

OF NOTE



They're coming back

According to San Francisco marketing software company Zenreach, foot traffic at America's brick-and-mortar businesses has been steady over the past six months at about half of pre-pandemic levels. But that is slowly changing in a handful of states, including Utah. The state showed a 2.7 percent increase in foot traffic in October, placing it No. 5 among states nationwide that are trending upward.

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Utah's attractive business climate bodes well for pandemic recovery

Brice Wallace
The Enterprise

Utah has several attributes that make it attractive to outsiders — including those with businesses — whenever the COVID crisis passes.

That's the conclusion of a pair of speakers at the recent Newsmaker Breakfast at the Kem C. Gardner Policy Institute. Joel Kotkin, author and presidential fellow in urban futures at Chapman University, and Wendell Cox, senior fellow at the Urban Reform Institute, see Utah with potential advantages — especially in contrast with Los Angeles and other parts of California — for continued economic growth.

"I think it's very hard to ask somebody

to locate a business, particularly in many of our big cities on the [West] Coast, where the taxes are high, regulations are high and the public schools are completely dysfunctional and you never know what's coming next," Kotkin said.

In Los Angeles, he said, businesses often say that high taxes and burdensome regulations are among the problems but even worse is "the attitude of the regulators."

"Like a businessperson would say to me, 'If I go to the city of Los Angeles, they are looking for some way to put me out of business or make me feel bad. When you go to Utah, if I'm a company and I have 50 employees and I'm going to move from Ir-

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COMING DOWN

Workers and machines work on demolition at the Salt Lake City International Airport in preparation for the beginning of Phase II of the massive reconstruction of the facility. Work was recently completed on the first phase of the project, the construction of the new Concourse A, along with the airport's quick-turnaround facility and the car rental building. The general contractor for the project, Holder/Big-D Joint Venture, reports that more than 16,000 men and women worked more than 8.5 million hours to complete Phase I. Phase II is expected to be completed by late 2024 or early 2025, after which the airport is expected to grow to handle 34 million passengers per year through its main terminals.

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' web-site calendars. This is not a complete list of postponements or cancellations. Check with organizers to determine if their events will take place.

CANCELLATIONS

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

"Unemployment Insurance in Utah: Appeal Hearing Workshop," an Employers Council event.

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

"Change Management for Managers," part of the Salt Lake Community College Frontline Leader Workshop Series at SLCC's Salt Lake Community College's Miller Campus in Sandy.

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

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

POSTPONEMENTS

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.

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Adobe agrees to buy Lehi's Workfront for \$1.5 billion

Adobe, the Silicon Valley-based multimedia and creativity software company, has announced an agreement to acquire Lehi's work management platform Workfront. Adobe will pay a reported \$1.5 billion for the 2001 startup.

With more than 3,000 customers and 1 million users, Workfront is a solution that marketers use to manage content, plan and track marketing campaigns and execute complex workflows across teams.

Adobe's solutions are the gold standard for applications that are mission-critical to marketers, creatives, analysts and now, operations managers. The company's flagship, Adobe Creative Cloud, provides creative apps and services for students, social media influencers, professional photographers, filmmakers and designers.

"Satisfying the increasing expectations of B2B and B2C customers today requires large volumes of content and personalized

marketing campaigns delivered at lightning speed and scale," Adobe said in a release announcing the acquisition. "This must be accomplished across increasingly dispersed teams, as remote work becomes prevalent in today's environment and the future of work is redefined. The combination of Ado-

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

Herbert issues orders that include mask mandate, reduced gatherings

Last week, Gov. Gary Herbert issued a statewide mask mandate and other directives as part of emergency orders directing Utahns to limit social gatherings to their own households to combat the state's current COVID-19 surge.

Herbert declared a state of emergence and issued concurrent executive and public health orders in conjunction with the Utah Department of Health. "We must do more, and we must do it now," Herbert said. "This is about much more than just mandates. This is about personal responsibility." The orders stay in effect until at least Nov. 23.

The governor's orders include:

- A statewide mask mandate for all Utahns in public, where six feet of physical distancing is not possible, including all business venues. Businesses must promote mask usage and post signage to that effect and could be subject to fines for failing to do so.
- Limiting casual social gatherings to household-only.
- A two-week hold on all extracurricular activities, including athletic and intramural events, with the exception of intercollegiate athletics and practices, and games and the conclusion of ongoing high school sports championships.
- Mandatory weekly COVID-19 testing for all higher-education students in public and private institutions who either live on campus or attend in-person classes on campus.

Quansys receives FDA Emergency Use Authorization for antibody test

Logan-based Quansys Biosciences has announced that the U.S. Food and Drug Administration (FDA) has issued an Emergency Use Authorization (EUA) for its laboratory-based IgG coronavirus antibody test. A positive IgG antibody result identifies patients who have been exposed to the SARS-CoV-2 virus and, as part of their recovery, demonstrated an adaptive immune response.

Quansys' Q-Plex SARS-CoV-2 Human IgG Assay simultaneously detects human IgG antibodies that recognize the S1 and S2 subunits of the SARS-CoV-2 spike protein from the same sample, Adam Brown, CEO of Quansys Biosciences, said. The accuracy of testing for the S1 subunit alone was adequate for EUA requirements, but adding the S2 subunit measurement increased accuracy to 97.4 percent sensitivity and 99.7 percent specificity. Tests offering a high level of specificity result in fewer false positive calls, which is vital when disease prevalence is low, Brown said.

"High-quality tests are essential as we work to better control the SARS-CoV-2 pandemic. In addition, improved quality and accuracy of the assay is vital to correctly evaluate the spread of this virus, which varies across communities," said Brown.

The Q-Plex test is available for immediate use and Quansys' manufacturing capabilities and supply chain are designed to meet high volume demand, according to Brown.

COVID protocols mean major drop in flu cases in Utah, across nation

There seems to be an unexpected benefit from the precautions that Americans — and Utahns — are taking because of the coronavirus pandemic. Seasonal influenza cases are way down across the nation at a time when cases are normally on the rise.

Late in October, the Utah Department of Health reported that there were no patients hospitalized in the state for the flu. The Centers for Disease Control and Prevention reported a similar nationwide.

But with flu showing similar symptoms to the virus, healthcare officials are being careful.

"If somebody has signs and symptoms of COVID-19 and they test negative, in my mind, that's still COVID-19 (to us)," Intermountain Healthcare's Dr. Eddie Stenehjem said

recently in a media session. Respiratory virus surveillance across Utah within the Intermountain Healthcare system has shown there aren't any other viral respiratory pathogens — like influenza and rhinovirus (the common cold) — widely circulating, Stenehjem said. "So, if somebody has a viral respiratory illness with fever, cough and myalgia and things like that, that's COVID, regardless of what your test says because there's nothing else circulating."

However, the influenza virus is not new and treatment plans and vaccinations are widely available. It's important for doctors to know which one people have in order to treat patients with the best care.

Flu testing in the Intermountain healthcare network increased by 450 percent in October compared to October of last year, according to Stenehjem.

Flu season generally runs from October through May and for months health officials have pleaded with the public to follow public health guidelines and get a flu shot. Many entities in Utah offer free flu shots, including the Salt Lake County Health Department.

Davis Education Foundation allotting CARES Act funds for childcare help

The Davis Education Foundation is handing out grants to help families in need of help paying for childcare during the COVID-19 pandemic. Davis Education Foundation Director Jodi Lunt said demand for their services has tripled because of the pandemic with many of the families the foundation hears from having trouble finding affordable childcare.

"Our hope is that this will pay bills that were never expected," Lunt said. "So, if we could offset some of those costs, it will allow for more dollars for families to take care of their other needs and responsibilities."

Families who meet certain income and other requirements could receive up to \$350 per elementary school-aged child, Lunt said.

Nine cities in Davis County are funding the childcare program using federal money they received through the CARES Act.

Lunt also believes providing childcare will be beneficial for employers.

"If (employees) know that our children can have daycare," Lunt said, "then we, too, can return and keep being productive in our own workplaces."

Parents who want to apply for the childcare grants can go to daviseducationfoundation.org.

Health officials now have access to school records to expedite notification

In an effort to expedite notification of students and school officials about COVID-19 outbreaks, the Salt Lake County Health Department has been granted access to monthly student enrollment data for county schools. The Utah State Board of Education approved the data request and directed board staff to develop a streamlined process for other health authorities in the state to request like data.

Jeffrey Eason, manager of Salt Lake County Health's population health and informatics bureau, said the linkage will expedite the identification and notification of students who have tested positive for COVID-19 "so we can remove them."

That data will also be used to rapidly identify children "who are intended to be quarantined and therefore should not be at school and share that information with our school nurses. We believe this will interrupt the transmission and decrease the rates within schools," Eason said.

The newly available data includes student names, dates of birth, gender and the school they attend in Salt Lake County. It will be shared monthly to allow health department to cross-reference lab results and enable officials to notify students and schools faster when there are positive test results.

The health department currently verifies COVID-19-positive student enrollment by contacting school nurses,

but it is a time-consuming, back-and-forth process, Eason said. "We're talking about typically two to three days for us to identify a case in the follow-up investigation. So, with people being infectious two days prior to their illness onset, unfortunately that offers quite a few different opportunities for students to go to school unidentified and potentially exposing their peers."

The agreement between the schools and health department began Nov. 15 and runs through the end of 2021.

SLC accepting applications for C-19-related federal grant programs

Salt Lake City is now accepting applications from local entities for additional, one-time COVID-19 relief funding to help with a range of community development needs, including emergency housing assistance, basic needs for low-income residents and nonprofit and small-business assistance. The emphasis for this funding is on Mayor Erin Mendenhall's objective to ensure that recovery, revitalization and preparation for future waves of the disease are equitable, the city said in a release.

This round of CARES Act funding is administered through the U.S. Department of Housing and Urban Development (HUD) and is designated to support national and local program requirements as well as prepare for, respond to and recover from the COVID-19 pandemic.

Applications are currently being accepted for additional funding from the following HUD COVID-19 grant programs:

- Community Development Block Grant-COVID (CDBG-CV). The 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-COVID (ESG-CV). The ESG program's primary objective is to assist individuals and families regain housing stability after experiencing a housing or homelessness crisis.
- Housing Opportunities for Persons With HIV/AIDS-COVID (HOPWA-CV). The program's primary objective is to provide housing assistance and related supportive services to persons living with HIV/AIDS and their families.

Information about eligibility and the application process can be found online at slc.gov/hand or from Tony Milner at 801-535-6168 or tony.milner@slcgov.com. Applications must be submitted by Nov. 22.

Rocky Mountain Power asking for help for its power customers in need

The COVID-19 pandemic has magnified the need in Utah communities and Rocky Mountain Power has announced a program that allows its customers to help those struggling to pay utility bills during the crisis. The utility will match every dollar its customers donate to the "Lend a Hand" program with \$2 more, which helps limited-income customers keep their lights on and their homes warm, the company said in a release.

Customers who receive their bills by mail will find a Lend a Hand contribution envelope included. Those who pay their bills electronically can request a donation envelope and send a check or enroll in the fixed donation program.

The program allows customers to donate any dollar amount, starting at \$1 per month, which is then incorporated into their monthly bill. Fixed donations will also be matched 2-for-1 by Rocky Mountain Power and customers can call 1-888-221-7070 to enroll and/or request a contribution envelope.

All donations are forwarded directly to the Salvation Army, which verifies eligibility and allocates funds to those in need. Customers who need bill assistance themselves can call Rocky Mountain Power representatives at 1-888-221-7070 to get help with payment plans and be directed to other agencies that may assist them.

BioUtah launches BioHive initiative to promote state's life sciences industry

BioUtah, the trade organization that represents Utah's nearly 1,100 life sciences-related companies, is leading a new branding initiative for the industry. The effort, dubbed BioHive, is designed to bring cohesion within the broader industry and "showcase the crucial innovations and contributions of the industry collective that boosts our state's economy and helps patients around the globe," the organization said in press statement.

"We are really excited about introducing this branding initiative we call BioHive," said

Kelvyn Cullimore, president and CEO of BioUtah. "This initiative, with industry, government, academic and economic development partners, will allow us to really shine a bright light on our life sciences industry's efforts, growth and innovation."

The initiative launches with the participation of partners interested in promoting the life sciences in Utah, including the Governor's Office of Economic Development, Economic Development Corporation of Utah, Office of Salt Lake City Mayor Erin Mendenhall, World Trade

Center Utah, Recursion Pharmaceuticals, PIVOT Center at the University of Utah, Cibus Biotechnologies, IONIQ Sciences, Stryker, LineLogic and many others.

Katelin Roberts, CEO of LineLogic and interim director of BioHive, points out that these accomplishments are nothing new because Utah has a long and proud tradition of healthcare innovation. "We have attracted world-class scientists, researchers and engineers to Utah for the last 65 years," she said. "Utahns have changed millions of lives

through better patient outcomes with life-saving catheters, advancements in surgical imaging and now we are leveraging new technologies for novel drug discovery and therapeutics."

"Building on this legacy, BioHive now serves to give expression to the efforts of the state's researchers, developers and manufacturers of therapeutics, devices and diagnostics, as well as laboratory facilities, healthcare delivery systems, digital health, health IT and businesses that support these industries. By collaborating through

BioHive, these businesses create a rising tide that lifts all boats," BioHive said.

Utah's life sciences industry employs 43,000 people directly and 88,000 indirectly, for a total of more than 130,000, according to figure from BioUtah. The organizations said that life sciences employees are paid an average wage almost 50 percent higher than Utah's average.

"For me, it's about creating local jobs that will last," said Governor-Elect Spencer Cox. "The tech sector in Utah has been enormously successful, but sometimes we forget to talk about the deep tech sector. By bringing the focus of the government, other industries, and our young people to this industry we will help create jobs for future generations."

GOED spearheads Main Street Pilot Program to help rural towns

The Utah Governor's Office of Economic Development (GOED) recently launched the Utah Main Street Pilot Program, a collaborative initiative that focuses on rural communities in the state and includes numerous state agencies and other organizations as partners.

The community-led program addresses the individual needs of

communities throughout the state to provide rural downtowns with support and a framework to revitalize efforts.

"GOED is delighted to take the lead on this collaborative initiative," said Val Hale, GOED's executive director. "Revitalizing rural downtown communities pays tremendous economic dividends to

both business owners and residents by creating visually appealing and economically viable downtown buildings."

One of the goals of the pilot committee is to administer a facade grant program. With limited funding, the program's goal is to provide an opportunity to downtown building owners to apply for matching funds that will jumpstart their facade improvements.

The committee recently announced the first facade grant awardees. Included were the Stuebaker building and facades at 39-25 W. Main St. in Price and the Idle Isle restaurant building, Union block and the Howard Hotel in Brigham City.

"We were very pleased with the quality of the applications and

with the commitment and enthusiasm of the property owners," said Roger Roper, state historic preservation officer and co-chair of the pilot committee. "These projects will not only enhance the appearance of individual historic buildings, but they will also improve the overall appearance of their respective downtowns and give the local Main Street programs a big boost in their economic revitalization efforts."

Program funding was secured from the Bear River Association of Governments, GOED, the State Historic Preservation Office, the Utah Department of Transportation, the Utah Office of Heritage and Arts, the Utah Office of Tourism and a grant from the U.S. Department of Agriculture's Rural Business Development Program.

Extra Space invests in Tenn. co.

Salt Lake City-based Extra Space Storage Inc., an owner and operator of self-storage properties nationwide, has made a \$300 million investment in the preferred stock of Jernigan Capital Inc. of Memphis, Tennessee, in connection with the acquisition of Jernigan by NexPoint Advisors LP that closed on Nov. 6. The stock consists of two tranches with a blended yield of 10.7 percent annually. The deal includes prepayment penalties as well dividend increases if not retired by Jernigan.

The investment also gives Extra Space certain rights of refusal with respect to purchasing the properties of JCAP. Extra Space will also assume management of 37 Jernigan self-storage properties in connection with the investment, according to Joe Margolis, CEO of Extra Space.

"Our \$300 million preferred equity investment in the acquisition of Jernigan Capital is another example of innovative capital investment in the storage sector, with attractive returns for our shareholders and an appropriate risk profile," said Margolis. "We are excited to add 37 newly built, high-quality storage assets to our platform, and more importantly, to begin new relationships with NexPoint and the JCAP management team."

Extra Space Storage owns or operates 1,906 self-storage properties in 40 states; Washington, D.C.; and Puerto Rico. Ex-

tra Space's properties comprise approximately 1.4 million units and approximately 147.5 million square feet of rentable space, making it the second-largest owner and/or operator of self-storage properties in the United States.

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CORPORATE FINANCIAL REPORTS

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

Extra Space Storage

Extra Space Storage Inc., based in Salt Lake City, reported funds from operations (FFO) attributable to common stockholders and unit holders of \$179.7 million, or \$1.30 per share, for the quarter ended Sept. 30. That compares with \$170.6 million, or \$1.23 per share, for the same quarter a year earlier.

The company reported net income attributable to common stockholders of \$114.6 million, or 88 cents per share, which compares with \$108 million, or 83 cents per share, for the year-earlier quarter.

Same-store revenues in the most recent quarter totaled \$271.7 million, down from \$276 million in the year-earlier quarter.

Extra Space Storage is a self-

administered and self-managed real estate investment trust that owns and/or operates 1,906 self-storage stores in 40 states; Washington, D.C.; and Puerto Rico. It is the second-largest owner and/or operator of self-storage stores in the United States and is the largest self-storage management company in the nation.

"The storage sector experienced a number of tailwinds in the third quarter that benefited our earnings," Joe Margolis, CEO, said in announcing the results. "Demand was healthy and vacancies remained muted, resulting in strong occupancy and increased rental rates to new customers, offset by lower late fees and higher bad debt."

"These improved trends resulted in better-than-expected same-store performance, which together with contributions from our various external growth and balance sheet initiatives, resulted

in solid third-quarter FFO growth of 5.6 percent. We recognize that future risks and uncertainties related to the pandemic and general macro-economic conditions may still impact future results; however, to date the impact has been less significant than previously anticipated."

Nu Skin

Nu Skin Enterprises Inc., based in Provo, reported net income of \$56.3 million, or \$10.8 per share, for the quarter ended Sept. 30. That compares with \$44 million, or 79 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$703.3 million, up from \$589.9 million in the year-earlier quarter.

Nu Skin Enterprises is focused on consumer products, product manufacturing and controlled-environment agriculture technology. The NSE family of

companies includes Nu Skin, which develops and distributes a line of beauty and wellness solutions through a global network of sales leaders; and Rhyz, a strategic investment arm that includes a collection of sustainable manufacturing and technology innovation companies.

"We continued to build momentum with accelerated results in the third quarter, as we generated revenue and earnings per share well above expectations," Ritch Wood, CEO, said in announcing the results. "As we executed on our long-term strategy, we drove double-digit growth in both customers and sales leaders with revenue improvements in all but one reporting segment."

Wood said the company is "benefiting from the current environment where more individuals are working from home and shopping online. Currently, approximately 90 percent of Nu Skin revenue is coming from digital transactions."

Nature's Sunshine

Nature's Sunshine Products Inc., based in Lehi, reported net income of \$7.2 million, or 34

cents per share, for the third quarter ended Sept. 30. That compares with \$1.4 million, or 7 cents per share, for the same quarter a year earlier.

Net sales in the quarter totaled \$100.3 million, up from \$88.5 million in the year-earlier quarter.


Nature's Sunshine Products markets and distributes nutritional and personal care products in more than 40 countries.

"Strong consumer demand and new product launches accelerated our momentum in the U.S. and China, while COVID-19-related restrictions eased in Korea and Latin American markets, allowing us to more fully deploy our revamped field fundamentals," Terrence Moorehead, CEO, said in announcing the results.

"This combination resulted in the highest consolidated net sales quarter in our history, which flowed through to a more than four-fold increase in net income. The progress we have made with our transformation initiatives is only the beginning to unlocking

see EARNINGS page 13

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Hubbard adds CEO to her role in leadership at Lehi's Yunique

Kristi Hubbard, appointed president of Lehi-based beauty products company Yunique in July, has been named the company's CEO in a move the board said was envisioned at the time she joined the company. Derek Maxfield, Yunique's founder, will continue to set the strategic vision for the company as chairman of the board and executive director.

As CEO of the social-media-based direct sales firm, Hubbard will lead the operations of the company and define the next era of transformation for Yunique, the board said in a statement. She will also serve on the company's board.

"In the relatively short time Kristi has been with Yunique," said Maxfield, "she has quickly demonstrated the depth and value of her experience as a direct-selling executive leader. Kristi is highly collaborative, engaging and a strong, strategic leader. Her transition to the CEO role has come even more quickly than I expected, which is a reflection of Kristi's capacity and talents. I am particularly impressed with her engagement with our presenters and her expertise in understanding the differentiators that make Yunique impactful."

Maxfield also noted that Hubbard's move to the CEO role marks a significant step forward

in positioning Yunique for the future. "As founders, my sister Melanie and I envision Yunique as a generational icon, a brand that reflects and rallies others to our mission to uplift, empower and validate women everywhere," he said. "Kristi's leadership and dedication will drive us toward that vision and continue to position Yunique as the global pioneer in digital and product evolution within the social selling space."

Hubbard brings over 20 years of experience in senior executive roles within the direct selling industry, most recently as CEO of Norwex, a leader in eco-friendly home and personal care products. Previously, she was president of BeautiControl, a direct selling beauty brand, which was eventually acquired by Tupperware Brands. She has been a champion for charitable initiatives in the organizations she led. She has also served in board roles for several nonprofit and for-profit organizations.

"My first few months at Yunique have already exceeded my expectations," said Hubbard. "From the presenters to the executive team to the employees, all have been incredibly welcoming and helpful during this period of transition. I love the passion of our Yunique family and their determination to live our mission every day."

So. Valley Chamber launches education program to groom new leaders

As part of its ongoing initiative to support and develop new leaders in the Utah business community, the South Valley Chamber of Commerce has announced a new education program. The program, called Leadership South Valley, consists of a once-a-month, nine-week course that teaches the critical and essential issues affecting communities in Salt Lake County.

Attendees will hear and discuss multiple topics during each session, organizers said. Speakers will include prominent area leaders, such as Val Hale, the executive

director of GOED; Alan Matheson, Point of the Mountain executive director; and Mikelle Moore of Intermountain Healthcare.

"Professional Education at the University of Utah is pleased to be a part of the South Valley Chamber's leadership program," said Lauren Anderson, director of Professional Education and Personal Enrichment at the University of Utah. "We believe in professional and personal development and thank the South Valley Chamber for developing the region's future leaders."

Enrollment in the program is

open to participants from various industries and backgrounds. Attendance is mandatory and progress requires a strong commitment. Along with attending each session, attendees are required to complete a community service project and attend a city council meeting, a school district meeting and two South Valley Chamber events.

"We are beyond excited for the new South Valley leadership program and look forward to being a part of it," said Aubrey Murray, executive vice president at Perpetual Storage Inc., one of the program sponsors. "It is important to us that we help our community in all the ways that we can after having been a part of it for over 52

years."

Those interested in attending can submit an online application through the South Valley Chamber. Cost for chamber members is \$1,000 for the full program while nonmembers pay \$1,500. Information is available from Karla Rogers at karla@southvalleychamber.com.

Jacobsen names Ellis CEO

The board of directors of Salt Lake City's Jacobsen Construction Co. Inc. has named Gary Ellis the company's new CEO. He will fill the dual role of president and CEO upon the retirement of current CEO Douglas C. Welling at the end of the year.

Welling is retiring after 33 years with Jacobsen, including 14 years as company president and the past nine years as president and CEO. This change is the result of Jacobsen's closely followed leadership succession plan that has been in place for several years, the company said in a statement.

"Gary is very well-prepared for his new responsibilities and brings a clear vision for Jacobsen's future and has a great team to support him," Welling said. "I have full confidence and faith in Gary, and I know he feels the same passion I've had for Jacobsen's values and priorities: wowing every client, emphasizing accountability and problem solving in our work, championing employee ownership and empowerment, fostering a culture of caring and job-site safety and dreaming big about every project's potential to make our communities better."

Ellis was named president in June. He has been with Jacobsen for 20 years, previously serving as chief financial officer for six of those years.

"I feel profoundly humbled to be asked to represent all the great people of Jacobsen Construction Co. in this new role," Ellis said. "I am passionate about the consistently outstanding work of our hundreds of dedicated and talented employees. As Jacobsen continues to seek ways to strengthen its impact on the construction industry through thoughtful innovation, the bedrock principles that have made Jacobsen successful for nearly a century will continue to guide the company's day-to-day work and its long-term aspirations."

Under Welling's leader-

ship as CEO, Jacobsen's influence in the industry grew considerably with such landmark projects as the Utah State Capitol restoration and base isolation, City Creek Center in downtown Salt Lake City, Provo City Center Temple restoration and Salt Lake Temple renovation.

"I have immensely enjoyed the work I do, and I have loved working alongside the most outstanding people in the construction industry. I am grateful for the opportunities I've had to work closely with these people, and for the success and value that we have created together," Welling said. "We have improved peoples' lives, and the success and happiness of our communities, with every project."

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Succeeding in Your Business

Is it good? Is it bad? Who knows?

There's an old vaudeville comedy routine that goes by the name "That's good. That's bad."

This routine was (at least for my generation) made famous by the late Archie Campbell, a country comedian who performed on "Hee Haw" and other comedy-variety television programs of the 1960s and 1970s (for an audio clip of Campbell's performance, go to YouTube and search Archie Campbell "That's Good That's Bad").

The routine, a dialogue between the comic and his "straight man," basically went like this:

A: It was a beautiful day yesterday, so I went out and took a long walk.

B: That's good.

A: No, that's bad.

B: Why?

A: I wasn't looking where I was going, and I fell into an open well.

B: Oh, that's bad.

A: No, that's good.

B: Why?

A: There was a big bag full of gold coins at the bottom of that well.

B: Well, that was good.

A: No, that was bad.

B: Why?

A: Well, I had no way to get out of the well, you see.

B: Yeah, I guess that was bad.

A: No, that was good.

B: Why?

A: Well, I yelled really loud and a guy came by and threw me a rope, so I was able to get out of the well with the bag of coins.

B: Well, that was REALLY good.

A: No, that was really bad.

B: Why?

A: The guy was an IRS agent.

You get the idea. Each step of the story is deceptive; you never really know if it's good or bad until the next step.

Which is, of course, a lot like life.



CLIFF ENNICO

Things happen that appear to be good or bad at the time but turn out to be exactly the opposite, often for surprising reasons.

Take the automobile, for example.

The automobile has been blamed (especially lately) for much of the world's ills: traffic congestion, pollution, cancer, global warming — you name it.

But here's something about the automobile you don't know: It led to one of the greatest advances in human health the world has ever known.

Say what?

Hear me out. Before the automobile, people rode in wagons and buggies powered by horses, mules and other farm animals.

What do farm animals do? They eat, and they poop. Very frequently.

Walking down a city street in, say, 1880, you were constantly picking your way around massive piles of poop. Roads weren't paved, and sidewalks (if they existed at all) were made of wood

and so were difficult to clean. When it rained, you couldn't tell where the mud ended and the poop began.

People wore thick boots, and women wore high heels to stay above the muck. You couldn't escape the stench, or the flies and other vermin that tend to be attracted to piles of poop.

Not coincidentally, people in 1880 were dropping dead left and right from diseases you probably never even heard of: diphtheria, dysentery, whooping cough, typhoid fever — diseases that were caused or made worse by having to navigate massive piles of poop every day.

Enter the automobile. Which, of course, offered many new ways to kill you, such as carbon monoxide, crashes, gasoline fires and drunk drivers.

But no piles of poop.

By 1930, with the automobile firmly established as our basic means of transportation, the diseases listed above were on their way out. City streets were a lot

cleaner and were paved, because automobile tires needed paved roads.

Don't get me wrong; during this same time period, there were massive improvements in medicine. And public health initiatives during the early 1900s made for cleaner water, air, food and drugs. But by eliminating animal waste as a byproduct of everyday life, the automobile contributed to a dramatic improvement in human health.

So, was the automobile a good thing, or a bad thing?

It's often impossible to predict the consequences of an action, or an event, when you are living through it in real time. What seems bad at the time may actually have good results. The opposite is also true: The road to Hell is (often) paved with good intentions.

Sometimes, by trying to do good, you end up hurting lots of

see ENNICO page 13



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NEW IDEAS, PRODUCTS AND SERVICES FROM UTAH COMPANIES



North Salt Lake-based **Handi Quilter**, a manufacturer of longarm quilting machine systems and a member of the Premier Needle Arts family of companies, has launched its newest machine, the **Moxie by Handi Quilter**. The new machine is now available at the company's more than 400 authorized retailers in the U.S. and Canada and at online retailers.



"We know that quilters want to finish their own quilts," said **Brenda Groelz**, vice president of marketing and education at Handi Quilter. "But they're tired of pushing a large quilt through the tiny throat of their home

sewing machine. With the ease of use of the 15-inch Moxie on our HQ Loft Frame, every quilter can enjoy free-motion quilting and can own every stitch of her quilt from start to finish."

Utilizing Handi Quilter's engineering and technology platform, the Moxie provides quilters a simple and easy approach to finishing quilts, Groelz said. The Moxie stitches at speeds up to 1,800 stitches per minute, enabling quilters to finish their quilts quickly.

"Regardless of where the purchase is made, new owners will have the support of a local HQ retailer," said **Darren Denning**, president of Handi Quilter. "Moxie is a feature-rich, high-quality longarm machine system that is affordably priced. When you add on the industry-leading Handi Quilter training and education, the result is happy, confident quilters who can finish their own quilts."

Getting started on the new machine is easy, said Ashton, thanks to Handi Quilter's partnership with **BILT**, an app that provides animated 3D assembly instructions for the frame and machine. BILT's technology provides a simple-to-use interface, making complicated processes easy to digest and understand. Handi Quilter is the first quilting and sewing company to partner with BILT, whose instructions do not stop with assembly. Quilters can reference the app in the future for reminders about loading their quilts and threading their machines.

"We are thrilled to be partnering with an industry-leading company and look forward to helping provide additional solutions for Handi Quilter consumers in the future," said **Nathan Henderson**, CEO of BILT Inc.

Customer experience management company **Qualtrics**, based in Provo, has introduced a comprehensive **healthcare solution for community hospitals**. Now in use at 400 hospitals and health systems, the software fulfills regulatory requirements plus real-time patient,

employee and community experience programs. "The patient experience, from scheduling to care delivery to the post-care process, is critically important for community hospitals. Their



care teams need immediate insights to deliver the best patient experience," said **Patty Riskind**, global industry leader for healthcare at Qualtrics. "With Qualtrics, community hospitals can listen, understand and act by leveraging Qualtrics' workflows, advanced analytics engine and closed-loop feedback — all on one single platform." The system enables community hospitals to consolidate existing programs into one that results in improved care delivery, increased employee engagement, enhanced community trust and cost savings, Riskind said.

Orem-based **Avetta**, a provider of supply chain risk management software, has launched **Avetta Financial Risk**, a tool for evaluating and monitoring the financial health of a companies' supply chains by providing financial data for supplier evaluation.



Using these scores, organizations can build compliance standards to manage potential risks. "In order to build a more resilient supply chain, our customers can now determine contractor and supplier reliability," said **Taylor Allis**, chief product officer of Avetta. "Assessing financial stability — locally or globally — is critical in evaluating project risk. With Avetta Financial Risk, companies can better ensure continual operations by intelligently managing the safety, sustainability and financial health of their supply chain network." Integrated with information services company Experian, Avetta Financial Risk provides a supplier risk rating using Intelliscore Plus and Financial Stability Risk Score.

Salt Lake City-based **Foldax**, a designer and manufacturer of heart valves, has received U.S. Food and Drug Administration approval to expand the U.S. clinical study of its **Tria surgical aortic heart valve**, which incorporates a



new proprietary biopolymer called LifePolymer. The next stage of study enrollment is expected to begin within the next month. "We are excited to expand enrollment in this U.S. clinical study to gain additional clinical experience with the Tria valve," said **Dr. Frank Shannon**, chief of cardiovascular surgery at Beaumont Hospital in Royal Oak, Michigan, and head of the Foldax medical advisory board. "The Tria valve with its biopolymer leaflets represents the first new material for heart valves in decades and offers the potential for significantly better durability than tissue valves, while eliminating the need for lifelong blood thinners that comes with mechanical valves."

Consumer-directed benefits administrator **HealthEquity** has released the 14th edition of **The Complete HSA Guidebook**, an educational tool that helps organizations and individuals improve their health and financial well-being



through the better understanding and adoption of health savings accounts (HSAs). HealthEquity is based in Salt Lake City. First published in 2004, the guide is written by HealthEquity founder **Steve Neeleman**, with contributions from attorney Hazel Witte and the late Sophie Korczyk. "We're pleased to share the latest edition of *The HSA Guidebook* at a time when it has the greatest relevance to Americans," said Neeleman. "This comprehensive guidebook exists to help employers understand the power of HSAs and empower consumers to save more, spend smarter and better connect health and wealth." The new edition includes updates on the latest healthcare reform and tax changes.

Lehi's **IXN Tech** has announced that its new **LifeDX platform** has been launched with Pacific Life Insurance Co. — the first insurance carrier to adopt the program. LifeDX is a multi-carrier platform that provides an application program-



ming interface (API) solution for quotes and application submissions for the life insurance industry. **Kevin Pohmer**,

CEO of IXN, said, "The LifeDX API framework is what our industry has needed for a long time — a standardized and secure central API-centric solution that makes it easier and faster to securely ingest data from multiple carriers to deliver real-time to our customers and in turn to deliver back to carriers. We're excited to see the innovation this platform encourages in this industry, because until now, sharing data between organizations has been a time-consuming manual process."

Sunrise by Lendio, a developer of bookkeeping applications based in Lehi, has released its first mobile app. **Sunrise: Invoices & Payments** is designed to ease the day-to-day management of small-business bookkeeping, the company said. Free to use, the



app enables mobile invoicing and billing, receipt capture, payment processing, expense cataloging and more. "Even before the onset of the COVID-19 pandemic, small-business owners consistently pointed to cash flow as one of their biggest operational hurdles," said **Brock Blake**, CEO and co-founder of Lendio. "Now, more than ever, saving time and keeping track of financial health is vital to America's small businesses. Sunrise and its app can help business owners save time, keep a closer eye on their cash flow and even help them apply for future capital."

Industry Briefs

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

BANKING

• **KeyBank** has named **Drew Yergensen** as Utah market president and commercial banking sales leader, effective Jan. 1. A 10-year veteran of KeyBank, Yergensen currently serves as senior vice president and commercial banking sales leader for Utah. As market president, Yergensen will drive collaboration and coordination of KeyBank activities and resources in the market, as well as serve as the face and voice of the bank in the community. He will oversee the bank's four core lines of business: commercial, private, business and retail banking. As commercial banking sales leader, he will continue to lead KeyBank's efforts to serve commercial banking and corporate clients in Utah. Yergensen was named senior vice president and KeyBank Utah commercial banking sales leader in 2014 after serving as vice president and senior relationship manager for more than three years. His education includes graduating from the University of Utah. Yergensen will succeed **Terry Grant**, who has announced his retirement after serving as KeyBank Utah Market President for nearly six years. Grant has a 35-year career in banking, joining KeyBank in 2014.



Drew Yergensen

CONSTRUCTION

• **Sundt Construction Inc.** has hired **Rodney Braegger** as a senior estimator in its Salt Lake City office. Braegger has over 30 years of construction experience, most recently working as a senior estimator for a heavy-civil com-



Rodney Braegger

CORPORATE

• **Co-Diagnostics Inc.**, a Salt Lake City-based molecular diagnostics company, has announced that its management will amend its June 30 Form 10-Q because of an incorrectly reported expense for the quarter ended June 30. The amendment, filed with the Securities and Exchange Commission, will show an increase in basic and diluted net income per common share of 8 cents for the quarter and the six months ended June 30. The increased net income per common share will be 51 cents.

DIRECT SALES

• **Vasayo**, a Pleasant Grove-based direct sales company, has appointed **Troy Mohr** as senior vice president of global operations. Mohr has more than three decades of experience in operations and manufacturing in both the private and public arenas. His experience includes launching new businesses and products, opening new markets, and building high-performing teams throughout the world in industries from nutrition, medical and personal care to venture placement and heavy industry/automotive.



Troy Mohr

DIVIDENDS

• The board of directors

pany. His portfolio includes numerous underground utilities and water projects. Among other roles he has held in his career are owner-managerial roles. His educational background includes estimating, accounting, management and CAD-based programs.

of **Nu Skin Enterprises Inc.**, Provo, has declared a quarterly cash dividend of 37.5 cents per share. The dividend will be paid Dec. 9 to shareholders of record Nov. 27. The Nu Skin family of companies includes Nu Skin, which develops and distributes a line of beauty and wellness products, and Rhyz, a strategic investment arm that includes a collection of sustainable manufacturing and technology innovation companies.



ECONOMIC INDICATORS

• **Foot traffic in Utah stores** increased 2.7 percent over the two weeks ending Oct. 30, putting Utah in the top five states trending upward, according to an analysis by marketing company **Zenreach**. Oklahoma had the largest increase, 4.6 percent, while Wisconsin had the largest decrease, 6.4 percent.

• The **U.S. Department of the Interior's "Economic Report for Fiscal Year 2019"** indicates that activities on federal lands and waters supported \$336 billion in economic output and 1.9 million jobs across the country. The study highlights the department's economic contributions that arise from managing federal lands and waters and making investments that conserve and restore natural landscapes and the cultural heritage of the nation. Departmental management of these resources facilitates private-sector activities that result in economic contributions across conventional and renewable energy, recreation, non-fuel minerals, irrigation and a wide swath of other activities. The report indicates that activities in **Utah** supported 49,800 jobs, had \$3.9 billion of value added, and \$6.7 billion in economic output. Details are at <https://doi.science-base.gov/doidv/>.

• **Summit County** leads Utah counties in a list of **places**

with the **largest tax refunds**, compiled by financial technology company **SmartAsset**. The study measured the total amount of money refunded by the IRS to each county divided by the number of refunds given out in each county to determine where residents received the highest average tax refunds. Summit County was followed, in order, by Wasatch, Duchesne, Morgan, Uintah, San Juan, Davis, Rich, Salt Lake and Utah counties. Details are at <https://smartasset.com/taxes/tax-return-calculator#Utah/taxReturn>.

MANUFACTURING

• **Theodore Global** has announced it is opening a manufacturing and distribution operation in Salt Lake City. The announcement came from the Economic Development Corporation of Utah (EDC Utah), the Salt Lake City Department of Economic Development and the Governor's Office of Economic Development (GOED). The natural-products company is based in the United Kingdom and offers sparkling grape juice drinks. The operation in downtown Salt Lake City is starting with three employees, and the company projects 15 staff within two to three years. Capital expenditures associated with this project are \$350,000. The company is working with **The Blue Chip Group** of Salt Lake City for production services. EDC Utah collaborated with **Linda Gillmor** of Utah's Own to connect the company with local food industry and community resources. **Michael O'Malley**, marketing director, led this project for EDC Utah.

NONPROFITS

• **WGU Academy**, a largely independent operating unit of Western Governors University established in 2018, has become a separate nonprofit corporation. The academy said the new status provides "greater flexibility to pursue its mission of dramatically scaling college readiness solutions through service agreements and partnerships with other higher education institutions, K-12 schools, community groups, employers and foundations." WGU Academy began enrolling students in April 2019 and has served over 10,000 people identified as needing additional preparation before enrolling full time into WGU. WGU Academy began pilot programs with other schools in 2019, including with Weber County in support of an intergenerational poverty pro-

gram. The academy's staff has grown to over 50 employees.

REAL ESTATE

• **The Shop**, a \$14 million coworking space at 340 E. 400 S., Salt Lake City, is pre-leasing and plans to open this winter. It is the second location for The Shop, with the first having opened in 2017 in New Orleans. The developer is **The Domain Cos.**, in partnership with **Giv Development**. The Shop joins Mya, Domain's debut, mixed-income residential development in Salt Lake, and anchors a \$124.3 million transit-oriented development that combines apartments, shared workspace and retailers. To advance The Shop, Domain tapped trusted financial partners. **Goldman Sachs** provided \$7.5 million in construction financing. The project was also funded in part by a \$360,000 loan from Salt Lake City. The architecture firm behind The Shop's design is **Eskew+Dumez+Ripple**, with **Wadman Corp.** serving as the general contractor and **Farouki Farouki** as interior designer.

RECOGNITIONS

• **Dr. Lincoln Nadauld**, executive director of Intermountain Healthcare's Precision Genomics Program, has received the **Cancer Community (C2) Award** for advancing precision medicine to bring more personalized treatments to cancer patients. The national C2 Awards are presented annually by biopharmaceutical company **AstraZeneca**, in partnership with **Scientific American Custom Media**, to honor unsung heroes of cancer care. This year



Lincoln Nadauld

see BRIEFS next page

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Industry Briefs

from previous page

there were more than 130 nominations from 31 states. The C2 Awards feature four categories: extending quality care to underserved communities, improving the patient experience, advancing precision medicine and doing something tangible and inspiring for patients. Nadauld receives \$50,000 to donate to a non-profit of his choice. He plans to give the money to Intermountain Precision Genomics.

• **Ellen E. Ostrow** has been named an honoree of the 2020 "40 Under 40" initiative of ABI. The initiative identifies



Ellen Ostrow

40 top industry professionals under age 40. The honorees will be recognized at a special virtual ceremony in February. Ostrow is

with Stoel Rives LLP of Salt Lake City. Nominations were submitted earlier this year by the candidates themselves or by colleagues via the initiative's website. More than 200 candidates were evaluated by 20 judges.

• **Eisenberg, Cutt, Kendell & Olson**, Salt Lake City, has been rated in the 2021 edition of "Best Law Firms" by *U.S. News — Best Lawyers* in tiers 1 and 2 for their legal acumen and skill. For many years, the firm has represented injured Utah residents. The selection process for *U.S. News — Best Lawyers* includes the use of lawyer ballots, law firm surveys and client feedback, which are analyzed

and then converted into "Best Law Firms" scores. Based on these scores, practice areas and geographic regions, firms are then placed according to a three-tier ranking system. In the 2021 edition, *U.S. News — Best Lawyers* rated Eisenberg, Cutt, Kendell & Olson a metropolitan Tier 1 Utah firm for personal injury litigation on the side of the plaintiffs, and a metropolitan Tier 2 Utah firm for commercial litigation and insurance law. This is the second consecutive year the firm has received rankings in the publication.

• **Impartner**, a Salt Lake City-based provider of channel management and partner relationship management technology, has been named by **Forrester** as a leader in partner relationship management in "The Forrester Wave: Partner Relationship Management, Q4 2020." The Forrester Wave evaluated 14 significant PRM providers, and Impartner received the highest possible scores in the Partner Coselling and Comarketing; Product Innovation Roadmap; and Supporting Products, Services and Ecosystem categories.

SERVICES

• **Mammoth Holdings LLC**, an Atlanta-based conveyor car wash operator, has acquired **Papa's Express Tunnel Car Wash**, an express conveyor car wash in Saratoga Springs. Financial terms were not disclosed. Papa's was founded by Mark Philipp and his family in 2017. With the acquisition, Mammoth has five stores in the area. It has 46 conveyor car washes in nine states.

UPDATES

from page 1

• **"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 Business Alliance Networking Luncheon**, a Davis Chamber of Commerce event originally scheduled for Nov. 17, 11:30 a.m.-1 p.m., at the Business Resource Center in Kaysville, now will take place at Oakridge Country Club, 1492 Shepard Lane, Farmington. Free. No RSVP required. Details are at davischamberofcommerce.com.

• **"Business Connections and Bowling,"** a ChamberWest event

scheduled for Nov. 18, 3:30-5 p.m., at All-Star Bowling & Entertainment in West Valley City, is now "Business Connections," taking place online. Free. Details are at chamberwest.com.

• **"Business After Hours,"** an Ogden-Weber Chamber of Commerce event scheduled for Nov. 18, 5-7 p.m., at Ogden Eccles Conference Center in Ogden, has been canceled, but the follow-on event is now called "Chamber Family Night Out," featuring a showing of "The Nightmare Before Christmas" at Peery's Egyptian Theater in Ogden. BOGO tickets cost \$6.50. Details are at ogdenweberchamber.com.

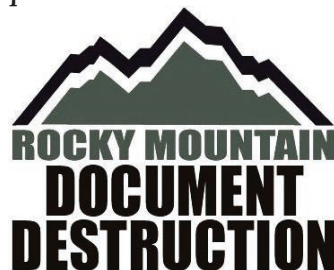
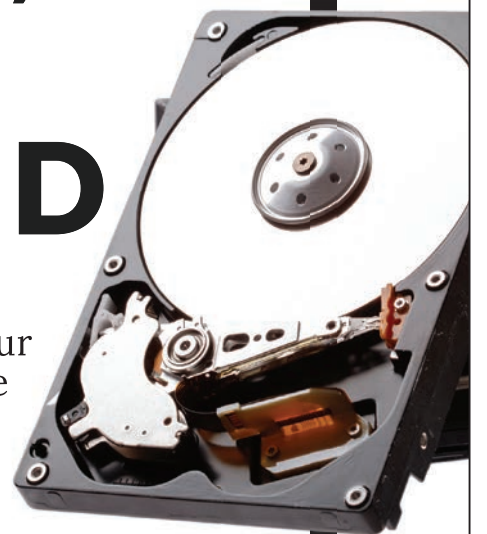
• **"Business Connections and Bowling,"** a ChamberWest event scheduled for Dec. 16, 3:30-5 p.m., at All-Star Bowling & Entertainment in West Valley City, is now "Business Connections," taking place online. Free. Details are at chamberwest.com.



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DO YOU CONSIDER YOURSELF RICH?



by **Joe Griffin**
CEO, TrueNorth Wealth

Circumstances do not account for most of our happiness. In fact, they barely affect it at all. Studies show that 50 percent of our happiness is genetic, 40 percent is our own thoughts and choices, and only 10 percent comes from outside circumstances.* But somehow, we always seem to think that happiness is just around the corner, waiting to greet us when we accomplish the next big thing. Perhaps that's why very few Americans actually consider themselves "rich" — they refuse to believe they have truly arrived because they don't feel any happier. Additionally, as income increases, spending does too, so they never actually feel any richer, either. But what about the people who do feel "rich"? What is their secret? Let's dig a little deeper into our spending habits and see where happiness actually comes from.

THE HEDONIC TREADMILL

The Hedonic Treadmill theory states that humans will always return to a baseline level of happiness, regardless of their circumstances. This means that, yes, certain things can boost your happiness for a little while. But, after the initial burst of happiness fades, you will be at the same level of happiness as you were before. We have all experienced this phenomenon before, right? We think our lives will be better once we graduate from school, get that job, own that new car, buy that house . . . and for a while, those things do make us feel good. However, it doesn't take very long to feel just as we did before.

WHAT DOES THIS HAVE TO DO WITH FINANCES?

When it comes to spending money, this theory implies that as we make more money, our expectations also increase, and there is no lasting increase in happiness.

How to get off the treadmill and have a "rich" life? The good news is that there are ways to increase your baseline level of happiness that actually work (unlike just getting more stuff). This is the secret that truly "rich" people understand: being rich isn't about money. It is about getting off the treadmill and creating a life of purpose and freedom.

So, yes, you can lead a "rich" life earning 50k a year or 500k a year. It is all about designing a life where you can do the things you love and have confidence in your financial future.

So, instead of chasing more and more and more, start focusing on building a life of purpose. Meet with a financial planner and create a wealth management plan that will enable you to achieve financial freedom, regardless of your financial state or stage in life. TrueNorth Wealth is a fee-only wealth management firm with offices in Salt Lake, St. George, and Logan. TrueNorth is devoted to its clients every step of the way as they approach and commence retirement.

PRIORITIZE THE PEOPLE AND THINGS THAT YOU ACTUALLY ENJOY

People who live a "rich" life spend their time and money on the most important things, like relationships and activities that give them purpose.

GET RID OF THE "MORE" MENTALITY

The mentality of "more" or "keeping up with the Joneses" is so ingrained into our culture that it can be hard to shake. Next time you get a raise, try increasing your monthly savings rather than buying that new car.

MAKE SURE YOUR MONEY IS WORKING FOR YOU

People who feel truly "rich" are the ones who let their money work for them and not the other way around.

CREATE A FINANCIAL PLAN YOU CAN HAVE CONFIDENCE IN

Financial freedom starts with having a plan for your money. Sit down with a trusted financial planner and create a comprehensive wealth management plan that includes retirement, estate, insurance, and investment planning.



* Seph Fontane Pennock, "The Hedonic Treadmill – Are We Forever Chasing Rainbows," January 9, 2020, <https://positivepsychology.com/hedonic-treadmill>

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.

Nov. 16, 4-8 p.m.

15th Annual Wasatch Front Materials Expo, a Utah SAMPE Chapter event originally scheduled for March 25. Location is 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](https://eventbrite.com).

Nov. 17, 8-9 a.m.

"Current Trends in Financial Fraud," a Silicon Slopes event. Speaker Todd McKinnon, partner at Tanner LC, will discuss current trends and cases they are seeing and what to watch out for. Event takes place online. Free. Details are at siliconslopes.com.

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

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

Nov. 17, 8:30-9:30 a.m.

"Go Before You Go: Poop and Public Lands," part of the 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 will discuss why it is a problem, communication strategies currently in use and takeaways to implement in your communities. Speakers include Hope Braithwaite, assistant professor for watershed quality with Utah State University; and Bekee Hotze, Forest Service district ranger for the Uinta-Wasatch-Cache National Forest, Salt Lake Ranger District. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Nov. 17, 9-10 a.m.

2020 Tourism Fall Forum, a Park City Chamber of Commerce

Convention & Visitors Bureau event, in partnership with Park City Television. Activities include a 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 Oakridge Country Club, 1492 Shepard Lane, Farmington. 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 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, 8:30-9:15 a.m.

"Affecting Air Quality with Your Recreation Actions," part of the 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. Speaker is Thom Carter of Utah Clean Air Partnership (UCAIR). Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

Nov. 18, 9 a.m.-1 p.m.

"Stronger Together: EU and the Mountain West," presented by the Delegation of the European Union to the United States and featuring a virtual trade roundtable and one-on-one networking. Speakers include Ambassador Stavros Lambrinidis, Delegation of

the European Union to the United States; Karen Gerwitz, president, World Trade Center Denver; David Carlebach, vice president of international investment, World Trade Center Utah; and Kevin J. O'Shea, senior vice president of international trade, Arizona Commerce Authority; moderated by Tomas Baert, head of the Trade, Digital and Agricultural Section, Delegation of the European Union to the United States. Event takes place online. Free. Registration can be completed at [Eventbrite.com](https://eventbrite.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 that 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, 1-3 p.m.

"How to Raise Money: Navigating Due Diligence," a VentureCapital.Org event. Cost is \$30. Event takes place online. Registration can be completed at [Eventbrite.com](https://eventbrite.com).

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

"Business Connections," a ChamberWest event that takes place online. Registration is required. Free. Details are at chamberwest.com.

Nov. 18, 5-7 p.m.

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

Nov. 18, 7-9 p.m.

"Chamber Family Night Out," an Ogden-Weber Chamber of Commerce event featuring a showing of "The Nightmare Before Christmas." Location is Peery's Egyptian Theater, 2415 Washington Blvd., in Ogden. BOGO tickets cost \$6.50. Details are at ogdenweberchamber.com.

Nov. 18, 5:30-6:30 p.m.

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

Nov. 19, 7:45 a.m.-5 p.m.

Employer Tax Workshop, a Small Business Development Center (SBDC) event. Location is Salt Lake Community College SBDC, Building 5, MCPC 101, 9750 S. 300 W., Sandy. Cost is \$15. Details are at <https://clients.utahsbdc.org/events.aspx>.

Nov. 19, 8 a.m.-5 p.m.

Intermediate Excel, a Salt Lake Community College Employee Development Workshop focusing on how to organize, format and calculate data using Microsoft Excel software. This course builds upon "Intro to Excel" concepts. Location is SLCC's Miller Campus in Sandy. Virtual participation is also available. Cost is \$249. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

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, 1:30-2:30 p.m.

"Salt Lake Chamber-Business Live," an online networking event. Details are at slchamber.com.

Nov. 19, 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. 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. 20, 8-9 a.m.

WOW Women Training, presented by the Women's Business Center of Utah in partnership with wowwomen.biz. Speaker is Vanessa Harris. Topic to be determined. Event takes place online. Free. Details are at wbcutah.org.

Nov. 20, 8:30 a.m.

"Bagels & Business," a Mill

at Miller event. Speaker Emily Ashby will discuss "Three Tips for Instagram Success." Event is offered online or in-person at Salt Lake Community College's Miller Campus in Sandy. Details are at (801) 957-5443.

Nov. 20, noon

"Silicon Slopes Live," featuring Devin Deaton, Kylie Nelson, Ryan Johnson and Travis Draper, partners at Max Connect Marketing. Event takes place online. Details are at siliconslopes.com.

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 that takes place online. Free. Details are at slchamber.com.

Nov. 26, 5:30-7 p.m.

Chamber Mixer, a West Jordan Chamber of Commerce event. Location to be determined. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at westjordanchamber.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. 1, 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>.

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. Virtual participation is also available. Cost is \$150. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

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CALENDAR

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Dec. 2, noon-3 p.m.

Deal Forum, a Venture-Capital.Org event featuring entrepreneurs pitching their startups to a panel of active investors. Event takes place online. Registration can be completed at Eventbrite.

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

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

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

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

Dec. 8, noon-1:30 p.m.

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

Dec. 8, 5-7 p.m.

Business Women's Forum: Winter Mixer. Location is Hilton Garden Inn Salt Lake City Downtown, 250 W. 600 S., Salt Lake City. Cost is \$50 for members, \$60 for nonmembers. Event limited to 60 people. Details are at slchamber.com.

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

"Emotional Intelligence," part of the Fall 2020 Leadership Series presented by Davis Technical College's employer

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

Dec. 9, 5-7 p.m.

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

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

Annual Holiday Party and Networking Luncheon, a Davis Chamber of Commerce event. Location is Boondocks, 525 Deseret Drive, Kaysville. Cost is \$20 for members, \$30 for guests. Details are at davischamberofcommerce.com.

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

Women in Business Networking, an Ogden-Weber Chamber of Commerce event. Location to be determined. Free for WIB members. Details are at ogdenweberchamber.com.

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

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

Dec. 15, 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. 16, 3:30-5 p.m.

"Business Connections," a ChamberWest event that takes place online. Registration is required. Free. Details are at chamberwest.com.

Dec. 23, noon-1:30 p.m.

"Solve the Business Puzzle," a Women's Business Center of Utah event taking place online. Free. Details are at wbcutah.org.

Dec. 24, 5:30-7 p.m.

Chamber Mixer, a West

Jordan Chamber of Commerce event. Location to be determined. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

Dec. 30, 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.

Jan. 7, 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.

Jan. 12-Feb. 4

PMP Certification Exam Prep, a Salt Lake Community College Employee Development Workshop taking place on Tuesdays and Thursdays, 8 a.m.-noon. This intermediate course prepares participants to successfully pass the PMP exam by reviewing the concepts and principles of project management. Students will study project management methods in accordance with PMI requirements and a syllabus to study for the new 200-question 2021 PMI PMP examination. Location is SLCC's Miller Campus in Sandy. Cost is \$1,350. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Jan. 12, 8 a.m.-4 p.m.

"Time Management," part of the Salt Lake Community College Frontline Leader Workshop Series. Participants will analyze and explore strategies to use their resources of time and energy more efficiently and effectively. 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>.

Jan. 13, 7:30-11 a.m.

"Effective Public Speaking," 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.

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EARNINGS

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the true potential of Nature's Sunshine's platform, and we believe we are taking the right steps to continue this momentum into the future."

LifeVantage

LifeVantage Corp., based in Salt Lake city, reported net income of \$2.5 million, or 17 cents per share, for the first quarter ended Sept. 30. That compares with \$1.8 million, or 12 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$54.8 million, down from \$56.2 million in the year-earlier quarter.

LifeVantage is engaged in the identification, research, development and distribution of nutraceutical dietary supplements and skin and hair care products.

"We continue to generate strong year-over-year growth in active distributors both in the U.S. and internationally, while revenue growth was negatively impacted by the timing of our Elite Academy events as last year's Q1 event was not replicated this year," Steve Fife, interim CEO and chief financial officer, said in announcing the results.

"However, we continue to drive strong adjusted EBITDA (earnings before interest, taxes, depreciation and amortization) growth and nearly doubled adjusted EPS (earnings per share) on a year-over-year basis."

Clarus

Clarus Corp., based in Salt Lake City, reported net income of \$1.2 million, or 4 cents per share, for the third quarter ended Sept. 30. That compares with \$3.5 million, or 11 cents per share, for the same quarter a year earlier.

Sales in the most recent quarter totaled \$64.5 million, up from \$60.2 million in the year-earlier quarter.

Clarus develops, manufactures and distributes outdoor equipment and lifestyle products focused on the climb, ski, mountain and sport markets. Its brands include Black Diamond, Sierra, Barnes, PIEPS and SKINourishment.

"As indicated in our pre-announcement, our third-quarter results showed the strength of our well-diversified brand portfolio," John Walbrecht, president, said in announcing the results. "Black Diamond sales continued to improve and ended the third quarter down only 8 percent year-over-year, and sales for Sierra increased 135 percent to a record \$15.1 million. These results were

supported by our well-defined strategy of preserving brand equity while continuing to execute on our 'innovate & accelerate' playbook across our portfolio of brands."

Pluralsight

Pluralsight Inc., based in Draper, reported a net loss of \$27.4 million, or 24 cents per share, for the third quarter ended Sept. 30. That compares with a loss of \$32.5 million, or 32 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$99.5 million, up from \$82.6 million in the year-earlier quarter.

Pluralsight offers a technology skills and engineering management platform.

"We're proud of the progress we made in the quarter while still in the midst of the COVID-19 pandemic," Aaron Skonnard, co-founder and CEO, said in announcing the results. "We handily beat our revenue, earnings and cash expectations in Q3 and have raised our annual expectations for each."

"Q3 billings came in lighter than we expected, but we had strong participation and enthusiasm at our PS LIVE customer event in October. With the pipeline generated from PS LIVE and our new products and capabilities, we remain confident in our outlook."

Superior Drilling Products

Superior Drilling Products Inc., based in Vernal, reported a net loss of \$1.7 million, or 7 cents per share, for the third quarter ended Sept. 30. That compares with a loss of \$418,000, or 2 cents per share, for the same quarter a year earlier.

Revenue in the most recent quarter totaled \$1.5 million, down from \$5 million in the year-earlier quarter.

The company designs and manufactures drilling tool technologies.

The company said market conditions hit a low point with the August U.S. rig count reaching a low point due to the initial impacts of COVID-19 and the geopolitically driven imbalance of supply and demand in the global oil market.

"We are taking measures to provide for liquidity while keeping our sights on the long term," Troy Meier, chairman and CEO, said in announcing the results. "Importantly, our results demonstrate that the value of our Drill-N-Ream well bore conditioning tool has been gaining traction internationally even against the temporary headwinds of current industry conditions."

WORKFRONT

from page 1

be Experience Cloud and Workfront will bring efficiency, collaboration and productivity gains to marketing teams currently challenged with siloed work management solutions."

Adobe and Workfront are longstanding partners with product synergies and a growing base of over 1,000 shared customers. Shared Adobe and Workfront customers include Deloitte, Under Armour, Nordstrom, Prudential Financial, T-Mobile and The Home Depot.

"Adobe is the undisputed leader in content creation, management, delivery and measurement and a trusted partner to digital leaders around the globe," said Anil Chakravarthy, executive vice president and general manager of digital experience business and worldwide field operations at Adobe. "The combination of Adobe and Workfront will further accelerate Adobe's leadership in customer experience management, providing a pioneering solution that spans the entire lifecycle of digital experiences, from ideation to activation."

"Adobe and Workfront share a common affinity to help the modern marketer thrive in an ever-evolving, increasingly demanding setting," said Alex Shootman, CEO of Workfront. "We're excited to join Adobe and believe this will be a tremendous opportunity for our customers and partners."

When the deal closes, Workfront CEO Alex Shootman will continue to lead the Workfront team, reporting to Chakravarthy.

The transaction, which is expected to close during the first

ENNICO

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people (unintentionally). Sometimes, by trying to make tons of money with a new product, service, business model or innovation, you end up doing good for the world (unintentionally).

Sometimes, the best you can do is launch, see what happens and hope for the best.

For those of you who think I'm secretly writing about the recent presidential election — well, maybe I am.

But before you emigrate to Canada when the results are announced (hopefully sometime this month), consider this: In 1980,

quarter of Adobe's 2021 fiscal year, is subject to regulatory approval and customary closing conditions. Until the transaction closes, each company will continue to operate independently.

the U.S. elected a Hollywood movie actor as president.

Many people both here and overseas thought the American electorate was crazy. They worried that this trigger-happy cowboy would set off World War III.

Well, that election, and that president, didn't turn out so bad.

Maybe this one will also lead to good things. Or maybe we will end up with a massive pile of poop. History will judge, as always, in hindsight.

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

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CALENDAR

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Jan. 19, 8 a.m.-4 p.m.

"Time Management," part of the Salt Lake Community College Frontline Leader Workshop Series. Participants will analyze and explore strategies to use their resources of time and energy more efficiently and effectively. Location is SLCC's Westpointe Campus in Salt Lake City. Virtual participation is also available. Cost is \$250. Details are at <http://www.slcc.edu/workforce/courses/index.aspx>.

Jan. 27, 7:30-11 a.m.

"Attracting, Engaging and Retaining Talent," 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.

Jan. 28, 5:30-7 p.m.

Chamber Mixer, a West Jordan Chamber of Commerce event. Location to be determined. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

Feb. 4, 7:30-9 a.m.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event. Location is the Weber Center, 2380 Washington Blvd., Ogden. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.

Feb. 5, 8-10 a.m.

"Friday Forum," a Utah Valley Chamber event. Location is Utah Valley Convention Center, 220 W. Center St., No. 200, Provo. Details are at thechamber.org.

Feb. 17, 5:45-10 p.m.

2021 annual Gala & After Party, an Ogden-Weber Chamber of Commerce event. Awards will

be presented for Small and Large Business of the Year, Volunteer of the Year, Chairperson of the Year, the Chamber Impact Award, the Sue Westenskow Education Award, the Athena Leadership Award and the Wall of Fame. Doors open at 5:45 p.m. Awards program begins at 6:30 p.m. After party begins at 7:30 p.m. Location is Peery's Egyptian Theater and Ogden Eccles Conference Center, 2415 Washington Blvd., Ogden. Cost is \$100. Details are at ogdenweberchamber.com.

Feb. 25, 5:30-7 p.m.

Chamber Mixer, a West Jordan Chamber of Commerce event. Location to be determined. Cost is \$5 for chamber members, \$10 for nonmembers. Details are at westjordanchamber.com.

March 4, 7:30-9 a.m.

Morning Speaker Series, an Ogden-Weber Chamber of Commerce event. Location is the Weber Center, 2380 Washington Blvd., Ogden. Free for chamber members and first-time guests. Details are at ogdenweberchamber.com.



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NEWSMAKER

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vine, let's say, to Salt Lake City, I am sure that the city officials or the county officials are going to welcome me,' and that, I think, is maybe as important as anything else," Kotkin said.

"I think it's a question of welcoming, and I think that's one of the great advantages of a culture like Utah, that even if you're not part of the majority religion, you're still going to be welcomed, you're still going to be treated well, and if you bring good jobs, you'll be included."

Utah's strengths also include a dispersed and family housing pattern that fits the current trend of millennials and others shifting from the cities to the suburbs, pro-business policies leading to both high-paying and mid-level job growth, public engagement that is a key advantage in a crisis, and a church culture and family focus that is critical to a pattern of overcoming troubles, they said.

"This idea of communal self-support and mutual support is critical in any kind of crisis," Kotkin said.

Utah has fared relatively well during the COVID pandemic in part because it is less dense than other metro areas, even in Salt Lake City, they said. That means fewer people are being infected and dying than in other cities. Cox cited Centers for Disease Control and Prevention statistics showing Utah being No. 45 among states for COVID death rates. Among metro areas, Ogden, Provo and Salt Lake City all had lower rates than similar cities. The rates in Utah counties is below half of the national average.

"It's a good environment for COVID, as it were," Cox said. "COVID is not good, but Utah has done very well."

Denser cities, meanwhile, have been hit the hardest, but it's not just because of simply more people. They feature enclosed spaces without adequate ventilation, such as transit vehicles, crowded elevators and high rises without windows that open, they said.

Utah fits the trends of people moving out of cities and into suburbs as millennials and others — with children and changing priorities — seek to live in single-family homes. Many people outside Utah have fled inner cities due to increases in crime, "increasingly lunatic politics" and law enforcement troubles, Kotkin said. The suburban life has proven to be even more attractive during the pandemic, they said.

"In COVID, if you're in a lockdown and if we're going to see future lockdowns, which is not beyond the pale, what you'll find is, you're a lot better off with a house with a back yard than you are in a one-bedroom apartment if you're locked-down," Kotkin said.

Likewise, working from home already was a growing trend but the virus impacts have broadened its appeal.

But Cox warned that increased housing costs could become so acute that it could hamper Utah's attractiveness to outsiders.

"This is something that we believe you really need to be looking at because, at the moment, you could well get strong migration from elsewhere in the country, but that could come to a close pretty quickly if this housing affordability continues to deteriorate," Cox said.

Still, both men were bullish about Utah's economic future.

"Keep doing what doing and begin to understand that your intrinsic strengths are great strengths," Kotkin said. "Look at yourself and look at what's happening, and see if can build on your strengths."

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