speaker Lynn Smargis of Write For You will

discuss "Learn and Leverage LinkedIn." Event takes place online. Free. Details are at wbcutah.org.

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.

Nov. 18, 5-7 p.m.

"Business After Hours," an Ogden-Weber Chamber of Commerce event. Location is Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Free for chamber members and first-time guests, \$10 for nonmembers. "The Nightmare Before Christmas" movie at Peery's Egyptian Theater begins at 7 p.m., with BOGO tickets costing \$6.50. Details are at ogdenweberchamber.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.

Nov. 25, noon-1 p.m.

Cybersecurity Leadership Council Fall Conference Workshop titled "The Future of Connected Devices 2.0," a Salt Lake Chamber event. Event takes place online. Free. Details are at slchamber.com.

Dec. 1, 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.

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 Westpointe Campus in Salt Lake City. 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.

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.

Dec. 3, 6-8 p.m.

"Start Smart" Clinic, a Small Business Development Center (SBDC) event that takes place online. Details are at <https://clients.utahsbdc.org/events.aspx>.

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

"Best of Holladay" Lunch, a Holladay Chamber of Commerce event featuring the third annual awards ceremony and chamber holiday party. Location is Holladay City Hall, Big Cottonwood Room, 4580 S. 2300 E., Holladay. Details are at holladaychamber.com.

U.S. EDITION

Guidance on Suspected COVID-19 Cases in the Workplace



Begin here for a suspected COVID-19 case in the workplace (excludes healthcare)

Is the individual experiencing COVID-19 symptoms, which include:

- Fever (over 100.4°F or 38°C)
- Chills
- Shortness of breath or difficulty breathing
- Fatigue
- Muscle or body aches
- Headache
- New loss of taste or smell
- Sore throat
- Congestion or runny nose
- Nausea or vomiting
- Diarrhea

Or a positive COVID-19 diagnosis with or without symptoms

YES

Is the individual in the office at the time of notification?

YES

1. Advise the individual to care for themselves at home, monitor symptoms, and seek medical care as necessary.
2. Conduct cleaning of the office according to CDC guidelines
3. Conduct contact tracing, identify all individuals in close contact with this person (6ft/2m) in the past two (2) days.
4. Anyone in close contact should self-quarantine for 14 days and seek medical care as necessary.

See return to work tool on page 2 for next steps

NO

Advise the individual to care for themselves at home, monitor symptoms, and seek medical care if necessary.

Has the individual been in the workplace within the past 7 days?

YES

1. Conduct cleaning of the office according to CDC guidelines.
2. Conduct contact tracing, identify all individuals in close contact (6ft/2m) with this person in the past two (2) days.

Self-quarantine for 14 days and seek medical care as necessary

YES

Self-quarantine for 14 days and seek medical care as necessary

Has the individual been in close contact (6ft/2m) with any symptomatic or positively diagnosed COVID-19 cases in the past two (2) days?

NO

Continue to practice social distancing and good hygiene. Wear a face covering

NO

See return to work tool on page 2 for next steps

The information contained in this tool is based upon current CDC guidance and is subject to change. For the most up to date information, please visit: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

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TOURISM

from page 1

For example, the industry stands to benefit from the renovations at the Salt Lake City International Airport, and the construction cranes at the convention center hotel project adjacent to the Salt Palace “are one of the many signs of optimism about Utah’s economy,” said Vicki Varela, managing director of the Utah Office of Tourism.

“We are on a good path for recovery in so many categories,” she said. “It’s because the fundamentals are in place in Utah in terms of thoughtful investments in the right infrastructure at the right time. There’s lots of reasons for us to be optimistic, once everybody puts their masks on and we get through this spike.”

“I think it’s going to rebound and be busy,” said Jeff Brady-baugh, superintendent at Zion National Park, noting that the park had more visitors in September than ever before in that month. “We’re grateful to see that rebound.”

Visit Salt Lake is seeing many conventions planned for 2020 be rescheduled for 2021, according to VSL’s president and CEO, Kaitlin Eskelson.

“One of the conversations I’ve had with Vicki and with some legislators as a whole is to say, ‘Really, what we need is to get through this period of time that is really hard, because the future is really bright,’” Eskelson said. VSL is booking at about 94 percent of its original booking goal for future years, she added.

“So, if we can get through 2020 and 2021, we should be in very, very good shape, long term in terms of vitality. It’s just about pivoting in the moment and making sure that we’re being responsive to the time.”

Early this spring, Utah’s travel and tourism industry was on pace for another record year for visitation, visitor spending, jobs, wages and tax revenue. The pandemic derailed all of that. The number of Utah jobs in leisure and hospitality — accounting for about 65 percent of all travel and tourism jobs — in April contracted to about half of its year-earlier level. In August, it still was down about 17 percent. Visitation to Utah’s national parks began slipping in March and dipped significantly in April. Statewide hotel occupancy rates are just now slowly returning to 2019 levels.

Visit Salt Lake has seen a loss of about \$340 million worth of economic impact since COVID hit, including 109 groups canceling meetings in the city, resulting in the loss of about 600,000 room nights at hotels.

“From just an overall per-

spective, our hotels ... it’s been a really rough go for them,” Eskelson said. “They’ve had a number of months that have really been at 20 percent or less occupancy. In some instances, they’ll continue to be there until we can start welcoming people back.”

“This pandemic will leave an indelible signature on Utah for some time to come, and no industry has felt the impact of the pandemic more than our leisure and hospitality sector,” said Natalie Gochmour, director of the Gardner Institute, part of the University of Utah. “Now the work has begun to fortify, rebuild and recover.”

The most important component in facilitating that recovery is for people to wear face coverings, Varela said. “Our recovery depends on our personal responsibility to flatten the curve,” she said. “That’s what our visitors are watching for.”

Utah already “has what people want” regarding its natural attractions, which are “a place where they can get out and breathe and feel whole again,” she said. “Our outdoor recreation is an even more important part of our brand, for Utahns and for out-of-state visitors, than it’s ever been,” she added.

The industry also has benefited from investments from the state, including \$12 million from federal CARES Act funds. “We’re not seeing international visitors and we don’t expect to for some time, but the state’s investment has enabled us to stay in the conversation with international visitors,” Varela said.

The number of conversations for future convention bookings in Salt Lake City has been on the rise. The future 700-room Hyatt Regency property is “a game-changer for Salt Lake because we have never had a convention center hotel that we could sell as part of our package,” Eskelson said.

Several of the speakers said the lull caused by the pandemic has provided a chance to pause momentarily and reassess their activities and approaches.

“I think this is has been an opportunity for us to recalibrate and kind of just home in everything we’re doing and what our strategy looks like,” Eskelson said. When the pandemic is over, “it’s going to be a really exciting time. So, it’s just hunkering down and homing back in on who we are and who we want to be.”

“This is a time when Utah’s resilience is going to show,” Varela said. “We’re stepping back and measuring ways that we want to ... ‘recover to better,’ and I am highly optimistic. If there’s a place that you could invest your personal capital, I would say invest it in Utah’s tourism economy because the future is really bright.”

UPDATES

from page 1

gers and Supervisors,” an Employers Council event.

POSTPONEMENTS

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. Virtual admission is \$79. Details are at <https://utaheconomicsummit.com/>.

The **15th Annual Wasatch Front Materials Expo**, a Utah SAMPE Chapter event originally scheduled for March 25, will take place Nov. 16, 4-8 p.m., at Salt Lake Community College’s Miller Campus, Karen G. Miller Conference Center, 9750 S. 300 W., Sandy. Free. Registration can be completed at Eventbrite.com.

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.

“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.

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.

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.

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.

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

The **Annual Fall Business**

Conference, a ChamberWest event originally scheduled for Sept. 16 and subsequently scheduled for Nov. 13, 7:15-3 p.m., at the Utah Cultural Celebration Center in West Valley City, now will take place Nov. 13, 7-11:45 a.m., at the Salt Lake County Viridian Event Center, 8030 S. 1825 W., West Jordan. In-person registration (limited to 100) costs \$99 through Nov. 6 for ChamberWest members, \$125 thereafter and for nonmembers. Virtual registration costs \$75. Details are at chamberwest.com or (801) 977-8755.

Women in Business Luncheon, an Ogden-Weber Chamber of Commerce event originally set to take place Oct. 27, 11:30 a.m.-1 p.m., at The Monarch in Ogden, has been moved online via Zoom. Free. Details are at ogdenweberchamber.com.

Business Alliance Networking Luncheon, a Davis Chamber of Commerce event originally set for Nov. 3, 11:30 a.m.-1 p.m., at the Business Resource Center in Kaysville, has been moved to Oakridge Country Club, 1492 Shepard Lane, Farmington. Free (\$15 for lunch options). No RSVP required. Details are at davischamberofcommerce.com.

Annual Women in Business Summit, a Davis Chamber of Commerce event originally set for Nov. 12, 8 a.m.-3 p.m., at the Davis Conference Center in Layton, will take place that day, 8 a.m.-1:45 p.m. Cost is \$65 for chamber members, \$85 for nonmembers. Details are at davischamberofcommerce.com.

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ENNICO

from page 6

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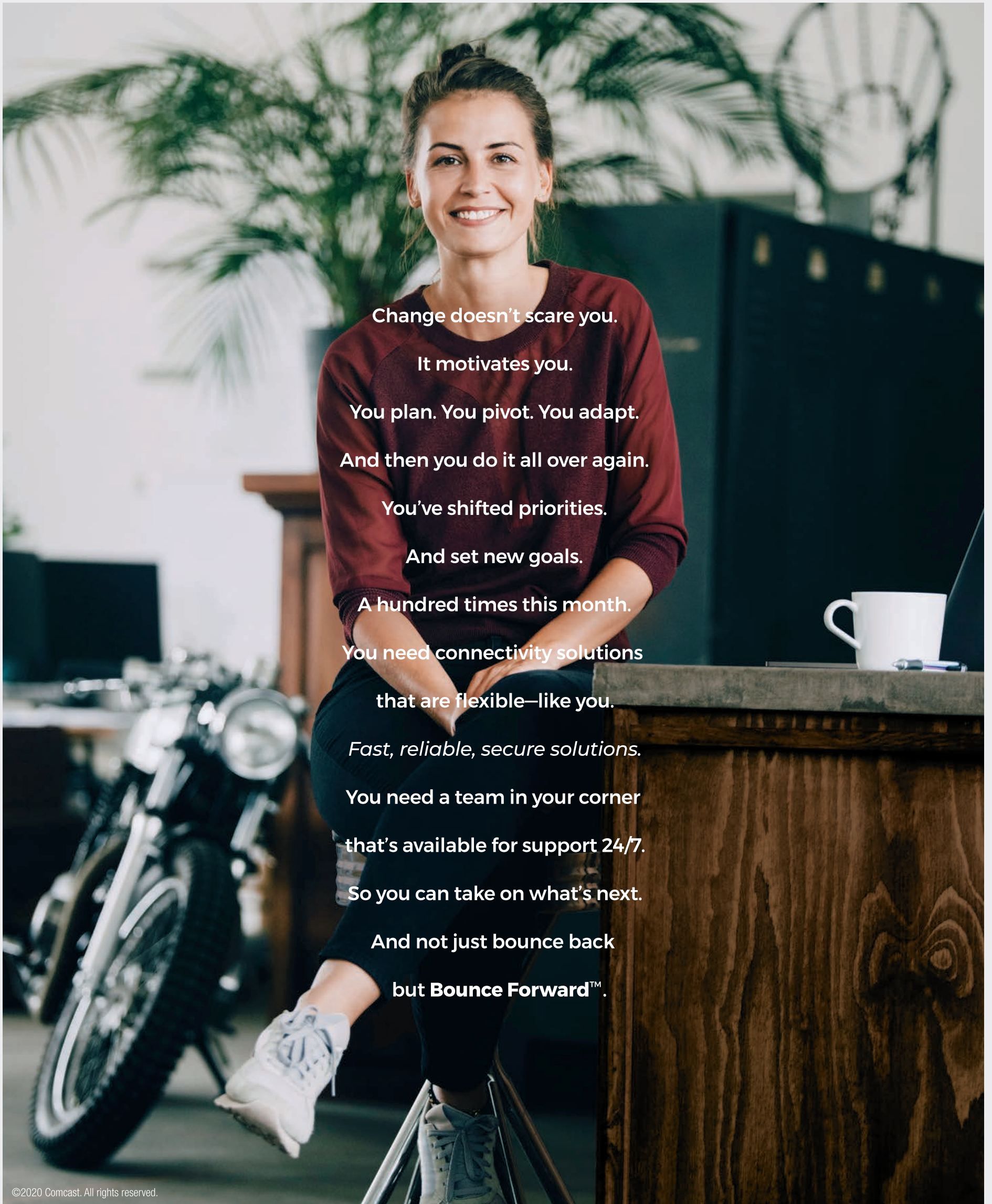
you from things you yourself are doing on the site.

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

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